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## **Smarter Discard Study Starts Next Week**

DUBUQUE, Iowa – The City of Dubuque will launch the first phase of its Smarter Discards Pilot Study next week and begin collecting anonymous data on its curbside collection of trash and recycling.

The purpose of the 12-month study is to review Dubuque’s curbside trash and recycling services and use the information collected to make decisions regarding policies, staffing, and equipment issues related to waste management and curbside collection.

The first phase of the study involves the collection of aggregated, anonymous data from two collection routes within the city. Data on the frequency of setouts along with the total weights of trash and recyclables collected on the routes will be reported. No personal information or individual household setout weights will be collected. Customers on these routes will receive a notification.

Over the next few weeks, residents may notice City representatives installing remote frequency identification device (RFID) “tags” on recycling containers and City-owned tipper carts on these two routes (see attached map). These installs include the use of hand-held RFID data collection devices (see attached photo) to record the tag ID. Tags will not be attached to containers not owned by the City.

The City is seeking volunteers to authorize the collection of their household’s weekly setout data (trash, recycling, and organics weights) in anonymized form for the second phase of the study. As an incentive, volunteers will receive an “organics recycling tool kit” as well as access to website/portal that will include diversion tips, household goal challenges, available incentives, visualization of data over a period of

time, insights into household discard patterns, and analytics that compare discard generation with other households with similar profiles. There is no cost to volunteers to participate in this research. To be eligible, volunteers need only be City residential curbside collection customers. Participants will be able to access their data via an online portal/website under development with IBM Research. The portal/website will include analytics that offer visualized data of performance changes, insights into discard patterns, and comparisons to other area households' consumption rates.

The "organics recycling tool kit" includes a one-and-a-half gallon "kitchen-catcher" container for food scraps, a box of compostable kitchen-catcher bags, a sheet of five yard debris decals, and one paper yard debris bag. Up to 400 volunteers can participate in the Smarter Discards study. To volunteer, or for more detailed information, visit [www.cityofdubuque.org/smarterdiscards](http://www.cityofdubuque.org/smarterdiscards) or call 563-690-6111.

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(See attachments)



Photo of handheld RFID data collection device and RFID tag on recycling bin

