



Curbside Education and Advisory Committee

June 23, 2017



Agenda

- Welcome
Keep Henrico Beautiful- Megan Brown
- CVWMA Strategic Plan Update
Customer Service Survey
Educational Resources
- Communication Plan: Additional Plastics 1-7, Cartons
Recap
Impact to regional tonnage
- Real Estate Card
- Train the Trainer-Engaging with MS & HS Environmental Clubs
- Locality Roundtable
Mini-Litter Workshop, VCLPR meeting, America Recycles Day
Local Updates





Central Virginia Waste Management Authority Strategic Plan: Fiscal Years 2017-2020

VISION
To be the recognized leader in regionally sustainable waste management practices that protect the environment.

MISSION
Fostering regional collaboration to provide planning, resources and education in order to reduce, reuse, recycle and manage solid waste for our 13 jurisdictions.

GUIDING PRINCIPLES
Environmental Stewardship • Customer Focus • Integrity • Mutual Cooperation • Innovation • Financial Stewardship

Annual Progress Report – 6/16/17

Customer Service Survey

Five questions:

1. Do you recycle?

- Yes
- No

If No, why?

- Don't want to (or use phrase Not Interested)
- Don't think it does any good
- Too confusing
- Don't know how or who to contact
- Other _____



Customer Service Survey

If Yes, where do you recycle? (check all that apply)

- On the curb at my house (or in the alley, if applicable)
- At a drop-off recycling Center

If you recycle at the curb or at a drop off location, what do you recycle (check all that apply)?

- Cardboard
- Mixed Paper
- Aluminum Cans/foil
- Steel Cans
- Glass Bottles & Jars
- Plastic Bottles (#1-#2) on the bottom
- Other Plastic Containers (#3-#7) on the bottom
- Cartons, such as milk, juice, etc.
- Other - _____



Customer Service Survey

What else have you recycled at a drop off location or an event?

- Appliances or Scrap Metal
- Electronics, such computers, TVs, etc.
- Oil-Based Paints and/or Solvents
- Used Oil, Antifreeze or Oil Filters
- Propane Tanks
- Textiles (clothing, shoes, belts....)
- Tires
- Lead Acid Batteries
- Yard Waste (leaves, grass, tree trimmings, etc.)
- Other _____

What do you wish you could recycle or what other programs would you like to see offered by CVWMA or in your jurisdiction?



Customer Service Survey

2. Have you contacted CVWMA in the past 6 months?

- Yes
- No (if no, skip)

If yes, how did you contact us?

- By phone
- By Email
- Through the website
- Community Event
- Facebook, Twitter or other social media
- Other _____

If yes, was your concern resolved on the first contact?

- Yes (will add drop down of call type was about- collection day verification, missed collection, bin,etc)
- No

If no, can you briefly describe your concern or issue? _____



Customer Service Survey

3. Do you regularly communicate with or receive communications from CVWMA?

- Yes
- No

If yes, how and/or where do see or hear communications from CVWMA? (Check all that apply)

- Phone
- Email
- Social Media
- Media (TV, Radio, Newspaper)
- Website
- Community Event/Presentation
- Other _____

How would you prefer to receive updates, special announcements and any information from CVWMA?

- Phone
- Email
- Social Media
- Media (TV, Radio, Newspaper)
- Website
- Other _____



Customer Service Survey

Comments:

Please include any additional comments you would like to share with us.

If you would like to be entered in a drawing for a \$XXX gift card, please include the following:

Name: _____

Email Address: _____

If you would like to receive our online resources, check the appropriate boxes and provide us with an email address.

- Email Reminder for the curbside recycling program
- Monthly Email Newsletter
- Email regarding upcoming e-cycling and other recycling events in your community

If yes to any of the above, provide your email address: _____



Customer Service Survey

September – America Recycles Day (11/15/17)

Survey will be emailed through email reminder, put on website and send out through social media.





Goal 3: Educational Resources

“maximize our influence by equipping members and customers with information and tools needed to impact a positive environment.”

