Use of the my-waste™ Mobile Application
Dilemma or Opportunity?

- 2012 Franchise Agreement Amendment Negotiations
  - Adding Street Sweeping to Franchise
  - Cost Factor
  - Complaint, “But why pay if I never even know when the sweeper is going through my neighborhood?”
Solution

- Mobile Application
  - Designed for Solid Waste Collection Services
  - Could we add street sweeping?
New Negotiation Point

- Inclusion of Mobile App Became Part of Contract Negotiation
- Justification – Tracking Street Sweeping and Other Schedules Plus Added Benefits
More Than Just a Calendar

- Added Value to App
  - What Goes Where?
  - Function
  - Recycling Quiz
  - And…
Report a Problem Function
Web Plug-In
Facebook Plug-In
Push Notifications

Don't miss out on the chance to win two 2017 DryTown Water Park season passes!

07-Jun-2017

Just because you have downloaded the app already doesn't mean you can't earn more chances to win! Don't miss out on the opportunity to win two 2017 DryTown Water Park season passes!

By simply sharing the City's and/or DryTown's Facebook my-waste™ contest posts, Instagram and Twitter messages and then posting in the my-waste™ app under communications and then contest that you have shared the posts or messages, you will earn additional entries into the contest for each share. The contest is open through June 25 and is free.
Custom Approach
A Tool Is Only As Good As the Way You Use It
How Do You Get People to Download It?
Free Prizes!

- Use the App and Enter a Free Drawing for Waterpark Tickets
- 4/26/16: PN=260, Email=7
- 5/4/16: PN=286, Email=10
- 6/27/16: PN=328, Email=12
- 9/20/16: PN=488, Email=13, Phone=1, SMS=4
- 1/3/17: PN=539, Email=15, Phone=2, SMS=14
- 5/23/17: PN=584, Email=15, Phone=2, SMS=14
- 6/6/17: PN=661, Email=16
Lessons Learned

- App is a great tool to offer for an increasingly digital world
- Be sure to follow-up and make sure the app is properly set-up to do what you want it to do
- An app is a solution, not THE solution (Real estate on phones and tablets is very valuable!)
- If you build it, that doesn’t mean that they will come
- Free isn’t enough, it also needs to be easy (VERY EASY!)
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