



## RECYCLING COMMITTEE

March 21, 2019  
10:00 A.M. – 1:30 P.M.  
Walter A. Scheiber 3<sup>rd</sup> Floor Board Room, COG Offices

### AGENDA

- 10:00 A.M. 1. CALL TO ORDER & INTRODUCTIONS**  
*Chair Denise Curry, Prince George's County*
- 10:10 A.M. 2. METRICS ON EFFECTIVE COMMUNICATION STRATEGIES**
- A. Communication Metrics and How to Interpret Them**  
Eric McAndrew, President/Creative Director  
McAndrew Company, Inc  
*Mr. McAndrew will discuss the metrics that media professionals use to evaluate the success of various types of outreach and how to interpret these measures.*
  - B. Montgomery County Outreach**  
Eileen Kao, Chief, Waste Reduction and Recycling Section  
Alan Pultyniewicz, Recycling Coordinator  
Montgomery County  
*Ms. Kao and Mr. Pultyniewicz will describe how Montgomery County conducts and analyzes outreach to its citizens and businesses.*
  - C. Toronto's Recycle Right Campaign**  
Charlotte Ueta, Acting Manager Waste Management Planning  
Solid Waste Management Services, City of Toronto  
*Ms. Ueta will review how Toronto chose a media strategy and measured effectiveness for its award-winning Recycle Right campaign.*
  - D. Food Service Packaging Institute Outreach in DC and Other Cities**  
Lynn M. Dyer, President  
Foodservice Packaging Institute  
*Ms. Dyer will explain how the Food Service Packaging Institute designs and evaluates campaigns in the District of Columbia and other cities.*
- 12:00 P.M. 3. LUNCH**
- 12:30 P.M. 4. NEW BUSINESS**
- A. Go Recycle Campaign
  - B. Markets and Materials Subcommittee Update
- 12:40 P.M. 5. NEWS EXCHANGE AND INDUSTRY UPDATE**
- 1:25 P.M. 6. SET NEXT MEETING DATE (MAY 16, 2019 – REDUCE AND REUSE: LOCAL IDEAS)**

THAT HAVE WORKED)

1:30 P.M. 7. ADJOURN

Reasonable accommodations are provided upon request, including alternative formats of meeting materials.  
For more information, visit: [www.mwcog.org/accommodations](http://www.mwcog.org/accommodations) or call (202) 962-3300 or (202) 962-3213 (TDD)