



Curbside Education Advisory Committee & Education Work Group

Member Focus: Town of Ashland



June 28, 2018



Agenda

Welcome (Kim)

Member Focus

- Town of Ashland (Jenny Schontag, Department of Public Works)

Strategic Plan Update

- Annual recap snapshot

Contamination: Communication and Education Strategy for Proper Recycling

- Develop a regional plan
- Contamination/Unaccepted items
- Impact to Residential/Curbside and Drop-off Programs (costs)
- Make the Connection (between residents and negative impact of recycling unaccepted items)
- Effective Education Strategies for Proper Recycling Webinar Recap
- Plastic Bags and Plastic Bagged Recyclables Webinar Recap
- CVWMA Contact Center/Call Types
- Public Education (rejection stickers follow-up; other tactics)
- Create initial campaign
- Consistent Messages/Locality Assistance (CVWMA & Member Localities)

2019 CVWMA Recycling Collection Schedule

- Education focus

Roundtable

Next meeting date: October 2018



CVWMA Member Focus

Town of Ashland– Jenny Schontag

Curbside Recycling


How to Recycle
Most Ashland residents can participate in convenient collection of recyclables from the curb. Recycling is easy and benefits the environment. Just follow these **three easy steps**:

Get a Cart
One 96-gallon wheeled / lidded cart is provided for each eligible household (additional carts may be purchased through the [Central Virginia Waste Management Authority](#) website).

Fill it Up
The following materials are accepted for recycling:

- Cardboard and corrugated cardboard boxes
- Glass bottles and jars - Clear, brown, and green food and beverage containers
- Mixed paper - Newspaper, magazines, catalogs, computer paper, junk mail, cereal and other paperboard, boxes and paper bags
- Plastic #1 - #7 containers
- Waxy-coated cartons and boxes (such as milk cartons and juice boxes)
- Steel and aluminum cans - Aluminum beverage cans, metal cans, including food and beverage cans
- Plastic caps and lids - place back on containers when recycling

Set it Out
Collection day is every other Monday. You can view the collection [schedule](#) for printing or downloading (Ashland's collection falls on the Red Mondays); you may also sign up to receive [text and email reminders](#) (on our Notify Me page, select Trash/Recycling Reminders & Notices under Alert Center). If you have any other questions about recycling or your recycling is not collected on the scheduled day, you can call the Recycling Hotline at (804) 340-0900.



Jenny Schontag
Administrative Assistant
Email
Phone: (804) 752-6875
[More Information](#)

Trash/Recycling Reminders
& Notices
🟢 There are no alerts at this time.





Central Virginia Waste Management Authority

Strategic Plan: Fiscal Years 2017-2020

VISION

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

MISSION

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

GUIDING PRINCIPLES

Environmental Stewardship • Customer Focus • Integrity • Mutual Cooperation • Innovation • Financial Stewardship

Strategic Plan Dashboard – June 2017

RED: Beginning

ORANGE: In Motion

GREEN: Happening/Happened

Gray: Not Started



Goal 1: Protection of Environmental Resources

- 1A. Add more recyclable commodities
- 1B. Switch from recycling bins to carts
- 1C. Better manage contracts and contractors for performance, compliance and adherence to environmental standards
- 1D. Keep up to date on new laws and regulations and how they impact our programs and localities
- 1E. Visit CAOs and elected officials to educate on programs, costs and new topics



Goal 2: Customer Focus

- 2A. Stay current and maximize technologies that engage customers and enhance relationships
- 2B. Enhance the call center systems to accommodate increased information tailored 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 3: Educational 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



Goal 4: Financial Stewardship Through a Well-run Organization

- 4A. Develop business case that shows the long term value of carts
- 4B. Revisit and update policies/procedures for employees and Board members
- 4C. Encourage locality participation on the Board, TAC and other committees
- 4D. Evaluate staffing needs based on service demands and make recommendations

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Goal 2: Customer Focus

MEETS OBJECTIVES:

- 2.1 Provide easy access to accurate information.
- 2.2 Provide with timely response, resolution and follow-up

- **2A. Stay current and maximize technologies that engage customers and enhance relationships**

- 2B. Enhance the call center systems to accommodate increased information tailored 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

New and Ongoing Efforts:

- Government Communicators Workshops – best practices
- Researched potential for online chat mechanism and determined it may be too costly,
- Upgrading voicemail system with enhanced messaging features
- Researched development of an APP and/or text/calling capability
- Researched website based alert/notification system
- Email Reminder – over 31,000 subscribers, up 3,132 (11%) from June 2017
- Monthly Electronic Newsletter – 1,340 subscribers
- Social Media





