Customer Service Help Desk
Reduce Contamination by Helping our Citizens Do the Right Thing

Central Virginia Waste Management Authority
Rich Nolan
Director of Operations

MRN/SWANA-MA Conference
June 11, 2019
About CVWMA

• Public Service Authority – Va Water And Waste Authorities Act
• Formed in 1990
• Legislation in 1988 requiring solid waste planning and 25% recycling mandate

MISSION: Fostering regional collaboration to provide planning, resources and education in order to reduce, reuse, recycling and manage solid waste for our 13 jurisdictions.
About CVWMA (cont’d)

• 13 Localities
  • urban, suburban and rural
• Population 1.2 million; 2500 sq miles
• 20 member Board of Directors
  • Appointed by local governing bodies - # of members based on population
• Local Government Funded
  • Operating Assessment of $.48/capita
• 11FTEs

MISSION: Fostering regional collaboration to provide planning, resources and education in order to reduce, reuse, recycling and manage solid waste for our 13 jurisdictions.
Menu of Services

Programs All Contracted with the Private Sector

- Curbside recycling
- Drop-off recycling
- Electronics
- Paint, used oil, oil filters, antifreeze, etc
- Appliances & metals
- Batteries
- CFC/HCFC Removal
- Const/Dem/Debris Rec

- Propane tanks
- Waste Tire Rec
- Textiles
- Yard Waste Grinding
- Residential trash collection
- Solid waste convenience centers
- Disaster recovery
Curbside & Drop off Recycling
household cardboard, paper, cans and bottles

► Serve ~280,000 households – collection EOW
► 9 jurisdictions
► Single Stream
► 35 drop-off sites around the region (same materials as curb) – Going from Dual to Single Stream
► >42,000 tons annually combined
Sustaining Recycling – post China

What's in your recycling container?

Need to Re-Educate!

And Change Some Behaviors!
Fighting Contamination

Biggest Problems
- Plastic Bags - #1 problem!!
- Styrofoam
- Food Contamination (Pizza Boxes)
- Garbage
OOPS! Campaign

- Educating Town/City/County Leaders
- Educating residents on what’s acceptable and not acceptable
  - Social Media
  - Phone Calls
  - Public Service Announcements
  - Print and on-air media stories
  - Email Reminders – 35,000 email addresses
  - Bus Signs
  - Utility Bill Inserts
  - Events, Presentations, everywhere we go!!
- Helping Contractors cleanup material collected at the curb and drop off locations – not collecting contaminated carts/bins.
# On the Ground Oops!

<table>
<thead>
<tr>
<th>DATE</th>
<th>ROUTE</th>
<th>DRIVER</th>
<th>TRUCK</th>
<th>AUDITOR</th>
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<table>
<thead>
<tr>
<th>ADDRESS</th>
<th>CART</th>
<th>BIN</th>
<th>OTHER</th>
<th>OLD OOPS?</th>
<th>REASON FOR REJECTION</th>
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**Please leave these items out of your recycling!**

- Do not bag recyclables (no plastic bags, etc.)
- No shingles, tarps, hoses, or wire
- No food or liquids inside cart or container
- No glass, CDs, DVDs, or mirrors
- No签字
- No single items (wood, metal, plastics, etc.)

*[CORRECT THIS AND WE WILL COLLECT NEXT TIME.]*

CVWMA.COM

Questions about your residential recycling service?

(804) 340-0900
Once recycling rejected with Oops! Tag on the curb, Contractor enters into work order system
Drop Down Box – Contractor selects the reason bin/cart was rejected.

Provides Comments and can add a pic
Call Center and Education/Outreach

Recycling and Trash Hotline Call Center
- 3.5 Staff, including Customer Service Supervisor
- ~60,000 calls per year
- Answer >5,000 emails per year
- Distribution of over 12,000 stickers and informational materials

Customer Service (aka Help Desk)

CSR: “Thank you for calling.”
Caller: “My Recycling was not collected.”
CSR: “I see here it's because you have plastic bags in your recycling....”
CSR: “I see here it’s because you have plastic bags in your recycling container....”
Caller: “It’s never been a problem before...”
CSR: “Plastic bags are not recyclable in the curbside recycling program and to produce a clean and valuable product, bags must be removed before we can pick up your recycling. Plastic bags can be recycled through local grocery stores.”
Reports and Data

• CVWMA can run reports to determine:
  • The biggest problems
  • Geographic challenges
  • Repeat Offenders

• CVWMA can then utilize the data to:
  • Focus messaging on specific contaminants
  • Target specific areas (neighborhoods, zip codes etc)

<table>
<thead>
<tr>
<th>Type</th>
<th>Oops! Issued since 10/1/18</th>
<th>%age of Total</th>
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<tbody>
<tr>
<td>Total</td>
<td>8,244</td>
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<tr>
<td>Plastic Bags</td>
<td>3,103</td>
<td>38%</td>
</tr>
<tr>
<td>Food/Styrofoam</td>
<td>1,928</td>
<td>23%</td>
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<tr>
<td>Garbage *</td>
<td>2,907</td>
<td>35%</td>
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Questions??

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