

Recycling Meeting Minutes 9-September-2021 @ 6:00 P.M. @ DPW
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Members Present Becky Soderman Betty Mattson Karen Willis Lee Williams Norm Eisenmann Rebecca Gore	Members Absent None	Guests Present Emily Pacht
Sustainability Manager Present Melissa Joyce		

Call to Order.

The meeting was called to order at 6:05 p.m.

Review and Approve Meeting Minutes – August 2021

The 5-August-2021 meeting minutes were reviewed and approved by unanimous vote.

Eco Club Input

NONE

RECEIVED
2021-10-12
8:38 AM

Sustainability Manager Update – Melissa Joyce

TONNAGE TOTALS for July 2021

Textile recycling (Formerly Pink Bags)	1162	pounds
Recycling	289.14	tons
Trash	899.43	tons

TOWN OF
CHELMSFORD
PATRICIA E. DZURIS
TOWN CLERK

Mattress Recycling

- Melissa is working on final details for the contract with UTEC for mattress collection and recycling.
- Residents will call UTEC for mattress and/or box spring collection.
- The resident will pay UTEC \$30 per mattress or box spring.
- Chelmsford will pay an additional \$4 per item and the Commonwealth will pay \$15 per item for the recycling portion.
- Pickups will most likely be every other week.
- A flyer will be going out to the residents to inform them of the changes.
- Melissa will work with Republic to help educate residents.
- Other proactive towns/cities include Bedford, Carlisle, Concord, Lincoln, Melrose, Methuen, etc.

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When the tax bill inserts are printed Melissa will be getting extra flyers to handout at drop-offs

Fluorescent Bulb Shed

36 customers at the September Bulb Shed Day staffed by Betty, Lee, and Norm.

Recent Recycling Tonnages

	Feb 2021	Mar 2021	April 2021	May 2021	June 2021	July 2021	Aug 2021	Sept 2021	Oct 2021
# Of Collection Days in the month	20	23	22	20	23	22			
Textile Recycling (tons)	2.74	5.45	6.28	4.78	1.54	0.58			
General Recycling (tons)	235.32	292.95	279.82	262.82	297.4	289.14			
Trash (tons)	741.65	915.62	912.92	860.7	924.35	899.43			
% Recycled	24.0%	24.1%	23.3%	23.3%	24.3%	24.3%			
% Diverted including textile recycling	24.3%	24.6%	23.9%	23.7%	24.4%	24.4%			

Old Business

Recent and Upcoming Events

EVENT	DATE(S)	TIME	LOCATION
August Bulb Shed Day ~53 residents participated	4-August	COMPLETE	Behind Town Hall
September Bulb Shed Day ~36 residents participated	1-September	COMPLETE	Behind Town Hall
October Bulb Shed Day	6-October	9 a.m. to 5 p.m.	Behind Town Hall
Paper Shredding	9-October	9 a.m. to 1 p.m.	DPW on Alpha Road
Household Hazardous Waste	30-October	9 a.m. to 1 p.m.	DPW on Alpha Road

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EVENT	DATE(S)	TIME	LOCATION
November Bulb Shed Day	3-November	9 a.m. to 5 p.m.	Behind Town Hall
Leaf Drop-off	20-November	9 a.m. to 1 p.m.	DPW on Alpha Road
Brush Drop-off	20-November	9 a.m. to 1 p.m.	Community Tree

Publicity/website Update

The tax bill insert has been completed. The printing company that handles the tax bill printing and mailing will include the recycling insert in the envelope with the tax bill.

The website has been updated and all of the links were verified to be functional.

Bulb Shed Publicity

Melissa will contact the Eagle Independent to see if she is interested in visiting the Bulb Shed next month and writing an article about the work done at the Bulb Shed and other activities that the Committee supports.

Information on the changes to the textile recycling program has been posted on the board at the library. Only library events are posted electronically.

