



VILLAGE OF DOBBS FERRY BOARD OF TRUSTEES AGENDA

MEETING DATE: SEPTEMBER 28, 2021
AGENDA ITEM SECTION: DISCUSSION ITEMS
AGENDA ITEM NO. : 2
AGENDA ITEM: CONSIDER A RESOLUTION AUTHORIZING THE INTERIM VILLAGE ADMINISTRATOR TO ENTER INTO AGREEMENT WITH RECYCLE RIGHT, A COMMUNITY RECYCLING APPLICATION
ITEM BACKUP DOCUMENTATION: 1. MEMORANDUM & PAMPHLET DATED SEPTEMBER 24, 2021 FROM JENNIFER DORMAN/DPW SENIOR OFFICE ASSISTANT TO MAYOR ROSSILLO AND THE BOARD OF TRUSTEES 2. DRAFT RESOLUTION

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FROM JENNIFER DORMAN/DPW SENIOR OFFICE ASSISTANT
TO MAYOR ROSSILLO AND THE BOARD OF TRUSTEES
2. DRAFT RESOLUTION



VILLAGE OF DOBBS FERRY
Department of Public Works
112 Main Street
Dobbs Ferry, New York 10522
TEL: (914) 231-8507 • FAX: (914) 693-3470

Memorandum

To: Mayor Rossillo & the Board of Trustees
From: Jennifer Dorman, DPW Senior Office Assistant
Date: 9/24/2021
Re: Recycle Right App

Please see attached pamphlet for the app called Recycle Right. This is an app that we would like to start using in the DPW so that residents can keep up to date on the collection schedule and how to actually recycle right. This app will give us the ability to put a tool on our website that lets residents search for something that they want to dispose of and our website will tell them exactly when it has to go out for collection or if we don't collect that certain item, what the resident can do to recycle that item. That part of the app is called Recyclopedia. Many of our surrounding municipalities are already enrolled in this program including Hastings and Ardsley and we would also like to reap the benefits of this app.

If residents download the app on their phones, they will have direct access to our sanitation calendar and if there is a holiday coming up, the app will send out a push notification alerting residents to the schedule change for the holiday.

One of our biggest issues with email blasts is that not everyone is signed up to receive them. Sometimes residents want to be informed of the DPW updates but they are not interested in other updates throughout the Village and many people unsubscribe to our email blasts if we send out too many emails. This is a solution for those people. You can download this free and will only be notified on the details of garbage/recycling collection, road maintenance, road closures, etc. For example, sometimes when a utility company is working on a street, the garbage truck cannot get down the road to collect the garbage. With this app, we can send out a notification to ONLY those residents who live on that street so they know that we couldn't get down to get their garbage and we will collect it tomorrow or later in the day. After storms, we can alert residents if there are road closures due to downed wires.

This app has an annual fee of \$3,500 but every year the company receives a recycling grant from the DEC and we would be reimbursed for half of the annual fee which would cost the Village \$1,750 yearly.

Thank you for your consideration.

Help People Recycle Right



Teach people to be great recyclers and truly change recycling behavior with the industry's most trusted and used digital recycling communication tools.

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Why ReCollect?



We Don't Just Build Tools. We Help You Foster Change.

Hi, we're ReCollect - a tight-knit team of passionate, authentic and purpose-driven people committed to changing the waste and recycling industry, one organization at a time.

Simply put, we envision a world that generates zero waste.

To reach our goal, we've hired the best of the best. Technology experts. Data ninjas.

Highly experienced sustainability and recycling educators just like you, who have served in organizations like yours and have a deep understanding of recycling education.

With 7 million users, over 400 customers and more than 10 years of experience serving municipalities, private waste haulers and universities we've learned a little about how to help build a highly engaged audience that cares about recycling right.

[Learn More About Our Team](#)

People Love Our Tools



7.5 Million households served



392 Million recycling notifications sent



2.9 Million active reminders



Over 400 customers, and growing

Why Use Our Tools?

Our suite of digital recycling education tools are proven to help communities and organizations:



Lower contamination



Increase diversion



Change recycling behavior



Amplify important and timely messages



Reduce volume and length of inbound calls



Engage your audience



Build long-term trust



Reduce unnecessary communication costs

How Are We Different?



We're Custom Branded To You

You've worked hard to build a trusted brand. Keep 100% of it. Our proprietary custom branding technology means it's your brand people see - not ReCollect.



Industry-Leading Expertise and Support

Lean on our 40 years of solid waste industry, sustainability and tech experience.



100% Secure and Compliant

We only use best-in-class security tools and modern software development practices, conducting and certified through annual security audits by a third party auditor: Information Systems Audit and Control Association (ISACA)



Full Accessibility Compliance

Being accessible is not only the law, it is the right thing to do. We also hire a 3rd party auditor to annually confirm our [WCAG 2.1 AA & Section 508 compliance](#).



Fully Editable, Unlimited Materials

Fully control, upload and edit unlimited materials - even from a smartphone.



Extensive Promotion Strategy and Templates

Our highly experienced and knowledgeable team will build an extensive campaign strategy and communications plan customized to your program.



Easy To Use For Everyone

Our real-time digital tools are accessible from any tablet or smartphone and are easy to use and learn.



Success Packages

Get full control over the level of support you need from our highly experienced team.



Easy To Use For Staff

Our tools are simple and intuitive for you and your staff to use. Easily train staff to manage and update information.

Who Benefits From Our Tools?



Government Agencies

Municipalities, counties and regional bodies use our tools to educate residents on how to recycle right, self-serve timely and important information, and easily adapt to collection schedule changes.



Waste Haulers

Waste Haulers use our tools to educate their customers on how to self-serve timely and important information, easily adapt to collection schedule changes and recycle right.



