

ReCollect

How Communications and Data Can Transform
Solid Waste & Diversion Programs

Why does communications matter?



Influencing behavior isn't easy

- We want to help encourage behavior change, but residents often believe they are doing the right thing, even when they're not.
- Self-reported behavior e.g. recycling behavior, levels of participation are high and relatively stable
- However, this isn't always reflected in tonnages or contamination levels

Opportunity

Every transaction a resident or customer has with local government or their hauler is an opportunity to increase or decrease trust in that institution.

Thinking of residents workflow, not our workflow.

Most important skills in a digital era:

Empathy & Humility

Government technology should...

- Be user focused
- Be data Driven
- Drive Behavior Change
- Build Trust

What are the big challenges?

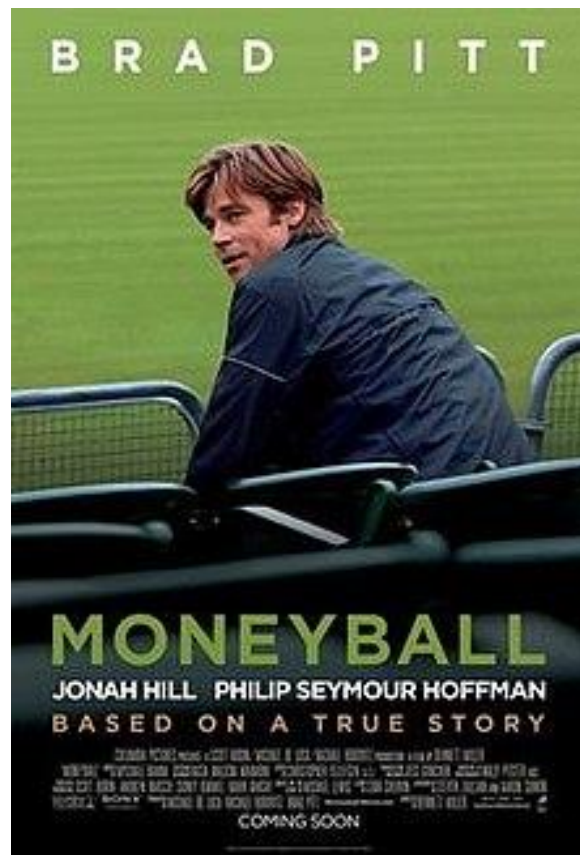
Driving culture change within an organization that:

- Understands and wants to use data
- That gets into residents shoes
- Willing to experiment and make hard choices

What can data do.

There are no shortcuts to increasing diversion and lowering contamination.

Data can help amplify good policy and decisions while maximizing the impact of staff time and outreach efforts.



Everyone Else

“50 feet of crap”



\$6.2 B Industry

Team	Wins	Losses	Payroll
Oakland Athletics	103	59	\$41,942,665 CAD
Seattle Mariners	99	63	\$62,757,041 CAD
Los Angeles Angels	93	69	\$86,084,710 CAD
Texas Rangers	72	90	\$106,915,180 CAD

Data & Metrics

Every transaction with a resident or customer is an opportunity to learn and get smarter:

- What do residents know and not know?
- What do residents think they know?
- What are their biggest challenges?

What is your data telling you?



City of Greensboro

December 10, 2018 · 🌐

...

This week's trash and recycling collections will be rescheduled as follows. Please note, this pickup schedule may be modified based on conditions in the field. If your can is not serviced on the following schedule, please leave it at the curb until Field Operations can get to it:

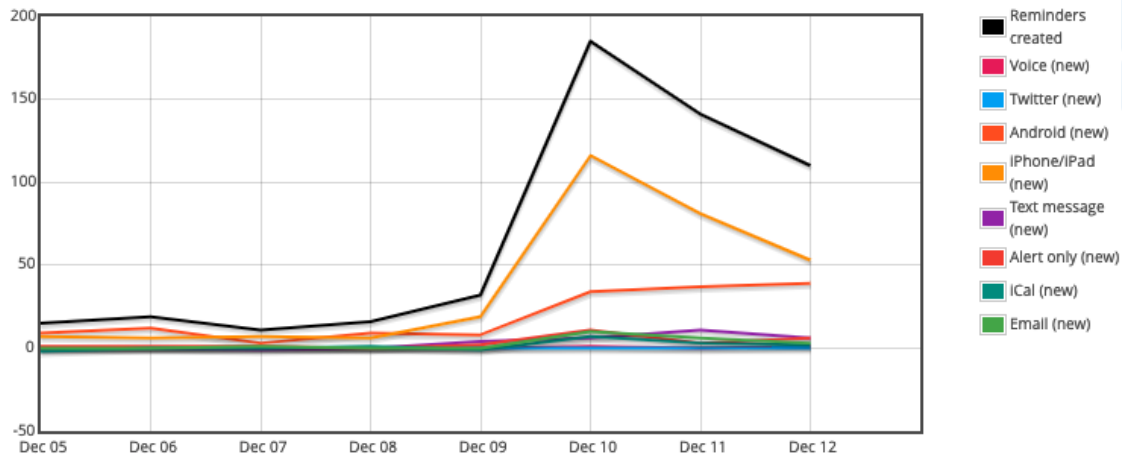
- Monday routes will be picked up Wednesday
- Tuesday routes will be picked up Thursday
- Thursday routes will be picked up Friday... [See More](#)



