



VILLAGE OF DOBBS FERRY BOARD OF TRUSTEES AGENDA

MEETING DATE: JUNE 14, 2022
AGENDA ITEM SECTION: PRESENTATIONS
AGENDA ITEM NO. : 2
DEPARTMENT: DEPARTMENT OF PUBLIC WORKS
AGENDA ITEM: PRESENTATION BY SUSTAINABLE WESTCHESTER ON THE LAUNCH OF RECYCLE RIGHT WESTCHESTER APP FOR DOBBS FERRY RESIDENTS
ITEM BACKUP DOCUMENTATION: 1. MEMORANDUM DATED JUNE 10, 2022 FROM MS. JENNIFER DORMAN/DPW SENIOR OFFICE ASSISTANT TO MAYOR ROSSILLO AND THE BOARD OF TRUSTEES 2. ReCOLLECT BROCHURE



VILLAGE OF DOBBS FERRY
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Memorandum

To: Mayor Rossillo & the Board of Trustees
From: Jennifer Dorman, DPW Senior Office Assistant
Date: 6/10/2022
Re: Recycle Right Westchester App

Last year, the Board authorized the Department of Public Works to enter into an agreement with Sustainable Westchester and Recollect for the use of the Recycle Right Westchester app. After months of preparation and adding all of the necessary information, the app is ready to go live! Neha Dhanik from Sustainable Westchester will be making a short presentation at the June 14th Board of Trustees Meeting to give a little background on the app and explain how to utilize it.

There are three main parts to this app. The first is called the Calendar. In this section of the app, residents will be able to type in their home address and get a custom calendar that shows what their sanitation schedule is for their specific address. Residents will be able to print out their calendars or view them on the app for easy access. Also part of the calendar section of the app is the ability to set reminders. You can customize what kind of reminders you personally want, whether you want to receive them the night before a collection day or the day of, etc. If there are any last minute changes to the sanitation schedule, residents will receive a notification through text, email, phone call, or push notification letting them know of the change to the schedule and why. The second part of the app is called Recyclopedica. The Recyclopedica is a tool to help everyone learn how to dispose of any item they want to discard. For example, if you have Styrofoam that you want to get rid of and you are not sure if it is recyclable or garbage. All you have to do is type in "Styrofoam" into the Recyclopedica and the app will tell you that Styrofoam is garbage and what collection day to put it out on. The last part of the app is the Need Help section. Here you will be able to ask questions or report problems.

Thank you to the Board for allowing us to get this app and if you have any questions or concerns, please let us know and we will answer any questions you have.

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.

Contents

Why ReCollect?	3
Why Use Our Tools?	4
Who Benefits From Our Tools?	5
The Waste Wizard	6
The Collection Calendar	8
The Waste Sorting Game	10
Special Collection	12
Success Packages	14
Always Secure, Always Accessible	15
Your Journey with ReCollect	16
We're A Sourcewell Awarded Vendor	17
Let's Get Started	18

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.



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.



Success Packages

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

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?"

