

THE Regional Waste Line

The Newsletter of the CVWMA



Spring/Summer 2012

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 and solid waste management programs.

Recycling Hotline
 340-0900
www.cvwma.com



Kimberly A. Hynes,
 Executive Director

The authority strives to meet the recycling and solid waste management needs of the region in an innovative and cost effective manner. The CVWMA provides a menu of regional cost effective recycling and waste programs, through the private sector, for members to choose from to best meet the needs of individual localities. The CVWMA has successfully negotiated more attractive contracts in recent years, that have resulted in not only savings to member jurisdictions, but increased revenue. Through CVWMA programs and contracts since inception, our jurisdictions have received more than \$2.3 million dollars from the sale of recyclable material, in addition to the inherent savings of the regional approach to solid waste management. The CVWMA continues to seek other areas to enhance services to member localities. ♡

Colonial Heights Takes the Lead in the Region

Beginning July 1, the City of Colonial Heights will be implementing a new program for household trash collection that will include major upgrades in recycling services. The City will also be initiating an incentivized system for curbside collection of recyclables that will be the first of its kind in the region. Each home will receive a new 68-gallon trash cart, replacing the current trash cart (which is 96-gallons). The new trash cart is smaller, as one of the City's broader goals with this new program is to reduce the overall waste stream entering local landfills. By providing a much larger recycling cart, residents will be able to significantly reduce the amount of household trash to be collected, thereby reducing the need for - and costs associated with - the larger trash cart.

In addition, the City will also begin a new and innovative curbside recycling program on July 1 that will provide various incentives to encourage residents to begin or continue recycling. Each resident will be provided, at no cost, a 96-gallon green recycling cart with wheels and a lid. Residents will be able to earn rewards for recycling through "Recycling Perks". Accumulated points can be redeemed in the form of discounts and coupons at local restaurants and retailers. With Colonial Heights taking the lead in this regard in our region, we hope similar efforts will expand to our other member jurisdictions. ♡

Regional Recycling Rate at 56.6 %

Thanks to the efforts and commitment to recycling by central Virginia citizens and businesses, the Virginia Department of Environmental Quality (VA DEQ) has notified CVWMA that its regional recycling rate has once again exceeded 55 percent! An estimated 56.6% of the waste generated in your region for calendar year 2011 was recycled and kept out of area landfills. This is a slight increase from CVWMA's rate of 55.5 % for 2010. ♡

Curbside & Trash Collection

Holiday Information:

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

FOURTH of JULY

No collections Wednesday, July 4.
 Wednesday - Friday collections delayed one day.

LABOR DAY

No collections Monday, September 3.
 Monday - Friday collections delayed one day (Allied). CFS will collect Colonial Heights trash Wednesday, September 5.

Earth Day Across the Region



CVWMA Board Tours TFC's MRF on April 20



Cecil "Rhu" Harris, Jr., Hanover County Administrator at "Down to Earth" Event, Bass Pro Shops, April 22



Mr. James H. Burrell, Chairman, New Kent Board of Supervisors, in TFC Truck at New Kent Envirothon Earth Day on April 28



R3 at Lakeside Farmer's Market on May 12

Electronics Recycling Surpasses 1 Million Pounds

CVWMA's electronics recycling program has surpassed one million pounds of recycled, unwanted electronics being diverted from local landfills through 85 collection events hosted by our member jurisdictions since November 2004.

Chesterfield, Hanover, Henrico and the City of Richmond hosted spring collection events. Tonnage from these events put the program over the million pound mark! Powhatan County held its annual e-cycling, tire and appliance Amnesty Day on June 2 and collected 3,604 pounds of e-waste. Goochland is hosting an event on August 18. Chesterfield County is in the planning process for scheduling multiple events. Hanover County has a collection event scheduled for September 29 in conjunction with a national Prescription Drug Take Back Day event. For more information on electronics recycling permanent locations and future events, visit

www.cvwma.com. ♻️

CVWMA Localities Host Cleanup Sites

Several of our jurisdictions hosted cleanup sites for the annual James River Regional Cleanup Day held on June 9. According to Kim Conley, Executive Director, James River Advisory Council, 348 bags of litter and 191 bags of recyclables were collected by more than 950 volunteers at 13 different sites along the James. For pictures and data collected per site, visit www.jrac-va.org/. ♻️

Stormwater Management

Pollution from stormwater runoff is the #1 health threat to our waterways. Every time it rains, pollution washes off your property and starts its journey through the watershed to the James River. How much nitrogen and phosphorus pollution does your home contribute to the James River? Use the Calculator at, <http://www.jrava.org/get-involved/runoff-calculator/> to find out.

