

# The Solution

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STEADILY INCREASE WASTE DIVERSION THROUGH:

- EDUCATIONAL BEST PRACTICES
- LEVERAGING NEW TECHNOLOGY
- 3-WAY COMMUNICATION WITH RESIDENTS



Technology leader for  
Municipal Solid Waste  
Education & Engagement

Specialists in Recycling Calendars  
since 2001

[www.RecyclingCalendars.com](http://www.RecyclingCalendars.com)

Headquartered in Toronto, Canada



ACT  
Government



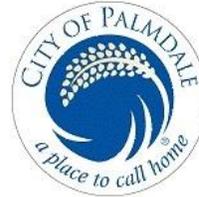
City of  
Corpus  
Christi



London  
CANADA



Region of Peel  
Working for you

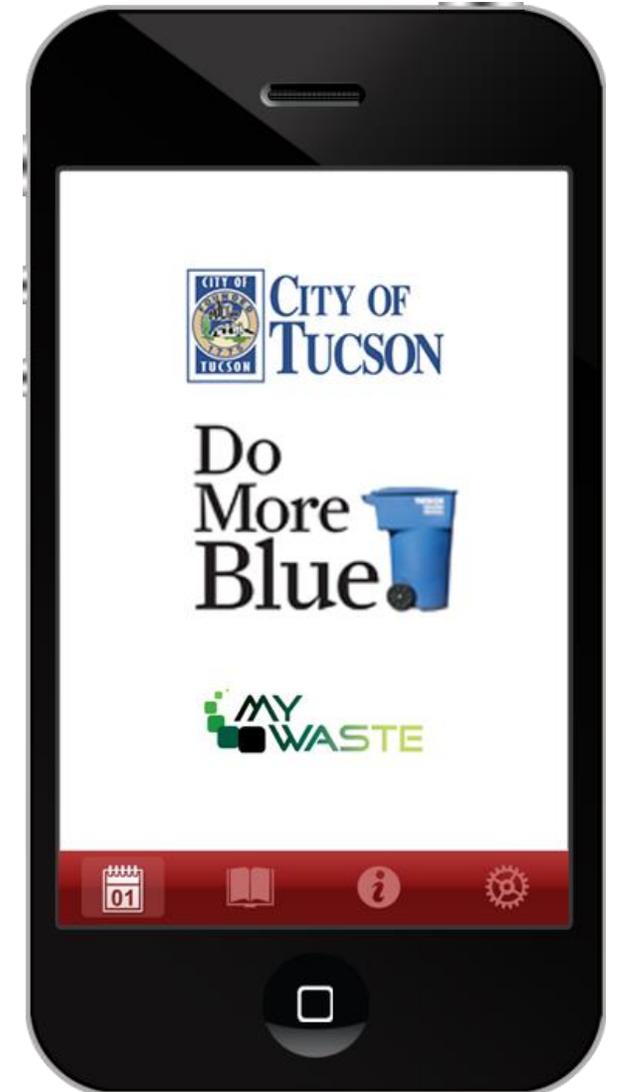


Hanover Township  
Northampton County, Pennsylvania



# 2011

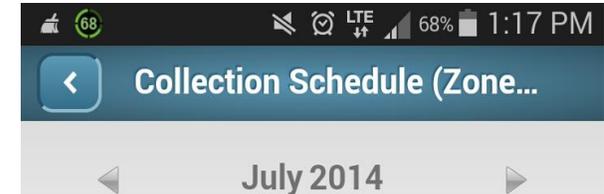
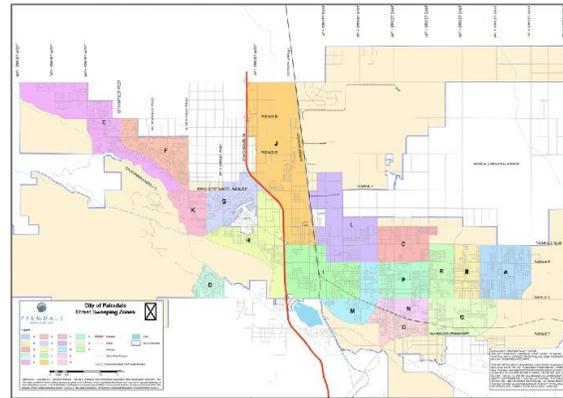
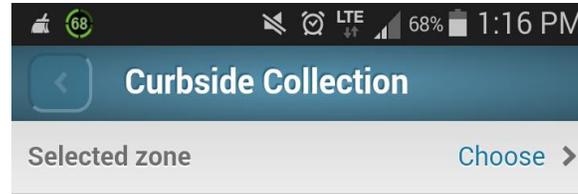
Mobile App was launched, allowing residents to:



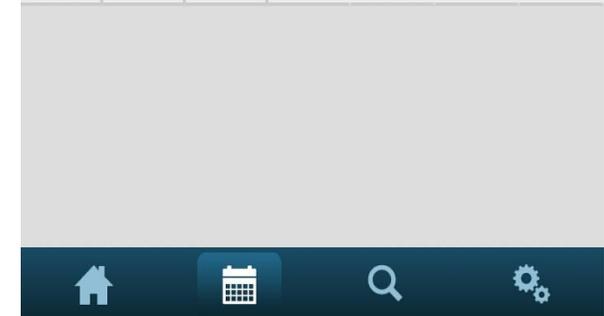
# 2011

Mobile App was launched, allowing residents to:

