INNOVATIVE DIRECT OUTREACH PROGRAM TO UNIVERSAL WASTE CESQGS

> Handling Special Waste Technical Session WASTECON August 14, 2012



Overview

Northern Virginia
Need for Campaign
Initial Know Toxics campaign elements
Directed Outreach and Training
Financials
Performance Measures
Lessons Learned



Northern Virginia

- > 2.23 million residents
- > Added 415,000 from 2000-2010
- Large proportion of
 MSW generated from
 commercial sector
- > 14 separate SWMPUs
- NVRC staffs regional waste management board
- Robust Waste
 Management programs



Northern Virginia Regional Commission

Need for Universal Waste Know Toxics Campaign

- Growing demand for disposal services
- > 46,000 small to medium businesses
- > 25 LQGs, 4 permitted facilities in the region
- Anecdotal evidence that universal waste is entering MSW
- > CESQGs: any amount <200 kg/year generation</p>
- CESQG and SQGs a DEQ priority in Northern Virginia
- > DEQ limited to visit 25-30 facilities per year.
- > Opportunity for DEQ and local partnership.



www.knowtoxics.com



Branding Website



Brochure Business Cards Bill Inserts Poster



Articles / Outreach to local Chambers Trade / Public Events





Home | Contact Us | Intranet | E-Services

Links

Residents



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Search		Go

Know Toxics

Home

Links to Resources

What Does the Law Require?

What Materials Should Be Managed?

Contact Us



Do you know what toxics exist at work?

Learn more about common items which can be harmful to humans and the environment if thrown in the trash

Materials

Businesses

- If you are a business owner or property manager, learn what <u>materials</u> require special handling
- Learn <u>what the law requires</u> you to do with used <u>fluorescent bulbs</u>, <u>rechargeable batteries</u> and <u>electronic equipment</u>--you can't just throw them in the trash!
- Get the information you need to <u>develop a strategy</u> so that your business safely manages these materials
- Learn what <u>resources</u> are available to assist business owners



Private Recycling and Disposal Services List Selecting a Contractor Light Bulb Disposal Options View More Links

Businesses

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Links

Residents





Certification for E-Waste Recyclers



KNOW Toxics

Selecting a Contractor

Home

How do I select a disposal contractor?

Materials

- In selecting a recycling contractor that will best serve your needs, you also must get the assurance that your waste light bulbs are properly managed to minimize your liabilities
- · State and federal regulations hold the generator liable for proper reclamation/recycling
- Be sure to choose a reputable firm to assist you in implementing your management program

Information on certification for e-waste recyclers

You will also want to consider the following factors:

- Pricing While pricing is important, as with many services, you usually get what you
 pay for. It is suggested that you scrutinize what services your prospective contractor is
 offering and to get more than one quote for your needs
- Service Important items for consideration include: responsiveness, timeliness, program flexibility and customization, contractor personnel, whether there will be intermediaries involved, the capabilities of the firm, and the equipment they will be using
- Risk Management Recyclers, as Destination Facilities, are obligated to reduce or eliminate pollution risks for their clients. In order to remove the mercury from the used bulbs, recyclers must comply with numerous federal and state regulations

Find private companies that provide these services



Engaged consultant with subject and training expertise



Training manual and interactive session for local staff SWANA CEUs



Business identification and direct contact by local staff



Business identification through Lexis/Nexis



OUTREACH TRAIN-THE-TRAINER UNIVERSAL WASTE & USED ELECTRONICS



2012

PREPARED FOR:



NORTHERN VIRGINIA REGIONAL COMMISSION 3060 WILLIAMS DRIVE SUITE 510 FAIRFAX, VA 22031

Training: Expansion

ecover e



Training: Invisible Contaminants

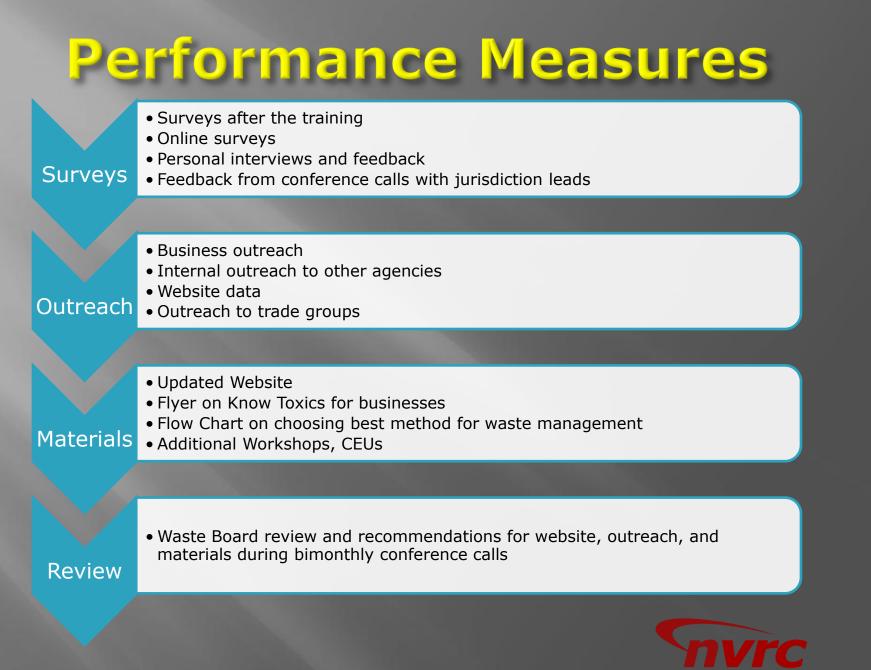
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Financials

- \$360 registration fee per attendee, dropped to \$350/person with higher registration numbers. This covered cost of training development and workshop.
- Local staff identified other agencies for training. Increased participation to 46 people in two sessions.
- Raised >\$11,000 from 12 participating jurisdictions, funding consultant fee for course development, workshop, and a training for workshop for business community.
- NVRC base budget (staff time) comes from NVWMB program
- Next workshop open to businesses for a nominal cost, will be sponsored by vendors, recycling, and waste management companies.
- Next workshop tentatively schedule for Late Fall 2012.





Northern Virginia Regional Commission

Lessons Learned

Supplement maintenance funding through shared activity that bundles a product, such as specific training materials.

Once materials are developed, engage vendors and other businesses with a common interest

Use program as an partnership opportunity with trade groups



WWW.KNOWTOXICS.COM

THANK YOU

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