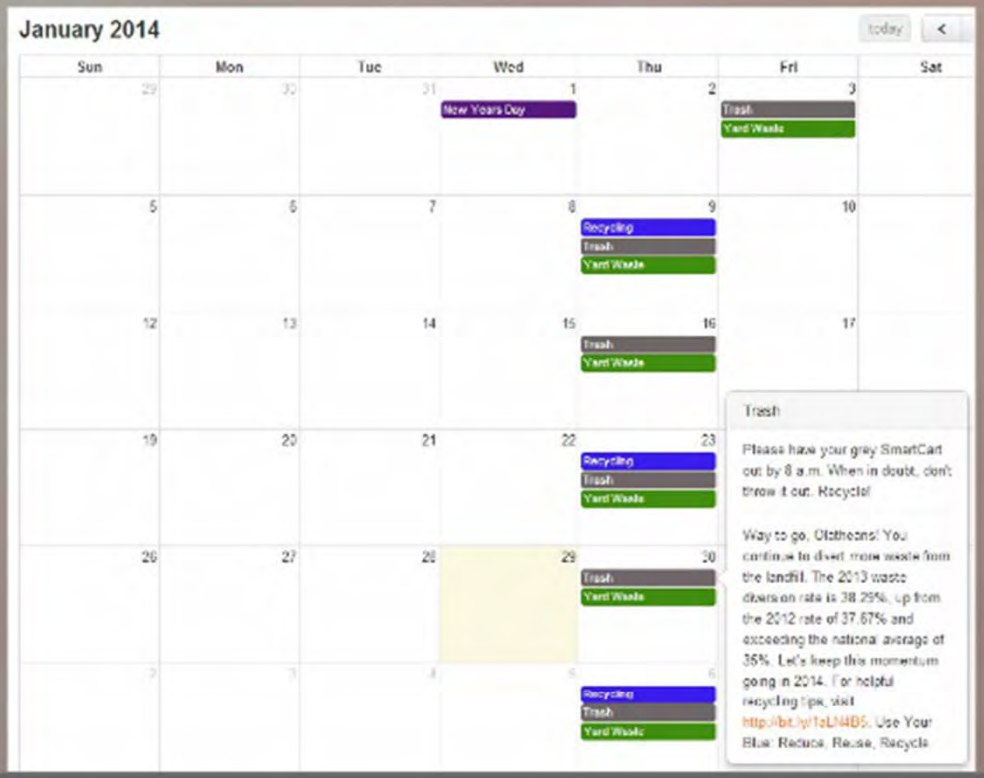
TrashDay
Never Miss It Again
OLATHE
KANSAS
ReCollect