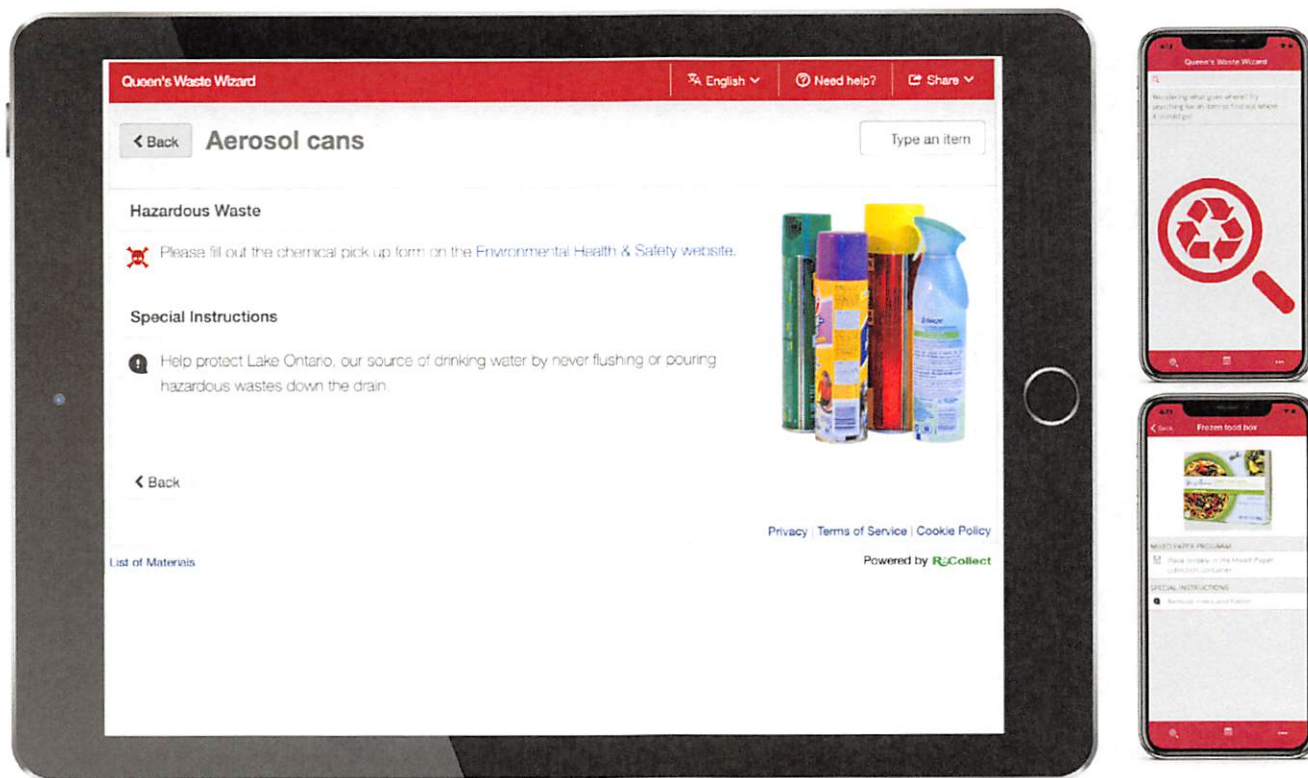
That's the question every recycling educator is hoping people will have the right answer to.

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'



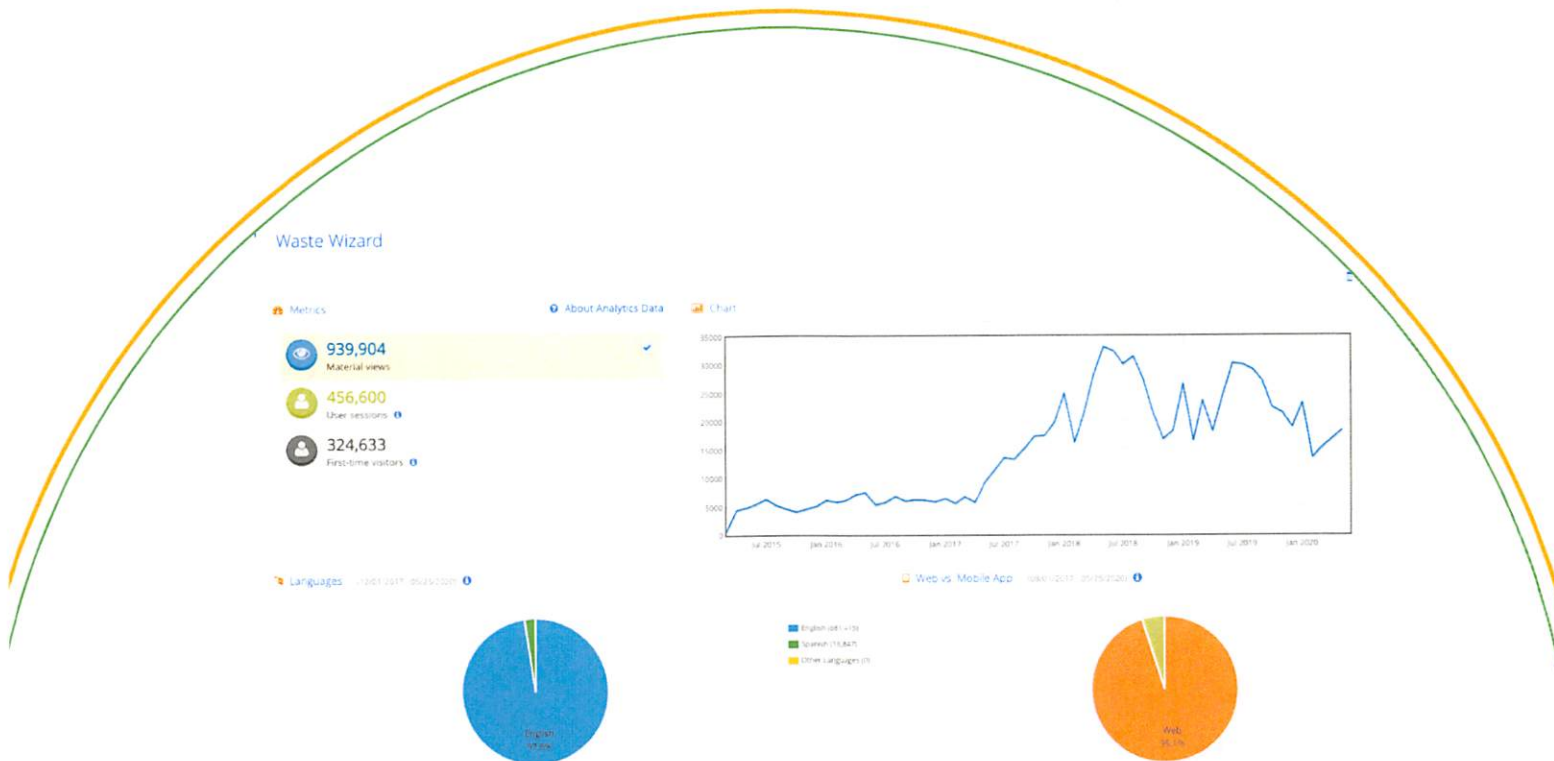
Features:

