

## MINUTES

Curbside Education Advisory Committee (CEAC)

May 26, 2016

Present: Jenny Schontag (Ashland), Bob Dunn (Chesterfield), Marcia Phillips (Chesterfield), Jeff Howard (Chesterfield), Pam Cooper (Chesterfield), Leigh Dunn (Goochland), John Bourret (Hanover), Marcia Kelley (Henrico), Hallie Stephenson (Henrico), Monique Robertson (Hopewell), Patricia Paige (New Kent), Darlene Mallory (Richmond).

Absent: Chuck Henley (Col. Heights), Rob Key (Chesterfield), Steven Chidsey (Hanover), Jon Clary (Henrico), Bill Riggleman (Petersburg), Amanda Phillips (Petersburg)

CVWMA Staff: Kim Hynes, Rich Nolan, Nancy Drumheller, Stephanie Breaker, Denise Ritchie

Guest: Clara Mills, Spotsylvania County, Member of the Litter Control and Recycling Advisory Board and Virginia Council for Litter Prevention and Recycling (VCLPR)

Welcome and introductions

Handouts included the Meeting Agenda, CVWMA Power Point Presentation, CVWMA Draft Strategic Plan FY 2017-2020, CVWMA Communication Plan, Litterati Power Point Presentation.

### ***CVWMA Strategic Plan:***

Kim Hynes explained the process and how it was a good exercise to go through after the Authority culminated twenty-five years in the region. The final plan will guide the Authority on what are key areas going forward. She went over the one page handout that was an overview of the mission, vision, guiding principles, goals and objectives for the organization for the next four years. The final plan will be distributed to CVMWA Board Members on June 17 for approval. Staff will start implementing goals and objectives as soon as the plan has final board approval.

### ***City of Richmond Recap:***

Kim Hynes provided an update on participation and tonnage in City of Richmond since going to 95 gallon carts. In the first ten months since the citywide cart rollout to over 61,000 homes tonnage is up 2,665 tons year to date which is a 46% increase in volume in the City since last fiscal year. As a result of the City of Richmond converting to the 95-gallon recycling carts tonnage and participation (set-out rate) has increased.

Rich Nolan reported that the projected increase tonnage for the mature recycling program is approximately 3,000 tons per year. The recycling volume has tripled in low participation areas.

TFC, service contractor, has reported minimal contamination in the recycling carts which is attributed to the ongoing education to the citizens. If the recycling cart is misused as a trash cart the cart is removed from the residence.

Kim reported that there are over 100,000 carts in the region with Ashland, Colonial Heights, Hopewell, Petersburg, Richmond all going to carts as well as carts in CVWMA Residential Recycling participating localities where the resident can purchase a cart for \$65.00. Hopefully, other localities will consider the move to carts for all eligible households.

## **County Waste**

Kim Hynes reported that several local refuse businesses have been acquired by County Waste Services. The company currently leases property from Shoosmith Landfill in Chester to operate a Materials Recovery Facility (MRF). Recently residents began reporting solicitation by County Waste in the CVWMA service areas, e.g., free recycling cart for subscription trash customers. Approximately 10 community homeowner associations (HOA), predominately in Chesterfield County, have “opted out” of the CVWMA program.

County Waste is providing subscription customers a 65-gallon gray recycling carts with weekly service. Some residents have reported the practice is confusing as many have interpreted the change as Chesterfield County has a new service provider as the names are similar, e.g., Chesterfield County and County Waste. Callers to the CVWMA Call Center have reported the recycling cart appears without notice, sometimes literature comes in the mail at a later date. An alert has been added to the CVWMA’s website to instruct residents to call the Call Center for clarification-educational opportunities.

The current recycling contractor, TFC, has expressed discord concerning the competitor’s new practice. Kim Hynes and Rich Nolan have met with Chesterfield County officials to discuss the impact to the county, loss of revenue because of the “opt out” requests as well as strategies to reduce the conflict between the two service contractors. A follow up meeting date has not been determined at this time.

There has been expressed concerned about education/presentations in areas that may have been acquired by County Waste which has different program guidelines, e.g., acceptable commodities, the distribution address list (mailing) of the 2017 recycling calendar.