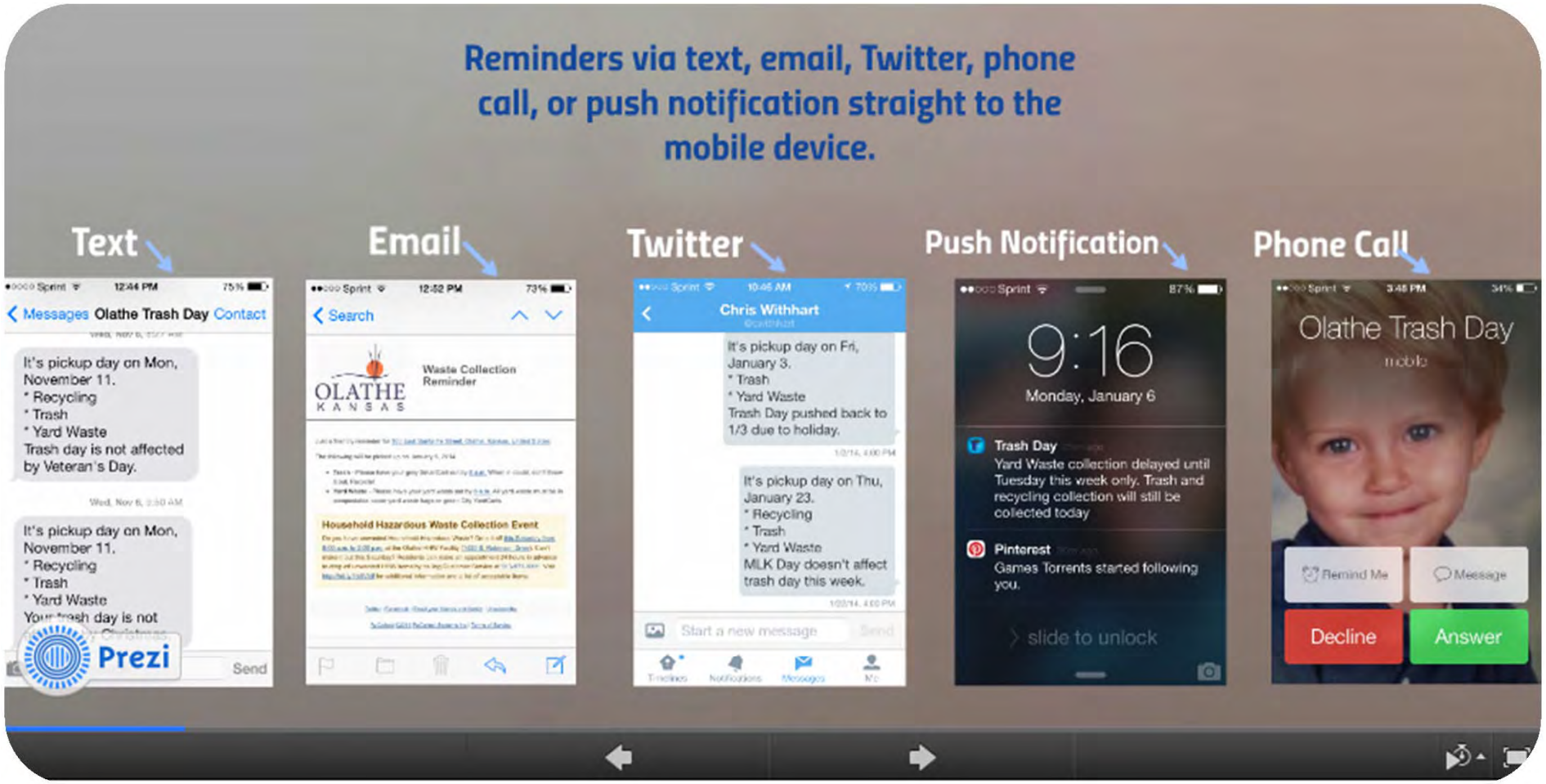
What Does It Do?
Prezi

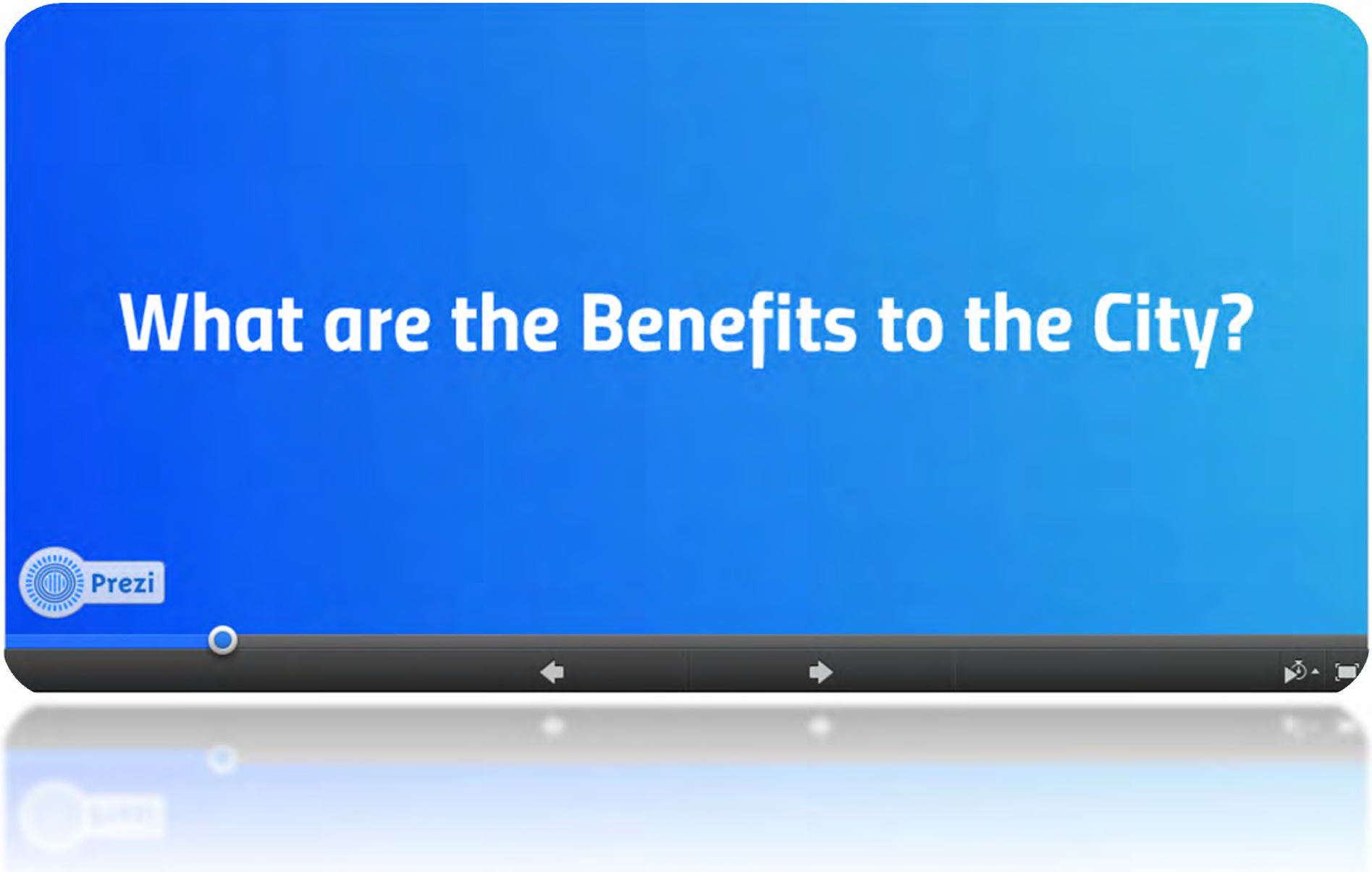
Customized Collection Schedule Calendars



