

RVAgreen 2050 Waste Reduction & Recovery
Working Group
02/25/2021

Drafting Strategies



Equitable climate action for a healthy and resilient Richmond

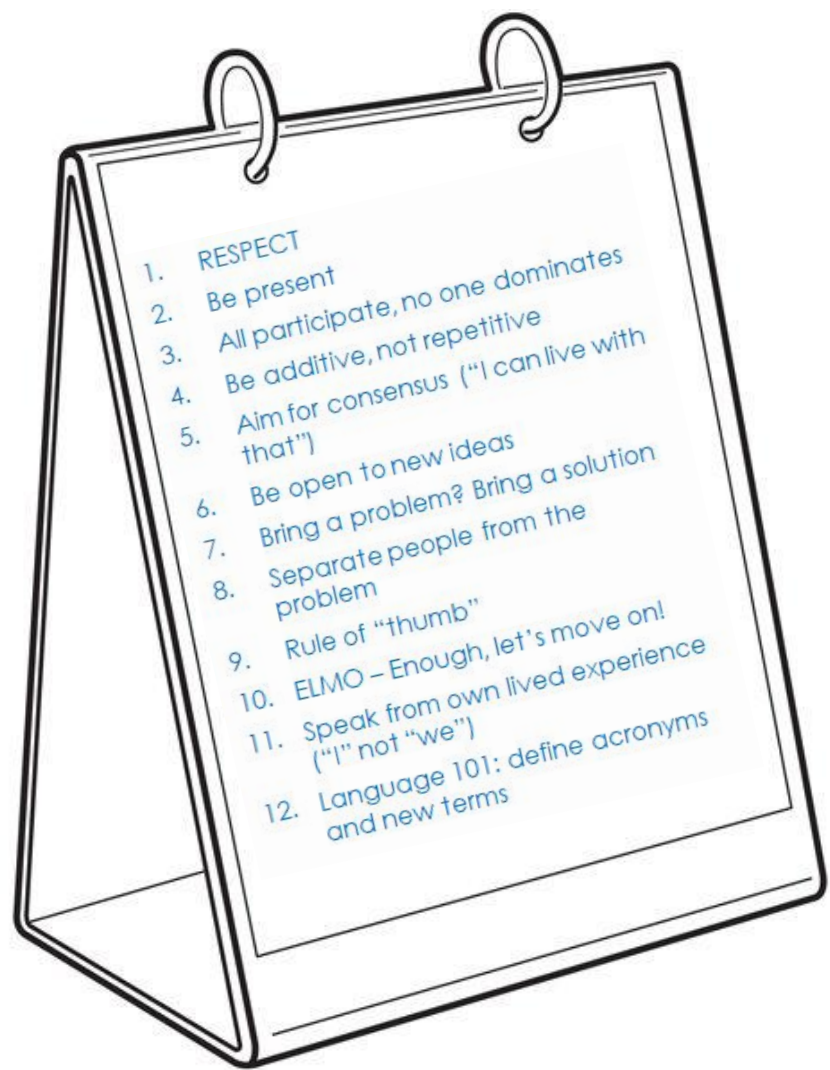
Agenda

- Settling in and ground rules
- Review: RVAgreen 2050 structure
- Waste Reduction & Recovery strategy inputs
- **Activity:** Drafting strategies
- Wrap-up and next steps

Today's Objectives

- Understand the various inputs (tools, technical resources, existing plans, etc.) for RVAgreen 2050
- Draft equitable climate action and resilience strategies!

Ground Rules / Group Expectations



RVAgreen 2050 DRAFT Structure

Goals	What is the purpose of RVAgreen 2050?
Vision	What does the ideal future look like when RVAgreen 2050 is implemented?
Community Priorities	What cross-cutting public values do we want to center in our plan?
Pathways	What leverage points will lead us towards realizing and operationalizing the goals and community priorities?
Objectives	What are the long-term aims we want to accomplish, organized into the different pathways?
Strategies	What are the SMARTIE actions that will lead us toward our objectives?
Implementation Plans	How are we going to implement, measure progress, and ensure accountability in this plan?



Goals

Climate Action

Achieve a 45% reduction in greenhouse gas emissions by 2030 from the 2008 baseline

Achieve net zero greenhouse gas emissions by 2050

Climate Resilience

Prepare for, adapt, and improve the City of Richmond's resilience to the local impacts of climate change

Goals

Vision

Community
Priorities

Pathways

Objectives

Strategies

Implementation
Plans

Vision

All Richmonders, regardless of their identity or neighborhood, thrive in a climate-resilient and climate-neutral community.

Supporting Principles:

- Community and personal **well-being, local ecosystems, and economic vitality** are balanced in a truly sustainable Richmond.
- Everyone has **equitable access across the entire city to resources that are clean, sustainable, and affordable**, including air, water, food, energy, housing, transportation, economic opportunities, and natural resources.
- **Everyone has the ability and resources to take ownership** of equitable climate action and community resilience planning and implementation.
- "Identity" includes but is not limited to: race, ethnicity, age, ability, gender, sexual orientation, and religion. **We lead with race** in our work to transform systems impacting all historically disenfranchised communities.



Goals

Vision

Community
Priorities

Pathways

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Strategies

Implementation
Plans

Community Priorities



Racial Equity &
Environmental Justice



Engagement &
Communication



Government
Accountability



Community
Wealth



Housing &
Buildings



Neighborhoods



Health & Well-
Being



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Revised Pathways

Buildings & Energy	Accelerate the equitable transition to healthy, resilient, climate neutral buildings and energy sources
Waste Reduction & Recovery	Fostering sustainable methods of waste reduction - wasting less, reusing more toward a zero waste community
Transportation & Mobility	Accelerate the transition for all to clean and equitable mobility systems
Environment	Invest in resilient, healthy, and equitably distributed natural resources throughout the community to support biodiversity and human well-being
Community	Create an equitable and resilient Richmond that honors community priorities



Goals

Vision

**Community
Priorities**

Pathways

Objectives

Strategies

**Implementation
Plans**

Revised Objectives

What are the long-term aims we want to accomplish, organized into the different pathways?

