



Township of Monroe

County of Middlesex

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Monroe Unveils New Recycling App on Earth Day

MONROE – Monroe announced plans this week to compact all its recycling information into one, easy-to-use recycling application.

The Township will debut its “Recycle Coach” app, available for download on smart phones and tablets through the App Store and Google Play, on April 22, Earth Day, via social media.

“We’re anticipating that the app will improve the ease and rate at which our community recycles,” said Monroe Mayor Gerald W. Tamburro. “We are proud to join the few but growing number of municipalities in Middlesex County and across the State that provide this service to their residents. It’s incredibly user-friendly and best of all, free to the public.”

Some of the application’s features include an extended calendar, reminders for collections and special events, a search bar outlining the means for recycling or disposal, a page of auxiliary resources and a reporting tool for missed pick up, container replacement and other pertinent information.

“Technology is really at the forefront of everything these days,” said Monroe Township Council President Stephen Dalina. “Smart phones and tablets are a staple in most homes and the vast majority of Americans are consuming their information through these devices. We believe the best method to reach and encourage recycling among the maximum number of people is to equip our residents with the information that they need right at the touch of a screen.”

The New Jersey Department of Environmental Protection will cover the cost of the app, roughly \$4,000 annually, for 2018 and potentially, into subsequent years.

If the NJDEP forgoes renewal of the program in the coming years, Monroe will absorb the expense by tapping into its yearly recycling tonnage grant, which amounted to approximately \$171,000 this past year – the eighth largest award in the State.

Many of the app’s features will also be available to the public on the homepage of the Monroe Township website at www.monroetwp.com and through Amazon Alexa and Action for Google Assistant using “Recycle Coach Skill.”

Contact Monroe Township’s Recycling Coordinator Joe Slomian at 732-656-4575 for further details on the app.

For an instructional video on downloading and navigating the Recycle Coach App, [click here](#).

All media inquiries may be directed to Monroe Township’s Public Information Officer Maria Prato at 732-521-4400 or mprato@monroetwp.com.