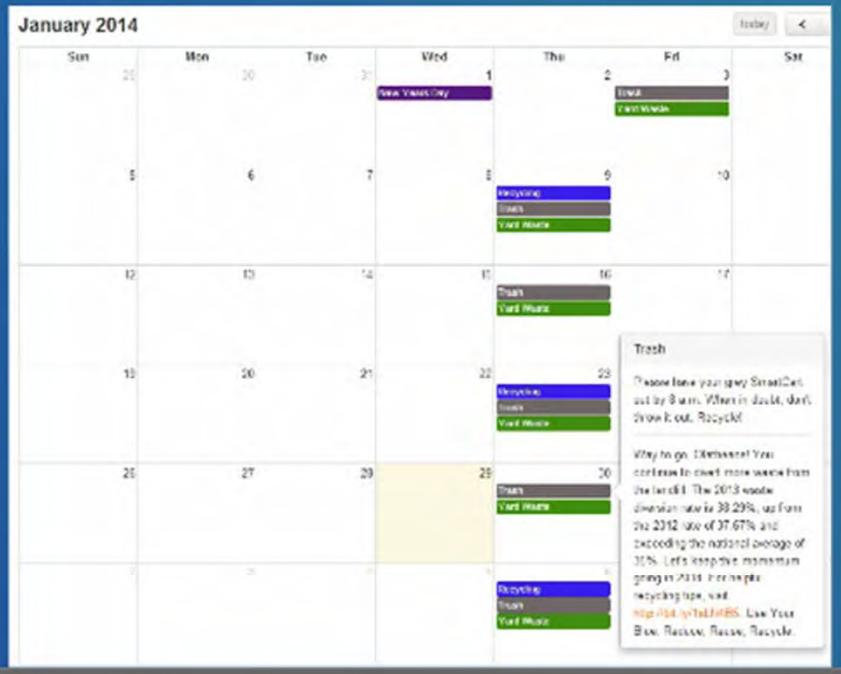
Prezi

Reminders via text, email, Twitter, phone call, or push notification straight to the mobile device.




What are the Benefits to the City?
Prezi

Less Customer Confusion Regarding