



Staff Report

Report To: Council Meeting

From: Jana Nethercott, Clerk and Lee Gosnell, Manager of Operations & Community Services

Date: 2022-06-09

Subject: Recycle Coach App

Recommendation:

That West Elgin Council hereby receives the report from Jana Nethercott, Clerk and Lee Gosnell, Manager of Operations & Community Services re: Recycle Coach App for information purposes.

Purpose:

The purpose of this report is to provide Council information about the Recycle Coach App that staff are rolling out to residents in early July, after the company offered it to MRF partner municipalities free of charge.

Background:

At the May MFR meeting the City of London provided information that the partner municipalities can use the Recycle Coach App under the City of London Service Contract, for each municipality's residents' use. This option is being offered "in the spirit of partnership" under London's own service agreements with the company and at no additional charge as long as the City of London has an agreement with Recycle Coach.

Staff held an information meeting with Lauren, the Recycle Coach representative on May 31, 2022 to find out more about the product. The Recycle Coach app is for cell phones only and the app can be downloaded through the Apple Store or Google Play. This app is prepopulated with information specific to West Elgin's Garbage and Recycling program and can also receive emergency and non-emergency notifications sent out from the Municipality.

Recycle Coach App Features

- Text reminders sent to phone for garbage and recycling pick up, special events (yard waste collection, tax bill payment due dates, water bill payment due dates), disruptions in service
- Digital calendar integration with phone calendars
- Creation of garbage and recycling calendars, which can also be downloaded and printed (saves staff from creating the calendar each year)
- Address specific information such as pick up day, placement of garbage and recycling
- What goes Where tool - take a photo of an item and have the app tell you which bin it belongs in or if its trash
- Recycling and Garbage education components
- Inbound resident communication – use the app to call or email the Municipal Office about a recycling or garbage issue

The company provides a webpage widget to integrate into our current website to allow residents using the website to access the same information as smart phone users.

Recycling Coach has marketing support to assist with engaging residents in using this product, which include social media posts, posters, press releases, QR codes and Web banners.

Timeline

As Recycling Coach already has the information from the City of London for our recycling program the information required from staff is less than a normal on boarding process and at its looking like this may be ready to roll out to residents in July.

Financial Implications:

None.