



CREATE A REMINDER



WHEN IS MY COLLECTION DAY?








 Residents in new developments are asked to call Durham Region at 1-800-667-5671 to confirm that Waste Collection Services have started on your new street.

Collection Schedules and Reminders | English | Need help?

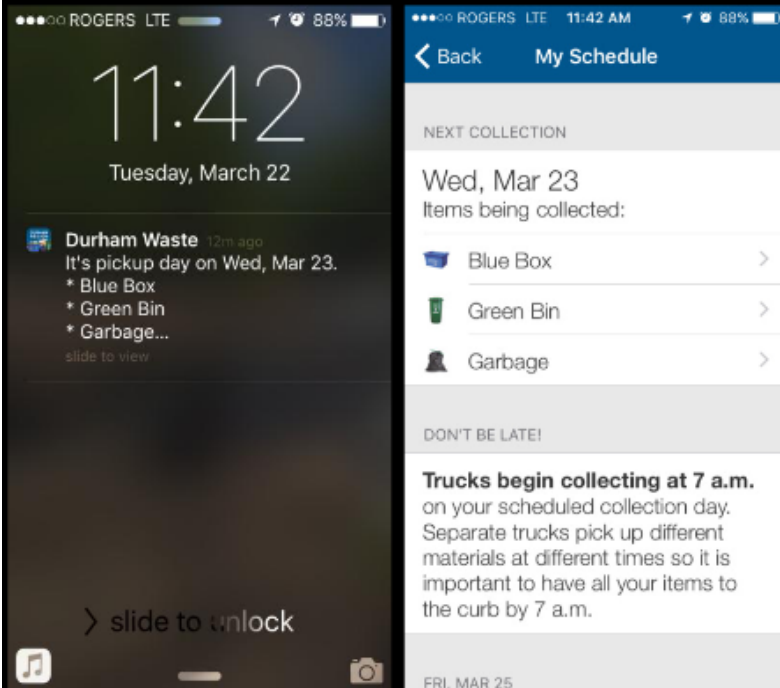
[Home](#) / Get a reminder!

How should we notify you?

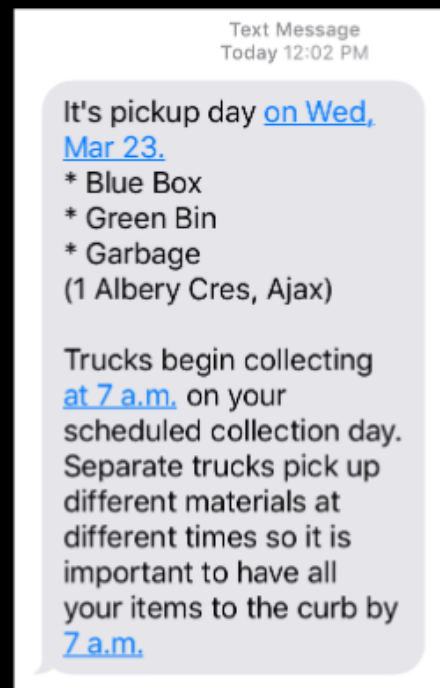
Pick the reminder you'd like to receive. You can sign up for multiple reminders.

 Email	Select >
 Android or iOS App	Select >
 Phone Call	Select >
 Text Message	Select >
 Embed in Outlook, Google Calendar, iCal	Select >
 Print a Calendar	Select >
 Service alerts only	Select >

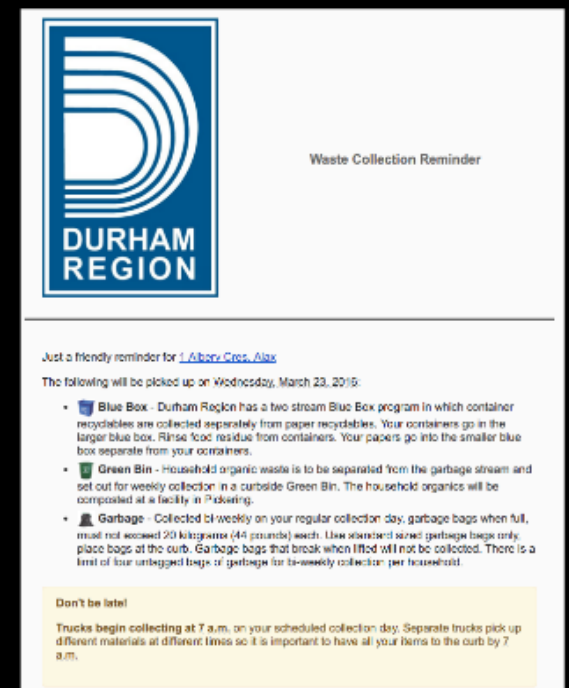
REMINDERS



MOBILE
APP



TEXT
MESSAGE



EMAIL

EDUCATIONAL CAMPAIGNS

ONLINE


Get a reminder! Get a calendar Search for another address

Don't be late!

