

Council Meeting Staff Report

February 20, 2020

Agenda No.:

Indexes (Council Goals):

Presenters: Angelica Gurule

Legislative File: 12706-20

Title

Recycle Coach Overview

.Recommended Action Motion

N/A

Body

The ESB will hear an overview presentation regarding the new Recycle Coach application and website tool. The purpose of the tool is to provide our residents with real time notifications and reminders about trash, recycle or yard trimming collection. It also has a personalized calendar feature and a what goes where search tool to help residents understand how to properly manage a specific trash or recyclable item. The tool will also be used to educate residents by implementing campaigns for challenging items such as glass, plastic wrap, and Styrofoam.

Recycle Coach tool went live December 16, 2019. There are currently 220 subscribers and there has been over 2,727 resident interactions within the mobile and web app between January 11, 2020 and February 10, 2020. Most of our residents are using the website versus the application. The resident interactions are split primarily between calendar views and what goes where content. The top three most searched items are household batteries, cardboard boxes, and plastic bags.

The goal is to have participation by at least 75% of all LAC households by December 2020.

Environmental Services has developed a comprehensive plan to successfully launch the new tool and will be asking for Environmental Sustainability Board member assistance.

Attachments

B - Recycle Coach Features

C - Recycle Coach Launch Plan