- Find Their Collection Days



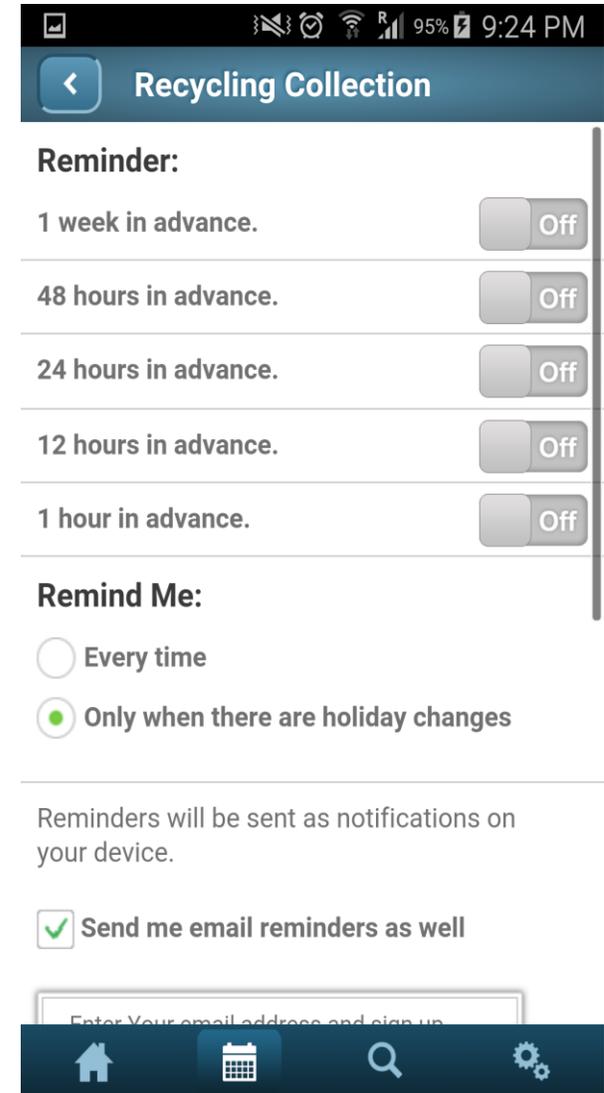
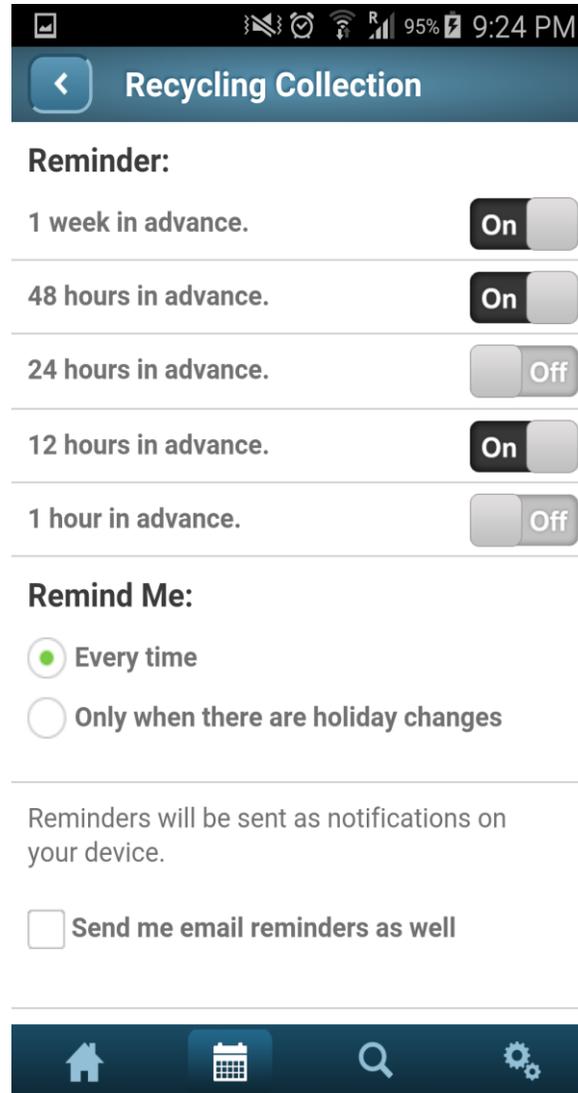
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
			● ● ● ●	■		▲
6	7	8	9	10	11	12
			● ● ● ●			
13	14	15	16	17	18	19
			● ● ● ●	■		▲
20	21	22	23	24	25	26
			● ● ● ●			
27	28	29	30	31		
			● ● ● ●			



# 2011

Mobile App was launched, allowing residents to:

