

MINUTES

Curbside Education Advisory Committee (CEAC) and Education Work Group
October 24, 2017

Present: Bob Dunn (Chesterfield), Todd Flippen (Colonial Heights), Leigh Dunn (Goochland), Dwayne Jones (Goochland), Jon Clary (Henrico), Marcia Kelley (Henrico), Megan Brown (Henrico).

Absent: Jenny Schontag (Ashland), Chuck Henley (Col. Heights), Marcia Phillips (Chesterfield), Pam Cooper (Chesterfield), Jeff Howard (Chesterfield), John Bourret (Hanover) Stephen Chidsey (Hanover), April Swanson (Henrico), Monique Robertson (Hopewell), Bill Riggelman (Petersburg), Johnny Melis (Powhatan) and Darlene Mallory (Richmond).

CVWMA Staff: Kim Hynes, Rich Nolan, Nancy Drumheller, Kate Carney

Absent: Stephanie Breaker

CVWMA Power Point Presentation, Meeting Agenda, and June 23, 2017 meeting minutes.

Welcome

Nancy welcomed everyone and thanked everyone for coming, especially Henrico County staff for hosting the meeting. Kate Carney, our new Recycling Education and Outreach Specialist was introduced to the group. Kate has hit the ground running since her start date on October 2. She brings a lot of recycling education expertise and experience to the Authority. We are very happy to have her onboard.

CVWMA Customer Service Survey Update

Nancy updated committee members that the survey to the public went live on September 15 and will run through November 15. At this time over 300 surveys have been submitted from 12 of our 13 member jurisdictions with the exception of Charles City County.

Nancy asked locality staff to suggest ways to have our member localities share the survey on their website. We have had over 2000 views. Nancy mentioned all of the ways that the survey has been promoted as well as print copies at local events. It is showcased on the CVWMA homepage. She asked if there were other ways committee members can think of to promote the survey.

Bob Dunn (Chesterfield) asked if committee members need to resubmit a new survey from the test survey each member took in August. Nancy asked that committee members please take the time to submit another survey.

Staff will share all of the survey results with committee members, locality staff and with members of the CVWMA Board of Directors at the December Board Meeting as well as the public. If we feel that additional questions need to be asked based on our findings, we can discuss at the February 2018 meeting.

America Recycles Day

Nancy said that we are partnering with Jonathan Austin again this year. His 45 minute show is all about recycling. He is very entertaining and a great way to promote recycling education. He will juggle cartons as one act and will also do a do magic trick that shows cartons becoming a roll of paper towels.

We have his recycling education magic shows scheduled in all of our curbside recycling program localities except Town of Ashland. The first show will start November 1 at Randolph Elementary School in

Goochland. Leigh Dunn (Goochland) and Dwayne Jones (Goochland) used monies from their litter grant to pay for two extra shows at Goochland Elementary School on November 2.

Marcia Kelley (Henrico) asked about financial arrangement for Jonathan Austin and Nancy shared the costs for the 12 shows.

Nancy went on to provide all of the campaign components for our America Recycles Day media campaign with WTVR CBS 6 too. We have done this type of recycling education and campaign/contest for several years now and it is very successful. Carton recycling will be the education focus for the campaign/contest this year.

2018 CVWMA Recycling Collection Schedule

CVWMA staff have made the print award and the mail house award at this time.

Consistent Messages/Locality Assistance

Nancy asked for help with consistent messages and locality assistance to push out information on county/city services through CVWMA programs. Many of our member jurisdictions have new Civic Plus websites with ways to get in touch with your residents. Nancy asked how CVWMA staff can collaborate with locality staff on messages especially with inclement weather and holidays. It gets confusing when the locality is closed and we are open. CVWMA staff trying to be proactive on collection information and accepted items to your residents. Also, recently some roads were closed in Henrico on recycling collection day and we did not know this until drivers called it in and it had an impact on collections (tonnage).

Nancy talked about how Elke Gibbs (formerly in Colonial Heights), Jenny Schontag (Ashland) and Paul Drumwright (Goochland) collaborate on messages.

We all work together and just looking for ways to help push out the information to the public/your residents. We have the Call Center and they do a great job but many of our recyclers are on social media too.

Megan Brown (Henrico) asked for emails with the information to be shared and Todd Flippen (Colonial Heights) said that Elke's replacement has been hired and will start next week. Todd will provide contact information to Nancy and Kim.

