

MEMO

TO: Robert W. Healy, City Manager
FROM: Jan Aceti, Recycling Coordinator
RE: Education and Out Reach Efforts for Recycling
DATE: May 29, 1991

147 Hampshire Street
Cambridge
Massachusetts 02139
617-349-4800

As requested by City Council, the following is an update on our education and out reach activities.

CURBSIDE

In addition to promotional items such as pins and bumper stickers that announce the start date for curbside collection, we are in the process of producing laminated bookmarks for distribution in the schools just before school ends. The bookmarks announce the start date for curbside collection and say that apartment recycling will start later.

Other elements of our outreach program are as follows:

SIGNS: We have produced a lawn sign for City Hall, which is in place this week and we are in the process of producing the following signage to announce the start date for curbside collection.

*Banners for placement in each of the five major squares.

*Signs to be attached to four DPW trash trucks.

ON AIR MEDIA

1. We are about to distribute curbside PSA's to thirteen radio stations.

2. We plan to provide Community Service Announcements to TV stations and hope to produce a recycling video. CCTV is eager to provide us with a recycling cable television channel. We are exploring the possibility of working with them on that.

PRINT MEDIA

1. We are making weekly submissions to the Tab and Chronicle. Recently, our permanent drop off program and the results of our logo contest were featured. We are expanding our print media outreach to non weekly publications.



SPEAKERS BUREAU

We are recruiting speakers and preparing for a speaker training session in early June. We will target the neighborhood organizations first and then expand to other organizations. We are completing a slide show on curbside recycling that will be used in these speaking engagements.

OPEN MEETINGS

We will be holding five open meetings on recycling in Cambridge at the end of June and early July. The open meetings are an opportunity for residents to see a demonstration of materials preparation and ask any questions that they have. We will be sending an open meeting invitation to each curbside household. The invitation is about to go to print at this time. The open meeting schedule is attached.

HOW-TO-BROCHURES

We are preparing a how-to-brochure that will be distributed with every recycling bin. The English version of the brochure will have tag lines in Portugese, Spanish and Creole that instruct the reader where to call for a brochure in his/her native language. We are meeting with COPA, Centro Presente and the Haitian American Association this week. We are hoping they will agree to distribute brochures in Portuguese, Spanish and Creole and answer questions about recycling. We have already made arrangements with them for translation of our brochures into the native language and have engaged a company with native language proof- readers to typeset the brochures.

We will also ask these organizations about the native language radio stations and TV channels that are listened to by their respective communities and provide the stations and channels with translated PSA's and Community Service Announcements.

POSTER

We will be producing 2000 store front posters that advertise the start date for curbside; announce that apartments will be starting later, and issue a call for block leaders and apartment resident leaders.

BLOCK LEADER PROGRAM

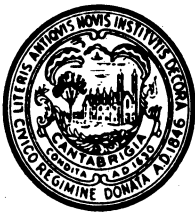
We are continually recruiting block leaders and will hold several block leader training sessions in late June. Block leaders will serve as an information resource for their neighbors and will monitor how the program is working in their area.

APARTMENT BUILDING RECYCLING

We recently met with several apartment management company representatives, superintendents and haulers to get their input on challenges that we will face. We are aggressively researching the few existing programs in other parts of the country and are beginning to do some site visits in Brookline and Cambridge. We will tour several Cambridge Housing Authority buildings on June, 5, 1991. We plan to initiate some pilot programs in buildings in the next few months.

BUSINESS RECYCLING

Preparations for business recycling are shaping up along the same lines as apartment building recycling. We met with business owners, and the major haulers. We have also given presentations to the Business Associations and the Chamber of Commerce. We are preparing to launch a cardboard recycling pilot program in Harvard Square. We will present a cardboard recycling pilot program proposal to the Harvard Square Business Association at their annual meeting on June 19th.



CITY OF CAMBRIDGE

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EXECUTIVE DEPARTMENT

ROBERT W. HEALY

City Manager

RICHARD C. ROSSI

Deputy City Manager

June 3, 1991

To the Honorable, the City Council:

As you are all aware, curbside recycling is scheduled to begin the week of July 15th. In past discussions on the program, the Council has requested information on the education and outreach efforts as well as a demonstration on the materials to be recycling and the proper procedure. Attached please find a report from Recycling Coordinator Jan Aceti outlining the education and outreach plan.

Also, at this time, I have asked Ms. Aceti to spend a few minutes demonstrating the proper recycling procedure. My hope that this will help inform viewers of the City Council meeting and each City Councillor on what the City is asking residents to perform.

Very truly yours,

Robert W. Healy
City Manager

Attachment

Agenda # 8

5-748

Education and outreach plan of curbside
recycling.

In City Council,

June 3, 1991

Placed on file