

# THE Regional Waste Line

The Newsletter of the CVWMA



Spring/Summer 2010

## A Message from the Executive Director

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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](http://www.cvwma.com)



Kimberly A. Hynes,  
 Executive Director

This year marks the 20th anniversary of the CVWMA!! Since the authority's formation in 1990, the CVWMA has strived to provide cost effective and sustainable recycling and solid waste programs for its member jurisdictions. The strides this region has made in the area of recycling and solid waste management over the last 20 years is astounding!



The region is proud to report that an estimated 50% of the waste generated in our service area is recycled, far exceeding the minimum 25% recycling rate required by the state. This achievement would not have been possible without our local government leaders' commitment to, not only recycling, but environmental stewardship.

Why recycle? We recycle to get the most out of our resources and to maintain a sustainable relationship balancing economics and stewardship for our environment. Besides deriving the maximum amount of value from resources, recycling also reduces or prevents emissions to air and water and saves energy. Recycling also creates jobs for people in our communities involved in the collection, transportation, sorting and processing of recyclable materials and the manufacturing and marketing of products made from post-consumer recycled content.

Our two signature programs: curbside recycling and drop-off recycling have grown steadily over the years. Curbside recycling began with 19,680 homes and now serves over 249,000 households in 7 participating jurisdictions. Drop-off recycling started with 31 collection sites and now has 42 in 11 participating jurisdictions. The electronic waste, yard waste, household hazardous waste (oil, antifreeze; oil filters), appliances and metals, propane tanks, used tires, lead acid batteries and textile recycling programs also divert tons of solid waste from local landfills. It is estimated that 1.8 million tons has been diverted from landfills through CVWMA programs since our inception. Let's keep the momentum going!

## Recycling Rate Remains Steady

Central Virginia citizens and businesses recycled an estimated 52.8 % of waste generated in the region in 2009, over twice the state required level.

The regional rate has remained near or above 45% for the past several years, making central Virginia one of the highest recycling regions in the state. It was 52.8 % in 2008, 50.3% in 2007, 46.3 % in 2006 and 45.2% in 2005. Variations in the rate are due to number of businesses reporting to CVWMA, which is voluntary.

### 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 31.  
 Monday - Friday collections are delayed

#### LABOR DAY

No collections on Monday, September 6. Monday - Friday collections are delayed one day.

#### 4th of JULY

Regular collection schedule.

## CVWMA Celebrated Earth Day and 20th Anniversary with "Recycling Night at the Diamond"



2,000 Hats Given Away



Ashland Co. Mgr's Band



Kim Hynes On the Field



Marcia Phillips @ Exhibit



Mr. Burrell @ the Box

## Earth Day Events Galore

Localities throughout central Virginia celebrated Earth Day with a variety of events throughout the month of April.

CVWMA promoted Earth Day, recycling, and the kick-off of our 20th Anniversary with "Recycling Night at The Diamond" with TFC Recycling and the Richmond Flying Squirrels on Wednesday, April 21. One of TFC's recycling trucks was parked prominently in front of The Diamond on game night. Recyclables were collected throughout the night using Clear Stream containers and permanent recycling containers provided by Coca Cola. Approximately 2,000 green baseball hats were given away during the game, the God Fearing Snake Handlers played and sang the national anthem. R3 and Nutzy were on hand and CVWMA had a recycling exhibit set up next to the stage.



Many board members, staff and dignitaries attended the game and visited the CVWMA Box. Thanks to TFC Recycling for funding refreshments during the game. Throughout the game recycling messages were run on the game board and during the 7th inning stretch, CVWMA friends sang "Take Me Out to the Ball Game".

Other Earth Day events CVWMA participated in include:

- Pfizer Earth Day, April 16
- Northside YMCA Healthy Kids Day, April 17
- Capitol One Earth Day, April 22
- Lewis Ginter Spring Fling, April 25
- Fort Lee Earth Day, April 29
- and many school programs and festivals.



## Spring Electronics Recycling is a Big Success

Once again, CVWMA partnered with Ukrop's (now Martins) to promote electronics recycling. Two events were held in February and two were held in April at stores in Henrico county.