Objective 1: Model zero waste through municipal operations

Objective 2: Reduce commercial waste

Objective 3: Reduce residential waste

Objective 4: Reduce industrial waste



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RVAgreen 2050 Inputs Overview



Equity

- Climate Equity Index
- Training and capacity building
- Community priorities
- Equity Screening Tool

Climate Action

- Greenhouse gas inventories
- Richmond 300 actions
- Best practices and examples
- Greenlink GHG emissions modeling

Climate Resilience

- Climate change impacts data
- Richmond 300 actions
- Best practices and examples
- Climate Vulnerability & Risk Assessment



Goals

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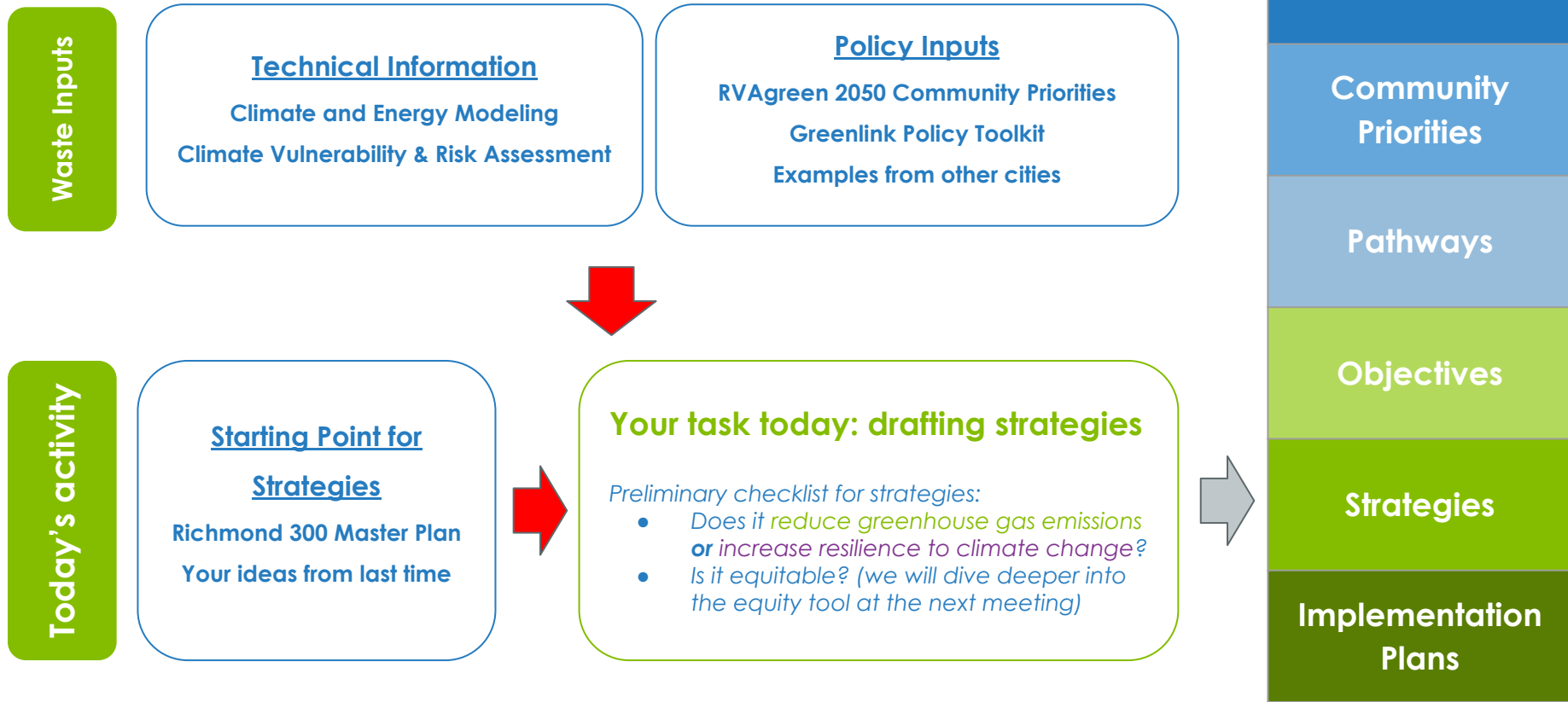
Pathways

