

# THE Regional Waste Line

The Newsletter of the CVWMA



**MAY 2004**

## Recycling Rates Reported

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Between January 2003 and December 2003, Central Virginia recycled 48 percent of the estimated 904,000 tons of municipal waste it generated. This number is up from 39 percent last year; the increase is partially due to debris picked up after hurricane Isabel.

recycle a minimum of 25% of the municipal waste generated each year. The figures are reported to the Virginia Department of Environmental Quality (DEQ). ♻️

CVWMA's expanding curbside recycling program, which collects 120 tons of materials each day, contributes 30,000 tons to the rate. Forty-eight CVWMA drop-off recycling locations, conveniently located at schools, fire stations, transfer stations and shopping centers, account for an additional 4,800 tons of materials annually.

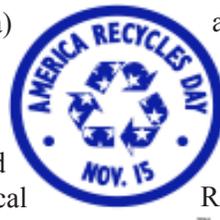
Tons Recycled By Category	
Paper	158,497
Metal	22,276
Plastic	1,267
Yard Waste	82,502
Waste Wood	56,636
Textiles	3,864

These items are considered Principle Recyclable Materials. Other items are included as Supplemental Recyclable Materials in the report.

State law mandates that each local government implement programs to

## CVWMA Goes the "Extra Mile"

In honor of America Recycles Day, CVWMA sponsored a recycling festival (in partnership with the Science Museum of Virginia) and held tours of the Chester recycling facility operated by Tidewater Fibre Corporation. Prizes made of recycled materials were awarded to local residents who made a pledge to reduce, reuse and recycle.



America Recycles Day board member said, "We've noticed a significant increase in recycling events this year and are proud to be a sponsor of this award contest. We're pleased to be able to recognize organizations that went the extra mile for recycling and America Recycles Day."

For these efforts, CVWMA won an award of \$2,500 to use toward future America Recycles Day outreach programs. Richard Abramowitz,

Entries were judged on the event's originality, creativity and amount of local participation. Over 850 events were held throughout the nation in celebration of America Recycles Day on November 15<sup>th</sup>. ♻️

**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 solid waste management and recycling programs. Member localities include:

Ashland ❖ Charles City ❖ Chesterfield  
 Colonial Heights ❖ Goochland  
 Hanover ❖ Henrico ❖ Hopewell  
 New Kent ❖ Petersburg ❖ Powhatan  
 Prince George ❖ Richmond

## Spring Cleaning: Litter Is A Hot Topic in Central Virginia

Communities across Central Virginia are coming up with unique ways to combat the problem of litter. From designating city-wide clean up days to beefing up county anti-litter programs, localities are taking steps to get rid of debris on streets.

The Richmond Clean City Commission designated March 20<sup>th</sup> as the SuperCity Clean Up Olympics, which was sponsored in-part with a \$50,000 grant from Verizon. "This has been the best program I have ever been involved with in my 27 years with the city," said program director Billie Raines. More than 6,000 individuals planted trees or flowers, picked up litter, painted fences or helped elderly neighbors with yard work. Registered groups received free trash-grabbers and tickets to opening day at the Diamond.



Henrico designated April "Keep Henrico Beautiful Month". "We encouraged county residents of all ages to become environmental stewards," said Director, Nancy Drumheller. Local civic groups, individuals, scout troops, school clubs and "Because We Care" adopters picked up litter in county parks,

schools, and along neighborhood and county roads.

The Chesterfield County Board of Supervisors devoted \$100,000 to the problem of litter on its streets. "By the end of May I hope to hire two part-time employees to pick up trash [along county roads]," said Howard Heltman, manager of Chesterfield's Waste and Resource Recovery division.

Localities also encourage residents to volunteer for programs such as Adopt-a-Highway, which is dedicated to the cause of picking up litter. According to a recent report in *The Richmond Times Dispatch*, there are currently 6,000 groups in the state that pick up trash through Adopt-a-Highway. "These volunteers clean about 14,000 miles, or about one-quarter, of all state maintained roads," says Colin Ceperich, Assistant Director of Public Affairs at VDOT.

See the box to the left for contact information for Adopt-a-Highway and other organizations committed to the problem of litter. ♡

### Organizations that help citizens get involved with cleaning up litter:

#### Adopt-A-Stream

**Organization:** Department of Conservation and Recreation  
**Contact Info:** 692-0148  
**Date:** Year-round  
**Activity:** streamside clean-ups

#### Adopt-a-Highway

**Organization:** Department of Transportation  
**Contact Info:** 1-800-PRIDE VA (774-3382)  
**Date:** Year-round  
**Activity:** roadside clean-ups and flower planting

#### James River Clean-Up

**Organization:** James River Advisory Council  
**Contact Info:** Kim Conley, 748-1567  
**Date:** June 12th  
**Activity:** annual clean-up of more than 50 miles of the James River (Lynchburg to Charles City County)



## Donate A Cell Phone to A Good Cause

Millions of people are expected to switch their cell phone carrier this year. Product and service innovations offered by cell phone providers (such as picture phones and number portability) are causing many people to retire their wireless products. Once retired, millions of cell phones will pollute our landfills with harmful chemicals unless recycling programs become more utilized.

