

CITY OF VENTURA

NEWS RELEASE

501 Poli Street
Ventura, CA 93001

For Immediate Release

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New Recycle Coach App Helps Ventura Residents Maximize Waste Diversion

Ventura residents can now easily reduce their household waste and become even better recyclers with Recycle Coach, an easy-to-use mobile app designed to take the guesswork out of recycling. Citizens can quickly access local disposal information for thousands of household items by downloading the free app at the [iTunes App Store](#) and [Google Play](#).

The City of Ventura offers a variety of convenient ways to recycle, such as curbside collection in the blue bin, free monthly Household Hazardous Waste events, authorized drop-off locations, quarterly community cleanup events for bulky items and shredding, and certified collection centers. Recycle Coach makes these waste reduction resources and other important information, right at users' fingertips to improve recycling and diversion.

"Outreach and education are key to improve recycling," said Deputy Mayor Matt LaVere. "This is another tool that will help our residents and businesses become greater stewards of the environment."

Recycle Coach helps residents:

- Know when to put out recyclables and solid waste for curbside collection
- Receive collection reminders and real-time updates on potential service disruptions such as during holidays and emergencies
- Access useful recycling tips, tricks and tools to become recycling experts with local disposal information and collection requirements for common and uncommon items
- Use the problem-reporting tool, equipped with geolocation, to notify municipal customer services about issues like missed collections

Residents can access Recycle Coach from their desktop computers, mobile devices, or through digital assistants like Amazon Alexa and Google Home.

This media release is available on the City of Ventura website
www.cityofventura.ca.gov.###