

**RVAgreen 2050 Waste Reduction & Recovery
Working Group**
3/25/2021

*Finalizing draft strategies for community
engagement*

City of Richmond
RVAgreen
2050

Equitable climate action for a healthy and resilient Richmond

Agenda

- Settling in and ground rules
- Where we are now
- Review “final” draft strategies
- April community engagement activities
- Wrap-up and next steps

Today's Objectives

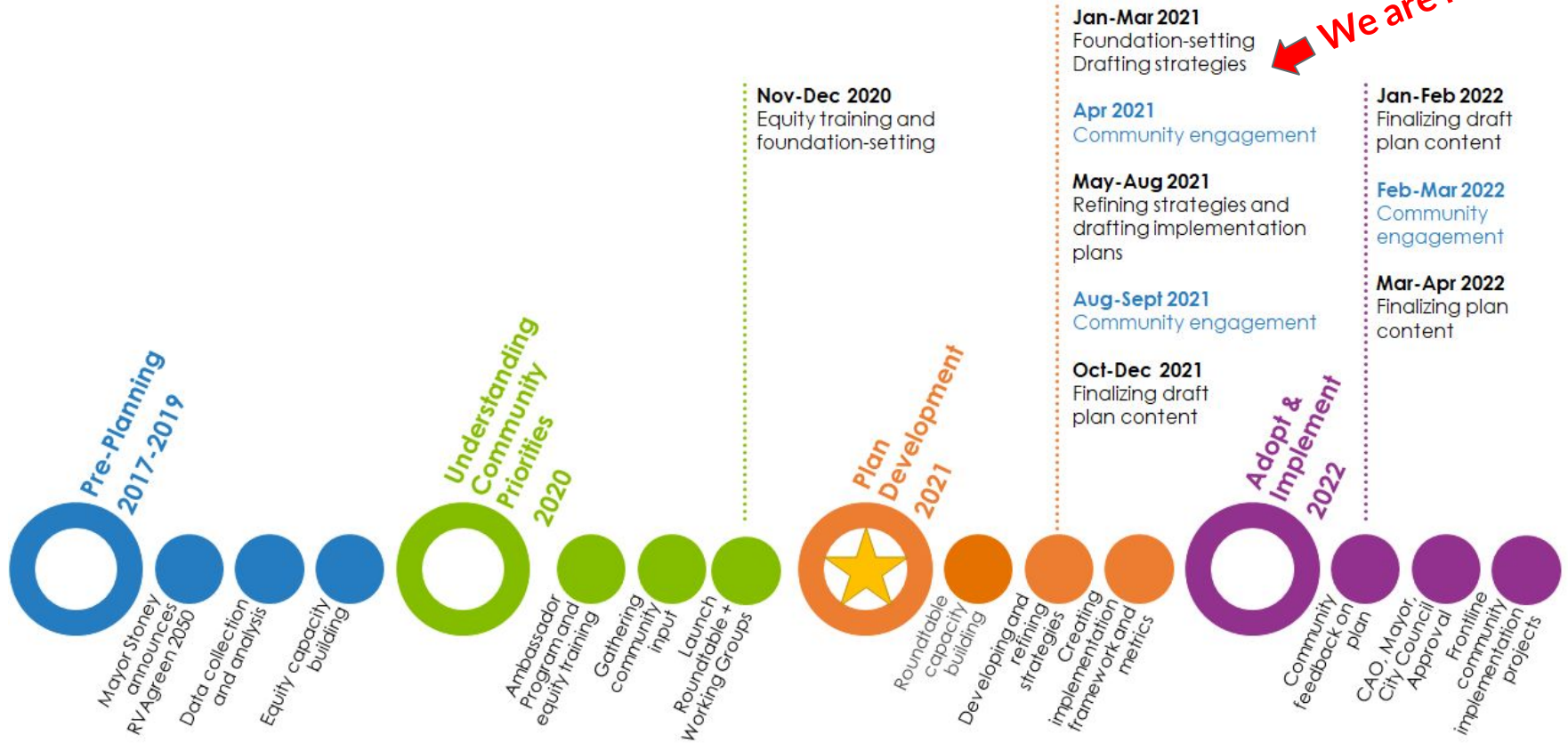
- Achieve consensus (“I can live with this”) on draft content for RVAgreen 2050 outreach in April
- Brainstorm ideas for helping with community-wide engagement

Ground Rules / Group Expectations



- RESPECT
- Be present
- All participate, no one dominates
- Be additive, not repetitive
- Aim for consensus ("I can live with that")
- Be open to new ideas
- Bring a problem? Bring a solution
- Separate people from the problem
- Speak for yourself, from your own experience
- Thumb rule -> Zoom reactions
- ELMO: Enough, Let's Move On
- Make space
- **New ones?**

Process Overview



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?



