

**RICHMOND REGIONAL PLANNING DISTRICT COMMISSION**  
**Minutes of Meeting**  
**September 8, 2011**

**Members/Alternates Present**

Chris W. Archer (M).....County of Henrico  
Richard Ayers (M) .....County of Powhatan  
Willie L. Bennett (M) .....County of Henrico  
Douglas G. Conner (M) .....City of Richmond  
Timothy W. Cotman (M) ..... County of Charles City  
James B. Donati (M) .....County of Henrico  
Marleen K. Durfee (M).....County of Chesterfield  
Evan Fabricant (M).....County of Hanover  
Richard W. Glover (M).....County of Henrico  
John E. Gordon (M), Treasurer.....County of Hanover  
Kathy C. Graziano (M) .....City of Richmond  
Russell J. Gulley (M) .....County of Chesterfield  
Rodney Hathaway (A) ..... County of New Kent  
James M. Holland (M) .....County of Chesterfield  
Dorothy Jaeckle (M) .....County of Chesterfield  
David A. Kaechele (M).....County of Henrico  
Patricia S. O’Bannon (M) .....County of Henrico  
C. Harold Padgett (M).....County of Hanover  
Charles R. Samuels (M).....City of Richmond  
Robert R. Setliff (M).....County of Hanover  
Randall R. Silber (A) .....County of Henrico  
Millard D. Stith (M).....County of Chesterfield  
Frank J. Thornton (M).....County of Henrico  
Stran L. Trout (M), Chairman..... County of New Kent  
Deborah B. Winans (A) .....County of Hanover

**Members Absent**

L. Ray Ashworth (M).....City of Richmond  
Malvern R. “Rudy” Butler (M), Secretary.....County of Goochland  
Robert R. Cosby (M).....County of Powhatan  
James D. Crews (M) .....County of Goochland  
Daniel A. Gecker (M) .....County of Chesterfield  
E. Martin Jewell (M).....City of Richmond  
Lynn McAteer (M).....City of Richmond  
Edward W. Pollard (M)..... County of New Kent  
Faye O. Prichard (M), Vice Chairman.....Town of Ashland  
Joseph B. Walton (M) .....County of Powhatan  
Arthur S. Warren (M) .....County of Chesterfield

**Others Present**

John Amos ..... RRPDC Legal Counsel  
Kim Hynes ..... Central Virginia Waste Management Authority  
Parker Mills..... Branscome, Inc.

**Staff Present**

Robert A. Crum, Jr..... Executive Director  
Jo A. Evans .....Assistant Executive Director  
Julie H. Fry..... Executive Secretary  
Sulabh Aryal .....Associate Planner  
Jacob Epstein ..... Intern  
Chuck Gates ..... Communications Coordinator  
Jin Lee.....Senior Planner  
Daniel N. Lysy .....Director, Transportation  
Barbara Nelson.....Principal Planner  
Greta Ryan .....Data Analyst  
Jackie Stewart .....Director, Planning  
Peter Sweetland.....Finance and Contracts Manager  
Lee Yolton .....Principal Planner

**Call to Order**

Chairman Trout called the regularly scheduled September 8, 2011 RRPDC meeting to order at approximately 1:05 p.m. in the RRPDC board room. He then led members in the pledge of allegiance to the flag.

**I. ADMINISTRATION**

**A. Certification by Commission Executive Director of Meeting Quorum**

Mr. Crum certified that a quorum of members was present.

**B. Requests for Additions or Changes in Order of Business**

Chairman Trout reported that the Executive Committee recommended the two items listed under New Business be reversed so that the presentation on Rivers of the Richmond Region will be the first item on the agenda, followed by the presentation by Ms. Kim Hynes.

Ms. O’Bannon made a motion that the agenda order of business be changed as recommended by the Executive Committee. The motion was seconded by Mr. Gordon. There was no discussion and the motion was carried unanimously.

