

A Message from the CVWMA Executive Director

The authority has had another great and productive year! We continue to follow our mission guided by the [Strategic Plan: Fiscal Years 2017-2020](#) as our road-map. I am pleased to report that in this first year of implementation, the Authority has made many social, economic and environmental advances in the region.

The Authority is an excellent example of public-private partnerships and as such, we collaborated with our contractors to meet the demands of the public by adding all plastics 1-7 and cartons to our residential and drop-off recycling programs in July of last year. CVWMA staff worked with the Recycling Partnership to create, coordinate, and implement a plethora of resources to spread the word that these items can now be recycled. As a result, **over 200,000 pounds (100 tons)** of the other plastics and cartons have been recycled that otherwise would have been landfilled!

Through effective negotiations with the private sector, the Authority continues to provide added value to our member localities through cost savings and program enhancements. Many CVWMA programs are no cost or provide revenue back from the sale of commodities. The Authority has successfully negotiated contracts that contain an increased share in the revenue. CVWMA provided **a record \$1,662,313** back to jurisdictions from revenue on the sale of recyclable material in this fiscal year that just ended.

As you can see, Staff continues to provide and increase assistance and support to our localities which results in a significant impact while keeping our administrative costs and assessments consistent.

CVWMA continues to be a leader in the Commonwealth of Virginia with its regional recycling rate of 58.9% in CY 2016. Over 500,000 tons of waste was recycled and diverted from local landfills in the central Virginia region.

The regional approach to recycling and solid waste management continues to be highly regarded by our member jurisdictions. We appreciate all of your support and look forward to more great things to come!



Kim Hynes
Executive Director

In This Issue:

Executive Director's Message	page 1
Regional Recycling Rate - CY 2016	page 1
Recycling & Trash Collection Updates	page 1
CVWMA Strategic Plan Update	page 2
Customer Service Survey	page 2
CVWMA Recycling Scoreboard (Including Drop-off & Curbside Revenue Back to Localities)	page 3
Workshops, Events & Education	page 3
Public Education & Outreach Updates	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

Recycling & Trash Collection Updates

Labor Day

No collections, Monday, September 4
Monday-Friday collections delayed one day.

Columbus Day

Regular collections, Monday, October 9

Veterans' Day

Regular collections, Friday, November 10

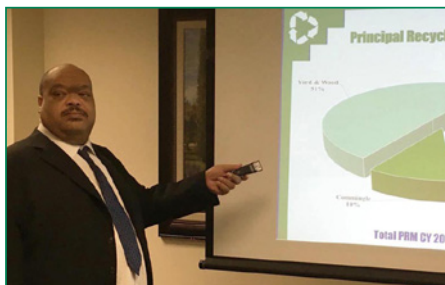
Thanksgiving Day

No collections, Thursday, November 23
Thursday-Friday collections delayed one day.

Christmas Day

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

CVWMA's Regional Recycling Rate 58.9% for CY 2016



CVWMA's Operations Technician, Reggie Thompson, reporting to the Board of Directors on April 21, 2017.

[View the official press release](#)

The VA DEQ notified CVWMA in mid-June that its regional recycling rate has once again exceeded 55 percent. This means that an estimated 58.9% of the waste generated in our region was recycled and kept out of area landfills.

The recycling rate is computed by dividing the amount recycled in the region by the estimated amount of trash generated. The amount recycled is gathered voluntarily from local and national businesses providing recycling to the area. **The total amount recycled and not landfilled for the region in CY 2016 was over 500,000 tons.**

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

Find Us on



Strategic Plan Update

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 the 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,
- Enhanced customer application,
- Worked with DEQ/VDEM on Disaster Recovery Procurement and Debris Management Workshop,
- Staff in partnership with the Recycling Partnership created, coordinated, implemented all In-Home, Away-From-Home and Online Communications for getting the word out on additional Commodities this fiscal year (decals, signage, utility bill inserts, bus ads, calendar, magnets, educational posters, etc.).
- Partnered with City of Richmond and the Recycling Partnership to create and print the Recycling Decal as an Education poster in Spanish. (See pg. 4 for details).

Customer Service SURVEY



CVWMA is always busy making a positive impact in all of the communities in the region.

Customer Focus to both our internal (member jurisdictions) and external (public) customers is a top priority. CVWMA would like to find out how we are doing. Staff worked with members of the Curbside Education Advisory Committee and Education Work Group on the survey questions, time period and reporting results. Starting in September, staff will launch a short **Customer Service Survey** to the public seeking information on:

- how the public prefers to receive information,
- program participation now and in the future,
- service issue resolution.

A comment feature will also be included.

