

# THE Regional Waste Line

The Newsletter of the CVWMA



## Fall/Winter 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.

## A Message from the Executive Director



Kimberly A. Hynes,  
Executive Director

As a result of challenging economic times when consumers are purchasing less, it is not uncommon to see waste generation decrease. Although residents in central Virginia are buying less and have less to throw away, they recycled just as much and more by weight in fiscal year 2009 than in past years. The volume of traditional recyclables (paper, cans, and bottles) collected through CVWMA's curbside and drop-off recycling programs has steadily increased over the last three to four years, up 2.4% in 2009 and 4.8% in 2008.

The CVWMA continues to offer a variety of regional cost effective recycling and solid waste programs to best fit the individual needs of our member localities. Many programs such as metal, battery, oil and textile recycling are provided at no cost to participating jurisdictions and generate revenue that aids in the operation of other solid waste programs. ♻️

## CVWMA Wins 2009 Richmond History Makers Award

The CVWMA continues to be recognized as an excellent example of regional cooperation. On October 20th, the CVWMA was the proud recipient of the Richmond History Makers Award for fostering regional cooperation by the Valentine Richmond History Center. This award validates and recognizes the vision, the leadership, and the significant efforts of not only the Authority, but the thirteen member jurisdictions that have worked together nineteen years to reduce waste in the region. ♻️



## Curbside & Trash Collection

### Holiday Information

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

#### THANKSGIVING DAY

No collections on Thursday, November 26. Thursday and Friday collections are delayed one day.

#### CHRISTMAS DAY

No collections on Friday, December 25. Friday collections will take place on Saturday.

#### NEW YEARS DAY

No collections on Friday, January 1. Friday collections will take place on Saturday, January 2.

## Celebrate Annual Recycles Day with CVWMA

CVWMA is partnering with WWBT NBC 12, WRIC ABC 8, and WTVR CBS 6 to promote recycling and an annual pledge contest. Citizens who make an online pledge to commit to start recycling, or to be an even better recycler, can enter a drawing to win prizes made from recycled materials. For more information on the contest or on recycling in general, visit [www.cvwma.com](http://www.cvwma.com) or call the Recycling Hotline at 340-0900. ♻️

## Electronics Recycling Collection Events

### Saturday, November 7

Ukrop's Crossridge  
Western Henrico  
9 am - 2 pm

Ukrop's White Oak Mall  
Eastern Henrico  
9 am - 2 pm

### Saturday, November 14

Ukrop's John Rolfe  
Western Henrico  
9 am - 2 pm

Mechanicsville Solid Waste  
Convenience Center  
Hanover Residents ONLY  
9 am - 1 pm

Document shredding will also  
be provided.



Contact CVWMA for more information about locations, directions, times, accepted items, fees (if applicable), and permanent e-cycling sites.

Call the Recycling Hotline at 340-0900 or visit [www.cvwma.com/recycling\\_programs/electronics](http://www.cvwma.com/recycling_programs/electronics)

## CVWMA Partners with Ukrop's to Promote E-Cycling Events

The ever changing world of technology has created a challenge for the recycling and solid waste industries in recent years. Through the CVWMA electronics recycling program, 398 tons of ewaste was recycled in fiscal year 2009, more than double the 178 tons collected and recycled in 2008. Various parts of the popular electronic devices may contain dangerous heavy metals, including lead, silver, barium, cadmium, chromium and mercury; therefore increasing the importance of proper disposal and recycling.

Once again, CVWMA is partnering with Ukrop's Supermarkets to promote electronics recycling. One event was held in October and three more are scheduled to be held at area Ukrop's in November. Events will be held on November 7 at the Crossridge and White Oak Village Mall locations and on November 14 at the John Rolfe Parkway store. ♻️



## Curbside Recycling Expands in Hanover County



Beginning July 1, 2008, Hanover County introduced curbside recycling in two of its larger neighborhoods (Ash-creek and Milestone subdivisions). As of July 1, 2009 nine more subdivisions (Atlee Ridge, Castlewood, Craney Island Farms, Deer Valley, Kings Charter, Madison Springs, Reardons Ridge, Royal Glen, And Somerset) now receive bi-weekly curbside recycling collection. This citizen driven recycling program won a 2009 VACo award. Residents of these neighborhoods can find out more about the program and how to start recycling by calling the Recycling Hotline.

## Meet R3...CVWMA's New Recycling Mascot and Staff

CVWMA's new mascot...R3 (Reduce, Reuse, Recycle) made his debut at the Junior League of Richmond's annual Touch-a-Truck event on October 10th. People of all ages gravitated to the chasing arrow mobius mascot. The message to recycle aluminum cans, paper and plastic bottles is very visible and was well received. Also at the event was our new part-time public information assistant, Stephanie Feaser. She will be providing recycling education through events, school and community programs, newsletters, and the website.