### Service Providers That Recycle:

Here are three service providers who have excellent recycling programs where phones are either refurbished and reused or donated to charities.

**Nextel** collects previously used wireless phones at Nextel Retail Stores or through the Nextel website. They accept any cell phones regardless of service provider, however if you are a Nextel customer you are in luck because they offer a credit to your account when you return a phone. The phones are donated to The Wireless Foundation and the American Red Cross Armed Forces.

**Sprint Project Connect** accepts retired cell phones at Sprint Stores and Easter Seals locations nationwide. 100% of the net proceeds generated through Sprint Project Connect donations benefit Easter Seals and the National Organization on Disability.

**Verizon Wireless' Hopeline Program** takes phones at any Verizon Wireless Communications Store or you can mail your phone into the program.



HopeLine focuses on the prevention and awareness of domestic violence.

### Charities That Recycle:

**The Wireless Foundation** oversees philanthropic programs that utilize wireless technology including Donate-A-Phone®, Call To Protect®, ClassLink and VITA™. Visit their website to find a list of various donation sites. These programs benefit victims of domestic violence, Easter Seals, the National Organization on Disability, public schools and Samaritan Awards where wireless phones were used to summon help in an emergency.

**RedJellyFish.com** allows you to mail in your old cell phone and provides a postage paid label. Red Jellyfish donates proceeds from cell phones to help save rainforests.

### Check With Your Service Provider:

We encourage you to also check with your service provider if it is not listed in this article. Let them know that, as a customer, a recycling program is important to you. More charities will be helped by donated cell phones and one less electronic device will end up in a landfill. ♻️

## Plastics are Possible to Recycle

The American Plastics Council advertises “Plastics Make It Possible.” You’ve probably seen the commercials that tell you how plastic is used in various life-saving items such as seat belts, iv bags, bullet proof vests and all types of safety gear. It is not surprising that the use of plastic is widespread and is steadily growing. Up 6.4 percent from last year, the U.S. produced 7 billion tons of plastic resin this year.



Plastics also play a huge role in our homes. Just think about the detergent aisle or the soft drink aisle in the grocery store—it is almost totally comprised of plastic packaged items. Tons of these bottles make their way into our homes and unless we recycle, the only possibility left for them is being sent to a landfill.



CVWMA recycles narrow neck plastic bottles with a 1 or a 2 on the bottom. This includes many soda and water bottles, milk and juice jugs, and household cleaner bottles. Plastics with other numbers or 1 and 2 plastics that are not bottles (like margarine tubs) are not recyclable in the curbside and drop-off programs.



## New Drop-Off Bin at Science Museum Opened on Earth Day

The City of Richmond, the Science Museum of Virginia and CVWMA recently celebrated the opening of a new drop-off recycling center at the Science Museum of Virginia.

The new center, located in the special events parking lot near the intersection of Leigh Street and DMV Drive, was officially dedicated in a ceremony on April 22<sup>nd</sup>, in conjunction with the thirty-fourth anniversary of Earth Day.

“We anticipate the new site will be very popular with community members living north of the river in the City,” states John Mitchell, Executive Director of the waste management authority.

This center becomes the fourth in the City, and is one of 48 throughout the region. CVWMA’s drop-off recycling program diverts more than 400 tons of materials from landfills each month. Changes made to the program in 2002 made drop-off recycling easier and more convenient which resulted in a 34 percent increase in tons collected.

Honored guests at the event included:

**Kenneth L. Chandler**, Director of Public Utilities for Richmond & Chair of CVWMA Board of Directors

**John Chupek**, Operations Manager, City of Richmond

**Bill Feltus**, General Manager, Tidewater Fibre Corporation

**Andrew Glenn**, Environmental Services Deputy Director, City of Richmond

**Barry Hayes**, Director of Museum Operations, SMV

**Chuck Houck**, Operations Manager, BFI

**Jay Katz**, General Manager, BFI

**Delores L. McQuinn**, Vice Mayor

**Steve Nuckolls**, Clean City Commission Vice-Chair

**William R. Pully**, CVWMA Board of Directors member

**Billie Raines**, Coordinator, Richmond Clean City Commission ♻️

(Below L-R)  
*Kenneth L. Chandler, Director of Public Utilities for Richmond & Chair of CVWMA Board of Directors; Vice Mayor Delores L. McQuinn; and Barry Hayes, Director of Museum Operations, SMV dedicate the new bin with a ceremonial cutting of the ribbon.*



(Right)  
*Billie Raines, Coordinator of the Richmond Clean City Commission, tosses a crushed can into the new drop-off bin.*



## The Origins of Earth Day

Earth Day is celebrated on April 22<sup>nd</sup> each year, but where did this holiday come from?