Educational Institutions

Universities, colleges, schools and school districts use our tools to empower students and staff to be better recyclers, while reinforcing a culture of sustainability.



Military Bases

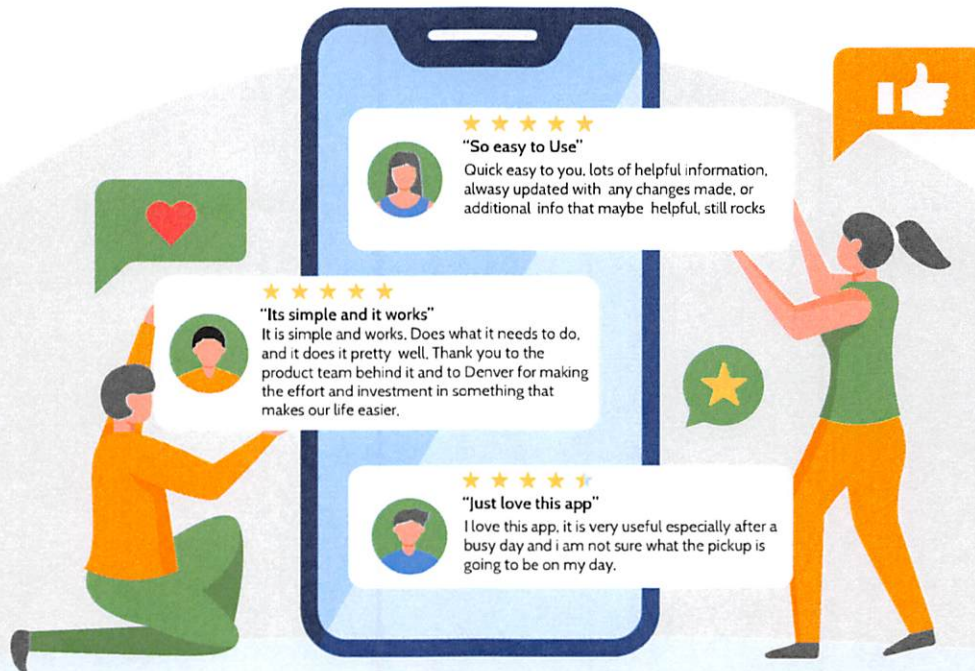
Army and Airforce bases use our tools to reduce contamination and strengthen their recycling outreach strategy.



Real Estate Management

Residential, office and commercial property managers use our tools to educate their tenants on how to recycle right in order to qualify for or maintain their LEEDS certification.

★★★★★
Excellent Rating
Based on 1,228 Google Reviews



The Waste Wizard

"Where does this go?"

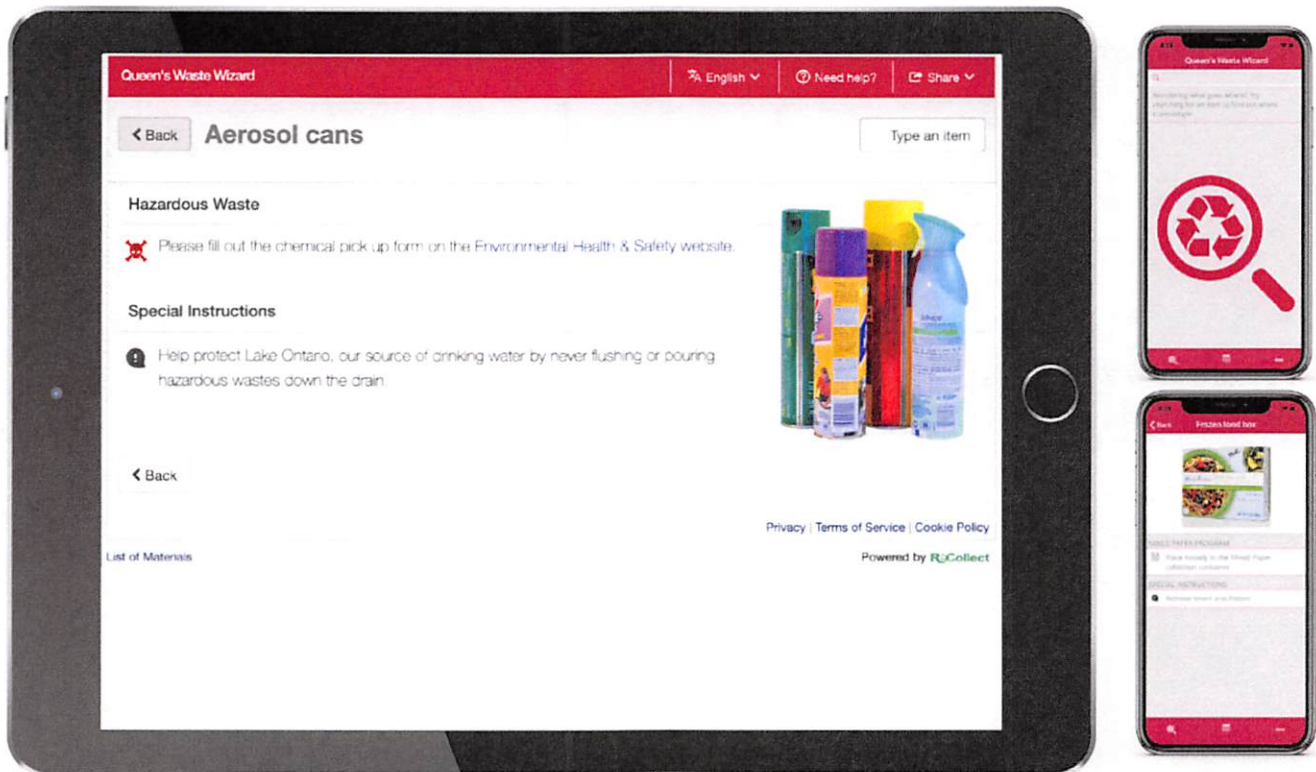
That's the question every recycling educator is hoping people will have the right answer to.

