



Curbside Education and Advisory Committee

February 8, 2017



Agenda

Welcome

CVWMA Strategic Plan Update

Communication Plan: Additional Commodities

Customer Service Survey

Outreach and Education Resources

Stormwater Education & Litter Prevention Updates

Train the Trainer-Engaging with MS & HS Environmental Clubs

Locality Roundtable

Barriers to Recycling- Education Work Group



Goal 1: Protection of Environmental Resources

~increase awareness, knowledge and access to information and services that result in a positive environmental impact.

OBJECTIVES:

- 1.1 Provide services that are convenient and accessible
- 1.2 Keep stakeholders informed about the environmental impact of the industry trends and changes
- 1.3 Change or influence behaviors
- 1.4 Establish clear and concise expectations with contractors

INITIATIVES

- **1A. Add more recyclable commodities**
- **1B. Switch from recycling bins to carts**
- **1C. Better manage contracts and contractors for performance, compliance and adherence to environmental standards**
- **1D. Keep up to date on new laws and regulations and how they impact our programs and localities**
- **1E. Visit CAOs and elected officials to educate on programs, costs and new topics**



Goal 2: Customer Focus

~engage with our member jurisdictions and the community to deliver timely, accurate and cost effective services.

OBJECTIVES:

- 2.1 Provide easy access to accurate information.
- 2.2 Provide with timely response, resolution and follow-up
- 2.3 Be proactive in operational planning
- 2.4 Provide opportunities to customize services for our member jurisdictions within a regional framework
- 2.5 Provide services and programs that create value now and for the future

- 2A. Stay current and maximize technologies that engage customers and enhance relationships**
- 2B. Enhance the call center systems to accommodate increased information tailored to individual jurisdictions' needs**
- 2C. Conduct customer surveys to assess service levels**
- 2D. Provide more flexibility through contracted services in order to meet members' needs**

Goal 2: Customer Focus

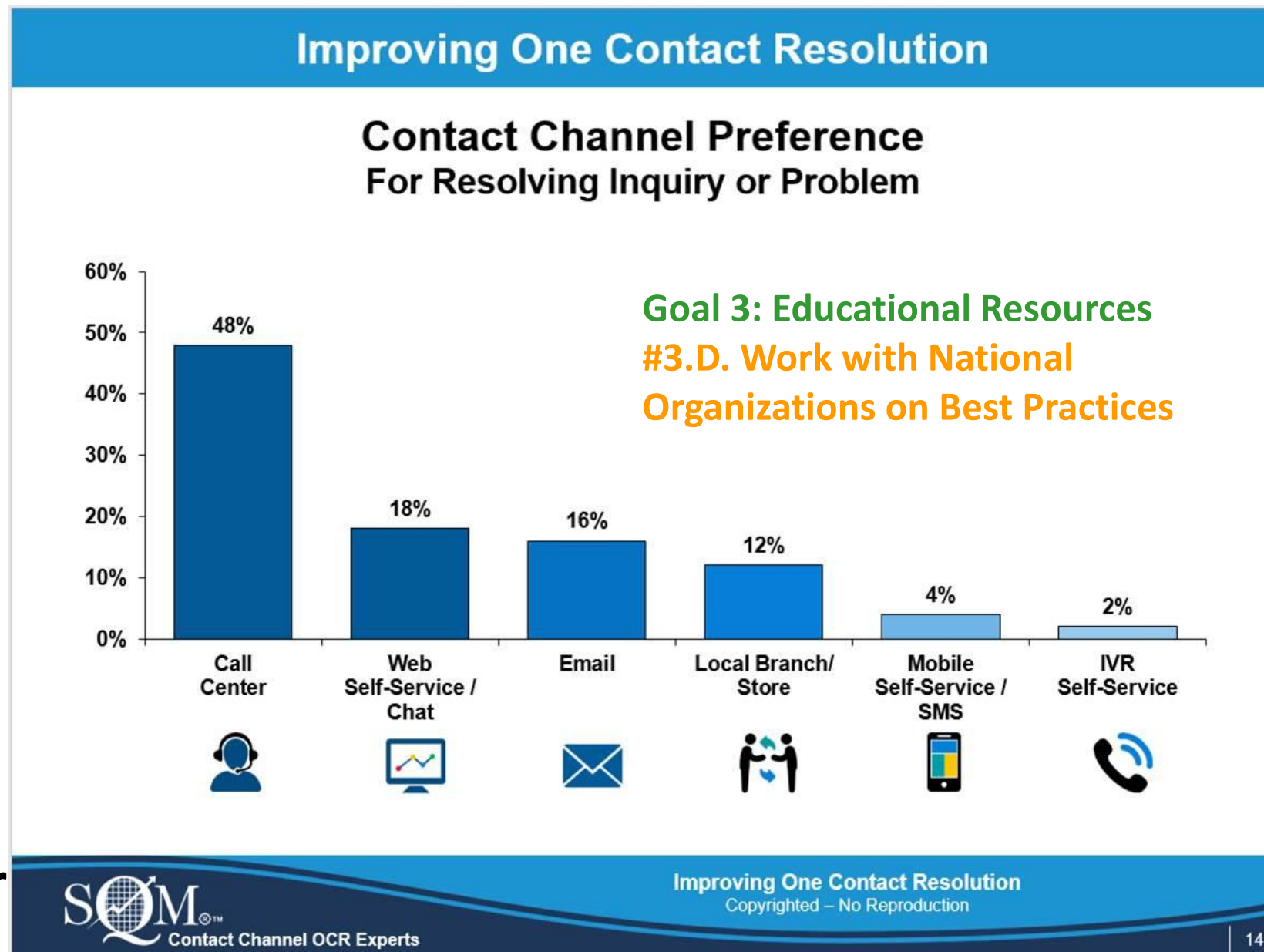
- 2A. Stay current and maximize technologies that engage customers and enhance relationships

