recycle coach

Empowering people to help the environment by becoming better recyclers.

Digital transformation has become a top priority for many local governments, both to improve service and lower costs. And for good reason. Nowhere is the potential for savings and enhanced education greater than in the area of municipal solid waste.

For most local governments, education is the only viable option to increase recycling and reduce contamination. Indeed, without a renewed emphasis on education, there's every likelihood things will get worse. Unfortunately, it's often hard to know if your efforts are paying off so it's not clear whether you're getting any sort of return on your investment. But now, thanks to Recycle Coach *Campaigns*, your residents can become more knowledgeable and engaged recyclers. Even better, you're able to confirm you're making a difference while connecting with more residents in a meaningful way. Plus, you can do it at a lower cost than ever before.

Our Approach It's been said that if you want a different outcome, you can't continue to do things the same way. Our approach to recycling education is to focus on the wants and needs of your residents. First, they want to be able to find information quickly and conveniently. In today's world, this means making information available on every device – computer, tablet, phone and even smart devices such as Google Home and Amazon Echo. Mobile and website apps provide advanced search capabilities that ensure they find what they need instantly.
Second, they don't want to be taught – or scolded; but they're willing to learn to be a better recycler so that they feel good about themselves and their contribution to the environment. But only if it's easy and basically effortless. Understanding their different learning styles is critical as it allows for

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The Coachlings are adorable and I was amazed at their ability to communicate without using spoken language. They are excellent teachers – I mean coaches!

Tucson resident

the Coachlings

personalized learning; and for most, what works best is micro learning. By leveraging everyday interactions that make their lives easier, you're able to help them learn the recycling basics that are critical to your program success. For bigger problems, our new Campaigns tool works incredibly well to explain the problem, show why it's a problem and teach them what they can do to solve it. Best of all, the analytics confirm residents are highly supportive of this *Campaigns* approach.

A key element of education is attracting attention, and in this regard The Coachlings have proven to be a huge hit. Four playful characters that are keen to help you raise the recycling IQ of your residents and overcome the challenges that are impacting program performance – whether it be material recovery, contamination or even cart placement. They possess a unique ability to engage your residents, explain problems and demonstrate preferred behavior.

Reaching More Residents A critical element of any promotional effort is reach – how many residents actually engage. The Coachlings are effective at encouraging participation, but what about the people who aren't aware of them and your educational efforts? That's where the Recycle Coach network has you covered. From travel information to event tickets to weather information, the world has embraced networks. And the faster networks grow, the faster they grow - it's called the network effect.

What does it mean for you? It means that you're not alone in promoting the helpful tools you offer to your residents. People who live in your city will learn about Recycle Coach from their family and friends who live or go to school elsewhere. This network effect has been a significant contributor to the 280% network growth over the last 18 months (July '17 to Dec '18).

The other significant contributor to reaching more residents is Campaigns. During the 14-city pilot in late 2018, the number of new subscribers in these municipalities increased by 242% vs. the same period a year ago. Attracting new subscribers is a key focus at Recycle Coach, because these are the residents you're able to continue to engage with. And it's working - subscriber rates equal to 30-40% of households is not uncommon.

About Recycle Coach Recycle Coach has been helping governments leverage new technology to improve recycling education and communications since 2001. Our network approach and low fees mean we are able to deliver maximum results with any size budget. Best of all, we get you up and running with minimal staff commitment - a typical setup involves 4-8 hours spent providing GIS collection details and approving the 'What goes where?' database, a savings of 30+ hours over the 'data loading' you would otherwise need to do.

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This is an exceptional way of approaching residents with information that's usually boring and overly complex. Kudos to Blacksburg for innovating.

Blacksburg resident

Personalized collection calendars and reminders

We'll keep your residents on schedule, so you don't have to.

Sometimes, residents lose track of collection day. Special seasonal collections and holiday changes only compound the problem. With our calendars, residents get the information they need in a format that's convenient. We also include information for all your upcoming events, like that paper-shredding shindig that's coming up.

Automated reminders

Reminders are available by push notification, SMS*, voice* and email. Residents can receive them whenever they want—whether it's one week or one hour before pickup, every time or only when there are schedule changes. They're totally customizable. You can even target specific residents with educational content that will appear in their reminders. Teach them how to properly dispose of a problem item in your waste stream or use the tool to boost event attendance.