The survey will run from September 15 - November 15. Information will be compiled and shared with members of the CVWMA Board of the Directors as well as on our website in December.

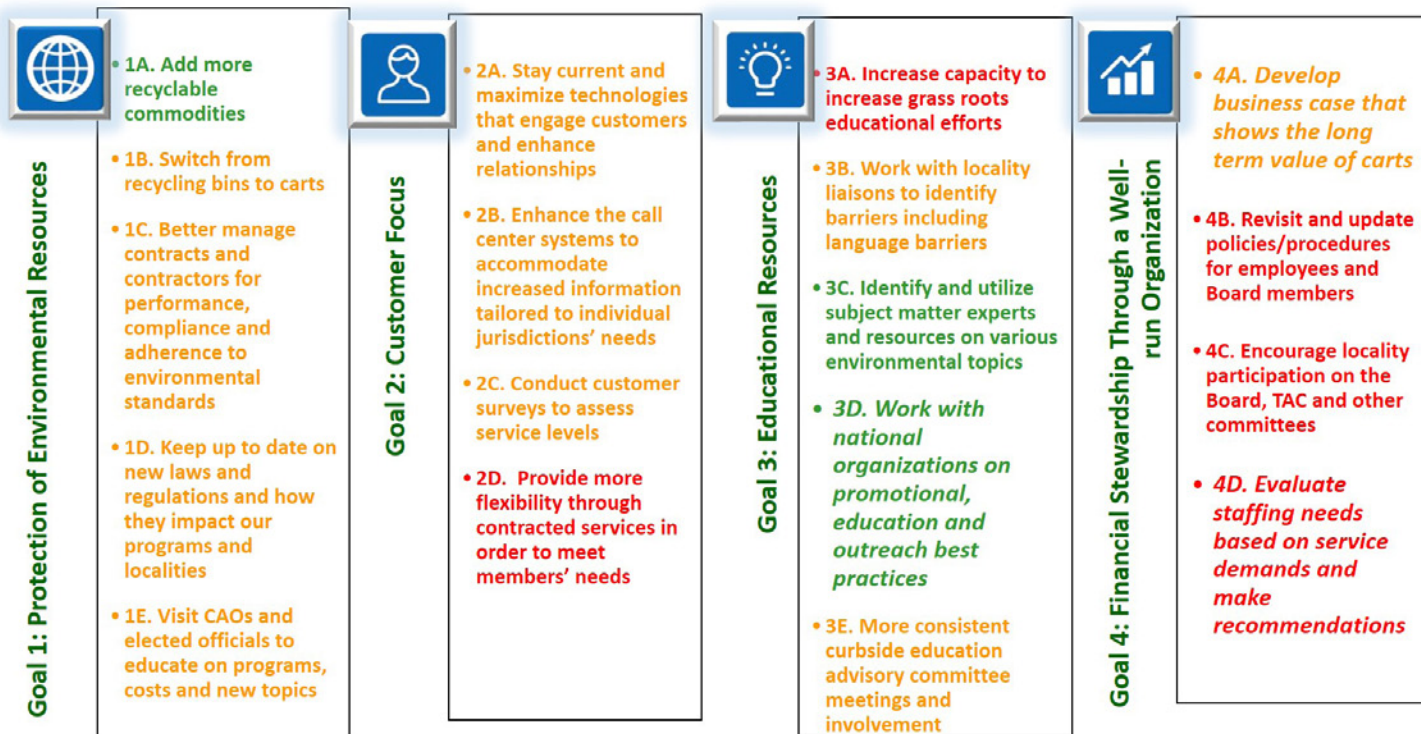
Strategic Plan Dashboard – June 2017

RED: Beginning

ORANGE: In Motion

GREEN: Happening/Happened

Gray: Not Started



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

CVVMA Recycling Scorecard

	June 2017	June 2016		June 2017	June 2016
Residential Recycling ¹	37,824 tons	38,797 tons	Textile Recycling	946 tons	1,012 tons
Drop-off Recycling ²	7,152 tons	7,201.4 tons	Propane Tanks ²	2,031 units	1,411 units
Used Oil, Antifreeze, Oil Filters, Category 1 (Paints & Solvents) ²	191,859 gal.	188,327 gal.	Used Tires	702 tons	707 tons
Appliance & Scrap Metal ²	4,140 tons	3,341 tons	Lead-Acid Batteries ²	3,219 units	3,669 units
CFC/HFC	3,441 units	2,302 units	eWaste Recycling	229 tons	274 tons
			Yard Waste	26,649 tons	45,023 tons

105,600 lbs. of #3 - #7 Plastics and 95,200 lbs. of Cartons Recycled since July 2016!!

