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MEMORANDUM

DATE: June 7, 2010

TO: Thomas H. Muehlenbeck, City Manager

FROM: Nancy Nevil, Director of Sustainability & Environmental Services

RE: Live Green in Plano Calendar Justification

The Sustainability & Environmental Services Department began distributing a calendar magnet in 2001 with the implementation of the automated bi-weekly recycling collection program to help residents keep track of their recycling week.

In 2008, we initiated the Live Green Expo calendar as a substitution for the recycling calendar magnets. The expanded calendar gives our department the opportunity to provide useful information about on-going programs and services **in one place**, heighten awareness of what residents can do to save energy and water and reduce air pollution, increase participation in special events, rebate programs and educational offerings, encourage expanded recycling efforts, and highlight monthly happenings and the holiday schedule. On-going programs and services featured in the calendar include:

- Convenience Directory
- Transfer Station Residential Disposal Guidelines
- Maps of bulky waste and recycling collection routes
- Collection criteria for refuse, recycling, yard trimmings, bulky waste, special paid collections, and household chemicals
- Household Chemical Re-use hours of operation
- Electronic recycling locations and schedule
- Directory of charitable organizations accepting clothing, furniture and other reusable items (waste reduction effort)
- Marketing *Texas Pure* products
- Community cleanup activities
- *Live Green in Plano* volunteer program
- Christmas tree recycling
- Environmental Community Awards
- Live Green Expo
- Environmental Education and Community Outreach programs

The cost to produce and mail the *Live Green in Plano* calendar is \$70,356, which is only \$29,356 more than what was being spent for the recycling magnet calendars and bulky waste brochure (\$25,500) and utility bill inserts that have been eliminated as a result of the LGIP calendar (\$15,500).

We feel the incremental cost of .43 per household is an exceptional value for the amount of information placed in the hands of every Plano resident. Some have suggested the calendar be

discontinued because the information can be found on our website. However, there are a significant number of people in our community who do not have access to a computer or the skills to use one. While the website is a great resource for people seeking information, the calendar can introduce residents to programs they may not think to inquire about. For these reasons, we feel an attractive printed piece is a better option.

The calendar serves as a one-stop information clearinghouse and can be saved as a reference throughout the year. If used as a household calendar, then the piece remains a daily reminder of the City of Plano's long-standing commitment to serve its residents with a variety of innovative recycling and waste management options.

Please let me know if I can provide any additional information.

c: Mark Israelson, Assistant City Manager