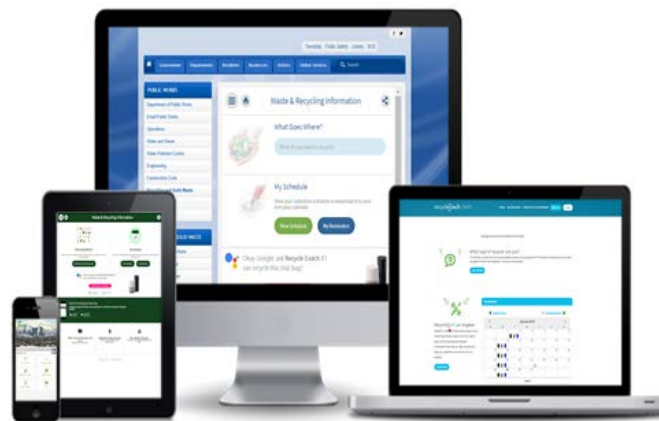


# Using Apps to Enhance the Resident Experience

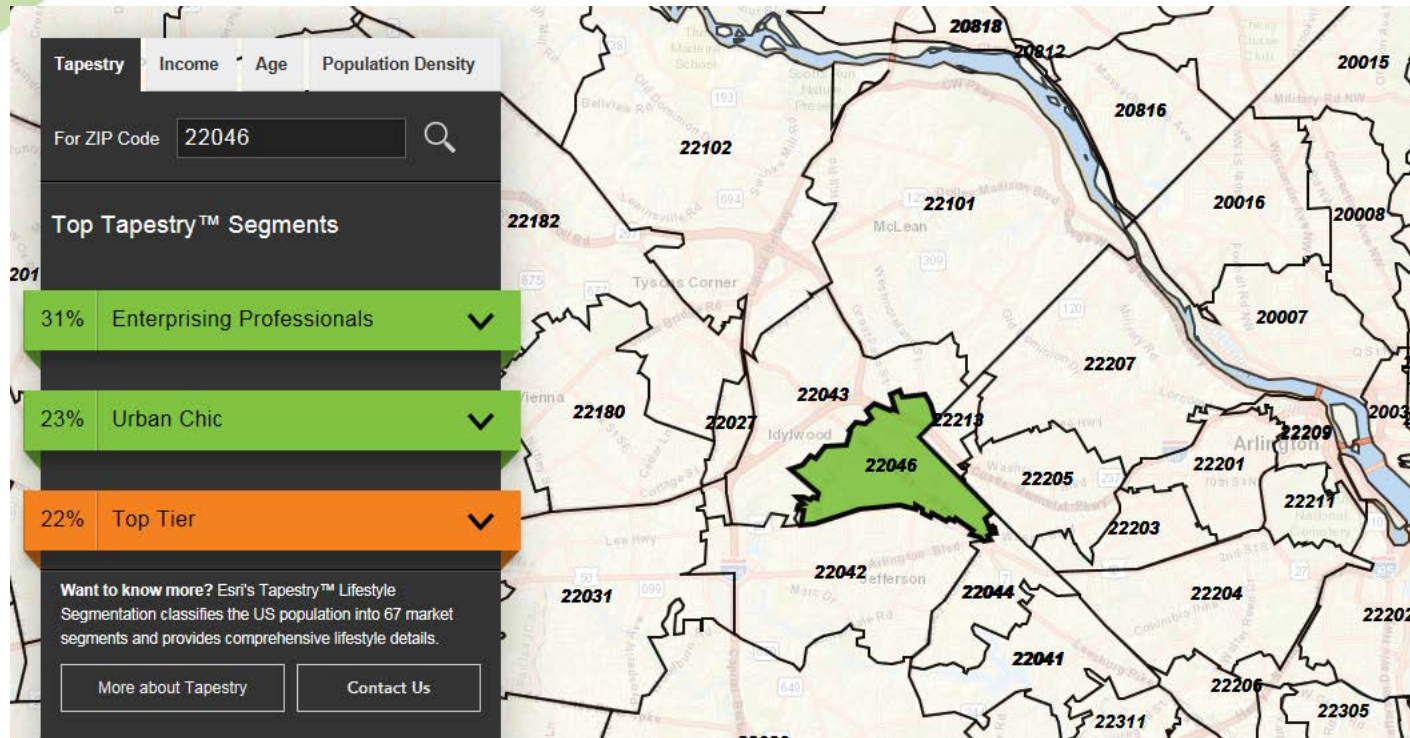
City of Falls Church, VA



Chris McGough, Solid Waste Coordinator  
March 15, 2018



# Background



- Pop. 14,000
- High edu and income levels
- Urban chic
- Very high expectations

# Background:

Excellent waste diversion history but difficult for a new resident to understand requirements