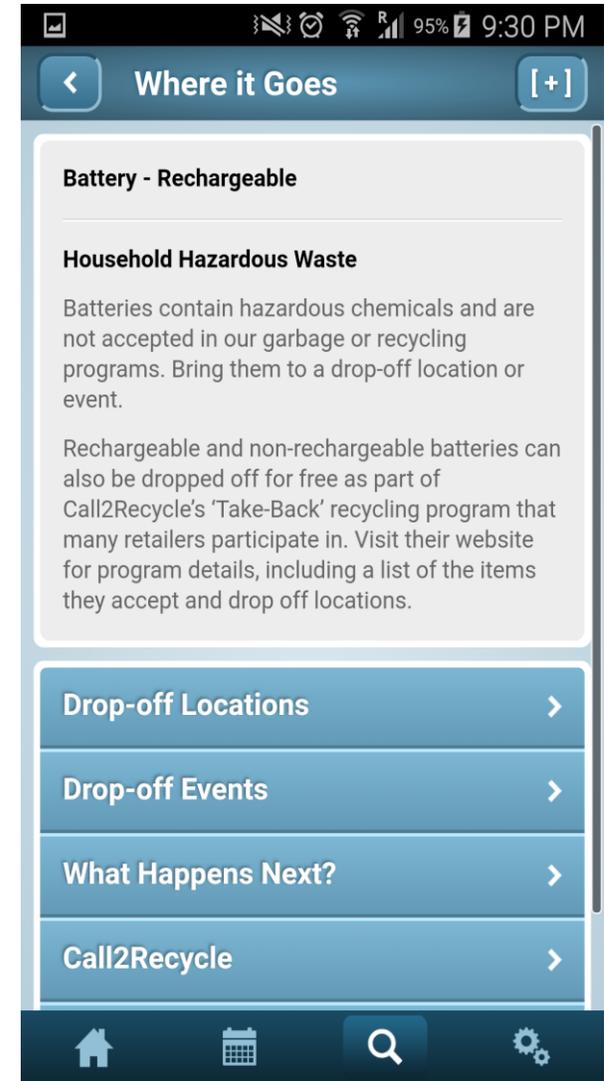
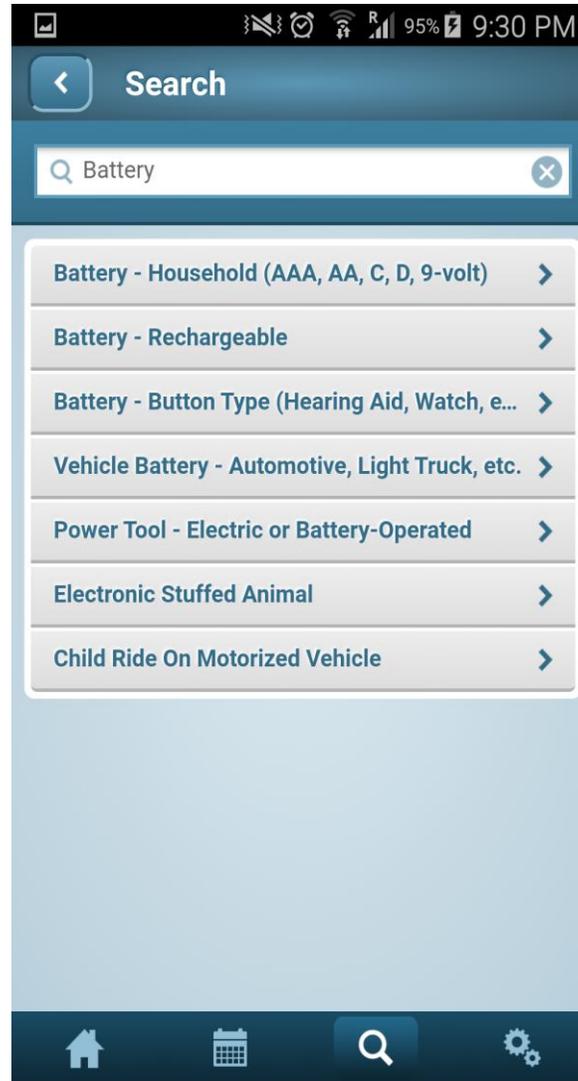
- Find Their Collection Days
- Set Reminders



# 2011

Mobile App was launched, allowing residents to:

