

Cambridge Recycling Advisory Committee – Outreach Sub Committee

April 13, 2011 – Meeting minutes taken by Claire Davies

Elect Chair

Subcommittee voted to elect Claire Davies as Chair.

Discuss major areas for possible topics (see 3/25/11 minutes)

- Non English Outreach:
What materials are available for distribution? What translations do we have?
Randi: English, Spanish, Chinese, Haitian-Creole, Amharic, and Portuguese. Available [online](#).
Posters are not translated, but picture heavy. Can we review materials for accuracy? How is this distributed to public school families?
- Social Media Efforts:
Facebook and Twitter content on residents personal pages may be updated monthly for uniformity. Content should be taken directly from [City's monthly recycling eNewsletters](#), email recycle@cambridgema.gov to sign up to receive eNewsletter.
- Cambridge Residential Bins: Labeling is a simple and effective way to bring the trash sorting message beyond just the recycling totes. Consider providing labels such as "Trash ONLY" and "Yard Waste"
- Role of Trash & Recycling in public spaces
The key is MESSAGING and EDUCATION. If the city cannot accommodate full composting and recycling containers in each public park area, messaging that hits the public eye is important to help create and carry the culture of recycling in the city.
- Increasing email subscriptions:
Incentivize sign ups at public events with giveaways or raffle entries
Giveaways should be earth friendly or useful in some way!
Raffle prizes can be donated by Whole Foods Market
- Discussion of guerilla media tactics as suggested by Robert.

Identify deliverables

Tabled to next meeting at 9:30am on Wednesday May 11 at 344 Broadway, 2nd floor conference room.