

DRAFT
City of Cambridge Recycling Advisory Committee
May 16, 2012 – Minutes Taken by Michael Arnott

Members Present: Michael Arnott, Luis Baigiorria, Jan Dillon, Debby Galef, Rob Gogan, Juliana Lyman, Judy Nathans, Robert Winters, Jason Zogg

Members Absent: Bruce Comen, Liza Casella, Claire Davies, George Delegas, Jarrod Jones, Adam Mitchell, Laura Nichols

Staff Present: Meryl Brott, John Fitzgerald, Randi Mail

Guests Present: Ted Live

Public Comment: None

Minutes were approved from the April meeting. No public comment.

Tonnage

Randi gave an update on curbside recycling & trash stats. **Tons recycled increased** in April 733 tons, up 5% from 700 tons in 2011. **Tons disposed* decreased** in April 1143 tons, down 7% from 1228 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.

City Updates

- Randi is seeking volunteers to help at Riverfest 6/2 12-6pm, booth will be on the river across from Plympton St by the StoryStream stage. Email rmail@cambridgema.gov if you can help.
- Meryl and Debby began contacting property managers of 13+ C multi-family buildings to distribute the new recycling magnets to residents.
- **StoryStream Project for Open Studios (5/19, Porter Square Books 2-4pm) / Riverfest (6/2, StoryStream tent on Memorial Dr by Plympton 12 noon-12:50pm)** Come and participate!
“Back in the Day...” Timeless stories about reducing, reusing and recycling.
Cambridge Open Studios on May 19th 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. An artist will scribe during the stories. 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.
- The City’s 2012 GoGreen Awards will be Tuesday, May 22 at 8:30am, refreshments served at 8am, at the MIT Museum, 265 Mass Ave. The awards recognize efforts in energy, waste reduction, transportation, stormwater management, and climate protection. After the event, attendees will be able to view the museum’s current exhibit Rivers of Ice: Vanishing Glaciers of the Greater Himalaya. Recipients include: Christina Giacobbe of the Police Commissioner’s Office for the City Employee Award; Mystic River Watershed Association for the community organization; Karma Yoga Studio and Harvard Law School for waste reduction; TD Bank Central Square branch for energy; CRB Consulting Engineers for transportation; Amgen for transportation and energy; Tsoi Kobus and Associates for transportation and climate protection.
- Amigos and King Community School invite parents and kids to a truly inspiring film, [Bag It](#). What started as a documentary about plastic bags evolved into a wholesale investigation into plastics and their effect on our waterways, oceans, cities and even our own BODIES. Join the *bag it* movement and decide for yourself how plastic your life should be. *The showing is scheduled for Thursday June 7th from 6:30 to 8:30* at the King/Amigos School at 100 Putnam Ave. The organizers have invited Cambridge Recycling to speak briefly afterwards about recycling and composting. Please email rmail@cambridgema.gov if you can help.
- **CRLS Lunchroom Composting Program**
Randi and Meryl reported that lunchroom composting was launched at CRLS, bringing the total number of public schools composting to 6.

- **Awards**

Rob Gogan received the [Harvard University Green Carpet Special Achievement Award for 2012](#).

Randi Mail received the [Cambridge Department of Public Works Commissioner's Award for 2012](#).

Judy Nathans was presented the Community Partner Award from Public Works for her 20 year service as a recycling volunteer and member of the Recycling Advisory Committee.

Discussion Topics

- **Chair/Co-chair**

Adam Mitchell has requested to step down as RAC chair and Judy Nathans is resigning from the RAC as of June 13. Debby Galef volunteered to become co-chair and Jason Zogg said that he might be interested in chair, but will know more about his availability in June.

- **Recycling Website Analytics / Signups for Newsletter**

DPW staff met with the IT Department to review which DPW pages to develop a mobile version of for display on smartphones and other mobile devices. Top choices for the recycling pages, based on most commonly visited web pages include: [Get Rid of It Right](#), [Household Hazardous Waste](#), [Schedules and Routes](#), [Recycling Center](#), [Large Items](#), and [Curbside Collections](#). Randi also shared statistics from Google Analytics on most commonly viewed pages across the entire City website and then specific to the recycling website, see this info at the end of this document. following pages. Members then brainstormed about how to interpret this information.