By 1970 Senator Gaylord Nelson had campaigned for environmental issues for years before organizing a “teach-in” on April 22, 1970 modeled after war demonstrators’ “sit-ins.”

The grass roots effort turned into a national demonstration on behalf of the environment. “Wire services carried the story from coast to coast. The response was electric. It took off like gangbusters.

Telegrams, letters and telephone inquiries poured in from all across the country. The American people finally had a forum to express its concern about what was happening to the land, rivers, lakes, and air - and they did so with spectacular exuberance,” commented the Senator after the event.



## How Central Virginia Celebrated Earth Day

### Three Lakes Nature Center

Henrico’s Earth Day festival on April 17<sup>th</sup> included puppet shows, arts and crafts, games, face painting, reptiles, amphibians, insects and other live animals.

### Hanover Recycling Open House

On April 22<sup>nd</sup>, this recycling facility opened their doors to the public. Hanover Recycling employs 28 mentally or physically disabled men and women who sort paper before it is recycled. Guests enjoyed food, tours, door prizes and an appearance by Kat Simons from Lite 98. ♻️

## Solid Waste Management Plan Finalized

As required by the Virginia Solid Waste Regulations, CVWMA along with the Richmond and Crater Regional Planning District Commissions (PDCs) will submit a 20-year Solid Waste Management Plan to the Department of Environmental Quality (DEQ) by the July 1, 2004 deadline.

A team of local representatives was assembled last summer to prepare the Plan. Public hearings were held to ensure citizens' input was included.

The Plan was adopted by the CVWMA Board of Directors on February 20<sup>th</sup>, the Crater PDC on March 17<sup>th</sup> and the Richmond Regional PDC on April 8<sup>th</sup>.

The current system of waste management, which meets the needs of the citizens and exceeds the state mandated 25% recycling rate, is described in the Plan.

Twenty-year solid waste projections are also made and landfill capacities identified. The two publicly owned and operated landfills in the region, Petersburg Landfill and Springfield Road Landfill in Henrico, will be closed during the 20-year period the Plan covers.

The Plan has been reviewed for technical compliance by Joyce Engineering and received full approval. The final document will be submitted to the DEQ by July 1 and copies will be distributed to each member jurisdiction. ♻️

(Right) Presentations given by the Public Information department are available to large groups (pictured is a preschool in Chesterfield County).



## Education Kits Available to Public



Any time is a good time to teach children about recycling, but during the spring CVWMA gets the majority of its requests from teachers and scout leaders for educational materials.

Anyone can benefit from our education kit, which is offered at no cost, year-round! Jam-packed with educational information about our programs, the recycling kits include the following items:

- ❖ **Journey Through the MRF-** A video field trip inside a recycling facility with a companion guide book.
- ❖ **An Ounce of Prevention-** A middle level science curriculum on source reduction produced

by The National Science Teachers Association and The Dow Chemical Company.

- ❖ **Folder Packet-** Includes samples of our literature: *Choose To Reduce- Waste Reduction Directory*, Composting brochure, Household Hazardous Waste brochure, Safe Garage brochure, Drop-Off and Curbside brochures, and a litter and recycling trivia card. Additional quantities of any of these items are available upon request.

- ❖ **Samples of Recycled Items-** Carpet made out of plastic bottles, plastic lumber, Polyester stuffing, starch packing peanuts, chipped rubber from tires and pencils made from money.

**Summer Holiday Schedule  
for Curbside Recycling and Trash Collection**

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**Memorial Day-** No pick up on Monday May 31, 2004.  
Slide occurs as follows:

<u>Regular Day</u>	<u>Will Be Picked Up</u>
May 31 <sup>st</sup>	June 1 <sup>st</sup>
June 1 <sup>st</sup>	June 2 <sup>nd</sup>
June 2 <sup>nd</sup>	June 3 <sup>rd</sup>
June 3 <sup>rd</sup>	June 4 <sup>th</sup>
June 4 <sup>th</sup>	June 5 <sup>th</sup>

**Labor Day-** No pick up on Monday September 6, 2004.  
Slide occurs as follows:

<u>Regular Day</u>	<u>Will Be Picked Up</u>
Sept. 6 <sup>th</sup>	Sept. 7 <sup>th</sup>
Sept. 7 <sup>th</sup>	Sept. 8 <sup>th</sup>
Sept. 8 <sup>th</sup>	Sept. 9 <sup>th</sup>
Sept. 9 <sup>th</sup>	Sept. 10 <sup>th</sup>
Sept. 10 <sup>th</sup>	Sept. 11 <sup>th</sup>

**Fourth of July-** Service not affected.

**Help Us Reduce  
Waste!**

Sign up for the online version of *The Regional Waste Line*. Call Erica at 359-8413, Ext. 28 for more information.



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