Chairman Trout asked if there were any other additions or changes to be made to the agenda. There were no other requests and the agenda was accepted as changed.

### **C. Open Public Comment Period**

Chairman Trout asked if there was anyone from the public in attendance who wished to make a comment to members of the Commission. He reminded speakers that their time is limited to three minutes. As there were no requests from the public to address the Commission, the Chairman closed the public comment period.

### **D. Chairman's Report**

Chairman Trout reported that during the Executive Committee meeting, action was taken to authorize the funding of a part time bookkeeping position with a salary not to exceed \$20,000 per year. Chairman Trout said the position is already part of the organizational structure of the agency but it has not been funded for the past several years.

Chairman Trout said he hoped that everyone was recovering from the natural disasters that impacted the Region over the last couple of weeks.

### **E. Executive Director's Report**

Mr. Crum brought the members' attention to the monthly staff activity report, which is included in the agenda book under Tab 1, and details work being advanced by staff on behalf of the localities. He said staff will be happy to address any questions on what is included in the report.

Mr. Crum said he would like to highlight a few of the items in the report. He said beginning tonight, RRPDC staff will be visiting each of the rural jurisdictions, those outside the MPO study boundary area, to present the draft Rural Long Range Transportation Plan (RLRTP). He said this plan identifies needs and recommends transportation projects in the less developed areas of the Region. The first meeting will be with Powhatan County, followed by Goochland, New Kent, and Charles City Counties over the next couple of months.

Mr. Crum said the Long Range Transportation Plan (LRTP) for the urbanized areas will be started in earnest with a meeting of the LRTP advisory committee and staff on September 19. All of the jurisdictions have been provided presentations on the LRTP. The process will take until probably next August to complete.

Mr. Crum said funding has been received to begin work on the comprehensive economic development strategy. A kick-off meeting will be held next week.

Background information is being collected and is being coordinated with staff from the Greater Richmond Partnership. Updates on the progress of this project will be given to the Commission members on a regular basis.

The Capital Region Collaborative (CRC) has finished the year-long public participation process. Very good input on strategies was received from the public. Mr. Crum said groups currently working on some of the topic areas identified will be brought together and encouraged to cooperate and collaborate to move some of the efforts forward. Funding is being provided by the Greater Richmond Chamber Foundation to hire a full time contract position for two years. This position will offer direct staff support to the CRC. The staff person will be housed at the Chamber and will report to Mr. Crum and to Kim Scheeler, the Chamber CEO, as well as members of the CRC Organizing Team. He said this position will not require any financial support from the RRPDC.

## **II. CONSENT AGENDA**

Chairman Trout said the Executive Committee has recommended approval of the items on the Consent Agenda:

### **A. Approval of Minutes – July 14, 2011 Meeting**

### **B. Approval of the June and July 2011 Financial Reports**

Chairman Trout asked if anyone wished to have either of these items pulled from the Consent Agenda for additional discussion.

As there were no requests for discussion, on motion made by Mr. Gordon and seconded by Mr. Cotman, the Consent Agenda items were approved unanimously as presented.

## **III. OLD BUSINESS**

### **A. Large and Small Jurisdictions Committees Report**

Chairman Trout asked Mr. Gordon if he would like to give a report from the committees. Mr. Gordon reported that the committees met jointly on July 25. He said the meeting was very well attended, and he asked Mr. Crum to provide details on the items discussed.

Mr. Crum said the committees discussed three items.

The first item was the Regional Hazard Mitigation Plan. Mr. Crum said this effort is being managed by Jackie Stewart. Federal law requires that for jurisdictions to be eligible for federal disaster aid, a current regional hazard mitigation plan must be in place. The current plan for the Richmond Region expires on December 31, 2011. Ms. Stewart has been working with all of the emergency management

staffs in the Region as well as a consultant to update the Plan. The updated Plan will be presented to each of the jurisdictions for adoption by the end of the year.