Trucks begin collecting at 7 a.m. on your scheduled collection day. Separate trucks pick up different materials at different times so it is important to have all your items to the curb by 7 a.m.

March 2016 Today < >

Sun	Mon	Tue	Wed	Fri	Sat
28	29	1	2 Blue Box Green Bin	4	5
6	7	8	9 Blue Box	11	12



MOBILE APP

My Schedule

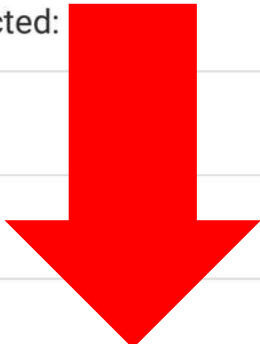
NEXT COLLECTION

Wed, Mar 23
Items being collected:

- Blue Box
- Green Bin
- Garbage

DON'T BE LATE!

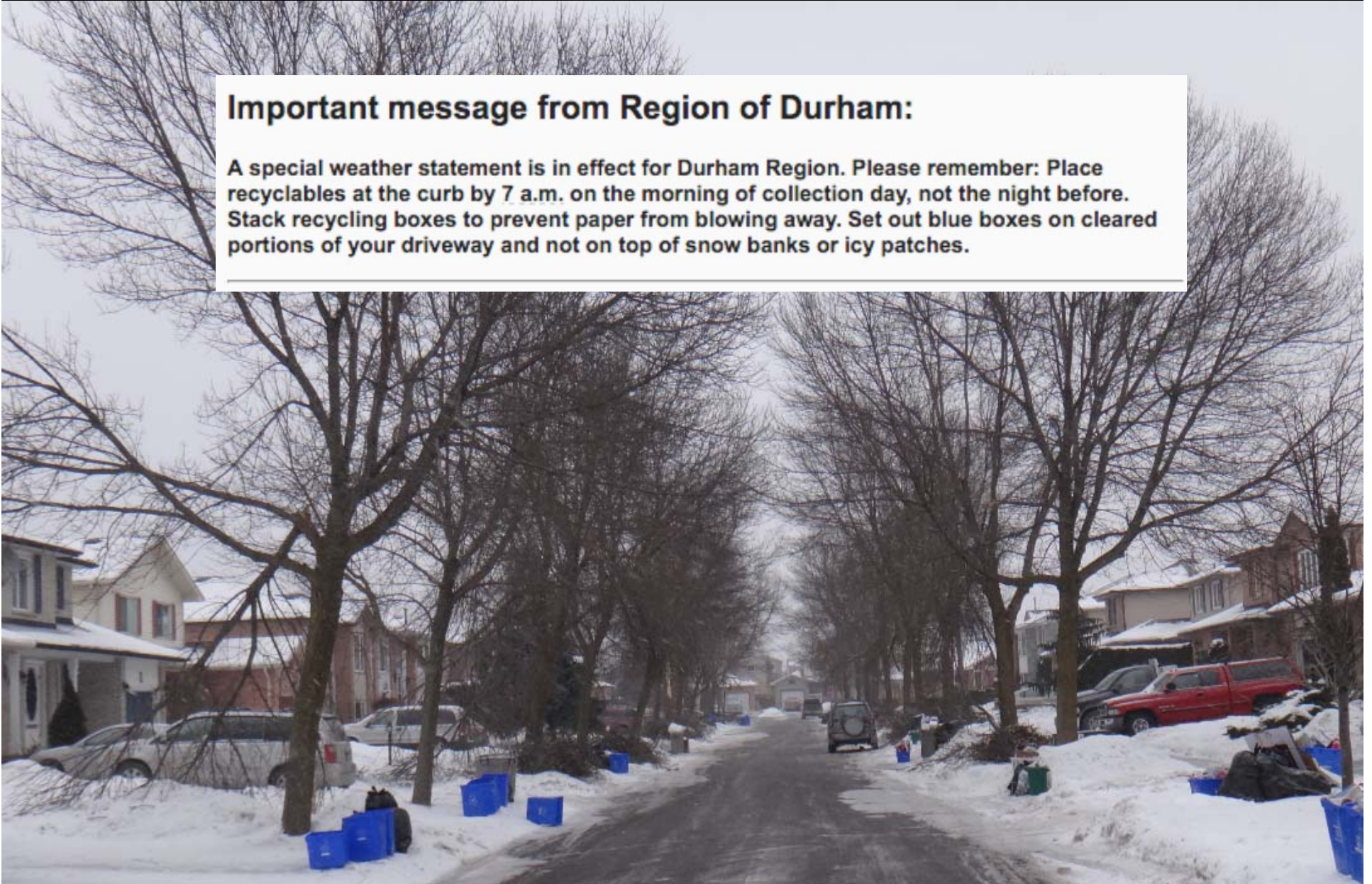
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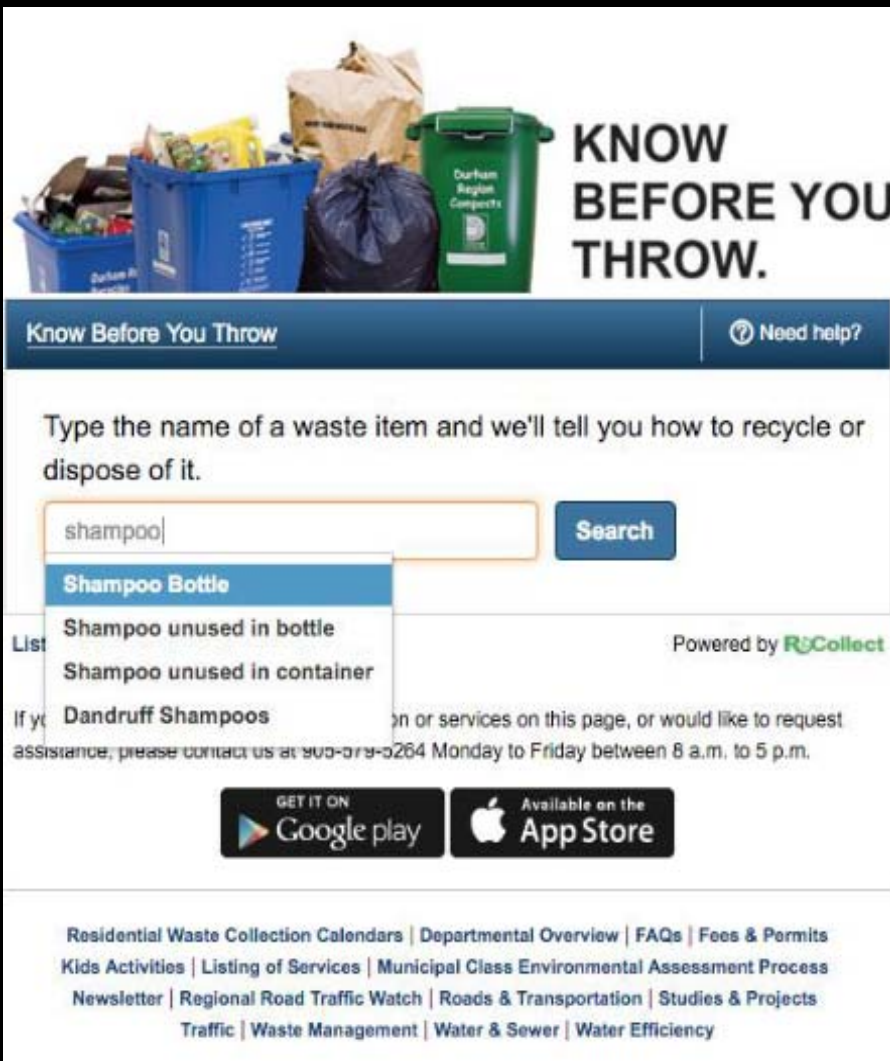
SERVICE ALERTS