Goal 2: Customer Focus

MEETS OBJECTIVES:

- 2.2 Provide with timely response, resolution and follow-up
- 2.4 Provide opportunities to customize services for our member jurisdictions within a regional framework

- 2A. Stay current and maximize technologies that engage customers and enhance relationships
- 2B. Enhance the call center systems to accommodate increased information tailored to individual jurisdictions' needs**
- 2C. Conduct customer surveys to assess service levels
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New and Ongoing Efforts:

- Deployed priority enhancements to automated customer service application – April 17, 2017
- Working on enhancement for rejections of recycling/trash by Contractors
- Ongoing enhancements

The screenshot displays the 'Call Center Application' interface. At the top, the 'CWMA' logo is on the left, and 'Call Center Application' is on the right. Below the logo is a navigation bar with links: 'CSR', 'Address Search', 'Add Address', and 'General Request'. On the right side of this bar are links for 'Administration', 'My Account', and 'Log Out'. The main content area is titled 'Address Search' and includes a 'Jurisdiction:' dropdown menu with 'Please Choose' selected. To the right of the dropdown is a text input field labeled '* Street Address:'. Below these fields are three buttons: 'Search' (green), 'Advanced' (orange), and 'Clear Form' (white).



Goal 2: Customer Focus

MEETS OBJECTIVES:

- 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

- 2A. Stay current and maximize technologies that engage customers and enhance relationships
- 2B. Enhance the call center systems to accommodate increased information tailored to individual jurisdictions' needs

• 2C. Conduct customer surveys to assess service levels

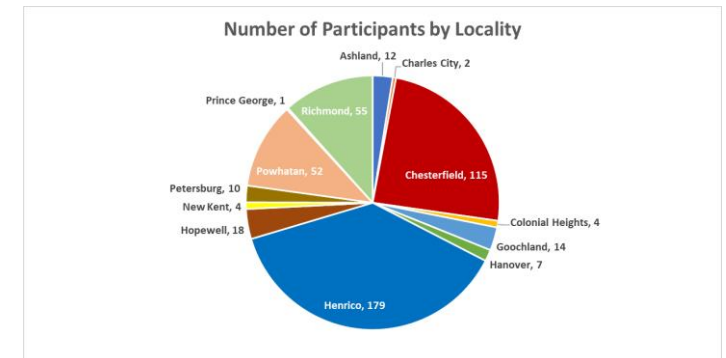
- 2D. Provide more flexibility through contracted services in order to meet members' needs

SURVEY OF JURISDICTION WASTE PRACTICES FOR THE CVWMA SOLID WASTE MANAGEMENT PLAN JULY 2019

here operational issues with solid waste management activity in your local jurisdiction? If so, please describe. What if any, products/waste streams would

New and Ongoing Efforts:

- Conducted Survey for residents – ran 9/15/17 – 11/15/17
- 475 Responses
- Results shared in January
- Posted on CVWMA Website
- SWMP Surveys – sent to all 13



Survey Questions	Responses	CVWMA Response
<p>Don't Recycle – 20 responses</p> <p>What do you recycle?</p>	<p>11 responses from Powhatan – majority responded its not convenient – no curbside pickup.</p> <p>Other responses include too confusing (2); don't want to pay (2); time consuming (1); doesn't do any good (1); not interested (1).</p>	<p>Working with Powhatan representatives on economical solutions for those that want curbside pickup or more convenient locations for recycling.</p>
<p>Recycle at the Curb (or Alley) – 379 (84%)</p> <p>What do you recycle?</p>	<p>Most recycle Cardboard, Plastic Bottles (#1 & #2), Mixed Paper, Glass and Aluminum.</p> <p>341 recycle other plastics (#1, #7, #9 & 1, 2, 3, 4, 5, 6, 8, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100).</p>	<p>CVWMA Response: Other Plastics and Cartons were added to the programs 7/1/16 – continue to educate residents to recycle these.</p> <p>http://cvwma.com/programs/curbside-recycling/what-to-recycle/</p>



Goal 2: Customer Focus

MEETS OBJECTIVES:

- 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 tailored to individual jurisdictions' needs
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•2D. Provide more flexibility through contracted services in order to meet members' needs

Working on:

- Through procurement, be flexible in awarding multiple contracts/contractors to meet demands and needs of members
 - Yard Waste Contracts
 - eWaste Contracts
 - More flexibility – 1 vendor for pickups and 1 for events
- Several Procurements/Renewals Coming Up
 - HHW
 - Drop Off Recycling
 - MSW – Ashland, Hopewell, Pburg



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 roots educational efforts**
- **3B. Work with locality liaisons to identify barriers including language barriers**
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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**



