

Austin, TX

Reaching Goals By Educating and Engaging Residents

Tucked into Central Texas is the state capital of Austin, the 11th most populous city in the United States and the fourth most populous city in Texas, with more than 970,000 people.

Challenge

- In December 2011, the city council approved the Austin Resource Recovery Master Plan, which is the city's roadmap to zero waste. In it, the City outlines its commitment to reducing the amount of waste it sends to area landfills by 90% by 2040.

Results

- The switch to digital tools saves the City of Austin ~\$66,000 a year, and almost \$200,000 over a three year period.
- Within 6 months, 85% of the city's addresses have been searched for collection information, which is 10% over the benchmark.
- The City launched its Austin Recycles App in March 2020. In its first six months, it saw more than 7,000 downloads, which is double the benchmark average for cities of Austin's size.



"All of ReCollect's tools are so easy (to use) and are innovative. They really help me save time and help focus on strategy and planning."

- Keri Greenwalt
Digital Communications, Austin
Resource Recovery

"Austin is leading the way in terms of resident engagement. They are a city that I look at as a prime example of how to engage and educate residents on how to be better recyclers."

— Grant Smith
Customer Success, Routeware

About Routeware

Routeware is the waste and recycling industry's most trusted software and technology company. Our enterprise solutions help municipalities and haulers save time and money, increase efficiency, improve safety, and green up our world. Find out more at www.routeware.com