Strategy Drafting Process

Strategy
inputs and
starting
point
+
preliminary
checklist

Draft ideas
->
staff review

Refining
+
Equity
Screening
Tool

Reviewing
and
incorporating
city staff and
Roundtable
feedback

TODAY

Looking ahead



Working Group activities May - August will include:

- Reviewing community input
- Refining strategies
 - Prioritization
 - Timelines
 - Metrics
 - Implementation
 - Accountability

Objective 1: Model zero waste through municipal operations.

MUNICIPAL OPERATIONS

Zero Waste - City operation will demonstrate high-impact zero waste practices in its design and expansion. The city will lead by example, aligning with the community's broader goals to educate and prepare the next generation.

Consumption - Implement a climate neutral and waste-free city procurement policy that reduces single-use plastics and minimizes upstream emissions in all municipal purchase agreements. Incentivize local, small, and minority-owned businesses to meet expectations and provide sufficient staff resources for policy enforcement.

COMPOSTING

Composting - Conduct composting education and awareness activities and provide options for composting in all city-owned buildings, parks, and facilities. Make compost and mulch available to city properties, residents, and small businesses.

WATER WASTE

Water Waste- Install "band-along" traps to capture trash, litter, and other debris from the stormwater system, starting with segments that are most impacted by foreign debris and litter.

Waste to Energy - Expand anaerobic digestion processes at the wastewater treatment plant to generate more biofuels and minimize landfilled waste.

Objective 1: Model zero waste through municipal operations.

WASTE AUDITS

Tracking - Conduct an internal waste audit to assess waste streams and their recovery, recycling, and disposal in order to prioritize waste reduction efforts.

RESILIENT INFRASTRUCTURE

Solid Waste Management - Build municipal proactive and resilient safeguards to protect the most vulnerable populations from the climate impacts of catastrophic events (i.e. increased population, flooding, heat, air pollutants, and unavailability of landfills). Facilitate alliances for regional cooperation and system redundancy to strengthen resilience.

EDUCATION & AWARENESS

Model Zero Waste Internally- Track and visibly promote large-scale climate neutrality efforts and implement strategies that incentivize behavior change among city employees, such as elimination of desk-side trash bins, removal of single-use plastics and Styrofoam, and regular waste minimization and sustainability trainings.

Institutional Best Practices - Seek best practices among institutional partners with established practices for cost-effective potential opportunities and collaborations.

Community Partnerships - Think Globally, Act Locally - Create regional and intersectional partnerships across Richmond's neighborhoods, government agencies and community sectors to promote and educate about a holistic and unified waste reduction and recovery framework.

Model Zero Waste Externally - Develop an aggressive public education and awareness campaign that focuses on high-traffic municipal properties (e.g., bus stops, parks) to encourage and promote effective waste reduction and recovery.

Objective 2: Reduce commercial waste.

ZERO WASTE

Certification - Encourage businesses to enter corporate partnerships through established zero waste programs and reward businesses earning zero waste certification.

CONSUMPTION

Policy - Pass ordinance to impose tax on plastic bags per state enabling legislation; phasing out of polystyrene containers; and balloon release bans. Advocate for a bottle deposit bill in the General Assembly.

CIRCULAR ECONOMY

Business Development - Make Richmond a leader in attracting companies that promote a circular economy through creative and innovative solutions to waste reduction and recovery.

Community Sharing - Promote a circular economy by fostering community spaces for sharing resources and sponsoring fairs and workshops for reuse, rental, and repair.

Upstream Emissions - Partner with manufacturers to reduce solid waste generation through 'repair ability' of products, transitioning materials used in packaging, and promoting zero waste initiatives. For example, incentivize repair shops to market services that encourage citizens to extend the life of existing objects while reducing waste as well as reducing upstream emissions for new materials.

Objective 2: Reduce commercial waste.

