

THE Regional Waste Line

The Newsletter of the CVWMA



Spring/Summer 2009

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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 recycling programs and solid waste management.

Recycling Hotline
 340-0900
www.cvwma.com

A Message from the Executive Director



Kimberly A. Hynes,
 Executive Director

Recycling continues to be popular among central Virginians and through the 3rd quarter of the fiscal year, the CVWMA has seen growth in our recycling programs. The CVWMA and the recycling industry, however, are not immune from the economic decline. Consumers are buying less and thus generating less waste, which not only affects the volume of trash, but the volume of recyclable material too. Although, we are starting to see a slight drop in the amount of recyclables, requests for recycling bins, program information, event recycling and participation in community events continue to rise.

In an effort to boost resident participation in the curbside recycling program, the CVWMA is working with Dr. Cliff Fox, Assistant Director, Virginia Commonwealth University's Department of Environmental Studies to study recycling behaviors and attitudes, knowledge of the curbside program and barriers that prevent residents from recycling. With the ultimate goal of increasing the number of residents placing recyclables at the curb, we are hoping to determine ways to best reach potential recyclers.

A telephone survey was conducted in January by Princeton Data Source LLC. The survey revealed that 71.2% of the population has recycled at the curb in the last year; an estimated 54.6% participate on each collection day. Of those that have not participated in the program, 35% indicated they did not know it was available to them. The CVWMA and Dr. Fox will be following up the telephone survey with focus groups of individuals in order to obtain more feedback about the curbside recycling program and potential methods of outreach.



Curbside & Trash Collection Holiday Information

Collections will be one day late during the following week to observe the holiday listed below:

LABOR DAY

No collections on Monday, September 7. All collections this week are delayed one day.

Recycling Rate Surpasses 50%

Central Virginia citizens and businesses recycled an estimated 52.8 percent of waste generated in the region in 2008, according to an annual report compiled by CVWMA submitted to the Virginia Department of Environmental Quality. State law requires that localities recycle at least 25 percent of their waste each year. see RATE page 3

The Regional Waste Line is going digital.

Look for the Fall 2009 edition to arrive in your inbox!



Sign up for the e-newsletter by sending your email address to info@cvwma.com.

CVWMA Recognizes Partnership With Ukrop's

CVWMA recognized Ukrop's Supermarkets and their partnership in the electronics recycling program. Since April 2007, Ukrop's has assisted CVWMA electronics recycling by allowing CVWMA to host 17 collection events at several of their area store locations. These events have collected 270,000 pounds of electronics to be recycled. Additionally, Ukrop's has participated in the publicity of these events as well as providing incentive prizes for participating recyclers.



Pictured from left to right: Marcia Phillips, CVWMA Board Chairman; Kim Hynes, CVWMA Executive Director; and Julie Bishop, Culinary & Wellness Trends Manager and Sustainability Champion for Ukrop's Supermarkets.



Spring Electronics Recycling Events a Big Success

An estimated 750 participants brought over 65,000 pounds of eWaste to six spring events. Since November 2004, 50 eCycling events have been held in 11 of the 13 CVWMA member jurisdictions collecting 650,000 pounds of eWaste from disposal in area landfills. Ukrop's Supermarkets has served as a



CVWMA Locality Updates

Curbside Recycling Expands in Hanover County

Beginning July 1, 2009, Hanover County will introduce curbside recycling in nine newly formed recycling districts: Atlee Ridge, Castlewood, Craney Island Farms, Deer Valley, King's Charter (including Charter Lake, Ivy Banks, Manorwood, and Stephens Manor), Madison Springs, Reardon's Ridge, Royal Glen and Somerset neighborhoods. Residents of these neighborhoods can find out more about the program and how to start recycling by calling the Recycling Hotline at 340-0900 or the Hanover public works department at 365-6181. ♡



City of Colonial Heights Recycling Program Changes

Effective March 16, 2009 the City of Colonial Heights closed the drop-off recycling centers located at Lakeview Park, Shepherd Stadium and the Main Library. Residents are encouraged to use the weekly curbside recycling service. The City of Colonial Heights operates for residents a Recycling Center located at 1000 East Roslyn Road. The center is open on Fridays and Saturdays from 8am - 12pm and 1pm to 5pm, excluding holidays. Valid proof of city residency is required to drop off materials at the Recycling Center. A list of accepted items can be found by following the recycling center link on the City of Colonial Heights Public Works webpage at <http://www.colonial-heights.com/PublicWorks.htm>. ♡



Chesterfield Creates Recycling Committee

The Chesterfield County Board of Supervisors voted on April 15, 2009 to continue bi-weekly collection for the next fiscal year. In addition, they created a Citizens Recycling Advisory Committee. The purpose of this committee is to provide a recommendation to the Board of Supervisors regarding the best method for the county to provide a comprehensive recycling program to the residents of the county, in the most cost effective manner possible. The committee should have a recommendation to the Board of Supervisors not later than January 15, 2010. ♡



valued partner to the CVWMA electronics recycling program. This spring CVWMA partnered with Ukrop's at four of their area stores including the Ashland, Cross Ridge, White Oak Village and Short Pump locations. These events offered participants the opportunity to fill out a survey for a chance to win a \$100 Ukrop's gift card. Winners were chosen at random from all entries received. This year's winners include Rebecca Robison, Ashland; Stan Luck, Cross Ridge; Jessie Coles, White Oak Village; and Jan Smith, Short Pump.



