

Cape Elizabeth Recycling Committee Goals and Work Plan for 2013

Goal 1: Promote Residential Utilization of the Recycling Center and Facilitate Ease of Use

Continue community outreach efforts, leveraging local media (*Cape Courier*), Town website, community events (e.g., Family Fun Day, Earth Day, etc.), and other available channels to encourage citizens to maximize their utilization of the Recycling Center and available services.

When possible and if budget allows, work to update Recycling Center wayfinding and instructional signage, as well as other collateral materials (e.g., Recycling Center brochure) to make it easier for citizens to know what materials can be recycled and the proper areas of placement at the Recycling Center.

Volunteer Committee members' time at the Recycling Center to offer assistance to citizens, answer questions, distribute literature, and generally promote recycling initiatives. (Goal: several times per year:) 2x per year 1 spring 1 fall

Goal 2: Encourage Increase in Recycling Among Non-Residential Entities

Undertake a coordinated approach to reach out to the Cape Elizabeth business community and other non-residential entities to encourage voluntary increases in their own recycling efforts and/or programs, as well as making recycling more widely available to their customers, tenants, and other constituents. Examples could include persuading retail businesses in Town Center to offer single-stream receptacles for customers, or offices to make sure recyclable items are handled appropriately by facilities management services.

Goal 3: Partner with Cape Elizabeth Schools to Increase Recycling

Along with Public Works Director and Director of Facilities, analyze monthly recycling data, and when applicable offer suggested strategies and tactics to impact results. We intend to participate in the school efforts as needed and partner with Facilities Management in ensuring proper use of the trash and recycling container systems.

We are continuing to provide financial support to CE Middle School to allow a teacher to sponsor an Environmental Club.

Additionally, continue voluntary attendance at the CE High School Environmental Club meetings. Additionally, offer research, data and logistical support for any initiatives being pursued by the Club (such as the Zero Waste Challenge.)

Offer Committee member(s) for recycling education presentations at Pond Cove School (possibly in association with Earth Day.)