



**New Waste Check 'my-waste'™ mobile App puts
garbage/recycling collection information on your smartphone**

Easy-to-find information when and where you want it!

If you are one of the growing number of people who has a smartphone or tablet, you can download a waste management App that puts garbage, recycling, special waste collection details and much more at your fingertips, anytime you want them.

Sales of smartphones and tablets reportedly are growing rapidly. Approximately half of Canadians are now using a smartphone, with the majority of those between the ages of 25-34. The majority of internet-connected devices sold are now smartphones and tablets.

Waste Check, the waste management authority for Yarmouth and Digby Counties, is pleased to announce that we've just launched a mobile App that contains all of the information people need to know, tailored specifically to their neighbourhoods, about our residential garbage and recycling services.

Called **'my-waste'™**, the app lets mobile device users download the full range of information that is normally on our website or in the collection schedule that Waste Check distributes. Now residents don't have to go hunting for the printed schedule or be sitting in front of their computers. Instead, by downloading **'my-waste'™**, residents can check details and set reminders for every collection type, find out exactly what to do with any item, access important local contacts and so much more.

Special features of the Waste Check **'my-waste'™** App include a "What Goes Where?" search function that lets residents quickly find information about what to do with a specific item. This also includes waste drop-off location information. Apartment residents can also access information about the programs that matter to them, plus tips on reducing and reusing in their buildings.

The Waste Check **'my-waste'™** App also includes a special "report-a-problem" function that allows residents to report waste-related problems like missed collections, illegal dumping, broken green cart, etc. The report-a-problem feature uses the smartphone's GPS positioning system and built in camera. All they have to do is select the report-a-problem function, take a picture and the problem is automatically emailed to us.

The Waste Check **'my-waste'™** download is free. Residents can get it by going to <http://www.my-waste.mobi/NS-Wastecheck/>, then selecting the icon link either to the

iPhone/iPad or Android App store. Or they can search “my-waste” in their phone’s version of an App store.

Once residents have downloaded the app, they can set it up to give them regular reminders for any of the collection programs. For example, they can set a reminder for the day that recycling is collected. Residents will also receive important and immediate alerts upon opening the app, such as cancelled collection due to weather.

This is a new way for us to connect with residents about our resource recovery and waste diversion programs. We’ll be able to update the information on the App as necessary during the year, so it will always be current. Residents will never forget a collection day and that should lead to increased recycling rates. Everybody wins!

Waste Check is adding the ‘**my-waste**’™ App to complement its communication outreach activities, not replace traditional methods of providing information, such as the toll-free information phone line (1-800-569-0039) and door-to-door visits. We will continue to distribute printed materials and have information on our website as usual for residents who prefer the existing promotional and educational materials.

The development and introduction of this app has been a new experience for Waste Check. As your leaders in waste reduction, we are the first region in the province of Nova Scotia to launch it! We invite anyone who downloads the app to report any issues, or call our phone line (1-800-569-0039) for further clarification on any feature or information in this app. We strive to make the app as easy as possible to use for our residents.