Curbside Education and Advisory Committee

May 26, 2016

CVWMA

Agenda

Welcome
CVWMA Strategic Plan
City of Richmond Recap
County Waste
Additional Plastics
Heads Up for Litter Prevention and Recycling
Stormwater Education
Locality Roundtable

CVWMA

CVWMA Strategic Plan

Mission
Vision
Guiding Principles
Goals and Objectives

May 20, 2016

- Distribute Final Draft Plan to Board

June 17, 2016

- Final Plan Approval

Central Virginia Waste Management Authority
Strategic Plan FY 2017-2020

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

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

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

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

Customer Focus
~ Engage with our member jurisdictions and the community to deliver timely, accurate, 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

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 fact-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

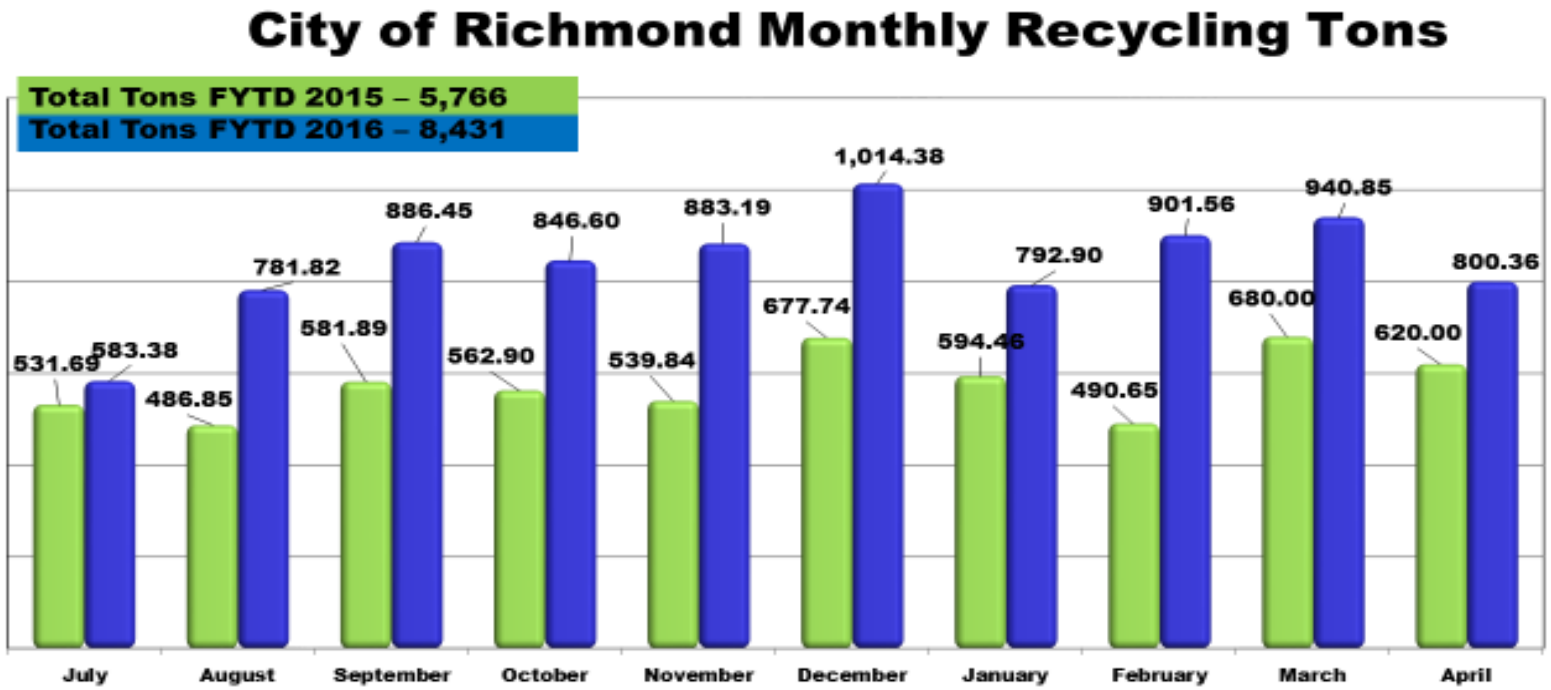
Financial Stewardship Through A Well-Run-Organization
~ Deliver exceptional service with an engaged workforce that effectively manages regional assets

OBJECTIVES
4.1 Add value to members
4.2 Deliver high quality services in a low bid contracting environment
4.3 Demonstrate sound financial practices
4.4 Ensure compliance in an environment with growing complexities
4.5 Increase participation in a competitive environment
4.6 Attract and retain an exceptional workforce

CVWMA

City of Richmond Recap

Tonnage – up 2,665 YTD!!!
46% increase in Richmond



County Waste

Solicitation in CVWMA Service Areas

- Chesterfield Update
- Other localities

Discussion

Additional Plastics and Cartons

Plastics #1- #7, Waxy Coated Milk and Juice Cartons
Residential Recycling and Drop-off Recycling Programs
Communication Plan

Starting July 1

Plastic containers lids and caps

Paper Milk/Juice Cartons

CVWMA

Communication Plan

July - December 2016

Goal: Educate region-wide awareness of new accepted items for residential and drop-off recycling

