

MINUTES

Curbside Education Advisory Committee (CEAC)

February 28, 2019

Present: Jenny Schontag (Ashland), Marcia Phillips (Chesterfield), Todd Flippen (Col. Heights), Dwayne Jones (Goochland), Steve Chidsey (Hanover), Marcia Kelley (Henrico), Megan Brown (Henrico)

Guest: Tina Askew, Hanover County Department of Public Works

CVWMA Staff: Kim Hynes, Rich Nolan, Nancy Drumheller

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

Materials: CVWMA Power Point Presentation, Meeting Agenda, Hanover County Recycling/Solid Waste Handout

Welcome

Nancy welcomed everyone.

Member Focus

Hanover County is our member focus. Nancy thanked Steve Chidsey, Chief of Public Works Operations, County of Hanover Department of Public Works and member of the CVWMA Board of Directors for hosting the quarterly meeting.

Hanover County

Steve Chidsey provided a one-page handout with a comprehensive list of all of Hanover County's Recycling and Solid Waste Programs. The list includes drainage, street signs, cannery, litter, convenience centers, transfer station, and curbside recycling. Mr. Chidsey provided a summary showcasing each program. At this time, Composting Education and Sponsor a Highway Programs are being planned.

Education Campaign to Reduce Contamination in Recycling Update

CVWMA Staff provided recent campaign updates to committee members as some members do not attend the monthly CVWMA Board of Directors Meetings. Rich reported that from October 1- January 31, CFS and TFC have placed 6,106 Oops! Rejection stickers on containers. Of these, the top four reasons for container tags include 2,897 were for plastic bags, 1,594 for trash (of which, 948 carts tagged for trash in City of Petersburg), 955 for food contamination, and 493 for Styrofoam. In Henrico County, 90% of Oops! Tags are for plastic bags and Styrofoam. TFC is now focusing its efforts in Henrico County and Chesterfield versus the alleys in Richmond. In addition, Nancy will reach out to TFC to see when they plan to start tags in Ashland, Colonial Heights, Goochland, and Hanover.

Nancy briefly recapped staff's latest education and outreach efforts. Oops! Education is ongoing. She mentioned that on Friday, February 22, Amy Simpson, News Reporter with WRIC TV 8 News interviewed Kim (Hynes) as well as one of the TFC drivers on a Chesterfield route. The story aired on that same Friday

during the 5 pm and 6 pm news as well as again on the Sat, Feb. 23 morning news. In addition, Kim (Hynes) was interviewed by Rebecca Davis, with National Public Radio during the week of February 25.

Nancy reported that Recycling Partnership has provided final art for the drop off signs and they have been ordered. Megan Brown (Henrico) asked why certain drop-off recycling container decals say Cardboard Only when our program is single stream and all commodities get mixed together and sorted at the material recovery facility. Kim replied that the new drop-off contract starts July 1, and the containers will be labeled single stream instead of dual stream.

Hopewell Residential Recycling Program Changes

City of Hopewell and CVWMA staff are finalizing the contract with TFC to take over the program in Hopewell and the service agreement with Hopewell. Once the agreements have been approved and signed, CVWMA Staff will work directly with City of Hopewell staff to develop and implement communication and education plan.

CVWMA's Recycling Wizard

Nancy discussed with committee members the ease of updating the Recycling Wizard versus the CVWMA program information on the Earth 991 website. The consensus of the group was that we did not need for Staff to take the time to update the Earth 911 and to remove CVWMA information from that website.

Earth Day

Nancy updated members on what we have planned for Earth Day programs and events at this time. She asked that members provide her with information on any special collection events they may be hosting so they can be added to the CVWMA Event Calendar. Packs of Pledge cards are available if any member locality would like some.

Megan Brown (Henrico) asked if CVWMA staff is planning to attend the Virginia Recycling Association Conference being held in Glen Allen, VA in early May. Her question was asked as she wanted to know if locality staff should attend the branding programs or will CVWMA attend them and report back. Kim responded that CVWMA staff would be attending the conference.

The next meeting will be held sometime in June 2019. Nancy said that she has reached out to Jeff Howard (Chesterfield) about hosting the meeting. Kim 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.