

Village of Pelham

Sustainability Advisory Board & Climate Smart Communities Taskforce

PE5 Action: Waste Reduction Education Campaign

Updated 10/20/2020

Purpose

The Village of Pelham's Sustainability Advisory Board (SAB) and Climate Smart Communities Task Force (CSCTF) has a successful and ongoing waste reduction education campaign with the purpose of educating the public and encouraging waste reduction, recycling, and composting. Efforts include a variety of events and the launch of the new Recycle Right App.

Campaign Events and Outreach

- **Backyard Composting presentation** given by CSCTF member Lindsay Preftakes at the Manor Club
 - Date: April 2019
 - Topic: Backyard Composting
 - Target Audience: Pelham residents and others from surrounding community
 - Attendance information: approximately 20 people
 - Outreach materials:
 - <https://www.facebook.com/ecopelNY/posts/1686802624787765>
 - <https://www.facebook.com/ecopelNY/posts/1683645605103467>

- **Westchester Material Recovery Facility (MRF) Tour**
 - Date: December 12, 2019
 - Topic: Group tour of the MRF to see firsthand how recycling is handled by Westchester
 - Target Audience: Village of Pelham and Village of Pelham Manor residents
 - Attendance information: approximately 15 participants
 - Outreach materials:
 - <https://www.facebook.com/306735596825863/videos/2456263031360240>
 - <https://www.facebook.com/306735596825863/videos/503791996899025>
 - <https://www.facebook.com/306735596825863/videos/476456853228219>
 - <https://www.facebook.com/306735596825863/videos/2576620212373578>

- **Food Scrap Recycling** - EcoPel and Village of Pelham Climate Smart Communities Task Force hosted talk #2 in the "Sustainability Series" at The Manor Club (TMC). Michelle Sterling spoke on Scarsdale's food scrap recycling program.
 - Date: March 2, 2020
 - Topic: Food Scrap Recycling
 - Target Audience: Pelham residents and others from surrounding community
 - Attendance information: approximately 30 people

- Outreach materials:
 - <https://www.facebook.com/events/130040365004241>
- **Zero Waste Lifestyle Webinar** – The Village of Pelham CSCTF partnered with Sustainable Westchester and Rye Sustainability to produce a webinar “Cook. Eat. Clean: Spilling the Beans on a Zero Waste Kitchen”. Anna Riehl, member of the Village of Pelham CSCTF, was one of the three presenters.
 - Date: June 30, 2020
 - Topic: Providing tips and tricks for establishing zero waste habits and offering solutions to reducing food waste and packaging
 - Target Audience: Westchester community
 - Attendance information: Approximately 200 participants registered for the webinar.
 - Outreach materials:
 - Facebook posts:
 - <https://www.facebook.com/ecopelNY/photos/a.477809515687088/2123995751068448/>
 - <https://www.facebook.com/photo/?fbid=10224357878920266&set=a.1465881892720>
 - <https://www.facebook.com/sustainablewestchester/photos/a.1564840717069510/2619400338280204/>
 - Video of presentation:
 - <https://www.youtube.com/watch?v=2mVEyxt7zQM&feature=youtu.be>
- **Recycle Right App**
 - Launch Date:
 - Description: Sustainable Westchester negotiated a shared service agreement for Recycle Right!, an app syncing information and DPW schedules, that is customizable to any municipality.
 - Target Audience: Village of Pelham residents and merchants
 - User information: 3,943 views on Village website, 1,595 mobile installs
 - Outreach materials: <https://sustainablewestchester.org/zwaste/recycle-right/>