Recycling and Holiday Collection Schedule Changes



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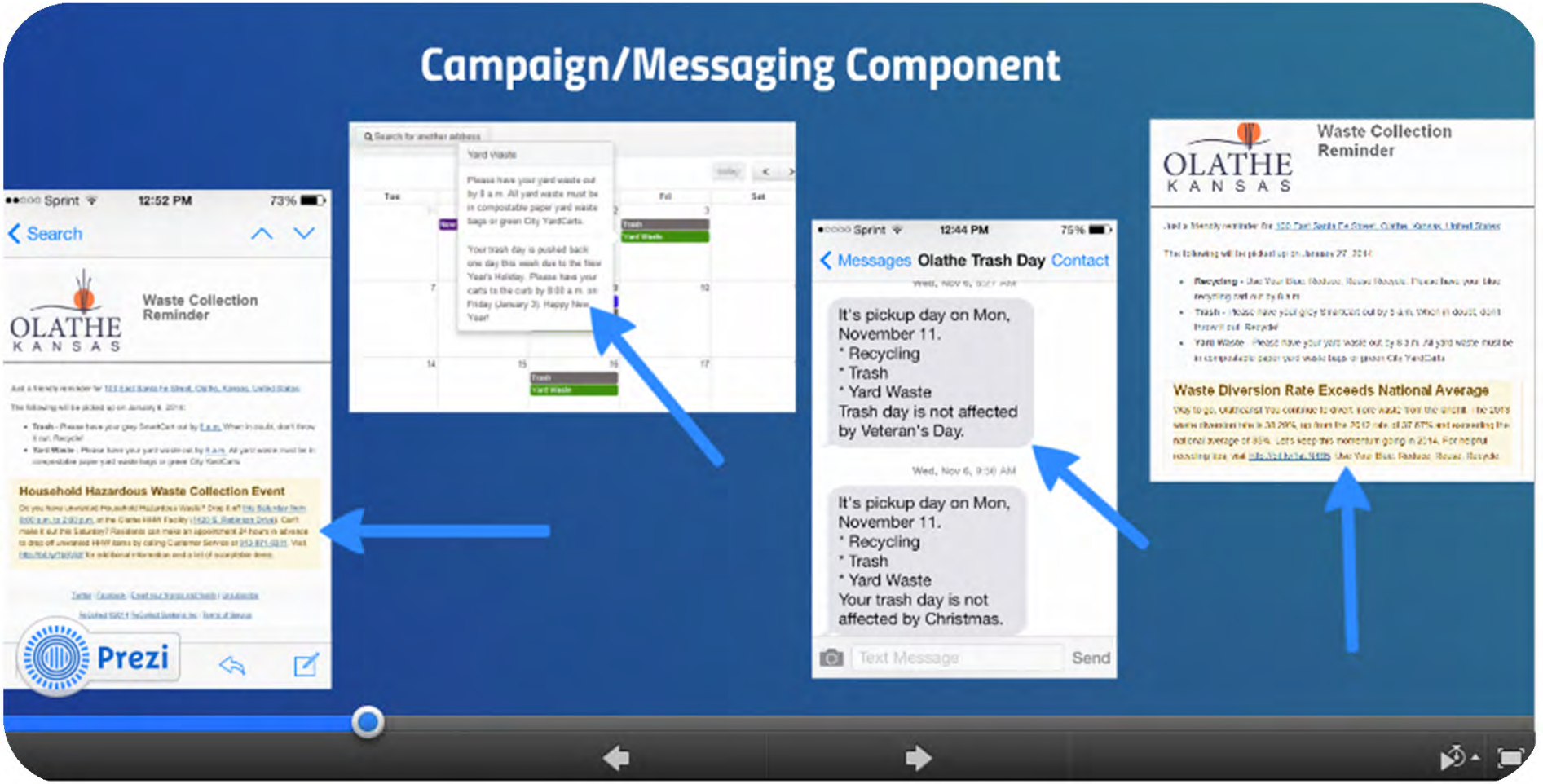
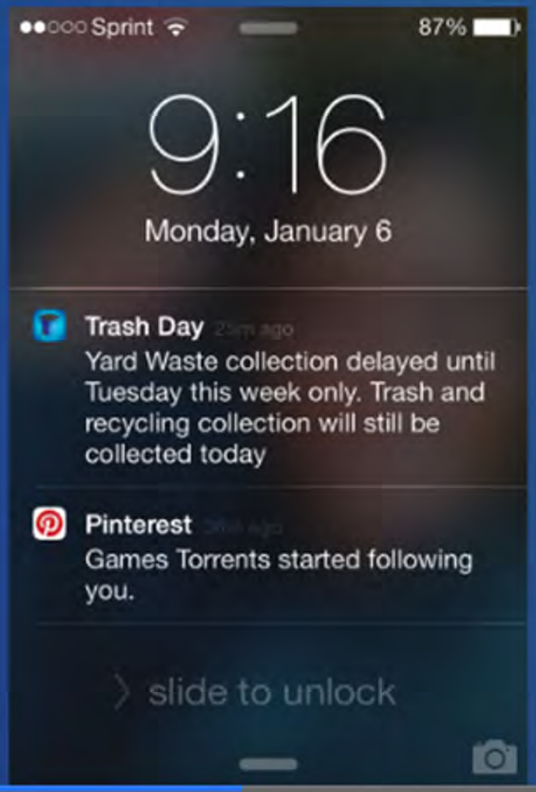
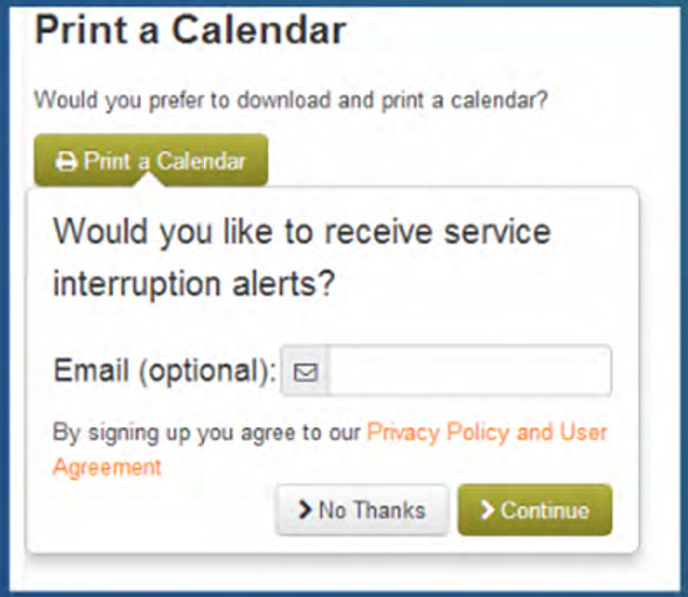