Important message from Region of Durham:

A special weather statement is in effect for Durham Region. Please remember: Place recyclables at the curb by 7 a.m. on the morning of collection day, not the night before. Stack recycling boxes to prevent paper from blowing away. Set out blue boxes on cleared portions of your driveway and not on top of snow banks or icy patches.



KNOW BEFORE YOU THROW



KNOW BEFORE YOU THROW.

Know Before You Throw [Need help?](#)

Type the name of a waste item and we'll tell you how to recycle or dispose of it.

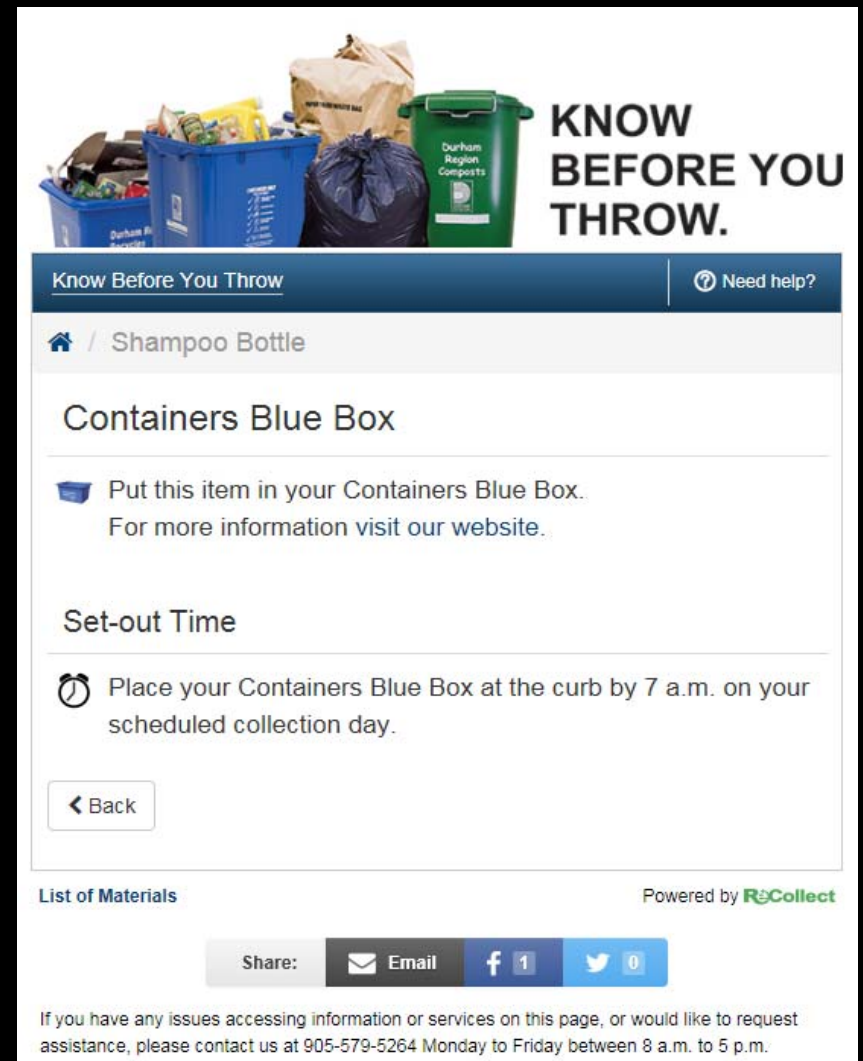
shampoo [Search](#)

- Shampoo Bottle
- Shampoo unused in bottle
- Shampoo unused in container
- Dandruff Shampoos

Powered by **ReCollect**

GET IT ON [Google play](#) [Available on the App Store](#)

[Residential Waste Collection Calendars](#) | [Departmental Overview](#) | [FAQs](#) | [Fees & Permits](#)
[Kids Activities](#) | [Listing of Services](#) | [Municipal Class Environmental Assessment Process](#)
[Newsletter](#) | [Regional Road Traffic Watch](#) | [Roads & Transportation](#) | [Studies & Projects](#)
[Traffic](#) | [Waste Management](#) | [Water & Sewer](#) | [Water Efficiency](#)



KNOW BEFORE YOU THROW.

Know Before You Throw [Need help?](#)

[Home](#) / Shampoo Bottle

Containers Blue Box

Put this item in your Containers Blue Box.
For more information visit our website.

Set-out Time

Place your Containers Blue Box at the curb by 7 a.m. on your scheduled collection day.

[Back](#)

List of Materials Powered by **ReCollect**

Share: [Email](#) [Facebook](#) 1 [Twitter](#) 0

If you have any issues accessing information or services on this page, or would like to request assistance, please contact us at 905-579-5264 Monday to Friday between 8 a.m. to 5 p.m.

RESIDENT ENGAGEMENT

If you build it,
will they come?




OFFICIAL LAUNCH




SOCIAL MEDIA

■ Paid Ads (Sept. 3 to 17, 2015)

Reach	Clicks to Waste page	Amount spent	Likes on ads	Shares on ads	Comments on ads
47,225	2,000	\$500	167	69	25

 **The Regional Municipality of Durham** Like Page
August 26 at 10:26am · 🌐

Download the "Durham Region Waste" app for garbage and recycling schedules, and reminders.



DURHAM REGION


Durham Region Waste app

WWW.DURHAM.CA Download

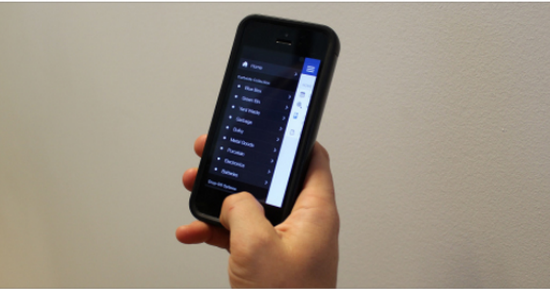
Like Comment Share

Shane Morris, Maybel Reyes-Naval, Nellie Cross and 120 others like this. Most Recent - this.

54 shares

 **The Regional Municipality of Durham** Like Page
August 27 at 2:57pm · 🌐

Download the "Durham Region Waste" app for garbage and recycling schedules, and reminders.




Durham Region Waste app

WWW.DURHAM.CA Download

Like Comment Share

Craig Mattison, Jennifer Mulcahy, Heather Widdop and 5 others like this. Most Recent - this.

