

---

**REPORT TITLE: Supply of Digital Waste Collection Calendar Notification Solution, Maintenance and Support - Document 2019-132P**

**FROM: Gary Kent, CPA, CGA, ICD.D, Chief Financial Officer and Commissioner of Corporate Services**

---

## **RECOMMENDATION**

- 1. That the contract (Document 2019-132P) for the Supply of Digital Waste Collection Calendar Notification Solution, Maintenance and Support awarded to ReCollect Systems Inc. be increased in the amount of \$150,000.00, exclusive of applicable taxes, for a revised total contract amount of \$250,000.00, exclusive of applicable taxes in accordance with Procurement By-law 30-2018, as amended; and,**
- 2. That authority be granted to the Director of Procurement to renew the contract annually (or for multiple years to take advantage of multi-year discounts) for ongoing software licenses, subscription, maintenance and ongoing support, and to increase the contract for any upgrades, technical support, implementation services, additional modules, hosting, licenses, and other products and services for the lifecycle of the solution, subject to satisfactory performance, price, and approved budget.**

## **REPORT HIGHLIGHTS**

- The Region of Peel provides residents with a digital waste collection calendar and regular waste reminder notifications to assist them with proper participation in Peel's waste programs and curbside waste collection service.
- Through a competitive request for proposal process, these tools were procured in 2019 from third-party service provider, ReCollect Systems Inc. (ReCollect) based on its integrated system that delivers email, text, phone and Calendar notifications, dynamic address lookup waste calendar and scalable architecture that could accommodate add-on features and ongoing user growth.
- Since the launch of these tools, the Region of Peel has seen significant subscriber growth at faster rates than ReCollect's comparable customer benchmarks. To-date, there are 180,000 total subscribers using ReCollect, with a reach of 32 per cent of all Peel curbside customers.
- ReCollect is also the primary platform used by residents for checking their waste collection calendars on the Region's website with 3.5 million views in 2021.
- Due to an industry-wide increase in short code SMS text messaging, the cost for service increased in April 2022, resulting in an increase in overall contract renewal costs to continue the ReCollect service for the next 12 months.
- Region of Peel staff are working on alternate options to continue the service, but any alternative will take time to implement. Renewing and increasing the current ReCollect

## Supply of Digital Waste Collection Calendar Notification Solution, Maintenance and Support - Document 2019-132P

contract at the higher rate will ensure that there is no break in service to the Peel residents while alternatives are investigated and implemented.

---

### DISCUSSION

#### 1. Background

In early 2019, The Region of Peel implemented a waste collection reminder tool to help residents, who receive curbside waste collection, properly participate in Peel's waste programs.

In collaboration with IT and Digital Marketing, a technology procurement process took place through a competitive request for proposal to secure a third-party vendor for email, text, phone, and calendar notifications that would assist residents with properly placing their garbage, recycling, organics, and other waste material at the curb on their scheduled collection days.

The digital solution procured was ReCollect as it had scalable architecture that could accommodate add-on features and more users.

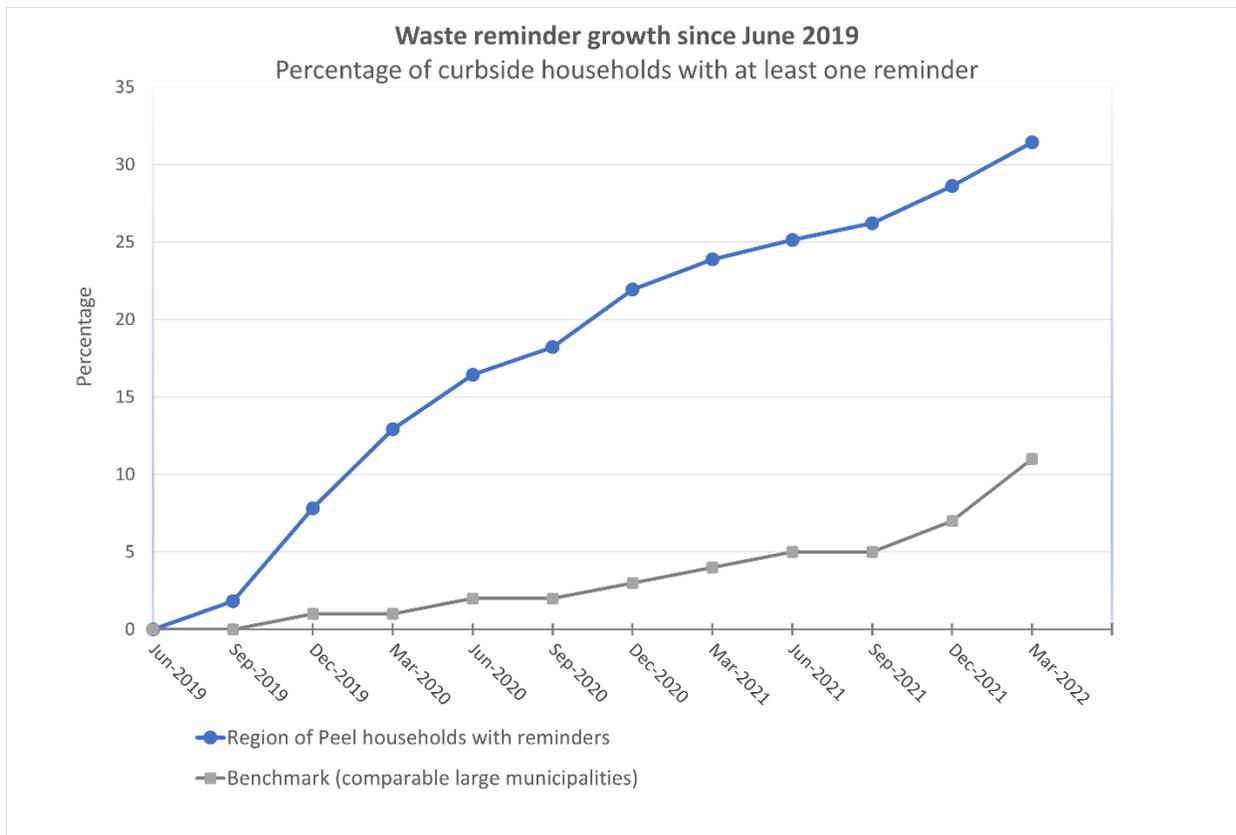
The following functions are part of the suite of services covered in the contract with ReCollect:

- **Waste calendar with address lookup;**
- **Weekly waste reminders with preference options** for day and time to receive reminders;
- **Messaging Campaigns** that include message boxes added to reminders to support education activities and temporary service changes;
- **Service alerts** to communicate immediate service impacts to reminder subscribers;
- **Metrics, Administration and Data** to support ongoing administration, maintenance and marketing performance and measurement and ensure accurate and up-to-date information on calendar schedules for 36 collection zones and more than 360,000 service addresses; and,
- **Customer service support** to assist residents directly with problems related to reminders or issues with the ReCollect application.

The Region of Peel's launch strategy and active marketing of waste reminders grew subscribers significantly faster than ReCollect's comparable customer benchmarks.

After one year, Region of Peel had 16 per cent of curbside households signed up, which was 800 per cent more than comparable ReCollect customers. After two years, The Region of Peel received 500 per cent more reminder signups.

## Supply of Digital Waste Collection Calendar Notification Solution, Maintenance and Support - Document 2019-132P



### Current State

Through ReCollect, the Region of Peel sends out more than 160,000 SMS texts, email, and voice reminders per week. This reach accounts for 32 per cent of all curbside customers.

There are currently 180,000 total reminders including calendar syncing, broken down as follows:

- 109,300 SMS text message reminders
- 50,100 email reminders
- 1,130 voice reminders
- 19,600 iCal / calendar syncing

ReCollect is also the primary platform used by residents for checking their waste collection calendars on the Region's website with 3.5 million views in 2021.

The cost for this service increased in April 2022 due to an industry-wide increase in short code SMS text messaging costs delivered through ReCollect's third party telecom service provider. Prior to April 2022, the cost to the Region of Peel per subscriber for SMS text reminders was \$0.62. In April 2022, the cost per subscriber went up to \$2.20. With the current subscriber base this means the renewal for this annual service will increase to approximately \$250,000.

ReCollect uses Amazon Pinpoint as their platform for delivering the short code text messages. There are other platforms that offer the same short code messaging at similar increased rates. Staff have been working on alternative options for the past year. The

## **Supply of Digital Waste Collection Calendar Notification Solution, Maintenance and Support - Document 2019-132P**

digital services team have determined some other options that include a high throughput long code text messaging that is less costly but is not currently offered by Amazon Pinpoint in Canada. Therefore, implementation of this possible solution will take time to ensure that it can be done with no impact to the residents.

Region of Peel staff continue to work on alternate options to provide the service at a lower cost in the future. Renewing and increasing the current ReCollect contract at the higher rate for the next 12 months will ensure that there is no break in service to Peel residents while alternatives are investigated and implemented.

### **2. Procurement Process**

This report is seeking a financial increase to an existing contract. In accordance with Procurement By-law 30-2018, Regional Council approval is required.

### **RISK CONSIDERATIONS**

If this contract is not renewed and increased, the reminder service will be discontinued for approximately 180,000 residents in Peel that rely on the service weekly. There would also be a minimal three-year timeline to reengage and rebuild the subscriber base once an alternative is implemented.

Renewing the ReCollect contract holds little financial risk as the money for the service is available within the current waste management operating budget. This also mitigates the risk of discontinuing this service to approximately 180,000 residents.

### **FINANCIAL IMPLICATIONS**

There are sufficient funds in the operating budget within Public Works Waste Management Operations under Cost Centre WW00110 to carry out the recommendation.

---

*Authored By: Grace McKenzie, Program Manager, Policy Research & Business Strategies,  
Public Works Waste Management  
Glenda Baylon, Supervisor, Program Services, Corporate Services*



---

Gary Kent, CPA, CGA, ICD.D, Chief Financial Officer and Commissioner of Corporate Services