

Lee Recycling Committee

DRAFT

Implementation/Public Education Plan Components



- **General**

- Create and update web content covering all areas cited below
- Hold public/business meetings to identify/address implementation issues
- Identify issues others have seen that are independent of the regulations and incorporate them in the plan
- Provide ongoing support to Tri-Town re identifying alternatives – perhaps pool resources with others
 - Polystyrene: Somerville, Hamilton, Marblehead, Brookline, **Toxics Use Reduction Institute (TURI)** at the University of Massachusetts at Lowell
 - Bags: **TURI**
- Facilitate ways for citizens and businesses to compost.

- **Public education/encouragement /support**

- Educate the public about and encourage the use of reusable rather than disposable bags and other containers.
 - Educate consumers about the ability to bring reusable containers to multiple establishments
 - Encourage customers to bring their own bags and containers (for liquids and solid food)
 - Publicize the app to remind people to bring their bags
- Educate the public re food, etc. safety of bags and other drink and food containers
 - Warn consumers re health risks of all polystyrene and information on how to minimize them (e.g., don't cook/heat food in these containers – ideally in any plastic containers – or put any hot drinks or food in them)
 - Educate public about the risks of cross contamination and how to prevent it.
 - Be careful to separate raw foods from other food products.
 - Avoid using reusable food bags for other purposes such as carrying books or gym clothes.
 - Don't leave raw meat or produce in hot cars because the higher temperature promotes growth of bacteria, which can contaminate any bags.
- Educate the public re practical alternatives to thin-film shopping bags for household uses
- Educate the public about how to best dispose of alternative bags and containers.
 - Educate public that all film bags made from petrochemicals can be recycled, including “zip-lock” type
- Advise customers to regularly wash/sanitize reusable bags

- Distribute at no/low price high-quality reusable bags to food bank and other appropriate non-profits; families on WIC, etc.; people on fixed income; etc.
 - LRC, LEC grants – standard and possibly seek additional
 - Tri-Town funds
 - Hold bag making events
 - Hold an event/drive for people with extra reusable bags to donate them
 - Bag share (Northampton operation)
 - Other????
- **Establishment education**
 - Educate non-traditional entities that fall under the regulations, including farmers' markets; school and church groups; non-profits, providing info re alternatives, etc.
 - Educate businesses re alternatives to thin-film shopping bags and polystyrene drink and food containers
 - Warn re the importance of security to avoid the loss of hand-carried shopping baskets
 - Educate re should not use bulk/produce-type bags in lieu of thin-film shopping bags at check-out
- **Establishment support**
 - Promote and possibly facilitate bulk purchasing by businesses
 - Identify businesses that have successfully made the transition and have them serve as resources for others
- **Establishment encouragement**
 - Increase collection bins for recyclable plastic bags (those not regulated) – and facilitate the process for businesses
 - Encourage businesses to purchase prepared foods in more stable plastic containers with recycle codes
 - Implement greener gateway initiative for businesses – broad scope