Member Focus

Nancy thanked Megan for part of the Member Focus. We are planning to go to Goochland in February 2018.

Keep Henrico Beautiful

Megan Brown (Henrico) went first and provided a comprehensive overview of the services Keep Henrico Beautiful provides to county residents in the areas of litter prevention, recycling, environmental education, and beautification. She highlighted the "Because We Care"- volunteer litter pickup program; recycling sharing at local events, Henrico Educator Workshop organized each summer by Henricopolis Soil and Water Conservation District, Color Your Watershed Coloring Book, Solar Ovens and newest outreach venue- football games and rally towels. Keep Henrico Beautiful staff and committee plan to do two high school football games each during football season.

Marcia Kelley (Henrico) asked Megan if she has seen an increase in litter or decrease in litter over the past few years. Megan said that she has been away from her position in over six years and has just come back this spring. She does not see a huge increase or decrease in litter on roadways especially the interstate cloverleaf's.

Marcia Kelly (Henrico) asked about Holman Middle School and how is this school recycling so much more than other Henrico County public schools. Megan said that the art teacher at this school has taken on recycling and is the reason the program is successful.

Leigh Dunn (Goochland) asked about the recycling containers placed at the county local parks and how collection of the containers is managed. Jon Clary said that the county has a contract with Republic Services for recycling. Henrico County Recreation and Parks staff collect the recycling containers from the parks and take the recycling to a drop off recycling location.

Nancy asked Megan if she knew of Henrico or other localities thought about changing the trash cans to be labeled as landfill instead of trash as this changes the entire message of disposing ones trash and where it goes.

Henrico County Solid Waste and Recycling

Jon Clary provided an excellent overview of the services provided by the Solid Waste Division within the Henrico County Department of Public Utilities. County services are divided into the following sections: Administration; Collections Operations (refuse, bulky waste, bagged leaf collection (county broken down into 5 zones); community cleanups (30 different cleanups on Saturdays), and neighborhood cleanups; Processing and Disposal (curbside recycling-12,000 tons annually), drop-off recycling (1,200 tons annually), electronics recycling (typically host 6 events each year), public use areas (household refuse, HHW, vegetative waste, transfer station, closed landfills) ; and the Keep Henrico Beautiful program.

Jon reported that over 48,000 county refuse customers disposing of 52,000 tons of trash annually. Todd Flippen (Colonial Heights) asked if his data is showing that each county refuse customer is disposing approximately one ton annually. Jon said that Henrico County diverts about 12,000 tons of recycling annually though CVWMA which helps to keep the refuse customers trash (landfill) tonnage down.

Jon is now serving on SWANA Board and said they are discussing statewide messages to ways to reduce the dangers and fatalities in solid waste collection.

Nancy thanked Jon for his presentation.

Regional Collaborative Initiatives

Megan Brown (Henrico) said that she does not have a grand plan for regional litter messages but wanted the chance to talk to all of the other litter program managers that receive the DEQ litter grant. Megan said she understands everyone does things differently with litter prevention but she thought it would be beneficial to have a common messages about litter in the region. In Henrico, they put "thank you for not littering" on everything. What are others saying? Would we benefit from one regional message?

Marcia Kelley asked about "Don't be a litterbug". Kim Hynes said that Keep America Beautiful and Keep Virginia Beautiful (KVB) have national and statewide messages. Kim can check about copyright usage for "Don't be a litterbug." Kim said that she serves on the KVB Board and it would be nice to have a statewide

message (common theme) that all member localities could work together for the common good. If Keep Virginia Beautiful could come up with messages and templates that everyone could use.

Bob Dunn (Chesterfield) said that the Richmond Regional Planning District Commission would have the authority and could help with this regional type messages and drive it.

Marcia Kelley (Henrico) asked about the Virginia Council for Litter Prevention and Recycling (VCLPR) meeting last month and if this was discussed. Megan said that she talked to people that are in our region and told them about this meeting.

Marcia Kelley (Henrico) talked about car litter bags. Megan Brown said that most litter program managers do hand out car litter bags.

Megan Brown will continue with this regional collaboration and set up other meetings to continue the discussion.

Next meeting will be sometime in February 2018 in Goochland County at the Administration Building conference room off Fairgrounds Road. Goochland County will be the member focus. Nancy Drumheller will send out a meeting invitation and email.