👍👎❤️ 184

39 Comments 248 Shares

Reminders over time



Reminder Languages

What is your data telling you?



GreensboroGoesGreen

@GSOGoesGreen

Following

Hurricane Florence & Potential Solid Waste Collection Interruptions

nextdoor.com/city/post/9115... via @Nextdoor



Hurricane Florence & Potential Collection Interruptions (Cit...

As we prepare for potential severe weather, residents are reminded that the City of Greensboro will communicate Solid Waste Collection updates on our GSO Collects App. If waste ...
nextdoor.com

9:35 AM - 11 Sep 2018

1 Retweet



1



City of Greensboro

September 19, 2018 · 🌐

Confused about waste collection schedules? Download our new app, GSO Collects. But wait, there's more! The GSO Collects app lets you report problems around the City too!!!



YOUTUBE.COM

Never Miss Another Collections with GSO Collects

Download the new GSO Collects app today at:
www.greensboro-nc.gov/collects



2

1 Comment 1 Share



Like



Comment



Share



Most Relevant ▾



Write a comment...



With this app: I get push notifications about trash collection, searched where to dump a huge stack of cardboard boxes that would never have fit in my can, got correct and useful info on disposing of a mattress, and I knew on Friday last week the collection schedule changed. Thanks to all involved.

Like · Reply · 25w



2

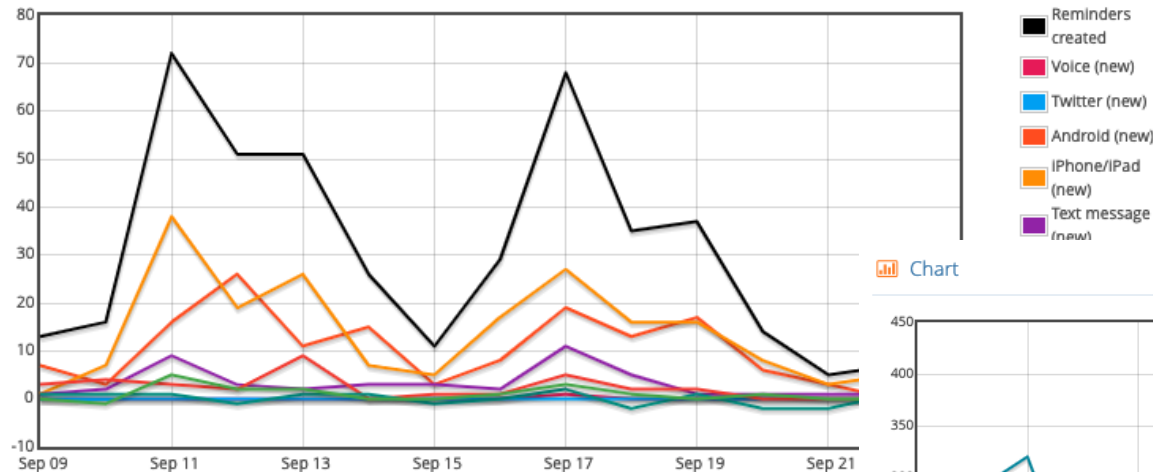


City of Greensboro That's a tremendous testimonial. Thank you!