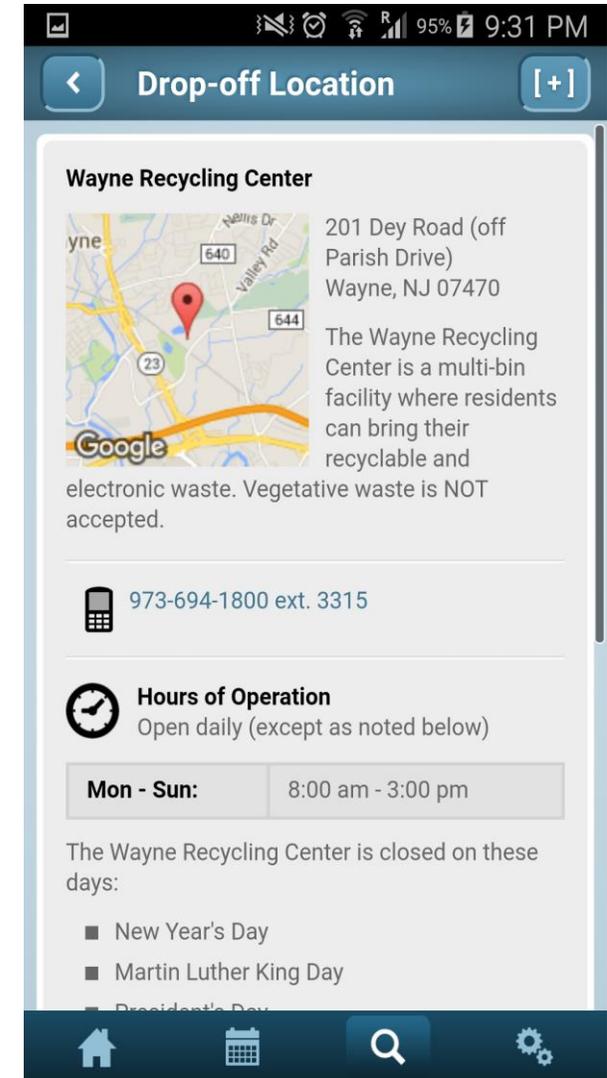
- Find Their Collection Days
- Set Reminders
- What Goes Where



# 2011

Mobile App was launched, allowing residents to:

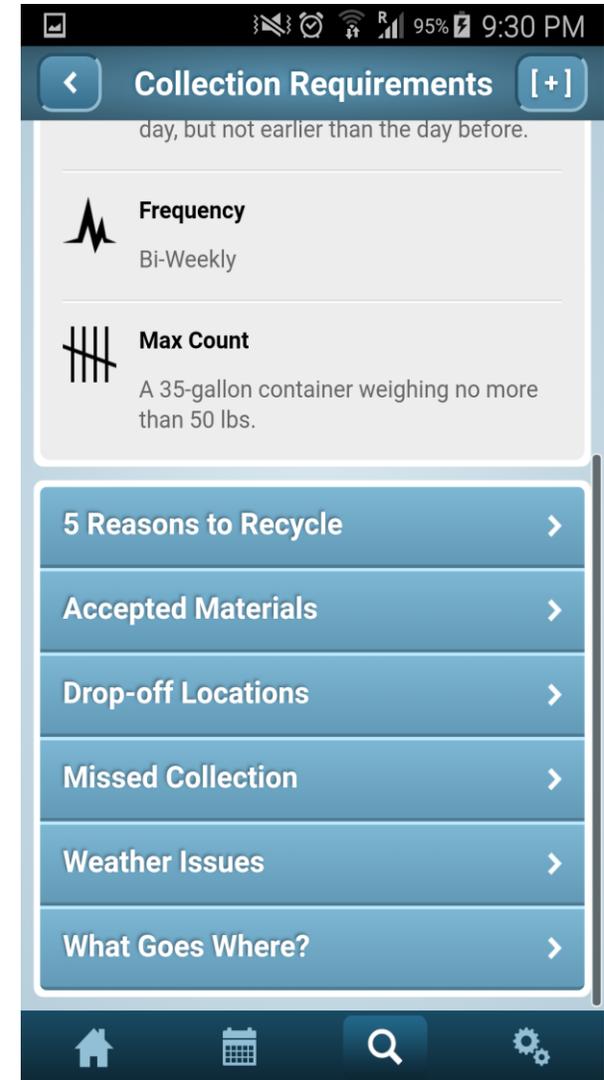
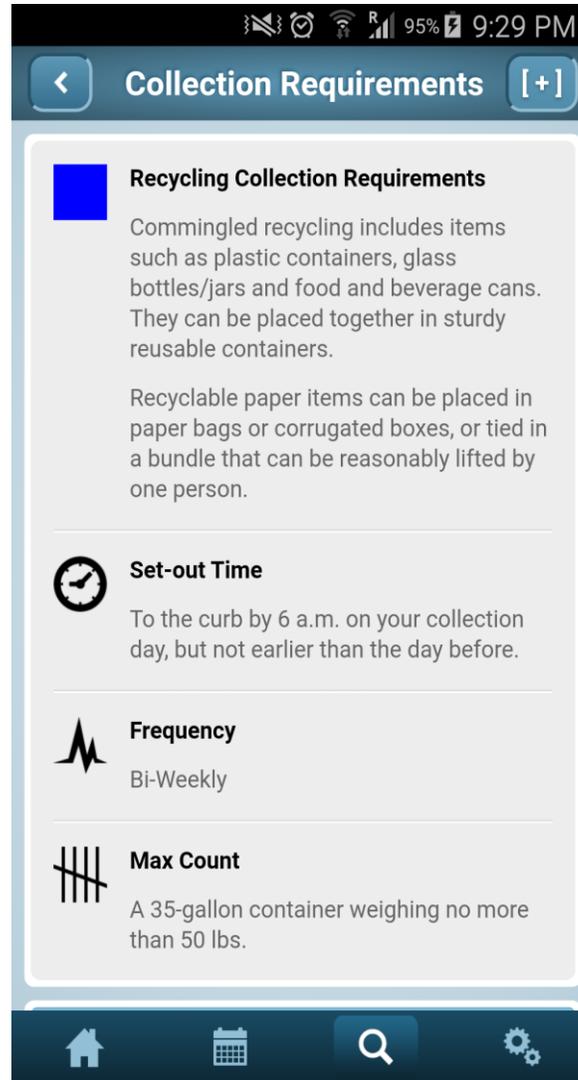
- Find Their Collection Days
- Set Reminders
- What Goes Where
- Drop Off Locations



