

THE Regional Waste Line

The Newsletter of the CVWMA



Summer 2011

A Message from the Executive Director

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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 programs and solid waste management.

Recycling Hotline
 340-0900
www.cvwma.com



Kimberly A. Hynes,
 Executive Director

CVWMA was recently selected by Curbside Value Partnership (CVP) as one of two communities they will partner with for 2011. CVP is an independent, national, non-profit organization, originally established by the aluminum industry, formed to help communities grow participation and volume in their curbside recycling programs. CVP works one-on-one with a select number of communities each year to develop, launch and measure strategic education campaigns which results in better decision making, more strategic efforts and more sustainable programs. To date, CVP has launched and measured programs in 4 states and 27 communities. CVP is currently funded by members of the Aluminum Association and the Can Manufacturer's Institute. CVP contracts with a global public relations firm, Hill and Knowlton, to design the marketing plan for the campaign at no cost to the participating localities. A tailored communication strategy will be designed specifically for the Central Virginia region and implemented through CVWMA with the aid of participating localities, media partners, stakeholders and third parties. Increases in volume of materials collected and participation will be tracked during the course of the 3-6 month campaign and the results will be posted as nationally recognized best management practices. CVP has seen variable success among partners, with averages around 22% increases in volume and 18% increases in participation. CVWMA looks forward to working with CVP and its national partners to launch and measure a new educational campaign designed to increase volume collected as well as participation in our curbside programs region-wide. For more information on CVP or to see what past campaigns have looked like, visit [www. RecycleCurbside.org](http://www.RecycleCurbside.org).



Recycling Rate Up Slightly

Central Virginia citizens and businesses recycled an estimated 53.6 % of waste generated in the region in 2010, over twice the state required level. The total amount recycled was 424,770 tons with the majority, nearly 178,568 tons, from paper including newspaper, office paper and cardboard. Yard waste and wood (vegetative) waste which are chipped for compost or mulch comprise another 159,418 tons. Other materials measured include metals, textiles, glass and plastic.

- Curbside & Trash Collection
- Holiday Information
- Collections will be one day late during the following weeks to observe the holidays below:
- MEMORIAL DAY
- No collections on Monday, May 30.
- Monday - Friday collections delayed one day.
- INDEPENDENCE DAY
- No collections on Monday, July 4.
- Monday - Friday collections delayed one day.
- LABOR DAY
- No collections on Monday, September 5.
- Monday - Friday collections delayed one day.

Earth Day Events Galore



Chesterfield Environmental Fair



Education Day with Flying Squirrels



New Kent Envirothon Earth Day



Richmond Kickers Spring Break Camp

New Larger Carts Coming

CVWMA has partnered with our curbside recycling contractor, Tidewater Fibre Corporation (TFC), to offer larger, wheeled carts for residential recycling. TFC has been transitioning to trucks which can handle the larger carts. New 96 gallon, wheeled carts with a steel bar for easy tipping, will be available for a fee this summer by residents who have curbside service. The smaller 18 and 24 gallon bins can still be used as well as paper bags, cardboard boxes or a container of your choice. We can provide free recycling stickers to put on your containers, just call the recycling hotline at 340-0900 or visit www.cvwma.com to receive stickers. For your convenience, there will no longer be a 40 gallon size restriction on alternate containers, but all containers over 40 gallons must have a metal bar for easy tipping. ♻️



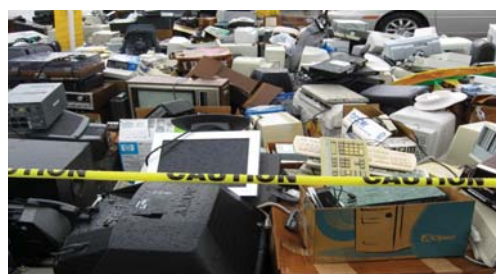
VCLPR Fall Conference in Lynchburg

The Virginia Council for Litter Prevention and Recycling is planning a 2 day Conference "Tools for Success - Ordinary People Doing Extraordinary Things", October 19-20, 2011 at Wingate by Wyndham in Lynchburg, VA. Registration is \$80 for 2 days (lodging and travel excluded). Topics include Green Lodging, Cover Your Load, Curbside Value Partnership, Virginia Trekkers, Household Hazardous Waste and much more. Two of CVWMA's board members, Mr. Chidsey (Hanover County) and Mr. Hamby (Prince George County) will be presenting "Show Me the \$\$ Best Practices in Maximizing Convenience Center Recycling Capabilities". For details and to register visit www.cvwma.com. ♻️

31 Tons of Electronics Recycled This Spring

Electronics recycling events were held in Powhatan County, Henrico County, Hanover County, and City of Richmond this spring in conjunction with Earth Day events. Over 31 tons of electronics were recycled at these events. For more information on electronics recycling permanent locations and future events, visit www.cvwma.com.

Three events are already scheduled in the Fall in Henrico County - Saturday, October 1 at St. Paul's Baptist Church and October 8 at Twin Hickory Library and Virginia Center Commons. Visit www.cvwma.com for updates on more Fall events. ♻️



New Locality Specific Drop-Off Recycling Flyers Available On-line

CVWMA worked closely with area localities to produce locality specific drop-off flyers, featuring drop-off locations for standard recyclables as well as locations for speciality recyclables such as tires, electronics, paints, oil, propane tanks, and batteries. Each locality chooses which of CVWMA's recycling programs they wish to participate in and each locality can opt to use their own contractor. That makes each locality unique in what type of recycling opportunities they offer their residents. This new series of flyers is specially designed to highlight each locality's recycling services. There are lots of things that can be recycled outside your curbside bin. Check out these important publications at www.cvwma.com to see what you could be recycling.



Locality Drop-Off Roll-Offs Get Painted and Decaled

It's been three years since locality drop-off containers got a face lift. Roll-off recycling containers at drop-off locations and convenience centers throughout central Virginia are scheduled to get a fresh coat of paint and new container decals over the next few months to help you put the right thing in the right place. For a listing of drop-off recycling locations in your community, visit www.cvwma.com.



CVWMA Locality Updates

Goochland Adds 189 Homes

Goochland county will add 189 homes to its Curbside Recycling Program this year in 7 subdivisions including Boscobel Country, Cedar Run, Dover Run, Edgehill, Fairway Estates, Nuckols Forest, Parke at Centerville, and Running Cedar Trail effective July 1, 2011.



Hanover Adds 77 homes

Hanover county will add 77 homes this year in the Knollwood sub-division to its Curbside Recycling Program effective July 1, 2011.



Powhatan MRF Tour

CVWMA Board representative and members of Powhatan Anit-Litter Council toured Tidewater Fibre Corporation's (TFC) material recovery facility (MRF) in Chester on May 19. Participants were educated about how recyclables are sorted and prepped for shipment to recycling facilities where they are made into new products.



New Landfill Video and Kit

CVWMA partnered with the Virginia Trekkers and Henrico County to produce a new on-line video entitled "Henrico Landfill". The 15-minute podcast is available for viewing on the Virginia Trekkers website. To supplement the video, CVWMA created a notebook of companion resource materials on solid waste management and classroom activities for teachers. A copy of the kit was given to each locality and covers topics like waste minimization, litter prevention and hazardous waste disposal. Teachers may borrow the kit by contacting CVWMA at 359-8413. ♻️



Monument Avenue 10K Recycles

CVWMA and TFC Recycling partnered again this year to provide event recycling at the expo and during the race. Tonnage of recycled materials such as cardboard and plastic bottles rose to 5.7 tons. ♻️



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