



## 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 MINUTES Highlands-Shelby Park Library, 1250 Bardstown Road, Louisville, KY 40204 November 12, 2019**

Chairman Tim Darst called the meeting to order at 2:15 p.m.

Other Members in attendance: Bruce Burrow, Kim Martinez, and Darrell Shelton.

September 10, 2019 meeting minutes were accepted by acclamation.

#### **Task from Board**

- Finalize next recommendation proposal: Expanded Marketing Campaign for Recycling and Composting (ICI Sector):** Karen Maynard asked the sub-committee if they wanted to move forward with taking this proposal to the Board asking for approval that it can be moved to design phase. The format is consistent with the Service Level Standards sub-committee's suggested format. (Proposal and design questions are a small part with background information being the larger part. Examples would be part of separate document.)  
Bruce mentioned his comment at the last Board meeting – this process takes time, we must be diligent in how and who we touch; stakeholder involvement. He remembered the Board saying the Advisory Committee members would deal with stakeholders before going to the Board for approval.  
Pete remembered that the Board wants stakeholders involved early and at the right time. Timing is critical. Sub-Committees may be rearranged into two instead of three because of the overlapping involvement required. This will be discussed at the next Advisory Committee meeting.  
After discussion, it was determined that the proposal at hand is only intended to allow the design phase to begin. (There is a three-step process: prioritizing/approving recommendations, approving to go to design, and approving implementation.) In order to avoid a needless delay, Darrell made a motion to bring this proposal to the Board, seeking approval to start the design phase as we become ready. Bruce seconded it and it was passed.
- Design Phase - Expanded Marketing Campaign for Recycling and Composting (Residential Sector)**  
**Answering/discussing key design questions** Since this recommendation has already been approved for the design phase, we can start answering these questions.  
**Outreach methods:** Karen Maynard shared a chart showing methods of outreach and how they're being used currently and notes about what could be done differently.  
**Community Based Social Marketing – 5 steps:** Karen Maynard brought up the Community Based Social Marketing website and showed the resources available.  
Tim shared that there is a method to this and finding out the obstacles/barriers will help in behavior change. Karen shared the 5 steps from the website, some insights from the book Switch, and two documents that may help (even though they are more about nature conservation.)



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Identifying the behaviors we want residents to change need to be discussed. This goes along with the first key design question: what are the measurable goals of the campaign? And what is our baseline? Although haulers report numbers, they don't always seem accurate. The Recycling Partnership will have methods and suggestions on ways to measure to get data we need.

What should staff be doing next? Tim suggests doing the Community Based Social Marketing steps first. Discussion concluded that knowing what to measure and what the barriers are will be difficult to answer. Pete said quality of recycling would come before participation, but Kim Martinez says the quality is actually pretty good compared to national average. WestRock Recycling reports that 5-8% of what comes in from residential goes to the landfill. With a rate like this, Darrell suggests that quality might not be the most productive campaign.

Other Projects

- 1. Videos: Used cooking oil video has been made by MetroTV to be promoted for Thanksgiving. This is a partner news release with MSD. Yard Waste videos that Karen made are on the website, www.louisvilleky.gov/yardwaste. Recycle Coach tutorial videos are still in progress.
2. Know Waste Wednesday updates, suggestions: Kim Martinez asked if the Holiday tips will be used and Karen says she'll use the tips from last year in the Know Waste Wednesday format and other ways. Pete asked if the sign ups for Recycle Coach has increased. Karen sees a constant increase, but needs to look for spikes. Pete stated that many participants from the Shredding Event said they knew about the event from Recycle Coach.

Public Input

Hillary Ladig stated that she will be interested in how the recommendations get planned out and how the Board will react to all the proposals. She will ask Molly Yeager from Rumpke to share how the campaign in Columbus went as they partnered with the Recycling Partnership.

Announcements

Next Education Sub-Committee Meeting is scheduled for December 10, 2019, but there may be conflicts. We will look at optional dates after the Advisory Committee meeting on November 20, 2019 because the sub-committees may be rearranged anyway.

Meeting was adjourned at 3:25p.m.

Minutes approved by:

Handwritten signature of Tim Dant over a line, with the word 'Chair' below it.

Handwritten date 1/14/20 over a line, with the word 'Date' below it.