MEETS OBJECTIVES:

2.1 Provide easy access to accurate information.

2.2 Provide with timely response, resolution and follow-up

**Service Quality
Management – Customer
Service Experts**





Goal 2: Customer Focus

MEETS OBJECTIVES:

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•2B. Enhance the call center systems to accommodate increased information tailored to individual jurisdictions' needs

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New and Ongoing Efforts:

- Prepared list for application developer of enhancements to existing call center application
- Negotiated and authorized vendor to begin implementation of priority enhancements in accordance with budget

The screenshot shows the CVWMA Call Center Application interface. At the top, there is a logo for CVWMA and the title "Call Center Application". Below this is a navigation bar with tabs: "CSR", "Address Search", "Add Address", and "General Request". On the right side of the navigation bar are links for "Administration", "My Account", and "Log Out". Below the navigation bar, the "Address Search" tab is selected. The main content area is titled "Address Search" and contains a "Jurisdiction:" dropdown menu with "Please Choose" selected. To the right of the dropdown is a text input field labeled "* Street Address:". At the bottom of the form are three buttons: "Search", "Advanced", and "Clear Form".



Goal 2: Customer Focus

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New and Ongoing Efforts:

- Researched phone system survey (end of call survey) – determined too costly. Working on other options.
- Will gain input on the survey from CAEC at meeting on 2/8

To Do Next 3-6 Months:

- Research other options for creating and disseminating survey.
- Draft Survey – both for phone and for email/website. Gain input from CAEC work group and TAC on the survey.



Goal 3: Educational Resources

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

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**



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Lead Committee: CEAC

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New and Ongoing Efforts:

- Scheduled meeting for February 8
- Work group also scheduled for Feb 8
- To discuss communication and involvement going forward

To Do Next 3-6 Months:

- Communicate to provide update on education/outreach activities

Customer Service Survey

Discussion areas:

Goal 2: Customer Focus 2.C (Lead Committee:TAC)

Customer Focus- Customer Service Surveys to Access Service Levels

Survey Format, Questions, time period

Activity



Strategic Plan Update

Discussion areas:

Goal 3: Educational Resources- 3.E More CEAC Meetings and Involvement
(Lead Committee: CEAC)

Meetings, Best way to receive updates

Identify Barriers to Recycling

Goal 3: Educational Resources 3.B (Lead Committee: CEAC)

Work with locality liaisons to identify barriers including language barriers

Will discuss as part of Education Work Group at the end of this general meeting

Communication Plan: Additional Commodities

Discussion areas:

What we have done since last meeting in May 2016.

2017 Calendar Mailing

What do you want to see moving forward next fiscal year?

Your 2017 CVWMA Recycling Collection Schedule

IT'S TIME TO RECYCLE MORE!

