



July 13, 2012

Board of Directors  
Central Virginia Waste Management Authority  
Richmond, Virginia 23227

Members of the Board:

**The Central Virginia Waste Management Authority (CVWMA) Board of Directors meeting normally scheduled for Friday, July 20, 2012, was canceled with the adoption of the 2012 meeting calendar.** The next meeting of the Board will be in Richmond on Friday, August 17, 2012, at 9:00 a.m., in the large conference room located at 2104 W. Laburnum Avenue.

Congratulations and welcome new CVWMA officers! The staff is looking forward to working with each of you as we transition into a new fiscal year. A special thank you to Marcia Phillips for her years of invaluable service on the Executive Committee and to Marcia Kelley for filling in and serving on the Executive Committee again as Secretary.

The CVWMA Executive Committee continues to work with staff on developing priorities and goals to add value for our member jurisdictions. We recognize that the landscape of local government and solid waste has changed over the last few years as a result of the economy and increased regulations. In order to provide the utmost level of service to our members, it is imperative that CVWMA evaluate current processes as well develop new initiatives to better meet the needs of our jurisdictions. The Executive Committee is in the process of developing a survey for members, not only to determine how we are doing, but to assist in planning and developing the CVWMA for the future. If you would like to provide input into this process, please contact me or any member of the Executive Committee.

Below is a summary of operations, public information and financial activity since the last board meeting.

### **Operations**

#### ***Colonial Heights Trash and Recycling***

The transition in Colonial Heights to smaller trash carts and large recycling carts went well. The delivery of the carts by CFS, the new trash vendor, and by TFC went smooth as did the first collection day. We look forward to reporting the impact the overall program change has had on recycling at our next Board meeting on August 17.



### ***Curbside***

June curbside collection tonnages totaled 2,845 tons; a decrease of 5.6 percent from previous year with one fewer collection day. Total tonnage for fiscal year 2012 was 34,497 tons, 1.8 percent above the total for FY 2011 reversing a 2-year decline. This is the 2<sup>nd</sup> highest annual total for the program. Missed collections during June totaled 172. In addition, Goochland added 82 homes in 3 subdivisions beginning in July.

### **Public Information**

#### ***Waste Reduction News***

The July electronic newsletter included articles on Liking CVWMA on Facebook; Col. Heights Ready for Exciting Changes to Collections; Goochland Curbside Additions, 4<sup>th</sup> of July Holiday Delay, and City of Richmond Changes Trash Services.

#### ***Goochland Curbside Additions***

Staff sent postcards and 2012 CVWMA Curbside Recycling Schedule to the 82 eligible homes added to the curbside recycling program in Goochland County. In addition, staff promoted the electronics collection event to be held August 18, from 9 am – 1 pm at the Manakin's Farmer's Market.

#### ***Curbside Education Advisory Committee Meeting***

The Curbside Education Advisory Committee met today to hear a recap and the results of the campaign with the Curbside Value Partnership in the fall, and current and upcoming public information and education activities.

#### ***Promotion and Outreach***

CVWMA and CBS TV 6 worked together on a Facebook Fan Builder contest to increase our LIKES (followers) on Facebook as well as promoting the different recycling containers. The contest ran from June 18 through July 10 and two drawings for VISA gift cards were made. The preliminary contest results show that 997 people LIKED CVWMA on Facebook during this time period and as of July 10, CVWMA fan base went from 1,611 to 2,267, a 40% increase.

CVWMA is working with RVANews July 9- August 6 to run leaderboard online ads on ten community pages as well as the RVANews website ([www.rvanews.com](http://www.rvanews.com)) promoting recycling.

The CVWMA website had over 111,000 visits at the end of this fiscal year compared to over 89,000 for FY 11, a 25 percent increase.

#### ***Region Wide Pet Waste Campaign (Bacteria TMDL)***

Staff attended a region wide Pet Waste Education Campaign meeting held by the Middle James Roundtable Steering Committee. Educational materials are being created and print copies will be available later this summer for distribution. Storm water education credits will be given to all localities that fall under the umbrella of the James River Advisory Council (JRAC) and Middle James River Roundtable (MJRT). CVWMA is a member of both of these organizations thus all of our member localities that are working on their Bacteria TMDL implementation will be given "credits" for the pet waste education efforts according to DEQ. Education Credits can be included in MS4 reports and as part of TMDL implementation plan.

**Finance**

A summary of financial activity for the fiscal period July 1, 2011 through June 30, 2012 is attached for your review. The financial report is preliminary as transactions for the 2012 year are still being recorded and the financials are subject to audit. The CVWMA remains within total budget in the General Operating, Curbside, Drop-Off, Municipal Solid Waste and Other Special Projects Funds for the year.

The audit of the 2012 Comprehensive Annual Financial Report (CAFR) will begin the week of August 6, 2012. Upon approval by the Board at the September meeting, the CAFR will be submitted to the Virginia Auditor of Public Accounts by the deadline of September 30, 2012.

**Upcoming Meetings**

Technical Advisory Committee Meeting	August 2, 2012	9:00 a.m.
Executive Committee Meeting	August 6, 2012	2:00 p.m.
Board of Directors Meeting (Richmond)	August 17, 2012	9:00 a.m.

Please feel free to contact me, or any staff member at (804) 359-8413 with questions or comments that you may have. Have a great summer!

Sincerely,



Kimberly A. Hynes  
Executive Director

Attachment.

cc: CVWMA Board Alternates  
CVWMA Staff