From aluminum cans to ziplock bags, our Waste Wizard helps people quickly learn what goes in what bin. It's built on search technology that's simple, intuitive and easy to use for anyone.

Quickly provide specific instructions on how people should dispose of materials in your area. All in digital, real-time.

Need robust insights? Our comprehensive analytics and reporting dashboard helps you to quickly understand what materials people search the most. This helps you to tackle recycling problems in a strategic and data-driven way, building campaigns to target the misunderstood materials first.

Your program information always stays accurate, up to date, and accessible in real-time for everyone.



The Waste Wizard



Benefits:

- Lower contamination
- Increase diversion
- Change recycling behavior
- Engage and educate your audience
- Build long-term trust
- Help people 'self-serve'



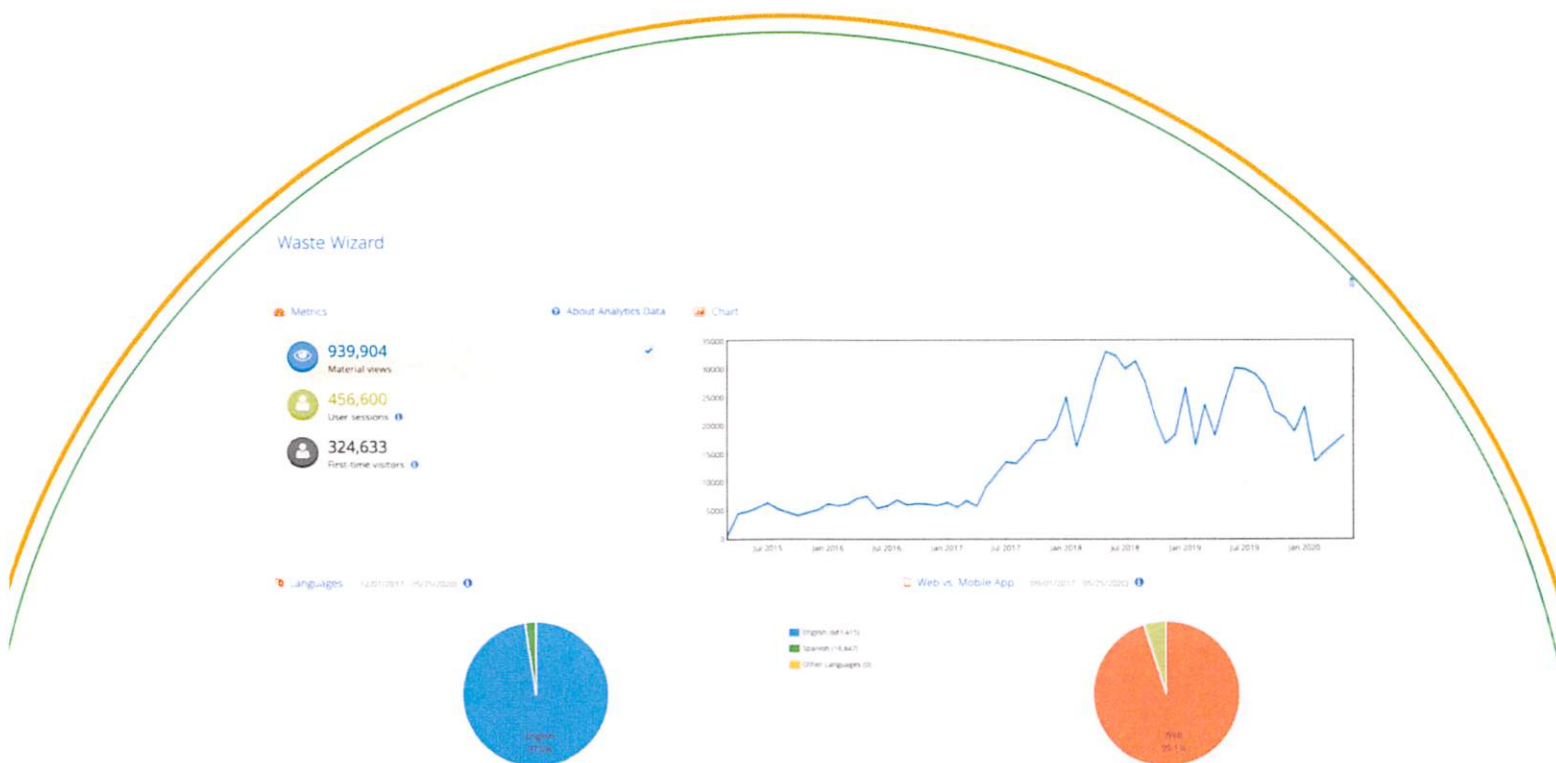
Features:

- Provide real-time, specific instructions on how people should dispose of materials in your area.
- Harness our "fuzzy" search technology to deliver results regardless of typos or misspellings.
- Leverage our pre-existing database of thousands of items to help you get started.
- Add, modify, and delete items and materials or instructions at any time.
- Easily access detailed stats and analytics on the "most searched" items and more.
- Custom-brand our tools to your organization, so your audience sees you as the provider.



We always link and promote the Waste Wizard in our messaging because the whole online tool saves a ton of time and money.

*Mike Dawe,
City of Saskatoon*



The Collection Calendar

"When is my next collection day, and what is being collected?"

