

Cambridge Campaign to Paper Recovery: IF IT RIPS, RECYCLE IT!

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ATTACHMENTS

- LETTER: to homeowners receiving a toter just for paper
- FLYER: Cardboard: It's not thaaat hard!
- NOTICE: "A note from your recycling driver..."
- SCRIPT: student volunteers calling residents with paper recycling tips
- BROCHURE: Cardboard info in "Guide to Moving and Renovating in Cambridge"
- FLYER: America Recycles Day: If it rips, recycle it!
- FLYER: Introducing trash buddies to city employees

SURVEY OF BLUE BIN REQUESTERS ABOUT PAPER RECYCLING



In January the following message was sent to 400 residents who had requested a blue bin via email from www.cambridgema.gov/TheWorks/departments/recycle/recyclebin.html. 93 people responded and the biggest lesson was that many of the old rules about recycling were still held and so we've been hammering away on the following points since:

- Give examples of paperboard. Don't worry about the plastic spout on milk/juice cartons.
- Glossy paper and junk mail are accepted. Just remove plastic wrapping.
- Plastic windows on envelopes and tissue boxes are OK and there's no need to remove staples, paper clips, or spiral bindings.
- All paper can be placed together in a paper bag.

Also, as expected, several people expressed concern about identity theft when it came to recycling junk mail. To these people I would tell them to recycle junk mail and tear up anything with personal info beyond name & address like account numbers. I wouldn't worry if something only has your name & addresses because that is in the phonebook. If you choose to shred paper, you can (but don't have to) staple it in a paper bag labeled "shredded paper" or bring large quantities to our Drop-off Center. I would also offer sending them the DEP's Junk Mail Reduction Kit.

Could you recycle just 30 more pounds of paper a year? If so... or even maybe, please help us out by answering a few questions and replying to this message. THANK YOU!
(You've received this message because you recycle and have requested a bin online -- **you** are making a difference!)

In a study last year, the City discovered that up to 1500 tons of paper is still thrown out annually! That much paper could save 25,500 trees, over 10 million gallons of water, 4950 cubic yards of landfill space, and about \$136,000 in avoided disposal fees paid the City. >>More info on the study.

Fill this out to fill us in! (Please email us back with your answers!)

1. **What kinds of paper do you recycle?**
2. **If you don't recycle any of the paper products below, please describe why:**
(Some possible reasons: Didn't know it was accepted, Not enough space, it's inconvenient, too difficult, can't get other household members to do it, privacy, etc. If you find it inconvenient or don't have enough space, please be specific.)
 - a. If you don't recycle paper board, why?
 - b. If you don't recycle magazines or phonebooks, why?
 - c. If you don't recycle cardboard, why? (ex. packing or shipping boxes)
 - d. If you don't recycle cartons, why? (ex. orange juice, milk or soy milk containers)
 - e. If you don't recycle junk mail, why?
3. **Do you collect your paper for recycling inside the house or outside?**

THANK YOU FOR YOUR PARTICIPATION! Your feedback will help us determine how to improve our education and outreach message.

TOTERS JUST FOR PAPER TO HOMEOWNERS

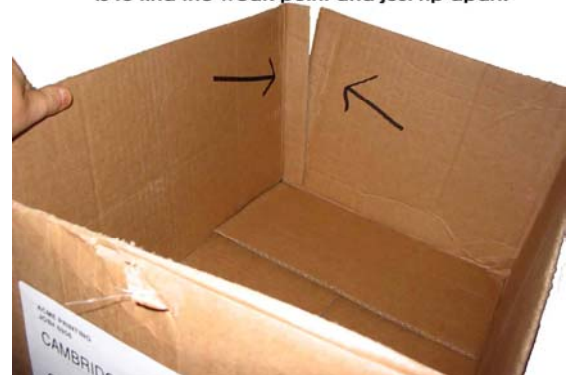


- Historically Cambridge has given toters for free for papers and containers to buildings with 13+ units. 250 64 and 96-gallon toters to homeowners already recycling in buildings typically ineligible, with a focus on single-three family homes. It makes sense to get existing recyclers to recycle more vs. getting non-recyclers to start.
 - Capture rate study (DSM Environmental) in winter 2003 showed that up to 1500 tons of paper still thrown out annually. See report at www.cambridgema.gov/TheWorks/departments/recycle/studies.html.
 - Advertising in newspaper, website, letters to new homeowners, word of mouth via neighbors and feedback from curbside contractor.
 - Follow-up letters sent with extra labels & brochures. See attachment.
- **Note: Toter Inc EVR II containers now on state contract are not compatible with Labrie recycling trucks. The lift mechanism on the truck would need to be trim 1/2" off each end of the steel bar.*

NEW PAPER & CARDBOARD LANGUAGE IN WRITTEN MATERIALS

- Cambridge sees a lot of cardboard set out that is not flattened or is larger than 3 ft x 3ft. From the capture rate study, we found that an estimated 456 tons is thrown out annually. A big challenge is to get compliance from transient residents that generate most of the cardboard. Renters make up 68% of the total households.
- See text on paper and cardboard in brochure. Full page on cardboard in our new "Guide to Moving and Renovating in Cambridge". See attachment.
- We also got a 2-page full-color spread in the Cambridge Life magazine, which is published 2x/year and is available at libraries and in news boxes in all of the squares.
- A mini campaign on cardboard: "Cardboard, it's not that hard! Flatten a box the easy way... find it's weak point!" See attachment, which appears on the backside of letters to new homeowners, was given to city building custodians and included on a new notice that drivers leave in bins.
- We continue to think about how to get the word out during the heavy move in/out season.

The easy way to break down a cardboard box is to find the weak point and just rip apart!



PHONE CALLS TO BLUE BIN REQUESTERS WITH STUDENT VOLUNTEERS



On three different occasions, we've had students (6th graders up to college students) use the attached scripts to call residents. There are two scripts: 1) talking with a live person and 2) brief answering machine message. 3-5 students calling for 2-3 hours can make hundreds of calls, and they love it!

ADDITIONAL ACTIVITIES TO PROMOTE PAPER RECYCLING

- If It Rips Recycle It!** Presentation at Cambridge Center for Adult Education – promoted in the course catalogue, which is widely mailed and available. Course description was:

A recent study found that Cambridge residents throw out up to 1500 tons of paper annually! That enough to fill 166 trash trucks. Recycling paper is easy; remember, "if it rips, recycle it" as long as it is free from food waste and no hard cover books. There's no need to remove staples, paper clips, spiral bindings or even plastic windows on envelopes. Come hear Cambridge's Recycling Director Randi Mail discuss how City residents can recycle more magazines, junk mail and paperboard (ex. cereal and tissue boxes). Randi will explain how recycling more paper reduce disposal costs, brings in more revenues and preserves natural resources.

- Promoted paper recycling for America Recycles Day and had resident volunteers post around town. See attachment.
- Introduced trash buddies at several city buildings to encourage employees to recycle more paper since it's up to 90% of office waste. See attachment.
- Pilot program this January. We will distribute about 250 "multi-bags" to renters and owners living in large apartment buildings. We have 5 test buildings that vary in recycling levels.