1. In-Home (direct communications to residents in their homes)
2. Away-from home (less direct, but effective communications when residents are on the go/or at events
3. Online (direct communications regardless where residents is, will serve as central “hub” where residents are directed for more information

CVWMA

Communication Plan

May - June 2016	In-Home Communications	Away-From-Home Communications	Online Communications
- **Creative Concepts Art work**	Utility Bill Stuffer	Decals- FELs/Roll offs	Banner Header across website homepage
- **Campaign materials development**	Top header picture for 2017 CVWMA Collection Schedule	IML Cart Lid art (recycling)	Art file for Facebook/Twitter/Pinterest/Instagram/ Art File for Curbside Email Reminder (26,000 + emails)
		Transit Bus Signage	Art files of accepted commodities for webpage- accepted items http://cvwma.com/programs/curbside-recycling/what-to-recycle/
		Journey Through the MRF educational video (need new one)	HOA/Third Party Newsletters/websites CVWMA monthly e-newsletter
		Activity books- needs redesign	
		Event Display Pull-up Banner (Events)	
		2- sided brochure – residential/ drop-off. use at event	
		Magnet- pictorial guide of all accepted items- use for events, Hispanic and other populations	

Communication Plan-Phase 1

June - July 2016	In-Home Communications	Away-From-Home Communications	Online Communications
- Phase 1		Meet with locality PR staff Press Event (and new stories) (late June/early August)	All “free” communication resources implementation (website, recycling wizard, social media, HOA news article, email blast, elected officials email/newsletter distribution lists Locality PR staff/local educators/others support and promote too.
- Implement “free” communications		Cell phone video clips with all accepted items- CVWMA staff with locality staff	)
		Local grass root events (will not have promotional materials to hand out)	
- Campaign materials development		Need to order materials to hand out (magnets/brochure) Drop-off decal labels	

CVWMA

Communication Plan-Phase 2

July - October 2016	In-Home Communications	Away-From-Home Communications	Online Communications
- Phase 2		Decals- FELS/Rolloffs- repainting and re-decaling	All “free” communication resources implementation (website, recycling wizard, social media, HOA news article, email blast, elected officials email/newsletter distribution lists Locality PR staff/local educators/others support and promote too.
- Campaign materials development	Distribution of Utility bill insert/stuffer- participating localities	Work with local media to create new Journey Through the MRF educational video Locality staff “volunteers” for video-added value	
- Campaign materials development		Transit Bus Signage	
- Campaign materials development	Resident postcard-smaller service areas (where applicable)	Summer camps/Schools/Scouts/Outreach programs & Local Grass Root event	
- Campaign materials development		CVWMA Activity books- need redesign as well as all other materials	

CVWMA

Communication Plan-Phase 3

November- December 2016	In-Home Communications	Away-From-Home Communications	Online Communications
- **Phase 3** - **America Recycles Day**		America Recycles Day Work with local media to create/implement campaign/contests	All “free” communication resources implementation (website, recycling wizard, social media, HOA news article, email blast, elected officials email/newsletter distribution lists Locality PR staff/local educators/others support and promote too.
- **Campaign materials development**	2017 CVWMA Recycling Collection Schedule(print/mailing)	Schools/Scouts/Outreach programs & Local Grass Root events	
		Continued need for promotional items to hand out	
- **Campaign materials development**		New Message on Hold Queue for CVWMA Recycling/Trash hotlines	

CVWMA

Heads Up for Litter Prevention & Recycling

Heads Up for Litter Prevention and Recycling

Rules

1) Place cards face down in center of playing area. Adjust headband around your head.
2) Place card in your headband making sure not to look at the card.
3) Place 3 chips in front of you.
4) Now ask the other players a question that will help you to identify what is on your card.
5) If you guess the item before the timer runs out, get rid of one chip.
6) The play then moves to the next player.
7) The first player to get rid of all their chips is the winner.

Sample Questions:

Am I a Person?	Do I use electricity?
Am I a Place?	Do I fit in a pocket?
Am I a Thing?	Am I fictional?
Do I have four legs?	Am I inside?
Can I be eaten?	Do you wear me?

Answers:

YES
NO
COULD BE
I DON'T KNOW

Litterati

Founded in September 2012. Join the global community that's eradicating litter. www.litterati.org

Here's how it works:

1. **Add the free app Litterati**
2. **Find a piece of litter**
3. **Take a picture of the litter**
4. **# the description and upload**
5. **Throw away or recycle the litter**

General Information

We are building the world's largest database of litter. Through the use of social media and the data collected from individuals picking up litter, we hope to find ways to work with brands, cities and government organizations to prevent litter from ever reaching the ground.

Mission

A litter-free planet.

Email support@litterati.org, website http://www.litterati.org

http://litterati.org/filter/login.php

Your password is: Lq150qsd

Virginia Council for Litter Prevention & Recycling (VCLPR) Update

Stormwater Education

Keep Henrico Beautiful

Middle James Roundtable Annual Workshop, September 14
County of Henrico – Deep Run Recreation Center

Locality Roundtable

CVWMA - Recycling Bulletin Board kits, Environmental Clubs
Ashland-
Chesterfield-
Goochland-
Hanover- 2 subdivisions (158 homes) being added to recycling program 7/1
Henrico-
Hopewell-
New Kent-
Richmond-

Next meeting date: TBD