

# INNOVATIVE DIRECT OUTREACH PROGRAM TO UNIVERSAL WASTE CESQGS

Handling Special Waste  
Technical Session  
WASTECON  
August 14, 2012



Northern Virginia Regional Commission

# 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
- 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



Northern Virginia Regional Commission



# Know Toxics



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[What Does the Law Require?](#)

[What Materials Should Be Managed?](#)

[Contact Us](#)

FLUORESCENT LAMPS

ELECTRONICS

BATTERIES

FOR RESIDENTS

## Know Toxics

### 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

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

### Quick Links [view all](#)

[Private Recycling and Disposal Services List](#)

[Selecting a Contractor](#)

[Light Bulb Disposal Options](#)

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**Know Toxics, A Project of the Northern Virginia Waste Management Board, C/O Northern Virginia Regional Commission**

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# Know Toxics



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Certification for E-Waste Recyclers



## Selecting a Contractor

### How do I select a disposal contractor?

- 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



# Training: Invisible Contaminants



# 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.



# Performance Measures

## Surveys

- Surveys after the training
- Online surveys
- Personal interviews and feedback
- Feedback from conference calls with jurisdiction leads

## Outreach

- Business outreach
- Internal outreach to other agencies
- Website data
- Outreach to trade groups

## Materials

- Updated Website
- Flyer on Know Toxics for businesses
- Flow Chart on choosing best method for waste management
- Additional Workshops, CEUs

## Review

- Waste Board review and recommendations for website, outreach, and materials during bimonthly conference calls



# 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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