



**CENTRAL VIRGINIA WASTE MANAGEMENT AUTHORITY  
BOARD OF DIRECTORS MEETING AGENDA  
NOVEMBER 20, 2009  
2104 W. LABURNUM AVENUE  
RICHMOND, VIRGINIA**

**CALL TO ORDER** **9:00 a. m.**

**CHAIRMAN'S AGENDA**

**CERTIFICATION OF QUORUM**

<b>ITEM NO.</b>	<b>Page(s)</b>
1. Public Comment Period	
2. Minutes of the Regular Meeting of October 16, 2009	<b>2 - 10</b>
3. Chairman's Report	

**STAFF AGENDA**

<b>ITEM NO.</b>	
4. Curbside Recycling Program	<b>11</b>
5. Curbside Education Advisory Committee Report	<b>11</b>
6. Municipal Solid Waste (MSW) Program	<b>11</b>
7. Operations and Program Statistics	<b>12</b>
8. Technical Advisory Committee Report	<b>13</b>
9. Public Information	<b>14 - 16</b>
10. Financial Reports for October 2009	<b>17 - 23</b>
11. 2010 – 2011 Proposed Operating Budget	<b>24</b>
12. Administrative	<b>24</b>

**OLD/NEW BUSINESS**

**ADJOURNMENT**



**MINUTES OF THE REGULAR MEETING OF OCTOBER 16, 2009**

Minutes of the October 16, 2009 CVWMA Board of Directors meeting are attached for review.

**Recommended Action:** Approval.

**CENTRAL VIRGINIA WASTE MANAGEMENT AUTHORITY  
BOARD OF DIRECTORS MEETING  
OCTOBER 16, 2009  
MINUTES  
CRATER PLANNING DISTRICT COMMISSION  
PETERSBURG, VIRGINIA**

**MEMBERS/ALTERNATES PRESENT**

**Voting:**

Marcia R. Phillips (M-Chesterfield), Chairman  
Marcia E. Kelley (M-Henrico), Immediate Past Chair  
Robert L. Dunn (M-Chesterfield)  
William E. Henley (A-Colonial Heights)  
Paul E. Drumwright (A-Goochland)  
Steve Chidsey (M-Hanover)  
John Fountain (A-Hopewell)  
James H. Burrell (M-New Kent)  
William Riggleman (A-Petersburg)  
Christopher Rapp (A-Powhatan)  
William G. Kuthy (M-Prince George)

**MEMBERS/ALTERNATES NOT PRESENT**

Mark Kukoski (M-Richmond), Vice-Chairman  
Matthew D. Benka (M-Richmond), Treasurer  
Leigh Dunn (M-Goochland), Director  
Elliot Danburg (M-Powhatan), Secretary  
W. C. Lawing (M-Ashland)  
Josh Farrar (A-Ashland)  
Jack Miniclier (M-Charles City)  
John T. Bragg (A-Charles City)  
Robert C. Key (A-Chesterfield)  
Howard Heltman (A-Chesterfield)  
Richard A. Anzolut, Jr. (M-Colonial Heights)  
Robert Setliff (M-Hanover)  
Michael Flagg (A-Hanover)  
Steve Herzog (A-Hanover)  
Robert C. Whiteman (M-Henrico)  
Gentry Bell (M-Henrico)  
Steve Yob (A-Henrico)  
Arthur D. Petrini (A-Henrico)  
William I. Mawyer, Jr. (A-Henrico)  
Phillip E. Elliot (M-Hopewell)  
James Tacosa (A-New Kent)  
Michael D. Briddell (M-Petersburg)  
Bill Hamby, Jr. (A-Prince George)  
Dexter White (M-Richmond)

**Non Voting:**

Charles E. Dane (A-Chesterfield)

**Staff:**

Kimberly A. Hynes, Executive Director  
Bernard B. Harris, Director of Operations  
Nan B. Downey, Director of Administration & Finance  
Nancy W. Drumheller, Public Information Coordinator  
Reginald D. Thompson, Operations Technician

**Guest**

Zane Robinson, Executive Asst., City of Richmond  
Marvin Freeman, Operations Mgr., City of Richmond

With a quorum in attendance, Chairman M. R. Phillips (M-Chesterfield) called the meeting to order at 9:00 a.m.

## **CHAIRMAN'S AGENDA**

### **Item No. 1: Public Comment Period**

Chairman Phillips opened the floor to receive public comment. Mr. Zane Robinson, Executive Assistant for the City of Richmond, offered that his and Mr. Marvin Freeman, City of Richmond Operations Manager for the Department of Public Works, presence at the meeting was to hear about the operations of the Authority and to answer any questions or concerns there might be with regards to the City of Richmond.

### **Item No. 2: Minutes of the Regular Meeting of September 18, 2009**

A motion was made by Mr. J. H. Burrell (M-New Kent), seconded by Mr. R. L. Dunn (M-Chesterfield), and carried that the minutes of the September 18, 2009, Central Virginia Waste Management Authority (CVWMA) Board of Directors' meeting be approved as submitted.

### **Item No. 4: Treasurer's Report**

#### ***Financial Reports for September 2009***

Mrs. N. B. Downey, Director of Administration and Finance, directed the Board's attention to pages 12-18 of the agenda package, which displayed the Financial Reports for September 2009. Mrs. Downey informed the Board that the financial activity is consistent with previous months and the Authority continues to remain within total budget in all funds as of September 30, 2009. The CVWMA has a combined net income of about \$376,000 year-to-date. Mrs. Downey included that the Annual Financial Report for 2009 has been filed with the Virginia Auditor of Public Accounts (APA) and is available on the Authority's Web site.

Concluding, Mrs. Downey reported that CVWMA staff has researched other options for its payroll service and that BB&T offers payroll services, which would save CVWMA about 30 percent in fees annually. BB&T has also informed CVWMA that they are increasing the interest rate earned on the Authority's checking account, which should help with interest revenues.

Mr. W. G. Kuthy (M-Prince George) asked if the Board could be provided the percentage rate offered by BB&T. Mrs. Downey responded .5 percent for the Authority's regular checking account. She added that although rates are really low, this is triple the current percentage.

