

## A Message from the CVWMA Executive Director

The CVWMA has been busy making a positive impact in all of the communities in our region! The Board and Staff have worked collaboratively with our member jurisdictions on developing a strategic plan that will serve as a roadmap to further collaboration that will result in social, economic, and environmental advances in the region. Thank you to the CVWMA Board of Directors and Staff for your valuable input into the process and establishing the mission, vision, values, goals and objectives that will guide our efforts over the next four years. We have already begun work on several of the initiatives identified in our strategic plan. The CVWMA continues to be a leader in the Commonwealth of Virginia with the highest regional recycling rate reported by the VA DEQ of 58.8%. Over 500,000 tons of waste was recycled and diverted from local landfills in 2015. In July 2015, the City of Richmond enhanced its recycling program by going to 95 gallon recycling carts citywide, which has led to a 50% increase in waste diversion, collection efficiencies, and overall reduction in its carbon footprint. In addition, the CVWMA operates under a balanced budget while providing cost effective programs to member localities and even provides revenue back to member jurisdictions from the sale of recyclable materials. We are proud of all that CVWMA has achieved and we look forward to taking advantage of opportunities that will further our mission and vision.



Kim Hynes  
Executive Director



Kim Hynes presenting at Richmond City Council Formal Awards.

## In This Issue:

Executive Director's Message .....	page 1
Recycling & Trash Collection Updates .....	page 1
CVWMA Strategic Plan FY 2017-2020 .....	page 2
Additional Accepted Items -	
Educational Opportunities & List .....	page 3
E-Waste Collections .....	page 3
Debris Management .....	page 3
Residential & Drop-off Recycling Tons .....	page 4
Annual Regional Recycling Rate .....	page 4
Recycling Education in the Region .....	page 4

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](http://www.cvwma.com)

## Recycling & Trash Collection Updates

### Labor Day

No collections, Monday, September 5  
Monday - Friday collections delayed one day.

### Columbus Day

Regular collections, Monday, October 10.

### Veterans Day

Regular collections, Friday, November 11

### Thanksgiving Day

No collections, Thursday, November 24  
Thursday - 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](http://www.cvwma.com)

Find Us on

Facebook



Instagram



You Tube



Twitter



Pinterest





# Central Virginia Waste Management Authority

## Strategic Plan: Fiscal Years 2017-2020

### VISION

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

### MISSION

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

### GUIDING PRINCIPLES

Environmental Stewardship • Customer Focus • Integrity • Mutual Cooperation • Innovation • Financial Stewardship

**PROVIDING SOLID WASTE AND RECYCLING INITIATIVES TO 13 CENTRAL VIRGINIA LOCALITIES SINCE 1990**



## Protection of Environmental Resources

Increase awareness, knowledge and access to information and services that result in a positive environmental impact.

### OBJECTIVES

- 1.1 Provide services that are convenient and accessible
- 1.2 Keep stakeholders informed about the environmental impact of the industry trends and changes
- 1.3 Change or influence behaviors
- 1.4 Establish clear and concise expectations with contractors



## Customer Focus

Engage with our member jurisdictions and the community to deliver timely, accurate, cost effective services.

### OBJECTIVES

- 2.1 Provide easy access to accurate information
- 2.2 Provide with timely response, resolution and follow-up
- 2.3 Be proactive in operational planning
- 2.4 Provide opportunities to customize services for our member jurisdictions within a regional framework
- 2.5 Provide services and programs that create value now and for the future



## Educational Resources

Maximize our influence by equipping members and customers with information and tools needed to impact a positive environment

### OBJECTIVES

- 3.1 Maximize the use of technology while balancing the need for fact-to-face communication
- 3.2 Provide educational tools and resources that meet the needs of a diverse audience
- 3.3 Identify and use subject matter experts to further CVWMA goals
- 3.4 Have a significant impact with limited resources



## Financial Stewardship Through A Well-Run Organization

Deliver exceptional service with an engaged workforce that effectively manages regional assets

### OBJECTIVES

- 4.1 Add value to members
- 4.2 Deliver high quality services in a low bid contracting environment
- 4.3 Demonstrate sound financial practices
- 4.4 Ensure compliance in an environment with growing complexities
- 4.5 Increase participation in a competitive environment
- 4.6 Attract and retain an exceptional workforce





# EXCITING CHANGES in CVWMA's Curbside & Drop-Off Recycling Programs!



Kim Hynes is interviewed on July 12 by Jessica Noll, Executive Producer, CBS 6 Virginia This Morning



Andrew Freiden, Meteorologist on NBC 12, and Hallie Stephenson, Executive Coordinator, Keep Henrico Beautiful, share changes during July 1 segment.

