

# Memorandum



CITY OF DALLAS

DATE February 19, 2016

TO Honorable Members of the Quality of Life Environmental Committee: Sandy Greyson (Chair),  
Tiffinni A. Young (Vice Chair), Rickey D. Callahan, Mark Clayton, Philip T. Kingston, B. Adam McGough

SUBJECT Dallas Sanitation Services App

On February 4, 2016, Sanitation Services and CIS soft launched a new technology application named ReCollect on Sanitation's website, including a mobile version is available for Android and iOS devices. We soft launched this to ensure the program would operate effectively when it's officially launched citywide on February 23, 2016.

Over the past 12 months, 311 has received more than 40,000 customer calls regarding trash/recycling services, including residents requesting to know their garbage pickup date and missed garbage collection. With the introduction of ReCollect, citizens will be provided an easy and convenient way to keep track of their scheduled pickup dates. They can also receive alerts for garbage, recycling, brush collection days, and City collection events. The app also features a search tool for hard to recycle materials that will show the resident where to take the materials so that they may be recycled or disposed of safely. It is anticipated that as citizens utilize this tool, calls to 311 for Sanitation questions will be reduced.

The system also provides additional functionality:

- Residents can view their personalized collection schedule online or create a PDF of the calendar specific to their address.
- Residents can download their collection schedule into their personal digital calendar (Microsoft Outlook, iCal, Google calendar).
- Residents can subscribe to weekly emails, phone, Twitter or text message reminders plus they get to pick the date and time of the reminder. Messages automatically adjust for holidays and only remind residents about what is being picked up.
- ReCollect provides ability to send emergency messages to all or specific routes. This is invaluable for weather or service related collection delays.
- The system also includes a waste sorting game featuring some of the most asked about items and is designed as a fun way to educate citizens of all ages.

The one-year service contract provides hosting, maintenance and support of the ReCollect system at a cost of \$23,999. In addition, the contract provides a data analytics tool, continuous performance monitoring and software updates.

The app is available for download now and the Waste Wizard is active on the Sanitation Home Page. The Waste Wizard and links to the smart phone apps can be found at <http://dallascityhall.com/departments/sanitation/Pages/default.aspx>. A campaign to introduce this new tool to the citizens of Dallas commences on launch day.

Please see the attached brochure for additional information. If you have any questions about this please contact Kelly High at (214) 670-4485 or Bill Finch at (214) 670-1890.



Joey Zapata  
Assistant City Manager

Attachment

c: Honorable Mayor and Members of the City Council  
A.C. Gonzalez, City Manager  
Warren M.S. Ernst, City Attorney  
Craig D. Kinton, City Auditor  
Rosa A. Rios, City Secretary  
Daniel F. Solis, Administrative Judge  
Ryan S. Evans, First Assistant City Manager  
Eric D. Campbell, Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Mark McDaniel, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Sana Syed, Public Information Officer  
Elsa Cantu, Assistant to the City Manager – Mayor & Council



**ReCollect**  
DIGITAL SOLUTIONS  
for WASTE MANAGEMENT

ReCollect Systems is a technology company specializing in digital solutions for the waste management sector.

With a focus on meeting and surpassing the expectations of residents, ReCollect has the proven experience to deliver digital products that also meet the needs of waste managers, communicators, IT specialists and governmental officials.

Launched in 2009, today ReCollect is used by millions of residents across North America. From small villages to large urban centres, from municipal services to private haulers, ReCollect is ready to make your waste management programs more efficient and successful.

**Educate. Engage. Excite.**

# OUR PRODUCTS

ReCollect operates a “white label” service: you get to brand the products however you’d like (name, colours, etc.).

We want residents to identify you as their waste services provider.



## COLLECTION CALENDAR

Residents can find their waste collection schedule simply by typing their address. There’s no looking on cumbersome maps, there’s no entering information into multiple fields. It’s quick and easy, which your residents will love.

Residents can view their collection schedule online, or can print off a PDF of the calendar specific to their address. They can also download their collection schedule into their personal digital calendar (Microsoft Outlook, iCal, Google calendar).

What’s more, residents can subscribe to weekly email, phone, Twitter or text message reminders, plus they get to pick the date and time of the reminder! Reminders shift to account for holidays, and remind residents only about what is being picked up that week.

Behind the scenes, you can add educational messaging that residents will see or hear in their reminders. These messages can encourage recycling habits and proper sorting, provide seasonal tips or information about upcoming environmental events. Educational messages can be targeted to specific collection routes or to all residents.

You can even send out emergency messaging to all or specific collection routes! This is invaluable for weather, or service related collection delays.