There being no discussion, on motion made by Mr. R. L. Dunn (M-Chesterfield), and seconded by Mr. J. H. Burrell (M-New Kent), the September 2009 financial reports were accepted as presented.

## **STAFF AGENDA**

### **Item No. 5: Curbside Recycling Program**

Mr. B. Harris, Director of Operations, reported Curbside collections for September were 2,873 tons; an increase of nearly 10 percent from August 2009. He included that for the second month in a row, collection totals were below the previous years' total. Mr. Harris went on to report that through the first three months of the fiscal year, total collections are at 8,316 tons; down 2.0 percent from the same three month period last year. The set-out rate continued to be strong at 37.7 percent compared to 36.5 percent during

September 2008. The average pounds per set-out remained below historical averages at 27.1 pounds for the second month in a row.

Concluding, Mr. Harris reported that Tidewater Fibre Corporation had a reported 300 missed collections in the month of September. He included that collection service is off to a good start this fiscal year as there have been only 990 missed collections during the first three months compared to 1,514 during the same three month period last year. No penalties were assessed to Tidewater for collections outside contract parameters in September.

#### **Item No. 6: Curbside Education Advisory Committee Report**

Mrs. K. A. Hynes, Executive Director, reported that the Authority has concluded its market study of residents eligible for curbside recycling. Mrs. Hynes informed the Board that Dr. Cliff Fox, Assistant Director for Virginia Commonwealth University's Department of Environmental Studies, met with the CVWMA Curbside Education Advisory Committee and Board of Directors on Thursday, October 8, 2009. Dr. Fox presented additional information on the telephone portion of the survey and discussions from three focus groups which followed his May 15 presentation. Mrs. Hynes included that participants in the focus groups, which included African-Americans and non-participants of the survey, discussed what would encourage and discourage participation in the curbside program and provided a perceptive understanding of their views and thoughts on recycling. A copy of the focus groups' comments was made available for review.

Continuing, Mrs. Hynes reported that the purpose of the focus groups, Dr. Fox conducted over the summer was to find barriers discouraging curbside recycling and how the Authority can motivate participation. The first group was comprised of citizens who do not participate in the recycling program however, likely to participate. The second and third group was comprised of African American citizens who during the telephone interview portion of the survey stated that they were least likely to participate in the program. Mrs. Hynes added that focus group discussions included topics on recycling images; informational sources on recycling and trusted sources of information; where to obtain information, and how costs associated with recycling services are paid.

Proceeding, Mrs. Hynes asserted that there will be a certain percentage of the population who will not be open to participation in the curbside program. She included that Authority staff will focus its efforts on those that are more likely to participate and consider the recommendations of Dr. Fox to provide more targeted and community based approaches. Mrs. Hynes went on to report that recommendations by Dr. Fox included limiting mass media approaches; Authority staff becoming more involved within the community; tailoring some of the Authority's messaging to different targeted groups, and replacing some of the 'green' messaging with more community messaging.

Continuing, Mrs. Hynes reported that Dr. Fox included comments that maybe curbside recycling is not always the most efficient method of recycling for everyone. Focus group participants commented that for litter concerns, or concerns of receiving fines imposed by their jurisdiction or community for aesthetic reasons, they've opted not to participate in the program. Mrs. Hynes included that CVWMA staff included recommendations of target marketing, and being fiscally responsible. She added that Authority staff recommendations included switching from the four-panel calendar to a postcard style, which would mean significant savings in printing costs.

Mrs. Hynes added that the mailing of 250,000 pieces of mail cost the Authority about \$80,000 per year for printing and postage and that potential sponsorship from other businesses and organizations would help in paying a significant portion of the cost associated with the production and distribution of the curbside calendar schedules. She provided a recap of the recommendations for increasing participation in the

curbside program and added that although some of the more targeted efforts are more labor intensive, there were recommendations to hire an additional part-time staff member to work a 20-hour per week schedule to advocate for the Authority in getting the word out about the curbside program to increase participation.

Mr. J. Fountain (A-Hopewell) asked if there was a difference in the postage rate for postcards and calendars. Mrs. Hynes responded Authority staff would need to inquire that information through the U.S. Post Office. She included that the postcard and the calendar would be measurable in weight, however the cost for printing the postcards would be significantly lower.

Mr. J. H. Burrell (M-New Kent) commented that New Kent County has had businesses in the county sponsor publications and agreed with Mrs. Hynes that getting potential sponsorship from other businesses and organizations would help to cover some of the cost of the calendar.

Mr. R. L. Dunn (M-Chesterfield) asked when the Curbside Education Advisory Committee will hold its next meeting. Mrs. Hynes responded November 5 following the CVWMA Technical Advisory Committee meeting.

Mrs. M. E. Kelley (M-Henrico) commented that there was some concern with switching from the calendar schedule to something that looks like an advertising flyer, which could be mistaken for junk mail and tossed out. Mrs. Kelley added that CVWMA staff member, Stephanie Feaser suggested placing information on the front of the calendar that reads “You Already Have This Service, So Use It”. This would address questions of whether or not citizens who receive the information are in serviceable areas and can freely participate in the program. Mrs. Kelley suggested keeping the magnetic strip on calendar and asserted that she supports obtaining appropriate sponsorship to cover the costs associated with the creation and distribution of the curbside recycling schedule.

Mr. Z. Robinson asked how often per year are the calendars mailed. Mrs. Hynes responded once per year. Mr. Robinson asked if citizens were given some sort of reminder of their collection days. Mrs. Hynes responded that the Authority’s Web site provides citizens with an option to be added to its database of 8,000 citizens who receive e-mail reminders. She included that consideration of adding wording that reads “This is brought to you by the CVWMA and your locality” would answer the question of how funding for the services is provided.

Mr. R. L. Dunn (M-Chesterfield) suggested that the Authority pursue sponsorship efforts while there is still time.

Mr. J. H. Burrell (M-New Kent) asked when CVWMA staff go out into the counties, such as Henrico for school presentations, does the program show an increase in participation. Mrs. Hynes responded that there have not been any drastic changes in the set-outs and there being so many factors in the tonnage, determining whether it was due to the Authority doing a school presentation was a challenge.

