

# THE Regional Waste Line

The Newsletter of the CVWMA



MAY 2007

## In This Issue:

Electronics Recycling.....pg 1  
 Win with Your Bin.....pg 1  
 Contract Updates .....pg 2  
 School Recycling Grant.....pg 2  
 America Recycles 2006.....pg 2  
 Recycling Survey Results.....pg 3  
 New Board Members.....pg 4  
 Monument Ave. 10 K.....pg 4  
 New Staff Members.....pg 4

*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.*

## CVWMA Partners With Ukrop's Electronics Recycling Is a Joint Effort



In observance of Earth Day, CVWMA partnered with Ukrop's Super Markets to promote electronics recycling.

Electronics collection events were held at several area Ukrop's stores, including their Westpark, Colonial Square Shopping Center, South Laburnum, and Virginia Center Marketplace locations. Events were also held at Chesterfield Towne Center Mall, the

Richmond Earth Day Festival in the Manchester area of Richmond, and Prince George Courthouse area. Over 40,000 pounds of electronics were collected from 421 participants in the first two weeks of collection events.

Ukrop's helped to promote electronics recycling with information on **Ukrops.com** and in their magazine, "Go to Market." Six lucky recyclers were selected at random to win a \$100 Ukrop's giftcard for their efforts. ♻️



## Win with Your Bin Contest



It pays to recycle! In May, CVWMA is sponsoring "Win with Your Bin", a recycling incentive contest for citizens eligible for curbside recycling collection. The contest awards cash prizes to participants with properly prepared recycling bins set out on their assigned collection day. Each collection day between April 30th and May 25th, CVWMA selects two entrants and visits their homes to examine recycling bins before collection. If the

bins are out and properly prepared, a \$50 cash prize is awarded. A winning bin contains materials such as mixed paper, aluminum cans, glass bottles, and plastic bottles with a "1" or "2" on the bottom. It can not have any ineligible materials such as styrofoam, plastic bags, or food contaminated items. All daily winners are eligible for the grand prize drawing of \$250 and a recycling prize pack, which will be awarded on or about June 4th. ♻️

### Curbside & Trash Collection

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

#### MEMORIAL DAY

No collections on Monday, May 28. All collections this week are delayed one day.

#### INDEPENDENCE DAY

No collections on Wednesday, July 4. Collections on Wednesday, Thursday, and Friday are delayed one day.

## America Recycles 2006 Winners

Congratulations to CVWMA's 2006 America Recycles Contest prize winners. Each winner received products made from recycled materials.



Ross Dixon, a 2006 America Recycles Winner, is an advocate for recycling in his family.

### Youth Winners

**Paula Shrum**, Midlothian: Swing made from recycled tires

**Christopher Carter**, Henrico: Fleece jacket, hat and mittens made from recycled soda bottles

**Ross Dixon**, Henrico: Recycled glass magnets and suncatcher

**Stella Aepiah**, Hopewell: Slinky made from recycled steel and key chain made from recycled aluminum

**Justice Porter-Benjamin**, Chester: Recycled crayons and recycled paper notepad

### Adult Winners

**Paula Moore**, Richmond: Serving tray made from recycled aluminum and coasters made from road signs

**Mary Montgomery**, Henrico: Bag made out of recycled billboards

**Joe Bechley**, Chesterfield: Wallet made from recycled tires

**Dorothy Owens**, Richmond: Recycled paper stationery

**Robert Martin**, Hanover: Recycled glass magnets and suncatcher

## CVWMA Receives School Recycling Grant

The Environmental Protection Agency has awarded CVWMA a \$10,000 grant to fund a pilot recycling program in 18 local schools. Recycling service will be provided for two years beginning in Fall 2007. ♻️



For more information:

Call our Recycling Hotline:  
(804)340-0900

Or visit our website:  
[www.cvwma.com](http://www.cvwma.com)

## Contract Updates

### *Municipal Solid Waste (MSW)*

A Request for Proposals was issued in August 2006 for MSW Collection Services for the Town of Ashland and the Cities of Hopewell and Petersburg. The service includes residential MSW collection, some front-end load container service, as well as hauling and disposal service for the City of Hopewell convenience center. The current contract between CVWMA and Allied Waste Services (formerly BFI) began in July 2002 and is set to expire on June 30, 2007. The participating localities chose to continue MSW services with Allied Waste Service. The term of the contract will be for an initial period of seven years, beginning July 1, 2007 and ending June 30, 2014. The contract will also include an additional five-year renewal option. ♻️

### *Residential Curbside and Drop-Off Recycling*

A Request for Proposals for Curbside and Drop-off Recycling Services was issued in June 2006. The current contract for Residential Curbside Recycling Collections between CVWMA and TFC Recycling was entered into July 1, 1999 and will expire June 30, 2009 with no renewal option available. A new agreement was made with TFC for an initial

period of seven years beginning in July 2009 and ending in June 2016. The proposed contract will include an additional seven-year renewal option, as well as a provision for TFC to process the material collected through the CVWMA drop-off program. ♻️