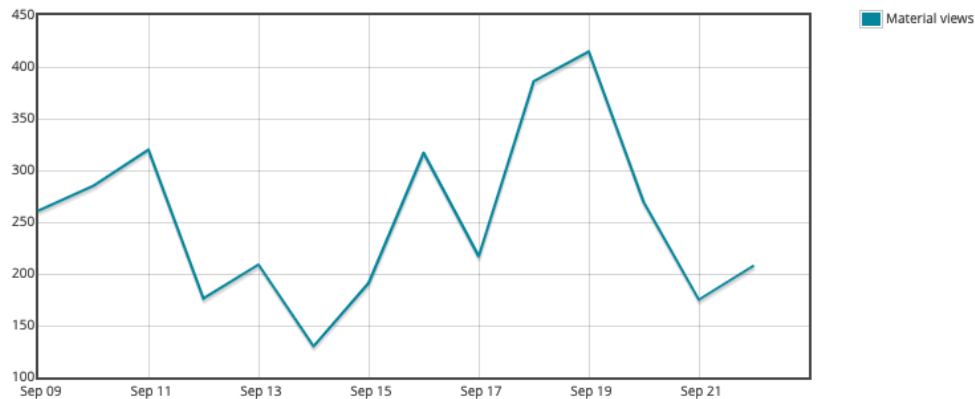
Like · Reply · 25w

What is your data telling you?

Reminders over time



Chart



What our customers have done

- Increased number of people taking compost classes
- Reduced call volumes by 80%
- Increased YouTube videos by 700%
- Helped a city target food scrap collection pilot areas with specific communications and measure impact.

What our customers have done

The screenshot displays the RecycleCT website. At the top left is the RecycleCT logo with the tagline "Ver en Español". A blue navigation bar contains the text "RECYCLECT WIZARD" and a menu with links: "WHY RECYCLE", "IN THE BIN", "BEYOND THE BIN", "GRANTS AND PROGRAMS", "SOCIAL", and "RESOURCES". Below the navigation bar, the heading "CAN I RECYCLE IT?" is followed by a search form. The form includes a placeholder text "Type the name of a waste item and we'll tell you how to recycle or dispose of it.", a search input field, and a "Search" button. Links for "Something Missing?", "Share", "Privacy", "Terms of Service", and "Cookie Policy" are also present. Below the search form is a "List of Materials" link and a "Powered by ReCollect and RecycleCT" logo. To the right of the search form is a large banner image of a family blowing bubbles in a park. Overlaid on the banner is the text "KNOW BEFORE YOU THROW" and "Learn about the benefits of recycling right". Below the banner is a carousel of four items: "Plastic Bags" (a blue plastic bag), "Pizza Boxes" (a cardboard pizza box), "Shredded Paper" (a pile of shredded paper), and "Loose Bottle Caps" (a pile of blue bottle caps). The carousel has navigation arrows on the left and right.

RecycleCT
Ver en Español

RECYCLECT WIZARD

WHY RECYCLE IN THE BIN BEYOND THE BIN GRANTS AND PROGRAMS SOCIAL RESOURCES

CAN I RECYCLE IT?

Something Missing? Share

Type the name of a waste item and we'll tell you how to recycle or dispose of it.

Search

Privacy | Terms of Service | Cookie Policy

List of Materials Powered by ReCollect and RecycleCT

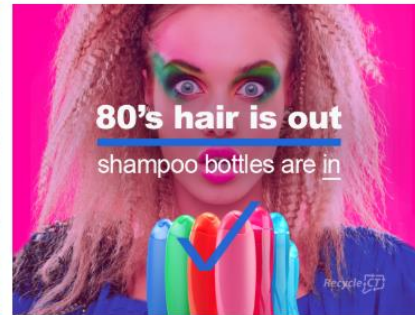
KNOW BEFORE YOU THROW
Learn about the benefits of recycling right

Plastic Bags Pizza Boxes Shredded Paper Loose Bottle Caps

< >

www.recyclect.com

What our customers have done



www.recyclelect.com

What our customers have done

What Goes Where

English

Share

What Goes Where

Recycling Challenge Game

Need help?

Enter your Monterey County zip code to find out how to recycle materials.

Search




Example: 93426

[Privacy](#) | [Terms of Service](#) | [Cookie Policy](#)

List of Materials

Powered by ReCollect



<div>Crush It, Cap It, Toss It</div> <div><div>YOU CAN LEAVE YOUR CAP ON.</div></div> <div>Recycle</div> <div>Changes within the global recycling economy have impacted us locally.</div>	<div>What Will Become of Me?</div> <div><div>THERE'S GOOD NEWS AND THERE'S BAG NEWS.</div></div> <div>Single-Use Bags</div> <div>The good news is, more and more of us are recycling more and more stuff. The</div>	<div>Sippy Cup or Stainless Steel?</div> <div><div>THIS IS THE LAST STRAW.</div></div> <div>Single-Use Straws</div> <div>This is the last straw - or it should be. Single-use plastic straws end up in the</div>
---	---	--

Monterey County <http://whatgoeswhere.info/>

We'd love to talk!

We would love to show you how we are driving change in communities and see if our expertise can help you:

Please contact us to learn more:

Jenny English

jenny@recollect.net

ReCollect

Thank you!