Review of Open Action Items

Date	Owner	Action	Due Date
5-Nov-20	Lee	Need to order bags to hand out at the Farmers Market. (The last order was from Bullet Brands and cost \$2.60/bag for 500 bags, made from recycled materials.) Lee will investigate. Can also purchase virgin cotton bags or recycled plastic bags. The Committee reviewed two sample bags at the September Meeting and unanimously selected the "Made in USA Cotton Canvas" bag. After a logo, etc. is selected the actual purchase can take place.	4-Nov-21
4-Feb-21	Lee Karen Rebecca	Organics curbside pickup: Town request for bids; residents sign up and pay individually. Offbeet is one possibility. Karen has information from previous years. As discussed at the September Meeting, the next step is to prepare a Request for Proposal (RFP). The summary of the survey is included in Attachment 3 to the minutes of 9-September-2021.	4-Nov -21

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Date	Owner	Action	Due Date
		Melissa, Karen, and Lee will have a Zoom meeting to discuss the RFP. Melissa will work to locate an RFP from another town that the Committee can use.	
3-June-21	Karen	Purchase a banner for a booth, such as for a 4 th of July in 2022 and beyond. Maybe use Tiger Press? Maybe decide upon an image for the committee.	2-Dec -21
7-July-21	Lee	Need to prepare a report of our accomplishments and goals by mid-august.	Complete
5-Aug-21	Norm	Submit the approved July meeting minutes to the Town Clerk.	Complete
5-Aug-21	Norm	Update the website with the Fall drop-off events	Complete
5-Aug-21	Karen Becky Rebecca	<p>Contact the Tyngsborough Sustainability Committee to learn more about how they started, what they have learned, etc.</p> <p>The initial plan is to have a collection in the Fall of 2022 in part due to the Tyngsborough drop-off is in the Spring of 2022.</p> <p>May want to coordinate with the Center School PTO that has a Junk Day in the Fall.</p> <p>Rebecca knows one member and will provide introductions to Diana Keohane.</p>	

Review of 2021-2022 Goals and Long-Term Goals

See Attachment 1 for updated goals.

New Business

Emily Pacht presented her proposal to assist the Committee with brand consistency between flyers, the website, and printed ads. The Committee voted unanimously to accept the proposal.

Open Discussion

7-October is the next meeting at 6:00 p.m. at DPW on Alpha Road

Motion to Adjourn.

The meeting was adjourned at 7:30 p.m.

Attachments

1. Review of 2020-2021 Goals and Long-Term Goals
2. Proposal to assist the Committee with improving brand consistency.
3. Composting Survey Summary

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Review of 2021-2022 Goals and Long-Term Goals

Mission Statement:

The Chelmsford Recycling Committee is dedicated to reducing the volume of solid waste generated in the town of Chelmsford. The committee strives to promote waste reduction, reuse, recycling, repairing, and composting among the residents, businesses, and institutions in the town of Chelmsford.

Prior to June 2022	Beyond June 2022	Recycling Committee Goals	Committee Member Taking Lead
		EDUCATION/AWARENESS	
X		Town-wide Clean-up re-imagined <ul style="list-style-type: none"> • Have the cleanup for a week again, vs just one day. • Need to be able to thank persons and groups via Facebook, local papers, etc. • Need to post photos 	Karen Melissa Betty
		REDUCE WASTE	
	X	Charge fee for bulk items	
	X	Investigate one or more water bottle filling stations for the Bruce Freeman Rail Trail. <ul style="list-style-type: none"> • Cost per unit (not installed) is between \$2000 and \$8000. • Need location with access to water main. • Need to consider winter weather. 	Lee
		RE-USE/REPAIR	
	X	Transfer station/swap shop	
	X	Promote local swap resources (Buy Nothing Chelmsford, etc.)	Betty
	X	Repair Cafés Three events/year, post-pandemic (Eco Club participation?)	Lee
		RECYCLE-RESIDENTIAL/TOWN RECYCLING	
	X	Multi-vendor recycling event (shredding, electronics, tires, etc.) The Zero Waste Day.	Karen Becky Rebecca
	X	Trash/recycling bins at parks, athletic fields	
		RECYCLE-BUSINESS RECYCLING	
	X	Advocate for Board of Health mandate for hauler permits	Rebecca
	X	Plan the Implementation of hauler permits: <ul style="list-style-type: none"> • Research how other MA municipalities have implemented business recycling programs and • Conduct a survey of Chelmsford businesses to find out what level of business recycling is going on now. 	Rebecca
X		Will grocery stores continue to collect and recycle plastic bags and plastic film now that they are not using plastic bags? How are the stores handling the bags currently?	Becky
		COMPOST	
X		Organics curbside pickup: Town request for bids; residents sign up and pay individually. Offbeet is one possibility. Karen has information from previous years.	Lee Karen Rebecca

