City of Cambridge - Recycling Program Outreach

1. Background

(Division Mission, Budget Objectives, MA Solid Waste Master Plan, Climate Plan, Council Goals)

2. Demographics & Audiences

- a. Owners vs. Renters
- b. Languages Spoken English, Spanish, Chinese, French, Creole, Portuguese
- c. Off-campus students off-campus housing offices, moving companies
- d. 6+ unit big buildings property managers, realtors, cleaners

3. Content

- a. A-Z topics year-round recurring programs such as yard waste, HHW, Xmas trees
- b. Curbside Quality & Quantity calls/letters to residents, BB tech. assistance, inspections
- c. In the Spotlight tours, specific materials, composting workshops, translations

4. Methods

- a. Website recycling, DPW, City
- b. E-blasts City lists for general public & BB, community e-newsletters
- c. Info line
- d. Press releases newspapers, cable channel
- e. Direct mail annual brochure, quarterly CityView, monthly new homeowners, as needed letters to property managers, Council newsletters, community group newsletters
- f. Presentations schools, community groups
- g. Events HHW day, street festivals
- h. Big signage lawn signs, collection vehicles
- i. Bulletin Boards city bldgs, health ctrs, parks, houses of worship, laundry/ coffee shops
- j. Volunteer groups universities, schools, etc.

5. Surround Sound IDEAS!

- a. Media PSAs at movie theaters, Bus shelters, radio
- b. Neighborhood Captains / Master Recycler / Composter workshops
 - i. Who are the community leaders
 - ii. Phone trees with volunteers
 - iii. Promoting Best Practices Kitchen collection set-up, waste reduction ideas
- c. Partnerships supermarkets, realtors, houses of worship

6. Resources - content ideas, best methods, role models

- a. Curbside Value Partnership www.recyclecurbside.org
- b. MA Municipal Waste Reduction Toolkit www.mass.gov/dep/recycle/reduce/wrtoolkit.htm
- c. Fostering Sustainable Behavior, Community Based Social Marketing www.cbsm.com/public/world.lasso
- d. CA Dept of Resources Recycling & Recovery www.calrecycle.ca.gov/
- e. Earth 911 www.earth911.com