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New and Ongoing Efforts:

- Attended Hispanic Chamber of Commerce Business Conference
- Developed work group of and with CEAC members; discussed barriers – 2/8/17
- Collaborate with Virginia Government Communicators on best practices to overcome language barrier
- Workshop for low income homeowners – Henrico
- Translated the drop off decals into Spanish to be printed as 16x25 posters to be used public buildings, schools, community centers, etc.
- Close Captioning (Eng & Spanish) – Journey Thru the MRF Video





Goal 3: Educational Resources

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New and Ongoing Efforts:

- Disaster and Debris Management/Monitoring Workshop Summer 2017 & 2018 – Vendors, VDEM and DEQ
- DEQ/EPA – guidance on various topics such as HHW, sharps, etc.
- TAC Meeting Speakers on HHW, Composting, etc.
- Recycling Partnership – national industry expertise; assisted with promotion and education of new commodities – continuing relationship on contamination
- Webinars – EPA, SWANA, Recycling Partnership, etc.
- DEQ eWaste Workshop w/ VDEQ, EPA, other state reps



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New and Ongoing Efforts:



- Carton Council – grant for education
- Emphasis on commodities
- SWANA/VRA Conferences
- Best practices on contamination



PLEASE LEAVE THESE ITEMS OUT!





Goal 3: Educational Resources

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New and Ongoing Efforts:

- Meet about quarterly – focus on member jurisdictions
- June 28, 10am – Includes PR professionals to develop regional education plan to address contamination issues

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A photograph of a large pile of garbage, likely at a landfill, with a bulldozer visible in the background. The image is used as a background for the text.

"There is no such
thing as "away".

When we throw
anything away, it
must go somewhere"

Contamination:

Communication & Education Strategy for Proper Recycling

Develop a regional plan to include:



Contamination:

Communication & Education Strategy for Proper Recycling

Develop a regional plan to include:

- Contamination/Unaccepted Items
- What's In? What's Out?
- Impact to local recycling programs
- **Make the Connection** (between residents & negative impact of recycling unaccepted items)
- IML Labels/ Decals/Convenience Center Signage
- CVWMA contracts (existing/new procurements)
- Contractor rejection stickers/Opps Tag
- IML Labels/Decals on Containers
- CVWMA Contact Center/Call Types
- Public Education and Outreach



What are we doing?

Contamination Impacting CVWMA Programs

- Inbound Calls (ongoing)
- Outreach programs (ongoing)
- Email Reminder Messaging (ongoing)
- Social Media Education (ongoing)
- Extra Container Stickers Mailer (390 plastic bag keepers in May) (ongoing)
- Rejection Letter Follow-up (61 letters, plastic bag keepers) (ongoing)
- Member Locality Messaging
- HOAs, Neighborhood Newsletters



RECYCLE RIGHT!
AT HOME OR A DROP-OFF SITE
We accept: Bottles & Jars, Cans, Plastic Bottles, Jugs & Tubs, Milk/Juice Cartons, Paper & Cardboard, Newspapers

CVWMA
Central Virginia Waste Management Authority

TO LEARN MORE, VISIT:
cvwma.com
or call 804-340-0900

CVWMA does not accept plastic bags or bagged recyclables in our program.
Plastic bags:
• Damage the sorting equipment
• Prevent materials from being properly sorted
• Add additional disposal costs (as landfilled)
Remember if you use plastic bags or film, recycle at local retail stores.

The more you know...

Recyclable materials (bottles, cans, paper, cardboard, cartons, and other containers) should be placed loosely into a curbside recycling bin or local convenience center drop-off recycling container. If you must use a plastic bag to carry recyclables to the drop-off recycling facility - open the bag, dump the contents into the bin, and dispose of your plastic bag in the trash.

Plastic bags:
• Damage equipment at the recycling sorting facility
• Prevent materials from being properly sorted
• Add disposal costs

DO NOT BAG Recyclables

RETURN PLASTIC BAGS TO RETAILERS

Powhatan County, Virginia
May 18 at 3:20pm

The Department of Public Works is urging you to **NOT** place plastic bags or plastic bagged recyclables in the recycling drop off containers at the Convenience Center. Items placed in plastic bags are considered trash and are not recyclable; those items will instead be landfilled. #Cleanrecyclingisbetter #noplasticbags #powhatanproud

RECYCLING ONLY
Hopewell Curbside Recyclers:

Recycle right with CVWMA. Place accepted items only in your green recycling cart with yellow lid.

No trash or yard waste. No plastic bags or plastic bagged recyclables.

