

A Message from the CVWMA 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. In June of 2016, the CVWMA Board of Directors approved CVWMA's first ever documented Strategic Plan for the next four years 2017-2020. This four year plan will serve as a comprehensive and systematic management tool to help the Authority assess current environmental issues, anticipate and respond to changes/impacts in the environment, be forward thinking envisioning new programs and resources or enhancements to existing programs offered to our member governments (stakeholders), increase education and customer service resources and services, and maintain a well-run financial organization that balances the long-term vision of the stakeholders with conservative financial planning.



Kim Hynes
Executive Director

A comprehensive quarterly report outlining our four goals: Protection of Environmental Resources, Customer Focus, Educational Resources and Financial Stewardship Through a Well Run Organization was presented to the Board on October 20, 2016. Each of these goals has a person or committee responsible to take the "lead" to ensure deliverables are reached. These goals serve as our "dashboard" moving forward as staff research, network, develop, plan, and implement initiatives for each goal and objective.

I am pleased to report that staff are well underway implementing the plan. Some deliverables include: the addition of more plastic bottles and containers and cartons that can now be recycled with 107,937 lbs. being recycled in the first six months; switching from bins to carts in the residential recycling program with nearly 100,000 households now having carts in the region (or 36% of eligible households); keeping up to date on new laws and regulations and how they impact our programs and local governments; visiting County leaders and elected officials to educate and update on programs, costs and new topics, and providing new and ongoing communication and education resources and messaging platforms to our external and internal customers.

Staff continues to provide assistance and support to our localities which results in a significant value provided in a cost effective manner. CVWMA works closely with the private sector to provide programs that best fit the needs of our very diverse region. Several programs and contracts are provided at no cost and some generate revenue back to the localities. CVWMA has provided over \$1.3

million back to jurisdictions in fiscal year 2016 and that number is expected to rise in 2017 and 2018 with increases in recycling and commodity prices. With all of that, our administrative budget remains relatively flat at about \$1.1 million.

We wish everyone a Happy New Year and look forward to working with each of you in 2017 and beyond.



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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 and solid waste management programs. www.cvwma.com

Recycling & Trash Collection Updates

Lee Jackson Day

Regular collections, Friday, January 13

Martin Luther King Day

Regular collections, Monday, January 16

Presidents' Day

Regular collections, Monday, February 20

Memorial Day

No collections, Monday, May 29
Monday-Friday collections delayed one day.

Independence Day

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

Call CVWMA at 340-0900 (recycling)
or 425-0500 (trash) for more information,
or visit www.cvwma.com

Find Us on



Strategic Plan Update

MISSION: Fostering regional collaboration to provide planning, resources and education in order to reduce, reuse, recycle and manage solid waste for our 13 jurisdictions.

VISION: To be the recognized leader in regionally sustainable waste management practices that protect the environment.

GUIDING PRINCIPLES: Environmental Stewardship • Customer Focus • Integrity • Mutual Cooperation • Financial Stewardship • Innovation

Staff is well underway implementing the plan. Kim Hynes provided the first quarterly report to the Board of Directors this past October. Her comprehensive presentation can be found on the CVWMA homepage under the [Mission and Vision link](#). The Strategic Plan dashboard indicates by color the status of each goal: Goals and deliverables that have been started (red), are in motion (orange), happening/happened (green), and not started (gray).

Each goal has a person or committee responsible for it: Protection of Environmental Resources (Technical Advisory Committee), Customer Focus (Technical Advisory Committee), Educational Resources (Curbside Education Advisory Committee) and Financial Stewardship Through a Well Run Organization (Audit Committee).

Staff will report quarterly on items being actively worked on, any changes and action taken. Board members are encouraged to provide input.