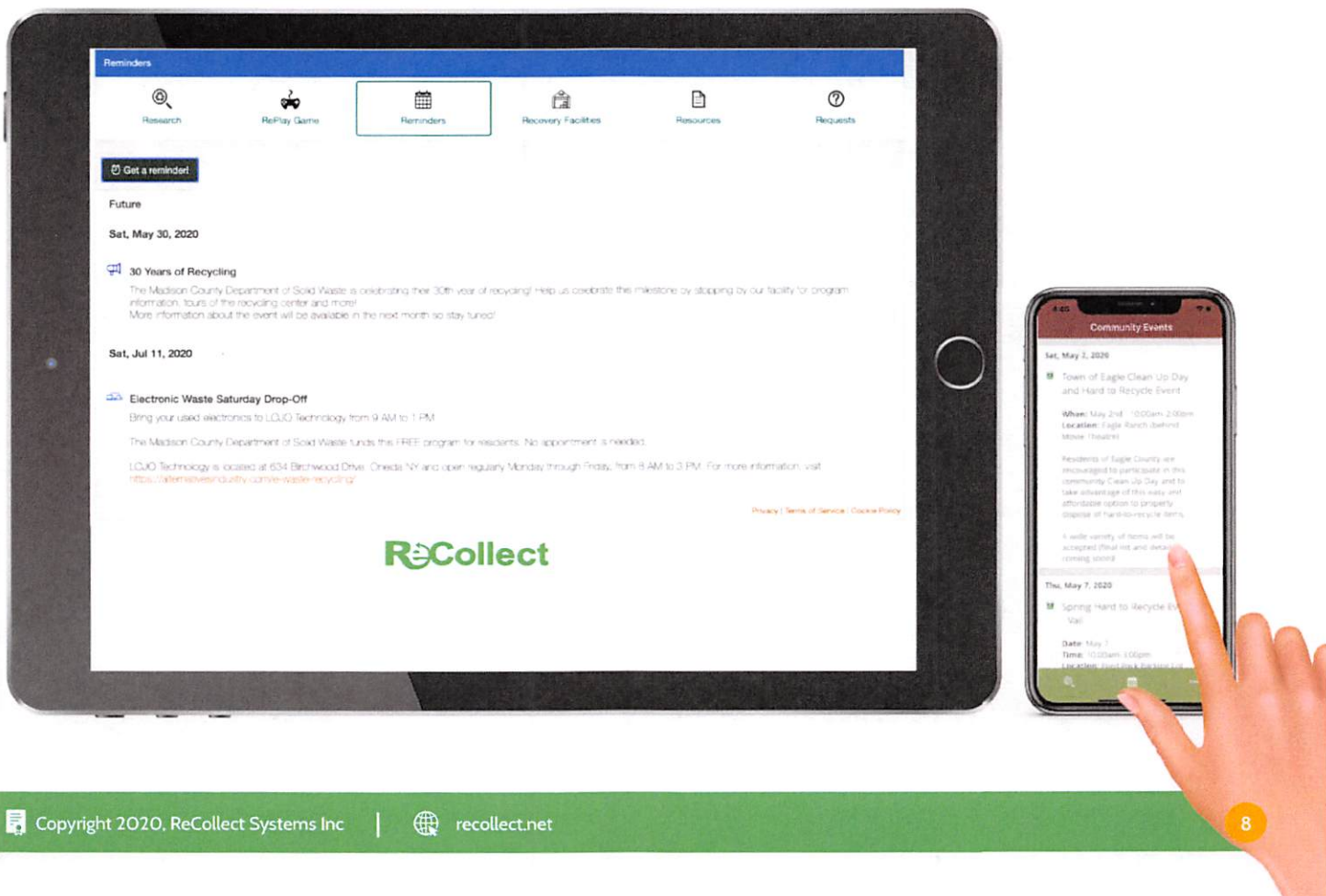
People often get confused about collection days - especially during holidays. Services get disrupted. Sometimes it's the weather, sometimes it's a mechanical breakdown.

Traditionally, communicating important changes to people was done with printed calendars, website PDFs and other costly, static formats that are quickly becoming obsolete. Missed collection dates, special events and service disruptions all mean more phone calls and missed opportunities.

Communicate your schedule changes easily, fast and in digital real-time with the Collection Calendar. It's easy to use, and even easier to manage for you or staff.

People access the calendar from your website tool or downloadable mobile app on any device and simply search for their collection schedule by entering their address.

They can then subscribe to receive collection day reminders and notifications via mail, Twitter, mobile app notification, text message (with Text Messaging add-on), or an automated phone call.



The Collection Calendar



Benefits:

- Reduce call volumes and average call length
- Communicate schedule changes in real-time
- Easily send out important announcements or notifications.
- Eliminate costly printed materials and calendars
- Reduce reliance on costly call centers
- Help people 'self-serve'
- Delight people



