

MINUTES

Curbside Education Advisory Committee (CEAC)

October 23, 2018

Present: Bob Dunn (Chesterfield), Marcia Phillips (Chesterfield), Jeff Howard (Chesterfield), Marcia Kelley (Henrico), Monique Robertson (Hopewell), Johnny Melis (Powhatan)

Guest: Diane Cook, Water Quality Analyst, City of Hopewell Department of Public Works

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

Absent: Jenny Schontag (Ashland), 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), Megan Brown (Henrico), Patricia Paige (New Kent), Bill Riggelman (Petersburg), and Darlene Mallory (Richmond).

Materials: CVWMA Power Point Presentation, Meeting Agenda, June 28, 2018 meeting minutes, Rethink Waste! Program Description Handout, Reduce, Reuse, Recycle Post Activity

Welcome

Nancy welcomed everyone. Committee members introduced themselves as we had a guest speaker from City of Hopewell at today's meeting.

Member Focus

The City of Hopewell is our member focus. Nancy thanked Monique Robertson, Administrative Support Manager, City of Hopewell Public Works Department and member of the CVWMA Board of Directors for hosting the quarterly meeting.

City of Hopewell

Monique shared a brief program overview and then introduced our guest speaker, Diane Cook.

Linking Plastic Bag Recycling to Stormwater Education in City of Hopewell

Diane Cook is a Water Quality Analyst with the City of Hopewell Public Works Department. As part of her job duties, she is required to provide education and outreach in the community to reduce pollution. She shared information on the completion of a \$2 million-dollar stream restoration project as well as her two stormwater education programs. Mrs. Cook said that her education focus is plastic bag litter. Both of her stormwater education programs address litter issues caused by plastic bags, the impact bags have on marine life, and the problems plastic bags cause in the city storm drains. In one of her education outreach programs, she dresses as a pirate to reach the public on importance of not littering plastic bags! Mrs. Cook went on to say that she encourages everyone to recycle plastic bags at local retail and grocery stores. She distributed 300 plastic bag keepers at multiple local community events. CVWMA appreciates the regional collaboration with the City of Hopewell on plastic bag recycling education and outreach.

There was much group discussion on plastic bag issues.

Incorporating Science, Technology, Engineering, Art & Math into Recycling Education

Kate Carney, CVWMA's Recycling Education and Outreach Specialist shared an overview of her 45-60 minute Rethink Waste! Landfill? Recycle? STEM based education program for middle and high school students. This initiative engages students (and adults) to rethink the amount of waste one generates each day by incorporating the 3' R's- Reduce, Reuse, Recycle. Student driven discussion of issues and potential solutions of our current waste management systems allow for CVWMA staff to incorporate STEM/STREAM components (Science, Engineering, Technology, Art & Math). Kate is an excellent presenter and her program is very engaging and covers SOLs (Virginia Standards of Learning).

Kate asked committee members to help spread the word and recommend this program to any contacts they have in their localities. She continues to spend a lot of office time making PR Site Visits and "sales pitching" to schedule education and outreach programs in local public-school systems throughout the residential recycling service area.

Members showed their appreciation to Kate for creating this education program. It was suggested that she share this program with the full Board of Directors during the December 14 Board Meeting.

Contamination: Oops! Rejection Sticker Rollout Updates

CVWMA contactors are using the Oops! Rejection sticker. Rich shared rollout information from all three recycling contactors that he had reported at the October 19th CVWMA Board of Director's meeting, In Petersburg, CFS initially placed rejections stickers on most all carts and did not come back to collect the contaminated carts. Carts were also removed. This "tough love" contamination approach resulted in high call volume for the Call Center team. CFS took this approach as they were finding it very difficult to find a local material recovery facility to accept recycling from City of Petersburg because it was so contaminated with household garbage. At last reporting, Rich reported that there were 68 rejections in Petersburg- 65 included trash, 1 had yard waste and 1 was rejected for plastic bags. TFC is accepting the residential recycling from Petersburg. TFC reports that since the implementation of the Oops! sticker they are seeing a better quality of recycling. Rich went on to report that recycling tonnage in Petersburg is down (but cleaner) and garbage tonnage is up.

Rich went onto report that County Waste is not being as aggressive in Hopewell (as CFS in Petersburg) with Oops! rejection stickers. County Waste drivers are only tagging the most obvious contaminated carts. They are not opening the lids to the carts, just tagging the recycling carts that have unaccepted items sticking out from cart such as carpet, bags of garbage, yard waste, etc.

TFC has the lion share of CVWMA's residential recycling program. TFC started Oops! Sticker rollout in early October. They are going very route specific and the policy is to place sticker on container marked with unaccepted item, container is emptied. The second collection cycle at this same route, containers are tagged and not collected. Rich reported that there were a total of 1,063 Oops! Stickers issued by TFC in Richmond- 513 or 48% were rejected for plastic bags, 190 for trash, 126 for food contamination, 3 for pet waste, and 3 for tanglers. For Henrico routes, 125 Oops! Stickers were issued, 86 were rejected for plastic bags, 15 for Styrofoam, and 8 for trash. For Chesterfield route, 36 oops! Stickers were issued, 14 for plastic bags, 5 for Styrofoam, and 6 for food contamination.

Nancy mentioned that she and Kate use the contamination information provided by Rich for specific outreach and education programs and events as well as posting on CVWMA's social media platforms.

Kim shared that we will have a new contactor for the drop-off recycling program starting July 1, 2019. The group discussed decal signage, redesign of the roll off containers as well as rotating signage at manned drop-off recycling locations.

Call Center staff continue to provide ongoing education during inbound calls. Stephanie reported that call volume is low. She said that people are calling to apologize for placing plastic bags in their recycling containers. She and her team were surprised with low call volume; however, they know that call volume will increase once the 2019 CVWMA Recycling Collection Schedule is mailed out in late December.

Nancy shared that she and Kate are out everywhere providing “Recycle Right” education. With the recent Board approval for additional monies to spend on contamination education, Nancy reported that she is working with Recycling Partnership to design a utility bill insert and small rack card, signage for drop-off locations, a magnet, and with CBS6, one of our local media partners, to develop and implement a three-month campaign/contest which also includes zip code specific educational messaging.

America Recycles Day

Nancy updated members on America Recycles Day education programs, educational resources, Virginia Association of Science Teachers (VAST) exhibit, pledge cards, and Recycle Right selfie frame. She thanked members for having their photo taken and shared on CVWMA’s social media platforms.

The next meeting will be held sometime in February 2019. Nancy asked the group if they still want to meet quarterly. The consensus was to continue to meet quarterly as this aligns with CVWMA’s Strategic Plan Goal 3E.