Mr. C. Dane (A-Chesterfield) commented that switching from the four-panel collection schedule to a postcard-style for one year could turnout to be very effective; a change that will bring attention. He added that the messaging on the new postcard or calendar could read “municipal curbside recycling service is provided by the municipality and is paid for by general or special tax revenues as part of a municipal trash service.”

Chairman Phillips commented that this would be an opportunistic time to change the Authority's "green" messaging to more attention getting messaging about curbside recycling.

Mr. W. G. Kuthy (M-Prince George) asked if Authority staff has considered reaching out to civic clubs and sponsoring events and fund raisers in serviceable areas. Mrs. Hynes responded that an additional source made available through the Authority is its monthly electronic newsletter, which goes out to civic groups and homeowners' associations.

Mr. R. L. Dunn (M-Chesterfield) asked if the new postcard was the recommendation of the Curbside Education Advisory Committee. Mrs. Hynes responded affirmatively. She included that a decision for the 2010 Curbside Calendar Schedule has to be made quickly since time is of the essence.

Mrs. M. Kelley (M-Henrico) commented that this would not be the right time to make a change in something that has proven to be popular and successful for the Authority.

Mr. W. G. Kuthy (M-Prince George) suggested that the Authority could conduct a telephone poll study of opinion.

Mr. S. Chidsey (M-Hanover) commented that localities have been faced with making financial cuts in various areas and that in being fiscally responsible it is important to look for ways to reduce operating expenses.

#### **Item No. 7: Electronics Recycling Contract**

Mr. B. Harris reported that the contract with Supreme Asset Management and Recovery (SAMR) was terminated effective September 21, 2009 and that all SAMR containers located at CVWMA sites have been removed. Mr. Harris went on to report that Creative Recycling has signed an emergency six-month contract which extends through March 31, 2010. The contract will enable CVWMA staff sufficient time to prepare and issue an RFP and select a new contractor. Mr. Harris added that Creative Recycling delivered trailers to five convenience centers that provide ongoing eWaste collections for their locality residents.

Continuing, Mr. Harris reported that six eCycling events were scheduled with Creative Recycling for the 2009 fall season. The first of the events was held on Saturday, October 10 at the Short Pump Ukrops located in Western Henrico. The second event is scheduled for October 24 in the City of Richmond at 2720 Hermitage Road; from 9 am to 2 pm. Recycling events will also take place at the following locations:

- Ukrops sites located in Henrico County (White Oak and Crossridge); November 7
- John Rolfe Ukrops located in Western Henrico; November 14
- Verdi Lane Convenience Center in Hanover; November 14  
(this event will also include document shredding)

Mr. S. Chidsey (M-Hanover) asked if Authority staff would speak with representatives for Creative Recycling about removing the cut-outs on their Gaylord containers. Mr. Harris responded that the cut-outs facilitate placing items in the container. He added that staff would speak with representatives of the company about other alternative solutions.

## **Item No. 8: Municipal Solid Waste (MSW) Program**

Mr. R. Thompson, Operations Technician, directed the Board's attention to the Municipal Solid Waste (MSW) Program report included on page 20 of the agenda package and asked if there were any questions. There being no inclusions or questions, Chairman Phillips stated that she would move forward with the agenda.

## **Item No. 9: Operations and Program Statistics**

Mr. Harris directing the Board's attention to a copy of the September Program Statistics Report placed at each seat, reported that for the second consecutive month total commingled containers collected in roll-offs exceeded roll-off's mixed paper total. He added that over all, drop-off collections were down 11.8 percent from September 2008. The September total, 502 tons, is the lowest drop-off total since February 2008. Through a 3 month period, total drop-off collections are 4.3 percent behind last years' record pace. Mr. Harris asserted that October through January is the period during the year where curbside and drop-off collections are at their peak

Continuing, Mr. Harris reported that several amendment requests have risen regarding the Solid Waste Management Plan (SWMP). Mr. Harris reminded the Board of the East End Landfill whom the Authority issued a 'Letter of Consistency' to in October 2008 when Draper Aden indicated that the facility wished to increase their average and maximum daily waste intake to enable the facility to recycle more. He informed the Board that TEEL has now submitted a permit amendment which includes an increase in cell capacity for cells I, IIA and IIB of over 500,000 cubic yards. Mr. Harris went on to report that the company is asking for a variance to allow their acceptance of petroleum-contaminated soil with TPH and non-hazardous contaminated soil. Authority staff has written a letter to the Department of Environmental Quality (DEQ) to clarify the intent of the letter of consistency and noted discrepancies between the Plan and the draft permit modification under consideration by the DEQ. Mr. Harris added that this may ultimately lead to the need for a major Plan amendment.

Proceeding, Mr. Harris reported that Authority staff met with Rob Guidry, President of Tri City Regional Disposal and Recycling Services to discuss submitted permit amendments to increase capacity and life of the former Petersburg Landfill. He added that this will require a major amendment to the Central Virginia Solid Waste Management Plan. Mr. Harris went on to report that Authority staff has received expansion details from Joyce Engineering and will move forward with the amendment process.

Concluding, Mr. Harris reported that Authority staff will meet in the upcoming week with representatives for SCS Engineering to discuss proposed changes to Shoosmith Brothers Landfill permit to determine whether a plan amendment or letter of consistency will be necessary.

## **Item No. 10: Technical Advisory Committee (TAC) Report**

Mr. Harris presented the Technical Advisory Committee (TAC) report on behalf of Mr. S. Yob (A-Henrico), Technical Advisory Committee (TAC) Chairman. Mr. Harris reported that the Technical Advisory Committee (TAC) met in the CVWMA conference room on Thursday, October 8, 2009. He informed the Board that meeting members were updated on upcoming eCycling events covered under Agenda Line Item No. 7, which included information on the RFP for a new eCycling contractor. Mr. Harris informed the Board that a decision was made to set the term of contract to a 3-year initial period rather than 5-years. He asserted that it's anticipated that the RFP will be issued by the end of the month with response due prior to the Thanksgiving Holiday. Mr. Harris went on to report that the selection committee will evaluate the proposals in December and submit a recommendation for a new contract to the Board at the January 2010 Board of Directors' meeting.