- **Next meeting: 2 speakers – no subcommittees**

Randi has invited 2 guests to the June meeting to give brief presentations on their work: David Leslie, from [Food for Free](#) and Kristen Von Hoffman, Sustainability Manager for the Cambridge Public Schools. Members agreed to make other arrangements for the subcommittee meetings. Food For Free rescues fresh food—food that might otherwise go to waste—and distributes it within the local emergency food system where it can reach those in need. The Cambridge Public Schools are committed to initiating, developing, and implementing sustainable practices, with the overarching goal of establishing a long-term, successful district sustainability protocol for the schools.

Sub-Committee Updates

Each committee, Zero Waste, Outreach and Business met briefly.

Announcements

[Taste of Cambridge](#) will be held on June 12th (rain date June 14) on Sidney Street and University Park Common in Central Square from 5:30 to 8:30pm. Sample culinary delights from over 90 local restaurants, food purveyors, breweries and wine distributors. The 2012 beneficiaries are programs providing prevention, education and/or treatment for alcohol and substance abuse.

Upcoming Meetings: June 13 (Liza, minutes), Sept 12, Oct 10, Nov 14, Dec 12.

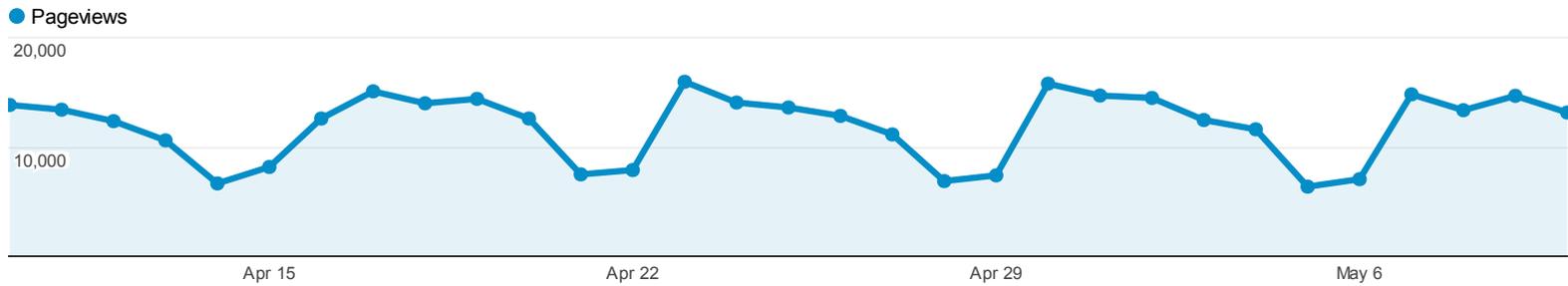
Apr 10, 2012 - May 10, 2012

Pages

100.00% of total pageviews

Explorer

Site Usage



Pageviews

369,163

% of Total: 100.00% (369,163)

Unique Pageviews

288,772

% of Total: 100.00% (288,772)

Avg. Time on Page

00:01:06

Site Avg: 00:01:06 (0.00%)

Bounce Rate

49.23%

Site Avg: 49.23% (0.00%)

% Exit

36.80%

Site Avg: 36.80% (0.00%)