As a way to protect citizens, property, and natural resources from unmanaged stormwater run-off, the Virginia Stormwater Management Program was created. CVWMA staff, along with representatives from local governments, attended a Water Quality Monitoring: Tools for MS4 Compliance, TMDL Implementation, and Water Quality Protection and Restoration Workshop in May. For an overview of the program and guidelines, visit www.dcr.virginia.gov/stormwater_management/stormwat.shtml.

In addition, the James River Association's River Hero Homes program is a way to recognize homeowners who are taking steps to improve water quality by reducing the amount of stormwater and pollution leaving their property. Becoming a River Hero Home is a simple way to help protect the James River and it may help you qualify for stormwater rebates or credits offered by your locality. Visit www.jrava.org/what-we-do/river-hero/.

CVWMA created a new webpage of resources that will be useful to residents in member jurisdictions. This new online resource can be found at http://cvwma.com/education_and_outreach/stormwater_resources.wbp. ♻️

CVWMA Locality Updates

Henrico Drop-Offs



Henrico County permanently closed its drop-off recycling site at Fire Station 9 on Quioccasin Road this spring and has opened a new site near the Columbian Center off Pump Road to accommodate for the closure. Renovations to Fire Station #13 are taking place. This site is closed temporarily, but due to reopen in the fall. ♻️

Colonial Heights Goes Bi-Weekly

Colonial Heights residents will go from weekly recycling collection to every other week beginning July 1. The first collection in this new collection cycle will be delayed one day due to the Fourth of July holiday. Residents are being encouraged to sign up for the free curbside email reminder at www.cvwma.com. ♻️



Goochland Adds More Homes To Curbside



On July 1, Goochland County will add 82 homes to its curbside recycling program in three subdivisions including: Autumn Breeze, Bellview Gardens, and Broad Run IV. The first collection day will be Thursday, July 12. This brings the total of participating households up to over 1,200. In addition, the county will host an electronics recycling event on Saturday, August 18, from 9 am - 1 pm at the Manakin Farmer's Market. ♻️

City of Richmond Changes Trash Service

The City of Richmond is changing its trash collection from a five day collection schedule to a four day collection, Monday - Thursday, beginning July 9. Bright green stickers will be placed on trash cans of affected residents with their new collection day. Curbside recycling collection will continue as a five day a week program at this time. For more information, call city staff directly at 646-7000 or the Customer Care Center at 3-1-1. ♻️



Citywide Cleanup Days in City of Petersburg

CVWMA, Container First Services, Allied Waste Services, and Goodwill are partnering with the City of Petersburg on three citywide cleanup days being held during the month of June in all Wards of the city. Citizens have been asked to bring trash and other debris to the specific drop-off locations in each Ward. The first two clean-up day events were held on June 2 (for Wards 1,2, & 3) and on June 9 (for Wards 4 & 5). The third clean-up day is scheduled for June 23 for Wards 6 & 7. In addition to clean-up activities, city staff provided educational resources to citizens on its local litter programs, recycling options, current trash services, bulk waste pick-ups and storm water run-off. ♻️



Powhatan Convenience Center Closing on Mondays

The Powhatan Convenience Center will be closed on Mondays beginning July 1. ♻️



CVWMA Selects Slate of Officers

The CVWMA Board of Directors has selected the following officers for a two year term starting July 1: Stephen E. Chidsey, Chairman; Matthew D. Benka, Vice Chair; Leigh Dunn, Secretary; Robert C. Key, Treasurer; Robert C. Whiteman, Director. Mark Kukoski will serve as Past Chair. ♻️

Cart Sales and Recycling Perks

At this time, 2,600 96-gallon recycling carts have been purchased by participating curbside recyclers and another 6,600 carts will be in place in Colonial Heights by July 1. TFC is offering "Recycling Perks", which is an incentivized recycling program (www.recyclingperks.com). The Recycling Perks program is designed to raise awareness, promote the benefits of recycling, and encourage residents to support local businesses. Participating households can earn points that can be redeemed for gift certificates and coupons at a wide variety of local restaurants and retailers. ♻️

Even A Flying Squirrel Recycles!



Nutzy, Richmond Flying Squirrel's Mascot, at TFC's Chester MRF
(Photo By Kristi Rines)

CVWMA, WTVR CBS 6, Richmond Flying Squirrels, Nutzy, and Tidewater Fibre Corporation collaborated to create a new educational message with the local baseball team mascot, Nutzy, as spokesperson, on the importance of recycling. The new commercial (spot) ran at different times during the first two weeks of June. To view the spot on-line, visit YouTube at <http://www.youtube.com/watch?v=v455ILrTIRw>.



CVWMA Board of Directors

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Kimberly A. Hynes

Executive Director



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