



**Super-size your
Solid Waste Communications**
...on a shoe-string budget

Maryland Recycling Network
Webinar: Create affordable recycling calendars that can boost your recycling rates

Presenter: Jan Enns, MA
Dates: Wednesdays, April 21 and 29, 2010
Time: 11:30 am EDT



What We'll Cover

- The challenge
- About our calendars
- Some examples
- How it works and what it costs
- Questions and answers



About Municipal Media Inc.

- Founded in 2001
- Pioneered the use of calendars to communicate solid waste and public works programs
- Provide calendars to about 30% of Canadian households
- Established a Houston-based company in 2009 to work with U.S. municipalities



The Challenge for Municipalities

- Improve participation
- Increase compliance and reduce contamination
- Reduce collection problems - and incoming calls
- Be more effective - cut through the 'clutter'
- Help overcome budget realities



Residents Care!

- Americans believe the three most important things they can do to help environment:¹
 - Conserve more
 - Recycle more
 - Pollute less
- Want to do more, but cite reasons such as²:
 - Lack of information
 - Hard to remember all the details
 - Need to know it matters
 - Busy lives!

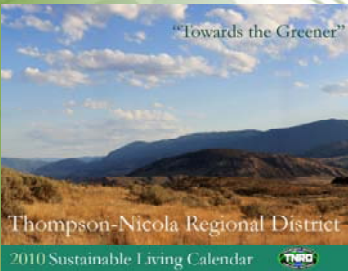
¹Gallup Panel survey of 1,018 US adults, conducted in February 2007
²Harris Poll of 2,372 US adults, conducted in June 2007





Calendars are a Proven Solution

"Towards the Greener"



Thompson-Nicola Regional District
2010 Sustainable Living Calendar

"One easy-to-read resource for recycling questions!"

"I love my calendar!"

*From Research survey of 2000 City of London residents conducted in May 2006

Communicate your Collection System



- Display maps and routes
- Easy-to-read regular and holiday schedules

86% of Residents Use the Recycling Guide

- On inside back cover for easy access
- Shows what is recyclable...
...and what's not
- Explains proper preparation
- Answers common questions before they call!



1700pm Research survey of 2,000 City of London residents conducted in May 2009

Explain Key Programs & Events



Helps address the question "How do I dispose of...?"

- HHW
- Yard Waste
- Furniture
- Metal
- Electronics

Promote Tips For Sustainable Living



Over 50 features - that you can edit - available!

How do Residents Feel About Recycling Calendars?

- According to the Totem Research Survey¹
 - 95% kept their calendar
 - Average usage was 5 times per month
- Top uses were
 - Find out collection dates (99%)
 - Identify what can be recycled (73%)
 - Obtain info about other types of waste, such as hazardous waste (69%)
- 90.4% rated it Excellent or Good

¹Totem Research survey of 2,000 City of London residents conducted in May 2006



They Also Said...

- "It answers all my questions of how to dispose of waste – when, where and how."
- "I find the calendar an excellent reference and a valuable household tool."
- "Would be lost without the calendar."
- "[The] calendar...is easier than the previous page that could get lost easily."
- "[Too bad the] calendar doesn't carry the recycling box to the curb for me!"




Case Study #1: Windsor, Ontario

- Calendar launched in 2003
- Previously distributed "one-pager" of recycling rules and collection schedule

"The calendar has been a key component in the **dramatic 25% increase in recycling** over the last two years. Feedback from both residents and Council has been overwhelmingly positive."

Ron McConnell, Environmental Services Manager, City of Windsor




Case Study #2:
Surrey, British Columbia

- Calendar launched in 2005
- Previously offered pamphlets on a variety of topics

"Our customer responses...have been overwhelmingly positive. Best of all, we're already noticing a **marked reduction in the number of specific inquiry calls** to our garbage and recycling call center."

Robert Costanzo, Manager, Contracts & Waste Management, City of Surrey



Case Study #3:
North Bay, Ontario

- Calendar launched in 2004
- Previously produced one-pager with basic collection info
- Funded in part by local power company

"The calendar simplifies our solid waste program for residents and they like having all the information in one handy tool. It's a **much more effective format for our limited resources.**"

Al Tomek, Solid Waste Manager, City of North Bay



Five Easy Steps

1. Get started at www.custombuiltcalendars.com
2. Input schedules, add holidays, special events
3. Select content – pre-made or custom
4. Download PDF to proof, approve
5. We print and deliver to you!



Calendar Details

- 12-month full color calendars
- 2 size options available:
 - Standard size – 8-3/8" x 10-7/8"
 - Digest size – 5-3/8" x 8-3/8"
- Printed on FSC Certified paper containing 100% post-consumer fiber
- Delivery to one local location included



Calendar Cost for a Municipality of 30,000 Residents



Digest Size Calendars

- 11,000 calendars
- \$5,720 (\$0.52 per household)
- Distribution not included



Standard Size Calendars

- 11,000 calendars
- \$8,140 (\$0.74 per household)
- Distribution not included



Learn More

- We can provide:
 - Sample calendars
 - A copy of the 2006 Totem Research Study
 - On online demo to see how it works
 - Help creating a sample month or two with your collection schedule(s)
 - Testimonials

"Great people to work with, really cost effective, and our residents love the product! I would definitely recommend Municipal Media!"

Carol Suhan, former Waste Reduction Manager
Central Okanagan Regional District





Questions? Contact us!

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