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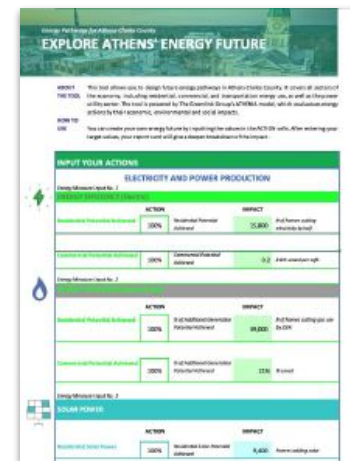
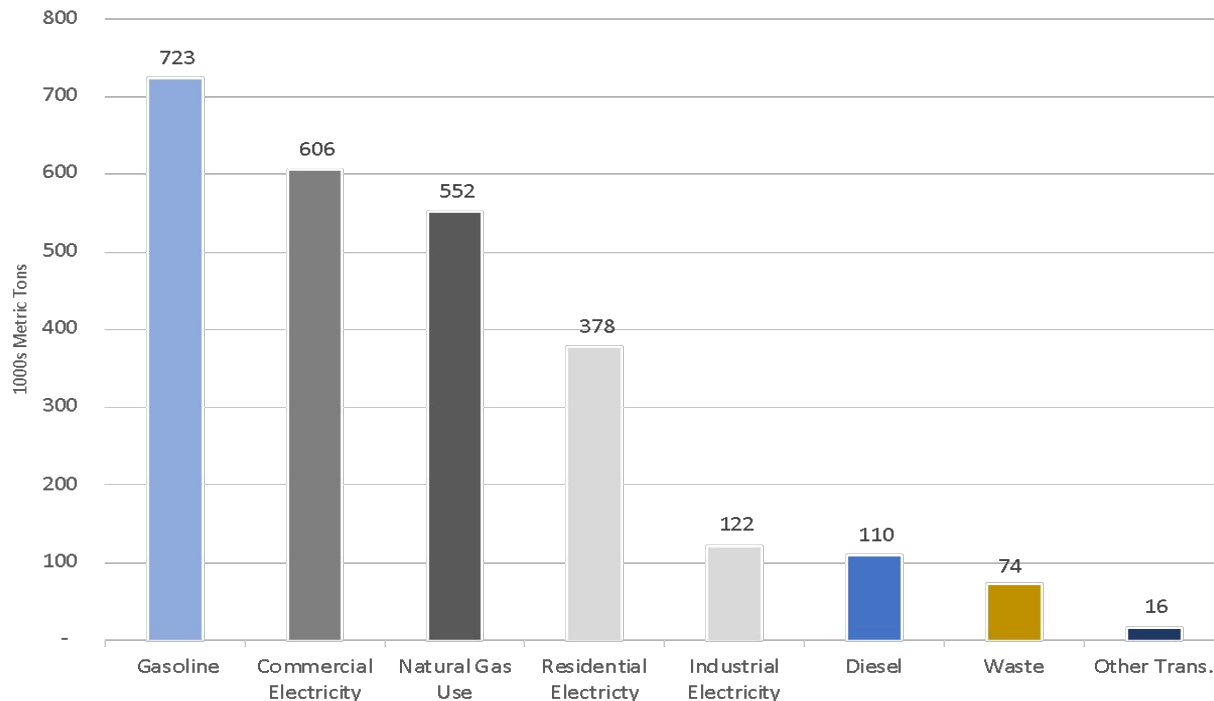
Implementation
Plans