 **The Regional Municipality of Durham** Like Page
August 27 at 2:58pm · 🌐

Download the "Durham Region Waste" app for garbage and recycling schedules, and reminders.



Durham Region Waste app

WWW.DURHAM.CA Download

Like Comment Share

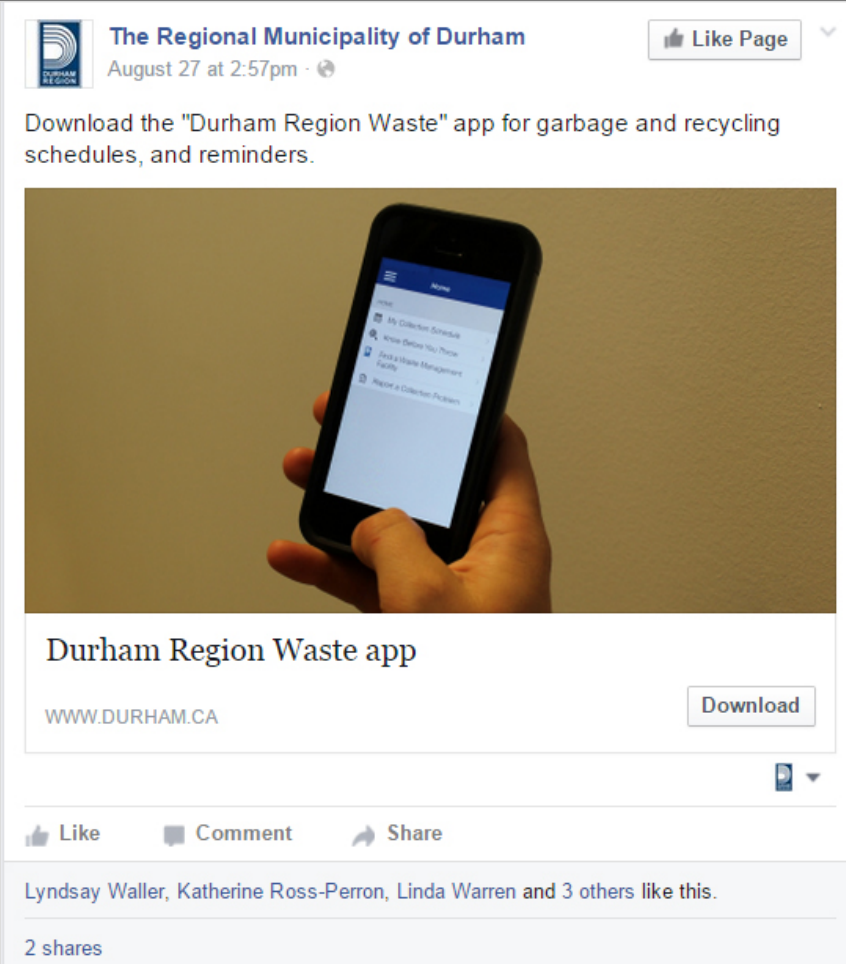
'Amanda Evans', Pamela Longhurst Romanchuk and Katherine Ross-Perron like this.

SOCIAL MEDIA

-  Unpaid Ads (Sept. 3, 2015 to present)

Posts made	5
Website clicks	77
Reactions	17
Comments	2
Shares	12
Reach	3,758

Note: Because the Facebook ads have been running, unpaid Facebook posts are not being made, so as not to inundate our users.



The Regional Municipality of Durham
August 27 at 2:57pm · 🌐 Like Page

Download the "Durham Region Waste" app for garbage and recycling schedules, and reminders.

Durham Region Waste app
WWW.DURHAM.CA Download

Like Comment Share

Lyndsay Waller, Katherine Ross-Perron, Linda Warren and 3 others like this.
2 shares

SOCIAL MEDIA

- 
Unpaid Postings (Sept. 3, 2015 to present)

Posts made	71
Website clicks	659
Retweets (RTs)	147
Replies	17
Likes	66
Impressions	72,635


Robert Kyle
 @phdoc57





... check out the new [#DurhamRegionWaste](#) app!











Region of Durham @RegionofDurham
 We're at #DurhamRegion HQ launching the *NEW* #DurhamRegionWaste app. for Android and iPhone.





10:16 AM - 3 Sep 2015


Region of Durham @RegionofDurham · 18 Sep 2015
 Download the new [#DurhamRegionWaste](#) app for a personalized collection schedule, and reminders: bit.ly/1JQu18T

Tuesday, Jul 28
Items being collected:

-  Blue Box 
-  Green Bin 
-  Garbage 
-  Yard Waste 

TUESDAY, AUG 4


 8
  5
 

VIRAL MARKETING



TELEVISION

Video to be inserted

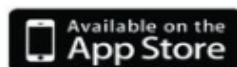
PRINT

Never forget your garbage day again!

Download our new mobile app by searching for
"Durham Region Waste" in the app store.

