

The REGIONAL WASTE LINE

The Newsletter of the Central Virginia Waste Management Authority

November 2003

America Recycles Day: November 15th

Local Celebration at Richmond's Science Museum

On November 15th, millions of people will learn about recycling and make a commitment to increase recycling activities for the Seventh Annual America Recycles Day.

CVWMA is planning activities that include a community celebration at the Science Museum of Virginia. During the event, participants will enjoy recycled papermaking, photo opportunities with "Bin," displays of recycled and recyclable materials and entertainment by Jonathan Austin who juggles recyclable items in his act. Also planned for the month are presentations at a variety of school and community groups.

CVWMA's curbside recycling contractor, Tidewater Fibre Corporation, will open the Chester Materials Recovery Facility for tours by the general public (adults only) on Wednesday, November 12th. For more information, please contact Kelley Bartell at 359-8413.

CVWMA, America Recycles Day, Inc. and the Virginia Recycling Association will reward people who make a pledge to recycle. We all know the environmental benefits of recycling, but everyone likes to be thanked for their hard work. All prizes are very earth-friendly, such as being made from post-consumer recycled materials (meaning they are made from things you put in your recycling bins!).

America Recycles day is a fun way for people to establish or renew their commitment to reducing, reusing and recycling. ♻️



Pledge Contest Prizes

National Drawing
December 9th

Sponsored by: America Recycles Day, Inc.
2004 Ford Focus PZEV - a partial zero emission vehicle, bikes and a spa weekend.

State Drawing
November 13th

Sponsored by: Virginia Recycling Association
suncatchers, stationary, fleece jackets and tote bags.

Local Drawing
November 10th

Sponsored by: CVWMA
earth wagon, fleece jackets, bird feeders, SMV membership and more.

A "Solid" Waste Management Plan

In the early 1990s, CVWMA prepared a Solid Waste Management Plan (SWMP), which has been utilized to coordinate solid waste activities among its 13 local member jurisdictions for the past eleven years.

The Virginia Department of Environmental Quality (DEQ) is requiring all localities in the Commonwealth of Virginia to provide a plan for solid waste management for the next 20 years, or through the year 2024.

The new Plan must be submitted to DEQ by July 1, 2004. CVWMA has assembled a team to prepare the plan and a draft is expected to be completed by December 1, 2003. This will allow for public review and input during the first quarter of 2004.

The Plan will describe current solid waste facilities and activity and projections of future municipal solid waste generation. It will also cover methods and means to handle future quantities within the solid waste management hierarchy. ♻️

Record Year For Regional Recycling

Area citizens recycled record amounts in fiscal year 2003 through programs coordinated by the CVWMA. Over 35,000 tons of materials were collected, more than in any other single year in the Authority's history.

The success is credited to two CVWMA programs that have been in existence since 1991. The CVWMA Curbside Recycling Program currently serves over 229,000 homes with weekly or every other week collection. The CVWMA Drop-Off Recycling Program, with 48 collection sites, provides recycling for citizens of eleven area jurisdictions.

Last year, curbside recyclers set out 30,796 tons of materials, slightly more than the five-year average for the Curbside Recycling Program. CVWMA collects 120 tons of recyclable materials at the curb each day.

Weights collected in the Drop-Off Recycling Program jumped twenty-five percent over the previous year to 4,611 tons. This increase is largely the result of changes made one year ago

to improve convenience and simplicity. The changes included increasing the size of the openings on the collection bins and adding the collection of mixed containers, including plastic bottles.

Curbside and Drop-Off Program Totals

Year	Tons
2003	35,407
2002	33,029
2001	34,201
2000	34,846
1999	34,684
1998	31,614
1997	32,870
1996	29,930
1995	21,800
1994	13,900
1993	12,910
1992	9,251

Both programs collect white paper, newspaper, magazines, cardboard, aluminum cans, plastic bottles and glass containers. For more information, please visit www.cvwma.com or call the Recycling Hotline at 340-0900. ♻️

Curbside Recycling Contract Renewed

Curbside recycling has been a major part of CVWMA programs since the beginning of the Authority in 1990. The initial term of the current contract with Tidewater Fibre Corp. (TFC) will expire on June 30, 2004.

Negotiations for renewal were initiated with TFC on March 12, 2003. A selection committee of staff and members from participating local jurisdictions were involved in the process of determining key issues and elements of the program that required contract negotiations.

Approved by the CVWMA Board on October 17th, the contract will be extended for another five years beginning July 1, 2004. ♻️



The Curbside Recycling Program serves over 229,000 households in six jurisdictions.