Campaign/Messaging Component
Sprint 12:52 PM 73%
Search
OLATHE KANSAS
Waste Collection Reminder
Household Hazardous Waste Collection Event
Prezi
Yard Waste
Please have your yard waste out by 8 a.m. All yard waste must be in compostable paper yard waste bags or green City YardCarts.
Your trash day is pushed back one day this week due to the New Year's Holiday. Please have your carts to the curb by 8:00 a.m. on Friday (January 3). Happy New Year!
Sprint 12:44 PM 75%
Messages Olathe Trash Day Contact
It's pickup day on Mon, November 11.
* Recycling
* Trash
* Yard Waste
Trash day is not affected by Veteran's Day.
Wed, Nov 6, 9:56 AM
It's pickup day on Mon, November 11.
* Recycling
* Trash
* Yard Waste
Your trash day is not affected by Christmas.
Text Message
Send
OLATHE KANSAS
Waste Collection Reminder
Waste Diversion Rate Exceeds National Average

Emergency/Service Disruption Notifications





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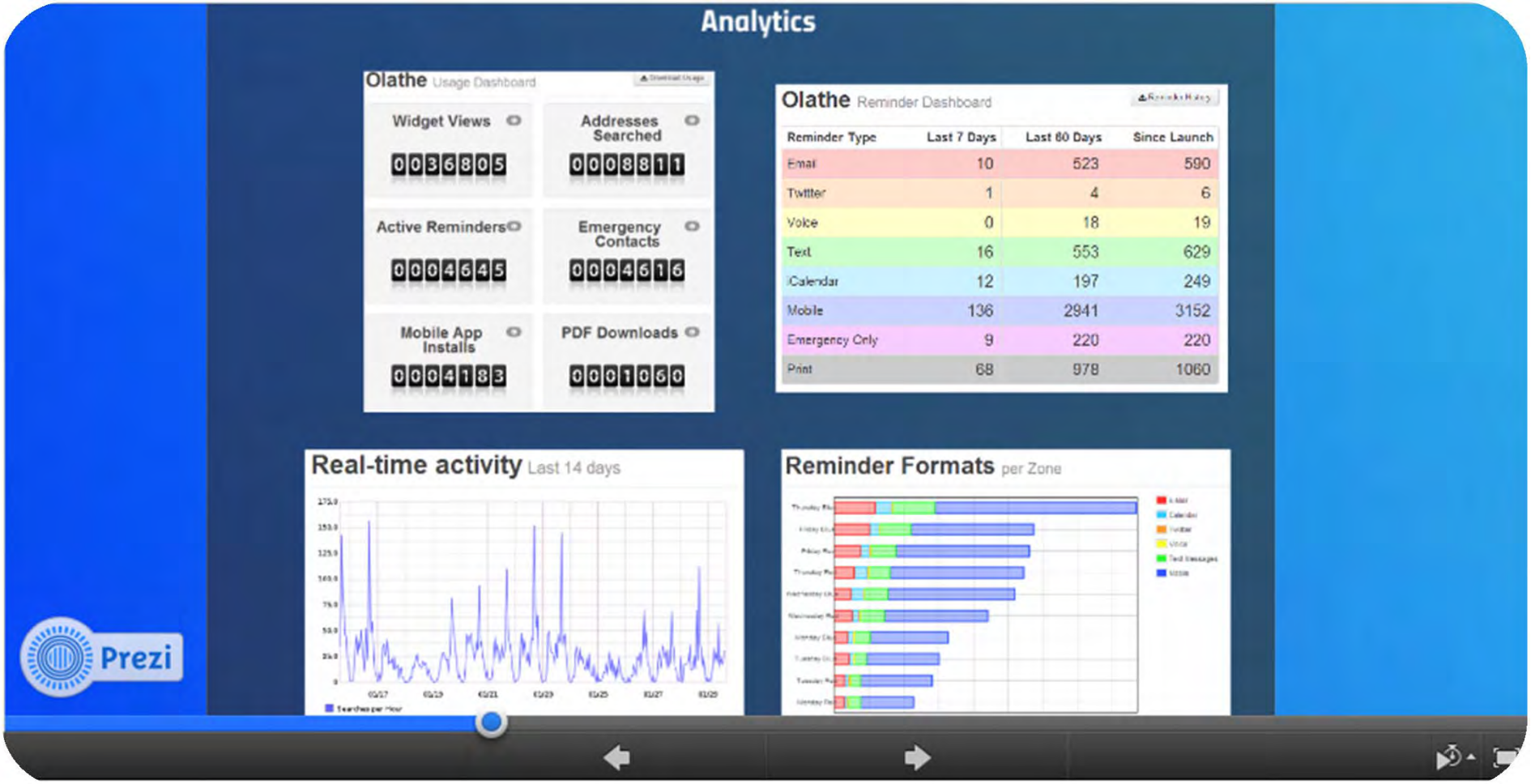
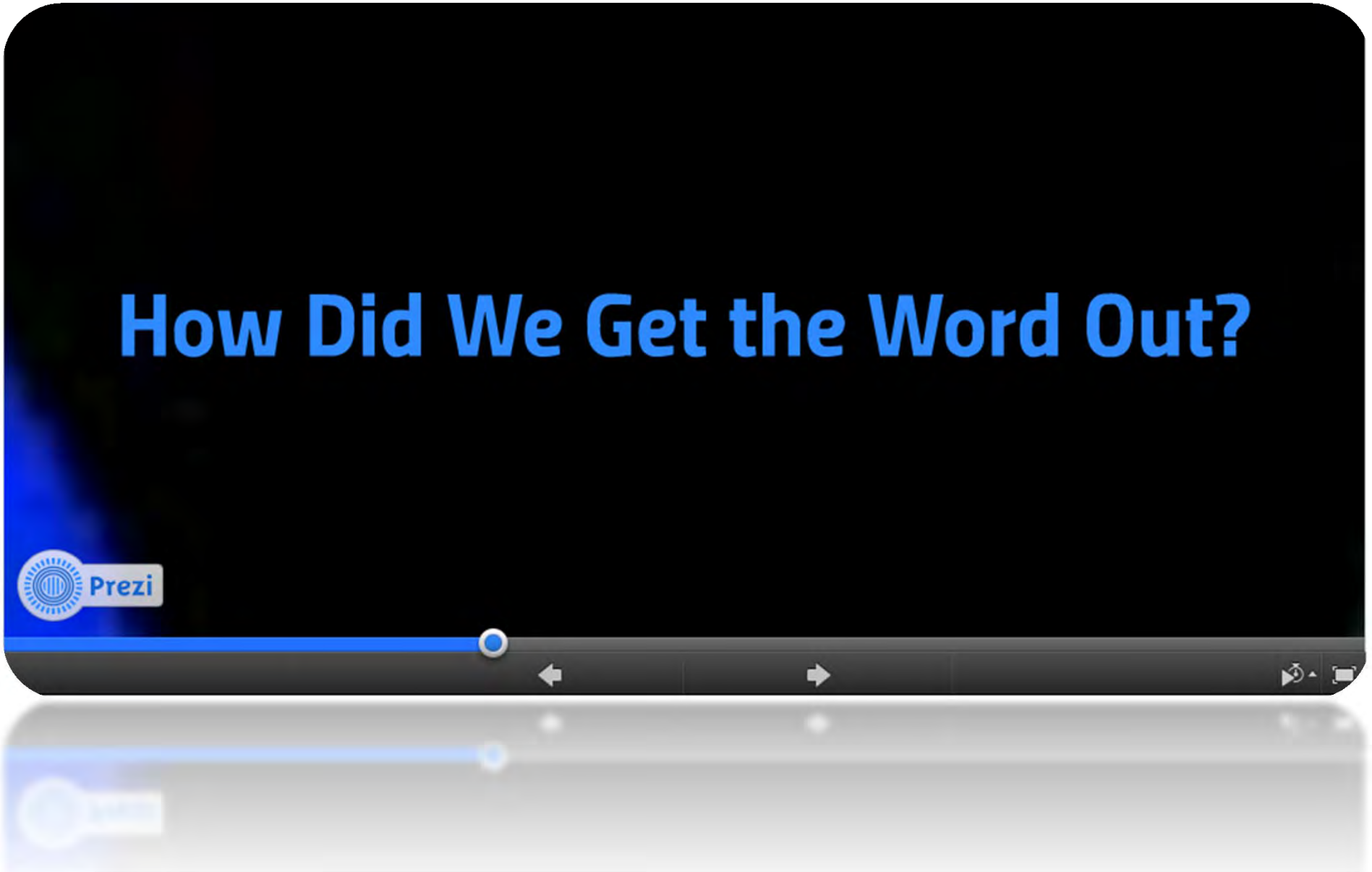