Drafting Process - *Strategies*



Waste Reduction & Recovery Input: Climate & Energy Modeling

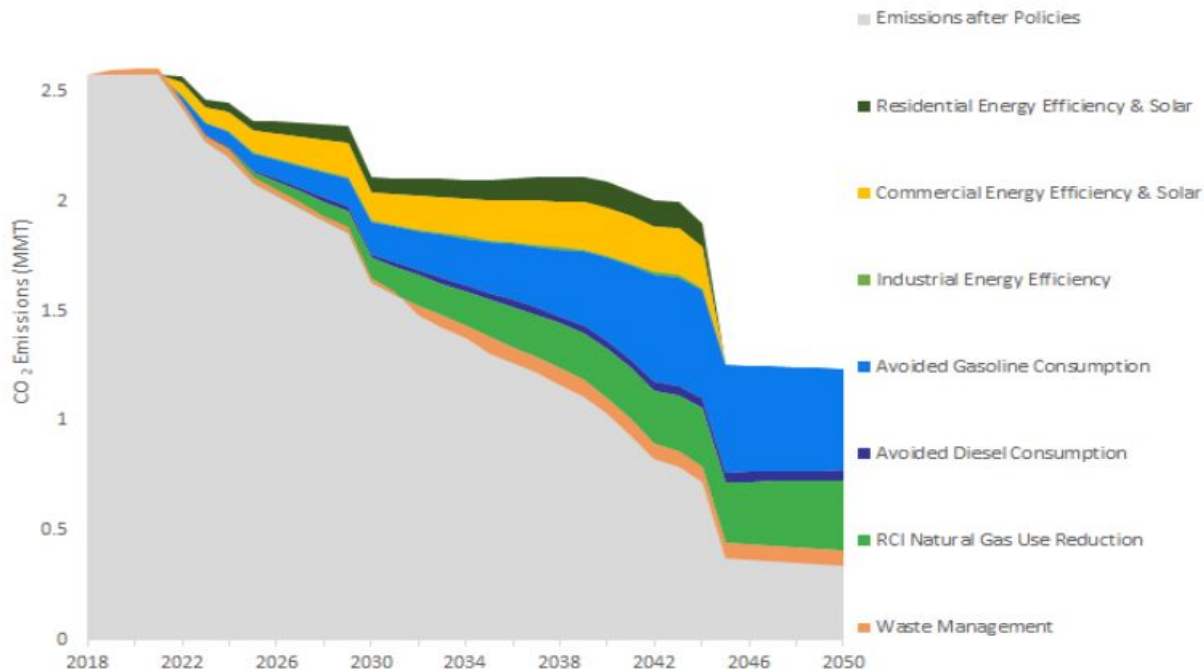
Current greenhouse gas emissions



Waste Reduction & Recovery Input: *Climate & Energy Modeling*



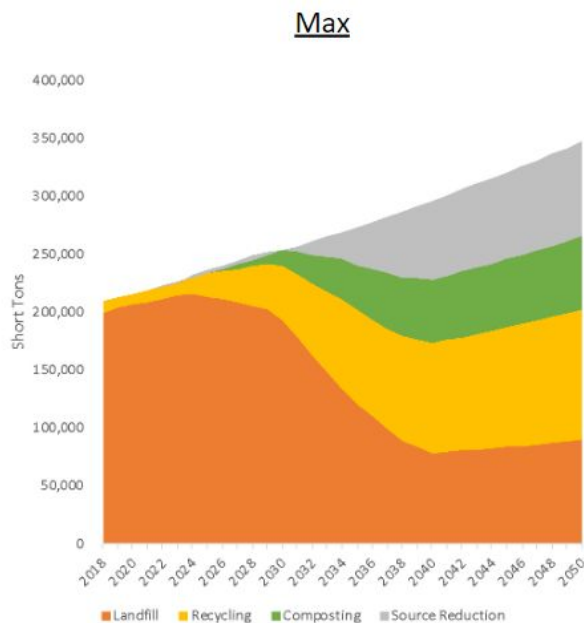
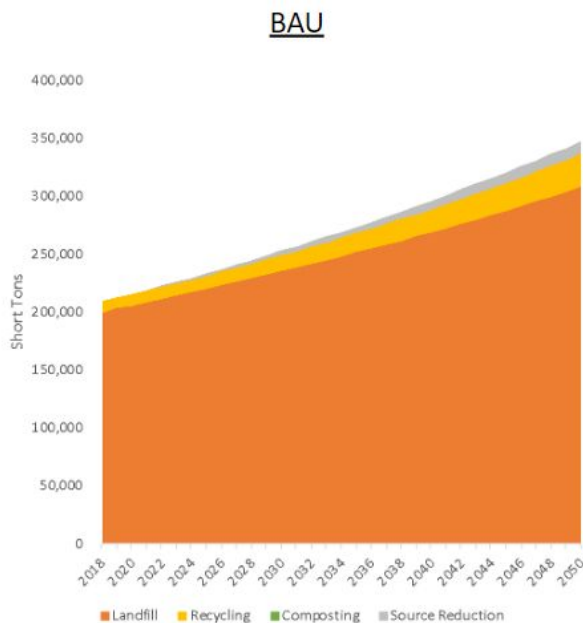
Max scenario: CO₂ emissions trajectory if we take ambitious action



Waste Reduction & Recovery Input: *Climate & Energy Modeling*



**Potential to Cut Landfill Waste by more than
70%**



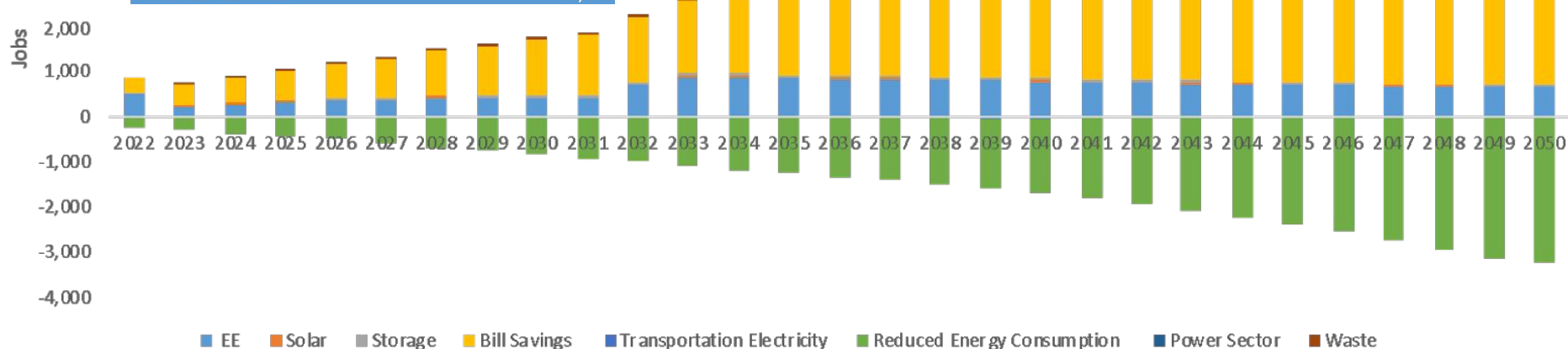
Waste Reduction & Recovery Input: Climate & Energy Modeling



Co-benefits of taking ambitious action

NET JOB-YEARS THROUGH 2050

Sector	Net Job-Years
Construction	6,643
Lighting	1,917
Material for Envelope	1,494
Other Electrical Equipment	929
Energy and Environmental Management and Smart Controls	4,154
Insurance and Finance	440
Program Administration	1,882
Architecture and Engineering Services	1,438
Waste	810
General Economy	65,494
Fuel and Utilities	(42,717)
NET GAIN	85,200
NET LOSS	(42,717)
TOTAL NET JOB-YEARS	42,483



Waste Input:

Climate Vulnerability & Risk Assessment

Sensitivity

How much would assets/systems be affected?

Adaptive Capacity

Can the assets/systems “bounce back” on their own?

Consequence

- People, esp. those most vulnerable
- Literal costs
- Public safety services
- Economic activities
- Public health
- Natural environment

Your input
from the
meeting

Probability

What assets/systems are actually in harm's way?