Weight Comparison Chart

Item	Weight (tons)
Blue whale, largest animal on earth.....	120
747-400ER, largest commercial airplane.....	455
Eiffel Tower.....	10,100
Amount recycled by CVWMA, July 2002 – June 2003.....	35,407
Titanic.....	46,000
USS Ronald Reagan, Navy's newest aircraft carrier.....	97,000

Drop-Off Recycling Centers Seeing Increased Use

Pilot Program began in October to Provide Feedback to Recyclers

Tons collected in the CVWMA Drop-Off Recycling Program increased by 24.4% in fiscal year 2003 to 4,611. Comix tonnages were also up an astonishing 57.3% from year prior, reflecting program changes that included eliminating the need for the public to sort glass, aluminum, steel and plastic containers and enlarging the bin openings.

The total cost for the Drop-Off Program decreased 28.3% from \$100 per ton in fiscal year 2002 to \$71.7 per ton for fiscal year 2003 with the implementation of a new contract in July 2002.

CVWMA Looks for Ways to Continue Positive Trend

The staff researched ways to motivate more participation in CVWMA recycling programs and found one study that increased recycling 65 percent. In the study, program coordinators provided feedback to drop-off recyclers about recent collection weights. People became motivated by the feedback and

recycled larger quantities.

This fall CVWMA will incorporate this idea in a pilot study at select drop-off sites. Freestanding signs will praise citizens for the amount recycled at each site in the previous year. A sign will be placed at one site in each participating locality.



The signs will serve two purposes:

- to provide motivation to recycle
- to provide information about recycling correctly

We expect the signs at drop-off sites will:

- create feelings of pride among current recyclers
- stimulate infrequent recyclers to become more involved
- attract new recyclers

According to research, people are motivated to recycle when they feel part of a group effort. The signs will provide information about the extent to which other community members are participating. People are also more likely to participate in recycling programs when they feel their efforts are appreciated.

By placing *Drop-Off Recycling* brochures on the signs, we will also provide citizens information needed to successfully recycle. ♻️

Holiday Schedule for Curbside Recycling and Trash Collection

Scheduled collections will be made one day later to observe upcoming holidays.

Thanksgiving

Nov. 27, 2003
(pick up will occur on Nov. 28th)

Nov. 28, 2003
(pick up will occur on Nov. 29th)

Christmas Day

Dec. 25, 2003
(pick up will occur on Dec. 26th)

Dec. 26, 2003
(pick up will occur on Dec. 27th)

New Year's Day

Jan. 1, 2004
(pick up will occur on Jan. 2nd)

Jan. 2, 2004
(pick up will occur on Jan. 3rd)

CVWMA Hosts “Let’s Recycle, Virginia!” for Program Coordinators

On Friday July 11, 2003 CVWMA hosted forty-two people representing a wide range of Virginia communities for “Let’s Recycle, Virginia!” - a meeting to encourage recycling in our state.

The group was divided evenly with representatives from Virginia cities, counties and multi-jurisdictional groups, such as the Southeastern Public Service Authority, Rivanna Solid Waste Authority and the Virginia Peninsula’s Public Service Authority.

Presenters included the following:

Bill Norris of the Department of Environmental Quality spoke about the status of recycling in Virginia. He indicated the State’s 2002 recycling rate would be around 37%, based on

preliminary data from the reports of localities received to date.

Dori Brown with the City of Newport News Department of Public Works, did a presentation on the City’s new Automated Curbside Recycling Collection Program.

Billie Raines, the Clean City Commission Coordinator in Richmond presented *Scoring Against Trash*, a new youth summer outreach program, where children are encouraged to reduce waste and litter and recycle.

Nancy Drumheller, the Keep Henrico Beautiful Coordinator reported on the Reduce-Reuse-Recycle Field Day. She worked with a local elementary school PE teacher to develop thirty-one stations, each

using recycled and reused materials and/or promoting environmental awareness.

Steve Chidsey, with the County of Hanover, presented their partnership with the county’s Community Services Board. Paper recycled in Hanover is sorted by mentally and physically handicapped workers, a program that serves a dual purpose--accomplishing recycling in Hanover and providing employment to handicapped individuals.

Clara Mills & Jimmy Brooks with Spotsylvania County spoke about a compost product made by the County using yard waste and biosolids. ♻️

From Email to Television Ads, CVWMA reaches out to Public

There are various ways in which CVWMA communicates with residents of the thirteen localities the Authority serves.

Media outreach efforts this year included emails, the website, newsletters, publications, videos, presentations, newspaper, television and radio ads.

The table to the right summarizes the methods employed in the past year and the impact of each medium.