Analytics
Olathe Usage Dashboard
Widget Views
0036805
Addresses Searched
0008811
Active Reminders
0004645
Emergency Contacts
0004616
Mobile App Installs
0004183
PDF Downloads
0001060
Olathe Reminder Dashboard
Reminder Type | Last 7 Days | Last 60 Days | Since Launch
Email | 10 | 523 | 590
Twitter | 1 | 4 | 6
Voice | 0 | 18 | 19
Text | 16 | 553 | 629
iCalendar | 12 | 197 | 249
Mobile | 136 | 2941 | 3152
Emergency Only | 9 | 220 | 220
Print | 68 | 978 | 1060
Real-time activity Last 14 days
Reminder Formats per Zone
Prezi


How Did We Get the Word Out?
Prezi

News Release, Facebook, and Promotional Commercial: Week of November 22, 2013

1,627 Total Reach
854 Video Views
Addresses Searched Increased 369%
Active Reminders Increased 887%
App Downloads Increased 651%
1,101 Unique Addresses Searched
399 Active Reminders Set Up
313 Mobile App Downloads

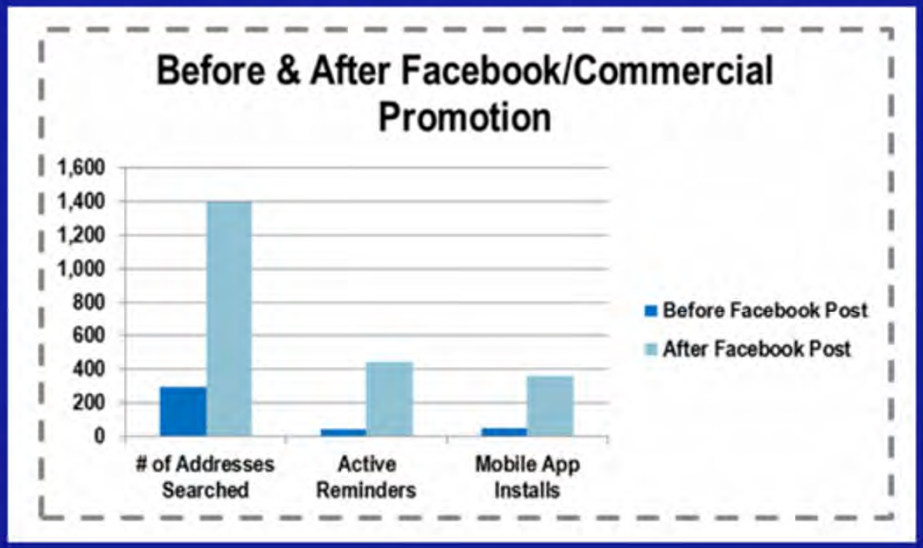
City of Olathe, KS Government · 4,132 like this
November 22, 2013 at 12:06pm ·

Do you ever wonder if your trash day changes because of the holidays, or have trouble remembering which week to put out your blue recycling cart? Well, you're in luck!

Olathe residents can now sign up for a customized reminder service via text message, email, phone call, or Twitter to ensure you never miss trash/recycling day again! Download the "Olathe Trash Day" mobile app in the App Store or Google Play or visit www.OlatheKS.org/TrashDay to sign up for reminders on the City's website!

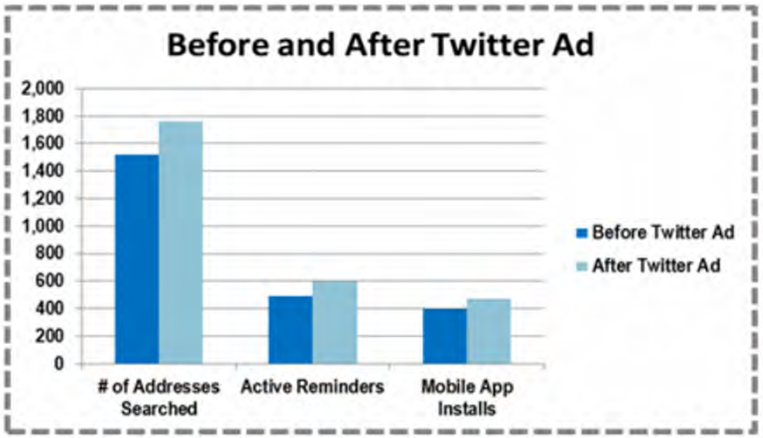
A big thanks to the Olathe Teen Council for participating in this video and helping us promote this great new service!

