

An aerial photograph of a suburban neighborhood at sunset. The houses are densely packed, and the streets are visible. In the background, a water tower stands out against the orange and yellow sky. The water tower has the word "SCHERTZ" written on it. The overall scene is bathed in the warm light of the setting sun.

2026 SAVVY AWARDS

City Council Meeting - October 20, 2026

KRYSTAL HAYNES | DIRECTOR OF PUBLIC AFFAIRS

SCHERTZ
COMMUNITY. SERVICE. OPPORTUNITY.

CITY-COUNTY COMMUNICATIONS & MARKETING ASSOCIATION

SEPTEMBER 9-11 | DENVER, CO

Over 1200 entries

2 National Awards!



VIDEO: INTERVIEW/NEWS PROGRAMMING - NOW YOU KNOW SCHERTZ *Award of Excellence - 3rd Place*



- Monthly Video Series that highlights city departments
- Interview style with City Manager
- Recently brought the production in house resulting in cost savings and higher engagement

COMMUNICATIONS/MARKETING PLAN -

LET'S TALK TRASH

Savvy - 1st Place

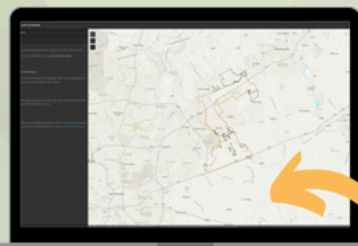
SCHERTZ
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LET'S TALK
TRASH 

New Trash & Recycling Service Changes
Schertz.com/trashtalk

NEW SOLID WASTE SERVICES STARTING THE WEEK OF JUNE 30, 2025

Here are some helpful tools before the start of service with Frontier Waste.



WHEN IS MY TRASH, RECYCLING
& BRUSH/BULK COLLECTION DAY?

Scan QR Code to view
interactive route map or
visit Schertz.com/trashtalk.

(View collection maps
available on the back
of this postcard)



Available June 30.
Download the
Frontier Waste app
to view your service
schedule, set up
pickup reminders,
and receive route
alerts!



CONTACTS

Frontier:

 Frontierwaste.com/schertz/

 (210) 807-8555

City of Schertz:

 Schertz.com/trash

 customercare@schertz.com

 (210) 619-1000

- Team effort!
- Developed to inform residents about the transition to a new solid waste provider and upcoming service changes
- Utilized creative messaging and multiple communication channels to educate residents on service changes, answer questions, and encourage a smooth transition.

COMMENTS & QUESTIONS

