DRAFT MINUTES

City of Cambridge Recycling Advisory Committee, Department of Public Works,

147 Hampshire St, Cambridge, MA

December 13, 2017

Minutes taken by Quinten Steenhuis

**Members present**: Ilana Bebchick, Joel Dashnaw, Debby Galef, Rob Gogan, Martha Henry, Susy Jones, Debby Knight, Michael Papas, Meera Singh, Matthew St Onge, Quinten Steenhuis

**Members absent**: David Frank, Liz Marr, Janet Mosley, Laura Nichols, Anne Sherman, Mary Verhage, Kristen Watkins

**Staff**: Deb Albenberg, Meryl Brott, Camilla Elvis, John Fitzgerald, Mike Orr, Dan Riviello

**Members of the public**: Judy Nathans, Helen Snively

**City Updates**:

Dan Riviello, DPW Community Relations Manager: he will be managing the Marketing vendor

Waste wizard is close to being done

New HDR master plan is done, now being reviewed. Should be complete by the spring.

**Curbside composting**:  two Mass DEP grants received, $38,000 for curbside food waste carts, and $71,000 for recycling and waste diversion. Latter grant was based on how much waste diversion the city does. Cambridge tied for second most diversions. To get first place, might need to do a “pay as you throw” program.

Bins are all ordered, will be staged in Allston in February. Printed materials in Jan and Feb. March 26th through April 3rd the bins will start being delivered. April 3rd is the first date for the full roll-out. Contract in place for vendor, the door to door campaign almost finalized. 8,100 deliveries for 21,000 households.

New 35 gallon cart for the larger buildings. Improved locking mechanism and tipper compatible. Old bins are harder to lock/unlock and concern that they’re too small for 3 unit buildings.

Bags will be mandatory, there is an improved design. “Ecosafe” bags. Less leaky, stronger and harder to break. Less breathable which is better for curbside composting. Expensive - 18 cents per bag.

**Marketing ideas**

“Full city rollout” April 2nd (Monday).

Professional door to door campaign, not volunteers. 12 day campaign.

Suggestion: nice to have Cambridge residents doing the campaign.

Marketing materials are completed.

* Tabling
* Sign a pledge to compost at home

Benefits:

* Combined heat and power reduces carbon footprint
* Byproduct used to fertilize
* Saves money from tip fees in the long run
* Food waste is 40% of remaining waste by weight
* Address resident concerns:
  + Composting is a “waste of money”
  + I already compost in my backyard
* Need to have a story about where the compost goes that is understandable

Can advertise at the T stations, Hubway (15 stations)

On the side of the packers (trucks). Will add some vinyl on the sides messaging the compost rollout.

Can we reward the Monday route people with some sticker or button “I’m a composting pioneer”?

Outreach centered at schools can bring in people.

Jim Braude and Margery Eagan - get them to talk about it on their radio program.

Who is the target demographic?

* 1-12 unit building
* People “more invested in the community”

Digital outreach:

* Nextdoor
* Email blasts through various committees and community groups
* Cityview newsletter

Message: next step in Cambridge’s “zero waste” initiative. Forward looking, leader.

We should do a waste audit after the rollout to see how the compost program reduces food waste.

We should promote reducing food waste first, before composting. Reduce, reuse, recycle.

“Food is not trash: it’s power, it’s life, it’s energy”

30-60 second PSA video. There’s one from 2 summers ago, a higher production value one will be part of the new campaign.

There’s a history of composting in Cambridge. Can it be woven together into a narrative?

* Honeywagons in the ‘50s diverted food scraps to pig farmers. F.B. Jones company
* Backyard composting in ‘90s
* Indoor composting

Vancouver has a fun campaign with googly eyes and food in the shape of people

Have a contest

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Christmas tree flyers are ready to go. Some vendors may be reluctant to advertise disposal at the sale time.

Ordinance change:

* If we provide toters, what size should they be? Maybe we need to go through a year of curbside compost to become better informed about the right size

Next meeting is January 10th or 17th at City Hall. NO subcommittee meetings before next meeting.

Social sometime in February.

**Announcements:**

Next fixit clinic January 27th at Boston Public Library

February 10th Presentation School in Allston

March at the Cabot Library on Harvard campus.

Camilla will have some dates coming up for outreach events and will need our help.

* Winter farmers market
* Library
* Grocery stores

Happy Birthday to Meryl and Meera. Thanks to Martha for making the cake.