- 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?"

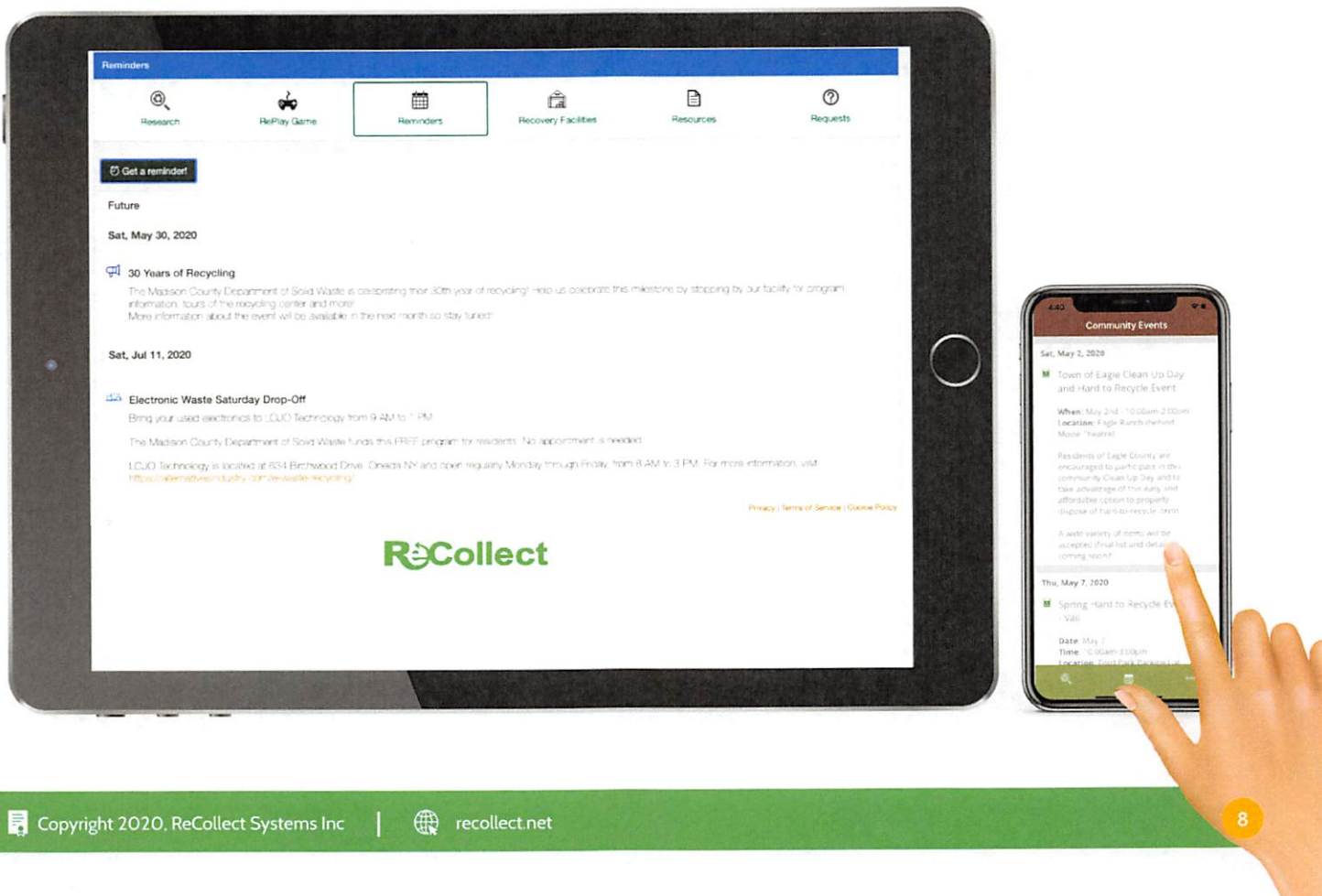
People often get confused about collection days - especially during holidays. Services get disrupted. Sometimes it's the weather, sometimes it's a mechanical breakdown.

