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Cranford Launches Recycle Coach

Cranford—For residents looking to become better recyclers, look no further than the Recycle Coach app—now available in Cranford. The Recycle Coach application provides recycling information in a clear and concise manner to improve recycling rates as well as successfully engage residents to learn about ‘Reduce, Re-use and Recycle’ principles.

“The Township of Cranford is excited to join the Recycle Coach network, which will transform how we communicate local collection, waste, and recycling information to our residents. Beyond that, the platform includes engagement and educational tools to help people manage and correctly dispose of their waste,” said Ann Dooley, Deputy Mayor of Cranford.

Residents can access Recycle Coach from their desktop computers, mobile devices, or through digital assistants like Amazon Alexa and Google Home. By leveraging the power of voice technology, the platform makes it easy for people to get local disposal information for thousands of household items when they need it. And the best part: it’s absolutely free.

With Recycle Coach, residents can:

- Stay organized with custom curbside collection and events calendars
- Receive collection reminders and real-time updates on service disruptions
- Become recycling experts with a comprehensive "What Goes Where?" search tool, including local disposal information and collection requirements for common and uncommon items
- Take the “What Type of Recycler Are You?” quiz for useful recycling tips and tricks

“Recycle Coach is an excellent opportunity for Cranford residents to obtain accurate, up-to-date information on recycling with the touch of a button,” Deputy Mayor Dooley continued. “Cranford government is committed to promoting recycling and environmental sustainability throughout our county, and we look forward to partnering with our residents on this exciting new program.”

Visit www.cranfordnj.org/recycling for updates.