Now You Can Recycle MORE Plastics...
TUBS • CUPS • CONTAINERS

And FOOD & BEVERAGE CARTONS

JANUARY							FEBRUARY							MARCH						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
R	1	2	3	4	5	6	R	1	2	3	4	R	1	2	3	4	5	6	7	8
B	8	9	10	11	12	13	B	5	6	7	8	9	10	11	B	12	13	14	15	16
R	15	16	17	18	19	20	R	12	13	14	15	16	17	18	R	12	13	14	15	16
B	22	23	24	25	26	27	B	19	20	21	22	23	24	25	B	19	20	21	22	23
R	29	30	31				R	26	27	28					R	26	27	28	29	30

Now All These Items Can Be Recycled!

New!

NOW YOU CAN RECYCLE MORE!

PLASTIC and CARTONS
TUBS, and
CONTAINERS

www.cvwma.com

NOW YOU CAN RECYCLE MORE!

PLASTICS & CARTONS

TUBS • CUPS • CONTAINERS

Recycle these items through Henrico County curbside and drop-off programs

www.cvwma.com

2017 Calendar & Inclement Weather

Impact to Call Center

- 12,250 Total Inbound Calls (recycle, trash)
- 6,272 processed service request for recycling
- 5,476 Abandoned Calls (45% heard queue message)
- Call Center Supervisor and 2 Customer Service Representatives
- Dec. 27- Jan 31

	Emails (Web)	Processed Requests	Alt.Container Stickers	Bin/Cart Requests
Jan. 2015	392	3,415	437	45 Bins 199 carts
Jan. 2016	372	3,206	303	34 Bins 198 carts
Jan. 2017	631	6,272	466	50 Bins 295Carts

SNOW

Data compiled Dec. 27 - Jan 31

Outreach and Education Resources

Using Facebook- Tips/Tools- Jenny Schontag
Ashland Contest
Educational Slide Show
Cost Effective



