



Louisville/Jefferson County Metro Government Solid Waste Management District

600 Meriwether Avenue, Louisville, Kentucky 40217

Robert Schindler

Board Chair

Keith Hackett

Executive Director

Education Sub-Committee MEETING NOTES Highlands-Shelby Park Library, 1250 Bardstown Road, Louisville, KY 40204 June 11, 2019

Vice Chairman Darrell Shelton called the meeting to order at 2:00 p.m.

Other Members in attendance: Bruce Burrow and Kim Martinez via conference call.

May 14, 2019 meeting minutes could not be accepted due to lack of quorum.

Task from Board

1. Solid Waste Study & Recommendations related to education.

- a. Discuss and finalize first recommendation to Board: Karen Maynard reviewed the proposed recommendation which states that *the Education Sub-Committee proposes that the Expanded Marketing Campaign for Recycling and Composting (residential) be advanced to the full Advisory Committee with the recommendation to approve and forward to the 109 Board.* She noted that the main wording from the study can remain the same since it's from the board, which is under appendix C. The best practices and program cost estimates can also remain the same because it's taken directly from the study.

Ms. Maynard reached out to Brent Fryrear, leader of Sustainable Behavior Team at UofL and to Assistant Professor Dr. Daniel DeCaro who has a lot of knowledge on psychology and behavior change, to see about consulting with them. Dr. DeCaro has already asked questions about the study and seemed interested. It might be beneficial to invite him to one of the meetings so he can learn what it is we are trying to do and see if he's a good fit. Vice Chairman Shelton noted if it's a potential cost savings to use someone possibly already connected to, would be a bonus. We already know we can do it a little cheaper than what the consultants predicted in the study. Also, he mentioned we should double check and make sure he is still willing to speak after giving his input on behavioral issues.

Members went over suggested revised recommendation wording, and all agreed that the first paragraph should contain the sentence *"leaving yard waste on lawn, backyard composting and utilizing yard waste collection"*. The years were changed also since the study hadn't progressed until now, to word implementation to begin in 2020 (instead of 2018) and to divert the waste annually by 2028 (instead of 2026). Recommendations on education was also reviewed to see if there are any other dependencies or obstacles. The added position of the proposed/approved educator should be hired by 2020. Included in the packet was the list of pros/cons and dependencies that came out of last month's discussion. After reviewing, another pro and another con was discussed as listed below:

Pro: *Gives a chance to promote recycling and yard waste during potential changes to the Department of Public Works Collection System.*

Con: *There are several changes in the USD collection system.*

Bruce Burrow stated he approves of the wording for the recommendation. Vice Chairman Shelton

(Continued)

stated he has no objection on the wording either. The first step at the Advisory Committee level would be for all to review and make sure all members agreed. Tell them what it is and make sure a quorum is reached on that day, so all members can vote on it.

The estimated timeframe was also discussed with the below outcomes:

Vice Chairman Shelton stated after its fully implemented it would be hopefully ongoing without an expiration date. Pete Flood feels we need to take inventory of where we're at, then decide on a deadline. Mr. Burrow thinks an implementation before yard waste collection starts in the spring would be ideal.

Consensus of members was that six-month timeframe for board approval then a launch in Spring, 2020, at yard waste collection season start.

Since there was no quorum reached today, it cannot be voted on to take to the advisory committee, but it can be ready for next months meeting when a quorum is hopefully met.

Ms. Maynard will compile all changes into the recommendation and email out to the members for review before its presented to the full committee at the next meeting.

Other Projects

1. Update on Know Waste Wednesday – Weekly Next-door Poll: This is the same thing Ms. Maynard informed us on last month. The most recent poll was the most participated in so far, with 1,200 voters that took the poll. It included a bathroom recyclable question and she showed a screenshot from that poll, to choose which item wasn't recyclable. The majority assumed it was the aerosol can, but it was the toothpaste tube. A comment section is included, and she usually responds via private messenger. One comment she noted was a statement that back in WWII they used to recycle toothpaste tubes! 30 comments were made.

Vice Chairman Shelton feels the more she responds where more people can see the responses, he feels the more participation will come into play.

Discussion on next weeks post took place. Ms. Maynard wanted input from West Rock and Rumpke on the items to use for the poll. She was tossing around summer treats and the packaging.

Announcements

Next Education Sub-Committee Meeting – July 9, 2019, 2:00 pm -3:00 pm, Highlands-Shelby Park Library

Meeting was adjourned at 3:13 p.m.