Jeff Howard (Chesterfield County) has agreed to provide the “opt out” address list so the mailing list can be modified before the 2017 recycling calendar is mailed in late-December 2016. The addresses must be received before November 1st to ensure accurate data is transmitted to the mailing contractor.

Solicitation has also been reported in Hanover County, King Charter community, approximately 30 homes; Henrico County, Twin Hickory and Wyndham communities; and non-formal HOA communities in Goochland County.

Q: What rate is County Waste offering to potential customers?

A: The consensus is that there is a bidding war, e.g., promotional rates offered to residents; varying quotes depending on the size of the community.

The public is inquiring at community events if County Waste actually recycles the materials that are collected for recycling. The cost of disposal is greater than recycling which could be the reason County Waste has increased their recycling program. The inquiries appear to have plateaued as County Waste has indicated that their operations are at capacity without adding additional staff and processing time (shifts).

Chesterfield County has requested tonnage reporting from County Waste which will be shared with CVWMA. It is projected that if localities provide recycling carts to the residents the “recycling war” between the drivers/companies will dissolve.

### ***Additional Plastics and Cartons***

Kim Hynes reported that CVWMA recently negotiated a renewal of the Drop-Off Processing portion of the Residential Recycling and Drop-off Processing Contract with TFC Recycling. The renewal includes an increase rebate on mixed paper and adding a \$20 per ton rebate on comingled materials. Also, effective July 1, 2016, all plastic containers, lids and cartons will be accepted in the residential recycling program and at drop-off centers. The new commodities do not include bulky items such as crates, buckets, toys, Styrofoam, or plastic bags.

The Carton Council will be providing a grant to TFC to defray the cost of modifying the equipment to process the new commodities.

### **Communication Plan**

Kim Hynes updated committee members that the CVWMA Board of Directors has approved \$50,000 in funding for an education campaign region wide. The Recycling Partnership will develop the design artwork for the campaign.

A liaison for one of the City of Richmond City Council Members prematurely posted on the elected official's social media sites about the new commodities which by the time of the CEAC meeting had been shared 500 times. The meeting participants agreed a generic "coming soon" message should be shared as a response to the messages on the CVWMA's social media accounts. The goal is to provide a unified message for two signature solid waste programs in our region.

Nancy Drumheller went over different three phase campaign components which include drop off container decals, utility bill stuffers, handouts for community events, magnets, and more. Everyone agreed the visuals are universal and much needed for this region wide enhancements to the Authority's top signature programs - Residential Recycling and Drop-Off Recycling. Nancy went over all "free" In-house strategies consist of three phases which will include press releases, social media, videos, electronic newsletters, website updates, telephone messaging, grass roots efforts - HOAs, clubs, etc.

Localities that do not have a utility bill could include information in the personal property bill. Bob Dunn (Chesterfield) suggested contacting Shepherd Center and local Kiwanis, Rotary, and Ruritan groups to help with messaging. Patricia Paige (New Kent) suggested a communication in New Kent that will reach all residents. Jeff Howard (Chesterfield) suggested Educator Poster Series that they do with Chesterfield Observer.

Marketing suggestions should be forwarded to Kim Hynes and Nancy Drumheller. Nancy will compile a list of clubs, e.g., Shepherd Center, Kiwanis, etc. and the contact person for each organization.

Q: (by Marcia Kelley) What will the new items become after processing?

A: More details will be forthcoming.

Nancy is working on Kickoff Planning Meeting with member locality public affairs/public information staff as well as CVWMA account representatives with local media, publications, etc. The meeting date will be in mid June. Once again, the goal is to have a simple and consistent message by everyone.

### ***Heads Up for Litter Prevention and Recycling Environmental Education Resource***

Nancy Drumheller, Clara Mills (Guest) and Gloria Puffinberger (Frederick County) created an educational game based on the game format of Headz Up. The game format includes 50 words that students (and

adults) should learn and know about environmental education. This resources debuted during the recent VRA Conference and was well received. Clara used it recently with several classrooms of sixth graders and the teacher decided ahead of time what words they wanted their students to know and she used them during the game. Hallie, Pam and Darlene played the game for the committee. A Heads Up for Litter Prevention and Recycling game kit was given to each locality attending the CEAC meeting.

