



REGIONAL WASTE LINE

The Central Virginia Waste Management Authority Newsletter
Special 25th Anniversary Edition

A Message from the CVWMA Executive Director

The CVWMA has come a long way since 1990. As the Authority celebrates 25 years, I am pleased to share with you a few extraordinary highlights achieved recently as CVWMA continues to maintain its reputation as an excellent partner to collaborate with in the region. First, Central Virginia continues to be a leader in the Commonwealth of Virginia with the highest recycling rate reported by the VA DEQ of 58%. An estimated 504,200 tons of waste was recycled and diverted from local landfills in 2014 and CVWMA is a big part of that success. Secondly, CVWMA has effectively managed local government dollars with a balanced budget while providing revenue back to member jurisdictions through a plethora of cost effective and even several revenue generating contracts (programs) – last year over \$1.3 million was provided back to members from the sale of recyclable material.



Kim Hynes
Executive Director

Finally, CVWMA is the recipient of three awards that showcase the reach of the Authority and its programs in the region as well as its sustainability for the past 25 years. The James River Advisory Council recognized us with a 2015 Stewards of the River – Community Partner Award. The Virginia Recycling Association recognized us with the 2015 Excellence in Recycling Award – Outstanding Service Provider. SWANA awarded CVWMA an Annual Program Achievement Award in the area of recycling.

For 25 years, CVWMA's recycling successes have been spearheaded by dedicated staff and cost effective programs and we look forward to another quarter century, where recycling and solid waste management leads social, economic, and environmental advances in the region. We are proud of all that CVWMA has achieved and we look forward to the many opportunities that lie ahead.



Solid Waste Association of North America 2015 Annual Program Achievement Award - Commitment to Coordinating Regional Efforts to Improve Waste Management and Recycling Programs



The Virginia Recycling Association's 2015 Excellence in Recycling Award - Outstanding Service Provider



The James River Advisory Council's 2015 Stewards of the River - Community Partner Award

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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

Labor Day

No collections, Monday, September 7
Monday-Friday collections delayed one day.

Columbus Day

Regular collections, Monday, October 12

Thanksgiving Day

No collections, Thursday, November 26
Thursday-Friday collections delayed one day.

Christmas Day

No collections, Friday, December 25
Friday collections delayed one day.

New Year's Day

No collections, Friday, January 1
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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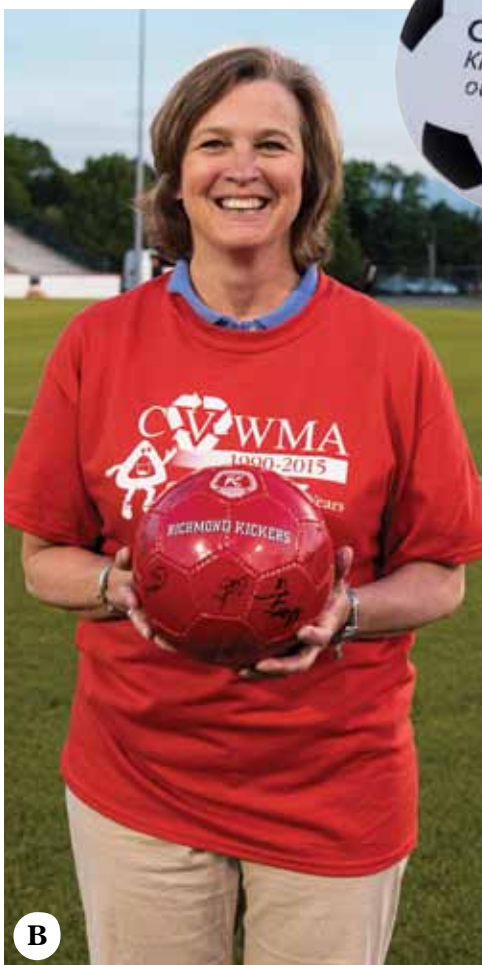
Twitter



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Kicking Off Our 25th Anniversary!



A - CVWMA Board of Directors being recognized on the field at half time:
 L to R: Bill Hamby (Prince George), Wayland Rennie (First Chairman of the Board),
 Steven Hicks (Petersburg), Johnny Melis (Powhatan), Lana Agostini (Richmond),
 Jeff Howard (Chesterfield), Bob Dunn (Charter Member of the Board, Chesterfield),
 Kim Hynes (CVWMA Executive Director), Rob Key (Chairman, Chesterfield),
 Marcia Kelley (Henrico), Jon Clary (Henrico), Kevin Byrnes (First Executive Director)

B - Kim Hynes is surprised with an official Kickers' autographed soccerball.
C - The Kickers present CVWMA with an anniversary cake.
D - Guests enjoy the game and tasty food at the CVWMA tent.
E - R3 and Kickeroo were big hits with the kids at the game.