COMPOSTING

Composting Services - Incentivize and support the creation of facilities and services to provide equitable access organic waste collection and composting.

RECYCLING

Commercial Recycling- Mandate an equitable multi-family and commercial recycling program for new and existing properties with equivalent levels of service as trash collection at no additional cost to renters.

BUILDING CODES

Construction Debris - Update construction standards to require permanent siting and staging for recycling and composting receptacles as well as adding requirements for construction and demolition material recycling reporting.

Recycling Infrastructure & Site Plan Review - Include requirements for on-site recycling and composting collection in all permits for commercial buildings. Support small businesses by creating a sustainable waste reduction program that can be easily implemented and replicated.

EDUCATION & AWARENESS

Commercial Waste Campaign - Broadcast an education campaign geared toward residents, businesses, and institutions to inform how to reduce environmental impacts generated by consumer choices. Include infographics to depict the waste stream cycle, sources, and quantities.

Task Force for Institutional Waste - Create a task force to work with institutions to reduce large waste streams.
Commercial Composting - Provide education and incentives for effective organic waste reduction at all commercial buildings.

Objective 3: Reduce residential waste.

CONSUMPTION

Pay-As-You-Throw - Create a "Save As You Save"/"Reduce Trash - Save Cash" program that encourages reductions in the amount of trash going to the landfill by lowering monthly solid waste bills based on trash volume or weight.

Packaging Waste - Promote and incentivize programs that encourage households to reduce the consumption of excess packaging by improving access to the local economy (e.g., farmers markets, local makers markets).

CIRCULAR ECONOMY

Residential Reuse - Inventory and promote access to informal tools/services for residential materials reuse such as Freecycle, NextDoor and others.

COMPOSTING

Composting Measures - Establish an equitable citywide composting program that makes composting accessible to all by including educational measures for onsite/backyard composting, operational measures for weekly curbside pickup, and convenient drop-off composting. Prioritize city housing projects whose residents experience the highest levels of urban heat.

Objective 3: Reduce residential waste.

RECYCLING

Recycling Streams - Prioritize and incentivize high-quality recycling systems/streams in all areas with a focus on historically underserved neighborhoods.

Expanded Recycling - Upgrade municipal recycling services to the same pickup schedule, frequency, service territory, and equal or greater container size as the municipal solid waste program. Incorporate brush/bulk pickup services for extreme weather-related debris management

ENVIRONMENTAL JUSTICE

Illegal Dumping- Develop protocols and cost considerations for responsible recycling and disposal of solar panels, batteries, and other byproducts of renewable energy and weatherization upgrades to ensure no burdens are placed on impacted communities.

EDUCATION & AWARENESS

Residential Waste Campaign - Create an accessible, large-scale education campaign for all residents about the incentives and benefits of reducing waste and the consequences of not reducing waste. Include infographics depicting the waste stream cycle, sources, and quantities, as well as environmental justice and health impacts related to landfills.

Objective 4: Reduce industrial waste.

ZERO WASTE

Certification - Promote and reward those companies earning zero waste certification through established programs and methods (e.g. USGBC's TRUE, SCS Global Services, etc.).

CIRCULAR ECONOMY

Materials Exchange - Promote materials exchanges for reuse of excess materials and waste stream diversion.

Waste to Energy- Explore economic development incentives to attract companies with technologies to convert local waste into biofuels.

COMPOSTING

Organic Waste - Align incentives to reduce organic materials from the industrial waste stream.

WASTE AUDITS

Tracking - Incentivize industrial facilities to conduct annual waste audits and publish findings to identify potential impacts on the surrounding community.

Objective 4: Reduce industrial waste.

CARBON CAPTURE

Carbon Offsets - Establish partnerships that utilize landfill gas capture to offset carbon emissions.

ENVIRONMENTAL JUSTICE

Community Advocacy - Advocate for state and regional policies aimed at reducing industrial waste, particularly from facilities located in or adjacent to frontline communities and/or in floodplains and flood-prone areas.

Site Plan Review - As part of site plan review, implement measures to identify the potential impacts of new industrial facilities on neighboring communities, identify potential risks of locating hazardous materials in flood-prone areas, and incentivize waste reduction programs and manufacturing processes that minimize greenhouse gas emissions and other environmental impacts.