Trash Day App Commercial
link.brightcove.com
Trash Day App Commercial



LOVE PINK
86
YW 953999
R 939311
Prezi
YouTube

Twitter Ad:
Week of December 4-8, 2013



Your most popular Promoted Tweet

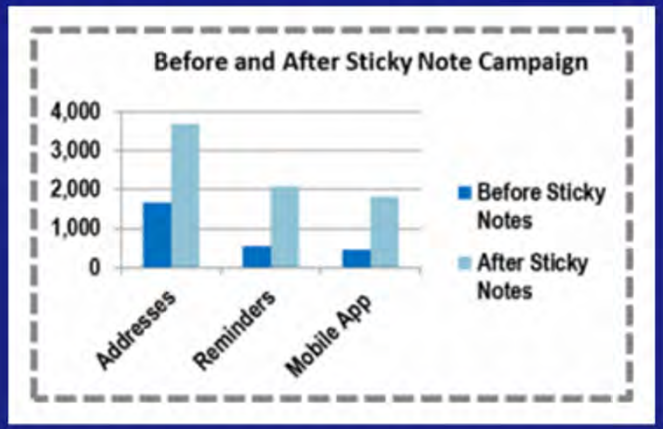
City Of Olathe, KS
@OlatheGovNews

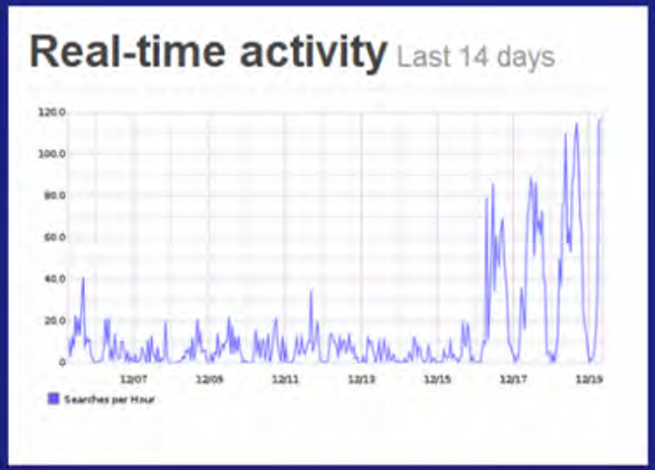
Olathe residents: Never Miss Trash Day Again! Sign up for weekly reminders on our new mobile app or website feature: OlatheKS.org/TrashDay

Promoted by City Of Olathe, KS

4,026 Impressions
262 Clicks
8 Retweets
3 Replies
55 New Followers
Addresses Searched Increased 16%
Active Reminders Increased 22%
App Downloads Increased 18%

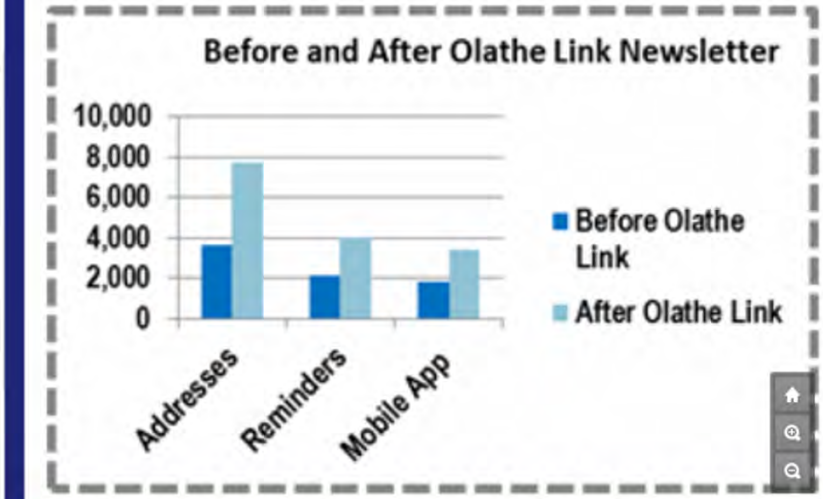
Sticky Note Campaign: December 16-25, 2013





Addresses Searched Increased 122
Active Reminders Increased 289%
App Downloads Increased 310%

Olathe Link Newsletter:
December 26 - January 8



Addresses Searched Increased 110%
Active Reminders Increased 89%
App Downloads Increased 87%

