

# THE Regional Waste Line

The Newsletter of the CVWMA



SEPTEMBER 2004

## 2004 Recycling Statistics

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*The Regional Waste Line is published by 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.*

*Member localities include:*

Ashland	Hopewell
Charles City	New Kent
Chesterfield	Petersburg
Colonial Heights	Powhatan
Goochland	Prince George
Hanover	Richmond
Henrico	

All CVWMA recycling programs experienced increased volume in materials collected for Fiscal Year 2004.

Curbside recycling exceeded 31,100 tons, the highest annual weight collected in the program's history. Increased tons correlates to increased participation- 62% of eligible households currently recycle.

Drop-off tonnages increased 7.1% making this a record year for drop-off with a total of 4,944 tons of materials collected. ♻️

### Other Program Increases

Scrap Metal- 4.1%

Used Tires- 10.2%

CFC/HCFC- 33.3%

Safe Garage- 7.2%

Propane Tanks- 39%

### cvwma.com Adds New Features

For new or busy residents, not remembering their recycling day is a common dilemma. In the coming months, CVWMA will add new features to cvwma.com that enable citizens to quickly find their collection day and subscribe to an email reminder service.

The CVWMA website receives 43,000 visits each year. Citizens generate 1,600 email messages and 30,000 telephone calls to the Recycling Hotline, annually. A portion of these messages and calls are from citizens who can't remember their collection day and want a reminder.

These new features on our website will allow citizens to receive the information they need, in the format of their preference and at their convenience. "Our goal is to make recycling an easy, natural part of the citizen's schedule," says Kelley

Bartell. "If sending out email messages the day before helps citizens remember to put their bins out, then we are happy to do it."

In addition to collection day reminders, the automated email system will allow the Authority to send information about special events or program news to interested recyclers. ♻️



# Cell Phone and Electronics Recycling

## Cell Phone Recycling

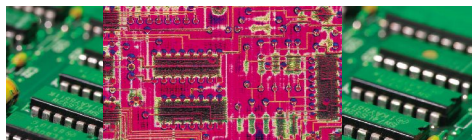
CVWMA is starting a program to collect and recycle cell phones, chargers, PDAs and pagers. Cell phones, like other electronic devices, contain materials such as lead, antimony, cadmium, arsenic and beryllium that are potentially harmful to the environment if not properly disposed of. Used cell phones will be accepted at CVWMA sites that are currently accepting rechargeable batteries. (see below)

Collected phones will be sent to ReCellular in Dexter, MI, the largest recycler and reseller of used wireless phones in the industry. When possible, phones will be refurbished and reused. Many charities can use refurbished cell phones. If a phone is not usable it will be recycled for the materials (primarily metals) in an environmentally responsible manner. The program will begin this fall.



## eWaste

Used electronic equipment will also be collected in a new CVWMA program beginning this fall. Items such as computers, laptops, printers, scanners,



monitors, televisions, mice, computer cables, fax machines and keyboards will be accepted in the new program. CVWMA plans to hold a series of 1-day events throughout the year in which electronic equipment will be collected and disposed of in a responsible manner. Events will be held at different sites throughout the CVWMA region so that all localities will have an opportunity to participate. Citizens will pay \$7 to recycle each monitor, \$10 for regular TVs and \$20 for wood encased TVs. Other equipment will be collected at no charge.

Once the contract is in place with Sims Group USA, they will also accept used electronics equipment at their Deepwater Terminal Road facility for the same fees, Monday through Friday from 7 a.m. to 4 p.m.

The first event is targeted for early to mid November in conjunction with America Recycles Day. ♻️

## Where to Recycle Cell Phones

### THE TOWN OF ASHLAND

Municipal Building, 101 Thompson St.

### CHESTERFIELD COUNTY

Northern Area Convenience Center, 3200 Warbro Rd.  
Southern Area Convenience Center, 6700 Landfill Rd.

### CITY OF COLONIAL HEIGHTS

City Transfer Station, Southpark Blvd.