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
1. /	53,676	42,816	00:00:59	32.05%	32.01%
2. /cpl.aspx	38,689	32,303	00:02:21	62.71%	59.12%
3. /citydepartments.aspx	21,945	15,946	00:00:40	26.57%	25.33%
4. /payandviewbillsonline.aspx	14,189	12,586	00:03:15	81.68%	84.92%
5. /cpl/hoursandlocations.aspx	10,668	8,524	00:00:40	56.54%	41.39%
6. /jobs.aspx	8,163	5,619	00:02:08	59.22%	57.93%
7. /cpd/	5,901	4,665	00:00:53	24.68%	27.57%
8. /permitsandapplications.aspx	4,694	3,258	00:00:35	54.57%	13.78%
9. /cpd/newsandalerts.aspx	4,595	2,417	00:01:01	19.63%	13.38%
10. /cpl/hoursandlocations/mainlibrary.aspx	4,357	3,620	00:01:16	54.26%	48.80%
11. /assess.aspx	4,345	3,089	00:01:54	50.82%	48.31%
12. /theworks.aspx	3,830	3,114	00:00:42	27.40%	18.56%
13. /ccouncil.aspx	3,742	2,618	00:01:31	49.62%	33.51%
14. /inspection.aspx	2,912	2,114	00:00:41	19.40%	16.83%
15. /cpd.aspx	2,810	1,856	00:00:45	43.59%	16.80%
16. /cpl/eventsandprograms.aspx	2,748	2,000	00:00:16	10.72%	6.84%
17. /cpl/Services/museumpasses.aspx	2,579	2,011	00:03:00	67.69%	60.95%
18. /theworks/ourservices/streetcleaning/schedulesandroutes.aspx	2,557	2,043	00:02:08	76.74%	66.84%
19. /cpl/eLibrary.aspx	2,547	2,208	00:00:35	45.31%	23.09%
20. /cpd/newsandalerts/Archives.aspx?type=CPD Daily Log	2,507	1,334	00:00:42	25.15%	11.85%
21. /cpl/calendarofevents.aspx	2,112	1,343	00:00:19	44.26%	7.91%
22. /cpd/policeunits.aspx	2,047	1,246	00:00:21	14.94%	9.09%
23. /citycalendar.aspx	1,747	1,272	00:00:20	33.56%	14.54%
24. /cpd/ContactUs.aspx	1,745	1,479	00:01:41	71.52%	59.77%
25. /cpl/Services.aspx	1,741	1,463	00:00:27	32.00%	11.03%

26.	/mayor.aspx	1,736	1,381	00:00:35	57.01%	27.48%
27.	/cmanager.aspx	1,668	1,298	00:00:36	40.59%	20.80%
28.	/cityclrk.aspx	1,643	1,226	00:00:41	23.70%	17.53%
29.	/citywebcast/livevideostream.aspx	1,535	860	00:03:31	55.38%	40.00%
30.	/theworks/ourservices/recyclingandtrash.aspx	1,495	1,184	00:00:24	22.61%	8.63%
31.	/theworks/ourservices/recyclingandtrash/hazardouswaste collection.aspx	1,456	1,193	00:01:49	72.27%	55.15%
32.	/cpl/Kids.aspx	1,357	906	00:00:43	42.98%	20.12%
33.	/theworks/ourservices/recyclingandtrash/schedulesand routes.aspx	1,345	1,245	00:01:33	83.82%	73.23%
34.	/citywebcast.aspx	1,326	1,016	00:00:38	34.15%	12.37%
35.	/finance/propertytaxinformation/fy12propertytaxinformation.aspx	1,237	864	00:01:36	73.33%	41.55%
36.	/cityclrk/mariagelicensefaqpage.aspx	1,225	823	00:01:50	54.42%	43.84%
37.	/cpd/communityresources.aspx	1,209	859	00:00:33	27.91%	11.99%
38.	/pio/citytelephonedirectory/citytelephonedirectory.aspx	1,143	899	00:01:38	60.34%	37.97%
39.	/recycle	1,133	958	00:00:34	15.05%	18.62%
40.	/finance.aspx	1,127	745	00:00:22	30.91%	8.25%
41.	/cityclrk/birthcertificate.aspx	1,116	762	00:02:23	57.95%	51.70%
42.	/cpl/aboutus/newsandannouncements/2011/10/upcoming specialevents.aspx	1,089	954	00:02:18	78.40%	36.82%
43.	/cpl/eLibrary/electronicbooks.aspx	996	862	00:04:39	82.14%	72.59%
44.	/cpl/aboutus.aspx	991	813	00:00:22	90.12%	13.12%
45.	/inspection/contactus.aspx	986	857	00:02:26	74.38%	67.95%
46.	/finance/propertytaxinformation/fy11propertytaxinformation.aspx	961	740	00:01:36	55.07%	51.93%
47.	/cpl/hoursandlocations/centralsquarebranch.aspx	917	769	00:01:11	62.14%	48.75%
48.	/cpl/aboutus/getalibrarycard.aspx	907	784	00:01:59	56.25%	38.81%
49.	/theworks/ourservices/recyclingandtrash/curbsidecollections/getridofitright.aspx	897	624	00:00:22	32.35%	6.24%
50.	/theworks/ourservices/recyclingandtrash/aboutrecycling/dpwrecyclingcenter.aspx	891	746	00:01:36	62.64%	50.62%