### ***Litterati***

Clara Mills (guest) went on to tell committee about Litterati, which is a web based global tracking system for litter. A smart phone is required to use to the program. It was noted there should be more emphasis on elimination of litter, improved behaviors, rather than the impact. The program is beneficial in areas where the Adopt-A-Highway program has low participation.

### ***Virginia Council for Litter Prevention and Recycling (VCLPR) Update***

Clara Mills reported that the VCLPR will meeting at the next VRA meeting in Charlottesville this fall as well as hosting an education session. She asked that anyone receiving the Litter Grant from the VA DEQ to share their email with her so that they will get regular updates.

### ***Stormwater Education***

Hallie Stephenson (Henrico) reported that Keep Henrico Beautiful, and staff with County of Henrico Public Works - Environmental Division and Public Affairs and Media Relations are creating an adult coloring book (these type books are extremely popular right now) as part of Henrico County MS4 Stormwater Education.

In addition, the Middle James Roundtable will hosts it Annual Workshop on September 14 at Deep Run Recreation Center (Henrico). The all day workshop is a good opportunity to learn from and meet the stormwater experts in the region. Speakers/sessions will focus on stormwater and water related issues.

### ***Locality Roundtable***

- CVWMA - Nancy Drumheller said that bulletin board kits have been popular and had extra copies of the locality specific kits for any CEAC member that needed additional copies. Denise Ritchie said that she working on filling up her summer with summer camp programs throughout the region. One of her goals for next fiscal year is to work with middle and high school environmental clubs. If anyone knows of a club, please share contact information with her.
- Jenny Schontag (Ashland) reported that the Town of Ashland has updated it website. The Carter Park Pool has recycling containers and their annual Make a Difference Day with Randolph Macon students resulted in cleanup of Meechers Creek as well as storm drain Only Rain the Drain marking. Businesses would like to be able to recycle and she will have booth at Strawberry Fair on June 4.
- Patricia Paige (New Kent) working with New Kent Clean County Committee on many projects. Three members of the committee are high school students and members of the High School's Eco Club. They designed tumblers to reduce waste of plastic water bottles in the school cafeteria. New Kent will be having a New Kent Town Safety Day as well as big National Night Event which will include document shredding and tire recycling.
- Leigh Dunn (Goochland) said that she is seeing a decline in residential recycling in neighborhoods without strong HOA. Goochland hosted a Green Day at Tucker Park which was included education booths and several park projects (planting trees, put in landing, etc.). Goochland will host Document Shredding Event on June 25, a Tire Amnesty Day in November and residents can recycle plastic bags at their convenience center. Finally, she gave CVWMA Recycling Bulletin Board kits to

seven preschools in Goochland and would like for Denise Ritchie (CVWMA) to follow up and provide them outreach programs this fall.

- Hallie Stephenson (Henrico) said business as usual as she is lots of outreach programs and events as well at road adoptions, working on MS4 coloring book, and the county projects.
- Darlene Mallory (Richmond) said that the Electronics Recycling and Document Shredding event held on May 21 was biggest event ever. They recycled 8700 pounds of shredded documents and 15,000 pounds of e-waste. They host these events quarterly and the public asking for more.
- Pam Cooper (Chesterfield) said that her Magic of Recycling Puppet Show is still very popular as well as their mobile unit. They are adding Splash, the Dolphin to their mobile unit. This lifelike dolphin shaped talking recycling container will include recycling messages and will run 10-11 hours. It will be featured at the Chesterfield County Fair this summer.
- Monique Robertson (Hopewell) said it hard to get momentum of recycling education going in Hopewell Public Schools as the Keep Hopewell Beautiful Committee was how this outreach was done and the group is not longer operating
- Jeff Howard (Chesterfield) said that Chesterfield Convenience Centers are on a tight budget and they are now using a part time model he can share in greater detail. If anyone is hiring full time positions that these part time staff can move into, please let him know.
- Jon Bourret (Hanover) said that Hanover's "SHARPS" program is doing well. An estimated 158 new households will be added to the county's Residential Recycling Program in July.