Highlights

Collection calendars

- Personalized to each resident based on their address
- Available for web, mobile, voice and print
- Syncs with email calendars
- Features collection days for all your waste streams, even special collections, and includes schedule changes for holidays
- Features local events, like household hazardous waste drop-off days
- Gives you access to a monthly dashboard report, where you can see how many residents are downloading and using their calendars

Automated reminders

- Fully customizable
    - Can set them anytime — one week or one hour before pickup
    - Can receive them every time or only when there are holiday changes
    - Can select which waste type or event   to receive reminders for — household hazardous waste, garbage, recycling, yard waste, Christmas trees, organics, etc.
    - Available by push notification, SMS*, voice* and email
- Lets you provide residents with helpful information and educational content served directly through their reminders

* Additional line usage charges apply

recycle coach

www.recyclecoach.com

What goes where?

One tool. 10,000 search terms and growing.

What goes where? is the waste sector's first smart search tool. Each time a resident looks up an item using a brand name or alternate spelling that isn't listed, we add it for you.

Lower barriers

Make program information searchable from any device — even digital assistants. That way, residents can find the information they need whenever, wherever. The average solid waste website contains 11,500 words. Unfortunately, this information is difficult for residents to sift through. *What goes where?* makes onsite content discoverable in seconds.

Plus, it's intuitive. When residents look up disposal information for an item, they rarely use industry jargon. Instead, they search in their own language, using phrasing they're familiar with. With over 10,000 search terms and growing, *What goes where?* accommodates them. And it has the highest search success rate in the business at a whopping 98.1%!

Fill knowledge gaps

What goes where? isn't just a search tool. It also contains blog and video content, drop-off depot locations, collection requirements and much more. By providing residents with a media-rich environment, it catches their attention and educates them about the biggest waste issues facing your community. It's your greatest ally in the war against contamination.

Make your program smarter

Each month, we'll send you a detailed analytics report. It'll show you how residents are using your app, including a list of most-searched items. Use this information to identify program pain points and inform your future outreach strategy.
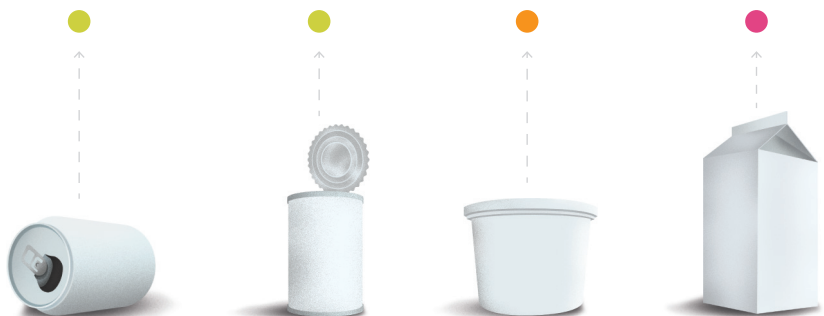
🔍 Spray can|
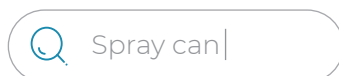
Vegetables

Paints

Glass

Batteries

www.recyclecoach.com

Our communication tools

They'll save you time and help you deliver a better service to residents.

Emergency and non-emergency notifications

Connect with residents when you need to, whether it's to notify them about service disruptions due to bad weather or holiday collection changes. There are plenty of customization options, too. Include specific zones, target single-family or multi-family residences or schedule when you'd like to send your message.

Notifications can be delivered by email, push notification, automated phone call*, text message* or through your web app.

Report a problem

With Report a problem, help residents report issues without having to spend time on the phone. Whether it's a missed collection, a broken cart that needs to be replaced or illegal dumping in your community—residents can contact you with all the details, including photos and the location where it happened. And it integrates with all 311-type systems. Report a problem helps you deliver a better service and free up staff resources while you're doing it.

What type of recycler are you? quiz

Teaching residents how to effectively recycle can be difficult, especially if they already think they're doing everything right. The What type of recycler are you? quiz challenges these assumptions. It shakes complacency and inspires residents to learn how to be better recyclers.

The quiz asks a series of questions related to your program, providing a score and recycling profile that can be shared over social media. Best of all, each week we'll deliver tips on how to correctly dispose of tricky recyclable and non-recyclable materials. These tips are based on individual quiz results and they're designed to keep important information top of mind.

* Additional line usage charges apply

recycle coach

Campaigns

A new approach to recycling education.

When residents don't know if something's recyclable, they guess. And they're usually wrong, which leads to contamination. There's a new tool helping communities of all sizes target their biggest recycling challenges. It's called *Campaigns*.