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



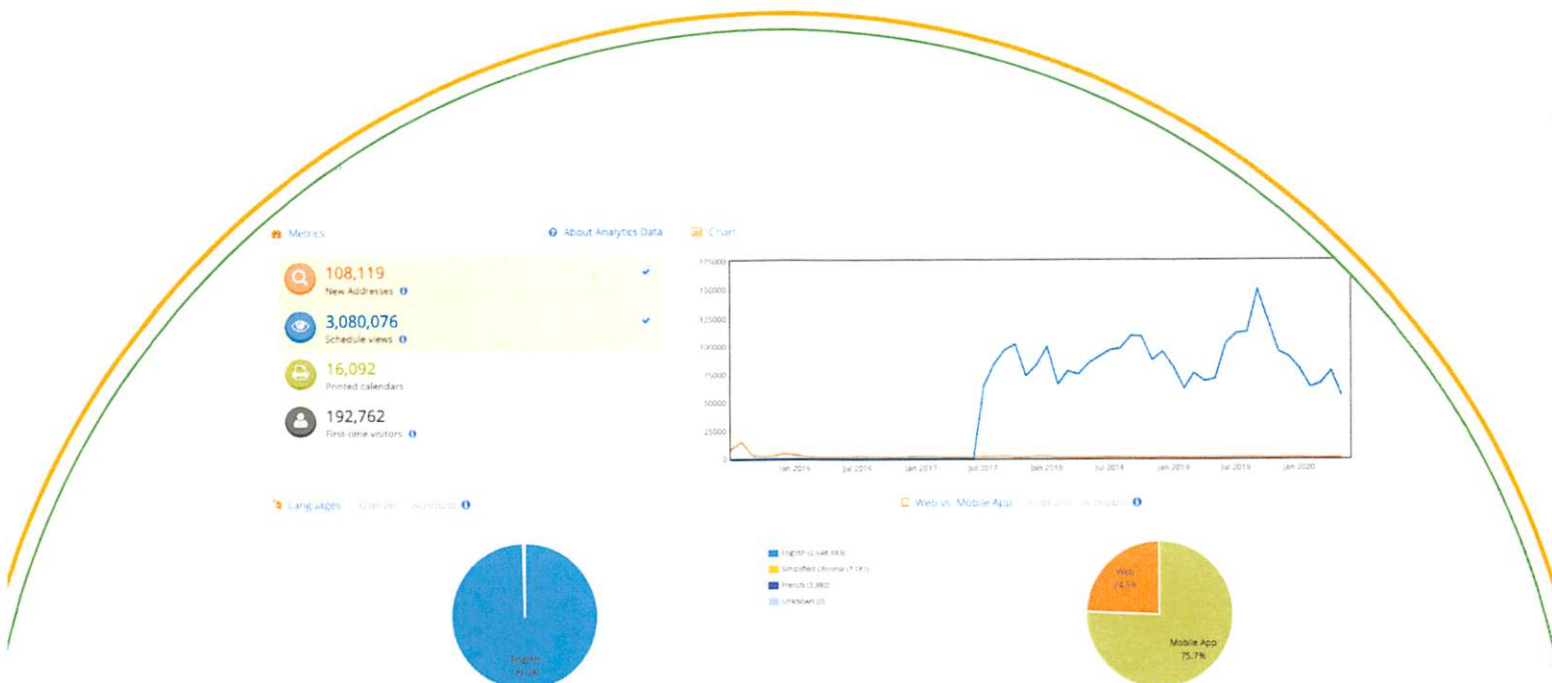
Features:

- 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.