# 2011

Mobile App was launched, allowing residents to:

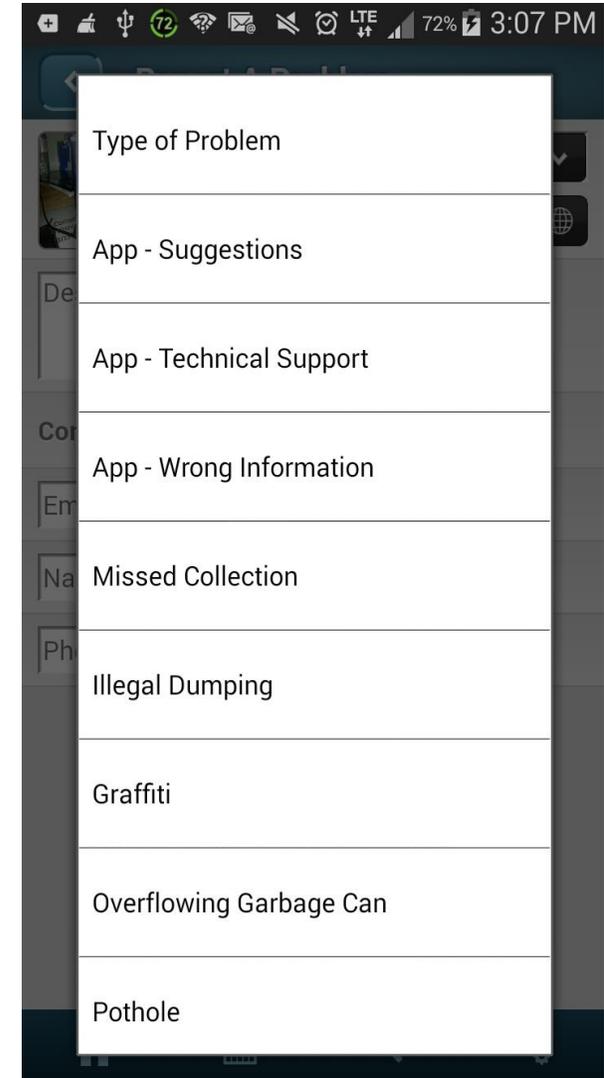
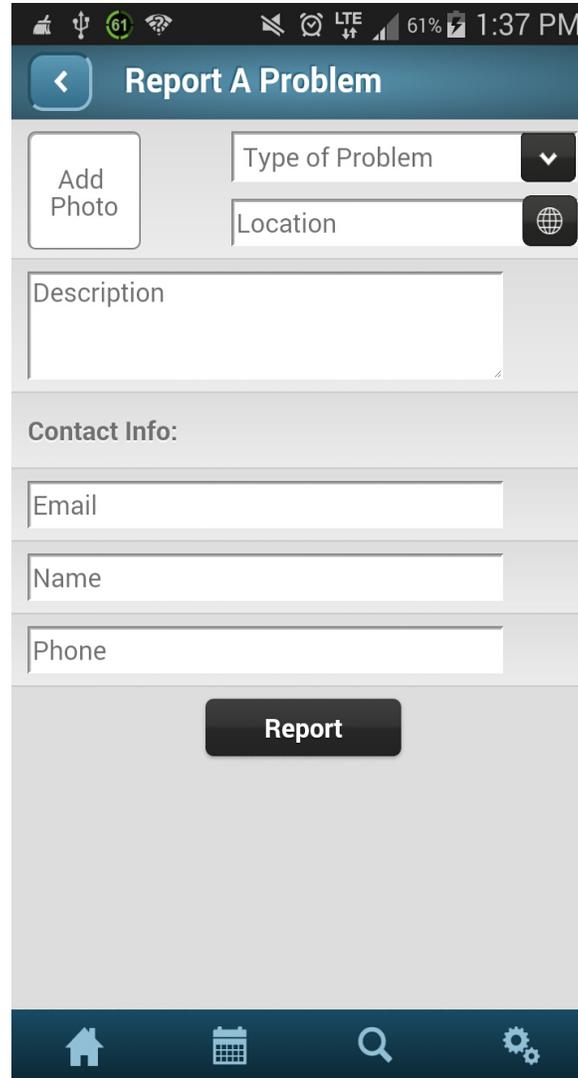
- Find Their Collection Days
- Set Reminders
- What Goes Where
- Drop Off Locations
- Collection Requirements and Education



# 2011

Mobile App was launched, allowing residents to:

- Find Their Collection Days
- Set Reminders
- What Goes Where
- Drop Off Locations
- Collection Requirements and Education
- Report a Problem



2014

Website Plug-in was launched,  
allowing residents to:

The screenshot shows a website header with a blue background. On the left, there are icons for a menu (three horizontal lines) and a home icon (a house). In the center, the text 'WASTE & RECYCLING INFORMATION' is displayed in white. On the right, there is a share icon (three connected dots). Below the header, there is a search section titled 'What Goes Where?' with a magnifying glass icon. It features a search input field with the placeholder text 'What do you want to recycle?' and a blue arrow button to the right. Below the input field, there is a checkbox labeled 'I live in a multi-family residential building'. The main content area is organized into a grid of eight service tiles, each with an icon, a title, and a brief description. The tiles are: 'My Schedule' (calendar icon), 'Collection Reminder' (clock icon), 'Collection Requirements' (trash can icon), 'Stay Informed' (megaphone icon), 'Reduce & Reuse Tips' (info icon), and 'Download 'my-waste'' (app icon). At the bottom right, there are two buttons for downloading the app: 'AVAILABLE ON THE App Store' and 'ANDROID APP ON Google play'.

**WASTE & RECYCLING INFORMATION**

**What Goes Where?**  
What do you want to recycle?  
 I live in a multi-family residential building

**My Schedule**  
View your collection schedule or download it to your everyday calendar

**Collection Reminder**  
Never miss a collection! Customize the reminder service you want.

**Collection Requirements**  
What you need to know about curbside collection.

**Stay Informed**  
Sign up for emergency notifications, program changes and more!

**Reduce & Reuse Tips**  
Ideas on how you can reduce the amount of waste you produce.

**Download 'my-waste'®**  
Free app with complete waste & recycling information

AVAILABLE ON THE App Store | ANDROID APP ON Google play

<http://waynetownship.com/recycling-solid-waste.html>

2014

Website Plug-in was launched, allowing residents to:

- Search for any item

The screenshot shows a mobile application interface for "WASTE & RECYCLING INFORMATION". At the top, there is a blue header bar with a home icon, the title "WASTE & RECYCLING INFORMATION", and a share icon. Below the header, a search bar contains the text "battery" and a magnifying glass icon. To the right of the search bar is a blue play button. Below the search bar, there is a checkbox labeled "I live in a multi-family residential building". The main content area is titled "Results" and contains a list of seven items, each separated by a horizontal line: "Battery - Household (AAA, AA, C, D, 9-volt)", "Battery - Rechargeable", "Battery - Button Type (Hearing Aid, Watch, etc.)", "Vehicle Battery - Automotive, Light Truck, etc.", "Power Tool - Electric or Battery-Operated", "Electronic Stuffed Animal", and "Child Ride On Motorized Vehicle". A close button (an 'X' in a circle) is located in the top right corner of the results section.

2014

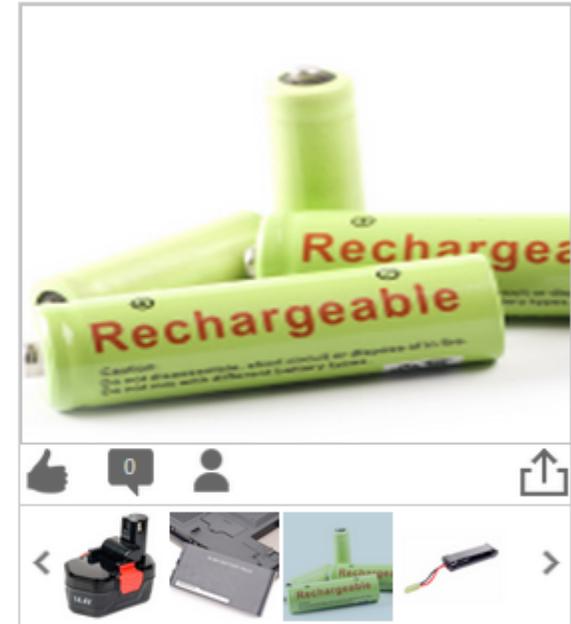
Website Plug-in was launched, allowing residents to:

- Search for any item
- Added photos to help with comprehension and memory



### Household Hazardous Waste

Batteries contain hazardous chemicals and are not accepted in our garbage or recycling programs. Bring them to a drop-off location or event. Rechargeable and non-rechargeable batteries can also be dropped off for free as part of Call2Recycle's 'Take-Back' recycling program that many retailers participate in. Visit their website for program details, including a list of the items they accept and drop off locations.



- [What Happens Next?](#)
- [Call2Recycle](#)
- [What is Hazardous Waste?](#)

  
Drop-off  
locations

  
Drop-off  
Events

# 2014

Website Plug-in was launched, allowing residents to:

- Search for any item
- Added photos to help with comprehension and memory
- Downloadable Calendar



## Township of Wayne: Solid Waste & Recycling Calendar

Curb Time: 6 a.m.