CVWMA Negotiates Contracts that Provide Revenue Back to Participating Localities

¹**Residential (Curbside) Recycling Revenue \$ 708,467**

(Localities participating with TFC)

²**Recycling at Drop-off Sites \$ 953,846**

TOTAL Revenue Provided Back to Localities FY 2017... \$1,662,313

Workshops, Events, & Education

CVWMA, Hanover County and Yuck Old Paint Partner on Latex Paint Collection Event

Yuck Old Paint collected **240 gallons OR 1,920 lbs. OR 1 ton of paint waste** and diverted it away from Virginia's landfills. (Yuck Old Paint used the metric 1 gallon of paint = 8 lbs.) 38 households participated with an average of 6.3 gallons of paint waste per household.



Latex Paint Collection Event in Hanover County on April 29, 2017. John Bourret (Hanover) was featured in a Hanover County educational video.



Kim Hynes presented at the June 28 Electronics Recycling Workshop, hosted by VA DEQ.

Disaster Recovery Workshop

More than 60 locality staff from 12 jurisdictions, contractors and state officials participated in a regional workshop on July 13 hosted by CVWMA and Henrico County to discuss our contracts and debris management process to handle debris in the aftermath of a storm or other catastrophic event.



*Sponsored by CVWMA and Henrico County, a very successful **Disaster Recovery Workshop** was held on July 13. Photo on left: Johnny Melis (Powhatan), April Swanson (Henrico), Dwayne Jones (Goochland), and Jenny Schontag (Ashland). Photo on right: Kim Hynes presenting at the workshop.*



Photo above: Drop off Banner Sign at Shane Rd. Recycling Center, Henrico County

Photo on left: Drop off Feather Sign at Goochland County Central Convenience Center

Public Education & Outreach Updates - July 1, 2016 - June 30, 2017

- Over 225,000 unique visitors made over 400,000 visits to the CVWMA website; over 7,000 Facebook followers; over 28,000 email subscribers to the Curbside Collection Day reminder.
- Customer Service representatives responded to 53,537 inbound calls, 10,683 outbound calls (follow-up, verify service), and 5,042 web/email requests; benefits of having live agents.
- Over 18,000 people impacted, and over 80,000 educational materials distributed by CVWMA's two Public Information and Outreach Staff through presentations, grass root events and requests for educational materials.
- CVWMA staff worked with Darlene Mallory (Richmond) to educate library staff on the recycling program now available at all nine of the city public libraries. In addition, each library branch was provided an educational poster and a box of 1,000 bookmarks to promote the importance of recycling for its young patrons.
- Pam Cooper (Chesterfield), Chesterfield County Public Library staff and CVWMA staff collaborated together to provide and distribute 13,000 educational bookmarks (1,000 bookmarks per library). In addition, staff worked an Earth Day event at the North Courthouse Road Library for patrons of all ages.
- CVWMA staff partnered with several locality stormwater educators and members of the Middle James Roundtable to create *Recycling and Your Watershed* corn hole boards as an MS4 education resource. This game includes answering questions regarding litter, recycling, storm water, pet waste, water quality, and pollution. Game board art provided by Chesterfield County and Fast Signs.
- CVWMA and the Recycling Partnership staff worked together with Gay Stokes (DPU-Richmond Stormwater-Utility) and Vivian Robles (Richmond Multicultural Office Liaison) to translate and print copies of the Recycling Decal as educational posters. Over 300 people attended a cookout on June 13 and posters were shared.
- 69 boy and girl scouts (Chesterfield, Henrico) as well as 4H Trail Blazers/Clover Buds (Goochland) earned CVWMA's Reduce, Reuse, Recycle Special Patch.



Recycling Decal as an Education Poster in Spanish.



Page Hutchinson (Virginia PLT Coordinator) and Denise Ritchie at Charles City County Elementary School's Environmental Awareness Day.
(photo source: Arlinda Hairston)



Girl Scout Troop 5247 earned CVWMA's Reduce, Reuse, Recycle Special Patch by collecting recyclables for Goodwill.
(photo source: Deshonda Jennings)



Pam Cooper at North Chesterfield Public Library



Darlene Mallory at City of Richmond Public Library - East End

CVWMA Board of Directors

City of Colonial Heights
Doug Smith

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

City of Petersburg
Daniel L. Harrison

City of Richmond
Mark Kukoski, *Treasurer*
David McNeel

County of Charles City
(Vacant)

County of Chesterfield
Marcia R. Phillips,
Vice-Chair
Robert L. Dunn
Scott Zaremba

County of Goochland
Leigh Dunn

County of Hanover
Stephen 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