

## DRAFT

### Recycling Advisory Committee – Outreach Sub Committee

March 25, 2011 – Meeting Minutes by Randi Mail

**Members Attending:** Claire Davies, Debby Galef, Robert Winters

**Guests Attending:** Randi Mail

#### City Update

Randi reviewed current outreach efforts (see [online](#)) that she also handed out at January RAC meeting which lists out background resources, target audiences/demographics, content, methods (publicity checklist), surround sound ideas and an annual outreach calendar. Given findings from the recent waste audit, the messages for the spring/summer will be:

1. Cambridge residents are great recyclers. Together, let's commit to recycle at least 50% of our trash.
2. New materials accepted in the single stream program: large rigid plastics (i.e. 5-gal pails, broken toys) empty pizza boxes, empty paper coffee cups, and spiral cans
3. Reduce trash – reuse, share, rent things, buy second-hand stuff

#### Possible Topics for Subcommittee

The team brainstormed the following focus areas:

- Evaluate effectiveness of current outreach efforts
  - Evaluate how residents get their information – “where is the buzz”
  - Identify ways to measure awareness - maybe through polling
  - Identify where/how new/existing residents see/feel the recycling culture in Cambridge
- Help City outreach efforts
  - Grow email list for recycling newsletter. Make sure that “connectors” in the community are on it. Connectors know lots of people. They are the kinds of people who know everyone.
  - Develop a plan to use social media
  - Help outreach to target audiences (renters, non-English speakers, buildings with little/no recycling, houses of worship)
  - Explore giveaways that are environmentally-friendly (i.e. seed cards)
- Be involved in developing messaging
  - Work with staff to develop clear messages on what to do and what not to do
  - Raise awareness of info available at [www.cambridgema.gov/recycle](http://www.cambridgema.gov/recycle) (i.e. Get Rid of it Right, FAQs)
  - Develop list of short videos that would be helpful to residents

#### Next Meeting

The next RAC Outreach Sub Committee meeting will immediately follow the full RAC meeting on April 13, 2011 from 9:30am-10:30am in the Council Chambers in City Hall.