- Quasi pay-as-you-throw
- Fees for bulk collections

- 3,000 curbside customers
- All services contracted out

# The Business Case

- Customer service enhancements
- Reach and connectivity
- Immediate improvement to website design and usability
- Business process improvement
- Analytics to guide future outreach

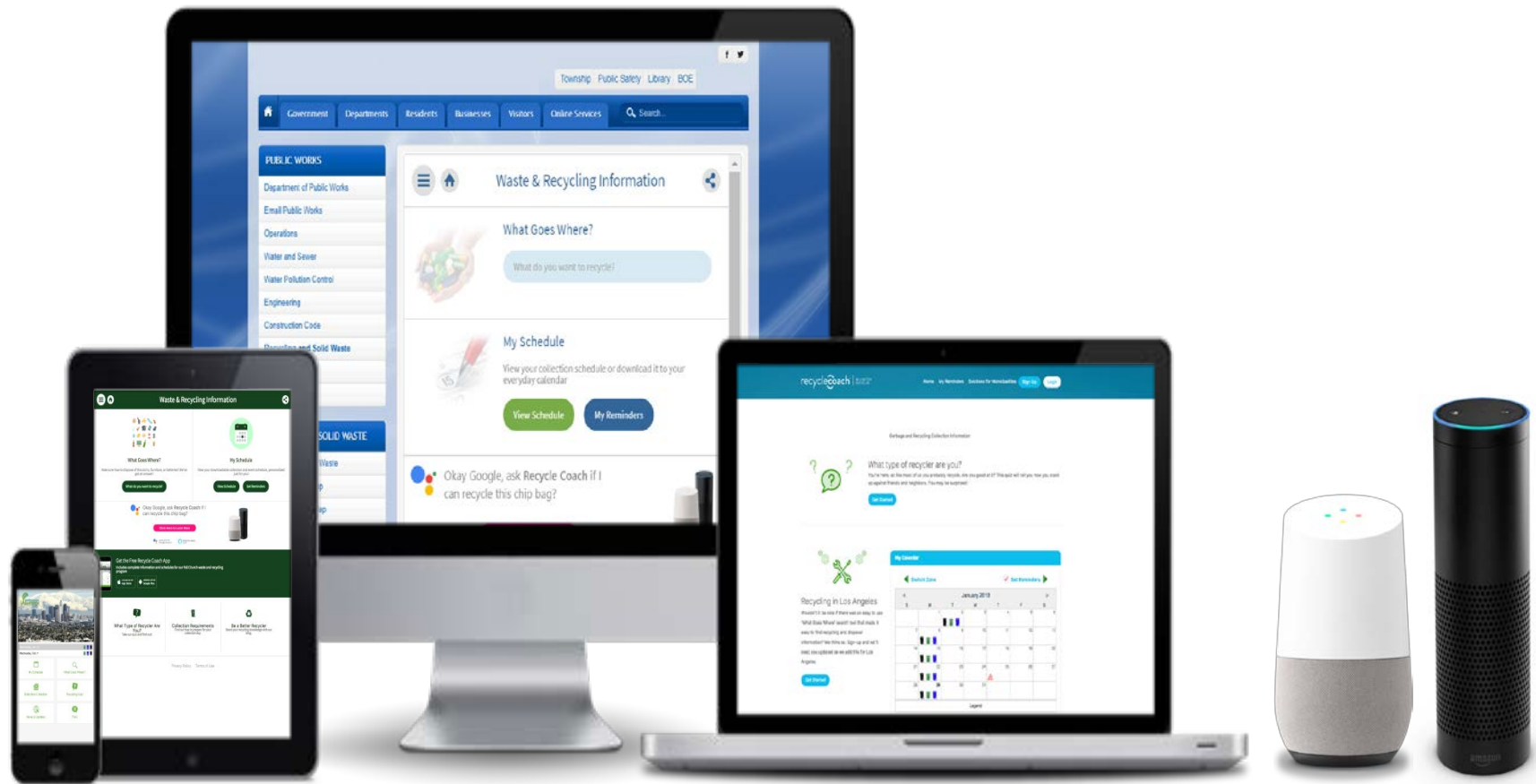


# RECYCLE COACH

The only recycling education solution powered by networks.