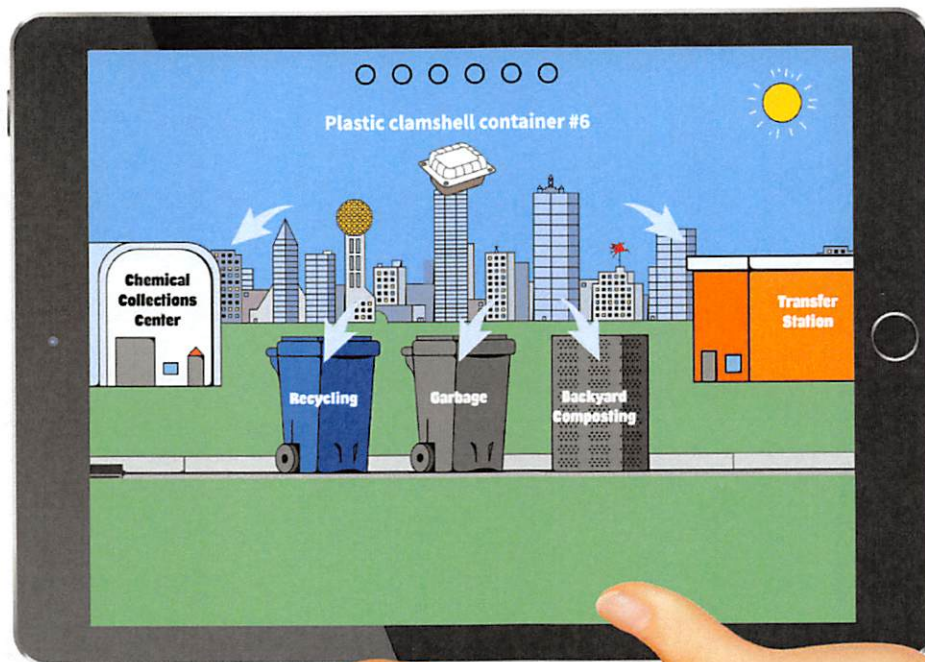
Enter our Waste Sorting Game. It's the perfect proactive addition to your outreach programs, and works great in tandem with our Waste Wizard.

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.

“

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

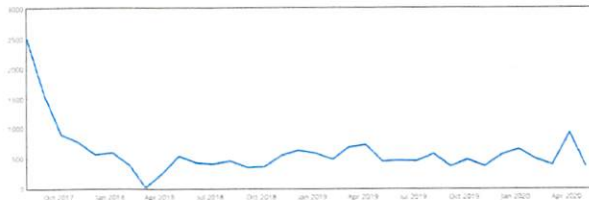
7 min 21 sec
Average game completion

10,543
Completed games

1,288
Certificates printed

About Analytics Data

Game Play over Time



Most Misunderstood Materials

Materials

Greasy Pizza Box

Paper Coffee Cup

* This material's streams have changed so this data may appear inaccurate

Pizza slice

Synfoam Egg Carton

Paper Towels and Napkins

Total Guesses

25510

Correct Streams

Denver Composite: 11,439 (44%)

Denver Recycles: 11,427 (46%)

Denver Composite: 11,473 (45%)

Landfill - Trash: 8,728 (34%)

Backyard Composting: 8,668 (34%)

Incorrect Streams

Incorrect: 14,071 (54%)

Incorrect: 13,201 (54%)

Incorrect: 7,243 (29%)

Incorrect: 8,306 (44%)

Incorrect: 6,325 (43%)

Area/Denver/waste/metrics/game



Special Collection

"How do I get rid of my old stove?"