EDUCATION & AWARENESS

Industrial Waste Campaign - Promote existing actions that reduce waste from industrial processes, prioritize required infrastructure improvements, and make measures transparent to the public.

5-minute break

Next up! Community-wide engagement

- April 7-30: seeking input on **draft vision, objectives, and strategies** from the entire community
- Things that will happen:
 - April 7 Mayor's announcement during weekly press briefing
 - Online PDF document for public comment
 - Online and paper survey
 - Weekly newsletters
 - Engagement Toolkit to be shared with partners (social media graphics, content, materials, etc.)
 - Weekly RVAgreen Gab events - Thursdays 5-6:30 p.m.
- Stay up to date on events and opportunities via email, newsletter, social media, and website



Examples of Roundtable engagement plans

- Hosting a community yard sale to bring people together to learn about RVAgreen 2050 (possibly using proceeds for a raffle prize)
- Canvassing neighborhoods with door hangers and flyers
- Engaging business owners and leaving materials in shops, offices, etc.
- Direct outreach to business customers
- Church conversations
- Pop-up picnics and meet-ups in parks
- Social media engagement - Facebook rooms, direct questions, etc.



Activity

Our ask: Share opportunities to provide feedback with frontline and your communities

Breakout room discussion (15-20 minutes):

- What are your ideas for engaging frontline communities?
-> Record on the sticky notes
- What are your ideas for engaging your communities (professional and personal)?
-> Record on the sticky notes
- How can the Office of Sustainability support you? (materials, content, etc.)
-> Add to slide notes
- Do you (or someone you know) have specific skills/knowledge/contacts that can help us with community engagement (now or later)?
-> Add to slide notes

*Go into breakout
rooms!*

Drag stars to ideas you can use in your community:



Breakout Room 1

What are your ideas for engaging frontline communities?

Separate the pathways and gear toward different markets to make the ask more manageable

Children activities (Earth Day) pop-up tents with hands-on experiences for kids while parents fill out surveys & learn about RVAgreen2050 - WG members willing to help



GRTC / news channel advertisements / PSA / announcements

Mailers (surveys)



Giveaway plants /seedings

Movieland parking lot or something similar (i.e. drive-in movies) meetups with a table/ pens / follow-up media

Ask high schoolers to help and engage their own communities (provide stipends/incentives)

City Council town hall meetings and getting their own constituents involved (adds to transparency)



City staff members becoming champions in their own communities

Drag stars to ideas you can use in your community:



Breakout Room 1

What are your ideas for engaging your communities?



Drag stars to ideas you can use in your community:



Breakout Room 2

What are your ideas for engaging frontline communities?

National Night Out

cookout/event w/
council person and
other organizations -
mini events outside
that are similar, offer
something, kids'
activities

Master gardener
education events in
communities,
schools

Expand
ambassadors with
expertise to share,
help teach

Ride GRTC bus with
iPad and doing
interviews, provide
token gift in
exchange; bus stop
ads; scannable QR
for survey

Partner with events
as they come back,
e.g., Jackson Ward,
other neighborhoods

Earth Day/Month
events piggyback on,
sell composters

Mayor should
request engagement
in his announcement
April 7, let people
know ambassadors
are coming - need to
be mindful of those
who do not engage
via internet

Signage at
community gardens

Drag stars to ideas you can use in your community:



Breakout Room 2

What are your ideas for engaging your communities?

Rolling awareness -
facilitate getting
neighborhood
champions to help
with canvassing -
familiar faces

Recruitment at high
schools for
credit/volunteer
hours

Expand Clean City
Commission
responsibilities to
include more
engagement

Happily Natural Day

Pocahontas Virginia
Native Plant Society
speakers/ promo/
eventage- Jason is
event organizer. I'm
also a "pastor" for an
alternative church. I
have connections!!

Exit breakout rooms!

Group discussion: share your ideas!



Looking ahead



Working Group activities May - August will include:

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 - Metrics
 - Implementation
 - Accountability

Wrap-up and next steps

- Homework: Continue to provide any feedback on strategies by **Monday, March 29, 9 a.m.**
- Next meeting: Mid-May
- Logistical notes:
 - We'll be switching from Zoom to Microsoft Teams (will provide training/resources)
 - Does this meeting day and time generally work for you moving forward (thinking about summer schedules)?
- NOW:
 - Fill out feedback survey
 - Share updates, upcoming events, and resources in the chat