

**DRAFT**  
**City of Cambridge Recycling Advisory Committee**  
April 11, 2012 – Minutes Taken by George Delegas

**Members Present:** Luis Baigiorria, Liza Casella, Claire Davies, George Delegas, Debby Galef, Rob Gogan, Adam Mitchell, Judy Nathans  
**Members Absent:** Michael Arnott, Bruce Comen, Jan Dillon, Jarrod Jones, Juliana Lyman, Laura Nichols, Robert Winters, Jason Zogg  
**Staff Present:** John Fitzgerald, Randi Mail  
**Guests Present:** Helen Snively  
**Public Comment:** None

Minutes were approved from the March meeting.

**Market Update**

Liza reported that the fiber market has flattened out. Generation is starting to come back after the winter months. Getting shipping containers is becoming an issue and if this continues it increases pressure on the domestic markets to buy. As we enter the summer months we expect cardboard to rise to the \$160's level and newspaper to rise to the \$100/ton level. Plastics continue to increase in price and we expect these levels to stay strong during the low generation summer months right up until October. No change in glass and metal is comparable to fiber.

**Tonnage**

Curbside tons recycled decreased in March 703 tons, down 2% from 742 tons in 2011. Curbside tons disposed decreased in March 1221 tons, down 2% from 1343 tons in 2011. \*\*Tons disposed includes trash from an estimated 32,103 households, public schools and city buildings. It does not include multi-family buildings served by private haulers, businesses or the universities. \*\*Randi is seeking volunteers to help table at Fresh Pond Day 5/19 from 10am-2pm. Email [rmail@cambridgema.gov](mailto:rmail@cambridgema.gov) if you can help.

**City Updates**

- **Postcard Mailing:** Randi presented the final design of 9"x12" postcard which was mailed to about 20,000 households in 6+ unit multi-family buildings with a B or C status. Staff use the thresholds below to determine recycling performance. Generally, it is recommended that buildings need at least 1 large recycling toter for every 4 households and for senior housing, at least 1 large toter for every 8 households. Randi also shared the draft design for a 3"x5" magnet with a similar look and feel to the postcard focusing on photos to bridge the language barrier.

	<b>Recycling</b>	<b>Trash</b>
<b>A</b>	More than 20 lbs per week per household	Recycling is at least 50% of all discards
<b>B</b>	10-20 lbs per week per household	Recycling 30-50% of all discards
<b>C</b>	Less than 10 lbs per week per household	Recycling less than 30% of all discards

- **StoryStream Project for Open Studios (5/19) / Riverfest (6/2)**  
Randi talked about a new partnership with [MassMouth](#) and [StoryStream Cambridge](#) to organize two waste/recycling storytelling events to experiment with a different outreach method, while gathering content for education on waste reduction and reduced consumption. The events will be filmed by [Cambridge Community TV](#) and an artist from will "scribe" in words and drawings on large posterboard during the stories. The event description:

**“Back in the Day...” Timeless stories about reducing, reusing and recycling.**

Cambridge Open Studios on May 19<sup>th</sup> from 2-4pm. StoryStream and Cambridge Recycling partner in a StoryTrade a unique storytelling event to share stories about reducing waste, consuming less and choosing to reuse. Our ancestors were natural recyclers. For centuries everybody knew how to make-do, keep the wolf from the door, scrape by, and improvise. Folk lore is full of imaginative responses basic needs, waste and greed. And there are countless stories that show how to live in elegant simplicity. Come hear folktales and share your personal stories of creative, sustainable living.

- **MA Recycling & Organics Conference & Trade Show:** Held on March 27 in Boxborough, the [conference](#) was very well attended by municipalities, businesses, and other environmental organizations. Randi attended, as well as

several RAC members attended including Judy Nathans, Rob Gogan, and Adam Mitchell. Members shared the highlights of the conference including recycling electronics, the [state's plan](#) to expand organics recycling and implement a waste ban on institutional organics by 2014, green packaging, the [EPA's Food Waste Recovery Challenge](#).