CVWMA also partnered with First Market Bank to provide a free document shredding event at the Ukrop's Short Pump location. This was held along side the electronics recycling collection. ♡

CVWMA On The Web

CVWMA recently partnered with local media to promote recycling in central Virginia. The new CVWMA commercial can be seen on YouTube. Find it by searching "CVWMA" at www.youtube.com.



You can also find CVWMA on Facebook. Visit www.cvwma.com and follow the link at the bottom of the homepage.



CVWMA Celebrates Earth Day



CVWMA media partner Radio Disney hosted recycling games and trivia contests at the Henrico Earth Day celebration at Three Lakes Park.



CVWMA offered a recycled papermaking activity for guests of the Lewis Ginter Botanical Garden Spring Fling event.



CVWMA also participated in Earth Day events in Powhatan, Fort Lee and at several area schools and businesses.

School Recycling Pilot Program



The two-year CVWMA School Recycling Pilot Program has quickly reached its conclusion. Funding for this program was provided by grant money received from the Environmental Protection Agency (EPA). This year CVWMA had 26 participating schools and for the 2008-2009 school year these participants have diverted 150 tons of paper from the waste stream by collecting it for recycling. Over the course of the program, more than 200 tons of paper has been collected. CVWMA will be compiling all data after the conclusion of the school year and will report to the EPA the program results. These findings will also be shared with area school boards and local government officials. 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. ♡



Pictured are students helping with the recycling pilot program at Moody Middle School.

New Contracts Provide Significant Savings

CVWMA staff recently completed the procurements for the Waste Tire and Household Chemical, including waste oil and antifreeze, programs. The current contracts were initially executed effective July 1, 1999 and are set to expire June 30, 2009. The new contract for Household Chemicals will now include aerosols. New contracts resulting in significant savings for participating member jurisdictions will begin July 1, 2009. ♡



CVWMA Receives Awards from VRA

CVWMA recently received two honorable mention awards from the Virginia Recycling Association (VRA) at the 2009 Annual Conference. Awards were presented to the CVWMA School Recycling Pilot Program and the CVWMA & Ukrop's Supermarkets Electronics Recycling Partnership. ♡



RATE

continued from page 1

The regional rate has remained near or above 40 percent for the past several years, making central Virginia one of the highest recycling regions in the state. It was 50.3 percent in 2007, 46.3 percent in 2006, and 45.2 percent in 2005. Variations in the rate are attributed to the number of businesses who provide information to CVWMA. Contributions are voluntary.

The DEQ has accepted the report as submitted by CVWMA and a press release containing more detailed information of the report will be sent out by CVWMA. ♡

Welcome New Board Members

CVWMA would like to welcome the following who have been recently appointed to the CVWMA Board of Directors:

Matthew Benka, Richmond
 Leigh Dunn, Goochland
 William Johnson, Chesterfield

And CVWMA would also like to extend our gratitude to the following community leaders who have retired from the CVWMA Board of Directors. Thank you for your service.

Richard Harvey, Sr., Goochland
 William Howell, Chesterfield, *charter member*
 Donnie Tolley, Ashland

CVWMA Participates in Monument Ave 10K



CVWMA once again participated in the Ukrop's Monument Avenue 10K race this year. The CVWMA mascot, "Bin", greeted participants of the First Market Mile kids run as he handed out stickers and posed for pictures. Then Bin helped cheer on the runners as they left the starting line.

The CVWMA & TFC event recycling containers helped to collect more than 2 tons of recyclable materials during this one day event. CVWMA also coordinated volunteers to assist with the recycling efforts. ♻️

CVWMA Board of Directors

County of Charles City:

John F. Miniclier, Jr.

County of Chesterfield:

Marcia R. Phillips, *Chairman*
 Robert L. Dunn
 William Johnson

City of Colonial Heights:

Richard A. Anzolut, Jr.

County of Goochland:

Leigh Dunn

County of Hanover:

Stephen E. Chidsey
 Robert R. Setliff

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James H. Burrell

City of Petersburg:

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County of Powhatan:

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William Kuthy, *Treasurer*

City of Richmond:

Mark Kukoski, *Director*
 Matthew Benka
 Dexter White

Town of Ashland:

Vacant



Kimberly A. Hynes
Executive Director



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