Continuing, Mr. Harris reported that discussions included a proposal for developing a program which would require a periodic audit of CVWMA contractors. The audit team would consist of CVWMA staff and representatives of participating member jurisdictions. Frequency of audit would depend upon the nature and size of the contract. Mr. Harris asserted that the audits would insure that contractors are properly recycling materials and operating within contract parameters. He added that during the audit, contractors would be asked about notices of violations and to include documentation on material shipments to verify shipment locations. Mr. Harris informed the Board that CVWMA staff will present a document for discussion at its November 5 TAC meeting.

Closing, Mr. Harris reported that concluding discussions included CDD recycling. CVWMA staff was directed to prepare an RFP for a program similar to Chesterfield County's pilot program conducted at the Southern Area Convenience Center with ACE Recycling.

Mr. Harris also noted that a trip to the Covanta Energy Corporation, a waste energy facility that converts municipal solid waste into renewable energy for numerous communities, has been scheduled for December 3 in lieu of the TAC meeting,

### **Item No. 11: Public Information**

Mrs. N. Drumheller, Public Information Coordinator, directed the Boards' attention to pages 22 – 24 of the agenda packet where public information, outreach, Web site statistical information, and curbside recycling e-mail reminder subscriber information is included. Mrs. Drumheller informed the Board that Authority staff received three field bids for calendar mailings and has selected ICM Direct. She asserted that that ICM Direct has worked with the Authority in the past and is familiar with its recycling schedule. Mrs. Drumheller noted that the calendar will not be mailed until after January 2010.

Mr. C. Dane (A-Chesterfield) asked who currently does the printing of CVWMA's recycling schedule calendars. Mrs. Hynes responded that an ad is usually placed in the paper for bids; currently the Authority has an agreement with B&B Printing for calendar printing. Mr. Dane commented that Chesterfield County has a printing center and that he could obtain pricing information for comparison to save the Authority on printing expenses.

Mrs. Drumheller went on to report that the Virginia Recycling Association (VRA) missed the deadline for submission of paperwork to the Governor of Virginia and as a result, Virginia will not partake in the efforts of other U.S. states in promoting the 2010 America Recycles Day. She asserted that Authority staff will promote a CVWMA Recycles Day in an effort to promote the social, environmental and economic benefits of recycling.

Continuing, Mrs. Drumheller reported that the CVWMA's new mascot, R3, made its first public appearance on Saturday, October 10 at the Junior League of Richmond's "Touch-a-Truck" event. She added that the Authority's Web site now includes a new finance Web page and pledge contest page. Mrs. Drumheller included that the CVWMA participated in a MRF tour on Thursday, October 16 that included 10 citizens from various localities. A second tour is scheduled for Thursday, November 12. Mrs. Drumheller went on to report the upcoming Litter Summit is at capacity and cannot comply with any additional requests to attend. She informed the Board that CVWMA staff will provide the Board with a full report on the event at its future meeting.

Closing, Mrs. Drumheller thanked Ms. Pam Cooper, Anti-Litter Program Manager for Chesterfield County who accompanied her and part-time CVWMA staff member, Stephanie Feaser through a tour of the County's convenience center and provided information on Chesterfield County's educational efforts for its Anti-Litter Program. Mr. R. L. Dunn asked that Ms. Feaser be invited to attend a future Board meeting. Mrs. Drumheller responded affirmatively.

**Item No. 12: Administrative**

Mrs. Hynes announced that the CVWMA administrative office will be closed on November 11 in observance of Veterans Day. She noted that this holiday will not impact service for the Curbside Recycling Program or the Municipal Solid Waste (MSW) Collection Program. The CVWMA Call Center will be staffed on all collections days. Mrs. Hynes included that the Richmond History Makers Award Ceremony will be held on Tuesday, October 20. She thanked the Board for its support and added that CVWMA staff looks forward to attending the ceremony and receiving the 2009 Fostering Regional Cooperation award of recognition.

***Upcoming Meetings***

Mrs. Hynes noted that the following meetings are scheduled for the upcoming month:

- |   |                   |            |
|---|-------------------|------------|
| • Technical Advisory Committee (TAC)    | November 5, 2009  | 9:00 a.m.  |
| • Curbside Education Advisory Committee | November 5, 2009  | 10:00 a.m. |
| • Executive Committee                   | November 9, 2009  | 2:00 p.m.  |
| • Board of Directors (Richmond)         | November 20, 2009 | 9:00 a.m.  |

**Old/New Business**

Mr. C. Dane (A-Chesterfield) commented that this would be an opportunistic time for Richmond's new baseball team to sponsor the 2010 Recycling Schedule Calendar. Mrs. Hynes responded that Authority staff would look into contacting a representative of the baseball team.

Chairman Phillips then asked if there was any further old/new business to come before the CVWMA Board of Directors. With no further business to come before the Board, Chairman Phillips opened the floor for a motion to adjourn the CVWMA Board of Directors meeting at 9:55 a.m. The motion was made by Mr. R. L. Dunn (M-Chesterfield), seconded by Mr. J. H. Burrell (M-New Kent), and carried that the October 16, 2009 Board of Directors' meeting be adjourned.



**CERTIFICATE**

I, Marcia R. Phillips, Chairman of CVWMA, certify that the foregoing minutes are a true and correct copy of the minutes of the October 16, 2009 regular meeting of the Central Virginia Waste Management Authority (CVWMA) Board of Directors. These minutes were adopted at a CVWMA Board meeting held at 9:00 a.m., November 20, 2009. Given under my hand and seal of the CVWMA this 20<sup>th</sup> day of November 2009.

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**Marcia R. Phillips, Chairman**

**CURBSIDE RECYCLING PROGRAM**

October collections were down 310 tons (10.4 percent) from October 2008 to 2,659 tons. Part of the shortfall was due to having one less collection day in October 2009. Through the first four months of the fiscal year 10,976 tons have been collected. This total is off 4.2 percent from the same 4-month period a year earlier.

