

BLUE BIN MARKETING

Presented by SES & Communications

THE PLAN

- Create new mascot and logo
- Work with IT for online registration
- Create Web Page
- Create new brochure
- Create bill inserts & door hangers
- Create banner stands for festival sign up
- Create t-shirts for giveaways at festivals
- Create educational banner for tops of bins
- Create recyclable bag for giveaways



MASCOT AND LOGO

BLUEBIN
RECYCLE ♻️ FRANKLIN



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Blue Bin Recycling | City of Franklin

City of Franklin, TN - Municipal

Log In

www.franklintn.gov/government/departments-k-z/sanitation-and-environmental-services/our-services/blue-bin-recycling

Services

About Us

What Day is My Trash Pickup?

Holiday Collection Schedule

Our Services

+ Residential Collection

+ Commercial Collection

Disposal Division

BLUE BAG RECYCLING

Blue Bin Recycling

BULKY ITEMS

BRUSH COLLECTION

YARD WASTE

BUCK-A-BAG

Needle Drop Off

BOPAE

Do's and Don'ts

+ Williamson County Services

Frequently Asked Questions

+ Department Director

Blue Bin Recycling

Font Size: + - + Share & Bookmark Feedback Print

Registration now open. Delivery begins January 2020.

RECYCLE THESE MATERIALS

BLUEBIN RECYCLE FRANKLIN

KEEP IT CLEAN, DRY & LOOSE.

Contamination can render materials non-recyclable. Please rinse food residue and remove non-recyclable materials before discarding in your BlueBin.

PAPER CARDBOARD NEWSPAPER

PLASTICS 1 & 2 BOTTLES & JUGS ONLY

ALUMINUM & STEEL CANS & TINS ALUMINUM FOIL

CHECK THE LABEL: Containing metal is reusable from the base. No hazardous waste.

WHEN IN DOUBT, THROW IT OUT!

Reserve your Blue Bin now! (<<<click that link to register)

The Sanitation and Environmental Services Department will deliver the blue bins beginning in January 2020. Citizens will be charged \$4.00 a month for 12 months to cover the administration fee for the blue roll out container after it is delivered to your home in 2020. After the first year there will not be an added fee. The 64-gallon blue roll-out container will remain the property of the city. The blue bin program is voluntary.

Citizens who register by August 30 will be entered into a random drawing for the following:

Set-up fee waived (100 residents will be chosen at random)

Pilgrimage Festival Tickets (A pair of tickets to the two-day festival will be given to one lucky resident who registers by August 30)

Frequently Asked Questions about the Blue Bin Program

When does blue bin collection start?

The blue bins will be delivered in January 2020. We expect to begin collecting recyclables in your blue bin, once it is delivered. The collection will be on your regular trash day.

Will the City still collect the blue bags?

ONLINE REGISTRATION & WEBPAGE

NEW BROCHURE



COMING
SOON,
A NEW
WAY TO
RECYCLE!

BLUEBIN
RECYCLE FRANKLIN



KEEP IT CLEAN, DRY & LOOSE.
WHEN IN DOUBT, THROW IT OUT!



PAPER &
CARDBOARD



PLASTICS
1 & 2



ALUMINUM &
STEEL CANS

ORDER A BLUE BIN NOW!
GO TO WWW.FRANKLINTN.GOV/BLUEBIN
OR CALL 615.794.1516



BILL INSERT & DOOR HANGER



COMING SOON, A NEW
WAY TO RECYCLE!

BLUEBIN
RECYCLE FRANKLIN



OPT-IN &
REGISTER
FOR YOUR
NEW BLUE
BIN TODAY!

Go to
www.franklintn.gov/bluebin
or call 615.794.1516

Blue bins will be delivered beginning Jan 2020.
Blue bins are 64 gallons -
slightly smaller than black rollouts.

FESTIVALS & EVENTS SIGN-UP





BIN TOPPERS

RECYCLE
THESE
MATERIALS

BLUEBIN
RECYCLE FRANKLIN



KEEP IT CLEAN, DRY & LOOSE.

Contamination can render materials non-recyclable. Please rinse food residue and remove non-recyclable materials before discarding in your BlueBin.

PAPER
CARDBOARD
NEWSPAPER



PLASTICS 1 & 2
BOTTLES &
JUGS ONLY

Check The Neck!
Opening must be
smaller than the base.
No tubs/clamshells.

ALUMINUM & STEEL
CANS & TINS
ALUMINUM FOIL



WHEN IN DOUBT, THROW IT OUT!



GLASS



FOOD WASTE



STYROFOAM



PLASTIC BAGS



NEXT STEPS

- Launch Bin Franklin and sign ups at Pumpkinfest
- Booth at Family Day
- Booth at Candy Cane Hunt
- Booth at Tree Lighting
- Possible second round of door hangers in 2020
- Possible Kite Day with Bin Franklin in March 2020

<https://app.powerbigov.us/view?r=eyJrljoiZWl5MGM2MzUtM2FkZiooZmNhLWE4MTEtZTQ1NDhlYTVMYTdiliwidCI6ImY2NjQoZjUyLWY4MzQtNGEyZi1hNDMzLWU2YmMoMGQ3YzE3ZiJ9>