The second item was continued discussion on the Chesapeake Bay Tributary Program and Total Maximum Daily Loads. Mr. Crum said new information is provided regularly and there continue to be some disagreements between DCR and EPA about the results of the model. Mr. Crum said staff continues to monitor the information. RRPDC staff is working with the staffs in each of the jurisdictions to discuss concerns and to exchange information on the programs.

Mr. Crum said the final item discussed was preliminary work on the 2012 Legislative Agenda. This will be the third consecutive year that a legislative agenda has been developed by the RRPDC and presented to members of the General Assembly. The committees discussed some items to include on the agenda and will meet again on September 26 to continue the discussions. The goal is to have Commission members endorse a final legislative agenda in November, with December as a fall-back if additional concerns are raised.

Ms. O'Bannon said following Hurricane Irene, some concerns had been voiced that there was not good communication to the public on where to get ice and other necessary items. She asked if anyone knew whether any of the jurisdictions used the public service announcement (PSA) program that is available through WCVE.

Mr. Crum asked Ms. Stewart if she was aware of any jurisdiction which had taken advantage of the program. She said she was not aware of any that had used the program. She said the Town of Ashland did call to review the protocol should the Town decide to use the program. She said she will follow up with the station to see if any of the jurisdictions used the program.

Ms. O'Bannon said memorandums of understanding (MOU) had been executed with WCVE and each of the jurisdictions for such an emergency. She said the program was not really publicized.

Mr. Crum said staff will follow up with the station and the jurisdictions to see if anyone used the program and if so, to give feedback on their experience.

Chairman Trout said he agreed that it would have been beneficial for the jurisdictions to have used the program to broadcast information to the public on where assistance could be found.

Mr. Donati asked, with regard to the TMDL issues and concerns, if the disagreements mentioned are between DCR and EPA or if the localities are in disagreement with either or both agencies.

Mr. Crum said the disagreements are between DCR and EPA. He said the science behind the numbers is being questioned and the localities are concerned that the goals that have been released are not accurate.

Ms. O'Bannon said she sits on the state committee that is dealing with this program. She said during the committee's August meeting, it was noted that EPA does not attend the meetings. She said the scientific community has said that the statistics used with the EPA formula indicate that the Region should be completely paved to improve water quality. Ms. O'Bannon said the formulas do not make sense. She also said one scientist remarked that the goals as set by the EPA are punitive and are not based on science.

Mr. Fabricant commented that he could not find any storm related information when he searched through radio stations. He thought the RRPDC should spearhead an effort to get information out to the community.

Chairman Trout said the MOUs with WCVE were executed for that purpose and that RRPDC had coordinated the effort between WCVE and the localities.

Mr. Fabricant said he could not find any radio station that was giving out information. He said he thought there should be public announcements prior to a storm that this particular radio station will have local information available.

Chairman Trout said it would be good for staff to follow up with WCVE and the localities. He reported that the next meeting of the Large and Small Jurisdictions Committees will be on September 26.

#### **IV. NEW BUSINESS [Order of business changed by motion earlier in the meeting.]**

##### **B. Rivers of the Richmond Region**

Chairman Trout asked Ms. Jacocks to make this presentation. He noted that a copy of the Rivers of the Richmond Region brochure had been included in everyone's agenda packet.

Mr. Crum said that one of the reoccurring themes as the CRC went out into the communities to receive feedback on the strategic priorities, was a need to identify access to the Region's rivers. The RRPDC work program last year included a task to inventory public access points on all of the Region's rivers.

Ms. Jacocks reviewed the layout of the brochure. On one side is a map and the second side includes information on what will be found at each of the access points. Ms. Jacocks noted that Anne Darby, RRPDC Senior Planner, led the work on this project and was assisted by Jacob Epstein, an RRPDC intern. Ms. Darby could not attend today's meeting to provide the review. Ms. Jacocks said if she is

not able to address any questions that are asked, she will have Ms. Darby answer those on her return to the office.