CVWMA Recycles: 25 Milestones in 25 Years

1990 - Incorporated on December 20.

1991 - Office and staff established; Curbside recycling service begins with 19,680 homes.

1992 - Regional Solid Waste Management Plan is developed; Drop-off, White Goods, Refuse Collection and Wood Waste programs established.

1993 - *Regional Waste Line* created; Curbside Recycling Program is voted "Best New City Project" in *Richmond Surroundings* magazine.

1994 - Published first *Curbside Recycling Collection Schedule*; Recognized by the VRA for having one of the best programs in the State; First waste tire recovery program.

1995 - Received the Virginia Press Association's "First Place Gold Award"; Curbside recycling serves 177,000 homes; Safe Garage program is launched; CVWMA assumes responsibility for compiling and reporting the region's recycling rate - 40%.

1996 - Developed the region's first waste reduction directory, "*Choose to Reduce*"; No-cost, revenue-generating newspaper recycling program is implemented.

1997 - Governor George Allen's Commission on Environmental Stewardship recognizes CVWMA as a leader in economical recycling and solid waste management services; NiCad battery recycling program launched; Database of curbside recycling customers and Geographical Information System is implemented to improve customer service.

1998 - Curbside recycling mascot "Bin" is introduced; Appliance and scrap metal hauling and recycling program is established; VRA awards the Source Reduction and/or Reuse Award for "*Choose to Reduce*."

1999 - Launched website www.cvwma.com; Customer service call center and Recycling Hotline are implemented; Curbside recycling program serves over 200,000 homes; *Recycling Today* magazine features CVWMA for its successful regional programs; VRA awards "Ready, Aim, Recycle!" with Educational Program Award.

2000 - Two free household hazardous waste collection events are hosted; CVWMA celebrates 10th Anniversary; PRSA awarded the annual report with the Medallion award and the 1999 *Curbside Recycling Collection Schedule* with an Honorable Mention.

2001 - Single-stream curbside recycling collection is introduced.

2002 - Recycling collection at the Executive Mansion begins with First Lady Lisa Collis; Two electronics collections, the first in central Virginia, are held through a pilot program with EPA; Disaster recovery contract is implemented; Free household hazardous waste collection event is held at the Diamond; Propane tank recycling program begins; Drop-off recycling program changes to dual-stream collection. Chesterfield County offers curbside recycling county-wide; Trash Collection Hotline is introduced; City of Petersburg joins the Municipal Solid Waste Collection Program with 11,000 homes; Corrugated cardboard collection program is initiated.

2003 - Lead acid battery recycling program begins; CVWMA hosts "Let's Recycle, Virginia!" statewide meeting for recycling coordinators; "*Journey through the MRF Video and Toolkit*" introduced and distributed to area educators; Disaster recovery contract is used to clean up Hurricane Isabel debris; 24-gallon curbside recycling bins are introduced to meet customers' space needs; Website wins Award of Distinction from the Communicator Awards.

2004 - Twenty-year regional Solid Waste Management Plan is developed; eCycling and cell phone collection programs are initiated; Curbside Education Advisory Committee forms; Received award for hosting events to promote "America Recycles Day".

2005 - Annual recycling rate is maintained at 45 percent; Event recycling program begins with two pilot collections; SWANA awards "*Journey*

through the MRF Video and Toolkit" the Silver Public Education Excellence Award.

2006 - Curbside recycling is provided to more than 240,000 homes; CVWMA website receives redesign, including introduction of "Recycling Wizard" to help citizens locate recycling resources; CVWMA receives a Chesapeake Bay Restoration Fund grant to promote household hazardous waste awareness.

2007 - Textile Recycling Program with Goodwill begins; CVWMA partners with Ukrops to offer E-cycling events; EPA Solid Waste Management Assistance Program awards a \$10,000 grant to CVWMA to fund a 2-year school recycling pilot program; Results of Customer Service and Awareness Survey showed that 75% of people surveyed recycle through curbside collection; Drop-off Program gets a new look as new container design is unveiled; School recycling pilot program begins with 13 schools.

2008 - Won a first place award from Keep Virginia Beautiful for its efforts to minimize the impact of waste and promote responsible waste handling in the community; CVWMA and TFC Recycling partner with VA Trekkers to produce MRF podcast; Henrico County provides curbside recycling County-wide.

2009 - Won 2009 Richmond History Makers Award for fostering regional cooperation; School Recycling Pilot Program diverted over 200 tons of paper from the waste stream; Received Honorable Mention awards from the VRA for the CVWMA School Recycling Pilot Program and the CVWMA/Ukrops Supermarkets Electronics Recycling Partnership; *Trash Talkers* videos; New recycling mascot, R3 (reduce, reuse and recycle) unveiled; CVWMA partners with Altria, TFC, KAB, and KVB to host statewide Virginia Litter and Recycling Summit; Market study final results published by Dr. Cliff Fox of VCU; Curbside and drop-off programs report record tonnage; CVWMA on Facebook, Twitter and YouTube; Recycling Rate over 52%; Received consistent Honorable Mention Award for School Recycling and *Trash Talkers* video.