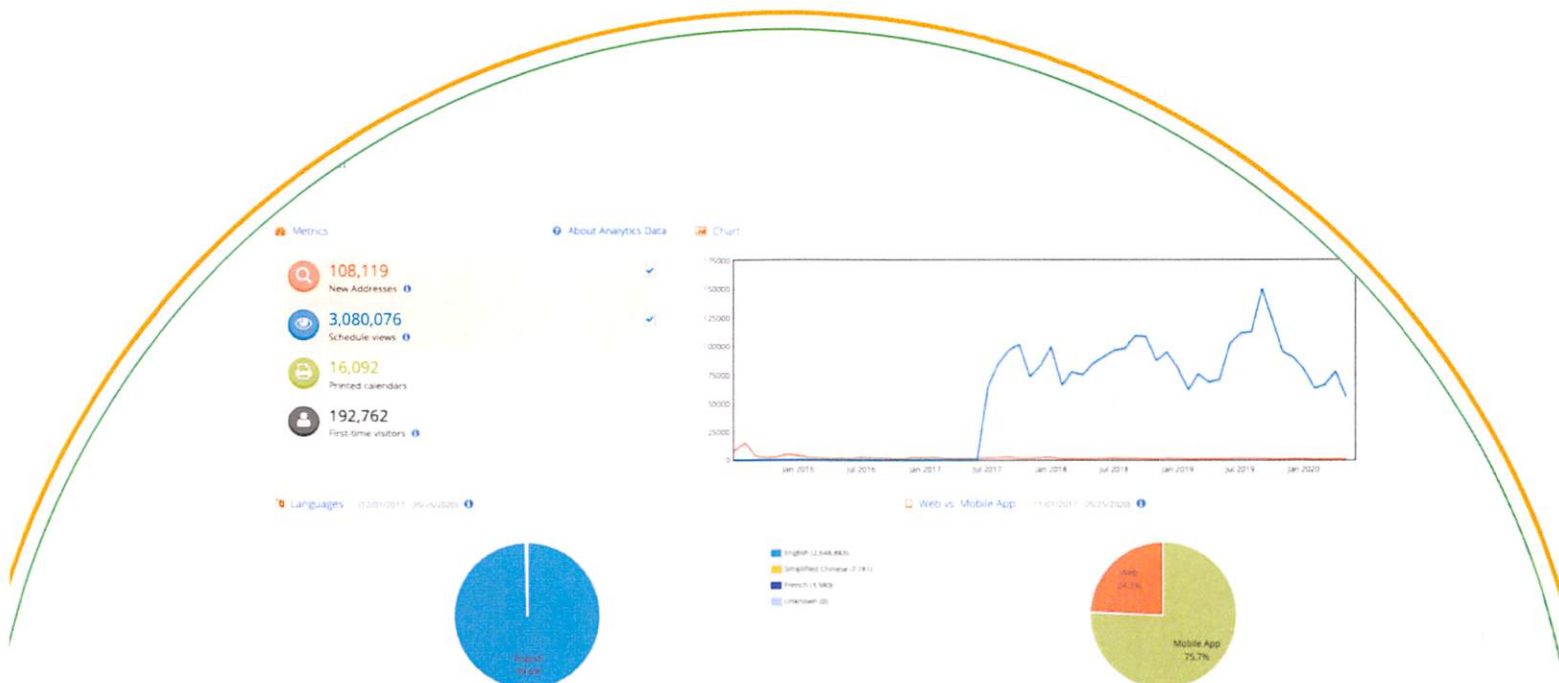
Features:

- Shift schedules to account for holidays or any level of complexity in real-time.
- Easily update the collection schedule anytime with our drag and drop interface.
- Easily send out any other important announcements, events or notifications.
- Add educational content to reminders to reinforce your messaging.
- Provide free printer-friendly collection calendars - unique for every address.
- Custom-brand our tools to your organization, so your audience sees you as the provider

“

Unlike any other digital messaging platform available to us, we know that messages included in our collection reminder campaigns are going to a captive audience of our customers that want to be informed of their service offerings

Tay Dunklee,
City of Denver



The Waste Sorting Game

As a recycling educator, you can't be everywhere at all times - and there are only so many hours of staff time that can be spent "in person" educating people. And, without the right knowledge at the right time people will usually wishcycle. When they do, recycling streams become contaminated.

Enter our Waste Sorting Game. It's the perfect proactive addition to your outreach programs, and works great in tandem with our Waste Wizard.

Players sort materials into specific waste streams and learn the fundamentals of your waste and recycling program. After the completion of the level (six correct choices), the player is rewarded with a choice of items from which to construct their personal, virtual park. The playful graphics, charming sounds and open, fun approach keep people engaged and learning at all times.

With our Waste Sorting Game, people can continue to level up their recycling knowledge and passively learn as they go, at their own pace, from any location.

The Waste Sorting Game's name, cart/bin shapes, colors, and background skyline can all be customized to your local area to improve impact and relevance.

Behind the scenes, our analytics dashboard reveals insights about what materials the population is sorting incorrectly. This data helps you shape and adjust your education strategy accordingly.



The Waste Sorting Game



Benefits:

- Lower contamination
- Increase diversion
- Change recycling behavior
- Engage and educate your audience
- Build long-term trust
- Help people 'self-serve'



Features:

- Provide real-time, specific instructions on how people should dispose of materials in your area.
- Customize the game to your brand, including the game name, Cityscape, drop off location names, cart (or bin) shapes and colors
- Get clarity on misunderstood terms, including the number of wrong guesses associated with the most frequently wrongly placed materials.
- Get monthly reports on the number of game plays and top misunderstood items.

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We always link and promote the Waste Wizard in our messaging because the whole online tool saves a ton of time and money.

Mike Dawe,
City of Saskatoon

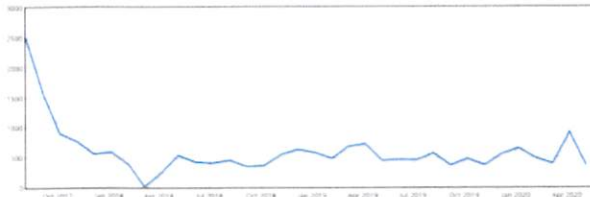
Sorting Game

Game Stats

- 20,368 Game Plays
- 7 min 21 sec Average game completion
- 10,543 Completed games
- 1,288 Certificates printed

About Analytics Data

Game Play Over Time



Most Misunderstood Materials

Material

Grossy Pizza Box

Paper Coffee Cup

Pizza Slice

Synthetic Egg Carton

Paper Towels and Napkins

Total Guesses

25510

24628

18756

11526

15193

Correct Streams

Correct Compost: 11,439 (44%)

Correct Bagged: 11,417 (46%)

Correct Compost: 11,473 (61%)

Landfill - Trash: 8,725 (54%)

Backyard Composting: 8,608 (57%)

Incorrect Streams

Incorrect: 14,071 (54%)

Incorrect: 13,201 (54%)

Incorrect: 7,283 (39%)

Incorrect: 2,868 (44%)

Incorrect: 6,523 (43%)



Special Collection

“How do I get rid of my old stove?”