### GOOCHLAND COUNTY

County Convenience Center, Fairground Rd

### HANOVER COUNTY

Doswell Solid Waste Convenience Center, 11224 Doswell Rd.  
Elmont Solid Waste Convenience Center, 11045 Lewistown Rd.  
Mechanicsville Solid Waste Convenience Center, 7427 Verdi Ln.  
Montpelier Solid Waste Conven. Center, 15188 Clazemont Rd.  
Beaverdam Solid Waste Conven. Center, 18400 Beaverdam Rd.  
Courthouse Solid Waste Conven. Center, 7301 Courtland Farm Rd.

### HENRICO COUNTY

East End Landfill, 2075 Charles City Rd.  
Springfield Rd. Landfill, I-295 and Nuckols Rd.

### CITY OF HOPEWELL

Department of Public Works, 103 S. Hopewell St.

### NEW KENT COUNTY

Rt. 612 Refuse Collection Center, 7050 Airport Rd.  
Rt. 618 Refuse Collection Center, 6301 Olivet Church Rd.  
Rt. 634 Refuse Collection Center, 17120 Polishtown Rd.  
Rt. 647 Refuse Collection Center, 12400 Old Telegraph Rd.

### CITY OF PETERSBURG

City Landfill, 390 Industrial Dr.

### POWHATAN COUNTY

Transfer Station, 2407 Mitchell Rd. (off Rte. 60)

### COUNTY OF PRINCE GEORGE

County Convenience Center, Rt. 649



# America Recycles Day: November 15th

## Local Celebration Planned at Richmond Children's Museum

Last year Central Virginia was one of seven localities across the nation recognized for hosting an extraordinary recycling event in honor of America Recycles Day (ARD). This year CVWMA plans on outdoing themselves again by having a celebration at the Children's Museum of Richmond (CMOR).

CMOR is already dedicated to recycling materials in this region. They ask the community to donate items including plastic containers with lids, egg cartons, buttons, yarn and clothes for use in their art department. These items are not recyclable in CVWMA programs. "The Children's Museum is a great place to teach families about local recycling programs," said Kelley Bartell, Public Information Coordinator for CVWMA.

On Saturday November 13<sup>th</sup>, CVWMA will partner with CMOR for children's recycled art activities. "We will have fun activities for the kids and recycling information for

the parents," commented Ms. Bartell.

Big things are planned for America Recycles Day on a national level as well. During the National Recycling Coalition Congress and Expo on August 29<sup>th</sup> – September 1<sup>st</sup>, America Recycles Day Inc. will unveil this year's plans, which include a new logo and exciting prizes for recyclers. People across the country sign pledge cards entering them into a drawing for earth-friendly prizes.

CVWMA will make pledge cards available to area citizens. The pledge cards will be sent to the national ARD contest after a drawing for local and state prizes has been held.

Last year America Recycles Day Inc. awarded a 2003 Ford Focus PZEV (partial zero emissions vehicle), bicycles made out of recycled aluminum, and two "Recycle Yourself Spa Weekends".



We kicked off ARD 2003 with a live radio remote

## A Look Back ARD 2003



Interested citizens take a tour of the Tidewater Fibre recycling facility



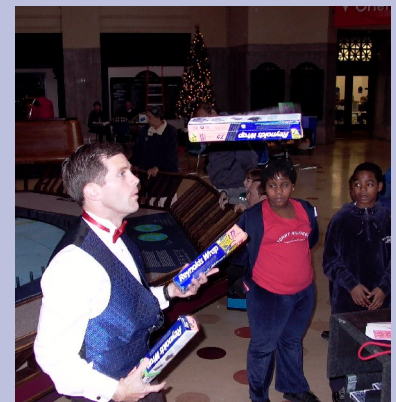
Recycling Bowling at the Science Museum



Bin visits kids celebrating ARD at the Science Museum



Kids enjoy making homemade paper



Jonathan Austin juggles recyclable items

## New Curbside Advisory Committee

A six-member advisory committee comprised of one representative from each curbside locality met for the first time in July to discuss future curbside education initiatives.