Set-outs remain strong; 36.2 percent for October and 36.6 percent for the first four months. The average set-out fell slightly in October to a relatively low 26.4 pounds per set-out. Tidewater Fibre service performance continued to improve as missed collections were reduced to 251 for the month. Total missed collections have only been lower than this 6 times in the last 7 ½ years. There were no penalties assessed for collections outside contract parameters.

**CURBSIDE EDUCATION ADVISORY COMMITTEE REPORT**

The Curbside Education Advisory Committee met on Thursday, November 12. CVWMA staff shared the design of the 2010 collection schedule and the mailing timeframe with the committee. The committee also discussed potential sponsorship for future calendars and the possibility of mailing a one-time magnet to eligible households including their day and week of collection. The committee brainstormed about more targeted efforts increasing awareness about the curbside recycling program. Authority staff will provide a detailed report at the Board meeting on November 20.

**MUNICIPAL SOLID WASTE (MSW) PROGRAM**

Republic Services' communication with CVWMA has shown significant improvements over the past few months. The company's dispatcher and new route supervisor have provided effective daily communication with CVWMA staff on matters regarding missed collections, non-collectable items, truck issues, and customer complaints. This communication has resulted in noticeable service improvements. Penalties for the month of October totaled \$10. Missed collections for the month were down to 109; the lowest monthly total in the current fiscal year.

CVWMA staff was contacted by representatives of Colonial Heights who asked that the Authority communicate to Republic Services that the City would like to enforce its policy of "no collection of personal cans", which is not allowed under the program. Residents will be informed that they can purchase additional carts for a small monthly fee which they will be billed for through the City. Colonial Heights has provided information regarding the use of personal cans in its citizen newsletter.

**OPERATIONS AND PROGRAM STATISTICS**

*eCycling*

The Request for Proposal for eWaste recycling (RFP 10-45) was issued on October 23 with a response deadline date of November 20. CVWMA staff anticipates submitting a resolution to award a contract at the Board of Directors' January 2010 meeting.

*eWaste Events*

Creative Recycling's first eWaste event, held on October 10 at the Short Pump Ukrops in Henrico, collected 12,538 pounds of eWaste material. The second event held on October 24 on Hermitage Road in the City of Richmond collected 8,128 pounds of eWaste. Two events were held at Ukrops stores in Henrico on November 7. John Rolfe Ukrops located in Henrico and the Verdi Lane Convenience Center located in Hanover held an event on November 14.

**TECHNICAL ADVISORY COMMITTEE REPORT**

The Technical Advisory Committee (TAC) met in the CVWMA conference room on Thursday, November 5, 2009.

Meeting discussions included a review of the proposed audit form to be used to periodically audit CVWMA contractors. The audits will cover general facility information, facility safety issues, transportation, the processing and disposal of materials for recycling, and disposal and review of the facility's regulatory records. These audits would insure contractors are properly recycling materials and operating within contract parameters. During the audit the contractors would be asked about Notices of Violation and would be required to submit documentation on material shipments to verify where material is being transported. A team that would include CVWMA staff and locality representatives would conduct the audits. Contractors with potentially large environmental, regulatory or economic risk for CVWMA would receive annual audits while other CVWMA contractors would receive fewer audits. Committee members were asked to review the form and forward any suggestions or comments to CVWMA staff for consideration.

Further discussions included CVWMA staff updating the committee on the status of the eWaste program. CVWMA staff issued RFP (Request for Proposal) 10-45 on October 23 with a November 20 response date. A selection committee comprised of Mr. David Sutton, Mr. Steve Yob, Mr. Howard Heltman, and Mr. Bernie Harris will review received proposals in December and submit a recommendation to award a contract to the Board at the January 2010 meeting. An update on Creative Recycling and their placement of trailers at the five convenience center sites that would provide ongoing collection services was provided. Trailers at Chesterfield County's Southern Area Convenience Center and New Kent County Convenience Center have been switched by the company.

CVWMA staff then reviewed the Scope of Service for an RFP for a CDD diversion / recycling program. The RFP will provide a list of materials that would be diverted to include carpeting, sheet rock and furniture along with typical CDD materials. The eventual contract would provide 40 yard containers, switch them when full and recycle (approximately 80 percent) the material consistent with DEQ definition of recycling. The RFP will ask for a tip fee and a hauling fee (unique hauling fees for individual convenience center location) and will include a direct delivery option. Authority staff would like to have the RFP issued by November 30.

Meeting attendees included Mr. David Sutton (Prince George), Mr. Bill Riggleman (Petersburg), Mr. Ed Cahill (Powhatan), and Acting Chair Mr. Steve Chidsey (Hanover). CVWMA staff included Mrs. Kim Hynes, Mrs. Nancy Drumheller, Mr. Bernie Harris, Mr. Reggie Thompson, and Mrs. Nan Downey.

In lieu of the TAC's December meeting, a December 3 trip to visit the Covanta Waste-to-Energy facility in Fairfax County has been scheduled. The company is located at 9898 Furnace Road, Lorton, Virginia 22079. The tour will start at 10:00 am with interested members leaving Richmond at 8:00 a.m. Members of CVWMA's Board or committees should contact the CVWMA office by November 25 so that accommodations for travel can be arranged.

**PUBLIC INFORMATION**

***Regional Waste Line and Waste Reduction News***

To save printing costs, our Fall/Winter edition of the Regional Waste Line newsletter was sent out electronically on November 2, 2009. The publication is also available to download off of the CVWMA Web site. Newsletter highlights include the 2009 Richmond History Makers award recipient, upcoming electric recycling collection events, and CVWMA's Market Study results.

The October monthly e-newsletter includes information on CVWMA member localities receipt of the VACo awards, Henrico decision to close their Patterson Avenue Drop-off Recycling Site, eCycling and construction and demolition debris recycling factoids. The October newsletter also includes articles on CVWMA's recycling pledge contest, eCycling and holiday schedules for curbside collection and municipal solid waste

***CVWMA Recycles Day***

In observance of the national campaign to raise awareness about recycling, CVWMA is coordinating a tour of TFC's recycling facility in Chester for interested individuals on November 12. CVWMA is also promoting a pledge contest which will award recycled content prizes such as recycled birdfeeders from recycled plastic milk jugs, recycled tote bags from plastic water bottles, and other items. November 2 through November 15, citizens can pledge to recycle on Web sites for the CVWMA, WWBT NBC 12, WRIC ABC 8, and WTVR CBS 6. Contest winners will be selected randomly by the three networks on November 16, 2009.