Ms. Jacocks said work on the map began last January. It was funded in large part by a grant that is offered annually from the Virginia Coastal Zone Management Program and the National Oceanic and Atmospheric Administration.

Ms. Jacocks said previous studies focused on the needs of boaters. This study was focused on the land surrounding the rivers and how to access the rivers. The study also shows which access points are public, which have free access, and which charge a fee. The study did not include boat or yacht clubs with annual membership fees or any other sites not open to the public, such as commercial sites.

Stakeholders were involved from the beginning and included:

- state agencies (Department of Game and Inland Fisheries – DGIF; Department of Conservation and Recreation – DCR)
- county/city planning and parks and recreation staffs
- friends/groups/non-profits
  - James River Outdoor Coalition
  - James River Association
  - Friends of the Lower Appomattox River
  - Mattaponi and Pamunkey River Association
  - Friends of the James River Park
  - James River News Hub

Ms. Jacocks provided photos of several of the sites on the maps and noted that Ms. Darby and Mr. Epstein visited each of the sites listed to verify the information included in the brochure. Ms. Jacocks noted that sites managed by DGIF are shown with green icons; park/public open spaces are noted with red symbols; and private/commercial/fee sites are purple.

Ms. Jacocks said the map shows the more heavily accessed sections of the rivers as well as those that are less accessed.

The brochures will be distributed to all local parks and recreation departments as well as all of the friends/groups/non-profits which provided information for the study. She asked for feedback from Commission members on who else should receive copies of the brochure.

Mr. Kaechele asked if RRPDC had ever done this type of study before. Ms. Jacocks said a James River Guide had been completed previously but it was more from the perspective of boaters for use on the James River. She said another study was done on the Chickahominy River as well, but neither study was as comprehensive as the current study.

Mr. Padgett asked if there was a scale provided for the map. Ms. Jacocks said there is no scale on the map, but one can be added. She said driving distances are noted on the reverse side.

Ms. Durfee asked if this information will be placed on the RRPDC website. Ms. Jacocks said it will be posted to the website. Ms. Durfee asked if information could be added to sites to indicate which sites have plans to expand. Ms. Jacocks said staff is hoping to be able to offer interactive maps at some point in the future. She said there are some conservation easements that can also be noted.

Chairman Trout asked if the map was on the website now. Ms. Jacocks said staff wanted to present the brochure to the Commission members first. Chairman Trout said he thought this will be very useful to visitors in the Region. Ms. Jacocks said there are tourism-related websites listed on the brochure.

Chairman Trout said a group of students recently traveled down the James River and stayed at various sites along the river. He said he understood it took two months to make arrangements for these overnight accommodations. He said that type of information on the brochure might also be helpful.

Mr. Silber asked if major outdoor gear retailers have been contacted to see if they will help distribute the brochures. Ms. Jacocks said this type of distribution site has been discussed. She noted that 3,000 copies were printed.

Mr. Holland asked when the brochures will be delivered to the parks and recreation departments. Ms. Jacocks said contact will be made with the stakeholders from the parks and recreation departments to determine how many brochures will be needed for each locality and then the brochures will be delivered.

Mr. Crum said this will be a great opportunity to use the network of contacts that has been developed over the last couple of years, including the Leadership Metro Richmond class group that helped identify the stakeholders interested in the rivers. Staff hopes to begin distribution within the next 4 – 8 weeks.

Ms. Graziano asked if Virginia tourism offices will be a point of distribution. Ms. Jacocks said staff has already been asked to deliver more James River maps to the Bell Tower location and she feels certain that location, as well as others, will want this new brochure.

Ms. O'Bannon said that many of the sites listed on the brochure have spaces to put literature and asked if brochures would be placed at the sites. Ms. Jacocks said the main concern with placing brochures at the sites is that no one wants the brochure to become a litter hazard.

