

# REGIONAL WASTE LINE

The Central Virginia Waste Management Authority Newsletter

## A Message from the CVWMA Executive Director



Kim Hynes  
Executive Director

The authority continues to strive to meet the recycling and solid waste management needs of the region in an innovative and cost effective manner. The data compiled from a recent survey sent to all members reported that overall members agree/strongly agree that the Authority is an effective and productive organization and does a good job for the region. As we look forward for ways the authority can continue to add enhancements to its services, priorities from local members include: plastic bag campaign or program; assist with and/or conduct solid waste facility inspections/audits to proactively address potential issues with regulators relative to CVWMA programs; address issue and funding for CFL's and HHW; provide stormwater education program as it relates to solid waste, event recycling education, increased legislative activity and continue to emphasize the use of curbside recycling vs. drop-off in those areas that have curbside available.

I have been out to visit with key officials in many jurisdictions to discuss priorities and specific comments made to the recent survey. We continue to solicit proposals for contracts that offer the greatest value and level of services to localities. In addition, we continue to see revenue going back to program participants on a regular basis. With the current "fiscal cliff" situation unresolved in Washington, DC, please be assured that the CVWMA is closely monitoring its operations and continues to be fiscally responsible. Board members will vote on the fiscal year 2014 budget on December 14, 2012. The CVWMA wishes you and your families a Happy and Safe holiday season.



## Recycling Upgrades Coming to Ashland in 2013



Recycling just got easier for Ashland curbside recyclers! On November 5 of this year, Ashland Town Council voted to upgrade recycling services for its residents. The Town will also initiate an incentivized program to reward residents for recycling.

Residents will receive a 96 gallon recycling cart the first week in January. With the much larger carts replacing the small bins, collection of the recyclables will occur every other week beginning January 7, 2013. The larger cart will provide increased storage capacity (4 times the size of current bin), has wheels for ease getting to the curb, a lid to keep recyclables dry and from blowing around and collection every other week means less truck traffic in Ashland neighborhoods.



Residents can sign up for recycling rewards at [www.RecyclingPerks.com](http://www.RecyclingPerks.com)

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## Recycling & Trash Collection Updates

### Christmas Day

No collections, Tuesday, Dec. 25  
Tuesday - Friday collections delayed one day.

*Note: Ashland and Colonial Heights trash collection on regular schedule.*

### New Year's Day

No collections, Tuesday, Jan. 1  
Tuesday-Friday collections delayed one day.

*Note: Colonial Heights trash collection for Jan. 2 on regular schedule, but recycling will be delayed by one day.*

### Lee-Jackson Day

All collections on regular schedule,  
Friday, Jan. 18

### Martin Luther King Day

All collections on regular schedule  
Monday, Jan. 21.

## Highlights of America Recycles Day

- Over 1,000 pledges received
- Two MRF tours
- Three local contest winners, each received a \$100 gift card



From left, Andy Gupton, TFC Plant Manager, leads a tour for Steve Trivett, Ashland Town Council member; Chris Rapp, CVWMA Board member from Powhatan and Amanda Rodriguez, representing Petersburg Public Works.



From left: Big Al Coleman, an ESPN radio personality and Jeff Randazzo, TFC General Manager, during a live remote at TFC in Chester promoting America Recycles Day.

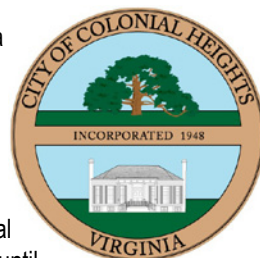


From left, Pat O' Bannon of Henrico BOS and Steven Hicks, a CVWMA Board member from Petersburg, see the recycling process firsthand at the MRF.

(Pictures above are courtesy of Kristi Rines)

## Colonial Heights Changes Continue to Increase Recycling

The City of Colonial Heights issued a smaller trash can and a larger recycling cart to each resident in July of this year and these changes have seen a sharp increase in recycling participation and set-out rates, as well as increase in tonnage now being recycled at the curb and diverted from local landfills. Program data collected from July 1 until the end of November shows that the set out rate has gone from 35% to 61% and tonnage has increased 60%!



## Chesterfield County Utility Bill Insert Results in Spike in Cart Sales

A utility bill insert promoting the 96 gallon recycling cart option and its benefits to curbside recyclers has been included in the county's public utility bills. The insert was included in the billing cycles that began the first part of November and will continue in the county billing cycles until the end of December. This direct mailing has seen cart sales in Chesterfield relative to total cart sales increased from 37% to 63% in the month of November. Sales continue to be up for early December. We attribute the increase in the cart option and cart purchases a direct result from this promotional piece.



## Electronics Recycling Program Remains Popular

CVWMA's electronics recycling program remains popular with residents. Eight collection events were held this Fall in Chesterfield, Goochland, Hanover, Henrico and the City of Richmond collecting an estimated 30.4 tons of unwanted e-waste. In addition, Chesterfield, Hanover and New Kent diverted 112 tons from local landfills from their permanent collection containers so far this year. Over 1,900 tons of e-waste has been recycled since 2004.





## WRIC TV 8 to Promote 2013 Calendar

The annual collection schedule is scheduled to start being mailed out to nearly 244,000 households beginning December 27.

