

# Curbside Education Advisory Committee and Education Work Group

June 28, 2018, 10 am  
Town of Ashland- Council Chambers

Member Focus: Town of Ashland (Center of the Universe)



## Agenda

### Welcome

### Member Focus

- Town of Ashland (Jenny Schontag, Department of Public Works)

### Strategic Plan Update

- Annual recap

### Contamination: Communication and Education Strategy for Proper Recycling



- Develop a regional plan
- Contamination/Unaccepted items
- Impact to Residential/Curbside and Drop-off Programs (costs)
- Make the Connection (between residents and negative impact of recycling unaccepted items)
- Effective Education Strategies for Proper Recycling Webinar Recap
- Plastic Bags and Plastic Bagged Recyclables Webinar Recap
- Rejection Stickers (CVWMA contractors)
- CVWMA Contact Center/Call Types
- Public Education (rejection stickers sticker follow-up; other tactics)
- Create initial campaign
- Consistent Messages/Locality Assistance (CVWMA & Member Localities)

### 2019 CVWMA Recycling Collection Schedule

- Education focus

### Roundtable

Next meeting date: October 2018