

Cape Elizabeth Recycling Committee Goals & Objectives for 2018

1. Continue education and outreach to Cape Elizabeth residents, visitors and businesses about the recently enacted Town ordinances regulating use of single-use bags and polystyrene foam. Specific objectives include:
 - a. Design, print and deliver signage for businesses to post that explains the single-use bag fee.
 - b. Follow up with businesses to ask about the customer response to and ease of compliance with the ordinances.
 - c. Ask select businesses with automated point-of-sale systems to voluntarily track sales of single-use bags as a metric of bag use over time.

2. Continue reaching out to Cape Elizabeth schools to offer collaboration and support for waste reduction and recycling. Specific objectives include:
 - a. Continue working with the Facilities Department to implement signage and upgrades to facilitate student lunch waste sorting in the Pond Cove/Middle School cafeteria.
 - b. Continue to engage with interested people within the schools, including the Director of Teaching and Learning, the high school environmental club advisor, and an IT specialist (to make PSA videos) to identify short-term collaboration opportunities.
 - c. Develop and present to school administrators a proposed framework for a school-wide (or district-wide) committee to enable long-term efforts to improve waste reduction and recycling throughout the entire school (district).
 - d. Engage in the public process for school renovation planning to identify opportunities to implement improvements in waste reduction and recycling (e.g., PC/MS cafeteria redesign, water refill stations).

3. Increase outreach efforts around food waste reduction and collection during the month of May, when food waste collection is anticipated to begin at the Recycling Center and in support of International Compost Awareness Week (May 6-12, 2018). Specific objectives include:
 - a. Offer a class through Community Services on food waste collection and composting.
 - b. Distribute countertop compost pails during community outreach at Household Hazardous Waste drop-off day at the Recycling Center (May 12, 2018). Solicit *ecomaine* for donations of compost pails.
 - c. Schedule food waste-themed movie screenings at the Thomas Memorial Library.
 - d. Schedule a public talk on food waste in Maine by a staff member of Natural Resources Council of Maine.

4. Enhance communication tools for community education and outreach. Specific objectives include:

- a. Add content to the committee webpage on the Town website.
- b. Create print materials for distribution as Cape Courier inserts or mailings.
- c. Utilize social media, such as the Town Facebook page, for outreach and education messaging.
- d. Research available online education and outreach resources, such as those created by Recycling Partnership (recyclingpartnership.org) to address contamination of single-stream recycling.