

DRAFT  
**Cambridge Recycling Advisory Committee – Outreach Subcommittee**  
May 11, 2011 – Meeting Minutes Taken by Claire Davies

**Attending:** Claire Davies, Debby Galef, Laura Nichols, Robert Winters  
**Staff:** Randi Mail

Approved minutes from previous meeting with 1 addendum: Add discussion of guerilla media tactics and outreach to press with personal contacts as suggested by Robert.

### **Define Mission**

Evaluate current outreach efforts and strategies & identify deliverables for the subcommittee with a primary goal of increasing recycling numbers. Support the culture of recycling through outreach efforts which increase awareness & education about the lifecycle of waste to prompt more buy-in. Identify opportunities to tell the "waste" story. Community Service-- walk the talk.

### **Upcoming Events & Messaging**

Recycling volunteers needed at these specific events, email [recycle@cambridgema.gov](mailto:recycle@cambridgema.gov) if you are interested. More City events, community meetings are listed on the City calendar: [www.cambridgema.gov/citycalendar.aspx](http://www.cambridgema.gov/citycalendar.aspx) and can be additional opportunities to have a presence with recycling/composting information.

- June 4: RiverFest, Charles River, Noon-6pm
- June 10: GLBT Block Party, Albany St, 8pm-midnight
- June 18: Hoops N Health, Hoyt Field, 10am-8pm
- June 17-19: Greek Church Festival, Magazine St, time varies
- June 19: Make Music Harvard Sq
- June 24: City Dance Party, Mass Ave (Inman-Bigelow), 7-11pm
- June 25: let's Talk About Food Festival, Charles River behind Hotel Sonesta, 10am-3pm
- Aug 13: GLBT Block Party, Albany St, 8pm-midnight
- Sept 3: Area 4 Back to School Fair, Sennott Park
- Sept 10-11: Feast of St. Cosmos 7 Damian, Cambridge & Warren Sts, time varies
- Sept 17: Area 4 Community Pride Day, Clement Morgan Park, 10am-6pm (10/1 raindate)
- Sept 24: Danehy Park Day, 11am-4pm (9/25 raindate)
- Oct 2: OktoberFest, Harvard Sq

### **Volunteer Outreach**

Need training for volunteers for outreach at events, open to the public. Agreed upon date for volunteer orientation of 6/6, 6:30pm at DPW. Debby will help coordinate volunteer efforts for the Outreach Subcommittee.

### **Materials to have at events**

DPW can provide bag/box of materials:

- Recycling & Trash
  - Guide (English and other languages)
  - Posters for multi-family buildings
  - Recycling labels for toters or for any 32-gallon barrel
  - 50% Recycling Pledge
    - Signup sheets (or In the Loop eNewsletter signup)
    - Bumperstickers
  - Signup for toter requests
- Composting
  - Yard Waste Labels
  - Outdoor: Composting is easy flyer
  - Indoor: Composting with Worms - powerpoint handout
  - Flipbook with composting presentation slides
- Miscellaneous
  - T-shirt for volunteer to wear

- Business cards
- Flipbook with “what happens to my recycling” presentation slides
- Table cloth with Cambridge Recycling logo
- Easel stands with signs

1. If available, also depends on event

### **Upcoming DPW Outreach**

- See [monthly eNewsletter](#) for topics!
- 50% Recycling Pledge goes live 5/23 in subways and buses
  - Possible Incentives:
  - Pledge is a public commitment allowing residents, businesses and institutions to identify themselves
  - Possible bumper sticker? Bike sticker? Simple messaging with bounce back to website.
  - Whole Foods Market raffle? Details to be worked on with Claire
- Goal is to retain email addresses for email blast: 5,000 by the fall

### **Next Meeting:**

After RAC Meeting on June 15