- **Business Outreach Training**

At the request of [Green Cambridge](#), and after discussion with the Commissioner and other city staff, Randi led a training session 4/9/12 on the recycling requirements and resources available for Cambridge businesses. Attendees were Quinton Zondervan, Samuel Berk and Sarah Eckstein from Green Cambridge as well as Judy Nathans, Bruce Comen, and Tom Riordan. Info packets to attendees included an agenda, [4/27/11 RAC meeting minutes with haulers](#), flyer on [Recycling Works](#), [Mandatory Recycling Ordinance](#), [Recycling Rules & Regulations](#), and a stack of recycling flyers for businesses.

Randi emphasized that all businesses and institutions in MA can now get [free technical assistance](#) for recycling, composting, and waste reduction programs from the Recycling Works program, funded for 3 years by MassDEP. Visit [www.recyclingworksma.com](http://www.recyclingworksma.com) or call (888) 254-5525 for common questions such as how to manage specific materials, how to find a service provider, and how to start a new program or improve an existing one. Services also include coordination of the MA WasteWise program, workshops and training opportunities, site visits and waste audits.

## Discussion Topics

- **Letter to DPW Commissioner/Community Development:** RAC sent letter asking DPW to create a zero waste goal for the City by 2030. This feedback will part of all public feedback being gathered for the draft climate plan for 2020. If you would like to request a copy of the draft climate goals and objectives for 2020, email [jbolduc@cambridgema.gov](mailto:jbolduc@cambridgema.gov).

## Sub-Committee Updates

- **Zero Waste:** Group is still working to summarize research of various cities and town's zero waste plans. Discussed ways to reach zero waste and stated that organics are a large portion of what is discarded in the trash. Also discussed ways to increase reuse, including scheduled curbside bulk waste. Suggested pilot programs to check effectiveness of various ideas and possibly organize something for National Reuse Day on October 20.
- **Outreach:** Debby will help Meryl with tabling at [Cambridge Science Festival](#), 4/20 12-4pm. \*\*\*Randi also needs volunteers at Fresh Pond Day 5/19 from 10am-2pm. Summer outreach will include July/August movie nights organized by the Cambridge Arts Council – maybe an opportunity for fun trailer for recycling messaging or use of StoryStream footage. Recruiting residents to sign up for email newsletter is still a priority. 105,162 residents in City, and just over 4% are signed up. Second wave to B/C multi-family building outreach will be magnets, after postcard. \*\*\*City could use help in May contacting property managers of 13+ buildings to coordinate magnet distribution, about 140 buildings with about 10,000 households. 20 of these buildings are CHA, with 2281 households. Discussed adding backer for the magnets and how to execute drops.

**Upcoming Meetings:** May 16 (Michael minutes), June 13.

Commissioner Lisa Peterson  
Department of Public Works  
City of Cambridge  
149 Hampshire St.  
Cambridge, MA 02139

March 27, 2012

Dear Commissioner Peterson,

We are writing to you on behalf of the City of Cambridge Recycling Advisory Committee. The Committee would like to thank you for attending our January meeting where we discussed how to set future waste reduction goals for the city of Cambridge.

The waste reduction plan that you presented to our Committee included graduated waste reduction and diversion rates, culminating in an 80% conversion rate by 2050. The Committee would like to encourage the Department of Public Works to focus the target by creating a Zero Waste Goal for the City by 2030.

The Committee feels that getting to Zero, or pretty darn close, is an important component of how the City will meet its climate protection goals. Recent analyses have shown that for every ton of solid waste produced by the general population, 75 tons of waste is produced in the manufacturing and distribution process. When the upstream waste generation data is included in the inventory of greenhouse gas production, wasting is responsible for upwards of 38% of the City's greenhouse gas production.

The Committee suggests that setting a Zero Waste Goal will help to align the Department with the City's climate protection goals. Reaching for Zero will embrace and reinforce the hard work of the Recycling Division. Thank you again for meeting with us in January.

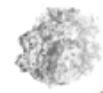
Cordially,



Adam Mitchell and Judith Nathans  
Co-chairs, Cambridge Recycling Advisory Committee

cc: John Bolduc, Environmental Planner  
Community Development Dept.

CAMBRIDGE DEPARTMENT OF PUBLIC WORKS



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Thanks for recycling in Cambridge!  
Questions? Email us at [recycle@cambridgema.gov](mailto:recycle@cambridgema.gov)

[www.cambridgema.gov/recycle](http://www.cambridgema.gov/recycle) 617.349.4800

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