



## Zero Waste Arlington September 2020 Notes

Date: *Thursday September 17*

Time: *7:30-9:00p*

### **Attendees**

**Members:** Larry Slotnick, Priya Sankalia, Paul Goldberg, Jim Ballin, Emily Dertz, Allison LaValley

**Associates:** Julie Benyo

**Visitors:** Scott Mullen, Robert Kotigua

### **Notes**

1. *Old Business - None*
2. *New Business*
  - a. *No Plastic Please updates - no updates discussed*
  - b. *Update on Recycling IQ Program*
    - i. Julie B is participating in the Recycling IQ program of 20k households and overall, the "Recycling IQ" is lower than expected. Lots of bins are contaminated and residents are surprised.
    - ii. Contaminated bins are tagged and specific reasons are indicated. Starting next week, JRM will not pick up bins that are tagged as contaminated
    - iii. Background on why this program was spun up is in order to improve Arlington's recycling value so that it has value for the hauler when Arlington re-negotiates our contract
  - c. *Update from PR/Communications sub-committee*
    - i. gained 40 followers in past month to reach 407 now
    - ii. always looking for new content - send to Sarah K
    - iii. someone just asked a question on our Facebook page "An ideas on how to recycle binders? Goodwill will not accept them."
      1. recycle -consider deconstructing and seeing what could be recycled separately
      2. reuse - post on EIF arlington
    - iv. Should we hire a PR professional to help us come up with a strategy for us and advise on approach and best channels?  
Group open to it,

- d. *ZWA Speaker series - Discuss launching this fall*
  - i. Larry's reached out to a number of groups, such as MASSPIRG, Conservation Law Foundation, Bay State Textiles
  - ii. Given our relatively low distro list, Who could we partner with in order to increase our reach? Potentially the libraries, or Sustainable Arlington? Green Teams? Girl Scout troops, Church groups, etc. Other groups where environmental issues aren't front and center, but they have a broad network
  - iii. Host online events, record and then distribute
  - iv. How do we get this started?
    - 1. Need to define our goals, e.g. Who are we trying to target? Novice/beginners or those already committed?
    - 2. Ideas on topics
      - a. Intro to recycling
      - b. Practical info on how to live zero waste life cycle
      - c. policy-related discussions
      - d. TedTalk/lightning talks format
  - v. *Next steps - Emily & Priya to brainstorm community groups to engage and Larry & Paul to work on a proposal for review at the Oct meeting*
- e. *Slash Trash Challenge by CLF starts next week - Priya to look into how to kick this off and leverage what's already built*
- f. *Ran out of time to discuss live -*
  - i. *Fall outdoor swap series*
  - ii. *All-virtual MassRecycle Conference & Trade Show (Oct 28/29th)*
  - iii. *Discuss ban on "nips" - Priya and Jim to follow-up via email*
- g. *Ask for anyone interested in becoming co-chair to reach out to Larry or Allison. We'll vote on co-chairs at our next meeting.*

Meeting started at 7:30pm and ended at 9:32pm.