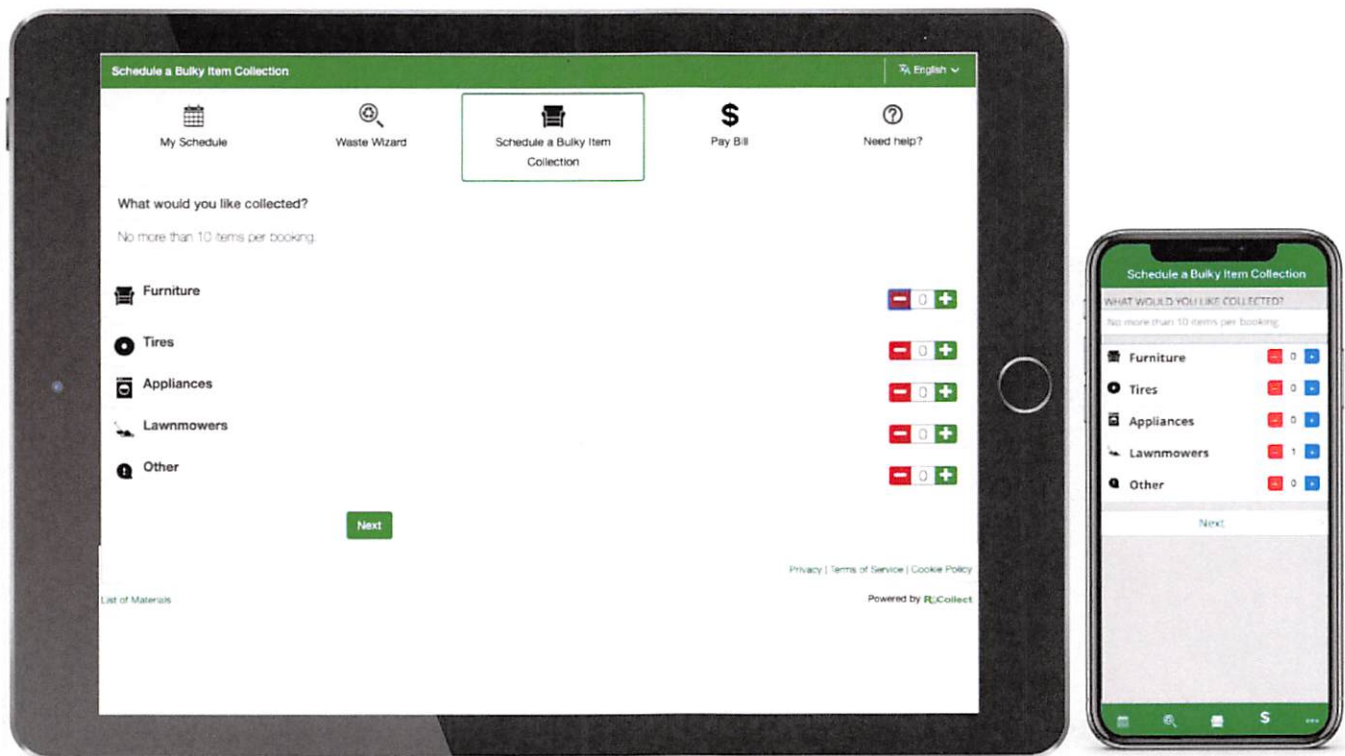
End-of-life appliances don't just take up a lot of space at the roadside. They cause people to clog up your phone lines with requests for information and service – and in some places they might magically appear in the local forest!

And yet, municipalities allocate massive resources towards the diversion of these materials. How do we make sure that resources are being put to the best possible use through services which are widely accessible?

Our Special Collection tool helps people to self-schedule and pay online for special collections, such as bulky items, household hazardous waste, yard waste.

Research shows us that over 60% of US consumers prefer online services over talking to a representative on the phone. At the same time, inbound calls jam up your phone lines and aren't scalable.

Communities we serve have saved tens of thousands of hours worth of call time after implementing digital tools, like our Special Collection tool.



Special Collection



Benefits:

- Reduce call volumes and average call length
- Enhance programs designed to curb illegal dumping
- Help people self-serve bulky item pickup
- Reduce missed pickups
- Significantly improve your scheduling efficiency
- Capture additional revenue



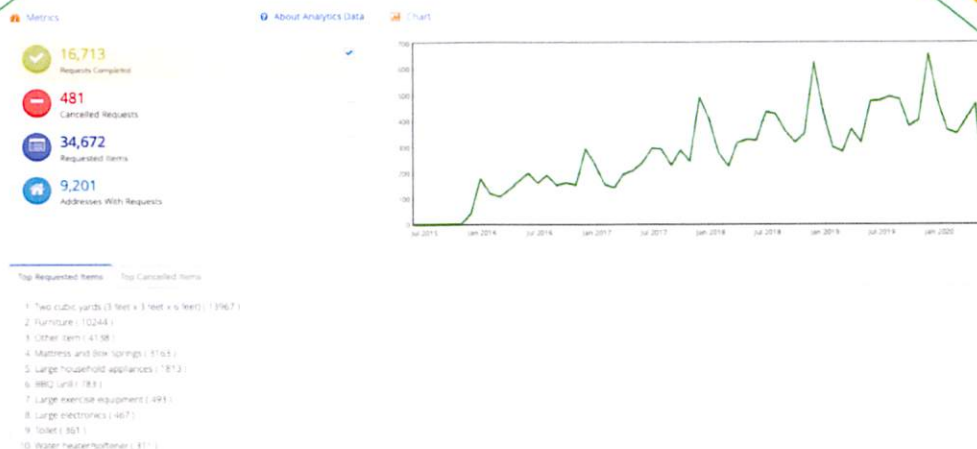
Features:

- Enable people to self-schedule and pay online for special collections, such as bulky items, household hazardous waste, yard waste.
- Allow people to select a preferred collection date, or automatically select one based on a person's collection schedule or geographic location.
- Restrict the booking of special collections by the number of collections available per day, month, or years and other filters.
- People receive reminders in advance of the day their special collection is scheduled.
- Prompt people with an appropriate window of time to cancel so that trucks do not make wasted trips.
- Receive a daily dispatch report with all special collections requested for the current or next day.



The tool has been helpful in organizing appointments. It's created schedules so that people know exactly when we are picking up. Because of that, it stops those callbacks

Josh Nagashima,
Planner with the Refuse Division
for the City of Honolulu.



Success Packages

Get full control over the level of support you need from our highly experienced team.

Our Success Packages are designed to give you control over how much support you would like to receive from our team. All Success packages include support hours for your ReCollect tools, such as for launching your tools or configuring them, and a guarantee of how fast our team will respond to your issues.

Our team of industry experts in Technology and Solid Waste work with you hand-in-hand, right from our first conversation through to full adoption, to help you reach your program goals.

You choose the level of support that's right for your needs.

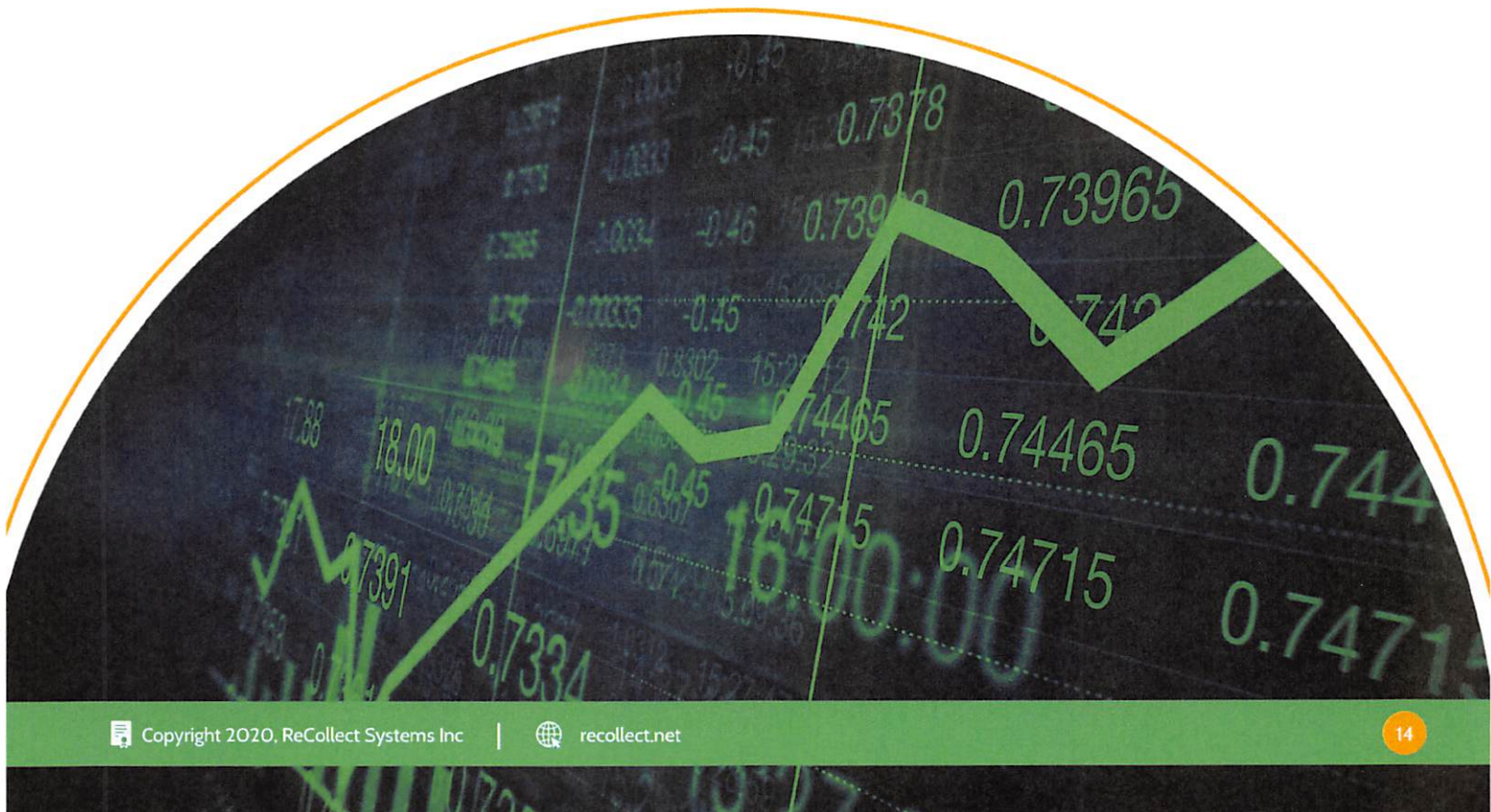
Our most popular package includes everything you need to maximize success with our tools and delight the people you serve. It's ideal for 95% of the organizations we work with. If you have the capacity to organize your stakeholders and staff, then this package is perfect for you.