Rows 1 - 50 of 7754

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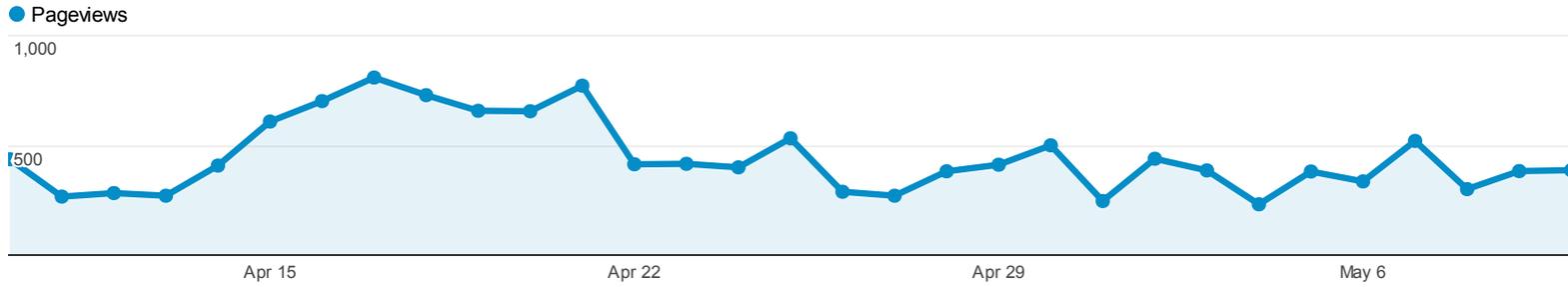
Content Drilldown

ALL » PAGE PATH LEVEL 1: /theworks/ » PAGE PATH LEVEL 2: /ourservices/ » PAGE PATH LEVEL 3: /recyclingandtrash/

3.74% of total pageviews

Explorer

Site Usage



Pageviews 13,822 % of Total: 3.74% (369,163)	Unique Pageviews 11,119 % of Total: 3.85% (288,772)	Avg. Time on Page 00:01:02 Site Avg: 00:01:06 (-6.40%)	Bounce Rate 66.14% Site Avg: 49.23% (34.36%)	% Exit 35.59% Site Avg: 36.80% (-3.29%)
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Page path level 4	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
1. /hazardouswastecollection.aspx	1,456	1,193	00:01:49	72.27%	55.15%
2. /schedulesandroutes.aspx	1,345	1,245	00:01:33	83.82%	73.23%
3. /curbsidecollections/getridoftright.aspx	897	624	00:00:22	32.35%	6.24%
4. /aboutrecycling/dpwrecyclingcenter.aspx	891	746	00:01:36	62.64%	50.62%
5. /curbsidecollections.aspx	667	514	00:00:19	38.10%	6.15%
6. /curbsidecollections/largeitems.aspx	617	452	00:01:04	64.00%	29.34%
7. /faqrecyclingandrubbish.aspx	522	432	00:00:17	7.69%	5.17%
8. /aboutrecycling.aspx	471	399	00:00:25	19.51%	8.70%
9. /curbsidecollections/getridoftright/furnitureandhouseholdgoods.aspx	460	304	00:00:43	65.38%	18.04%
10. /curbsidecollections/getridoftright/Electronics.aspx	397	286	00:00:21	23.68%	11.84%
11. /aboutrecycling/Composting.aspx	343	263	00:00:48	19.05%	18.95%
12. /curbsidecollections/getridoftright/furnitureandhouseholdgoods/furnitureandhouseholditems.aspx	331	272	00:01:35	67.94%	55.89%
13. /curbsidecollections/trashrequirements.aspx	318	242	00:00:36	15.38%	12.26%
14. /faqrecyclingandrubbish/trashfaq.aspx	314	259	00:00:46	31.33%	22.29%
15. /curbsidecollections/getridoftright/Electronics/computersandtv.aspx	271	223	00:02:50	74.19%	47.60%
16. /ordinancesandregulations.aspx	249	180	00:00:39	62.50%	18.47%
17. /curbsidecollections/curbsiderecyclingbasics.aspx	238	189	00:01:38	66.22%	43.28%
18. /faqrecyclingandrubbish/curbsiderecyclingfaq.aspx	230	182	00:01:00	57.14%	15.65%
19. /curbsidecollections/yardwaste.aspx	196	169	00:01:52	61.90%	53.57%
20. /aboutrecycling/whatwedo/recyclingandtrashguide.aspx	174	161	00:03:34	72.73%	63.22%
21. /curbsidecollections/getridoftright/constructiondebris1.aspx	165	120	00:01:14	40.91%	22.42%
22. /faqrecyclingandrubbish/compostingquestions/organicsdropofffaq.aspx	165	129	00:01:25	70.49%	52.73%
23. /hazardouswastecollection/Batteries.aspx	134	113	00:01:31	69.81%	40.30%

