



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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New and Ongoing Efforts:

- Environmental Literacy 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 Next 3-6 Months:

- 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



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New and Ongoing Efforts:

- Website can be viewed in Spanish
- Attended Hispanic Chamber of Commerce Business Conference on Oct 13

To Do Next 3-6 Months:

- Research mix of native languages in region
- Collaborate with Virginia Government Communicators on best practices to overcome language barrier
- Research costs to translate website into multiple languages
- Develop work group of locality educators to discuss barriers to recycling and receiving information (language and other)
- Workshop for low income homeowners – Henrico (March 2017)



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New and Ongoing Efforts:

- Attended seminars and training related to Zika Virus – disseminate general information
- Middle James Roundtable – various water experts (annual meeting 9/14)
- Va Dept of Ag speaks to TAC on 10/6 regarding Thousand Canker Disease which could impact CVWMA yard waste programs
- Disaster and Debris Management – utilize DEQ and VDEM for training workshop in June
- DEQ/EPA – guidance on various topics such as HHW, sharps, etc.

To Do Next 3-6 Months:

- Invite various subject matter experts to TAC and other committee meetings



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New and Ongoing Efforts:

- New Commodities Campaign



- SWANA National/EPA/DEQ Seminars, Webinars and Training Events



To Do Next 3-6 Months:

- KAB/SWANA/Carton Council/RP – utilize education tools and resources
- Attend National Conferences (year) – Resource Recycling, Southeast Recycling Devel Council and/or Wastecon



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New and Ongoing Efforts:

- Met in June – communication plan for new commodity education and outreach

To Do Next 3-6 Months:

- Communicate to provide update on communication plan
- Meet in February to gain ideas regarding education and outreach efforts in member localities