

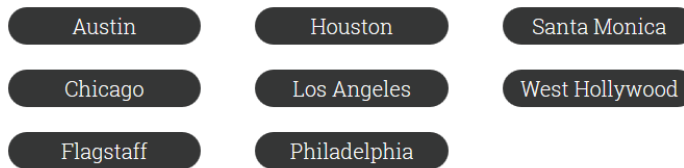
Design Direction

Landing Page – select your locality – modeled after <https://www.recyclebycity.com/>



Where waste meets its match.

Simple guidelines for getting rid of household stuff, responsibly.



Locality specific pages – modeled after <https://www.recyclebycity.com/chicago/guide>

Blue cart basics.

Empty containers: rinse, wipe or scrape out food and drain out liquids. Recycle items loosely in the blue cart, without a bag.



RCS Estimate

Navigation » Knowledge Center » Recycling & Reusing

- Change recycling at home page to "WHAT CAN I RECYCLE?" or similar

New Page: What Can I Recycle

- Create landing page with short intro and button links labeled for each locality

New Pages: What Can I Recycle in [Locality Name]?

- Page template may include – (examples with specifics TBD if approved):
 - WHAT CAN GO IN BLUE BIN / BE RECYCLED WITH CITY PICKUP
 - pictures/name of items that are recyclable
 - WHAT CAN BE RECYCLED AT DROP-OFF LOCATIONS
 - pictures/name of items that have to be dropped off (like plastic bags and batteries)
 - WHAT CAN NOT BE RECYCLED / MUST BE TRASHED
 - pictures/name of common offenders and those items that could be easily confused with their recyclable cousin
 - ??THINGS YOU NEED TO CALL THE CITY TO COME PICK UP
 - LOCALITY-SPECIFIC RECYCLING CONTACTS
 - Standard recycling-related content feed modules below

You will need to supply the list of items for each content category (spreadsheet is best). We'll source/create images for each item.

Est. Cost: \$2500-3000