recyclecoach™

# RECYCLE COACH IS AN ONLINE COMMUNICATION PLATFORM EFFECTIVELY COMMUNICATE RESIDENTS ABOUT WASTE AND



# THE RECYCLE COACH MOBILE APP



## Personalized Collection Schedules

Local collection events and collection days for solid waste, recycling, bulky items, and organics.

## Real-Time Communication

Custom alerts and notifications direct to residents via the Recycle Coach platform. Problem report submission, including missed collections, directly from the app.

## Custom Reminders

Custom reminders for collections and events via push notifications, SMS, and email.

## What Goes Where? Tool

Find local disposal instructions for thousands of common, and not so common, household items.

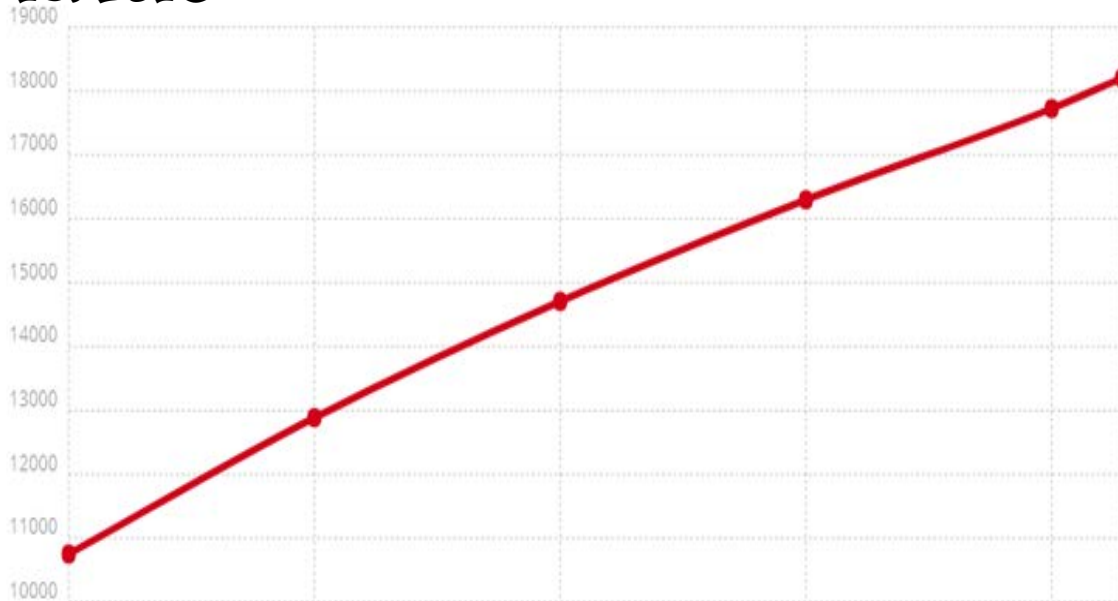


# RECYCLE COACH PROVIDES YOU WITH EASY-TO-USE INSIGHTFUL ANALYTICS.

## User Report

**District, THE City  
of Atlanta  
13, 2018**

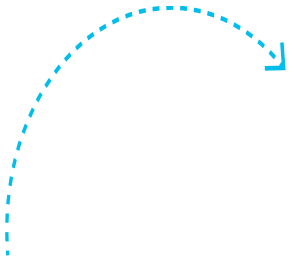
Last 30 Days



<b>total users</b>	<b>188,202</b>
<b>RECYCLE COACH MOBILE</b>	<b>70,307</b>
<b>RECYCLE COACH MOBILE</b>	<b>70,856</b>
<b>RECYCLE COACH WEB</b>	<b>20,369</b>
<b>* RECYCLING PAGE</b>	<b>10,037</b>
<b>* SOLID WASTE PAGE</b>	<b>10,335</b>
<b>RECYCLE COACH</b>	<b>13,750</b>
<b>FACEBOOK WEB APP</b>	<b>13,760</b>
<b>DIGITAL ASSISTANTS</b>	<b>13,000</b>
<b>* GOOGLE HOME</b>	<b>1,300</b>
<b>* ALEXA</b>	<b>1,200</b>



# EDUCATION



too MUCH  
RECYCLING  
in the  
GARBAGE



too MUCH  
GARBAGE in  
the  
RECYCLING



# Reaching More Residents

Making sure that your residents receive the most updated and accurate waste and recycling information is **difficult**.

