

MINUTES

Curbside Education Advisory Committee (CEAC)

June 23, 2017

Present: Jenny Schontag (Ashland), Bob Dunn (Chesterfield), Marcia Phillips (Chesterfield), John Bourret (Hanover), Jon Clary (Henrico), Marcia Kelley (Henrico), April Swanson (Henrico), Megan Brown (Henrico), Johnny Melis (Powhatan) and Darlene Mallory (Richmond).

Absent: Chuck Henley (Col. Heights), Pam Cooper (Chesterfield), Jeff Howard (Chesterfield), Leigh Dunn (Goochland), Stephen Chidsey (Hanover), Jon Clary (Henrico), Monique Robertson (Hopewell), and Bill Riggelman (Petersburg)

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

Absent: Denise Ritchie

Handouts included CVWMA Power Point Presentation, Customer Service Survey Draft, Additional Commodities- Communication Plan 2016, and our new Real Estate Rack Card.

Welcome

Kim welcomed everyone and thanked everyone for coming. She reminded everyone that this committee voted to meet quarterly as part of the Strategic Plan.

Megan Brown has been hired as the new Keep Henrico Beautiful Coordinator. She has held this position before and is very familiar with CVWMA.

Committee members introduced themselves and who they represent to the group.

CVWMA Strategic Plan Update

Kim Hynes briefly shared her color coded Strategic Plan Dashboard- June 2017 slide which is a visual summary highlighting the goals and objectives and where we are since the plan was approved in June of 2016. This is the same information that Kim shared with CVWMA Board of Directors at the June 16, 2017 board meeting. The two focus areas for today's meeting include the Customer Service Survey (Goal 2) and Educational Resources (Goal 3). A copy of this summary is posted on the CVWMA website.

Goal 1: Protection of Environmental Resources (Lead Committee: TAC)

Kim Hynes said that the TAC Committee has the lead for this goal. **Initiative 1A. Add more recyclables commodities** has been implemented with the addition of kitchen, laundry and bath plastic bottles, cups, containers and tubs as well as food and beverage cartons on July 1, 2016 in both residential and drop-off recycling programs in CVWMA service area. In the first eleven months, 100 tons has been recycled. Nancy Drumheller provided a summary later on during this meeting regarding the Additional Commodities-Communication Plan 2016 approved by members of the Curbside Education Advisory Committee last May.

Goal 2: Customer Focus (Lead Committee: TAC)

Kim Hynes said that the TAC Committee has the lead for this goal. At this time, this committee will review the draft Customer Service Survey drafted by staff for our external customers (public).

Initiative 2C. Conduct customer surveys to assess service levels. (Lead Committee: TAC)

Nancy Drumheller shared slides with the committee with all five sample questions and drop-down information /and or categories based on recommendations compiled from attendees during the February 8, 2017 Education Work Group. Under the first question for reasons why a person may not recycle, Bob Dunn (Chesterfield) asked that we add “do not want to pay fee” as one of the choices. Group discussed the suggestion of adding “foil” with aluminum cans under listing of what you recycle and the consensus of the group was not to include it in this survey.

Bob Dunn (Chesterfield) asked how the survey will be distributed and how do we plan to reach the people who do not recycle?

Staff will use all in-house resources as ways to distribute and will have paper copies (postcard like format) available for the public at events and for those not on computers. It was suggested to have iPad (or electronic tablet with WIFI) at events for customer(s) to take survey on too. Staff will need to partner with member jurisdictions for survey to be effective.

After this meeting, the next step will be for staff to work with website developer to generate the draft online survey and share link by email with members of this committee as well as the TAC to test and make any final recommendations sometime in August. Staff plans to launch the survey on September 15 and have it end on November 15 (America Recycles Day). A random drawing for a gift card winner(s) will be part of the survey.

Staff will share survey results with the public as well as committee members, locality staff and with members of the CVWMA Board of Directors at the December Board Meeting.

Goal 3: Educational Resources (Lead Committee: CEAC)

Kim Hynes went on to report that the Curbside Education Advisory Committee is responsible for this goal. Today’s meeting will focus on two initiatives.

Initiative 3A: Increase capacity to increase grass roots educational efforts. (Lead Committee: CEAC)

Kim reported that staff is still evaluating needs for additional staffing based on the demand for day, evening and weekend programs. Nancy brought up that with the public becoming less tolerant, there was need for discussion by the group on the safety of front line CVWMA staff based on a recent incident in the CVWMA office, the increase in number of “nasty” calls from the public on hotlines, and areas within each member locality that are deemed unsafe for staff to provide recycling outreach programs or work events. Locality staff have similar situations at convenience centers.

