

Curbside Education and Advisory Committee

June 23, 2017



Agenda

Welcome Кеер Henrico Beautiful-Megan Browл

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

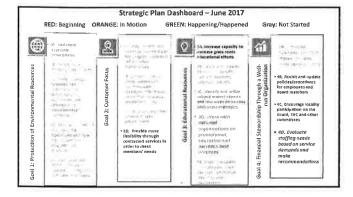
VISION
To be the recognized leader in regionally sustainable waste inage general practices that protect the environment.
MISSION

Fostering regional collaboration to interide planning, resources and education in order to reduce, recese, recycle and transpa solid waste for our 13 jurisdictions.

GUIDING PRINCIPLES

Eavironmental Stewardship - Castomer Focus - Integrity - Multiple Cooperation - Financial Stewardship

Annual Progress Report - 6/16/17





Goal 2: Customer Focus

Pengage with our member jurisdictions and the community to deliver timely, accurate and cost effective services

TAC COMMITTEE

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 tallored 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

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New and Ongoing Efforts:

- Researched phone system survey (end of call survey) – determined too costly. Working on other options.
- Drafted Survey for customers to be reviewed by CEAC 6/23/17.
 Survey will be emalled through email reminder, put on website and send out through social media. Survey to be sent out in Sept through 11/15/17 (ARD)

| Customer Service Survey | |
|---|---------------|
| Five questions: | \(|
| 1. Do you recycle? O Yes O No | |
| | · |
| If No, why? O Don't want to (or use phase Not Interested) O Don't think it does any good | - |
| O Too confusing O Don't know how or who to contact | |
| O Other | |
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| Customer Service Survey If Yes, where do you recycle? (check all that apply) | 3 |
| O On the curb at my house (or in the alley, if applicable) O At a drop-off recycling Scenter | : |
| If you recycle at the curb or at a drop off location, what do you recycle (check all that | |
| apply)? O Cardboard O Mixed Paper | |
| O Aluminum Cans/foil O Steel Cans | |
| O Glass Bottles & Jars O Plastic Bottles (#1-#2) on the bottom | - |
| O Other Plastic Containers (#3-#7) on the bottom O Cartons, such as milk, juice, etc. | |
| O Other | |
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| Customer Service Survey | |
| What else have you recycled at a drop off location or an event? | |
| O Appliances or Scrap Metal O Electronics, such computers, TVs, etc. O Oil-Based Paints and/or & Solvents | - |
| O Used Oil, Antifreeze or Oil Filters O Propane Tanks | |
| O Textiles (clothing, shoes, belts) O Tires | |
| O Lead Acid Batteries O Yard Waste (leaves, grass, tree trimmings, etc.) | |
| O Other What do you wish you could recycle or what other programs would you like to see | |
| What do you wish you could recycle or what other programs would you like to see offered by CVWMA or in your jurisdiction? | |
| | |

| Constance Samiles Survey | |
|---|---|
| Customer Service Survey 2. Have you contacted CVWMA in the past 6 months? | |
| O Yes O No (If no, skip) | |
| If yes, how did you contact us? O By phone | |
| O by Findle O by Findle website O Community Event | *************************************** |
| O Facebook, Twitter or other social media O Other | · |
| If yes, was your concern resolved on the first contact? O Yes (will add drop down of call type was about-collection day verification, missed collection, bin, etc) O No | - |
| If no, can you briefly describe your concern or issue? | - |
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| Customer Service Survey | |
| Do you regularly communicate with or receive communications from CVWMA? O Yes | |
| O No If yes, how and/or where do see or hear communications from CVWMA? (Check all that apply) | |
| it yes, now and/or where go see or near communications from CVWMA/ (Check all that apply) O Phone O Email | |
| O Social Media | |
| O Media (TV, Radio, Newspaper) O Website | |
| O Community Event/Presentation O Other | |
| How would you prefer to receive updates, special announcements and any information from CVWMA? O Phone | |
| O Email O Social Media | |
| O Media (TV, Radio, Newspaper) | |
| O Other | |
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| Customer Service Survey | |
| Comments: Please include any additional comments you would like to share with us. | |
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| | |
| 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. O Email Reminder for the curbside recycling program | |
| O Monthly Email Newsletter O Email regarding upcomling e-cycling and other recycling events in your community | |
| If yes to any of the above, grounds your armit address: | |
| 1 yes to any of the above, provide your datasets and the second of the MA | |

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 mots educational efforts
- •3B. Work with locality llaisons to identify barriers including language barriers
- •3C. identify and utilize subject matter experts and resources on various environmental topics
- •3D. Wark with national organizations on promotional, education and outreach best practices
- •3E. More consistent curbside education advisory committee meetings and involvement



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- New and Ongoing Efforts:

 Environmental Uteracy Events —
 education of science teachers in
 Chesterfield County and at Varina 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
- Review new Federal Overtime laws and determine potential financial impact on increasing capacity



Goal 3: **Educational** Resources

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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 Versus Government
 Communicators on best practices to overcom
- communicators on best practices to overcome language barriere

 Workshop for low income homeowners— Henrico (March)
 Translated the drop off decals into Spanish to be printed as 16x15 posters to be used public buildings, schools, community
- enters, 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

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- 3D, Work with national organizations on promotional, education and outreach best practices
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New and Ongoing Efforts:

- Disaster and Debris Management/Monitoring collaborating with VDEM to review AFF 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



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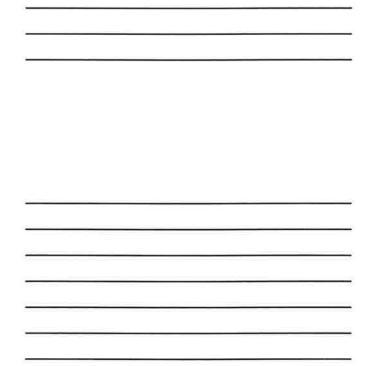
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New and Ongoing Efforts:

- New Commodities Campalgn with the Recycling Partnership
 - Utility bill stuffer ~300,000printe



- 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 Minneapoils





Goal 3: Educational Resources

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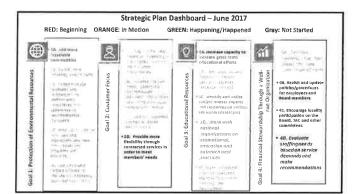
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 3D. Work with national organizations on promotional, education and outreach best practices

 3E. More consistent curbside education advisory committee meetings and involvement New and Ongoing Efforts:

 Met February 8 with CEAC and work group and discussed communication and involvement going forward.

involvement going forward
Plan to meet quarterly – Next
meeting 6/23 @ 10am



Communication Plan: Additional Commodities

Recap-

Press Release, Andrew Freiden/Hallie Stephenson News story, Virginia This Morning Segment, WWBT NB@ 12 Digital Campalgn, 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,



RECYC

Impact to the Regional tonnage



Real Estate Card

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

Open Houses

New neighbor packets

Locality Welcome Packets





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?



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