## WASTE WIZARD

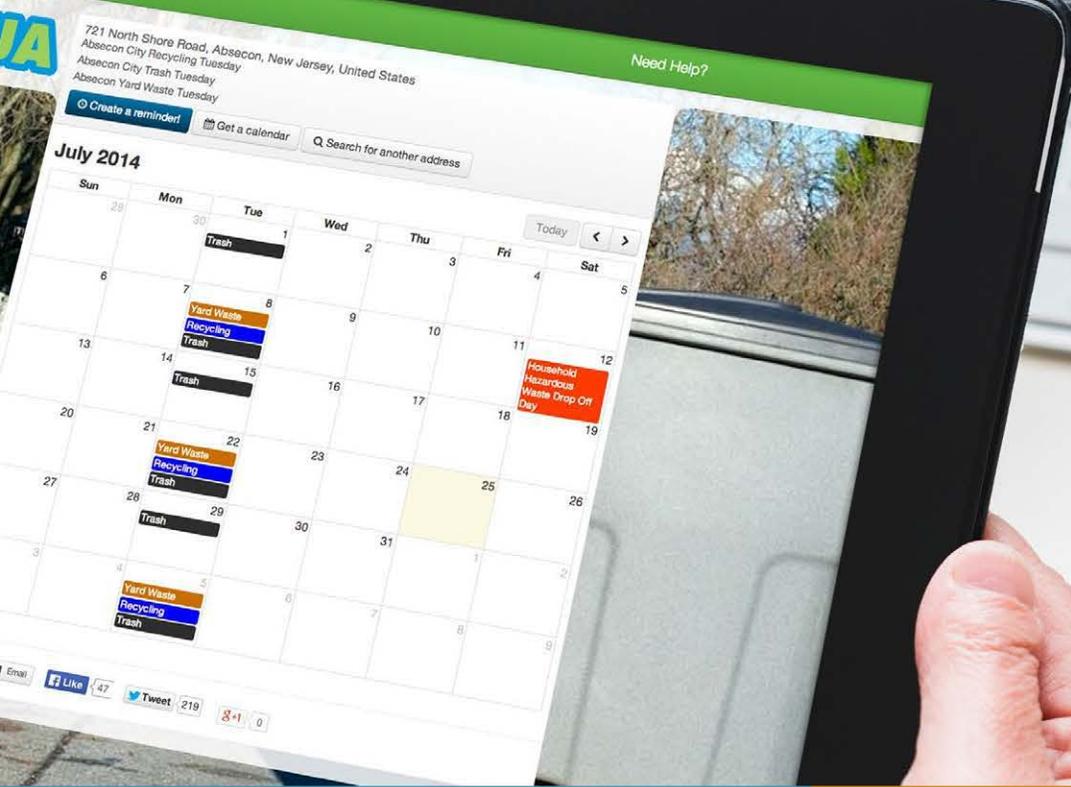
From aluminum cans to ziplock bags, ReCollect’s Waste Wizard helps your residents figure out what goes in what bin.

As the resident begins to type their material, the Waste Wizard will “predict” the entry, offering residents helpful suggestions.

You can also highlight depots for items like electronic waste or household hazardous waste. This depot option includes maps so residents can easily find their way.

Your job of educating residents becomes ever easier with easy editing tools if you want to add new materials, waste streams or depots. You can also create “aliases” for materials that have more than one name (ie, soda and pop).

Behind the scenes, ReCollect has a list of over 800 items to help you get started. Analytics help you understand what materials residents are consistently searching for so you can address them in your promotion and education efforts.



## OUR PLATFORMS

ReCollect's Collection Calendar and Waste Wizard can be used online or in a mobile app.



### Online

ReCollect provides an exceptional online experience that works properly in all versions of all web browsers (Internet Explorer, Chrome, Firefox, Safari, etc.)

ReCollect's online Collection Calendar and Waste Wizard is provided as a "widget" (a simple line of code) so it can be easily added to multiple websites or webpages, making it easy for your residents to find and use.



### Mobile App

ReCollect mobile apps give you a new way to reach and delight your residents. We make the best mobile app because ReCollect is the only native app for waste management – meaning it has the responsiveness and sleek experience your residents expect.

Your mobile app can be downloaded for free from the iTunes App Store and Android Play Store.

Because ReCollect is a "white label" service, your residents will be using a mobile app that you've named and branded.



## FEATURES



### Accessibility

Our products also comply with US Section 508, Ontario AODA regulations, and WCAG 2.0 Level AA accessibility compliance for users with disabilities.



### Multi-language Capabilities

¿Sus habitantes hablan español? Vos résidents parlent français? 你们的居民说中国话? ReCollect can translate its products into multiple languages, enabling you to reach more residents with important information about waste management and diversion. These translations are done by professional translators, not a computer program. You can be assured the translation is accurate.



### Powerful Analytics

Become smarter and make better decisions by using ReCollect's analytics. ReCollect mines your data to help you better understand your residents. An easy-to-use dashboard enables you to access reports which will support your promotion and education efforts. ReCollect also sends you a monthly activity report.



### Technical Support

ReCollect provides 24/7 uptime and performance monitoring, as well as phone and email support for city staff and residents. Phone support for integration issues is also available.



## ADVANTAGES TO USING RECOLLECT

### Saves you money

Residents who know how to sort their waste properly will increase your capture rates and decrease contamination. And residents who are reminded about their upcoming collection will decrease your help desk call volumes. ReCollect also simplifies transitions between collection contracts especially if you are rearranging routes or adding waste streams.

### Quick deployment

Residents can start using ReCollect on your website within two weeks and can download your app within five weeks. You can read more about the data we use at: <https://recollect.net/help/data>

### Upgrades included

ReCollect is a "Software as a Service" product. This means you subscribe annually to our service. Included in this annual service fee are all upgrades. It also means ReCollect will always work smoothly with new web browsers, smartphones and other, yet to be invented, devices.

### Established community of practice

Serving over 100 municipalities enables ReCollect to draw upon the experience of its users. ReCollect hosts regular webinars for its customers to highlight communication innovations, and to share best practices and service improvements. We hope you join our community.

ReCollect is used by over 100 cities across North America; among them are:

**Columbus, OH**  
*(pop 830,000)*

**Sacramento County, CA**  
*(pop 500,000)*

**Olathe, KS**  
*(pop 130,000)*

**Lowell, MA**  
*(pop 108,000)*

**Ottawa, ON**  
*(pop 820,000)*

**Vancouver, BC**  
*(pop 603,000)*

**Saskatoon, SK**  
*(pop 220,000)*

**Colchester, NS**  
*(pop 50,000)*

## NEXT STEPS

If you'd like to explore ReCollect further, we'd love to connect with you.

We would be happy to provide demonstrations to your IT, communications or waste management staff.

Call us anytime

[hello@recollect.net](mailto:hello@recollect.net)

1-888-291-0604 ext 1

**ReCollect**