# BLUE BIN MARKETING

Presented by SES & Communications

### THE PLAN

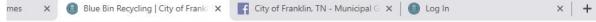
- Create new mascot and logo
- Work with IT for online registration
- Create Web Page
- Create new brochure
- Create bill inserts & door hangers
- Create banner stands for festival sign up
- Create t-shirts for giveaways at festivals
- Create educational banner for tops of bins
- Create recyclable bag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



## MASCOT AND LOGO







//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

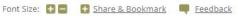
+ Williamson County Services

Frequently Asked Questions

+ Department Director

#### Blue Bin Recycling









Registration now open. Delivery begins January 2020.



#### Reserve your Blue Bin now! (<<<cli>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





# BILL INSERT & DOOR HANGER



# FESTIVALS & EVENTS SIGN-UP







## **BINTOPPERS**



## **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=eyJrljoiZWI5MGM2 MzUtM2FkZiooZmNhLWE4MTEtZTQ1NDhlYTVmYT diliwidCl6ImY2NjQoZjUyLWY4MzQtNGEyZi1hNDMz LWU2YmMoMGQ3YzE3ZiJ9