A proactive approach to contamination

Campaigns lets you directly address the biggest issues affecting your program, like single-use plastic bags and lithium-ion batteries. Each campaign focuses on a specific item of your choosing and delivers an immersive educational experience to your residents, teaching them how to correctly dispose of it. With informative content that caters to different kinds of learning styles, it's accessible to everyone.

Every campaign comes equipped with real-time analytics so that you can assess its performance and return on investment. And once your campaign is finished, it's archived in the Recycling Academy, a digital classroom where residents can continue to learn and engage with program content.

When residents know how to correctly dispose of certain items, they will — which means less guesswork and better program outcomes.

Meet the Coachlings

The Coachlings are central to Campaigns. They're also your program's biggest ally. They lead by example, demonstrating good recycling habits in a way that's fun, engaging and memorable. More than that, they make complicated information easy to digest. And each Coachling is unique, too —just like your residents. Their distinct personalities and specializations appeal to the different learning styles of people in your community.


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The Recycle Coach advantage
Powered by the network, maintained by us, managed by you

If you're reading this, chances are you're shopping for recycling communications software. We want to show you what makes our network different from inhouse and white-label solutions. That way, you have all the information you need to make the best possible decision. *So here are the three big differences, and advantages, of going the network route:*

You're not alone. With the Recycle Coach Network, you own the media, the message, and the data—but without owning all the responsibility of managing a program alone. We're here for you every step of the way. Whether it's helping you acquire new users or maintaining your material database for you. And the best part: You get all the credit.

You're not locked in. When you have software developed inhouse or through a vendor, making a change can be more trouble than it's worth. And because the software is tied to your branding, any changes you do make could affect public perception of your service. With the network, you're never locked in, and the barriers of entry and exit are low.

You're in control. As part of the network, you don't have to sacrifice any of the control you have over your program. You verify all the content, and we put it up for you. You can even customize the software to include your municipal branding. Plus, there are no hidden costs. When we update the software or add new functionality, as a network member, you benefit. And it's absolutely free.
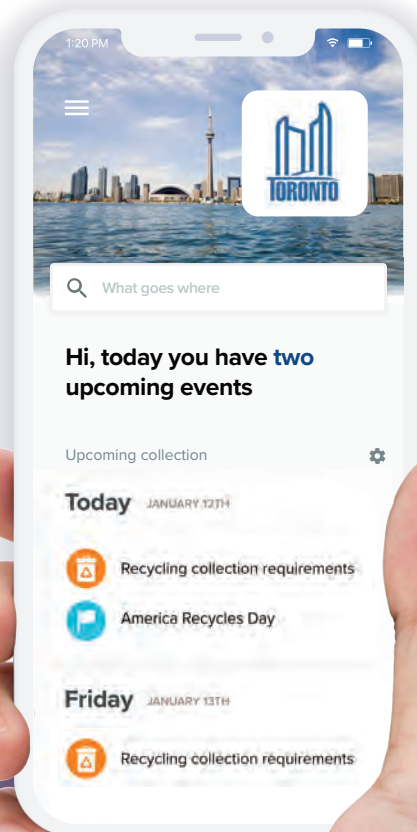
Your security is our priority

We know how important privacy and data security are to you and your residents. They're important to us, too. Security isn't just something we preach. It's something we practice every single day, and it's at the core of what we do. For all third-party services, we use two-factor authentication and **1Password**. Our hosting is provided by Amazon Web Services (AWS), the gold standard in cloud-based security — used by Netflix, Adobe and Dow Jones. When it comes to your security, we comply with all industry standards. In some cases, we exceed them.

Privacy

We don't monetize your data, which means we'll never sell, rent or lease it to third parties. Recycle Coach only collects information to improve our products and provide you with a personalized experience. We're totally transparent about how we collect and store information, and encourage customers and users to read our **Privacy Policy and User Agreement** for more information.

Security

Our infrastructure is supported by Amazon Web Services (AWS), which allows us to provide industry-leading security to all our members, including:

- Firewalls and VPNs to protect server communications
- Extended validation SSL certificates on every login page
- Backup data stored securely offsite
- Defense against DoS, DDoS, and a variety of other cyber threats

Accessibility

At Recycle Coach accessibility is something we believe in. Our independent third-party validation status ensures that Recycle Coach's services conform to **Section 508 of the Rehabilitation Act**. We're also constantly looking at ways we can leverage new technology to make our technology accessible to everyone. That's one reason why we've added voice search to our list of capabilities.