### *Electronics Recycling*

A Request for Proposals was issued in January 2007 for Used Electronic Equipment Recycling Services to include conducting events to collect, transport, and recycle used electronic equipment such as computers, monitors, televisions, and other electronic equipment. An agreement was made with Supreme Computer & Electronic Recycling, Inc and its Virginia subsidiary, Advanced Technologies Inc. for collecting the electronic equipment. The contract will be for five years from April 2007 to March 2012 with a five-year renewal option. Fees to recycle monitors and televisions are lower with Advanced Technologies than they were in the previous contract. The contract will also provide participating localities the option of placing containers at convenience centers for the ongoing collection of used electronic equipment. ♻️

# Survey Results Reveal Satisfied Customers

CVWMA conducted a Customer Service and Awareness Survey in 2006 to learn about the community's awareness of local recycling programs and their satisfaction with them. Over 450 people responded to the survey, and in general, the participants are pleased with CVWMA programs. It was reported that seventy-five percent of people recycle through curbside collection offered by CVWMA. The survey also exposed areas where more attention is needed, such as increased education about CVWMA's status as a government agency and the resources available, including the recycling hotline and website.



CVWMA staff reviewed the comments and survey responses and will continue to try to improve recycling efforts and results in Central Virginia. Visit [www.cvwma.com](http://www.cvwma.com) for more information about survey results and for answers to some of the most commonly asked questions. ♻️

## Survey Highlights

- 38% of participants were from Chesterfield, 33 % from Henrico and 13% from Richmond.
- 30% think CVWMA is a business. CVWMA is actually a government agency.
- 75% “always” participate in curbside recycling.
- Only 40% are aware of CVWMA's Recycling Hotline (340-0900) which provides information on all CVWMA programs and other local recycling opportunities.
- 75% regularly recycle cans, bottles, newspapers, junk mail, cardboard, etc.
- 45% don't recycle items like appliances, electronics, and hazardous waste. Half don't know they can be recycled.
- Half don't know CVWMA has a website with information about CVWMA programs, waste reduction tips and resources for teachers and scout leaders.
- 200 people provided comments; 30% praised or indicated their appreciation for curbside recycling. 12% had a complaint; 10% requested larger curbside recycling containers or more frequent collection.

## CVWMA Board of Directors

*City of Colonial Heights:*  
Richard A. Anzolut, Jr.

*City of Hopewell:*  
Phillip E. Elliott, *Director*

*City of Petersburg:*  
Michael D. Briddell

*City of Richmond:*  
William R. Pully  
Mark Kukoski  
Andrew B. Glenn, Jr, *Treasurer*

*County of Charles City:*  
John F. Miniclier, Jr.

*County of Chesterfield:*  
Robert L. Dunn, *Imm. Past Chair*  
Marcia R. Phillips, *Vice-Chair*  
William H. Howell

*County of Goochland:*  
Richard D. Harvey Sr.

*County of Hanover:*  
Robert R. Setliff  
Steve Chidsey

*County of Henrico:*  
Marcia E. Kelley, *Chairman*  
Gentry Bell  
Robert C. Whiteman

*County of New Kent:*  
James H. Burrell

*County of Powhatan:*  
Elliot Danburg, *Secretary*

*County of Prince George:*  
William Kuthy

*Town of Ashland:*  
Donnie Tolley



Kimberly A. Hynes  
*Executive Director*

# CVWMA Participates in Monument Avenue 10K

CVWMA took part in the Ukrop's Monument Avenue 10K race this year in a couple of different ways. The CVWMA mascot, "Bin", helped lead children in stretches before the race, and then stood by to cheer them across the finish line. After the race, Bin visited with families in the park and handed out stickers to nearly 500 children. Also, the CVWMA event recycling containers helped to collect nearly 2,000 pounds of recyclable materials during this one day event. ♻️

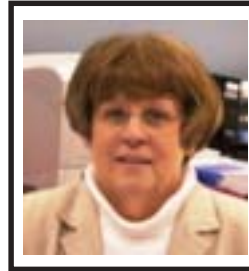


CVWMA would like to welcome the following who have been appointed to the CVWMA Board of Directors:

- Mark Kukoski (Richmond)
- Steve Chidsey (Hanover)

And would also like to extend our gratitude to Andrew Glenn (Richmond) who is retiring from the CVWMA Board of Directors.

## Welcome New CVWMA Employees



*Nan Downey*

Nan Downey joined the staff in April 2007 as Director of Administration and Finance. Her primary responsibility at CVWMA will be oversight of all financial and administrative aspects of the operation. She comes to CVWMA from the Dinwiddie County

Water Authority, where she was the Office Manager for four years. Nan has a Bachelor's degree in Business Administration from Strayer University and will complete her M.B.A. in September 2007. ♻️



*Kelly Caddell*

Kelly Caddell joined the CVWMA staff in March 2007 as a part-time Public Information Assistant. Her main focus will be to interact with the public, increasing awareness about regional recycling and waste reduction opportunities. She

will also assist in the writing and design of CVWMA publications. Kelly is a graduate of Northern Kentucky University (Highland Heights, KY) where she received a B.A. in Journalism. ♻️



Central Virginia Waste Management Authority  
2100 West Laburnum Avenue, Suite 105  
Richmond, VA 23227



Printed on  
Recycled Paper

Prsrt Std  
U.S. POSTAGE  
PAID  
RICHMOND, VA  
PERMIT NO.  
2249