Mr. Crum said he also wanted to thank Mr. Epstein for his help with this project. He said all of the work done on the brochure was done in-house by Mr. Epstein and Ms. Darby, including field work and layout. Ms. Jacocks noted that Mr. Gates also assisted.

Chairman Trout thanked Ms. Jacocks for her presentation.

#### **A. Central Virginia Waste Management Authority**

Chairman Trout asked Ms. Hynes to make her presentation.

Ms. Hynes thanked members for the opportunity to bring this information to members today. She noted that CVWMA has an agreement with the localities, similar to the agreement the localities have with WCVE, for debris removal following natural disasters. She said one of the localities put that plan into use following Hurricane Irene.

Ms. Hynes provided some background information on CVWMA:

- began in 1991 with 19,680 homes
- now at 252,000 homes in 7 jurisdictions
- CVWMA provides 18/24 gallon bins but consumers can use any container less than 40 gallons
- provide bi-weekly and weekly collection service
- no need to sort materials

She said the service meets the federal requirement to have 25 percent of waste materials recycled.

Ms. Hynes shared information that indicated the program has grown over the past 15 years. She said CVWMA wants to target those households that do not recycle.

Ms. O'Bannon asked if there is any specific reason as to why some people recycle and some do not. Ms. Hynes said a market study was done a few years ago to try to determine characteristics of those who do and do not recycle. She said some is socioeconomic driven, some is lack of awareness of programs, or peer pressure to participate. She said there has been feedback from consumers that they do not have enough storage space to keep recycle materials for two weeks. Ms. Hynes said she will speak to this particular issue in a few moments. She said there is also a privacy issue where consumers do not want their neighbors to see what they are recycling.

Mr. Kaechele asked for clarification on the average set out rate. Ms. Hynes said this refers to the regional average of those who set out recycling on the curb on any given schedule. She said some regions have a lower rate and some a higher rate. She said the 38 percent out of the number who recycle in this region is low

and does not take into consideration those who don't recycle on each collection date. Participation is actually set at about 50 percent.

Mr. Fabricant asked if neighborhoods need to have a certain participation rate before they can be included in the schedule. Ms. Hynes said eligibility comes from the jurisdictions. Ms. Hynes said the participating localities are Henrico, Chesterfield, Richmond, Colonial Heights, and Ashland, and these localities are county/city-wide for all of their residents. Goochland and Hanover provide the service to a portion of their residents.

Mr. Donati asked how the localities contribute to the mandate that they must recycle 25 percent of waste materials. Ms. Hynes said the curbside recycling contributes about 10 percent toward this mandate. There are also other recycling programs that contribute.

Ms. Hynes said CVWMA kicked off a new educational campaign this morning at the Chester recycling facility. She thanked Ms. Jaeckle for attending the event. She said CVWMA has been selected by the Curbside Value Partnership (CVP) to participate in this invitation-only program. This program is geared to assist localities to grow participation and volume in the curbside collection program by partnering with communities to develop, launch, and measure strategic education programs. She said CVWMA was selected because they operate an efficient program and meet the high standards of data collection.

Goals of the campaign are:

- talk to residents about recycling in various ways and places
- increase general awareness among residents for how they can recycle at home and what can/should be recycled
- increase set-out rates from 38 percent to 43 percent over a period of three months (5 percent increase); it takes 2,500 new recyclers to increase the set-out rate by 1 point
- grow tonnage collected from CVWMA communities
- sustain/increase this growth

The campaign will be "It's what's inside that counts." Ms. Hynes said a variety of containers are currently in use and this campaign will underscore that the containers do not have to be provided by CVWMA. The action message is "Just start recycling" which is also the website for the campaign. The website will also offer information on what can and cannot be recycled, the types of containers that can be used, and the day of pick-up. There is also a phone number that will direct callers to the CVWMA call center.