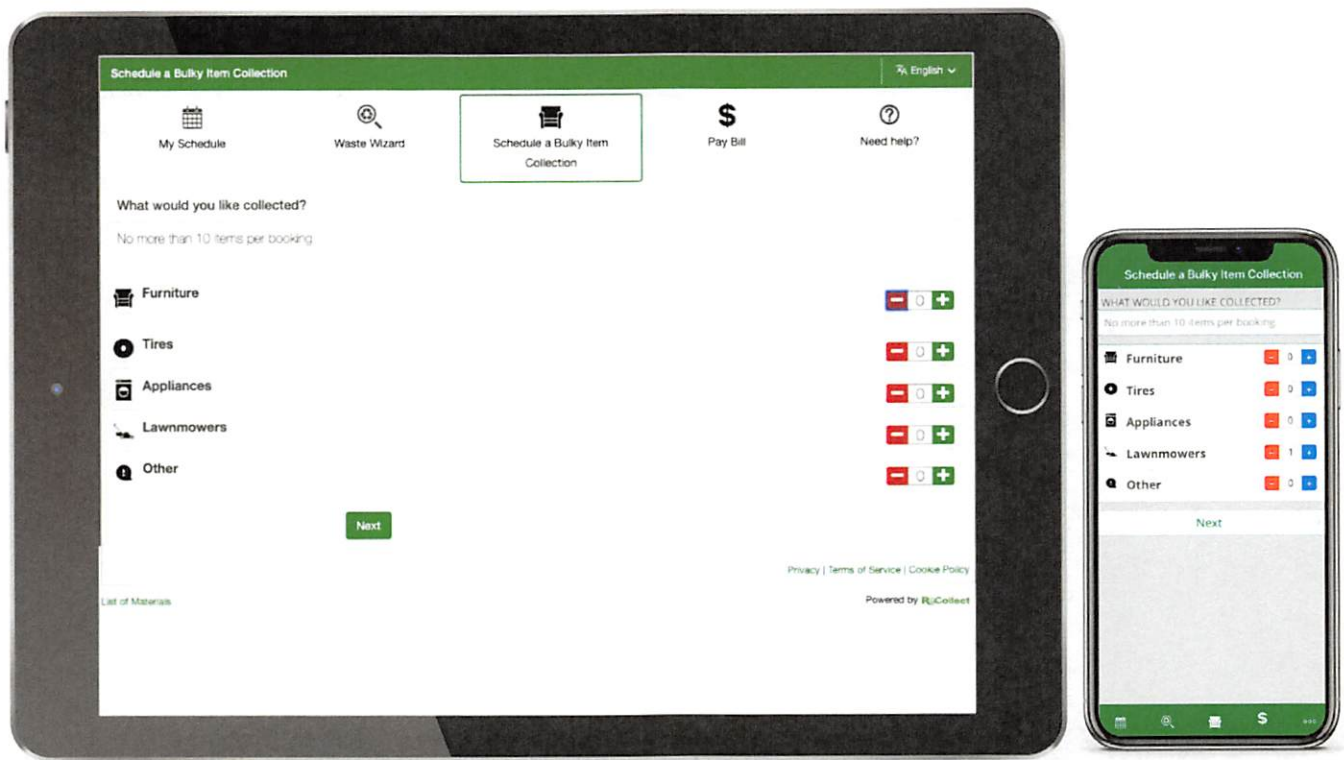
End-of-life appliances don't just take up a lot of space at the roadside. They cause people to clog up your phone lines with requests for information and service – and in some places they might magically appear in the local forest!

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



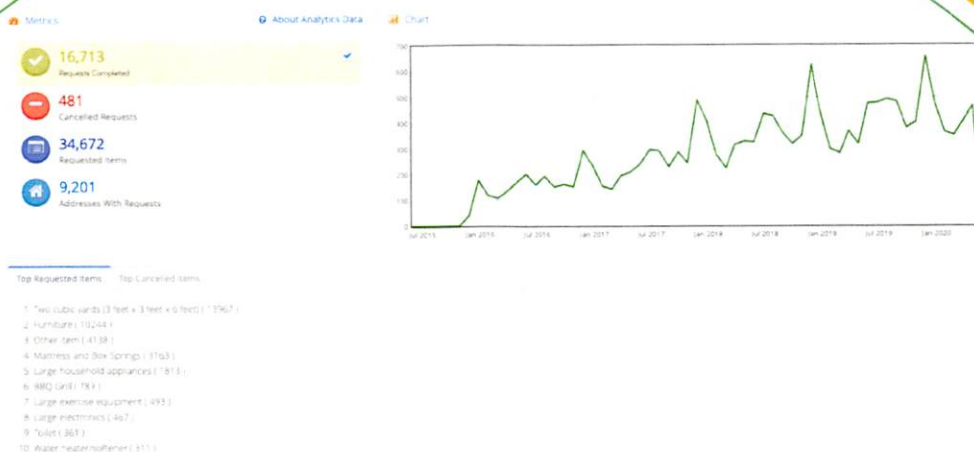
Features:

- 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

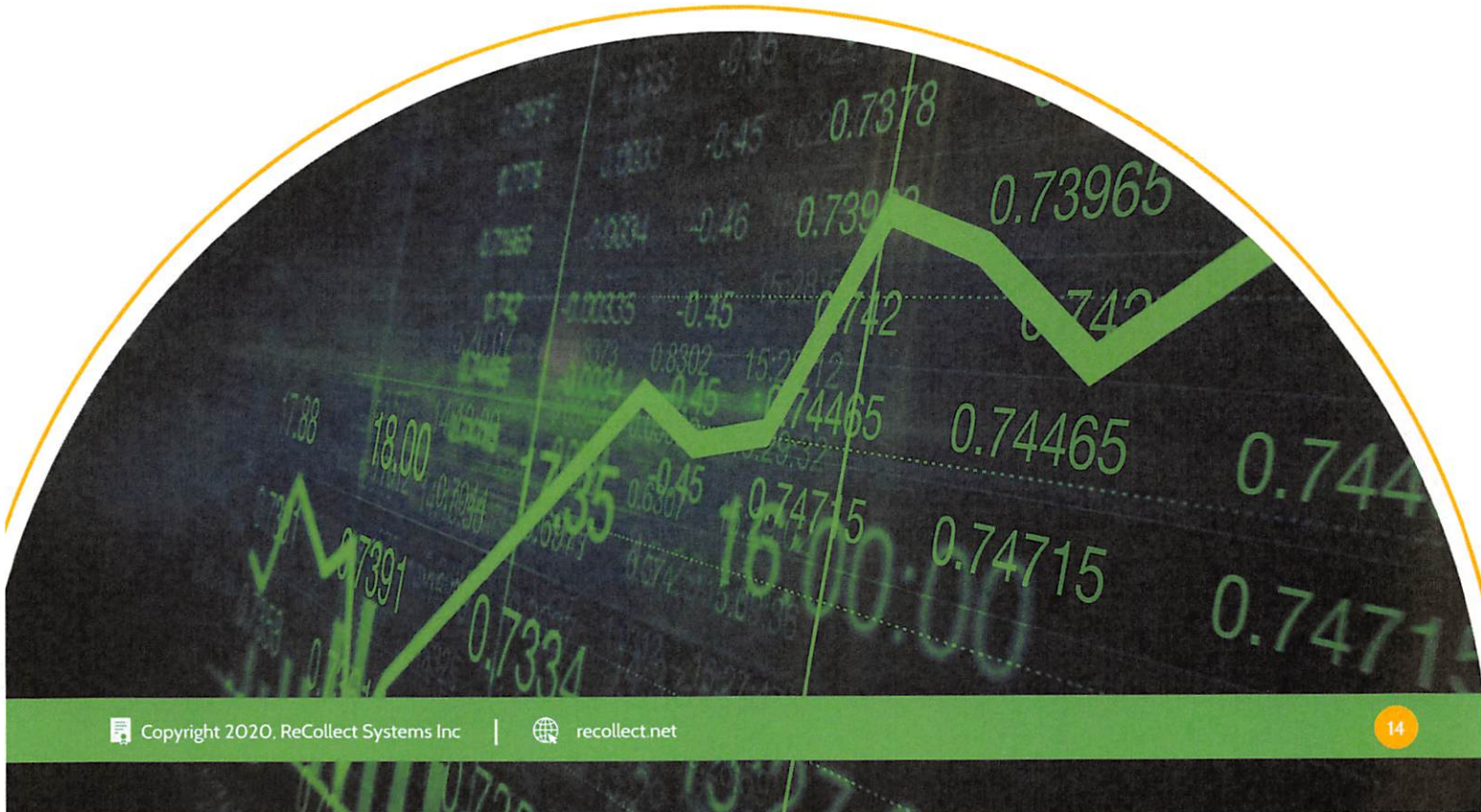
*Josh Nagashima,
Planner with the Refuse Division
for the City of Honolulu.*



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.

“

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.



austintexas.gov



Queen's University



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