

REGIONAL WASTE LINE

The Central Virginia Waste Management Authority Newsletter

A Message from the CVWMA Executive Director

The authority continues to provide cost effective recycling and solid waste management options to its members.

Some Milestones to Report Include:

- The Town of Ashland began recycling every other week at the curb with 96 gallon carts the first week of January. Participation is up 34.9 % and volume is up 17.7%. In addition, the City of Petersburg introduced recycling to city residents and businesses with 96 gallon carts in March. So far an estimated 141 tons have been recycled that would have gone to the landfill.



Kim Hynes
Executive Director



- Carts sales soared in Chesterfield County and we attribute sales to a successful utility bill insert sent to county residents. Of the **2,715 carts** sold so far this fiscal year 1,663 were in Chesterfield.
- The new convenience center contract that will go into effect July 1, will save an estimated \$500,000 over nine convenience centers in Chesterfield, Goochland, New Kent and Powhatan counties.



Finally, I am proud to report that thanks to the efforts and commitment to recycling by central Virginia citizens and businesses, CVWMA has submitted its regional recycling rate report to the Virginia Department of Environmental Quality (VA DEQ). An estimated 57.4 % of the waste generated in our region for calendar year 2012 was recycled and kept out of area landfills!

Nearly **185,804 tons** of paper-related material (newspaper, office paper and cardboard) was recycled in 2012. Yard waste and wood waste which are chipped into compost or mulch comprise another **211,176 tons** recycled. Metals, textiles, glass and plastics are also measured into the report. Auto bodies, appliances, and assorted other metal items made up **34,498 tons** of metal that were recycled in 2012. Clothing donations to local organizations contribute to the textile total of about **5,248 tons**.

CVWMA recycling programs include curbside collection and drop-off centers; yard waste; electronics; appliances; batteries; HHW and tires to name a few. Curbside recycling collects approximately **35,000 tons** annually; drop-off recycling, about **6,000 tons**.

In This Issue:

Executive Director's Message	page 1
Recycling Rate	page 1
Curbside Recycling	
Locality Report	page 2
Drop-off Recycling	page 2
Electronics Recycling Program	page 2
Household Hazardous Waste (HHW)	page 2
Earth Day Across the Region	page 3
Outreach and Education	page 3
CVWMA Website	page 3
VCU Currents of Change Award	page 4
Retiring	page 4
CVWMA Staff News	page 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 recycling and solid waste management programs. www.cvwma.com

Recycling & Trash Collection Updates

Memorial Day

No collections, Monday, May 27
Monday-Friday collections delayed one day.

Fourth of July

No collections, Thursday, July 4
Thursday-Friday collections delayed one day.

Labor Day

No collections, Monday, September 2
Monday-Friday collections delayed one day.

Call the **Recycling Hotline** at 340-0900
or the **Trash Collection Hotline** at
425-0500 for more information or visit
www.cvwma.com

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Curbside Recycling Program

Recycling Per Locality Report

We have seen fiscal year to date tonnage collected up 5.1% from last fiscal year. CVWMA estimates that the total tonnage collected for the program should end between 35,000-36,000 tons this fiscal year! (Note: Our fiscal year runs July 1, 2012 through June 30, 2013.) Over 5,300 carts have been sold at this time since we began selling carts.



Ashland

- Volume up 17.7 % from FY 12
- Set-out up 34.9 %

Colonial Heights

- Set-out up 69.8 %
- Tonnage up 68.1%
- Tonnage 1,225 tons! Up from FY12

Chesterfield

- Tonnage 11,386; up from FY12
- Set-out 35.2 %
- 1,663 carts purchased

Goochland

- Tonnage 271 tons; up from FY12
- Set-out 53.9 %
- 30 HOAs spearheading recycling efforts in participating neighborhoods

Hanover

- Tonnage 491 tons; up from FY12
- Set-out 50.8 %

Henrico

- Tonnage 10,604; up from FY12
- Set-out 38.5 %

Petersburg

- Tonnage 141 tons
- Curbside recycling through Container First Services began March 8, 2013

Richmond

- Tonnage 6,201; up from FY12
- Set-out 29.5 %

Drop-off Recycling Program



Photo courtesy of Gary Boyd

- 31 collection sites
- Paper revenue \$153,233; \$115,000 in revenue back to localities over nine months

Electronics Recycling Program

- 11 events held since January in Chesterfield, Hanover, Henrico, Powhatan and Richmond. Chesterfield and Goochland have events planned for early June.



- 50,000 lbs. collected and diverted from local landfills since January 1, 2013
- 221,000 lbs. collected at permanent collection sites, school and government administration

Household Hazardous Waste Collections

Hanover, Hopewell, Powhatan and Prince George counties hosted Household Hazardous Waste (HHW) collection events in April. The City of Richmond's event took place on Saturday, May 18th. Goochland has a collection planned for June 8, 2013.



Photo courtesy of Darlene Malory

Kathy Graziano, Richmond City Council, bringing pesticides to event on May 18, 2013.

Earth Day Across the Region

- **41 requests** for the month impacting **4,236** people; distributed **6,534** materials
- **25 presentations**; **two** MRF tours
- **Eight** local grass root events



Chesterfield Environmental Fair - April 13, 2013



Hanover Business Council Earth Day - April 21, 2013



Petersburg's Tree Planting - April 22, 2013



Powhatan MRF Tour - April 25, 2013

Outreach and Education

- **200** requests for programs and materials; **28,743** educational materials provided
- **133** programs impacting estimated 22,300 participants through June 30
- **Seven** programs scheduled in July



*KidsFest,
Henrico County*

*R3 at the Colonial
Heights Public Library*



CVWMA Website www.cvwma.com

- **127,926 visits** as of April 30, 2013 surpassing FY 12 total reporting of 111,871 visits
- **Over 16,000** are using the curbside email reminder every other week
- Social media sites continue to add friends, followers and Tweets
- **Enhancements added** for online purchasing for cart or bin; redesign in progress

VCU 2013 Currents of Change Award: CVWMA a Community Partner

CVWMA staff worked with a team from VCU's Biology/Life Sciences faculty and students as well as Chesterfield County, Henrico Public Schools, and James River SWCD on a CAP (Carbon Awareness Program.) The program won two awards.



CAP team received a plaque for winning the Currents of Change Service Award and also received a print by Dr. Baxter Perkinson for winning the Overall Award at the VCU award ceremony on May 9, 2013.

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CVWMA

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Executive Director

John Bragg and Phil Elliott are retiring. Best wishes to John and Phil!

CVWMA STAFF NEWS



Nan Downey, Director of Finance and Administration retired May 1, 2013.



Bernie Harris, Director of Operations will be retiring in October.