CVWMA was recently the topic on WRIC Channel 8, Chip Tarkenton's noon showcase. The segment showcased our CVWMA Recycles Day pledge contest.

CVWMA staff attended meetings; participated in outreach opportunities or provided information and resources to the following individuals and groups in October 2009.

**Meetings**

- Executive Roundtable
- Chesterfield County Curbside Advisory Committee
- Keep Virginia Beautiful Board of Directors
- Virginia Litter and Recycling Summit
- SWANA Tour (Trex)
- MRF Tour

## Presentation & Publication Requests

Group	Number	Locality	Request	Type	Publications
Glen Allen ES	80	Henrico	Presentation (2)	School	Activity Book and Pencils
Keep Henrico Beautiful	150	Henrico	Educational Materials	Government	Extra Container Stickers & CVWMA Business Cards
VA State Council for Epsilon Sigma Alpha	70	statewide	Presentation	Civic	Lanyards and Pens
Rotary Club of Innsbrook	100	Henrico/ Goochland	Presentation	Civic	Publications, Magnets & Pencils
Junior League of Richmond, Touch-a-Truck *3,000 ppl attended the event	1,000	Henrico	Booth/Mascot	Civic	Activity Books and Stickers
Scout Jamboree/Pam Cooper	750	Chesterfield	Educational Materials	Government	Activity Books, Extra Container Stickers, Pencils, and Note Clips
MRF Tour	10	various	MRF Tour	Business	Publications and Give-a-ways
Virginia Litter & Recycling Summit	104	statewide	Presentation	Government	Pens
Girl Scout Troop 269	14	Henrico	Presentation	Scouts	MRF Kit, Activity Books and Pencils
IQRA Academy	30	Richmond	Presentation	School	MRF Kit, Activity Books and Pencils
Cub Scouts	18	Henrico	Educational Materials	Scouts	Recycled Pencils
Gayton Crossing Halloween Festival	150	Henrico	Booth/Prize Wheel	Business	Activity Books, Give-a-ways
<b>Total, FY 09-10</b>	<b>7,703</b>				

## Web site Statistics

	Visitors	Visits	Visit Length	E-mails
October 2009	3,858	6,201	4 min ,5 sec	359
<b>Total, FY 08-09</b>	<b>15,982</b>	<b>25,930</b>	--	<b>1,931</b>

## Top Pages

Homepage (3,638 visits) / cvwma.com

Recycling Programs (1,303 visits) / recycling\_programs.wbp.

Electronics (1,256 visits) / recycling\_programs/electronics.wbp

## Curbside Recycling Email Reminder Subscribers

	<b>Total Subscribed</b>	<b>Added</b>	<b>Removed</b>
October 2009	7,882	200	0
<b>Total, FY 08-09</b>	<b>8,082</b>	<b>5,703</b>	<b>587</b>

## Event Recycling

<b>Group</b>	<b>Date</b>	<b>Number of Containers</b>	<b>Locality</b>
Maggie Walker Governor's School Fall Festival	10/2-10/5, 2009	5	Richmond
John Tyler CC Grand Opening	10/5-10/7, 2009	10	Chesterfield
Richmond Folk Festival	10/10-10/12, 2009	25	Richmond
Richmond Sprint Triathlon	10/10-10/12, 2009	5	Chesterfield
Midlothian Middle School Fair	10/16-10/19,2009	5	Chesterfield
Echo Lake ES Fall Carnival	10/22-10/26	5	Henrico
Walk to Defeat ALS	10/23-10/26,2009	15	Richmond
Woolridge ES Fall Festival	10/26-10/27,2009	5	Chesterfield

**FINANCIAL REPORTS FOR OCTOBER 2009**

The Financial Reports for October 2009 are hereby submitted for review and consideration. The reports reflect the results of operations in the General Operating Fund, Curbside, Drop Off, MSW and Other Special Project Funds. The CVWMA has a combined net income of about \$326,000 for administration, operations and public information for the remainder of the fiscal year.

**Recommended Action:** Approval of October 2009 Financial Reports

Attachments

**Central Virginia Waste Management Authority**  
**Summary Statement of Actual Revenues and Expenses By Fund**  
**July 2009 – October 2009**

	<u>Total</u> <u>Revenues</u>	<u>Total</u> <u>Expenses</u>	<u>Transfers</u> <u>In (Out)</u>	<u>Totals</u>
General Operating Fund	\$ 503,813	\$ 184,547	\$ -	\$ 319,266
Curbside Project Fund	1,878,888	1,850,991	-	27,897
Drop-Off Project Fund	209,661	211,171	-	(1,510)
Municipal Solid Waste Fund	1,212,144	1,224,173	-	(12,029)
CFC/HCFC	11,443	11,529	-	(86)
Special Waste Collections	53,180	55,076	-	(1,896)
Waste Tire Fund	15,758	15,881	-	(123)
Appliance and Scrap Metal Hauling	56,241	56,313	-	(72)
Yard Waste Projects	147,456	148,216	-	(760)
Waste Transfer & Disposal	806,254	810,842	-	(4,588)
	<u>\$ 4,894,838</u>	<u>\$ 4,568,739</u>	<u>\$ -</u>	<u>\$ 326,099</u>

	<u>Month to date</u>	<u>Year to date</u>	<u>Budget</u>	<u>Variance</u>
<i>Capital Outlay:</i>				
Computer equipment	\$ -	\$ 4,100	\$ 14,000	\$ 9,900
Office equipment	-	-	2,000	\$ 2,000
<i>Total Capital Outlay</i>	<u>\$ -</u>	<u>\$ 4,100</u>	<u>\$ 16,000</u>	<u>\$ 11,900</u>

**Central Virginia Waste Management Authority**  
**Statement of Revenues and Expenses – Budget and Actual**  
**July 2009 – October 2009**