ALUMINUM & STEEL CANS, GLASS BOTTLES & JARS, ALL PAPER & CARDBOARD PLEASE FLATTEN ALL BOXES, CARTONS, PLASTIC BOTTLES, JUGS, TUBS

CVWMA For more information or for the most current list of recyclables Call 804-340-0900 or visit **cvwma.com**.

Read our June 2018 Waste Reduction News e-newsletter here! View this email in your browser.

Waste Reduction News
Welcome to our June 2018 Newsletter

- [Recycling Only](#)
- [Special Recycling Collections Planned for June](#)
- [Buy Fresh. Buy Local.](#)
- [CVWMA on Instagram](#)

CVWMA
Central Virginia Waste Management Authority

[Newsletter Archives](#)

Location:
2100 W. Laburnum
Suite 105
Richmond, VA 23227

Office Phone:
804-359-8413

Recycling Information:
804-340-0900

Trash Collection Information:
804-425-9500

Remember to:



What are we doing?



Plastic bottles, jugs, and tubs are accepted
in Henrico's recycling program.
#1-#7 Plastics Only

- **Empty and rinse the containers**
→ Food residue contaminates the recycling stream
- **Plastic bags are not acceptable at curbside or dropoff sites**
→ Please return plastic bags to retail stores



Visit cvwma.com or call
340-0900 for more information

Printed on recycled paper. Please recycle.



- Media (RTD Interview 6/5, Op Ed by CVWMA Executive Director)
- Effective Education Strategies for Proper Recycling Webinar
- Plastic Bags and the Environment Webinar: Problems & Solutions for NY webinar

What do we need regionally?

Costs/impacts to local programs - Make Connection to Residents

What's In? What's Out? Consistent Messages and Visuals regionwide

Public Education and Outreach- Locality Assistance

Uniform art/items on rejection stickers/Opps tags by all CVWMA Contractors

IML Labels/ Decals on Drop-off Containers (all labeled/consistent/regionwide)



Make the Connection

- **Create an initial campaign:**
- Messages must be easy to understand and consistent
- How do we get the word out to local residents that placing unaccepted items into recycling containers at home or a drop-off recycling site impacts local programs?
- Discussion: Costs to local programs
- Recycling Partnership Contamination Toolkit (Free download)
- What they can do to help?



Anti-Contamination Recycling Kit

Improving Quality in Your Recycling Program

CURBSIDE

IT'S ALL YOU RECYCLE

If you are looking to clean up your residential recycling stream, this kit might be for you. As you will see, the approach is well tested and the results are both immediate and noteworthy.

This kit has been designed to provide steps, tools, and resources to help you improve the quality of your recycling program. It will require resources, planning, and time on your end, as well as a partnership with your MRF and hauler, but the benefits are many. Increasing the quality of the recycling stream can save on disposal fees, improve resident satisfaction with your program, and ensure the success and sustainability of the recycling system.

To get started, use this **ASSESSMENT TOOL** to make sure your community is ready to take on this challenge. Before starting this project you'll need to assess your budget, present your case to decision makers, and get buy-in from your city/town officials, your hauler and your MRF. Lastly, take advantage of what others have learned by reviewing this **PRO TIPS PAGE**.

This toolkit includes:

- Guidance to help you broach this subject with your MRF and hauler
- Visual instructions and tools for targeted messages
- Tips to help you get the best results
- Tools to help you track and report results

THE RECYCLING PARTNERSHIP
RECYCLINGPARTNERSHIP.ORG

This Kit was developed in collaboration with
Massachusetts Department of Environmental Protection



CVWMA Contractors

Uniform art/items on rejection stickers/Opps tags by all CVWMA Contractors

IML Labels/ Decals on Drop-off Containers (all labeled/consistent/regionwide)

Going Forward: What to add in contract language for new procurements



Agenda (cont.)

2019 CVWMA Recycling Collection Schedule

- Education focus

Roundtable

Next Meeting Date: October 2018

Your 2018 CVWMA Recycling Collection Schedule

RECYCLING ONLY

EMPTY AND RINSE CONTAINERS • NO TRASH OR YARD WASTE • NO PLASTIC BAGS



ALUMINUM & STEEL CANS
GLASS BOTTLES & JARS
ALL PAPER & CARDBOARD PLEASE FLATTEN ALL BOXES
CARTONS
PLASTIC BOTTLES, JUGS, TUBS

JANUARY							FEBRUARY							MARCH							APRIL									
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S			
R		X	2	3	4	5	R					1	2	3	R					1	2	3	B	1	2	3	4	5	6	7
B	7	8	9	10	11	12	B	4	5	6	7	8	9	10	B	4	5	6	7	8	9	10	R	8	9	10	11	12	13	14