CEAC COMMITTEE

OBJECTIVES:

- 3.1 Maximize the use of technology while balancing the need for face-to-face communication.
- 3.2 Provide educational tools and resources that meet the needs of a diverse audience.
- 3.3 Identify and use subject matter experts to further CVWMA goals.
- 3.4 Have a significant impact with limited resources.

- 3A. Increase capacity to increase grass roots educational efforts
- 3B. Work with locality liaisons to identify barriers including language barriers
- 3C. Identify and utilize subject matter experts and resources on various environmental topics
- 3D. Work with national organizations on promotional, education and outreach best practices
- 3E. More consistent curbside education advisory committee meetings and involvement



Goal 3: Educational Resources

MEETS OBJECTIVES:

- 3.1 Maximize the use of technology while balancing the need for face-to-face communication.
- 3.2 Provide educational tools and resources that meet the needs of a diverse audience.
- 3.4 Have a significant impact with limited resources.


- 3A. Increase capacity to increase grass roots educational efforts
- 3B. Work with locality liaisons to identify barriers including language barriers
- 3C. Identify and utilize subject matter experts and resources on various environmental topics
- 3D. Work with national organizations on promotional, education and outreach best practices
- 3E. More consistent curbside education advisory committee meetings and involvement

New and Ongoing Efforts:

- Environmental Literacy Events – education of science teachers in Chesterfield County and at Varna HS in Henrico (new level of recycling education to engage students on how recycling can help solve environmental concerns/problems)
- Partner with locality staff to combine efforts

To Do:

- Begin to evaluate the number of events CVWMA is involved in and asked to be involved in, the time commitment, after work hours, and the etc.
- Review new Federal Overtime laws and determine potential financial impact on increasing capacity




**Goal 3:
Educational
Resources**


MEETS OBJECTIVES:
3.2 Provide educational tools and resources that meet the needs of a diverse audience.
3.4 Have a significant impact with limited resources.

- 3A. Increase capacity to increase grass roots educational efforts
- 3B. Work with locality liaisons to identify barriers including language barriers
- 3C. Identify and utilize subject matter experts and resources on various environmental topics
- 3D. Work with national organizations on promotional, education and outreach best practices
- 3E. More consistent curbside education advisory committee meetings and involvement

New and Ongoing Efforts:

- Attended Hispanic Chamber of Commerce Business Conference on Oct 13
- Developed work group of and with CEAC members; discussed barriers – 2/8/17
- Collaborate with Virginia Government Communicators on best practices to overcome language barrier
- Workshop for low income homeowners – Henrico (March)
- Translated the drop off decals into Spanish to be printed as 18x25 posters to be used public buildings, school, community centers, etc.
 - City of Richmond DPU used at a City Hispanic community event recently






**Goal 3:
Educational
Resources**

MEETS OBJECTIVES:
3.3 Identify and use subject matter experts to further CVWMA goals.

- 3A. Increase capacity to increase grass roots educational efforts
- 3B. Work with locality liaisons to identify barriers including language barriers
- 3C. Identify and utilize subject matter experts and resources on various environmental topics
- 3D. Work with national organizations on promotional, education and outreach best practices
- 3E. More consistent curbside education advisory committee meetings and involvement

New and Ongoing Efforts:

- Disaster and Debris Management/Monitoring – collaborating with VDEM – reviewing RFP to ensure compliance with state/federal requirements
- DEQ/EPA – guidance on various topics such as HHW, sharps, etc.
- March TAC Meeting – Yuck Old Paint
- June TAC Meeting – Safety Kleen
- Working on 2017 Debris Management Workshop with VDEM, DEQ and other industry experts
- Recycling Partnership – national industry expertise; assisted with promotion and education of new commodities – continuing relationship
- DEQ eWaste Workshop w/ VDEQ, EPA, other state reps




**Goal 3:
Educational
Resources**


MEETS OBJECTIVES:
3.1 Maximize the use of technology while balancing the need for face-to-face communication.
3.2 Provide educational tools and resources that meet the needs of a diverse audience.
3.3 Identify and use subject matter experts to further CVWMA goals.
3.4 Have a significant impact with limited resources.