The advisory committee will work more closely with CVWMA staff to promote curbside recycling on a local and regional level. "Getting feedback on a local level is the highlight of this committee for us," said John Mitchell, CVWMA's Executive Director. "We oversee a dozen different programs for 13 jurisdictions so we tend to think

about the programs on a regional level. The advisory committee will be able to tell us what they think will work for their particular city or county. Goochland is very different from Chesterfield, their needs are different, and from this committee we hope to address more of those local needs."

CVWMA is already working on suggestions posed by the committee. Most of the localities want to make sure that new residents, especially those who have moved to Central Virginia from other parts of the country, are aware of

how to start recycling. CVWMA intends to work with neighborhood associations to target new residents, possibly by offering brochures that can be included in their welcome packets. CVWMA staff is also available to speak at neighborhood association meetings to answer questions about recycling.

The committee consists of Howard Heltman- Chesterfield (Manager, Waste & Resource Recovery), Steve Yob-Henrico (Chief of Solid Waste), James Anderson- Goochland (Citizen), Kim Rollinson- Colonial Heights (Executive Secretary), Angela Somers- Ashland (Public Works Administrative Assistant) and Billie Raines- Richmond (Clean City Committee Coordinator). ♻️

## Virginia Recycling Association Plans Conference and Awards Ceremony

The Virginia Recycling Association will hold their annual conference on October 27<sup>th</sup> and 28<sup>th</sup> at the Radisson Hotel in Richmond, Virginia.

An exciting agenda is being planned for the meeting. Sessions addressing recycling program operation and outreach will be the main focus of the event. As many recycling coordinators also work in litter prevention, the conference is adding several sessions on this worthy topic as well. A reception on Wednesday evening will feature a special presentation of

clothing and costumes created from recycled materials.

During the conference, the Association will also recognize the best recycling programs and individuals in the state. Nominations for the 2004 Awards for Excellence in Waste Reduction and Recycling will be accepted through October 1, 2004.

Conference and award program details are available on the VRA website at [www.vrarecycles.org](http://www.vrarecycles.org). ♻️



**Richmond City Skyline**

The location of this year's VRA conference.



### CVWMA Staff Member Named VRA President

Kelley Bartell has been named president of the Virginia Recycling Association (VRA). An active member of the VRA since joining in March 2002, Kelley has helped coordinate the annual America Recycles Day campaign and the Association's newsletter, which recently changed from a printed format to an electronic format to reduce paper use and decrease postage costs. Kelley is excited about serving Virginia's recycling professionals and looks forward to promoting the mission and goals of the VRA during the next two years.



# CVWMA Announcements

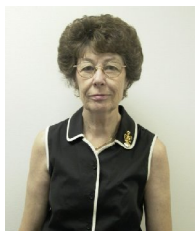
## Two CVWMA Board Members Retire

Mr. Robert E. Taylor of Colonial Heights was a Charter Member of the CVWMA Board from 1990 through June 2004. In an address made by Chairman Kenneth Chandler at the May Board meeting, he said Mr. Taylor's "management style had a positive impact on many" including other CVWMA Board members and countless other City Managers. Mr. Taylor was Colonial Heights' City Manager since 1984 and a former Chair of the CVWMA Board from 1996 through 1998.

Mr. John. G. Kines, Jr. of Prince George also retired this year as a Board member. A former County Administrator, Mr. Kines is now a Commissioner for the Commission on Local Government. He served as Secretary of the Board for CVWMA from 2002 through 2004 and was also a charter member, serving on the Board from December 1990 through June 2004. We wish him good luck with his new position.

Both members were presented with a Resolution of Appreciation for their tenure and service.

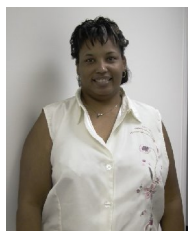
## Staff Anniversaries



**Barbara Trimmer-**  
Administrative  
Assistant  
5 years



**Dick Howe-**  
Operations  
Assistant  
5 years



**Stephanie Breaker-**  
Customer Service  
Supervisor  
5 years

## Curbside Holiday Collection Schedule

Collections will be made one day later to observe the following upcoming holiday.