2010 - Survey reveals satisfaction with new Curbside Recycling Schedule; Celebrated Earth Day and kick off of 20th Anniversary year with "Recycling Night at the Diamond" with Richmond Flying Squirrels; CVWMA partners with TFC and Comcast Spotlight for "Kick it to the Curb" campaign; CVWMA celebrates 20th Anniversary with a recycled fashion show featuring VCU student designs at Aurora Restaurant; Curbside recycling serves over 250,000 homes in 7 localities collecting 34,000 tons of material; Construction Demolition and Debris Recycling Program starts; CVWMA receives VRA Honorable Mention Award for *Trash Talkers* Educational spot with WRIC Channel 8.

2011 - Selected for Curbside Value Partnership Campaign - "Use Yours or Ours"; 95 Gallon recycling cart option introduced; TFC adds Recycling Perks rewards program for anyone with a cart.

2012 - Worked with WRIC TV 8 to update *Journey Through the MRF* video and resource kit: Colonial Heights went to smaller trash cart and 95 gallon recycling cart citywide.

2013 - Petersburg added Curbside Recycling; Launched new website and application upgrades. The Region's recycling rate - 57.4%.

2014 - Hopewell added Curbside Recycling; Curbside Recycling now serving 9 localities and over 280,000 homes; Reduce, Reuse, Recycle Scout Patch implemented.

2015 - SERDC grant to City of Richmond; Richmond cart roll out city-wide; Received the JRAC "Stewards of the River - Community Partner Award"; VRA awards the "Excellence in Recycling Award - Outstanding Service Provider"; SWANA awards "Annual Program Achievement Award"; Brandywine Realty Trust awarded "Brandywine Green Partner Award"; *Celebrated 25 years!*

Central Virginia Waste
Management Authority
www.cvwma.com



Electronics Recycling Program



185 total tons of e-waste have been diverted from landfills in the fiscal year 2015 - over 68 tons collected in 14 events, and 117 tons with containers at Convenience Centers.

Residential Recycling Program

- Total Tonnage for all localities: Over 35,000 tons
- Estimated Average Program Participation 36.6%

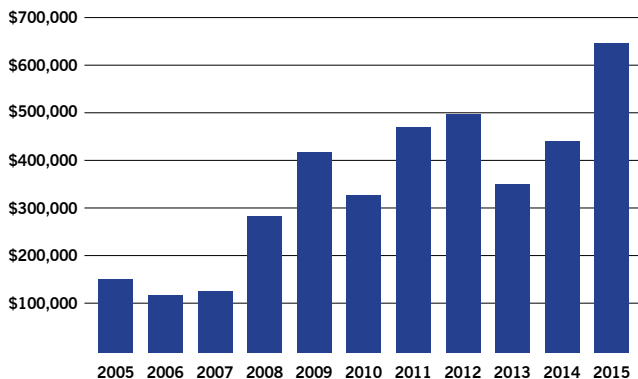
Hopewell Recycling Update

Total tonnage for *Hopewell's First Year* was **822 tons!**
Curbside Recycling began in the area in July 2014.

Richmond Cart Recycling Roll-Out

- First Phase in January 2015 rolled out approx. 5,800 carts.
- Second Phase, started July 6 with estimated delivery of over 55,000 carts citywide by end of August.

Revenue Generated Back to Localities



Over **\$4.5 million** provided over 25 years;
\$2,500,000 in the last 5 years.

Household Hazardous Waste Programs

9,512 gallons of HHW was dropped off at Convenience Centers in 2015.

Drop-off Recycling Program

6,730 tons of cardboard, bottles, cans, paper and plastic bottles have been recycled in fiscal year 2015.

FY 2015 Program Revenue: \$693,077 Total

Program	FY 2015	FY 2014
Metals	\$354,463	\$130,694
ONP	\$0.0	\$6,625
OCC	\$53,707	\$11,672
Propane	\$451	\$401
Lead-Acid Batteries	\$3,871	\$3,234
Co-Mix	\$8,042	\$0.0
Single Stream	\$2,950	\$0.0
Used Oil	\$75,427	\$84,034
Mixed Paper	\$182,042	\$112,137

Regional Recycling Rate Report



CVWMA's Reggie Thompson delivers the annual Recycling Rate Report to the Board of Directors: L to R - Ed Watson (Hopewell), Johnny Melis (Powhatan), Jon Clary (Henrico), J. Allen Lane (Henrico), and Bill Hamby (Prince George).

Central Virginia Citizens and Businesses Recycled **58%** of Waste Generated in the Region in 2014

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