### August 2015

SUN	MON	TUE	WED	THR	FRI	SAT
1 S	2	3	4	5 S	6	7 V
8 S	9	10	11	12 S	13	14 R V
15 S	16	17	18	19 S	20	21 V
22 S	23	24	25 S	26	27	28 R V
29 S	30	31				

### September 2015

SUN	MON	TUE	WED	THR	FRI	SAT
		1	2 S	3	4 V	5 S
6	7	8	9 S	10	11 R V	12 S O
13	14	15	16 S	17	18 V	19 S
20	21	22	23 S	24	25 R V	26 S
27	28	29	30 S			

### October 2015

SUN	MON	TUE	WED	THR	FRI	SAT
				1	2 V	3 S P
4	5	6	7 S	8	9 R V	10 S
11	12	13	14 S	15	16 V	17 S
18	19	20	21 S	22	23 R V	24 S
25	26	27	28 S	29	30 V	31 S

### November 2015

SUN	MON	TUE	WED	THR	FRI	SAT
1	2	3	4 S	5	6 R V	7 S
8	9	10	11 S	12	13 V	14 S
15	16	17	18 S	19	20 R V	21 S
22	23	24	25 S	26	27 V	28 S
29	30					

### December 2015

SUN	MON	TUE	WED	THR	FRI	SAT
		1	2 S	3	4 R V	5 S
6	7	8	9 S	10	11 V	12 S
13	14	15	16 S	17	18 R V	19 S
20	21	22	23 S	24	25	26 S
27	28	29	30 S	31		

### January 2016

SUN	MON	TUE	WED	THR	FRI	SAT
					1	2 S R
3	4 C	5 C	6 S C	7 C	8 C	9 S
10	11 C	12 C	13 S C	14 C	15 C R	16 S
17	18 C	19 C	20 S C	21 C	22 C	23 S
24	25 C	26 C	27 S C	28 C	29 C R	30 S
31						

<b>S</b> Solid Waste Collection (CurbTime: 06:00)	<b>C</b> Christmas Tree Collection (CurbTime: 06:00)	<b>P</b> Passaic County HHW Shredding Event (CurbTime: 07:30)	<b>O</b> Confidential Material Shredding Event (CurbTime: 08:00)	<b>R</b> Recycling Collection (CurbTime: 06:00)	<b>V</b> Vegetative Waste Collection (CurbTime: 06:00)
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# 2014

Website Plug-in was launched, allowing residents to:

- Search for any item
- Added photos to help with comprehension and memory
- Downloadable Calendar
- Translates into any language

## 🔍 ¿Qué va dónde?

¿Qué quieres reciclar?

Vivo en un edificio de viviendas multifamiliares



### Mi Horario

Vea su horario de recolección o descárguelo a su calendario regular.



### Recordatorio de recolección

¡Nunca pierda la recolección! Personalice el servicio de recordatorio que quiere.



### Requisitos de recolección

Lo que debe saber sobre la recolección residencial.



### Manténgase informado

¡Inscríbese para recibir notificaciones de emergencia, cambios en el programa y más!



### Consejos para reducir y reutilizar

Ideas de cómo reducir la cantidad de residuos que genera.



### Descargar 'my-waste'®

Aplicación gratuita con pérdida completa y obtener información sobre reciclado.



# 2014

Website Plug-in was launched, allowing residents to:

- Search for any item
- Added photos to help with comprehension and memory
- Downloadable Calendar
- Translates into any language
- More Reminder Options

The screenshot shows the 'Set Reminders' screen in the 'WASTE & RECYCLING INFORMATION' app. The header is blue with a home icon, the app title, and a share icon. Below the header, there is a back arrow and the title 'Set Reminders'. The screen is divided into two main sections: 'Reminder Type' and 'Remind me by:'. The 'Reminder Type' section has two radio button options: 'Weekly summary reminder' (selected) and 'Specific collection or event'. The 'Remind me by:' section has a list of five notification methods, each with an icon and a right-pointing arrow: 'In-App Notification' (bell icon), 'Email' (envelope icon), 'Text Message' (speech bubble icon), 'Phone Call' (phone icon), and 'Twitter' (bird icon). At the bottom of the screen, there are links for 'Privacy Policy' and 'Terms of Use'.

# 2014

Website Plug-in was launched, allowing residents to:

- Search for any item
- Added photos to help with comprehension and memory
- Downloadable Calendar
- Translates into any language
- More Reminder Options
- Weekly Reminders



Reminder for Lorem Ipsum Dolor... Don't forget!



**Tuesday, May 5**

Start Notice: Garbage Collection



7:00 A.M.

Curbside Solid Waste Collection



9:00 A.M.

Curbside Commingled Recycling Collection



12:00 NN



**Thursday, May 7**

Start Notice: Garbage Collection



7:00 A.M.

[View Calendar](#)

### Curbside Commingled Recycling Collection

Plastic food, beverage and cleaner containers with recycling numbers 1-7 on the bottom are accepted for recycling. Please rinse all containers. Dispose of small plastic and foil lids, caps, pumps and sprayers. Recycle tubs with their lid attached.

