

# THE Regional Waste Line

The Newsletter of the CVWMA



Winter 2011-2012

## 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

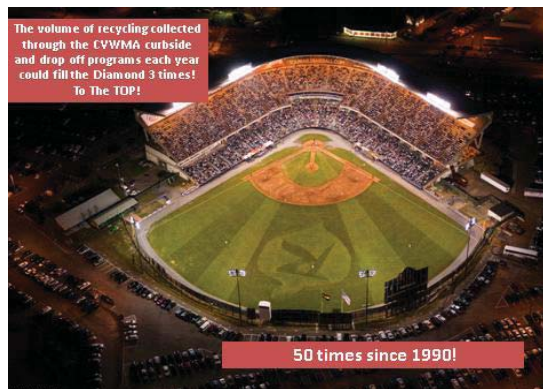
As we put the finishing touches on all of our program statistics for Calendar Year 2011 and get ready to start a new year, I am pleased to share with you that the central Virginia region continues to be a leader in the Commonwealth with the highest recycling rate reported by the VA DEQ of 55.5% in 2010. The state's rate topped 40% for the first time! In addition, despite the economic downturn and recession of the last few years, we are very fortunate that our member jurisdictions have continued to see the value in the regional approach to solid waste planning and recycling.

We appreciate and are very thankful for all of our partners, including our members, contractors, vendors, the media and YOU who support the CVWMA and our mission throughout the year. On behalf of the CVWMA

Board and Staff, we wish all of you a safe and happy holiday season! ♻️

CVWMA collects about 40,000 tons of recyclables through its curbside and drop-off programs annually. We estimate that is enough to fill the Diamond 3 times, or 50 times since the programs began in 1990!

(Photo provided by Ben Terry, Richmond Flying Squirrels)



### Curbside & Trash Collection Holiday Information

#### CHRISTMAS DAY

There will be no delays for curbside collection, but trash collection will be delayed one day during the week after Christmas day.

#### NEW YEARS DAY

There will be no delays for curbside collection, but trash collection will be delayed one day during the week after New Years Day.

#### LEE-JACKSON-KING HOLIDAY

No delays due to Lee-Jackson or Martin Luther King Holidays.

## Holiday Greetings

**Central Virginia Waste Management Authority staff send Warmest Thoughts and Best Wishes for a Wonderful Holiday Season**



## Central Virginians Celebrated America Recycles Day



CVWMA ran multiple contests to encourage recycling and to celebrate America Recycles Day 2011. This year CVWMA partnered with WTVR CBS6, Virginia this Morning, TFC Recycling, and ValPak to reward recyclers for making a difference.

### CBS6, TFC Recycling, CVWMA Contest Winners of a cash award included:

- Carter Johann of Henrico
- Chris Winch of Chesterfield
- Jim Tipton of Richmond
- Don & Maggi Owens of Colonial Heights

### CVWMA Pledge to Recycle Winners of a Walmart Giftcard included:

- S. Jameson of Richmond
- E. Cordie of Chesterfield
- S. Foreman of Henrico

### CVWMA's ValPak "10 in 10" winners of the new recycling cart included:

- M. Wilkinson of Hanover
- D. Thompson of Goochland
- S. Wood of Richmond
- R. Gorsline of Richmond and
- 6 other contest winners from Colonial Heights, Chesterfield and Henrico.

## Over 1,000 Carts Sold So Far

Since the launch of our new 96-gallon wheeled recycling carts in August, our curbside recycling contractor, TFC Recycling, has sold over 1,000 carts. The new larger wheeled carts allow curbside recyclers more space and convenience for recycling. The smaller 18 and 24 gallon bins can still be used, as well as paper bags, cardboard boxes or other rigid containers of your choice. CVWMA will provide free recycling stickers to put on your alternate containers, just call the Recycling Hotline at 340-0900 or visit [cvwma.com](http://cvwma.com) to receive stickers. For your convenience, there will no longer be a 40 gallon size restriction on alternate containers, but all containers over 40 gallons must have a metal bar for easy tipping. ♻️



Carol Mackey (Hanover County), Steve Chidsey (CVWMA Board) and Sunni Blevins (formerly with NBC 12)

## Recycling Perks Program Underway

CVWMA's curbside recycling contractor, TFC Recycling, has developed a new rewards program to include Central Virginia recyclers. You can activate your free account at [www.recyclingperks.com](http://www.recyclingperks.com). Earn points just for signing up and more points for recycling using the new 96-gallon cart. Trade in points for rewards and discounts from local vendors. The new cart (\$65) will eventually pay for itself by redeeming the rewards. ♻️

## 72,955 Pounds of Electronics Recycled This Fall

Five electronics recycling events were held this fall in Henrico County, Hanover County, and City of Richmond. About 72,955 pounds of electronics were collected at these events collectively.

