

# CVWMA

## Pilot School Recycling Program

The Central Virginia Waste Management Authority (CVWMA) is inviting eligible schools<sup>1</sup> to participate in a pilot program to study recycling in schools. Through a grant from the United States Environmental Protection Agency, CVWMA plans to study the volume of paper that can be collected and recycled in school settings.

The purpose of the pilot program is to encourage more schools in central Virginia to implement school recycling programs. During the course of the two-year program, CVWMA and participating schools will measure the amount of materials that are collected. The data from all participating schools will be compiled, and the impact (amount recycled) and cost will be shared with area school boards.

A maximum of eighteen schools will be selected for participation in the CVWMA School Recycling Program. The program will run for two years. Each school will receive small classroom-sized containers for the daily collection of paper and one large outdoor container to store the material between collections. The outdoor container will be emptied once or twice a month, depending on volume generated.

Each school will be responsible for tracking the weight of paper collected in each classroom (either daily or weekly). We encourage the schools to track this data on a chart in the common area of each school to encourage and remind students and faculty to recycle. CVWMA will sponsor an incentive contest to encourage participation and reward top recycling classrooms and schools.

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<sup>1</sup> Schools eligible for this program are public and private k-12 schools located in the City of Richmond, the City of Colonial Heights, the Town of Ashland, Chesterfield County and Henrico County.

# Accepted Materials

The majority of recyclable materials generated by schools is paper related. In addition, paper products make up 40% of waste in America's landfills. Therefore, CVWMA will target this category only in this pilot study.

Schools may collect other recyclable materials (like aluminum cans and plastic bottles) on their own and deliver them to a CVWMA drop-off recycling center or commercial recycling center.

## Participant Expectations

CVWMA will provide:

- Classroom containers<sup>2</sup>
- One 8-yard front-end load collection container (outside) per school
- Collection of recyclables once or twice per month<sup>3</sup>
- Activity books or publications (vary by age of students)
- Presentation to student body
- Presentation to faculty and/or parent-teacher organization
- Training session for project coordinators (staff or student environmental club members)
- Incentive prizes

Participating schools will provide:

- Project coordinators (staff and/or students)
- Oversight of students' recycling habits (to ensure that only accepted materials are recycled)
- Weekly weights of materials from each classroom
- Staff or students to deposit paper from classrooms into outdoor collection containers
- Space on property for 8-yard front-end load collection container
- Permission for CVWMA contractor to enter property
- Access to outdoor collection container between 8:00 am and 5:00 pm, Monday through Friday

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<sup>2</sup> Number of classroom containers provided will be dependent on the size of participating schools.

<sup>3</sup> Number of collections per month will be dependent on volume of recyclables generated.

### Accepted Materials

notebook paper  
computer/printer paper  
copy paper (white/colored)  
envelopes (white/kraft)  
catalogs/magazines  
pamphlets/brochures  
letterhead  
newspaper  
file folders  
telephone books  
cardboard

# Costs

Recycling has many environmental benefits, such as resource conservation, landfill conservation, and energy savings. However, the process of collecting recyclables, sorting them and transporting them to companies who will manufacture the recyclables into new products involves costs. These include equipment, vehicles, fuel and staff.

Through a competitive procurement process, CVWMA has negotiated a contract with a local company to provide containers and monthly service of those containers for our program at the best price available. CVWMA will also purchase and provide classroom containers to participating schools at no cost. *The total value of the two-year program per school is \$1,400.*

The grant that CVWMA has received from the EPA will fund 75 percent of these costs.

Participating schools must be able to contribute \$15 per month towards the collection costs of the program not covered by the EPA grant. The total cost for the two year program is \$360.

Schools are encouraged to cooperate with their parent-teacher organizations to fund their portion of collection costs.

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# Schedule

The time line below illustrates how the program will proceed, with dates for training to be provided by CVWMA and data to be provided by participating schools.

May 18, 2007	Deadline for schools to apply for opportunity to participate in pilot school recycling program
June 2007	CVWMA announces names of 18 schools selected for participation
Aug./Sept. 2007	Classroom containers & outdoor containers delivered, CVWMA provides training to faculty & student coordinators
Sept./Oct. 2007	School-wide educational presentations for student body conducted
Jan. 15, 2008	First quarter results due from schools
June 1, 2008	Second quarter results due from schools
June 30, 2008	Year 1 results available
Aug./Sept. 2008	Refresher training to faculty & student coordinators (if desired)
Sept./Oct. 2008	School-wide educational presentations for student body conducted (if desired)
Jan. 15, 2009	Third quarter results due from schools
May 1, 2009	Fourth quarter results due from schools
May 15, 2009	Year 2 results released to all participants
June 1, 2009	Prizes awarded to top participants Results distributed to local school boards
July 2009	Final report delivered to EPA

# Selection of Schools

A maximum of eighteen (18) schools will be selected for participation in the program. Interested schools must complete the three-page School Recycling Pilot Program Application and return it to CVWMA by May 18, 2007.

Applications will be evaluated on a variety of categories, including completeness of application, ability to fund the required portion of collection costs (\$15 per month), and need. Consideration will also be given to schools located in areas where participation in the residential curbside recycling program is low, based on annual data from CVWMA collection routes.

# Submission of Applications

Interested schools must complete the attached application and submit it to CVWMA. All components of the application are required. Applications should be mailed or hand delivered to:

Central Virginia Waste Management Authority  
Attn: School Recycling Project  
2100 West Laburnum Avenue, Suite 105  
Richmond, Virginia 23227

Applications must be received by 4:00 pm on Friday, May 18, 2007.

# Questions

Questions about this program must be addressed in writing and may be submitted by mail, fax or email.

Mail: Central Virginia Waste Management Authority  
Attn: School Recycling Project  
2100 West Laburnum Avenue, Suite 105  
Richmond, Virginia 23227

Fax: (804) 359-8421

Email: [info@cvwma.com](mailto:info@cvwma.com)

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