In addition, Goochland, Hanover, Powhatan, and City of Richmond also held electronics recycling events this spring .

30 tons of electronics material were collected and recycled at these events!

On April 1, Creative Recycling's interim contract was made permanent as our contractor for Electronics Recycling. Fees changed slightly. The TV recycling fee was increased to \$7 each, but there is no longer a charge for recycling computer monitors.



With the buyout of Ukrops, Martins will not authorize future collections at their stores, due to the store's solicitation policy. CVWMA is looking into other partnerships for the fall.

## Results of 2010 Curbside Recycling Schedule Survey

In January 2010, CVWMA changed its Curbside Recycling Schedule from a tri-fold piece with a magnet to a 6 x 11 inch over-size postcard without a magnet. The annual schedule is our largest and most visible piece; nearly 250,000 curbside recycling customers receive this informational mailer. We asked customers for feedback about the new design of this educational piece. The survey link was sent out to approximately 9,000 customers who receive our email reminder service and was posted on the homepage of our website. In under two months, we received 544 completed surveys.

### Findings about the New Schedule Format

- About 86% of respondents had received their schedule, but 14% had not. Distribution issues at some of the local post offices delayed receipt of the 2010 Schedule to some of our customers.
- 60% of respondents were very satisfied or satisfied with the new format and 85% were very satisfied or satisfied with the educational features and information contained on the schedule.
- The vast majority, 90%, place the schedule on their refrigerator or otherwise keep it handy for reference throughout the year.
- From the comments section, just under 2/3 of respondents liked the new, smaller, more compact size. They found it easier to read and liked it without the folds.
- Just under half of respondents missed the magnet. The magnet was removed as a cost cutting measure.



### Findings about CVWMA in General

- 85% of respondents knew about the email reminder service. Since the survey was sent to those individuals directly, that high number was expected.
- 58% knew about the hotline, but only about 37% had called it. Most called to request a bin (58%), to report a missed pick up (38%), to request general information about recycling (23%) or to request extra container stickers, wheel kits, brochures, etc (23%).
- The vast majority of respondents (94%) knew about our website and nearly 80% had visited it. 90% were very satisfied or satisfied with the features of the website.
- Only about 16% knew we were on Facebook and Flickr. We also have a few short videos on YouTube as well such as Trash Talkers, CVWMA Commercials, and our new video "Getting Started with Curbside Recycling".
- Only about a third knew about our monthly electronic newsletter.

## CVWMA Locality Updates

### Chesterfield Imposes New Fee



Chesterfield County voted to charge a \$25 recycling fee on the real estate tax bill in FY2011 for about 98,000 single family homes.

### Goochland Ends Curbside Program



Goochland County will end its curbside recycling program effective July 1, 2010 and about 1,200 homes will be affected. Goochland has 2 drop-off locations - the Eastern Convenience Center and the Western Convenience Center for residents to continue recycling.

### Hanover Expands Curbside Program



Hanover county will add 26 homes this year in the Hickory Ridge sub-division to its Curbside Recycling Program effective July 1, 2010.

### Henrico County Eliminates 2 Drop-offs



Henrico County has eliminated drop-off locations at Fire Stations #8 and #12 as the Fire Stations have undergone renovation. Other Fire Station drop-offs are pending elimination as the Fire Stations undergo upgrades. Residents in curbside areas are encouraged to recycle at the curb.

## Targeted Marketing Begun

CVWMA began targeting low participating areas by sending out letters to associations and schools. We have provided 70 programs for community groups and schools since January 2010.



## New Video On Youtube

A new 3-minute instructional video is available on YouTube - "Curbside Recycling in Central Virginia - It's as Easy as 1,2,3, Call, Collect, Curb".



## Tonnage Doubled at 10K

CVWMA and TFC Recycling provided event recycling at the expo and during the race again this year. Tonnage of recycled materials such as cardboard and plastic bottles more than doubled from 2 tons to 5 tons.



## CVWMA on Twitter, Facebook, Flickr & RSS



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*Executive Director*



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