www.facebook.com/TownofAshland/

Town of Ashland

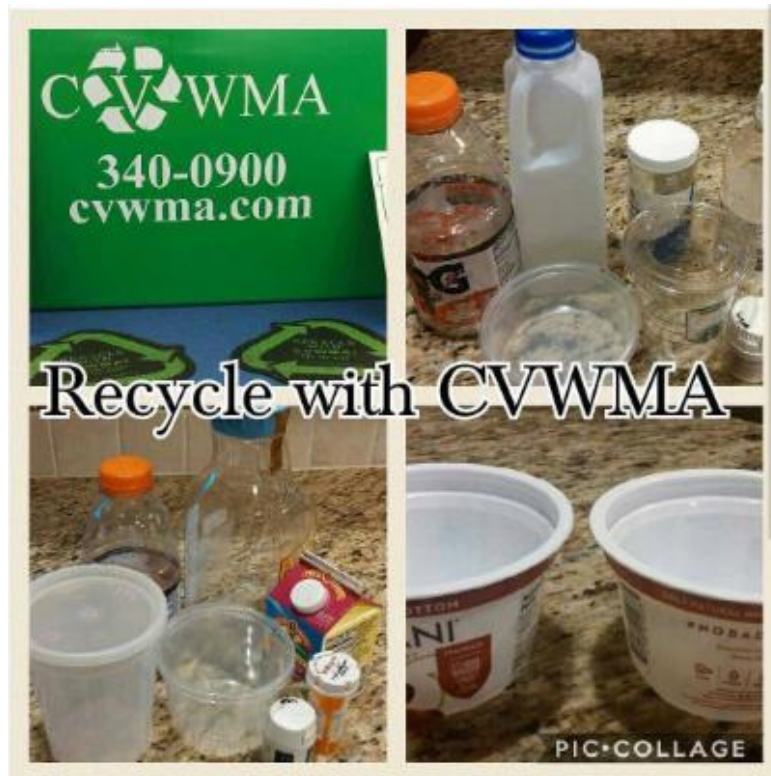
Jenny's slide show

Using Cell Phone-Free Apps

Create messages, info graphics, etc. for free using your cell phone-Nancy

PicCollage

Lipix



Stormwater Education & Litter Prevention Updates

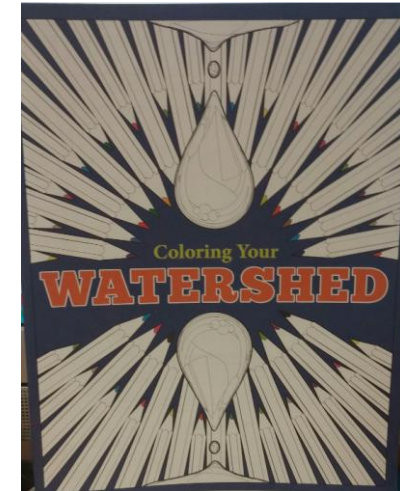
Henrico County MS4 Education

Dominion Environmental Education Grants

www.dom.com/community/the-dominion-foundation/environmental-stewardship-grants

Middle James Roundtable Annual Workshop

Keep Virginia Beautiful and Adopt-a- Highway



Train the Trainer

A New CVWMA Recycling Education Initiative



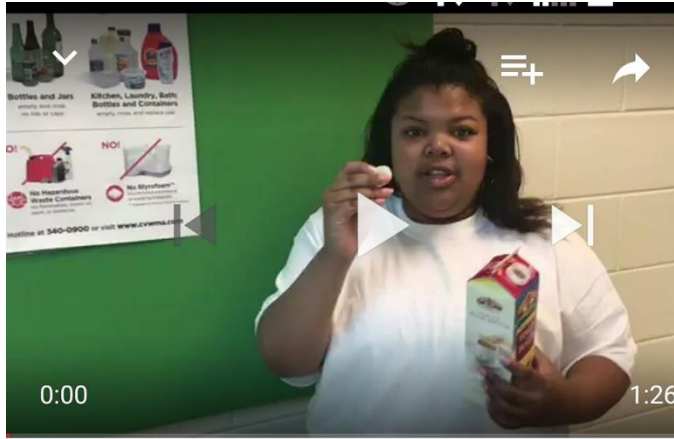
Hanover County Public Schools
TV99 interns' Recycling
Education video.

*A great example for
Train the Trainer students!*

Program Goals:

- Reach out to a new population -
High School & Middle School Teens
- Educate & raise awareness about the importance
of recycling & caring for the environment
- Inspire them to be champions for the environment
- Motivate them to educate others

Train the Trainer



Sherese Bonner, New Kent Clean County Committee, in an education video she created.

Another great example for Train the Trainer students!

Brainstorm project ideas that will teach & inspire others

- Create/develop teaching materials (for elementary school kids, peers, community gatherings)
- Create a video, game, PPT
- Set up a kiosk in high traffic area at school
- Have a recycling themed contest at school
- Make recycling happen at an event (decorate collection boxes, have students nearby to teach about recycling)

Train the Trainer

Environmental Clubs * Community Service Clubs * Mass Comm Clubs Teachers for Tomorrow Clubs



Dear Mrs. Ritchie,
On behalf of the St. Catherine's Environmental Awareness Club, we would like to thank you so much for coming to speak with us about recycling! We all learned so much from your presentation and are excited to implement many of your ideas into our community. Thank you for taking the time to share with us the importance of being environmentally conscious students. We are looking forward to working with you in the future!
Sincerely, Emma Walker and Caroline Matawaran

- St. Catherine's – Enviro Club
- Godwin HS – Recycling Club
- Manchester HS – MHS Voice (Mass Comm Center)
- Manchester HS – Teachers for Tomorrow
- Chesterfield County STEAM Fair
- Clover Hill HS – Enviro Club
- Deep Run HS – Enviro Club
- Salem Church MS – Enviro Club
- Stonewall Jackson MS – Enviro Club



Train the Trainer

Students are asked to report back to me with details & photos of their project. CVWMA will thank them with a Certificate of Recognition/Achievement.

Teachers are also encouraged to arrange for students to earn community service hours or extra credit.

Earth Day 2017 & Locality Roundtable

Earth Day 2017



Locality Updates:

Ashland-

Chesterfield-

Goochland-

Hanover-

Henrico-

Hopewell-

Richmond-

Next meeting date: TBD



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Education Work Group



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Identify Barriers to Recycling

Goal 3: Educational Resources 3.B (Lead Committee: CEAC)

Work with locality liaisons to identify barriers including language barriers

Some we have found:

- Reaching out to lower socioeconomic groups
- Access and ease of recycling (in certain areas)
- Confusion- contactor names and trucks
- Education
- Language
- What else?