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Prior to June 2022	Beyond June 2022	Recycling Committee Goals	Committee Member Taking Lead
X		Organics drop-off: Promote with sale of compost bins in the spring, free compost pails?	Lee Karen Rebecca
	X	Setup survey of how many interested in composting.	COMPLETE
X		Setup program for indoor composting. Consider using money to have a worm composting seminar. Have at July 4 th booth and raffle off some worm composting kits.	Lee



Chelmsford Recycling Committee 2021 Rebranding Proposal

Prepared for: Chelmsford Recycling Committee
Prepared by: Emily Pacht
September 9, 2021



EXECUTIVE SUMMARY

Objective

The Chelmsford Recycling Committee is looking to update its current graphic design work to improve overall continuity and brand consistency. The website, flyers, and printed ads use different colors and typefaces, and different logos make it hard for consumers to see that this media is all connected. Going forward, we will be creating a consistent look and feel for the committee for use across all platforms and media.

Goals

The goal of this project is to develop easily identifiable branding for the Chelmsford Recycling Committee. With a unifying look and feel as well as a new logo design, consumers will recognize that all media and materials are connected to the Committee. Key traits of the new design language will include the following:

- *Clean:* The design language will be uncluttered, with a clearly established visual hierarchy that makes it easy for consumers to understand.
- *Recognizable:* Consumers must be able to quickly identify the Chelmsford Recycling Committee in all mediums.
- *Consistent:* The pillars of the design language will not change from medium to medium, tying all output together.

Scope of Work

To create this consistent branding, we will begin by establishing a color scheme and typeface to be used across all Chelmsford Recycling Committee expressions. We will also be designing a new logo for the Committee to be used on all materials to further connect the brand to its products. With these elements in place to unify the look, work will commence on additional materials, including an update of the existing website to incorporate the new colors, typeface, logo, and updated photography; a reusable bag design; and a banner for a display booth for Chelmsford town events, among other deliverables.

Deliverables

Materials produced as part of the rebrand will include:

- New logo design
- Website refresh
- Reusable bag design
- Flyers for mail
- Booth banner
- Annual Guide

Delivery dates will be determined with the input of the Committee.



EMILY PACHT

BUDGET

The following is the projected cost of the proposed designs. One round of revisions is included in the price for each project. Any further revisions will be billed hourly at the cost of \$25/hour. Cost is subject to change if more detailed work or additional designs are needed. Below is the current outlined cost.

Description	Cost
Logo Design	\$ 200
Website Refresh	\$ 100
Reusable Bag Design	\$ 50
Flyers	\$ 30
Booth Banner	\$ 70
Annual Guide	\$ 50
Total	\$ 500

50% of the total cost is due at the start of the project, the remaining 50% plus any additional costs beyond the initial estimate will be due upon completion.

Responses collected 7/12/21 - 8/2/21

Total responses: 575

Email address provided: about 200

Would you be interested in a paid service for curbside pickup of food scraps?

YES: 335

NO/Blank: 240

How much would you be willing to pay for this service per month?

Blank: 125

\$0-10: 316

\$10-20: 114

\$20-30: 20

Would you drop off food scraps at a free collection site in Chelmsford?

YES: 299 (222 of these said YES to paid curbside pickup; 76 said NO)

NO/Blank: 276

Common feedback:

Concerns about smell, wildlife, expense

Already compost in backyard

Give out free compost bins for backyard instead

Would like leaf pickup service

Would participants get free compost?

Would service include free supplies?

Wouldn't pay for the service; might do a free drop-off

Need instruction on how to do it

Can condo/apartment residents participate?

Generally positive feedback: "When can we start?", "I would love this service"

Two residents offered to help!

Couple concerns about City Compost - unreliable service

Several positive comments about OffBeet Compost and Black Earth