Your 2013 CVWMA Curbside Recycling Schedule

It's what's inside that counts.

JustStartRecycling.org | 804.340.0900

Sign up to receive a Free Email Reminder at [www.cvwma.com](http://www.cvwma.com).  
Collection dates are made once every other week.  
Red and color are printed on the mailing panel.  
Pick up at the curb by 7:00 a.m. on your collection day.

Call the  
**Recycling Hotline**  
at 340-0900

if you do not receive  
yours in the mail by  
mid January.

		<b>JANUARY</b> S M T W T F S		<b>MARCH</b> S M T W T F S		<b>APRIL</b> S M T W T F S	
R	B	1	2	R	B	1	2
R	B	8	9	R	B	7	8
R	B	15	16	R	B	14	15
R	B	22	23	R	B	21	22
R	B	29		R	B	28	29
X				R	B		
		<b>FEBRUARY</b> S M T W T F S		<b>JULY</b> S M T W T F S		<b>AUGUST</b> S M T W T F S	
R	B	1	2	R	B	1	2
R	B	8	9	R	B	7	8
R	B	15	16	R	B	14	15
R	B	22	23	R	B	21	22
R	B	29		R	B	28	29
X				R	B		
		<b>SEPTEMBER</b> S M T W T F S		<b>NOVEMBER</b> S M T W T F S		<b>DECEMBER</b> S M T W T F S	
R	B	1	2	R	B	1	2
R	B	8	9	R	B	7	8
R	B	15	16	R	B	14	15
R	B	22	23	R	B	21	22
R	B	29		R	B	28	29
X				R	B		
		<b>OCTOBER</b> S M T W T F S		<b>JANUARY 2014</b> S M T W T F S			
R	B	1	2	R	B	1	2
R	B	8	9	R	B	8	9
R	B	15	16	R	B	15	16
R	B	22	23	R	B	22	23
R	B	29		R	B	29	
X				R	B		
				<b>KEY</b>			
				■ Red Collection Days			
				■ Blue Collection Days			
				X Holidays (No Collection)			
				■ Collection Days After Holidays			

CVWMA is now offering the option of purchasing larger carts as an added convenience to recycle.

- Carts can be purchased online only for \$65 (user fee) at [www.cvwma.com](http://www.cvwma.com)
- Wheels, lid, steel bar for easy tipping
- Dimensions = 32.5" deep, 27.5" wide and 46" tall

Calendar  
sponsored by:

**Recycling | Perks**

you recycle... we reward.  
[www.RecyclingPerks.com](http://www.RecyclingPerks.com)

See the reverse side for important  
information about preparing your  
bin for collection.



(Photo courtesy of Dixon Johnston, WRIC TV 8)

CVWMA is partnering with WRIC TV 8 to promote the 2013 Curbside Collection Schedule. This media campaign is set to start airing in January 2013. In addition, CVWMA will sponsor the station's Community Calendar for the month of January. Be sure to visit **[www.wric.com](http://www.wric.com)**.

It's what's inside that counts.


## CVWMA Localities Offer Christmas Tree Recycling Opportunities

Most localities in Central Virginia offer Christmas tree recycling to residents beginning December 26 and running into January. Visit [www.cvvmma.com](http://www.cvvmma.com) to find out about how you can participate in the Christmas tree recycling opportunities in your area. Recycled Christmas trees are usually made into mulch for reuse.



## Rerouting to Change Collection Days

As a means to enhance curbside recycling collection services, approximately 30,000 curbside recycling households will see a change in their bi-weekly collection day due to recent rerouting. The households impacted in the City of Richmond, Chesterfield County, Goochland County and Henrico County, have been sent a postcard notifying them of the collection day change.



**QUESTIONS?**

Recycling Hotline  
**340-0900**

**cvwma.com**

**JustStart  
Recycling.org**

**Important Information!**  
**Your Recycling Day is Changing.**

Place your recyclables at the curb every  
**BLUE Monday** by 7:00 am beginning  
**January 14**

You will receive your **annual recycling schedule**  
in a few weeks.

**You don't need a bin to start recycling.** You can  
use other containers such as paper bags, cardboard  
boxes or any rigid container. **New 96-gallon carts**  
**are available on-line for a \$65 user fee.**

Need help remembering your collection day? **Sign  
up for our email reminder.**

## Recycling Perks is CVWMA's 2013 Corporate Sponsor

**A BIG thank you Recycling Perks for the sponsorship  
of the 2013 CVWMA Collection Schedule!**



**Central Virginia Waste Management Authority**

2100 West Laburnum Avenue, Suite 105  
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*Executive Director*

## Mark Your Calendar!

### Regional Environmental Education Networking Workshop



**Thursday, February 7, 2013**

**8:30 am -12 noon**

**Henrico Training Center**

Henrico County and CVWMA are hosting a Regional Environmental Education Workshop with sessions on pet waste, magic and recycling, stormwater, watersheds, water conservation and more! Come check out Chesterfield County's latest educational resources featured in their mobile education unit.

Contact **Nancy Drumheller**  
 at [ndrumheller@cvwma.com](mailto:ndrumheller@cvwma.com) or  
**359-8413 x 557** if you would like to attend.

**[www.cvwma.com](http://www.cvwma.com)**

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