

City of Cambridge Recycling Advisory Committee

June 10, 2015 - Minutes Taken by Joanna Vanden

Members present: Keith Cialino, Debby Galef, Rob Gogan, Susy Jones, Janet Mosley, Meera Singh, Joanna Vanden, Mary Verhage

Members absent: Debby Knight, Laura Nichols, Michael Orr **Staff present:** Meryl Brott, John Fitzgerald, Randi Mail **Guests:** Helen Snively

Housekeeping: The May minutes were approved with a couple edits. No public comment.

City Updates

Outreach: Some FY15 funds spent on print A frame posters and Boston.com ads for furniture donation campaign. 204,000+ web users saw the ads, “impressions”. City approved a new full time position, Waste Reduction Program Manager, posted [online](#), open until 7/16/15. The City approved short term, part-time position to support outreach and leverage volunteers, posted soon. Given timing, FY16 funds will be used. Once it is posted, Randi has asked RAC members to help circulate it.

Furniture: The Coalition picked up ~ 780 pieces from Cambridge residents 5/18-6/5, diverting ~ 56,000 lbs from the trash and provided furniture to ~130 families transitioning to permanent housing. Upcoming pickup dates include 6/26, 7/31, 8/3, 8/28, & 9/7.

Paint Bill: No date yet for paint stewardship bill hearing with the MA legislature, but City Manager sent a letter to Cambridge reps, and leadership in senate, house and appropriate committees. The letter supported Bill S.408 (to establish the MA paint stewardship program), Bill H.702 (to create a framework to reallocate responsibility for discarded products) and Bill S. 1042 (to responsible stewardship by drug manufacturers). Letters from other MA cities/towns and will be presented together. Randi has participated in some calls initiated by the Product Stewardship Institute to try to create a MA Product Stewardship Council to move issue forward.

DEP Grant: The City submitted for grant funds to MA Department of Environmental Protection’s Sustainable Materials Recovery Program for green bins, possible mattress recycling program, and performance/population based grants available.

Discussion Topics

Materials SubCom: Janet and Susy reviewed the assumptions integrated into the three scenario models for the City’s efforts 2020 and 2050 waste reduction goals. The assumptions are widely variable. The model is an extremely helpful tool for staff to work with in looking at strategies to achieve 16 lbs of trash per household per week for 2020 and ultimately 4lbs/hh/wk for 2050.

Outreach SubCom: On 5/18/15, Joanna, Randi, Janet, and Meera phone banked for the furniture donation campaign. Mike will volunteer to review the tabling display and materials available and to recommend improvements, at Mary’s suggestion. For the new outreach intern, staff will track the impact - # events, # volunteer hours, # points of contact - and will report back to RAC in October. Keith will continue his research into cities’ outreach spending. For FY16 budget, Randi said that funds have been spent on signage, posters, stickers, and pencils. Susy found an interesting Train the Trainer model in Portland, that Cambridge may want consider.

Schools SubCom: Group will revisit its goals. Incorporating waste reduction content into the current public school curriculum is proving more nuanced than anticipated. Staff will present on waste reduction at CitySprouts summer programs.

Member Check-in: Keith encouraged members to volunteer for tabling (recruiting others equally helpful), will help with Bring Your Own Bag (BYOB) ordinance outreach in fall, and excited for business recycling info from Inspectional Services Department’s new permit application/inspection process. Susy excited to dig into effective policies/incentives to reduce waste and review website for materials management messaging. Meera will help with door-to-door outreach with curbside compost expansion, BYOB outreach and refining goal/progress for the schools subcom. Joanna suggested improving subcom meeting process to maximize productivity. Rob excited about compost pilot and said it was RAC’s most productive year. Janet excited to continue conversations about 2020/2050 models with DPW, encouraged members to prepare for subcom meetings, and will volunteer at City Dance Party 6/26.

Action Items

- Mike will revisit tabling materials to see if there is room for improvement.
- Randi will email outreach job posting, resend open meeting law guidelines, share the City Manager letter on the paint bill, and replace the stickers or lids for festival recycling bins to clarify they’re single stream.
- Keith will continue to research how other cites spend their marketing/outreach dollars.
- Fall agenda topics: meet Waste Reduction Program Manager, curbside compost expansion, ISD business recycling data, summer/fall outreach results, Bring Your Own Bag Ordinance outreach.

Announcements & Outreach Opportunities: RAC social at 5:30pm on 6/17.

The meeting adjourned at 9:35am.