Detailed
analysis of
climate data

Relative vulnerability of assets/systems:

- General Solid Waste Management System
- Transfer Stations
- Solid Waste Landfill Facilities
- EPA Emergency Response Facilities (4 types)

Waste Input:

Climate Vulnerability & Risk Assessment

Asset/System	Heat Threats Priority	Water Threats Priority
Transfer Stations	4	1
Composting	1	2
Municipal solid waste	2	3
Recycling	3	4
Solid Waste Landfill Facilities	5	5
EPA Emergency Response - Risk Management Plan Facilities	8	6
EPA Emergency Response - Toxic Substances Control Act Facilities	9	7
EPA Emergency Response - Toxic Release Inventory Facilities	7	8
EPA Emergency Response - Facility Response Plan Facilities	6	9

Specific feedback:

- **General Solid Waste Management System:** Heat and flooding are both threats for system operations and community health impacts.
- **Transfer Stations:** Located in high heat and potential flood zones; flooding is a more significant threat.
- **Solid Waste Landfill Facilities:** Closed landfill within floodplain, low threat to assets in use.
- **EPA Emergency Response Facilities (4 types):** Many EPA regulated sites within floodplain or upstream. Environmental and drinking water hazard.

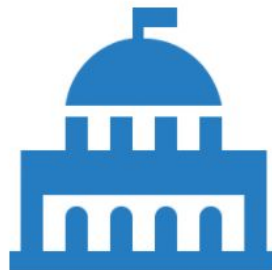
Waste Input: *Community Priorities*



Racial Equity &
Environmental Justice



Engagement &
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Government
Accountability



Community
Wealth



Housing &
Buildings



Neighborhoods



Health & Well-
Being

Waste Input:

Greenlink Policy Toolkit

Optimize trash and recycling receptacle size

Mandate Commercial & Multifamily Recycling

Recycling & Site Plan Approval

Construction & Demolition Waste Recycling

Municipal collection of food and yard waste for residential homes

Mandate Commercial & Multifamily Food Waste Composting

Implement Unit-Based Pricing for waste collection

Optimize industrial waste through by-product synergy

Landfill Gas Energy Use



Waste Input:

Examples from other cities

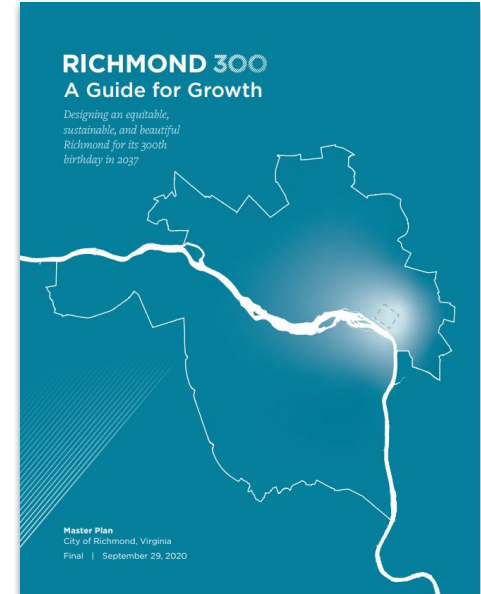
	Chicago	Incentivize deconstruction (taking buildings apart and reuse/recycle remaining parts) over recycling in permitting
	Boston	Reduce problem products and packaging; divert more reusable goods
	New York	Transform Don't Trash NYC as a campaign to transform the commercial waste industry and create good jobs and clean, safe communities
	Portland	Continue to support development of local and regional biogas resources, including anaerobic digestion of food scraps, while minimizing disproportionate impacts on low-income populations and communities of color
	Providence	Highlight and celebrate local businesses who are composting, recycling, and incorporating other sustainable actions throughout their business operations; explore different types of recognition models/awards programs for maximum incentivization
	San Antonio	Accelerate the diversion of organics from landfills to the highest and best use opportunities and ensure low-carbon composting solutions
	San Francisco	Residents offered support, tools, and education with recycling and composting mandates

Waste Input:

Richmond 300 Master Plan

Richmond 300 Goals & Objectives - *starting point for drafting strategies*

- Require new construction projects to provide areas for dumpsters, recycling, and composting
- Advocate in the General Assembly for enabling legislation allowing cities to ban or tax plastic bags, single-use plastics, balloons, and styrofoam
- Lobby the General Assembly to encourage bottle deposit to decrease litter, especially near the river
- Expand the City's Adopt-a-Street Program to include waterways, greenways, and bike lanes.
- Develop a comprehensive 'green business' program, similar to that of Montgomery County, Maryland or the Loudoun County, Virginia Green Business Challenge
- Reduce litter in the city, by encouraging more trash/receptacles and more frequent cleaning/ management of areas with a lot of litter, so the litter does not flow into city waterways



Drafting Process - *Strategies*

Waste Reduction
& Recovery Inputs

Technical Information

Climate and Energy Modeling
Climate Vulnerability & Risk Assessment

Policy Inputs

RVAgreen 2050 Community Priorities
Greenlink Policy Toolkit
Examples from other cities

Today's activity

Starting Point for

Strategies

Richmond 300 Master Plan
Your ideas from last time



Your task today: drafting strategies

Preliminary checklist for strategies:

- Does it *reduce greenhouse gas emissions* *or increase resilience to climate change*?
- Is it equitable? (we will dive deeper into the equity tool at the next meeting)