Use your mobile phone to view schedules, receive reminders
and get sorting tips for blue box, green bin and garbage.

For Android and iPhone smart phones.



durham.ca/waste

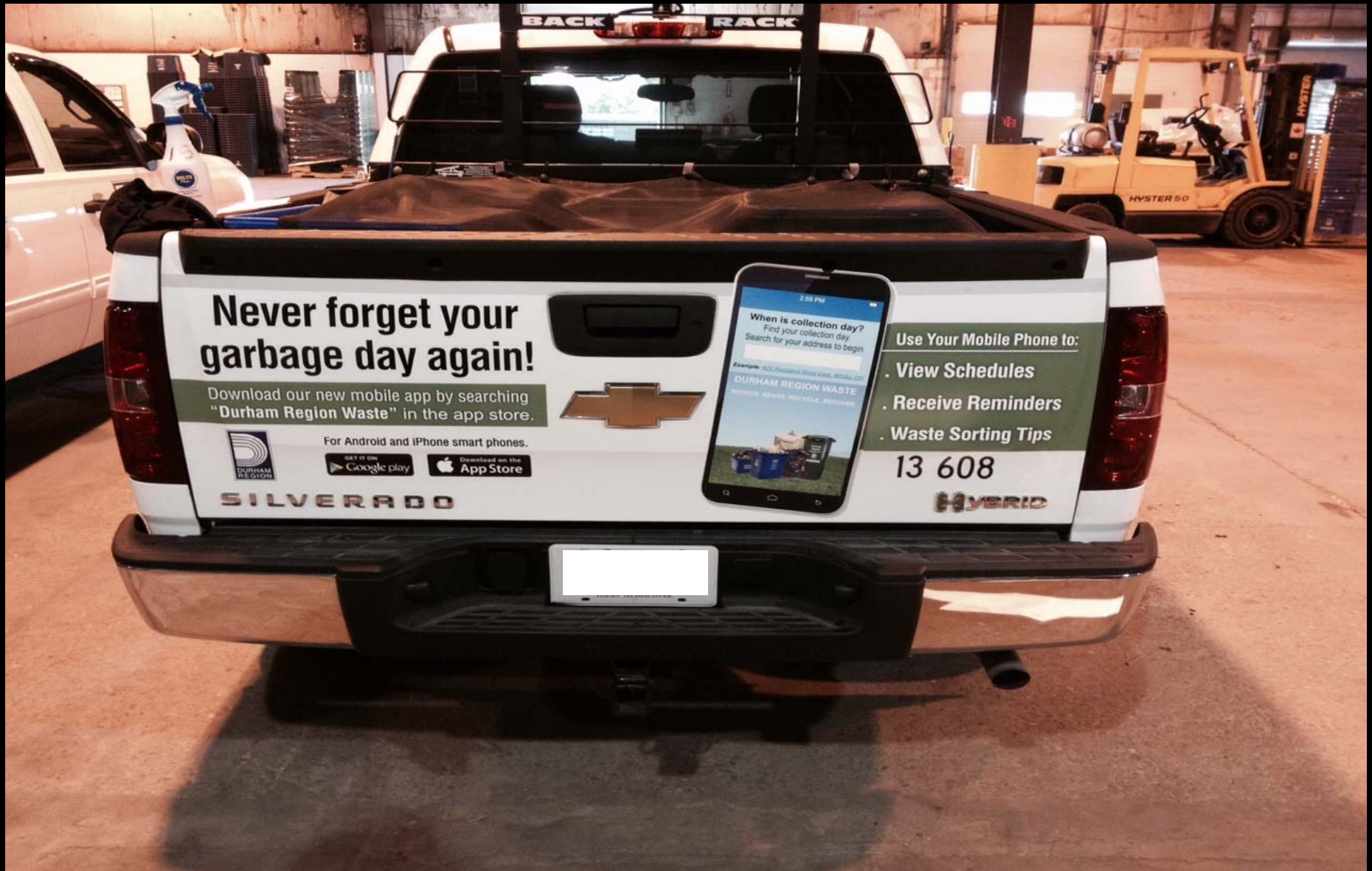
If this information is required in an accessible format, please contact 1-800-667-5671.