## CVWMA is now accepting the following additional items in its recycling programs:

### Plastics #1-#7 Bottles and containers, caps and lids (all free of food and residue)

- Water Bottles
- Soft Drink, Juice & Sports Drink Bottles
- Mouthwash Bottles
- Ketchup, Mustard & Salad Dressing Bottles
- Vegetable Oil Bottles
- Peanut Butter Jars
- Jelly, Jam & Pickles Jars
- Sour Cream, Cream Cheese, Cottage Cheese, Parmesan Cheese Tubs
- Juice Bottles
- Spray Bottles
- Milk Bottles
- Cosmetic Bottles
- Shampoo & Conditioner Bottles
- Dish and Laundry Detergent Containers
- Household Cleaner Bottles
- Wipes Tubs
- Tupperware
- Clamshells / Take Out Containers
- Produce Containers
- Yogurt Containers
- Plastic Coffee Containers
- Plastic Drink Mix Containers
- Frosting Tubs

- Plastic Drinking Cups (Solo and Other)
- Margarine & Butter Tubs
- Plastic Flower Pots
- Medicine/Pill Bottles

**10 Tons  
Collected  
1st Month!**

### Waxy Coated Cartons:

- Milk
- Juice
- Juice Boxes
- Soup
- Wine
- Cream
- Egg Substitutes
- Cat Food Boxes



David Bednarczyk, General Services Manager - New Kent County Convenience Center



City of Richmond E-Cycling event. Photo source: Paige Hairston, Marketing Specialist, City of Richmond



Dwayne Jones and Leigh Dunn - New Recycling Commodities Education - Goochland County Central Convenience Center

## eWaste Collections

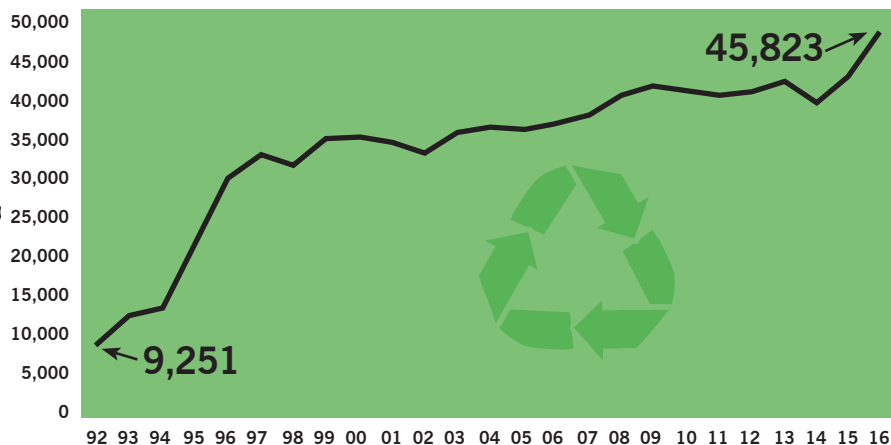
eWaste Collection events held in all CVWMA localities FY2016 successfully collected **540,519 lbs.**

Visit [www.cvwma.com](http://www.cvwma.com) to find out about eWaste recycling opportunities in your area.

## Debris Management

CVWMA has several Contracts in place to assist Member Jurisdictions with Debris Management and Monitoring in the event of a FEMA declared storm. A recent seminar on these Contracts and Debris Management sponsored by Henrico County and CVWMA was held in June 2016. Contractors and State officials were in attendance to discuss the process of managing storm debris.

## Residential and Drop-off Recycling Tons



## Recycling Education in the Region

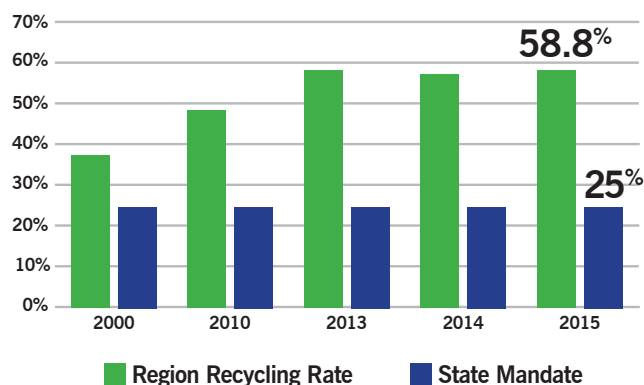


Monique Robertson, Support Services Manager in Hopewell, and Denise Ritchie, CVWMA Recycling Education and Outreach Specialist, at the Dupont Elementary School Science Fair.



R3 and VCU's Rodney the Ram at the popular Virginia 529 Kids Run.

## Annual Regional Recycling Rate



Highest rate for a region in the State of VA

## CVWMA Board of Directors

**City of Colonial Heights**  
Thomas I. Mattis

**City of Hopewell**  
Edward O. Watson, Jr.,  
Director

**City of Petersburg**  
Daniel L. Harrison

**City of Richmond**  
Mark Kukoski, Treasurer  
Dr. Emmanuel Adediran

**County of Charles City**  
Zach Trogon

**County of Chesterfield**  
Marcia R. Phillips,  
Vice-Chair

Rob Key,  
Immediate Past Chair  
Robert L. Dunn

**County of Goochland**  
David Lloyd, Secretary

**County of Hanover**  
Steven E. Chidsey  
Scott Wyatt

**County of Henrico**  
J. Allen Lane, Chairman  
Marcia E. Kelley  
Robert C. Whiteman

**County of New Kent**  
Patricia Paige

**County of Powhatan**  
Elliot Danburg

**County of Prince George**  
George Poulson

**Town of Ashland**  
Lee Sloppy

**CVWMA**  
Kimberly A. Hynes,  
Executive Director

**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