

MINUTES

Curbside Education Advisory Committee (CEAC) and Education Work Group
February 27, 2017

Present: Marcia Phillips (Chesterfield), Todd Flippen (Colonial Heights), Leigh Dunn (Goochland), Marcia Kelley (Henrico), Megan Brown (Henrico) and Johnny Melis (Powhatan)

Absent: Jenny Schontag (Ashland), Chuck Henley (Col. Heights), Bob Dunn (Chesterfield), Jeff Howard (Chesterfield), Dwayne Jones (Goochland), John Bourret (Hanover) Stephen Chidsey (Hanover), Jon Clary (Henrico), April Swanson (Henrico), Monique Robertson (Hopewell), Bill Riggelman (Petersburg), and Darlene Mallory (Richmond).

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

Absent: Kate Carney

CVWMA Power Point Presentation, Meeting Agenda, CVWMA Customer Service Survey Summary Results and Response, "Opps" Rejection Tag, Recycling IQ Kit, and October 24, 2017 meeting minutes.

Welcome

Kim welcomed everyone and thanked everyone for coming, especially City of Colonial Heights staff for hosting the meeting. These meetings will rotate each quarter to a different member locality. Kim went over agenda items with the group.

CVWMA Customer Service Survey Final Results

CVWMA Board member asked for an Executive Summary that would summarize final results and what CVWMA plans to do to address certain comments/and or issues. Everyone at the meeting was given a draft copy her Executive Summary to review. Kim went over all the information included in her draft Executive Summary document that listed the survey questions, public responses as well as CVWMA response. Items and responses were discussed. Most of the discussion was spent on plastic bags, operational issues (contractors), late set-outs, and holiday collection day confusion.

Marica Kelley (Henrico) asked is there is data that shows a decrease in plastic bags where banned? Kim replied that she did not have any concrete evidence but believes that there is a decrease where banned.

Marcia Phillips (Chesterfield) mentioned that she has told her neighbors that we do not accept plastic bags but they continue to put them in their recycling container each collection cycle.

Johnny Melis (Powhatan) asked that staff address plastic bags more on social media since public comments in the survey listed it as top item they would like to able to recycle at the curb. In addition, to all the education that staff provides daily he asked if staff could do additional education campaigns about plastic bags and the damage they cause at material recovery facilities. He said that he would go to the Board and ask for additional monies to address this big contamination issue. Nancy said that Kate Carney talks about plastic bags in all of her educational presentations, our Customer Service representatives provide education during calls, Jonathan Austin included plastic bags in his special recycling education shows and it is in our Journey to the MRF educational video.

Marcia Kelley (Henrico) asked how many calls really were late set outs? Stephanie said less than 10%. Kim said that contactor would be most helpful if they tell us not cart out when they go addresses and that information can be relayed back to the customer. Kim said that staff monitors our contactors daily and holds them accountable.

Kim asked for feedback from the group. Staff will work with member representatives on public responses such as Curbside Recycling in Powhatan County, recycling carts county-wide in Henrico.

Staff has posted all the customer survey findings on the CVWMA website. Once the information in the Executive Summary is finalized, staff will post the document on the website and send out a Press Release.

National Sword- China

China is cracking down on the recycling materials it accepts from the United States and other countries. Rich went over the new requirements set in place by China of 0.5% contamination for paper. He said that no MRF can successfully achieve such a low contamination standard. TFC Recycling has asked CVWMA for relief from the rebate in the signed contract due to this as they are losing money on the paper. TFC sells most of its paper to China. At this time, TFC is selling its paper to other countries such as Vietnam, India and other Asian countries. CVWMA Board sent written correspondence to TFC that they need to adhere to the contract (which includes the monthly rebate).

Megan Brown (Henrico) asked if there was a threat of TFC closing and no longer providing recycling collection services. She also asked if TFC and China upset about quality of plastic too? Kim responded that there is not a threat of TFC closing due to National Sword. She also stated that China is also concerned about the quality of plastics as well but there are good domestic markets for plastics.

Contamination in single stream is another issue that Rich mentioned. With these new export requirements, he is asking TFC, County Waste and Container First Services to beef up their efforts to use rejection stickers on carts with contamination.

Marica Kelley (Henrico) asked how the process would work? How would driver have time to open carts and reject them with such big routes to cover each collection day? What do the route supervisors do? Rich responded with a targeted approach by route. Attacking the routes that have high levels of contaminated issues first to better manage the large numbers of stops. Kim added that it is sometimes hard to tell what is in a cart when TFC is using side loaders.

Rich said that would look for contaminants sticking out of carts first and try to do some pilot programs. He said that some isolated routes in Petersburg would be good areas to try first.

Marcia Kelley (Henrico) asked about call backs. Stephanie said that her team calls back 10% of the calls each month- roughly 700 people.

Staff is not sure what each contractor's rejection stickers looks like and shared a "Opps" Residential recycling rejection tag that is part of a [Recycling IQ Kit](#) designed by Recycling Partnership and the Massachusetts Department of Environmental Protection.

Nancy shared other education resources and said that she and Kate Carney participated in a [How to Beat Residential Recycling Contamination webinar](#) that had data from using this tool kit and the reduction of contamination. Discussion on everyone having uniform carts, rejections tags, mandatory recycling law,

and other factors that are different from Virginia. The consensus was that a uniform rejection sticker could work here.

Kim said that staff will meet with CVWMA Contractors and work on a draft rejection sticker (we have permission from Lynn Rubinstein, Northeast Recycling Council to use the [Recycling IQ Kit](#) art).

Consistent Messages/Locality Assistance

Nancy mentioned again the need for help with consistent messages and locality assistance to push out information on county/city services through CVWMA programs. She has reached out to contacts in member localities and some share out program information and some do not. 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.

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.

Earth Day 2018

Nancy reported that the Education and Outreach calendar is full. In addition, the CVWMA Earth Day webpage as well as Pinterest board have a lot of educational resources. Staff are happy to promote any member locality events.

Member Focus

Nancy thanked Todd Flippen for sharing program information provided by the City of Colonial Heights as our Member Focus. We are planning to go to Goochland in June 2018.

City of Colonial Heights

Todd provided an excellent overview of the services provided by the Public Works Department to the residents of the City of Colonial Heights. Nancy thanked Todd for his presentation.

Roundtable

Megan Brown (Henrico) said that she did reach out to Keep Virginia Beautiful about an anti-litter message, as was suggested. She is going to send them a more formal proposal soon and will let us know the reply.

Next meeting will be sometime in June 2018 in Goochland County. Leigh Dunn will make the arrangements. Goochland County will be the member focus. Nancy Drumheller will send out a meeting invitation and email.