MOBILE SIGNAGE



TRUCK DECALS



CALL CENTRE MAP VIEWER

Waste Boundaries Viewer Find address or place

Calendar Search

6

DURHAM WHITBY

Pick-Up Day: **Thursday**

DURHAM REGION WASTE APP

Collection Schedules and Reminders [Need help?](#)

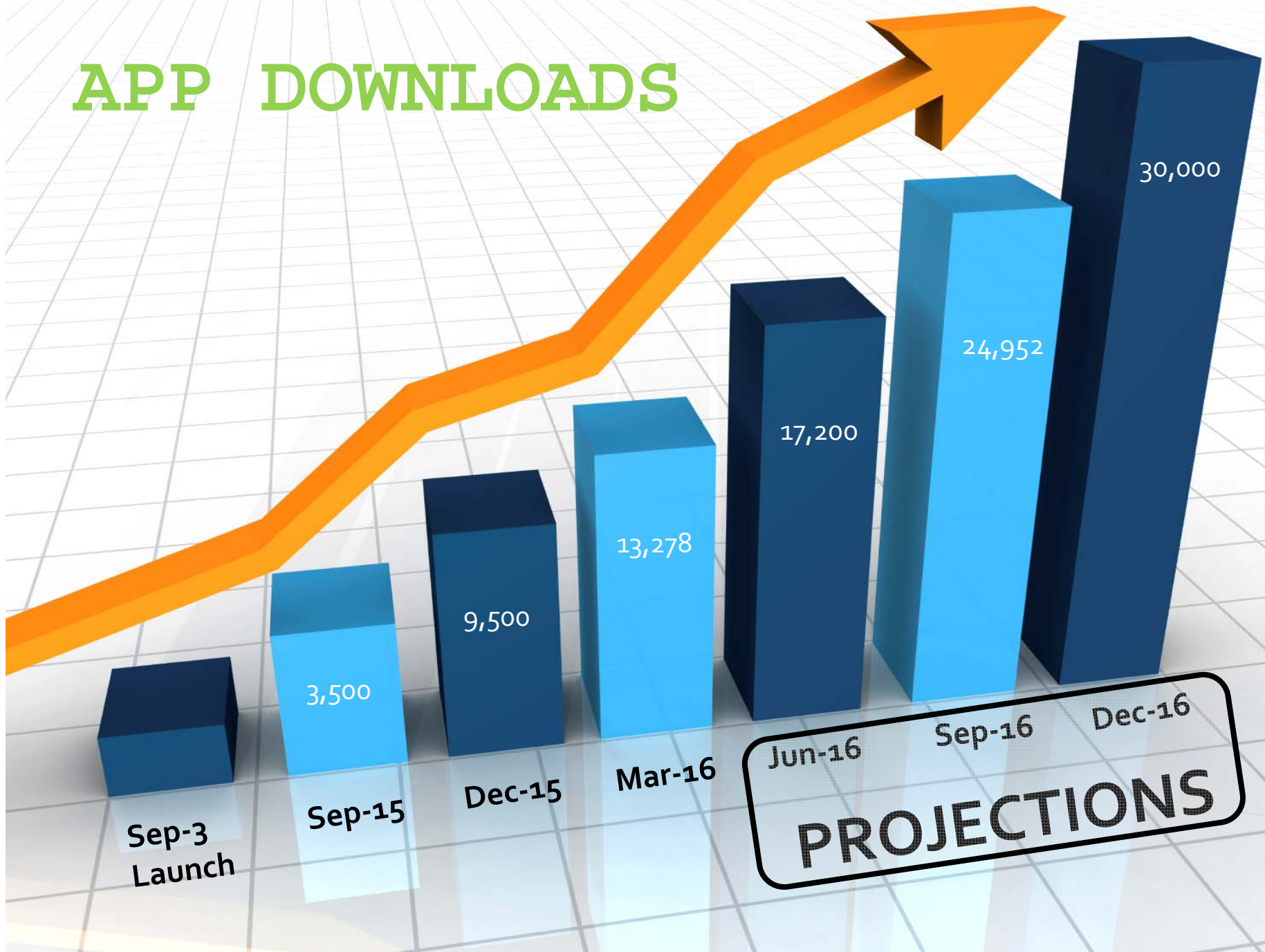
Please type your home address:

[Search](#)

Example: 605 Rossland Rd E, Whitby

Powered by **RCollect**

APP DOWNLOADS



ANALYTICS

- **Unique Addresses Searched: 46,204**
 - Over $\frac{1}{4}$ of all addresses serviced have searched their address in the first eight months
- **Mobile App installs: 14,707**
- **Service Alerts created: 14,813**
- **Active reminders created: 14,290**
 - Mobile: 89%
 - Text Message: 4%
 - iCal Calendar Feed: 3%
 - Email: 3%
 - Phone Call: <1%

ANALYTICS

- **Know Before You Throw Item Searches: 80,293**
 - Paper Egg Cartons: 728 hits
 - Mattress: 636 hits
 - Plastic Bags: 535 hits
 - Coffee Cup: 494 hits
 - Styrofoam Meat Trays: 483 hits
 - Paint: 377 hits

RESULTS

- **Cost Effective**
 - \$0.14 cost per household
 - one print ad can cost up to \$10,000
- **Easily Customizable**
 - User Friendly Dashboard
 - Content is key
- **Improved Data Analytics**
 - Real-time Statistics
 - Monthly Activity Reporting

