

Sunnyvale, CA

Providing Curbside Collection for 150,000 Residents

Sunnyvale, California, is the second largest city in Santa Clara County. There, the city services around 150,000 people, providing curbside collection services for single and multi family homes, as well as commercial properties.

Challenge

- Customer service representatives were fielding some 50 to 100 requests for collections per week, and even more toward the end of the year as the community tried to schedule their remaining allotted bulky pickups.
- Dirty, smelly carts were a barrier to community participation in the organics program.
- Recycling confusion and frustration with new programs was mounting.

Results

- “Customers know they can just go to the website or use the app; it's super convenient for them and they know it's there.”
- Cleaner recyclables lead to lower contamination rates, helping the city march towards meeting their 2030 Zero Waste goal
- Digitized 100 Special Collection Requests weekly; Bulky item requests increased 64.34% (~5000) while call volume decreased 3.56% (~200) from 2017 to 2020.



“The tools have been in place for so long that they’re just part of our family now. We just rely on this tool; we know it's there. I'm glad we have it.”

— Karen Gissibl
Environmental Programs Manager

“So we're like, hey, why don't we see if we can do a cart exchange, where twice a year customers can get their dirty cart exchanged by the hauler, for a clean one? We worked with ReCollect to create a tool so customers could go through the app to schedule the exchange.”

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