

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



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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[FLUORESCENT LAMPS](#)

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[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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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



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THANK YOU

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