RESULTS

- **Streamlined Administrative Processes**
 - Augmented Customer Service
 - Reduced Call Volumes
- **Product Scalability**
 - Online Booking Tool
- **Positive Feedback**
 - Rated 4+ in App Store and 4.5 in Google play

RESIDENT FEEDBACK

**"Cool app!
Loving the
#KnowBeforeYouThrow
tool, keep up the
great work!"**

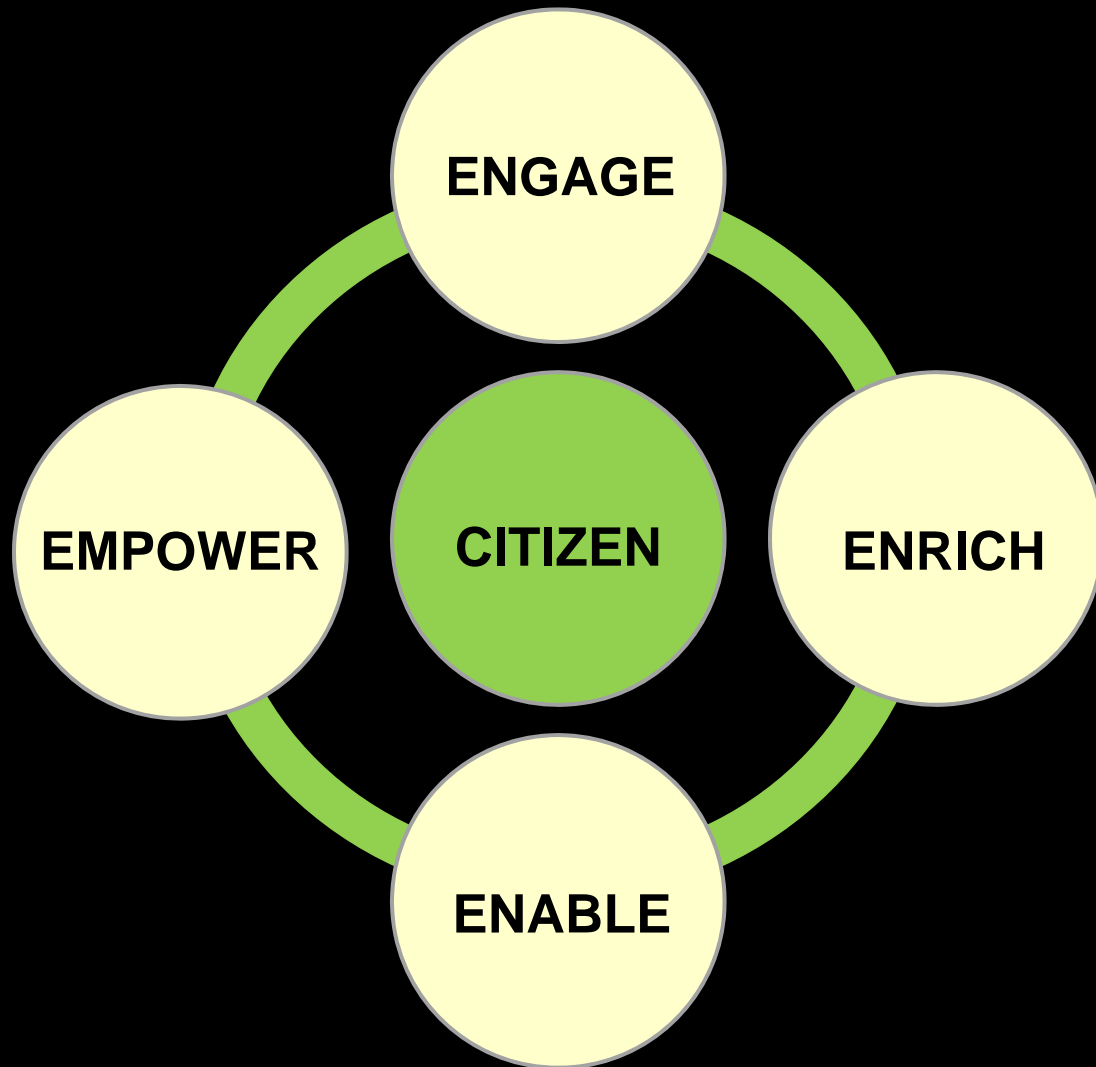
**"This is a
fantastic app.
A great tool
for Durham
residents!"**

**"Awesome app!
Sure beats looking
for that paper
schedule and
hoping I don't
throw it out! "**

**"Finally! I don't
have to wait to
see what my
neighbours have
put on the curb."**

**"Very handy so I
can get it all ready
for hubby and
remind him to take
it all out 😊 "**

CITIZEN CENTRIC TECHNOLOGY





QUESTIONS?



Stephen Laird

Regional Municipality of Durham
Works Department

Stephen.Laird@Durham.ca

905-668-7711 ext.3718