- 3A. Increase capacity to increase grass roots educational efforts
- 3B. Work with locality liaisons to identify barriers including language barriers
- 3C. Identify and utilize subject matter experts and resources on various environmental topics
- 3D. Work with national organizations on promotional, education and outreach best practices
- 3E. More consistent curbside education advisory committee meetings and involvement

New and Ongoing Efforts:

- New Commodities Campaign with the Recycling Partnership
 - Utility bill sticker - ~300,000 printed
- **RECYCLE MORE!**
PLASTICS and GLASS BOTTLES
- Banners for drop off sites final; flags being printed
- Carton Council – grant for education
- SWANA/VRA Conferences
- To attend national conferences – ISWA in Baltimore and Resource Recycling in Minneapolis





**Goal 3:
Educational
Resources**

MEETS OBJECTIVES:
3.1 Maximize the use of technology while balancing the need for face-to-face communication.
3.2 Provide educational tools and resources that meet the needs of a diverse audience.
3.3 Identify and use subject matter experts to further CVWMA goals.
3.4 Have a significant impact with limited resources.

- 3A. Increase capacity to increase gross roots educational efforts
- 3B. Work with locality liaisons to identify barriers including language barriers
- 3C. Identify and utilize subject matter experts and resources on various environmental topics
- 3D. Work with national organizations on promotional, education and outreach best practices
- 3E. More consistent curbside education advisory committee meetings and involvement

New and Ongoing Efforts:

- Met February 8 with CEAC and work group with DISCUSS and communication and involvement going forward
- Plan to meet quarterly – Next meeting 6/23 @ 10am

Strategic Plan Dashboard – June 2017

RED: Beginning ORANGE: In Motion GREEN: Happening/Happened Gray: Not Started

Goal	3A. Increase capacity to increase gross roots educational efforts	3B. Work with locality liaisons to identify barriers including language barriers	3C. Identify and utilize subject matter experts and resources on various environmental topics	3D. Work with national organizations on promotional, education and outreach best practices	3E. More consistent curbside education advisory committee meetings and involvement
<p>Goal 1: Protection of Environmental Resources</p> <p>3A. Increase capacity to increase gross roots educational efforts</p>	<p>Goal 2: Customer Focus</p> <p>3B. Work with locality liaisons to identify barriers including language barriers</p>	<p>Goal 3: Educational Resources</p> <p>3C. Identify and utilize subject matter experts and resources on various environmental topics</p>	<p>Goal 4: Financial Stewardship Through a Walk-run Organization</p> <p>4A. Revise and update policies/procedures for employees and board members</p> <p>4C. Encourage locality participation on the Board, TAC and other committees</p> <p>4D. Evaluate staffing needs based on service demands and make recommendations</p>		


Communication Plan: Additional Commodities

Recap-

Press Release, Andrew Freiden/Hallie Stephenson News story, Virginia This Morning Segment, WWBT NB@ 12 Digital Campaign, Facebook contest, Social media posts/ pictures of commodities

Locality staff educational video clips, updated Journey to the MRF video

Bus ads, ads in local publications, utility bill inserts, posters, magnets, 2017 CVWMA Recycling Collection Schedule, updated activity books, updated bulletin board kits, decals for drop-off containers, banner signage,




Impact to the Regional tonnage

Additional Commodities: Impact to Regional Tonnage

NOW YOU CAN RECYCLE MORE PLASTICS
TUBS • CUPS • CONTAINERS

AND
**FOOD AND
BEVERAGE
CARTONS**



100 tons in
23 months!



Real Estate Card

Applicable for all localities- residential
and drop-off recycling programs

Open Houses

New neighbor packets

Locality Welcome Packets

**DID YOU JUST
MOVE IN?**
Up to 1000 pounds of
litter and nonrecyclables?
♻️ RECYCLE IT!



Locality Roundtable

Save the Date! Thursday, September 28- Henrico Training Center
(VCLPR meeting, Mini- Litter Workshop)

America Recycles Day- Jonathan Austin

Locality Roundtable

Next CEAC Meeting Date?