Where Are We Today?
Prezi

Addresses Searched

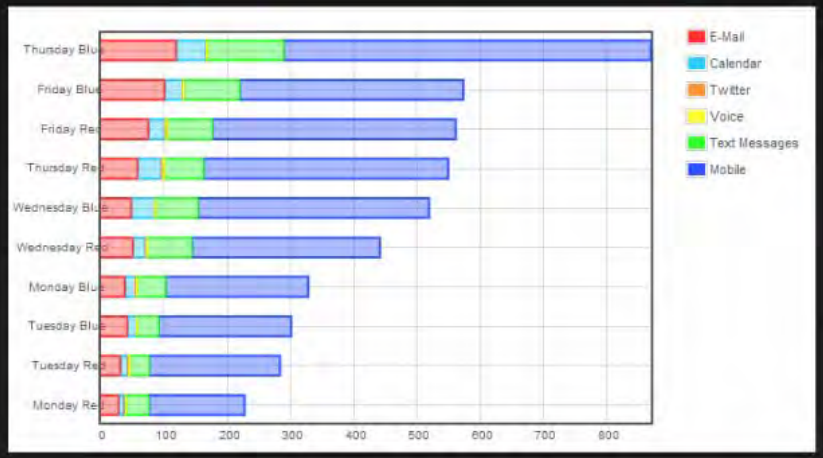
0012062

Active Reminders

0005695

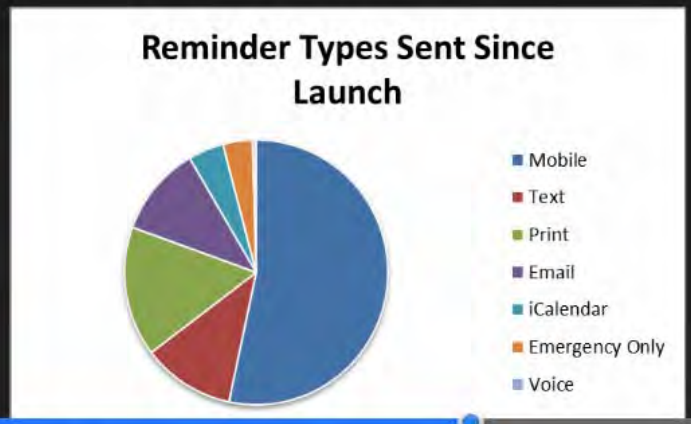
Mobile App Installs

0005606

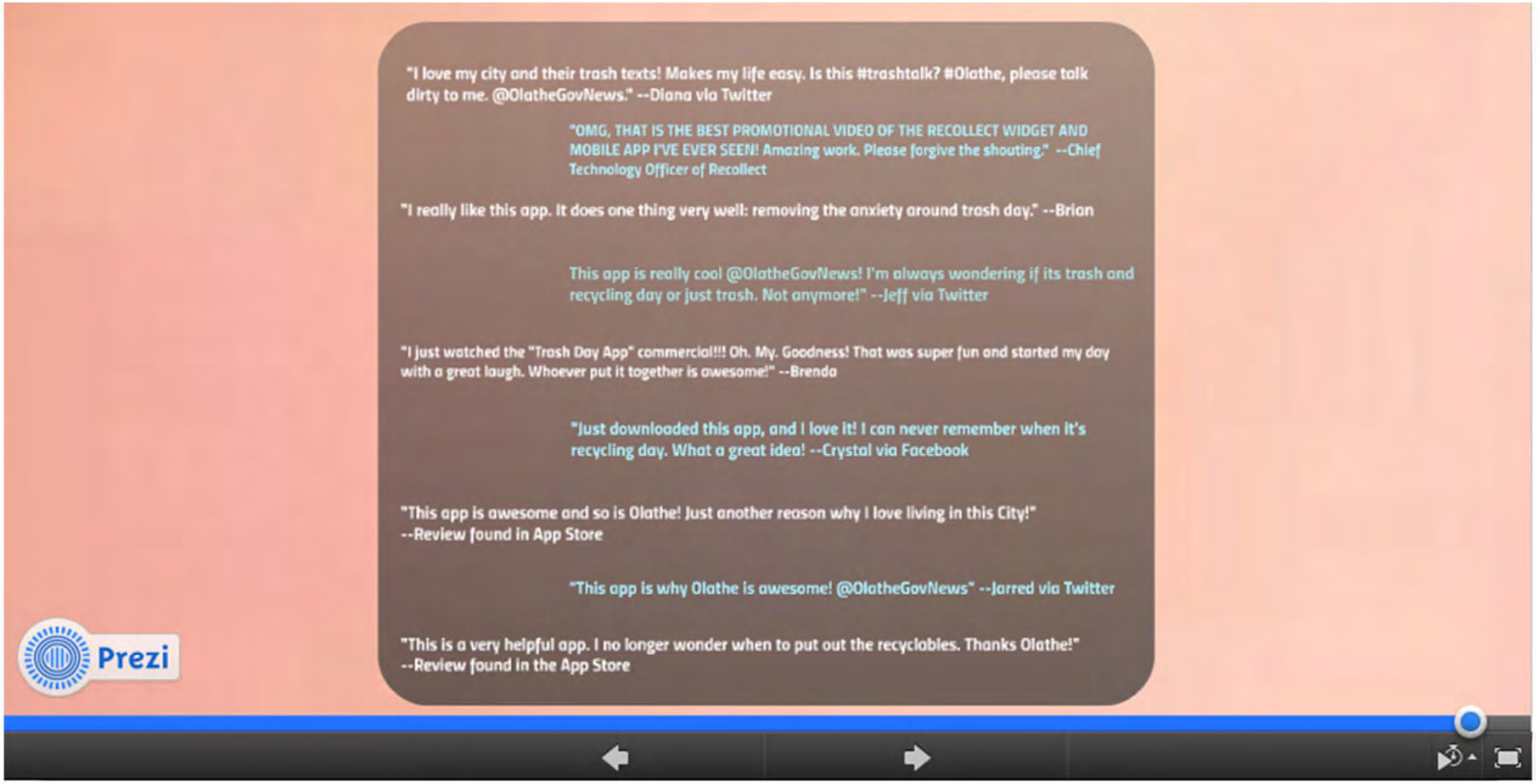


1/3 of Olathe households currently use this service

Reminder Type	Last 7 Days	Last 60 Days	Since Launch
Email	10	522	591
Twitter	1	4	6
Voice	0	18	19
Text	17	551	631
iCalendar	9	197	249
Mobile	118	2941	3156
Emergency Only	7	220	220
Print	60	979	1062



What's the Trash Talk?


"I love my city and their trash texts! Makes my life easy. Is this #trashtalk? #Olathe, please talk dirty to me. @OlatheGovNews." --Diana via Twitter
"OMG, THAT IS THE BEST PROMOTIONAL VIDEO OF THE RECOLLECT WIDGET AND MOBILE APP I'VE EVER SEEN! Amazing work. Please forgive the shouting." --Chief Technology Officer of Recollect
"I really like this app. It does one thing very well: removing the anxiety around trash day." --Brian
This app is really cool @OlatheGovNews! I'm always wondering if its trash and recycling day or just trash. Not anymore!" --Jeff via Twitter
"I just watched the "Trash Day App" commercial!!! Oh. My. Goodness! That was super fun and started my day with a great laugh. Whoever put it together is awesome!" --Brenda
"Just downloaded this app, and I love it! I can never remember when it's recycling day. What a great idea! --Crystal via Facebook
"This app is awesome and so is Olathe! Just another reason why I love living in this City!" --Review found in App Store
"This app is why Olathe is awesome! @OlatheGovNews" --Jarred via Twitter
"This is a very helpful app. I no longer wonder when to put out the recyclables. Thanks Olathe!" --Review found in the App Store
Prezi

Challenges/Lessons Learned

- Employee/Council Buy-In
- Incorporating Trash Day into business processes
- Technological Issues
- Effective Communications Plan
- Inclusivity

TrashDay
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OlatheKS.org/TrashDay
ReCollect