



Media Release

FOR IMMEDIATE RELEASE

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New City of Kalamazoo Recycle Coach™ app puts recycling/garbage collection information on your smartphone

For Immediate Release

April 15, 2016, Kalamazoo, Michigan - If you are among the growing number of people who have a smartphone or tablet, you can now access garbage, recycling, and special waste collection program details at your fingertips, any time you want them.

The City of Kalamazoo is pleased to announce the launch of a mobile app and website plug-in containing all of the information residents need to know about our residential garbage and recycling services, tailored specifically to their neighborhoods.

The mobile app and website plug-in, developed by Recycle Coach™, provide the full range of information that is normally found on the City's website or in the collection schedule distributed to residents. The Recycle Coach™ app provides another convenient alternative for when the printed schedule is not available and navigating a website is less practical.

The Recycle Coach™ mobile app and website plug-in provide residents with recycling, bulk trash, brush, collection schedules, all customized to a particular address or neighborhood. Other features include a search function, which allows the user to look up a specific item and find out if it is recyclable or not, and a 'report-a-problem' function that allows residents to report non-emergency municipal problems such as missed collections, illegal dumping, overflowing public garbage or recycling bins, potholes, burned out traffic or street lights, and more. The 'report-a-problem' feature utilizes the smartphone's GPS and camera to locate and capture an image of the problem and sends the information directly to city staff.

The app is available for android and iphone users and can be downloaded from the App Store and Google Play for free by searching for "Recycle Coach". Once downloaded, users can set up regular reminders for any of the city's collection programs. Residents will never forget a collection day, which should help increase recycling rates.

This is a new way to connect with residents regarding our resource recovery and waste diversion programs. Information will be updated as necessary and will always be current. These new services are being added in addition to our existing communications.

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