

THE Regional Waste Line

The Newsletter of the CVWMA



MAY 2008

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The Regional Waste Line is published by the Central Virginia Waste Management Authority, a public service authority created to assist member localities in developing and implementing effective solid waste management and recycling programs.

CVWMA Hosts Electronics Recycling Events



CVWMA special events collected over 100,000 pounds of electronics to be recycled this spring.

CVWMA coordinated ten electronics recycling events this spring. Partnering with Ukrop's supermarkets once again, collections were held at several of their area stores including the Virginia Center Commons, Harbor Pointe, and Short Pump locations. Events were also held at the New Kent Courthouse, Verdi Lane Convenience Center in Hanover, Chesterfield Towne Center, Richmond Earth Day Celebration in the Manchester area,

Powhatan Fire Station #1, Goochland Fairgrounds and the Charles City Road Public Use Area in Henrico. Events offered participants the opportunity to fill out a survey for a chance to win a \$100 Ukrop's gift card.

This year's events served more than 1,100 participants and collected over 100,000 pounds of electronics to be recycled! Since November 2004, CVWMA has hosted 36 events and collected more than 400,000 pounds of electronics to be recycled.

2007 Report Highlights Recycling Rate Nearing 50%

The CVWMA reported a 49.5% recycling rate to the Department of Environmental Quality for the calendar year of 2007, by far exceeding the state's mandate of 25%. Some revisions were made to the calculation of the rate resulting in CVWMA receiving an additional 5 percentage points. CVWMA compares the total amount of solid waste generated in the area to the amount recycled to determine the year's recycling rate.

A number of the recyclables are collected in CVWMA recycling programs. In addition, private recycling companies, such as paper recyclers and auto recyclers, and non-profit charitable organizations, such as Goodwill, also weigh into the region's recycling rate. CVWMA is the reporting entity for the region and collects information about all recycled materials from other organizations. ♻️

Drop-off Recycling Program Sees Increase in Tonnage

Through the month of March, the drop-off recycling program collected 4,483 tons of recyclable materials. The 2008 Fiscal Year to Date total tonnage for the drop-off program is 11.5% above the 2007 FYTD total. In addition, with only three months remaining in the 2008 FY, the drop-off recycling program is averaging close to 500 tons a month. ♻️

Curbside & Trash Collection Holiday Information

Collections will be one day late during the following weeks to observe the holidays below:

MEMORIAL DAY

No collections on Monday, May 26.
 All collections this week are delayed one day.

INDEPENDENCE DAY

No collections on Friday, July 4.
 Collections on Friday will occur on Saturday.

School Recycling Pilot Program Update



Students at Twin Hickory Elementary help weigh and empty the paper collected in the classroom bins each week.

As the school year comes to a close, the CVWMA school recycling pilot program is about to wrap up its first year. Since September, all thirteen participating schools have been collecting waste paper in classroom bins, then weighing it before recycling it in the outdoor containers.

Each school reports monthly to CVWMA the amount of paper they have recycled. Their efforts are part of a grant program CVWMA is participating in through the Environmental Protection Agency. CVWMA is studying the volume of paper that can be collected and recycled in school settings. The results of the program, which will conclude in June 2009, will be shared with area school boards. The ultimate goal is to highlight the amount of paper that could be recycled in schools and hopefully encourage more schools in central Virginia to implement recycling programs.

Since the program began, the participating schools have recycled more than 23 tons of paper. In addition to the actual collection of paper, students have participated in various activities and lessons teaching the importance of recycling.

Teacher Resource Page Added to CVWMA Website

CVWMA receives many requests from educators looking for information about litter and recycling to teach their students. In an effort to assist with this request, the CVWMA website now features a list of free downloadable resources for teachers. www.cvwma.com/education_and_outreach/education_resources/teacher_resources.wbp ♻️



Student Claire Donnelly coordinates the recycling program at Thomas Jefferson High School as her personal project in the IB program.



Second grade students at R.C. Longan Elementary participate in a papermaking activity that teaches them how paper is recycled.



CVWMA Promotes Composting As Part Of Recycling Menu of Programs



When most people think of recycling, they usually first think of paper, plastic, and cans. But as the weather warms, and more residents are spending time outdoors in the yard and garden, it is a great time to think about a more unique form of recycling. Second only to paper, yard waste comprises the largest volume of trash and takes up the most landfill space. Composting is the process of taking yard waste and other organic materials such as

vegetable scraps and turning them in to a valuable soil enhancer good for use on a lawn or garden. These materials can be recycled by placing them in a home compost bin and then letting nature take its course.