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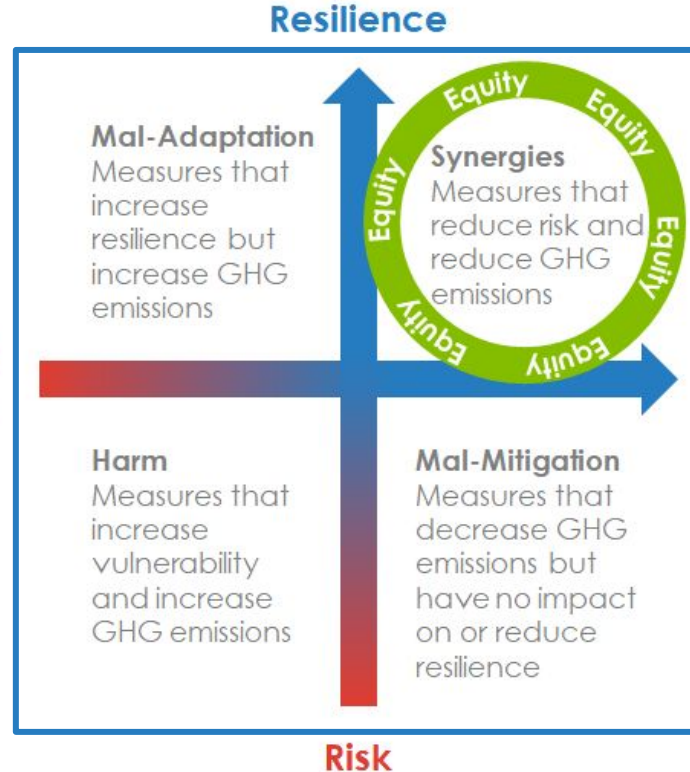
Implementation
Plans

RVAgreen 2050 Nexus

Mal-Adaptation example:

Increasing waste collection services / on-call collection using fossil-fuel powered vehicles

High GHG Emissions



Synergy examples:

- Adaptive municipal waste collection system powered by renewables
- **Others?**

Mal-Mitigation example:

Siting neighborhood waste/materials collection facilities in flood-prone areas

Activity

- Divide into 4 breakout rooms
- Facilitators will switch between rooms to guide discussion on strategies within one of the draft objectives
 - Objective 1: Model zero waste through municipal operations
 - Objective 2 : Reduce commercial waste
 - Objective 3 : Reduce residential waste
 - Objective 4: Reduce industrial waste
- Take 15 minutes per objective (~4-5 mins. per strategy bucket) to:
 - Refine draft objectives
 - Draft strategies

Strategy rules for today:

- MUST reduce GHGs and/or increase resilience
- MUST be equitable

If it doesn't follow the rules, don't write it down!



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ACTIVITY EXAMPLE

Objective #1: Model zero waste through municipal operations

Strategy rules:
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If it doesn't follow the rules, don't write it down!

-  = Richmond 300
-  = ideas from our last meeting
-  = your new ideas!

Advocate in the General Assembly for enabling legislation allowing cities to ban or tax plastic bags, single-use plastics, balloons, and styrofoam

Ideas from previous meeting on green sticky notes

Reduce litter in the city, by encouraging more trash/receptacles and more frequent cleaning/management of areas with a lot of litter, so the litter does not flow into city waterways




5-minute break


*Go into breakout
rooms!*


Objective #1 - Priscilla




*Model zero waste through
municipal operations*

Objective #1: Model zero waste through municipal operations

Reduce litter in the city, by encouraging more trash/receptacles and more frequent cleaning/ management of areas with a lot of litter.  the litter does not now into city waterways

Put in procedures that could be replicated by other sectors (commercial, residential, industrial)- we have a lot of employees (a large organization) 



Promote green practices internally and externally 

Waste is a regional problem so our waste mgmt will only work if we integrate with the other systems- we need to partner and extend those opportunities; strategies should also speak to citizens and surrounding jurisdictions (transferable processes) "think locally act globally" - this will make it more equitable, affordable and sustainable.   



Create an integrated plan to reduce waste within our organization that can be used by others.

Make sure we don't imply that the city needs to model *first* before we should expect citizens and industry to jump on the bandwagon

EDUCATION IS KEY!

Implement an environmental management system/join the state's Virginia Environmental Excellence Program (voluntary recognition program)  

Create a climate positive purchasing policy    

Identify high-impact reduction and recovery practices  

City composting program which transforms city green and brown material into compost/mulch available to city depts & residents 

Master recyclers / compost coordinators - train other people how to recycle better


Strategy rules:
- MUST reduce GHGs and/or increase resilience
- MUST be equitable (we'll discuss in more detail next time)

If it doesn't follow the rules, don't write it down!

From the community group: How can we use this to educate about landfills?

Educating everyone! Equitable encouragement (plastic bags) At bus stops creating cleaner spaces to make people comfortable using the bus. (Trash Compactors)

-  = Richmond 300
-  = ideas from our last meeting
-  = your new ideas!

Awareness campaigns go a long way. Making citizen aware of options. Not creating more trash 

Checks and balances within the region to create a bigger picture Building accountability amongst sectors



Objective #1: Model zero waste through municipal operations

Model for the surrounding region by initiating programs using our waste stream / population economies of scale to shape the mold.

Lead by example for citizens by having highly visible, transparent internal programs that align with the community's broader goals, objectives, etc... and prepares the next generation.

From the Community WG: Community gardens/city-wide composting

Reduce the City's procurement of single-use plastics (except for uses like emergencies, etc.).

Procurement Policy that specifies products and services that reduce upstream emissions.

Model a municipal composting program in all city buildings and facilities.

Creating a sustainable composting initiative

City departments should do waste audits and prioritize waste streams that can be reduced.

Have internal training for City employees on the sustainability in general and RVAgreen 2050 specifically.

START AT HOME with City Agencies before moving to the public. In order to gain credibility

Install signage in parks and other public areas that explains what the City is doing in this arena and what it is trying to achieve.

Are we offering incentives to reduce trash?



Develop an employee recognition program (or create a new category within an existing one) to highlight green champions.

We need to 'exude' a feeling of sustainability when people walk through the door

Behavior Change to lower footprint, City, asking staff to bring individual water bottle to use cooler remove plastic cups at coolers, centralized bins (no more desk-side cans), City commits to not buying plastic or styrofoam containers

Strategy rules:
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- MUST be equitable (we'll discuss in more detail next time)

If it doesn't follow the rules, don't write it down!