Strategic Plan Dashboard – October 2016

RED: Beginning

ORANGE: In Motion

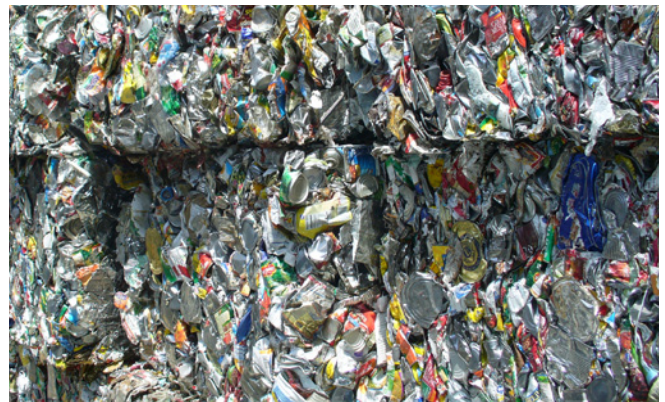
GREEN: Happening/Happened

Gray: Not Started

 <p>Goal 1: Protection of Environmental Resources</p> <ul style="list-style-type: none"> • 1A. Add more recyclable commodities • 1B. Switch from recycling bins to carts • 1C. Better manage contracts and contractors for performance, compliance and adherence to environmental standards • 1D. Keep up to date on new laws and regulations and how they impact our programs and localities • 1E. Visit CAOs and elected officials to educate on programs, costs and new topics 	 <p>Goal 2: Customer Focus</p> <ul style="list-style-type: none"> • 2A. Stay current and maximize technologies that engage customers and enhance relationships • 2B. Enhance the call center systems to accommodate increased information tailored to individual jurisdictions' needs • 2C. Conduct customer surveys to assess service levels • 2D. Provide more flexibility through contracted services in order to meet members' needs 	 <p>Goal 3: Educational Resources</p> <ul style="list-style-type: none"> • 3A. Increase capacity to increase grass roots educational efforts • 3B. Work with locality liaisons to identify barriers including language barriers • 3C. Identify and utilize subject matter experts and resources on various environmental topics • 3D. Work with national organizations on promotional, education and outreach best practices • 3E. More consistent curbside education advisory committee meetings and involvement 	 <p>Goal 4: Financial Stewardship Through a Well-run Organization</p> <ul style="list-style-type: none"> • 4A. Develop business case that shows the long term value of carts • 4B. Revisit and update policies/procedures for employees and Board members • 4C. Encourage locality participation on the Board, TAC and other committees • 4D. Evaluate staffing needs based on service demands and make recommendations
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Some of the bigger accomplishments to date include:

- Addition of more commodities that can be recycled to the residential and drop-off recycling programs has resulted in increased recycling,
- Impact of having over 100,000 carts in the region has resulted in a significant increase in volume of recycling,
- Better managing contracts to ensure compliance and adherence to changing environmental standards,
- Working with our localities and other partners to keep everyone informed on industry best practices and updates to changes in laws and regulations.



CVWMA Recycling Scorecard

	June 2016	June 2015		June 2016	June 2015
Residential Recycling	38,797 tons	35,846 tons	Textile Recycling	1,012 tons	1,032.7 tons
Drop-off Recycling	7,201.4 tons	6,701.7 tons	Propane Tanks	1,411 units	1,408 units
Used Oil, Antifreeze, Oil Filters, Category 1 (Paints & Solvents)	188,327 gal.	128,203 gal.	Used Tires	707 tons	724 tons
Appliance & Scrap Metal	3,341 tons	2,473 tons	Lead-Acid Batteries	3,669 units	2,672 units
CFC/HFC	2,302 units	2,171 units	eWaste Recycling	274 tons	185 tons
			Yard Waste	45,023 tons	41,840 tons

We're excited to report the collection and recycling of the *new commodities* since July....
71,840 lbs. of #3 - #7 Plastics, and 36,096 lbs. of Cartons!!

Getting the word out... New Commodities!



Bill Inserts



Pam Cooper (Chesterfield), Rodney Macklin (Chesterfield) and CVWMA's Nancy Drumheller handed out information in lobby of the Chesterfield County General Government Administration Building on Dec. 9.



Hanover County Public Schools TV99 interns' Recycling Education video



Sherese Bonner, New Kent Clean County Committee, in an education video she created.



Bus Signage



New Decals on drop-off containers



2017 Recycling Collection Calendar

Public Education & Outreach Updates - July 1, December 31, 2016

- Over 107,500 unique visitors to the CVWMA website, over 6,900 Facebook fans, over 26,000 people receiving the curbside email reminder.
- Customer Service representatives responded to 26,665 Inbound calls, 5,257 Outbound Call (follow-up, verify service), and 3,294 web requests, streamlining call data to enhance educational messages
- Estimated 8,331 people impacted, 31,568 educational materials distributed by CVWMA Public Information and Outreach Staff through presentations, grass root events.
- CVWMA's Recycling Education and Outreach Specialist working on new initiative working with middle and high school environmental clubs. Staff has met with five different school groups so far.



CVWMA collaborated with WTVR CBS 6 staff, Richmond Flying Squirrels, Jonathan Austin, TFC Recycling, and several locality staff to update our Journey to the MRF education video, one of CVWMA's top requested items.



R3 joins other local mascots at an event for the Alzheimer's Association - Greater Richmond Chapter.



Dianne Piotrowski - working to get the word out in Colonial Heights



Henrico's Hallie Stephenson with new adult coloring book for stormwater education. One page is devoted to recycling, including the new commodities.



Ashland's Jenny Schontag with CVWMA's R3 puppet - a new tool for educational programs.

Mark Your Calendar!

Curbside Education Advisory Committee Meeting & Work Group

Feb. 8, 2017 * 10 a.m. - 2 p.m.

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CVWMA
Kimberly A. Hynes,
Executive Director