Since 2004, 78 e-cycling events have been held resulting in nearly 1 million pounds of materials recycled.

For information on permanent electronics recycling locations in your area and for upcoming events in January and this spring, visit [www.cvwma.com](http://www.cvwma.com). ♻️



## Christmas Tree Recycling Available

Most localities in Central Virginia offer Christmas tree recycling beginning December 26 and running into January. Visit the CVWMA homepage to find out about Christmas tree recycling opportunities in your area. Recycled Christmas trees are usually made into mulch for reuse. ♻️

## Just Start Recycling Campaign Messages All Over the Region



Dorothy Jaeckle (Chesterfield BOS), Kim Hynes (CVWMA), Steve Thomposon (CVP), Jay Stegmaier (Chestfield Co. Admin.) Michael Benedetto (TFC Recycling)

This fall, CVWMA partnered with Curbside Value Partnership (CVP) to launch a new recycling education campaign which asks residents “Need a Recycling Bin? Use Yours or Ours. Just Start Recycling”. The campaign was officially launched on September 8 with a press conference at TFC’s Material Recovery Facility (MRF) in Chester, VA. The campaign is multi-faceted and includes a new launch page called [JustStartRecycling.org](http://JustStartRecycling.org), signage on GRTC buses, new decals on the recycling trucks, print, on-line and television ads, contests, special events, locality utility bill stuffers and much more.



Bill Bevins, “Virginia This Morning” with winners Don & Maggi Owens of Colonial Heights

CVWMA would like to thank it’s media partners, WTVR CBS 6 and WRIC TV 8, for their promotion of the Just Start Recycling campaign and 2012 Recycling Schedule. In addition, CVWMA was most fortunate to partner with several of our local governments to help spread the word to residents. We appreciate the media interviews, slides on Cable TV, utility bill inserts, and featuring of the new campaign graphics on locality homepages.



John Bernier, Chief Meteorologist, WRIC TV8 (photo courtesy of WRIC TV8)



Elected officials in Henrico County and the city of Richmond presented CVWMA with Recycling Proclamations in recognition of their support of the new Just Start Recycling campaign. ♻️



Art Petrini, Steve Yob and Gentry Bell (CVWMA Board) with Kim Hynes (CVWMA) and Frank J. Thornton (Chairman, Henrico BOS)

### Curbside Rerouting

In order to improve service, CVWMA, in conjunction with TFC Recycling, has restructured selected curbside routes. About 11,000 customers will be affected - 6,700 in Chesterfield, 2,700 in Henrico and 1,600 in Richmond. The changes will take effect January 2, 2012. Postcards will be sent to affected customers in mid-December. If you have any questions about rerouting, please call the Recycling Hotline at 340-0900.



### Sonoco Recycling, Inc. Sponsors Schedule

Be on the look out for your 2012 recycling schedule in the mail in late December or early January. We are especially grateful to Sonoco Recycling, Inc. for sponsoring the schedule this year. It will be mailed to approximately 234,000 eligible households in 7 participating jurisdictions. If you have any questions about recycling, please call the Recycling Hotline at 340-0900. ♻️



## CVWMA Helps Spearhead Statewide Conference

CVWMA staff worked closely with members of the Virginia Council for Litter Prevention and Recycling (VCLPR) to spearhead its annual conference held this past October in Lynchburg, Virginia. Sessions were well attended and feedback has been excellent. ♻️



Bill Hamby (Prince George)  
Photo Courtesy of Charles City Co.



Steve Chidsey (Hanover)  
Photo Courtesy of Charles City County

Pam Cooper  
(Chesterfield)  
Leads Mentoring  
Session



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Kimberly A. Hynes

*Executive Director*



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