 = Richmond 300
 = ideas from our last meeting



Objective #2 - Dawn

Reduce commercial waste

Objective #2: Reduce commercial waste

Require new construction projects to provide areas for dumpsters, recycling, and composting

Develop and implement a multi-family and commercial recycling program

Space is a major problem with multi-family recycling infrastructure

Create incentives for construction and demolition material recycling

Lobby the General Assembly to encourage bottle deposit to decrease litter, especially near the river

Advocate in the General Assembly for enabling legislation allowing cities to ban or tax plastic bags, single-use plastics, balloons, and styrofoam

Develop a comprehensive 'green business' program, similar to that of Montgomery County, Maryland or the Loudoun County, Virginia Green Business Challenge

Consider

Engage corporate partners (e.g. grocery stores)

Encourage restaurants, attractions, breweries and hotels to join the Virginia Green Travel Alliance

Lobby for legislation that promotes a circular economy. Speaks to broader context of city as a whole.

Where are the funding streams coming from because we can't expect businesses to do this on good faith- what is the convincing argument /

Work with commerce to reduce organic waste.

Work with businesses on packaging




Education campaign for citizens, businesses, and institutions to inform how to reduce upstream emissions.

Consider waste from commercial landscapers

Educate owners about how to reduce their waste costs to balance their investments in reducing their waste.

Strategy rules:
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- MUST be equitable (we'll discuss in more detail next time)

If it doesn't follow the rules, don't write it down!

-  = Richmond 300
-  = ideas from our last meeting
-  = your new ideas!

Identify opportunities for a circular economy: local currency, repair workshops, bartering locally

Align incentives with effective organic waste reduction.

Encourage businesses to join the state's Virginia Environmental Excellence Program Sustainability Partners track.

Include a diversity of tactics

Who is going to pay for it/ is "reduce organic waste" a demand on the public or on industry?

Reduce Consumption and Minimize Waste with specific strategies targeted to specific groups.

Manufacturers should look at the 'repairability' of their products to reduce waste (France)



Objective #2: Reduce commercial waste

Focus on Richmond's local economy; Could have impact beyond city boundaries (influence) ★

Incorporate permitting requirements/ ordinances? (need to help businesses)

From community WG: How can we focus on 'REDUCE' before other strategies ★★

Attract/incentivize REUSE companies (refillable) ★

Strategy rules:
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-  = your new ideas!

Investments in small businesses aimed at waste reduction ★

Determine strategies to reduce solid waste generation. ★

Incentivize restaurants and grocery stores to reduce food waste; incentives for composting at these establishments ★★

Encourage companies to reduce food waste through incentives and tax breaks (i.e. cooking oil to fuel) and make this part of a city-wide initiative to reduce all aspects of their waste; can we use their waste for fuel in the city? But be careful about adding costs to small businesses/ restaurants

Get Richmond to have a reputation with creative solutions for reusing waste (i.e. biofuels, medical waste) - circular economy!!! That makes Richmond part of the solution - let us be a trendsetter!!! Because this is a great opportunity to

Look into the City's grants coordinator who could look at opportunities to help us move these ideas along (such as incentivizing business)

Formalize and make transparent existing actions to reduce organic waste. Retrofit and/or add infrastructure.

Promote low or zero waste things.

Education on upstream emissions (rather than putting it with residential); residential = education about individual consumer preferences, commercial = education about upstream emissions and sustainable low waste business practices

Show these new companies how we value them through innovation...be the leader and make those industries aware through our office attending trade shows to encourage sustainability of Richmond in the marketing world

From the community group: Define with examples that might allow others to relate to their own lives

Construction standards



Objective #3 - Jason

Reduce residential waste

Objective #3: Reduce residential waste

Expand the City's Adopt-a-Street Program to include waterways, greenways, and bike lanes.

Create pay as you throw program

Increase citywide composting by coordinating with private composting companies

Re: PAYT - "Pay as you throw" sometimes runs into resistance due to messaging that people end up paying more; it doesn't have to be that way

Implement backyard/home composting program which provides resources to residents; Implement formal backyard and community composting programs.

INCENTIVES Include a diversity of tactics; Communication between neighborhoods and city structures

Reduce Consumption and Minimize Waste with specific strategies targeted to specific groups.

Education campaign for citizens, businesses, and institutions to inform how to reduce upstream emissions
Does this apply to things like "spending habits".
ie: education

Educate citizens on the consequences of not reducing waste (i.e. getting to the top of watershed/root and working our way down). K12 is key.

Consider accountability

Six pack rings/ we have the most breweries/ create national standard. Encourage/ require the use of biodegradable six-pack rings.

Provide drop off composting facilities / options.
* Reduce barrier in regulation/ new standards based on reason

Align incentives with effective organic waste reduction

Consider strategies that promote sustainable packaging as less expensive; reduction of solid waste needs to be affordable

Biochar?!

Strategy rules:
- MUST reduce GHGs and/or increase resilience
- MUST be equitable (we'll discuss in more detail next time)

If it doesn't follow the rules, don't write it down!

Support improved recycling systems- develop multiple ways to handle (not just the one way we currently handle it)

From the community WG: Incorporate education and incentivizing language into these objectives

From the community WG: Prioritize the reduction of construction waste

Amending compost comment: have a municipal/ city-run composting entity (not just private contracts) to ensure equitable access and reduce cost to individual

-  = Richmond 300
-  = ideas from our last meeting
-  = your new ideas!



Objective #3: Reduce residential waste

Determine strategies to reduce solid waste generation.

Construction standards; biochar

From community WG:
Are there any costs associated with the bin? Figure out why people don't use the bins and build that into the strategies.