## 2009 Virginia Litter & Recycling Summit

The CVWMA worked with Altria, TFC Recycling, Keep America Beautiful, and Keep Virginia Beautiful to host a one day summit at the Henrico Training Facility for 100 professionals across the Commonwealth on October 21st. The purpose of the summit was to bring together local governments, businesses, corporations, litter and recycling program managers, state agencies, universities, non-profits and others that have a vested interest in keeping Virginia beautiful.



L. Preston Bryant, Jr., VA Secretary of Natural Resources, was the keynote speaker. The Secretary addressed the importance of Natural Resource

Conservation in Virginia. Sue Smith, Director of Education for Keep America Beautiful presented KAB's Toolbox for Community Change and a panel of experts provided recent data on community identified litter problems and the impact of litter in the Commonwealth. Other session panelists offered programs that highlight best practices in litter laws and enforcement. Recycling resources and programs as a solution to litter were provided along with other tools you can use in community.

For more information on Keep Virginia Beautiful (KVB), please contact Alisia A. Rudd, newly elected Chair of the KVB Board of Directors. ♻️

## Market Study Final Results Published

CVWMA worked with Dr. Cliff Fox, Assistant Director, VCU's Department of Environmental Studies as well as Princeton Data Source, LLC (PDS) to conduct a study of residents eligible for curbside recycling in the region. The purpose of the study was to collect data to help CVWMA best target potential recyclers and to motivate more households to participate in the curbside collection program. The survey provided insight and confirmed speculated attitudes and behaviors associated with recycling in general and recycling at the curb.

The telephone survey portion of the study interviewed 1,001 people eligible for curbside recycling in the region. Data collected was weighted based on demographics, such as age, race and income. Respondents answered questions ranging from how often do you recycle, what items do you recycle to ways for CVWMA to improve the program and what would make those not presently recycling to start. Questions asked in the study denotes that overall, 74.9 percent of the respondents indicated participating in the program once during the last year and those that have participated, almost 80 percent indicated participating every collection day they are home. Of those that have not participated, 35 percent did not know it was available to them. Almost 80 percent of the respondents have heard of CVWMA, with the majority citing trucks, bins and collection calendar as the ways they have heard of us.

Based on the results of the overall study (including telephone survey and the three focus groups responses) the CVWMA will continue a region-wide approach, with an increased emphasis on targeted and community based messages. In addition, the study reiterated that the communities we serve are very diverse and tailoring messages and outreach efforts may result in increased awareness of the CVWMA and recycling in the area (eg. urban vs. suburban differences). It was concluded that CVWMA needs to continue a balanced approach, including broad based education to maintain the current level of recyclers, and by adding more community based outreach to more specific targeted areas. ♻️

## 2010 Recycling Schedule Has a New Look

In an effort to reduce costs of the vastly popular curbside collection schedule, an over-sized postcard will replace the traditional tri-fold schedule with a magnet in 2010. The collection schedule is mailed to 250,000 eligible households in 7 participating localities. Be on the look out for this newly designed public awareness and educational publication to arrive by mid January in your mailbox. If you have questions about curbside recycling, contact the Recycling Hotline at 340-0900. ♻️



## DEQ and Virginia's Computer Recovery and Recycling Act (2008)

Legislation was passed in 2008 to require a computer manufacturer to implement a recovery/recycling plan for those computers they manufactured and sold, in excess of 500 units in Virginia in any calendar year at no charge to the consumer. The legislation went into effect on July 1, 2009. Information on the legislation and its requirements can be found on the VA DEQ website at [www.deq.virginia.gov/ecycling](http://www.deq.virginia.gov/ecycling) or you can call the DEQ at (804) 698-4000. ♻️

## Recycling Facility Tour



CVWMA will host a recycling facility tour on:

**Thursday, November 12**

Interested participants should email [info@cvwma.com](mailto:info@cvwma.com). Space is limited.

## Junk Mail Reduction



Did you know - you can stop your junk mail, emails and phone calls? Visit [www.obviously.com/junkmail/](http://www.obviously.com/junkmail/) for a free guide to reducing unwanted paper junk mail, telemarketing phone calls, and SPAM.

## Green Holiday Guide & Tree Recycling

As the holiday season approaches, consider the impact your celebration has on the environment. There are a number of ways you can modify your choices to reduce the amount of waste you create. Visit [http://www.cvwma.com/education\\_and\\_outreach/holiday\\_shopping\\_guide.wbp](http://www.cvwma.com/education_and_outreach/holiday_shopping_guide.wbp) for more information.



CVWMA will also compile a list of locations to recycle your Christmas tree. This information will be available on our website at [www.cvwma.com](http://www.cvwma.com) near the end of December. ♻️

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*Executive Director*



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