[Browse our Success Packages here](#)

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Every request the Town of Apex brings to ReCollect is met with an exceptional response. I wish it was possible for ReCollect to supply all of our software needs so we could experience the same incredible service across the board.

Stacie Galloway
Communications Manager Town
of Apex, NC



Always Secure, Always Accessible

Security

Trusted security is a requirement for all government software tools. Unfortunately, it's hard for everyone to know what good security and privacy look like.

The simplest reason to have good security is that without it, bad actors can access contact information and abuse the trusted relationship with people you serve. Attacks can take the form of website defacement, inappropriate messaging, and theft of personally identifiable information.

To keep customer data as safe as possible, we make use of best-in-class security tools and modern software development practices to maintain a high level of security.

All of ReCollect's services operate exclusively over TLS (SSL) by use of [HTTP Strict Transport Security \(HSTS\)](#). This includes our public website, web widgets, REST APIs and admin tools.

ReCollect conducts annual security audits with a third party security auditor. This auditor is certified by the [Information Systems Audit and Control Association \(ISACA\)](#) as a Certified Information Systems Auditor, certified in Risk and Information Systems Controls (CRISC), and Certified in the Governance of Enterprise IT (CGEIT).

Learn more about our [strict commitment to keeping our systems safe](#).

Accessibility

ReCollect conducts annual accessibility audits with a highly regarded, [CPWA certified accessibility auditor](#). ReCollect's web tools have been certified as conforming to the applicable Level A and Level AA success criteria of the [W3C WCAG 2.1 Guidelines](#). ReCollect tools are designed for inclusion, and we believe that they should be easy to use by everyone, regardless of age or disability. Additionally, you can rest assured that providing ReCollect's service to your people you serve will not open you up to lawsuits under the many accessibility laws around the world.

ReCollect web tools have also been certified as compliant with Section 508 of the Rehabilitation Act of 1973. This is a law in the United States that requires federal agencies to meet a strict set of accessibility requirements. Additionally, many states also require compliance with Section 508, and the American Disability Act requires that all public websites are accessible to people with disabilities.

It's not just about law. Being accessible is simply the right thing to do.

Your Journey with ReCollect



Consulting

Our consulting process starts the moment we have our first call with you, and is critical to long term success for your programs. We listen, ask deep questions about your programs, and get a full understanding of the complexities for your programs.



Onboarding

You're busy and need to get up and running fast, and our Customer Success team is here to help you do just that. It all starts with discussing and solidifying your goals, and understanding how your programs are structured.



Adoption

Once our technology is set up, it's time to announce and promote your tools. We help each and every city, county and hauler with their promotion efforts.

It all starts with a customized Communications Plan tailored to your programs – complete with an extensive set of ready-made templates to help you rapidly promote your tools.



Education

While your adoption growth is on pace, and we are analyzing metrics to prove goal achievement, we shift our discussion to education topics.

Once people are using the tool, you're learning. You're learning what they understand and what materials they have challenges with. What they respond to and don't respond to in campaigns. Everyone learns while we're generating actionable insights for you.



Loyalty

Our customers are located throughout North America and overseas – and represent a diverse range of programs which each have unique guidelines, so there isn't much we haven't seen and successfully worked with.

We want to be invited to the table to offer our humble advice.

We're A Sourcewell Awarded Vendor

Don't duplicate the bidding process. With Sourcewell, it's like you already went through RFP.

What Is Sourcewell?

Sourcewell is a government agency offering competitively solicited contracts for use by education, government, and nonprofits. Cooperative contracts mean volume discounts, choice, and quality.

As a government agency, Sourcewell establishes and provides internationally leveraged and competitively solicited purchasing contracts under the guidance of the Uniform Municipal Contracting Law. Joint Powers laws enable members to legally purchase through the Sourcewell contract.

Sourcewell members save time and money while also avoiding the unpleasant experience of low-bid, low-quality responses.

It's likely that your City is already a Sourcewell member. If not, you can apply in two easy steps.



ReCollect is a Sourcewell Awarded Vendor, **Contract#: 041217-RCS**

Let's Get Started

ReCollect is proud to serve over 400 organizations in North America, ranging from Government Agencies and Private Waste Haulers through to Universities, School Districts and Business Organizations.

We invite you to reach out, and let us partner with you and help you build a path of long-term recycling education success.



Level Up Your Recycling Programs

Looking for a better way to truly engage your audience and change recycling behavior? It all starts with a simple call. Click the button below to get the conversation started.

Let's Chat

Visit us our website at
 www.recollect.net



VILLAGE OF DOBBS FERRY
Department of Public Works
1 Stanley Avenue
Dobbs Ferry, New York 10522
TEL: (914) 231-8507 • FAX: (914) 693-3470

RESOLUTION -2021

RESOLUTION TO AUTHORIZE THE INTERIM VILLAGE ADMINISTRATOR TO ENTER INTO AN AGREEMENT WITH RECYCLE RIGHT, COMMUNITY RECYCLING APPLICATION PENDING VILLAGE COUNCIL REVIEW

WHEREAS, the agreement is between the Village of Dobbs Ferry and Recycle Right

WHEREAS, the annual cost for the app is \$3,500.00 and we can be reimbursed for \$1,750.00

NOW, THEREFORE, BE IT RESOLVED, that the Village Board of Trustees of the Village of Dobbs Ferry hereby authorizes the Interim Village Administrator to enter into an agreement with Recycle Right for a community recycling application pending Village Council review.