

CCSMM Public Engagement Questions Response

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To: DEEP RecyclingProgram

Cc: John Phillips <JohnP@WestHartfordCT.gov>

CCSMM Survey Response.docx

17 KB

Hi,

Attached please find responses to two of the four focus areas, Organics and Increased Recycling.

Thank you.

Katherine

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Comments on Public Engagement Questions

Comments are organized by, the numbers and letters in your survey questions.

Focus Area: Increased Recycling - d. Education and Outreach

1. South Portland, Maine, in partnership with Eco-Maine, implemented a pilot program to reduce recycling contamination. It was a Community Based Social Marketing (CBSM) approach. After 8 weeks of very targeted education, “boots on the ground” using interns, they noted a significant reduction (5%) in contamination. Residents responded positively to the increased education through “oops tags” and conversations with the college interns, who were given a 1 week training program. COVID interrupted expansion of the program this past summer. They planned to reach out to multi family units next. They have created a Toolkit for the program which they are willing to share.
2. Barriers is cost for the “boots on the ground” outreach and education. Grants would be helpful to help towns
3. Implementing such a program would reduce environmental and economic costs associated with contaminated loads of recycling
4. Lucy Perkins is the Sustainability Coordinator for the City of Portland who presented this pilot in an aug 12th NRRC webinar along with Matt Grondin, Communications Coordinator for Eco Maine. Perhaps they would be willing to present.
5. DEEP, through Recycle CT could adopt and promote a similar toolkit for CT.

Focus Area: Organics

Organics: a. Food Scrap Collection.

1. Two good examples: 1) The City of Cambridge implemented an organics diversion program (note pg. 8). Cambridge says “it costs less money to dispose of food waste in the compost program than in the trash.”

<https://www.cambridgema.gov/-/media/Files/publicworksdepartment/recyclingandrubbish/zerowastemasterplan/zwmp10119.pdf>

- 2) Syracuse, NY, runs largest municipal food recovery program in NY.

<https://www.wastetodaymagazine.com/article/composting-organics-diversion-waste-today/>

2. Barriers - education about the SCALE of food waste and cost savings of decreasing waste.
3. Significant environmental benefit by not having food and other organic waste incinerated or landfilled.
4. Engage a speaker from the Cambridge or Syracuse programs on the creation and implementation of their programs
5. Can DEEP push for state-wide incentives for implementing curbside food waste collection programs.