**General Operating Fund**

	<u>Month to Date</u> <u>Actual</u>	<u>Year to Date</u> <u>Actual</u>	<u>Total</u> <u>Budget</u>	<u>Variance</u>	<u>% Budget</u> <u>Remaining</u>
<b>Revenues:</b>					
Annual Gov't Assessments	\$ -	\$ 503,312	\$ 503,320	\$ (8)	0.0%
Material Sales Rebate	-	-	-	-	0.0%
Grants and Sponsorships	-	-	-	-	0.0%
Interest on Investments	134	501	20,000	(19,499)	-97.5%
Miscellaneous/Other	-	-	1,000	(1,000)	-100.0%
	<u>-</u>	<u>-</u>	<u>1,000</u>	<u>(1,000)</u>	<u>-100.0%</u>
<b>Total Revenues</b>	<u>134</u>	<u>503,813</u>	<u>524,320</u>	<u>(20,507)</u>	<u>-3.9%</u>
<b>Expenses:</b>					
Personnel services	25,337	110,625	325,250	214,625	66.0%
Fringe benefits	7,119	30,779	88,050	57,271	65.0%
Professional services	7,498	17,118	24,500	7,382	30.1%
Repairs and maintenance	95	548	2,830	2,282	80.6%
Advertising and promotions	(108)	254	5,500	5,246	95.4%
Materials and supplies	528	1,315	6,900	5,585	80.9%
Other services and charges	1,408	5,262	19,050	13,788	72.4%
Leases	2,967	11,868	36,825	24,957	67.8%
Depreciation	1,791	6,778	22,200	15,422	69.5%
	<u>46,635</u>	<u>184,547</u>	<u>531,105</u>	<u>346,558</u>	<u>65.3%</u>
<b>Total Expenses</b>	<u>46,635</u>	<u>184,547</u>	<u>531,105</u>	<u>346,558</u>	<u>65.3%</u>
<b>Transfers In (Out)</b>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	
<b>Totals</b>	<u>\$ (46,501)</u>	<u>\$ 319,266</u>	<u>\$ (6,785)</u>	<u>\$ 326,051</u>	
<b>Capital Outlay:</b>					
Computer equipment	\$ -	\$ 4,100	\$ 7,500	\$ 3,400	
Office equipment	-	-	1,000	\$ 1,000	
Vehicular equipment	-	-	-	\$ -	
	<u>-</u>	<u>-</u>	<u>-</u>	<u>\$ -</u>	
<b>Total Capital Outlay</b>	<u>\$ -</u>	<u>\$ 4,100</u>	<u>\$ 8,500</u>	<u>\$ 4,400</u>	

**Central Virginia Waste Management Authority**  
**Statement of Revenues and Expenses – Budget and Actual**  
**July 2009 – October 2009**

**Curbside Project Fund**

	<u>Month to Date</u> <u>Actual</u>	<u>Year to Date</u> <u>Actual</u>	<u>Total</u> <u>Budget</u>	<u>Variance</u>	<u>% Budget</u> <u>Remaining</u>
<b>Revenues:</b>					
Project Service Fees	\$ 437,208	\$ 1,739,082	\$ 5,460,000	\$ (3,720,918)	-68.1%
Public Relations Assessment	19,833	79,335	245,000	(165,665)	-67.6%
Customer Service Assessment	14,890	59,501	195,000	(135,499)	-69.5%
Contract Admin Costs	-	10	500	(490)	-98.0%
Interest on Investments	243	960	42,000	(41,040)	-97.7%
<b>Total Revenues</b>	<u>472,174</u>	<u>1,878,888</u>	<u>5,942,500</u>	<u>(4,063,612)</u>	<u>-68.4%</u>
<b>Expenses:</b>					
Personnel services	12,257	56,887	170,705	113,818	66.7%
Fringe benefits	4,533	20,966	55,200	34,234	62.0%
Professional services	5,716	10,383	16,210	5,827	35.9%
Repairs and maintenance	257	448	1,770	1,322	74.7%
Advertising and promotions	4,434	5,164	129,500	124,336	96.0%
Materials and supplies	163	913	4,205	3,292	78.3%
Other services and charges	2,393	6,266	65,685	59,419	90.5%
Leases	2,261	9,044	28,500	19,456	68.3%
Depreciation	459	1,838	10,000	8,162	81.6%
Contractual services	437,208	1,739,082	5,461,000	3,721,918	68.2%
<b>Total Expenses</b>	<u>469,681</u>	<u>1,850,991</u>	<u>5,942,775</u>	<u>4,091,784</u>	<u>68.9%</u>
<b>Transfers In (Out)</b>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	
<b>Totals</b>	<u>\$ 2,493</u>	<u>\$ 27,897</u>	<u>\$ (275)</u>	<u>\$ 28,172</u>	
<b>Capital Outlay:</b>					
Computer equipment	\$ -	\$ -	\$ 5,000	\$ 5,000	
Office equipment	-	-	1,000	\$ 1,000	
<b>Total Capital Outlay</b>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 6,000</u>	<u>\$ 6,000</u>	

**Central Virginia Waste Management Authority**  
**Statement of Revenues and Expenses – Budget and Actual**  
**July 2009 – October 2009**

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**Drop Off Project Fund**

	<u>Month to Date</u> <u>Actual</u>	<u>Year to Date</u> <u>Actual</u>	<u>Total</u> <u>Budget</u>	<u>Variance</u>	<u>% Budget</u> <u>Remaining</u>
<b>Revenues:</b>					
Project Service Fees	\$ 50,781	\$ 153,931	\$ 585,000	\$ (431,069)	-73.7%
Materials Sales Rebate	2,975	6,238	35,000	(28,762)	-82.2%
Interest on Investments	11	38	3,000	(2,962)	-98.7%
	<u>53,767</u>	<u>160,207</u>	<u>623,000</u>	<u>(462,793)</u>	<u>-74.3%</u>
<b>Expenses:</b>					
Personnel services	455	1,459	5,895	4,436	75.3%
Fringe benefits	140	427	1,480	1,053	71.1%
Professional services	445	532	1,760	1,228	69.8%
Repairs and maintenance	2	9	100	91	91.0%
Advertising and promotions	-	5	2,225	2,220	99.8%
Materials and supplies	59	70	145	75	51.7%
Other services and charges	69	228	860	632	73.5%
Leases	104	414	1,025	611	59.6%
Contractual services	50,781	153,931	585,000	431,069	73.7%
Materials sales rebate	1,225	2,745	26,250	23,505	89.5%
	<u>53,280</u>	<u>159,820</u>	<u>624,740</u>	<u>464,920</u>	<u>74.4%</u>
<b>Transfers In (Out)</b>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	
<b>Totals</b>	<u>\$ 487</u>	<u>\$ 387</u>	<u>\$ (1,740)</u>	<u>\$ 2,127</u>	