CVWMA has partnered with two compost bin suppliers - *Solarcone* and *Covered Bridge Organic* - to help citizens compost at home. Residents of the 13 communities served by CVWMA are eligible to purchase select compost bins from these two companies at reduced rates. For more information visit www.cvwma.com/recycling_programs/yard_waste.wbp



The "Wishing Well Composter" pictured above is one of the compost bins available to CVWMA area residents at a reduced cost.

Compact Fluorescent Light Bulbs



Compact Fluorescent Light Bulbs, or CFLs are a hot topic mentioned in conversations about “going green.” They are the environmentally friendly light bulb and considered one of the easiest things a homeowner can do to benefit the environment. Replacing incandescent bulbs with compact fluorescent bulbs is one way for Virginians to reduce their energy consumption, reduce pollution and save money.

According to the Department of Environmental Quality (DEQ), a CFL uses 80% less electricity than an incandescent bulb. And while initially CFLs are more expensive than the traditional light bulb, they can save a significant amount of money over time because they last so much longer. One of the main concerns with CFL usage is the mercury they contain. The DEQ estimates that a CFL does contain about 4mg of mercury, but actually prevents more than 7.5mg of mercury from being produced by emissions from power generation. CVWMA offers a recycling program for CFLs to help ensure proper disposal. For information about compact fluorescent light bulbs and mercury issues, breakage, proper disposal and recycling options, please visit www.cvwma.com/recycling_programs/electronics/compact_fluorescent.wbp ♻️

CVWMA Celebrates Earth Day

Earth Day, held each year on April 22, is a day set aside to bring awareness to the importance of the earth and its resources. CVWMA celebrated Earth Day in a variety of ways this year. Festivities included hosting a recycling facility tour, giving presentations to school groups and civic organizations, holding electronics recycling events, supplying event recycling services and providing educational materials to citizens. In total, nearly 4000 area residents were supplied with materials or information about recycling from CVWMA during the month of April. ♻️



CVWMA Public Information Coordinator Nancy Drumheller answers questions from citizens at the Chesterfield County Environmental Fair.

America Recycles Day Winners

In November, CVWMA celebrated America Recycles Day - a national awareness campaign to get people excited about recycling. In addition to participation in several local events, CVWMA hosted electronics recycling, household hazardous waste collections, and recycling facility tours. Participants who made a pledge to recycle were entered in to a drawing to win prizes made from recycled materials. Congratulations to the winners of this year's contest. ♻️



AMERICA
RECYCLES

Deborah Newcomb - Chesterfield

Coasters made from recycled glass

Susie Biedler - Colonial Heights

Serving tray made from recycled aluminum

Allan Lassiter - Henrico

Fleece jacket made from recycled plastic

Barbara Judy - Richmond

Stationery made from recycled maps

Brandon Johnson - Chesterfield

Suncatcher made from recycled glass

Ronny Parkerson - Richmond

Fleece jacket made from recycled plastic

Tri-Cities Trash Collection Changes

In order to improve trash collection service in the Tri-Cities, the collection schedule in Colonial Heights, Hopewell and Petersburg changed the week of February 4, 2008. Residents of Colonial Heights are now collected on Wednesdays. Hopewell citizens are collected on Mondays or Tuesdays. Petersburg residents are collected on Thursdays or Fridays. ♻️



Welcome New CVWMA Staff



Nancy Drumheller joined the staff in March 2008 as Public Information Coordinator. Her primary responsibility at CVWMA will be oversight of all public affairs aspects of the Authority. She comes to CVWMA with over 10 years experience in public outreach and education. Most recently, she worked for the Department of Environmental Quality as the VaNaturally Program Coordinator and with Henrico County as the Keep Henrico Beautiful Executive Coordinator. Nancy has a degree in Behavioral Studies from North Carolina Wesleyan College and has received many awards for her work in solid waste management. ♻️

Board Approves Market Study

The CVWMA Board of Directors approved the request by members of the Curbside Education Committee and CVWMA staff to conduct a market study in the curbside service area. The purpose of the study will be to identify characteristics of potential recyclers, knowledge of the curbside recycling program, or how to best motivate more households to participate in the program and potentially test creative messages to motivate residents who are not fully participating in the program. Reports generated by CVWMA staff have shown an estimated 50% participation in curbside recycling and the Authority would like to increase participation and awareness of the program and recycling as well as find better ways to utilize funds available for the program. ♻️

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