24.	/aboutrecycling/Composting/buyacomposter.aspx	133	73	00:01:49	47.06%	27.82%
25.	/curbsidecollections/getridofitright/clothingandfootwear1.aspx	132	115	00:01:47	78.26%	50.00%
26.	/curbsidecollections/getridofitright/Commingles.aspx	128	103	00:00:33	75.00%	29.69%
27.	/curbsidecollections/curbsiderecyclingbasics/BlueBinRequestForm.aspx	119	90	00:02:15	78.26%	42.02%
28.	/faqrecyclingandrubbish/compostingquestions/wormcompostingfaq.aspx	117	87	00:01:42	67.27%	52.99%
29.	/contact.aspx	116	107	00:02:17	57.14%	54.31%
30.	/hazardouswastecollection/florescentlights.aspx	113	99	00:01:16	65.62%	39.82%
31.	/aboutrecycling/Businesses/rulesandregulations.aspx	110	97	00:01:21	53.23%	43.64%
32.	/faqrecyclingandrubbish/compostingquestions/inyourbackyard.aspx	106	79	00:01:53	72.73%	40.57%
33.	/curbsidecollections/getridofitright/paperandcardboard.aspx	96	77	00:00:47	72.73%	32.29%
34.	/curbsidecollections/getridofitright/Plastics.aspx	87	71	00:01:47	72.73%	45.98%
35.	/aboutrecycling/singlestreamrecycling.aspx	83	66	00:01:16	75.00%	28.92%
36.	/aboutrecycling/Businesses/greenyouroffice.aspx	82	68	00:02:21	75.00%	52.44%
37.	/curbsidecollections/getridofitright/Metal.aspx	80	64	00:01:10	90.91%	30.00%
38.	/aboutrecycling/singlestreamrecycling/where.aspx	74	66	00:03:46	94.59%	62.16%
39.	/aboutrecycling/whatwedo.aspx	72	62	00:00:19	50.00%	8.33%
40.	/aboutrecycling/Businesses/gogreenawards.aspx	62	51	00:03:18	81.08%	62.90%
41.	/curbsidecollections/6plusunitbuildings.aspx	61	57	00:00:58	71.43%	32.79%
42.	/curbsidecollections/getridofitright/constructiondebris1/buildingmaterials.aspx	59	47	00:01:39	63.64%	40.68%
43.	/curbsidecollections/getridofitright/Packaging.aspx	59	51	00:00:44	88.89%	37.29%
44.	/aboutrecycling/Businesses/compostcollection.aspx	57	45	00:02:21	60.53%	63.16%
45.	/aboutrecycling/volunteerprograms.aspx	57	39	00:02:27	43.75%	28.07%
46.	/curbsidecollections/getridofitright/foodandcookingoil.aspx	57	48	00:00:44	68.75%	31.58%
47.	/curbsidecollections/getridofitright/Glass.aspx	56	43	00:01:20	91.67%	35.71%
48.	/hazardouswastecollection/Paint.aspx	56	44	00:01:35	50.00%	39.29%
49.	/faqrecyclingandrubbish/compostingquestions.aspx	55	42	00:00:10	0.00%	1.82%
50.	/curbsidecollections/getridofitright/yardandgarden1.aspx	54	40	00:00:41	0.00%	3.70%

Row s 1 - 50 of 92