Removing barriers for residents to access that information is even **harder**.




# Promotional Assistance

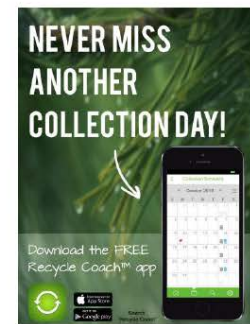
Premade, customizable Recycle Coach™ ads to help you reach more residents.

Please note that these ads are **SAMPLES only**. If you'd like any of these ads, let me know at [jhuang@recyclecoach.com](mailto:jhuang@recyclecoach.com) and the ads will be customized with your home screen (and logo, size, text, etc. if required). I can also adjust each ad from online version to print version and vice versa.

For print materials: We can send it to you to print, or we can print it for a low fee.

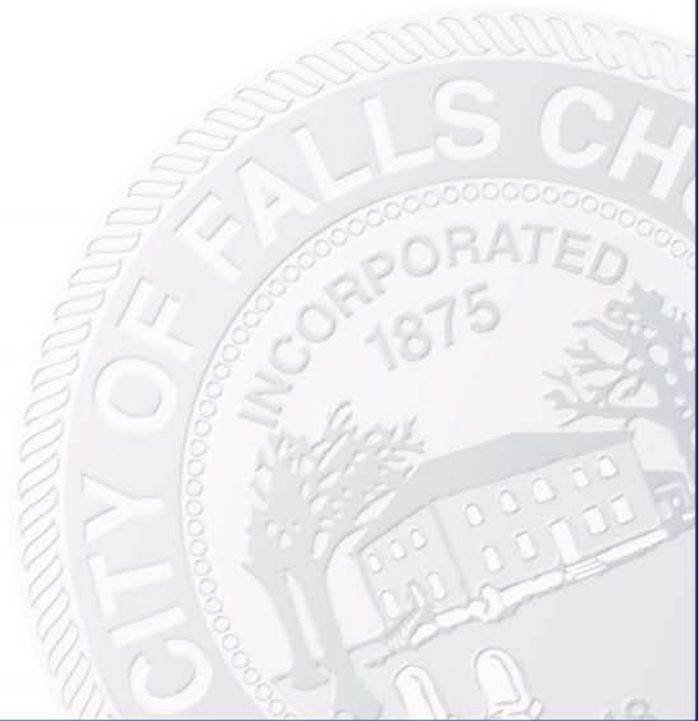
Number	Print or Online	Type	Sample
1.	Print	A3 Poster 4961px x 3508px (42cm x 29.7cm)	
2.	Print	A3 Poster 4961px x 3508px (42cm x 29.7cm)	
3.	Print	A3 Poster 4961px x 3508px (42cm x 29.7cm)	

Example of a customized ad for #2:



# Tour of Features

- Main app on solid waste program page:  
<http://www.fallschurchva.gov/369/Trash-Recycling-Compost>
- Mini app on recycling page:  
<http://www.fallschurchva.gov/399/Recycle>



# List of Features

Main options	Inform Package	Communicate Package	Educate Package	Engage Package
Customized plug-in for your website	✓	✓	✓	✓
Recycle Coach app + website exposure	✓	✓	✓	✓
Personalized pick-up & event schedules + reminders	✓	✓		✓
Export schedule to everyday calendar, download calendar	✓	✓		✓
Add customizable messages to outgoing reminders		✓		✓
Emergency and non-emergency notifications		✓		✓
Report-a-Problem <i>(optional)</i>		✓		✓
Complete 'What Goes Where?' search tool			✓	✓
Personalization of 'What type of recycler are you?' quiz			✓	✓