

## MINUTES

Curbside Education Advisory Committee (CEAC) and Education Work Group  
June 28, 2018

Present: Jenny Schontag (Ashland), Bob Dunn (Chesterfield), Marcia Phillips (Chesterfield), Marcia Kelley (Henrico), Megan Brown (Henrico).

Guests: Paul Drumwright (Goochland), K. Michelle Barnett (Hanover), Krista Eutsey (New Kent), Keep Henrico Beautiful Henrico Summer Intern

CVWMA Staff: Kim Hynes, Rich Nolan, Nancy Drumheller, Reggie Thompson, Stephanie Breaker  
Absent: Kate Carney

Absent: Jeff Howard (Chesterfield), Diane Skinner (Chesterfield), Chuck Henley (Col. Heights), Todd Flippen (Col. Heights), Leigh Dunn (Goochland), Dwayne Jones (Goochland), John Bourret (Hanover), Stephen Chidsey (Hanover), Jon Clary (Henrico), April Swanson (Henrico), Bob Whiteman (Henrico), Monique Robertson (Hopewell), Patricia Paige (New Kent), Bill Riggleman (Petersburg), Johnny Melis (Powhatan), and Darlene Mallory (Richmond).

Materials: Town of Ashland Power Point, CVWMA Power Point Presentation, Meeting Agenda, "Oops" Rejection Tag/Sticker – Recycling Partnership samples, and February 28, 2017 meeting minutes.

### ***Welcome***

Kim welcomed everyone and thanked everyone for coming, especially Town of Ashland staff for hosting the meeting. Kim asked everyone to introduce themselves and which locality they are with as CVWMA staff invited Public Affairs/Public Information/Media Services staffers from our member jurisdictions to attend today's meeting. These meetings will rotate each quarter to a different member locality. Kim went over agenda items with the group.

### **Member Focus**

Kim thanked Jenny Schontag for sharing program information provided by the Town of Ashland as our Member Focus.

### **Town of Ashland**

Jenny provided an excellent overview of the services provided to Ashland residents through CVWMA programs and others. She shared several great examples of how the town and CVWMA staff collaborate on education and outreach.

### ***CVWMA Strategic Plan Update***

Kim provided a brief recap of information that she shared with CVWMA Board of Directors at the June 15 CVWMA Board of Directors meeting. We are two years into the implementation of the goals and objectives of the four-year plan. Today's quarterly meeting will focus on working with national organizations and our member localities on education and outreach best practices to educate residents about contamination (unaccepted items) impacting both the residential recycling and drop-off recycling programs

### ***Contamination: Communication and Education Strategy for Proper Recycling***

Nancy shared several slides with the group showing pictures with contamination (unaccepted items) such as garbage, food waste, plastic bags, and more in some of the residential and drop-off areas of our signature recycling programs. Even with proper signage on containers, the level of contamination from just plastic bags and plastic bagged recyclables is high.

CVWMA staff provide outreach programs and education at local events, our Customer Service team educate thousands of callers each month (call volume continues to increase monthly) on accepted items, anyone purchasing their own personal container to recycle is mailed out stickers to identify container as recycling and this packet includes plastic bag keeper and insert listing accepted items, the Curbside Email Reminder goes to over 31,000 subscribers with education message as well as link "What to Recycle" as well as our Plastic Bags Public Service Announcement. In addition, staff posts, tweets educational messages and visuals several times a day on social media as well as sharing member locality messages and visuals. Educational ads have been placed in local publications with visuals of plastic bags wrapping around sorting equipment, a Public Service Announcement video was created and shared, Goochland and Henrico did utility bill insert educational pieces, and Powhatan placed signage on orange cones in front of roll off containers.

Nancy went on to say that with the restrictions in place by China and our contactors continually looking for new markets to sell recycled commodities, we must let local recyclers know that things have changed. Even if they have put plastic bags in their bin for the last 10 years, we are not accepting plastic bags anymore. The public needs to know that choices they are making by placing unaccepted items out with recycling is impacting costs both for the service and disposal and will ultimately affect the sustainability of recycling. Kim said that she feels County/City leaders are becoming more versed in the economics of recycling and impacts to local recycling programs.

Nancy asked, "How do we reach residents?" "What are best ways to get the public in your locality to receive messages?" "Do you have messaging features to communicate with your residents on different issues and services?" "How do we let the "wishful" recyclers and those using recycling carts as a second garbage can know the costs associated with their actions?" Nancy went on to say, that the Authority needs help from member localities. Five CVWMA staff cannot educate the entire region on contamination. The impact of additional costs to local governments plus the additional processing costs are too much for Authority staff alone. Reggie mentioned the challenges with educating the public who move in and out of rental properties on an ongoing basis. Stephanie added that many people are not on social media.

Staff invited CVWMA member locality Public Affairs/Public Information/Media Services staffers to this meeting as a regional education plan and consistent messages are needed to educate the public on what items are accepted, what items are not, and the costs/impact to local programs of contamination.

There was much discussion and the following suggestions were made:

- Op Ed article for the Richmond Times Dispatch stating that stating in a bold headline that things have changed as far as recycling with CVWMA and what will not be accepted and why. Let recyclers know the cause and effect. This main Op Ed article needs to be followed up with 2-4 shorter articles.
- Brand our educational messages and resources so that they all have the same font and images.
- Work with Recycling Partnership on a uniform Oops? Tag (rejection stickers) for three recycling contactors to use. Place Oops Sticker art on back of the 2019 CVWMA Recycling Collection Schedule.

- Create education campaign using humor in messages.
- Explain the economics of recycling (impact globally as well as impact individually). People want to do the right thing but they are lazy.
- Provide each locality with a PR Kit of graphic art files and educational messages on contamination. The art files would be formatted so that each locality could plug their own logo into the art files and share with the public.
- Place articles in local papers with same information as in the Op Ed piece that Kim Hynes is writing.
- Work with Richmond Squirrels and other sports teams on venues to share educational messages.
- Send out a mailer.
- Design and implement a Recycle Awards Program in neighborhoods (Best Recycler on the Street)
- Create plastic bag sculptures at local grassroot events.

Nancy will work on costs for some of the suggestions. We all work together and CVWMA will continue to look for ways to reach more and requested localities help in pushing out the information to the public and their residents. It will take time to change behaviors.

### **2019 CVWMA Recycling Collection Schedule**

Nancy asked about education focus for top education piece provided by CVWMA annually. Consensus of the group using Recycle Right as one side and the Oops? Tag/Sticker art on the other side.

Next meeting will be sometime in October 2018. Nancy Drumheller will send out a meeting invitation and email.