### Thanksgiving

Thursday Nov 25<sup>th</sup>

Pick up will occur on Friday Nov 26<sup>th</sup>

Friday Nov 26<sup>th</sup>

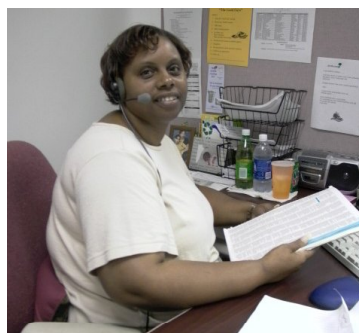
Pick up will occur on Saturday Nov 27<sup>th</sup>

## Media/Advertising Contract

In June of this year, CVWMA began a search for an advertising agency by sending out a Request for Proposal (RFP) requesting media placement services along with creative production abilities. Four full-service advertising agencies responded to the RFP by the July 28, 2004 deadline.

CVWMA has formed a committee to evaluate each proposal. The company selected will assist staff with educating people through various forms of media about recycling programs and encouraging non-recyclers to start recycling. A contract is expected to be in place by October 1<sup>st</sup>.

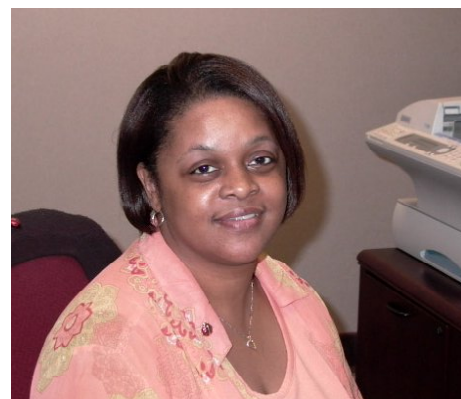
## Staff Changes



**Brenda Nickson** joined the staff in June as a Customer Service Representative.

She will answer incoming calls to the hotline and provide program information to the public via telephone, mail and e-mail. She will also work to resolve service related calls from the public and member jurisdictions. Brenda brings six years of customer service experience to CVWMA. She most recently worked for World Access as a Customer Service Representative in their Travel Insurance Division.

**Jackie Simien-Jones'** last day at CVWMA was August 13<sup>th</sup>. She worked for the Authority for 5 ½ years as a Secretary/Receptionist. She recently accepted a position at the Virginia State Bar. We wish her the best of luck in her new position.



## Newly Elected: Executive Committee Members

Congratulations to the newly elected officers to the CVWMA Board of Directors for fiscal year 2004-05.

**Robert L. Dunn** Chair- (Chesterfield)

**Marcia E. Kelley** Vice-Chair- (Henrico)

**Elliot Danburg** Treasurer- (Powhatan)

**Marcia R. Phillips** Secretary- (Chesterfield)

**Phillip E. Elliott** Director- (Hopewell)

**Kenneth L. Chandler** Imm. Past Chair- (Richmond)



From Left to Right: Elliot Danburg, Robert Dunn, Phillip Elliott, Marcia Kelley, Kenneth Chandler and Marcia Phillips

## CVWMA Board of Directors

**City of Colonial Heights:**  
Charles E. Loving (Alternate)

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

**City of Petersburg:**  
Michael D. Briddell

**City of Richmond:**  
Kenneth L. Chandler, *Immediate Past Chair*  
Terri L. Cofer-Beirne  
William R. Pully

**County of Charles City:**  
Angelia G. Yancey

**County of Chesterfield:**  
Robert L. Dunn, *Chair*  
William H. Howell  
Marcia R. Phillips, *Secretary*

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

**County of Hanover:**  
Rebecca G. Draper  
Robert R. Setliff

**County of Henrico:**  
Marcia E. Kelley, *Vice-Chair*  
William S. Dewhirst  
Robert C. Whiteman

**County of New Kent:**  
James H. Burrell

**County of Powhatan:**  
Elliot Danburg

**County of Prince George:**  
William G. Kuthy

**Town of Ashland:**  
William S. Barnett



John H. Mitchell  
Executive Director



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