

**Indian River County, Florida  
Solid Waste Disposal District  
Board Memorandum**

**Date:** July 30, 2021

**To:** Jason E. Brown, County Administrator

**From:** Matthew Jordan, Interim Director of Utility Services

**Thru:** Himanshu H. Mehta, PE, Managing Director, Solid Waste Disposal District (SWDD)

**Prepared By:** Susan Flak, Recycling Education and Marketing Coordinator, SWDD

**Subject:** ReCollect Waste Wizard – CARTer’s Corner Mobile Application

**Descriptions and Conditions:**

The Solid Waste Disposal District (SWDD) staff is excited to share the launching of a new educational service for residents called CARTer’s Corner, which was developed through the ReCollect Waste Wizard Company. This service is a mobile application (app) available both on the Google Play Store and the Apple App Store, as well as an option on our county website, which will allow residents to gain answers they may have about recycling correctly. In general, CARTer’s Corner provides two specific services. First, it allows residents to easily find out within seconds if an item is recyclable before they put it the blue cart. Second, it provides detailed metrics to SWDD about what residents are confused about or have questions regarding recycling so that we can better target our marketing and advertising to clarify those questions. It has been very specifically designed to meet and address the recycling needs of our county. The service also includes a future provision of pick-up dates and calendar information that can be added to the app.

**Funding:**

No funding is requested for this agenda item. The ReCollect service is currently part of the approved Fiscal Year 2020/2021 Recycling Budget, which is funded from SWDD assessments and user fees. The actual cost for the implementation of the ReCollect Waste Wizard app was \$4,980.

**Conclusion:**

This service will make life easier for residents to recycle correctly and reduce the amount of “wish cycling” and contamination at the cart. The Solid Waste Disposal District (SWDD) will continue to make changes and update CARTer’s Corner on a regular basis. Therefore, the service will always be up to date. SWDD will continue to track the metrics on what residents are searching for so that we can continue to better target our marketing campaigns.