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# NEWS RELEASE

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## City Launches ‘ReThink Waste’ Tool for Curbside Collection Customers

DUBUQUE, Iowa – The City of Dubuque now offers a free tool to make it easier for City curbside collection customers to remember to set out trash, recycling, and organics and to stay informed on collection schedule changes and what can and cannot be recycled.

“ReThink Waste Dubuque” is the name of the new tool that is offered as an app for mobile devices and is available on the City website at [www.cityofdubuque.org/rethinkwaste](http://www.cityofdubuque.org/rethinkwaste). Customers can download the app or visit the site and, after entering their address, can:

- sign up for curbside collection reminders by email, automated telephone call, and text message;
- download their collection schedule into iCal, Google calendar, or Microsoft Outlook calendar; and
- print their collection schedule.

Once customers install the ReThink Waste Dubuque app or register online, they will receive weekly reminders the night before their collection day and be notified of schedule changes due to holidays, seasonal programs, and other service changes. Additionally, users will receive information about seasonal services such as yard debris and food scrap collections, leaf rakeouts, and Christmas tree recycling.

For people who are not sure how to properly dispose of something, ReThink Waste Dubuque offers a “Waste Wizard.” This feature allows users to type in any keywords and get disposal tips specific to Dubuque. The search tool helps curbside collection customers determine what items--from aluminium cans to Ziploc® bags--can be recycled or should go in the trash.

City of Dubuque Resource Management Coordinator and Supervisor Anderson Sainci manages the City’s curbside collection program and said ReThink Waste Dubuque will help reduce public works department call volumes, while improving customer service and response times.

“The data we collect through the tool will assist us with targeted marketing/campaign efforts to inform current/new residents on how to properly reuse, recycle, compost, or dispose of materials,” said Sainci. “As customers use the waste widget, we can monitor search terms and use that information to better educate and engage our customers.”

To access the ReThink Waste Dubuque tool, visit [www.cityofdubuque.org/rethinkwaste](http://www.cityofdubuque.org/rethinkwaste). Links to download the app are provided on the page and available on the iTunes App Store and Android Play Store. For additional information, call the City of Dubuque Public Works Department at 563-589-4250.

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