[What Happens Next?](#)

[Other Acceptable Recyclables](#)



Regards,  
Dallas

*Spread the word!*

Tell your family and friends about



# Content Management

HOME MESSAGES REPORTS USERS CONTACT US FAQ

News >> Add a News

Message Type:  Required

Target Residents:  Multi Family  Single Family

Target Zones:  Selected Zones  All Zones

Title:

Message: 

File Edit Insert View Format Table Tools

Formats **B** *I* [List Icons]

Words: 0

Schedule automatic release of this News item (please specify date & time):

Automatically delete this item from the News page on (please specify date & time):

Send By:  Email  Push Notification  News page in the app

	Expected number of recipients

Report

Month

Project

Year

District

Show

Export To Excel

	May 2015	May 2014	Total To May 2015	Total To May 2014	
Total Users	1,267	217	15,554	2,915	
Page Views	2,284	2,581	42,634	15,639	
Material Searches	1,072	503	13,271	3,456	
Notification Subscribers	65	40	2,636	1,934	
Reminders Subscribers	46	20	1,590	952	

# Fees – Calendar Package

## Annual fee \$999/yr.

- Personalized calendars
- Collection and event reminders (email, pop-up, Twitter)
- Export to everyday calendar (iCal, Google calendar, Outlook, etc.)
- Download PDF (accessible)

August 2015						
S	M	T	W	T	F	S
						1 ▲
2	3	4	5 ●●●	6 ■	7	8
9	10	11	12 ●●●	13	14	15 ▲
16	17	18	19 ●●●	20 ■	21	22
23	24	25	26 ●●●	27	28	29
30	31					

**Legend**

- ▲ HHW Drop-off - [more](#)
- Trash Collection - [more](#)
- Greenwaste Collection - [more](#)
- Recycling Collection - [more](#)
- Street Sweeping Schedule - [more](#)

# Fees – Communication Package

## Annual fee \$600/yr.

- Enhanced Reminders
- Communicate directly with residents
- Send emergency messages in real-time
- Target specific routes/areas that will be affected

The screenshot shows a mobile application interface with a blue header bar containing a home icon, the text 'WASTE & RECYCLING INFORMATION', and a share icon. Below the header is a 'Set Reminders' section with a back arrow. Under 'Reminder Type:', there are two options: 'Weekly summary reminder' (selected with a radio button) and 'Specific collection or event'. The 'Weekly summary reminder' option includes a description: 'A weekly reminder sent the day/time you select that lists all of the scheduled collections/events during the next seven days.' The 'Specific collection or event' option includes a description: 'Allows you to set a reminder for a specific collection or event.' Below this is a 'Remind me by:' section with five options, each with a right-pointing arrow: 'In-App Notification', 'Email', 'Text Message', 'Phone Call', and 'Twitter'. At the bottom of the screen, there are links for 'Privacy Policy' and 'Terms of Use'.

The screenshot shows a mobile application interface with a blue header bar. At the top is the Seal of Bergen County, New Jersey. Below the seal is the text 'Reminder for Lorem Ipsum Dolor... Don't forget!'. The main content area features a calendar-style reminder for 'Tuesday, May 5' and 'Thursday, May 7'. For Tuesday, May 5, the reminders are: 'Start Notice: Garbage Collection' at 7:00 A.M., 'Curbside Solid Waste Collection' at 9:00 A.M., and 'Curbside Commingled Recycling Collection' at 12:00 NN. For Thursday, May 7, the reminder is: 'Start Notice: Garbage Collection' at 7:00 A.M. A 'View Calendar' button is located below the reminders. Below the calendar is a section for 'Curbside Commingled Recycling Collection' with a description: 'Plastic food, beverage and cleaner containers with recycling numbers 1-7 on the bottom are accepted for recycling. Please rinse all containers. Dispose of small plastic and foil lids, caps, pumps and sprayers. Recycle tubs with their lid attached.' To the right of this text is an image of a blue and white spray bottle. Below the text are two buttons: 'What Happens Next?' and 'Other Acceptable Recyclables'. At the bottom, there is a signature 'Regards, Dallas' and a call to action 'Spread the word! Tell your family and friends about' with social media icons for Facebook and Twitter.

# Fees – ‘What Goes Where’ Search

## Annual fee \$1,500/yr.

- Search archive of over 5000 items
- Includes all materials with photos
- Ability to edit/add unlimited content
- Full setup and support by our professionals

**What Goes Where?**

What do you want to recycle?

I live in a multi-family residential building

**Household Hazardous Waste**

Automotive fluids are not accepted in our garbage or recycling programs. Bring them to a drop-off event.

If you are unsure about whether a material is accepted, or if you need more information, please call the Passaic County Recycling Hotline at 973-881-4506.



- Recycling Oil Filters Video
- Used Oil Recycling
- What is Hazardous Waste?



# Fees – Summary

\*All packages include Mobile App and Website Plug-in

Feature	Annual Fee
Calendar Package <i>(Calendar + Reminders)</i>	\$999
Communication Package <i>(Also includes enhanced reminders and emergency &amp; non-emergency messages)</i>	\$600
'What Goes Where' Search	\$1,500
Complete Package	\$2,500

# Next Steps...

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JOHN MACDONALD

TERRITORY MANAGER

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