Staff will evaluate having a buzzer system installed so that the public cannot access CVWMA office unless “buzzed” similar to what the public school systems have in place.

Initiative 3B. Work with locality liaisons to identify barriers including language (Lead Committee: CEAC)

Kim went to report that staff is working with the Hispanic Chamber of Commerce, Virginia Government Communicators as well as City of Richmond Office of Multicultural Affairs. Staff worked with Gay Stokes (Richmond DPU), Vivian Robles (Translator, City of Richmond Office of Multicultural Affairs) and Darlene Mallory (Clean City Commission) to have the Recycling Drop-off Decal translated in Spanish and printed for a local event on June 13.

***Initiative 3C. Identify and utilize subject matter experts and resources on various environmental topics.
(Lead Committee: CEAC)***

Kim Hynes shared list of different subject matter experts that CVWMA collaborates with such as the Virginia Department of Emergency Management (VDEM), Virginia Department of Environmental Quality (VA DEQ), United States Environmental Protection Agency (US EPA), Yuck Old Paint, Safety Kleen, Recycling Partnership, Carton Council.

Kim went on to report that she will be part of a statewide panel at an upcoming VA DEQ eWaste Workshop on June 28th.

***Initiative 3D. Work with national organizations on promotional, education and outreach best practices.
(Lead Committee: CEAC)***

Kim Hynes shared with members that she was a speaker during a session at the Maryland Recycling Conference with Recycling Partnership on private and public partnerships

Kim Hynes went on to report that staff worked closely with Recycling Partnership on creatives for the new commodities campaign. At this time over 300,000 utility bill inserts have been printed and distributed out, banner signage and new decals for all drop-off containers have been provided to each participating locality for convenience centers and drop off locations as well as educational posters for state government buildings recycling through our contract, and small educational magnets.

Nancy Drumheller reported that staff is working with the Carton Council for small grant dollars to use for a small educational push to recycle more cartons.

***Initiative 3E. More consistent curbside education advisory committee meetings and involvement.
(Lead Committee: CEAC)***

Meetings will be scheduled on a quarterly basis, as well as necessary electronic communications. The next meeting date will be in October. Staff will send out Outlook and Email Meeting Invitation. In addition, each meeting will highlight a member jurisdiction.

Communication Plan: Additional Commodities

Nancy Drumheller advised committee members that all of the In-Home, Away-from-Home and Online communications listed under Phase 1, Phase 2, and Phase 3 on the Communication Plan have been implemented with CVWMA as the central “hub” for information dissemination.

Bob Dunn (Chesterfield) asked that Kim Hynes, Executive Director write an Op/Ed article for Richmond Times Dispatch on the successful implementation and educational efforts by CVWMA on additional commodities.

Real Estate Card

Nancy Drumheller shared the new Real Estate Rack Card that is applicable in all of our member jurisdictions as it applies in both residential recycling and drop-off recycling programs. This new educational tool is one that this committee has wanted to see for some time now and we have found several local real estate agents that will work with us and use this resource with potential homebuyers. It is also good for New Neighbor and /or Locality Welcome Packets.

Locality Roundtable

CVWMA - Nancy Drumheller reported that the Virginia Council for Litter Prevention and Recycling (VCLPR) will be hosting a meeting and mini- Litter Education Session on Thursday, September 28 at the Henrico County Training Center. The start time is not known at this time. In addition, staff is working with Jonathan Austin as our America Recycles Day promotion in schools in all of our nine residential recycling program member governments.

Several members provided locality updates.

- Bob Dunn (Chesterfield) reported that county looking into their current opt out program.
- Jenny Schontag (Ashland) said that they have a notification system with their new Civic Plus website so that they can roll out messages with collection delays and other important information to residents.
- Jon Clary (Henrico) said that he is looking forward to Megan working closely with CVWMA staff.
- April Swanson (Henrico) said that Henrico County is exploring costs for carts for residents as they project landfill capacity and future costs. She went on to express needing doors on several of the drop-off containers as well as new decals as the public confused with mixed messages.
- Megan Brown (Henrico) shared copies of the Henrico County's MS4 Color Your Watershed Adult Coloring Book.

Next meeting will be sometime in October. Nancy Drumheller will send out a meeting invitation and email.