



County of Fairfax, Virginia

To protect and enrich the quality of life for the people, neighborhoods and diverse communities of Fairfax County

SOLID WASTE ADVISORY

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Contact: Charlie Forbes, Chief
Recycling, Compliance, and Planning
Solid Waste Management Program
charles.forbes@fairfaxcounty.gov
703-324-5226

SWA 22-005

Guidance on Four Touchpoints Initiative (4TP)

This Solid Waste Advisory (SWA) is intended to provide guidance on a new initiative being undertaken by the Solid Waste Management Program (SWMP) that will require licensed collectors to share recycling outreach and education information with their residential customers at least four times per year. This initiative can be referred to as “four touchpoints” or “4TP”.

The core of the 4TP requirement is the provision of stand-alone information to residential customers. Examples forms of touchpoint that are acceptable include (but are not limited to) the use of phone-based applications/platforms, phone “blasts” to customers, email or hard-copy newsletters, postcards, flyers, and cart tags/stickers. Providing a URL to a website (e.g., somewhere on the bill or in the Statement of Service) will not be considered an acceptable touchpoint, although URLs may be used as part of any touchpoint as means of pointing the customer to further information on the chosen topic.

SWMP staff will be available for collaboration and input as touchpoints are developed. Participation in the 4TP Initiative will be considered a part of evaluating each collector’s CTO renewal application. Collectors are advised to keep records/documentation of each touchpoint to demonstrate compliance with the new requirement.

The 4TP Initiative will take effect on January 1, 2023, with the first touchpoint to be delivered to customers by no later than March 31, 2023. Collectors can generate their own touchpoints (content) to share with customers or choose to distribute content that will be made available by SWMP on a quarterly basis. Self-generated touchpoints must be reviewed and approved by designated SWMP staff prior to distribution. Distribution to residents should be completed by the end of each quarter, specifically March 31, June 30, September 30, and December 31 each year.

More details about the 4TP Initiative will be discussed at the quarterly virtual collectors meeting scheduled for 5:00 p.m. on Thursday, September 1, 2022. More details on how to attend this virtual event can be found at www.fairfaxcounty.gov/publicworks/recycling-trash, on the page dedicated to the trash and disposal industry.

Questions or concerns regarding this Advisory should be directed to the contact shown above. Collectors are advised to closely review this Advisory upon receipt.



Department of Public Works and Environmental Services

Solid Waste Management Program

12000 Government Center Parkway, Suite 458

Fairfax, Virginia 22035

Phone: 703-324-5230, TTY 711, Fax: 703-324-3950

www.fairfaxcounty.gov/publicworks