**Central Virginia Waste Management Authority**  
**Statement of Revenues and Expenses – Budget and Actual**  
**July 2009 – October 2009**

**Municipal Solid Waste Fund**

	<u>Month to Date</u> <u>Actual</u>	<u>Year to Date</u> <u>Actual</u>	<u>Total</u> <u>Budget</u>	<u>Variance</u>	<u>% Budget</u> <u>Remaining</u>
<b>Revenues:</b>					
Project Service Fees	\$ 289,928	\$ 870,611	\$ 3,670,000	\$ (2,799,389)	-76.3%
Customer Service Assessment	2,229	6,717	28,500	(21,783)	-76.4%
Contract Admin Costs	400	690	3,000	(2,310)	-77.0%
Interest on Investments	135	387	31,000	(30,613)	-98.8%
<b>Total Revenues</b>	<u>292,692</u>	<u>878,405</u>	<u>3,732,500</u>	<u>(2,854,095)</u>	<u>-76.5%</u>
<b>Expenses:</b>					
Personnel services	2,209	7,137	29,185	22,048	75.5%
Fringe benefits	654	2,001	7,920	5,919	74.7%
Professional services	2,854	3,415	6,840	3,425	50.1%
Repairs and maintenance	10	59	660	601	91.1%
Advertising and promotions	-	28	3,000	2,972	99.1%
Materials and supplies	56	173	1,290	1,117	86.6%
Other services and charges	418	1,366	5,255	3,889	74.0%
Leases	368	1,456	4,450	2,994	67.3%
Depreciation	212	636	3,400	2,764	81.3%
Contractual Services	289,928	870,611	3,670,000	2,799,389	76.3%
<b>Total Expenses</b>	<u>296,709</u>	<u>886,882</u>	<u>3,732,000</u>	<u>2,845,118</u>	<u>76.2%</u>
<b>Transfers In (Out)</b>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	
<b>Totals</b>	<u>\$ (4,017)</u>	<u>\$ (8,477)</u>	<u>\$ 500</u>	<u>\$ (8,977)</u>	
<b>Capital Outlay:</b>					
Computer equipment	\$ -	\$ -	\$ 1,500	\$ 1,500	
Office equipment	\$ -	\$ -	\$ -	\$ -	
<b>Total Capital Outlay</b>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 1,500</u>	<u>\$ 1,500</u>	

**Central Virginia Waste Management Authority**  
**Statement of Revenues and Expenses – Budget and Actual**  
**July 2009 – October 2009**

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**Other Special Projects**

	<b>Month to Date</b>	<b>Year to Date</b>	<b>Total</b>		<b>% Budget</b>
	<b><u>Actual</u></b>	<b><u>Actual</u></b>	<b><u>Budget</u></b>	<b><u>Variance</u></b>	<b><u>Remaining</u></b>
<b>Revenues:</b>					
Project Service Fees	\$ 264,881	\$ 763,837	\$ 3,825,000	\$ (3,061,163)	-80.0%
Materials Sales Rebate	20,878	48,873	117,000	(68,127)	-58.2%
Interest on Investments	93	304	15,700	(15,396)	-98.1%
	<u>285,852</u>	<u>813,014</u>	<u>3,957,700</u>	<u>(3,144,686)</u>	<u>-79.5%</u>
<b>Expenses:</b>					
Personnel services	300	900	3,900	3,000	76.9%
Fringe benefits	23	69	325	256	78.8%
Professional services	2,513	3,096	5,800	2,704	46.6%
Repairs and maintenance	10	61	675	614	91.0%
Advertising and promotions	-	-	2,500	2,500	100.0%
Materials and supplies	58	133	960	827	86.1%
Other services and charges	84	237	1,075	838	78.0%
Contractual services	268,081	766,935	3,825,000	3,058,065	79.9%
Materials sales rebate	20,812	47,411	117,000	69,589	59.5%
	<u>291,881</u>	<u>818,842</u>	<u>3,957,235</u>	<u>3,138,393</u>	<u>79.3%</u>
<b>Transfers In (Out)</b>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	
<b>Totals</b>	<b><u>\$ (6,029)</u></b>	<b><u>\$ (5,828)</u></b>	<b><u>\$ 465</u></b>	<b><u>\$ (6,293)</u></b>	

**2010 – 2011 PROPOSTED OPERATING BUDGET**

The 2010-2011 Proposed Operating Budget will be distributed at the Board of Directors meeting on Friday, November 20. Those Board members unable to attend the November meeting will receive a copy of the document by mail. The CVWMA Bylaws provide for the adoption of the annual operating budget no later than December 31 for the ensuing fiscal year.

As you review the 2011 Proposed Operating Budget, please contact Mrs. Kim Hynes, CVWMA Executive Director with any questions or comments.

**ADMINISTRATIVE**

The CVWMA will also observe Wednesday, November 25 (closing at noon), in conjunction with Thursday, November 26 and Friday, November 27 in observance of the Thanksgiving Holiday. The CVWMA Call Center will be fully staffed on Wednesday, Friday and Saturday to handle curbside recycling and solid waste collection related calls.

***Upcoming Meetings***

The following is a listing of upcoming CVWMA meetings:

- |   |                   |           |
|---|-------------------|-----------|
| • Executive Committee                   | December 7, 2009  | 2:00 p.m. |
| • Tour of Covanta Waste Energy Facility | December 3, 2009  | 9:00 a.m. |
| • Board of Directors (Richmond)         | December 18, 2009 | 9:00 a.m. |