What Does It Do?
Reminders via text, email, Twitter, phone call, or push notification straight to the mobile device.
What are the Benefits to the City?
Less Customer Confusion Regarding Recycling and Holiday Collection Schedule Changes

2013 Recycling Schedule

Only three holidays (circled in the calendar below) affect the residential collection schedule and they are Thanksgiving, Christmas, and New Year’s Day. On those weeks the schedule is the same up to the day of the holiday; and then for the remainder of the week after the holiday the pickup service is delayed one day.

![Calendar image]
Emergency/Service Disruption Notifications

Print a Calendar

Would you prefer to download and print a calendar?

Print a Calendar

Would you like to receive service interruption alerts?

Email (optional): 

By signing up you agree to our Privacy Policy and User Agreement

No Thanks Continue
Analytics

Olathe Usage Dashboard

- Widget Views: 5,683
- Addresses Searched: 8,111
- Active Reminders: 4,645
- Emergency Contacts: 4,616
- Mobile App Installs: 4,163
- PDF Downloads: 1,000

Olathe Reminder Dashboard

<table>
<thead>
<tr>
<th>Reminder Type</th>
<th>Last 7 Days</th>
<th>Last 60 Days</th>
<th>Since Launch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>10</td>
<td>523</td>
<td>590</td>
</tr>
<tr>
<td>Twitter</td>
<td>1</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Voice</td>
<td>0</td>
<td>18</td>
<td>19</td>
</tr>
<tr>
<td>Text</td>
<td>16</td>
<td>553</td>
<td>629</td>
</tr>
<tr>
<td>Calendar</td>
<td>12</td>
<td>197</td>
<td>249</td>
</tr>
<tr>
<td>Mobile</td>
<td>136</td>
<td>2,941</td>
<td>3,152</td>
</tr>
<tr>
<td>Emergency Only</td>
<td>9</td>
<td>220</td>
<td>220</td>
</tr>
<tr>
<td>Print</td>
<td>68</td>
<td>978</td>
<td>1,060</td>
</tr>
</tbody>
</table>

Real-time activity Last 14 days

Reminder Formats per Zone

- Email
- Twitter
- Voice
- Text
- Calendar
- Mobile
- Emergency Only
- Print
How Did We Get the Word Out?
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

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

Before & After Facebook/Commercial Promotion

![Before & After Facebook/Commercial Promotion](chart.png)
**Twitter Ad:**
**Week of December 4-8, 2013**

**Before and After Twitter Ad**

- **# of Addresses Searched**
- **Active Reminders**
- **Mobile App Installs**

- Before Twitter Ad: 1,800
- After Twitter Ad: 2,000

**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](http://OlatheKS.org/TrashDay)

- 4,026 Impressions
- 262 Clicks
- 8 Retweets
- 3 Replies
- 55 New Followers
- Addresses Searched Increased 16%
- Active Reminders Increased 22%
- App Downloads Increased 10%
Sticky Note Campaign:
December 16-25, 2013

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

TrashDay
Never Miss it Again

Do you wonder if your trash day changes because of the holidays? Do you have trouble remembering which week to put out your recycling cart? You’re in luck! Sign up for a customized reminder service to ensure you never miss trash day again!

Choose to receive alerts via text, email, phone call, Twitter, or the Olathe Trash Day mobile app.
Visit OlatheKS.org/TrashDay
OR
Download our Mobile App by searching for “Olathe Trash Day” in the App Store or Google Play

Use Your Blue
Reduce, Reuse, Recycle

Olathe residents diverted 37.5% of waste from landfills in 2012. Let’s make that 40% in 2014!

Visit OlatheKS.org or download the “Olathe Trash Day” mobile app for helpful recycling tips.
Olathe Link Newsletter: December 26 - January 8

Real-time activity Last 14 days

Before and After Olathe Link Newsletter

Addresses Searched Increased 110%
Active Reminders Increased 89%
App Downloads Increased 87%
Where Are We Today?
1/3 of Olathe households currently use this service
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
Challenges/Lessons Learned

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