Ms. Hynes said the campaign will run for three months. Other educational programs will continue after this campaign ends. The message will be included on all collection vehicles, GRTC buses, and through a partnership with Channel 6 for PSAs and interviews. Val-Pak is being used as well as sticky-notes on copies

of the Times-Dispatch. CVWMA has also been working with the public relations departments in each of the participating localities for additional outlets for distribution. A postcard to send to new homeowners will also be used. Ms. Hynes said there will be information at local events during the fall.

Ms. Hynes said she will appreciate the support and assistance of Commission members to get the word out about the new recycling programs. She said more recycling means less trash in the landfills which will in turn save the localities money.

Ms. Hynes said a larger recycle container is being offered to consumers that has a capacity of 96 gallons; it is on wheels and has a lid. The carts will be maintained by the vendor. CVWMA is charging a \$65.00 one-time user fee for each resident who wishes to use one of the larger carts. Any container will still be accepted. Those communities that use the larger carts are reporting double and triple the volume of recycled materials. Ms. Hynes said she expects to see some increase in the volume because of the larger carts. About 500 have been purchased to date.

Ms. Jaeckle asked if neighborhood associations will be contacted to help with distribution of the larger carts. Ms. Hynes said CVWMA has begun this process. Ms. Jaeckle said a link on the homeowners association website to CVWMA would be helpful. Ms. Hynes said many of the associations are on the CVWMA email newsletter list. The newsletter list goes to about 10,000 residents every two weeks. As these go out, more residents will become aware of the larger containers.

Mr. Gulley said he thought it would be more cost effective if everyone used the larger carts so the driver would not need to get out of the truck. He asked if a cost analysis had been completed. Ms. Hynes said CVWMA has looked at other communities that use only the larger containers. She said the automated trucks are more expensive and the initial cost of the larger containers is significant. Ms. Hynes said workers compensation costs would decrease and the pick-up would be easier for the driver so that the pick-ups would be more efficient and cost effective.

Mr. Gulley asked for clarification that no cost analysis has been completed – workers comp and labor, etc. Ms. Hynes said that no analysis has been done in this region.

Ms. O'Bannon commented that if the free bins are not utilized in lower income neighborhoods, she would think participation would drop further if the larger bins were required.

Mr. Gulley said some communities are using only the large bins and the bins are equipped with micro chips that can be read by the trucks to offer incentives based on the amount collected.

Ms. Hynes said CVWMA hopes to be at that point eventually. A rewards program is being instituted for anyone who currently participates in the recycling program. Points can be redeemed at participating local retailers through the Retail Merchants Association. Local retail partners are being recruited. The larger bins will carry more points. Ms. Hynes showed an example of a rewards program currently in place in Chesapeake. She said the cost of the larger bin can be earned back in rewards. She said she felt this was a win/win opportunity for consumers and retailers.

Mr. Thornton suggested that schools be involved and that some of the incentives be changed to reach more people. He also said radio advertising would be a good idea. He said he feels scholarships could also be a good incentive. Ms. Hynes said CVWMA is active in the schools.

Ms. Graziano asked if there was an email address to order one of the large bins. Ms. Hynes said orders for the larger bins can be placed through the website – [juststartrecycling.org](http://juststartrecycling.org).

Mr. Ayers asked if recycled glass and plastic containers contribute to revenue. Ms. Hynes said these markets are better, especially for plastics. Glass is not as profitable. A new glass recycler is in the region and the recycled glass is used as a sandblast material by the military.

Ms. Hynes said there are some recycle business card holders in the back of the room for anyone who wishes to have one. Her business card is included should anyone want to contact her with more questions.

Chairman Trout thanked Ms. Hynes for her presentation.

## **V. OTHER BUSINESS**

### **A. Committee Reports**

There were no committee reports.

### **B. Announcements**

There were no announcements.

**VI. ADJOURNMENT**

There being no further business to come before the Commission, Chairman Trout adjourned the meeting at approximately 2:15 p.m.

---

Robert A. Crum, Jr.  
Executive Director

---

Stran L. Trout  
Chairman