

Appendix A

Roadside Waste Collection Education Campaign



September 3, 2024

Green Cart Organics - Crab Apples



September 2024

Large Furniture, Appliances and Electronics - Book Your Request



September 7, 2024

Leaf and Yard Trimmings - Acceptable Leaf and Yard Trimmings



September 10, 2024 - *Targeted Mail Out

Large Furniture, Appliances and Electronics - Book Your Request



September 14, 2024

Green Cart Organics - Get the Smell Outta Here



September 19, 2024

Green Cart Organics - Crab Apples



September 26, 2024

Hazardous Waste - 24/7 Outdoor Battery Collection Bin



October 2024

Leaf and Yard Trimmings - Fall Yard Clean Up



October 10, 2024

Leaf and Yard Trimmings - Grasscycling



Social Media Ad



Radio Ad



City Connect



Other



Newspaper Ad



October 10, 2024 **Ad Reach ~3,150

Leaf and Yard Trimmings - Keep Them Covered



October 17, 2024 **Ad Reach ~3,200

Green Cart Organics - Waste Reduction



October 24, 2024

Green Cart Organics - Waste Reduction



October 30, 2024 **Ad Reach ~7,800

Green Cart Organics - Pumpkins



October 31, 2024

Green Cart Organics - Pumpkins



November 6, 2024 **Ad Reach ~8,350

Blue Box Recyclables - Unlimited Roadside Collection



November 2024

Hazardous Waste - 24/7 Outdoor Battery Collection Bin



November 7, 2024 - *Presentation

Trash Talk Lunch and Learn - English



November 7, 2024

Green Cart Organics - Don't Waste Landfill Space



November 14, 2024

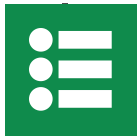
Waste Wise App



November 19, 2024 **Ad Reach ~7,700

Green Cart Organics - Same Waste, Better Bin





November 20, 2024 - *Presentation

Trash Talk Lunch and Learn - French



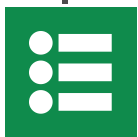
November 26, 2024 **Ad Reach ~20,000

Large Furniture, Appliances and Electronics - Book Your Request



December 3, 2024

Hazardous Waste - Toxic Taxi



December 5-31, 2024 - *Billboard Ads

Green Cart Organics - Use Your Green Cart



December 2024

Seasons Sortings



December 5, 2024

Blue Box Recyclables - Paper Gift Wrap



December 8-14, 2024

Blue Box Recyclables - Be a WRAP star



December 12, 2024

Blue Box Recyclables - Surplus Recyclables



December 13, 2024

Hazardous Waste - Take It Back Programs



December 13, 2024

Winter Waste Placement



December 14, 2024

Holiday Waste Tips





December 15-21, 2024

Green Cart Organics - Feed Your Guests, Not Your Garbage



December 17, 2024

****Ad Reach ~21,500**

Green Cart Organics - Feed Your Guests, Not Your Garbage



December 19, 2024

Green Cart Organics - Tissue Gift Paper



December 23, 2024

Garbage - Know Your Limit



December 23, 2024

Blue Box Recyclables - Seasons Sortings



December 28, 2024

Leaf and Yard Trimmings - Christmas Trees



December 29, 2024 - January 5, 2025

Curb Your Waste



January 2, 2025

Leaf and Yard Trimmings - Christmas Trees



January 6, 2025

Hazardous Waste - Batteries



January 15, 2025

Waste Wise App