These figures do not include 230,000 curbside recycling collection schedules which are mailed to residents each year and prompt hundreds of people to start recycling. ♻️

Media Statistics, FY 2003

Email Messages, Total.....	749
Web Page Visits, Total.....	28,749
Issues of <i>Waste Reduction News</i> Published.....	12
<i>Waste Reduction News</i> Recipients.....	216

Outreach

Children’s Publications Distributed.....	4,753
Schools, Groups, & Individuals Assisted.....	78
Presentations Given.....	19
Video Loans.....	14

Media Campaigns

Newspaper Ads Sponsored.....	8
Television Campaigns Sponsored.....	1
Television Ads Sponsored (:15).....	53
Radio Campaigns Sponsored.....	5
Radio Ads Sponsored (:60).....	535

Cleaning Up After Hurricane Isabel

Planning for Disaster

"We have a prepositioning agreement in place that I hope we never have to use," said CVWMA Executive Director John Mitchell back in the summer of 2003, before the ninth hurricane of the season had even formed out in the Atlantic Ocean.

CVWMA decided last year to develop a contract in the event that central Virginia experienced a disaster. Staff procured the services of two contractors for Disaster Recovery assistance for use by all 13 participants in the agreement.

Meteorologists Warn: Falling Trees Probable

Days before Isabel hit central Virginia, meteorologists warned that the extreme wind and rain could result in many downed trees, however no one could foresee the extent to which trees fell in our area. Localities immediately began contacting CVWMA, requesting to initiate their Disaster Recovery contracts.

Eleven of the thirteen members of CVWMA began working with either



Grubbs Emergency Services, the primary contractor, or DRC, Inc., the secondary contractor.

Costs of recovery from the hurricane are estimated to be in the millions for many local governments. The Federal Emergency Management Agency (FEMA) and the Commonwealth of Virginia will assist

with the enormous expense.

Much of the waste from fallen trees will be ground into mulch. Localities are looking for other options to avoid the need to landfill this waste.

The storm also increased waste in the region with the contents of refrigerators spoiled during extended power outages and home furnishings ruined by water or flood damage. ♻️



Many residents in the CVWMA region will have tree debris left by Hurricane Isabel picked up at their curbs.

Two New Ways to Recycle

Propane Tank Recycling

A change in National Fire Protection Association standards took effect on April 1, 2002 requiring overfill protection devices on propane tanks. This change resulted in many of the tanks becoming obsolete because they could no longer be legally refilled.

The CVWMA responded to this situation and kept these obsolete tanks out of landfills by entering into a contract with Massey, Wood and West, Inc., to collect and recycle the tanks. Designated drop-off sites in participating local jurisdictions have collected and recycled over 1300 tanks since July 1, 2002. Propane tanks collected as part of this program include the standard 20-pound tanks as well as smaller propane tanks.

Some of the recycled tanks are retrofitted with the required overfill protection devices and put back into service. The remainder are cut up and recycled for the metal content.

Lead-Acid Battery Recycling

CVWMA is currently finalizing a contract with Battery Barn of Virginia to collect and recycle Lead-Acid batteries greater than 2.5 pounds.

Battery Barn of Virginia will pick the batteries up from designated sites in participating localities. This program will include car batteries, truck batteries, yard tractor batteries and any other sealed or unsealed lead-acid battery.

Lead from the batteries is recycled by manufacturers in all segments of the lead industry. The reclaimed plastic is provided for re-use to plastic compounders and fabricators for use in new battery cases and other consumer products. The acid from the recycled batteries is used to produce sodium sulfate for use in the pulp and paper industry, and also as a stabilizer in common laundry detergents. ♻️

CVWMA Welcomes Two New Employees

Bernard “Bernie” Harris

Bernie joined the staff in May 2003 as Program Manager for CVWMA.



His job includes overseeing operations of programs including Drop-Off Recycling, appliance collections,

wood waste and leaf composting, propane tanks and other programs. Bernie consults with participating jurisdictions on future needs, monitors material markets, program revenues and prepares program and project budgets.

He has over 22 years of experience in recycling with Reynolds Metals Company where he was most recently a Division Industrial Engineer and Quality Assurance Manager. Bernie also had assignments as Regional Manager for the Southwest Region and Division Training Manager.

He has a B.S. in Industrial Engineering (Summa Cum Laude) from Northeastern University. (Boston, MA.)



Erica Trout

Erica joined the staff in October 2003 as Public Information Assistant for CVWMA. She will work to increase



public awareness about regional recycling and waste reduction opportunities. She will be

responsible for writing newsletters and press releases and assisting with the design of publications and media advertisements. She brings with her over 5 years of marketing and advertising experience. She was most recently a Marketing Brand Manager for Premier Pet Products. She has a B.S. in Mass Communications from Emerson College (Boston, MA).

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