REPORT REFERENCE: 2.3

LINCOLNSHIRE WASTE PARTNERSHIP   **6 DECEMBER 2012**

SUBJECT:	**MY WASTE MOBILE PHONE APP**
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BACKGROUND INFORMATION

A proposal has been received from a company specialising in the use of mobile phone technology to assist local authorities to pass information to residents concerning waste and recycling services.

The approach has been adopted in over 150 authorities in the USA and Canada and the company is now looking to expand into the UK and Europe. The use of this technology is promoted as it offers:

- The potential for greater resident engagement
- The opportunity to reach young adults 18-35 in a meaningful way
- Cost effective communication.

'my-waste' is available from the iTunes App Store and the Android Marketplace. It is free for residents to download and use and features include:

- Detailed collection and event schedules, by zone, plus a multifamily set-up option
- Reminders for upcoming collections or events, with a wide range of setting options
- Search-based material recycling and disposal information
- Detailed preparation and processing instructions for collection and drop-off programs
- Drop off depot information, including location (Google maps), hours of operation, etc.
- An optional advanced reporting system using GPS positioning and the smart phone's own built-in camera that allows residents to notify their local

government about issues such as missed collections, illegal dumping, burnt out street lights and more.

Future enhancements will include:
- Q1/2013 - A local government notification system (included in quoted fees) that can be used for:
    - Critical service announcements (weather, etc.)
    - Helpful messages, such as seasonal recycling tips, special events details, etc.

Website Search on your Council website

In addition to the **'my-waste'** app, the system offers the ability to add the material search functionality to your Council website. There are two ways that this can be done, and the fees for both are the same:

i)   Hosted Option
A resident clicks on a link from your website and a new window opens to a page on our server that contains your Council logo and information about the search tool. They enter the material they have to find out recycling and disposal information, including HWRC locations, etc.

ii)   Council Website Using XML Option
We offer a set of XML requests from our database servers, using HTTP. Council IT teams can then write server-side code that requests XML documents from our systems, and then converts them to HTML to be presented to the users in their browser. The XML requests offer the same search capabilities and details available on the app, in a format that's suitable for computers and software to convert into HTML. Using this method, Councils can incorporate the data directly into their current websites in their preferred manner.

Implementing 'my-waste'
Implementation is easy and generally takes 6-8 weeks with the initial set-up being done by the 'my-waste' development team using information from authority websites and any other materials that might be supplied. Each authority would be expected to:
- Supply the Council logo and the materials necessary for residents to select their collection zone (map, street listing, address database, etc)
- Provide any necessary details not found on your website
- Approve all collection and event schedules, collection requirements, database and depot information

Set-up and Software Lease Costs for 'my-waste'
'my-waste' fees for a County Council with a population of approximately 715K and seven districts authorities, each with its own collection service are as follows:

'my-waste' mobile app only		
Onetime set-up fee*	~~£4,200~~	£2,100
Annual license fee*	£3,500	

'my-waste' mobile app + *website material search*

Onetime set-up fee*	~~£5,100~~	£2,550
Annual license fee*	£3,900	

*In the first year both fees are charged once the app is pushed 'live'; thereafter only the Annual fee is charged (on the anniversary date). 50% discount offer off the set-up fee available until January 31, 2013.

Term of this Agreement is one (1) year, however you may renew each year at your option. Fees are guaranteed not to increase for your first three years. Included in the fees are:

- Initial set-up & leasing fees plus ongoing technical support for the **'my-waste'** mobile app PLUS the website material search.
- Updates to your data (as many as needed) done twice a year (three times the first year). Additional updates, if necessary, done at the rate of £75/hour.
- Ongoing development of the **'my-waste'** app, including the notification system described above
- New versions of **'my waste'** will be developed for additional smartphone operating systems that become popular

'my-waste' Promotional Toolkit

These tools are available to help you launch **'my-waste'** and then promote it within your community:

- A custom "launch' web page hosted by us where your residents can link directly to the download page in the app store/marketplace for their device.
- A Quick Response (QR) Code that takes people who scan it with their smart phone or tablet directly to the above launch page
- Suggested text and images for the your website
- A draft press release
- A list of FAQ's

This tool could be used by all authorities in Lincolnshire as a part of their promotional activity using a technology where the use is growing.

The County Council is prepared to fund the initial introduction of the scheme and a further one year trial to assess whether this is effective and is being used by the public.

OPTIONS

The options available to the Partnership are:

1. The use of this technology and its application in Lincolnshire is explored further with the company involved, and if it is a practical proposition then the scheme is introduced across all authorities and run for a trial period of one year;

2. The use of this technology and its application in Lincolnshire is explored further with the company involved and a report bought back to the Lincolnshire waste

Partnership for consideration;

3. The use of this technology and its application in Lincolnshire is deferred.

RECOMMENDATIONS

The Lincolnshire Waste Partnership is recommended to approve option one and if the technology can be applied within Lincolnshire to support its introduction and adopt the use of this approach as an integral part of each authority's publicity for waste and recycling.