Identify all potential recycling strategies

From the community WG: Look to facebook groups like 'buy nothing' and 'freecycle' to show how we can reduce consumption and get behind community programs that already exist to reduce waste

From community WG: Reducing illegal Dumping by removing barriers for residents to properly dispose of large items.

From the community WG: Education behind the importance of recycling: need to better explain the benefits of it and how it affects the pollution downstream.

From community WG: Focus on apartments and where our families are living Incentivise larger

master recycling or composting program - train others to recycle and compost - educational program with equitable access

Define solid waste because the average citizen does know what that term includes

Start neighborhood composting sites (e.g. small neighborhood pilot project)

From community WG: How accessible is the waste infrastructure

All services need to be offered in all zip codes.

From community WG: How can we focus on 'REDUCE' before other strategies

Attract/incentivize REUSE companies (refillable)

MEDIA MEDIA
MEDIA education campaign/ P.R. Team

apartment buildings to provide recycling for options for residents that are not able to use CVWMA curbside pickup

on every corner/ subsidize neighborhood sustainability franchises. Entry level local jobs-

Encourage HABITS. This group needs psychologists.

Incentives to repair shops/enourage citizen use of repair versus tossing waste

Instead of retreading aging population in green energy- move experience to repair and extending the life of existing machine

City provide grants for waste reduction education programs (to community groups

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Objective #4 - Wendy

Reduce industrial waste

Objective #4: Reduce industrial waste

Strategy rules:
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- MUST be equitable (we'll discuss in more detail next time)




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-  = Richmond 300
-  = ideas from our last meeting
-  = your new ideas!


Regional and state influence for advocacy and such.



Education campaign for citizens, businesses, and institutions to inform how to reduce upstream emissions.



Identify, understand, and educate about downstream emissions of Richmond's waste.



Work with industry to reduce organic waste.

Align incentives with effective organic waste reduction.



Policy advocacy

Include a diversity of tactics

Utility and infrastructure improvements







Formalize and make transparent existing actions to reduce organic waste. Retrofit and/or add infrastructure.





Consider matching downstream emissions effects when making changes to reduce upstream emissions.

From the community group: Define with examples that might allow others to relate to their own lives




From the community WG: Consider where our landfill is and the environmental injustices of it



From the community WG: Toxicity of Richmond's waste and how it is affecting vulnerable communities disproportionately



From community WG: How can we focus on 'REDUCE' before other strategies



Objective #4: Reduce industrial waste

From the community WG: Focus on the schools because the education starts there (prioritize the education of the K-5 to see what trash looks like at the landfill and really harp on waste and where it goes; let RPS be the significant partner in this and build it into the curriculum)

From Community WG: Create an infographic over time that shows year over year 'Richmond is sending x fewer tons of waste to the landfill' or 'we have slowed the filling of the landfill from x to x year over year' to show progress

From the community WH: Can the city provide incentives for apartments or other housing situations that don't provide opportunities for recycling?

Develop an awards program that rewards facilities that achieve the largest waste reductions. Perhaps tie into the RVA Green 2050 branding.

Develop a mentoring program among the city's industrial sector because there are definitely some leaders here who could help others reduce their footprints and probably save \$.

Encourage/incentivize facilities to join the Virginia Environmental Excellence Program, which requires facilities to develop environmental management systems, which would require tracking of waste (as well as energy, water, etc.)..

Require/incentivize facilities to do annual waste audits (you can't reduce what you don't measure).

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The infographic is a good idea but it should break out the waste generation by the categories (residential, commercial, industrial).

Provide information to industries that show their probable economic savings from implementing waste reduction strategies.

Consider mandating requirements for waste reduction for all new factories/industrial facilities.

The City could help facilitate using one facility's "waste" as a raw material at another by developing a virtual waste/materials exchange.

Require/incentivize in the development of new facilities reduction plans/programs to reduce air, water as well as waste emissions.



*Strategies that may not
fit in these objectives*

Strategies that may not fit within the current draft objectives

Strategy rules:

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- MUST be equitable (we'll discuss in more detail next time)

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Incorporate strategies from new technologies that will reduce all waste	Regional collaboration on municipal resilience and redundancy				



Exit breakout rooms

Wrap-up and next steps

- Homework: Continue adding ideas to these slides until March 1st
- Next meeting: Thursday, March 4, 9:00 - 11:00
- NOW:
 - Fill out feedback survey
 - Share updates, upcoming events, and resources in the chat

Waste Input: *Community Priorities*

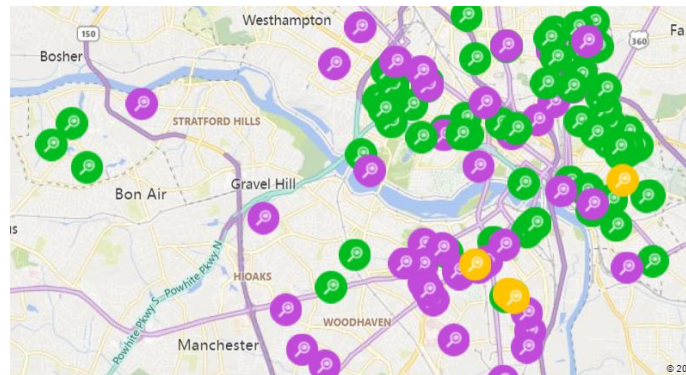


Waste, Neighborhoods, and Health

Richmonders want to live in safe and beautiful neighborhoods

- Concerns include litter, beautification, and health, among others
- **Race** is the most significant predictor of whether a person lives near contaminated air, water, and soil
- Many **renter households** do not have access to curbside recycling

Requests for illegal dumping investigation (last year) RVA311



Proportion of renter households by race and ethnicity (2019)

