

A Message from the CVWMA Executive Director

The authority continues fostering regional collaboration to promote planning, resources and education to reduce, reuse, recycle and manage solid waste for our thirteen jurisdictions. Using CVWMA's [Strategic Plan: Fiscal Years 2017-2020](#) as our roadmap, I am pleased to report that in our second year of implementation, the Authority continues to make social, economic and environmental advances in the region.

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 over \$1.5 million back to participating localities from revenue on the sale of recyclable material in this fiscal year that just ended. As a result, our [administrative operating budget](#) remains fiscally sound.

The recycling industry is faced with some significant challenges in marketing some of the commodities, particularly fiber. China has been the largest importer of paper from all over the world and recently shut off imports into the country of mixed paper, increasing the quality standard to a level that is not attainable by post-consumer, single stream recycling facilities. In the past, revenue generated from the sale of recyclables has covered the cost of labor and equipment to process, sort, bale and transport to market. Now as a result of this disruption in markets, material recovery facilities have found themselves upside down on the economics of recycling. Quality of the material has become more important than ever and CVWMA is focusing on cleaning up the recycling stream collected in our residential and drop-off recycling programs. [Recycling needs OUR help! Placing unaccepted items, otherwise known as contamination, in recycling bins, carts or containers affects the quality and thus marketability of recyclables.](#) Central Virginia has a strong record on recycling, and to continue that success we will need the help of every family who recycles. Whether your recyclables are picked up from your home or you transport them to a drop-off site, it is imperative that loose, acceptable, non-contaminated items be placed in the container. There is a cost to recycle and local governments cannot continue to sustain programs with increased disposal costs for contamination.

Central Virginia continues to be a leader in the Commonwealth of Virginia with its [regional recycling rate of 59% in CY 2017](#). 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.

Staff continues to provide assistance and support to our localities which results in a significant impact with limited resources. We appreciate all of your support and look forward to more great things to come in this fiscal year!



Kim Hynes
Executive Director

In This Issue:

Executive Director's Message	page 1
CVWMA Recycling Scorecard	page 1
Strategic Plan Update.....	page 2
Strategic Plan Dashboard - June 2018.....	page 2
Regional Contamination Communication ..	page 3
Regional Recycling Rates and Customer Service	page 3
Public Education & Outreach Updates	page 4
Upcoming Events	page 4
Recycling & Trash Collection Updates	page 4
Board of Directors.....	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

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

Keep Up with CVWMA on Social Media



Find Us on Facebook YouTube Twitter Pinterest Instagram

CVWMA Recycling Scorecard

	FY 2018	FY 2017		FY 2018	FY 2017
Residential Recycling ¹	37,167 tons	37,934 tons	Textile Recycling	786 tons	946 tons
Drop-off Recycling ²	6,882 tons	7,153 tons	Propane Tanks ²	2,342 units	2,031 units
Used Oil, Antifreeze, Oil Filters, Category 1 (Paints & Solvents) ²	180,745 gal.	191,859 gal.	Used Tires	939 tons	702 tons
Appliance & Scrap Metal ²	4,189 tons	4,140 tons	Lead-Acid Batteries ²	3,625 units	3,219 units
CFC/HCFC Removal	5,722 units	3,039 units	eWaste Recycling	154 tons	231 tons
			Yard Waste	21,699 tons	28,821 tons

CVWMA Negotiates Contracts that Provide Revenue Back to Participating Localities

¹Residential (Curbside) Recycling Revenue \$ 539,236
(Localities participating with TFC)

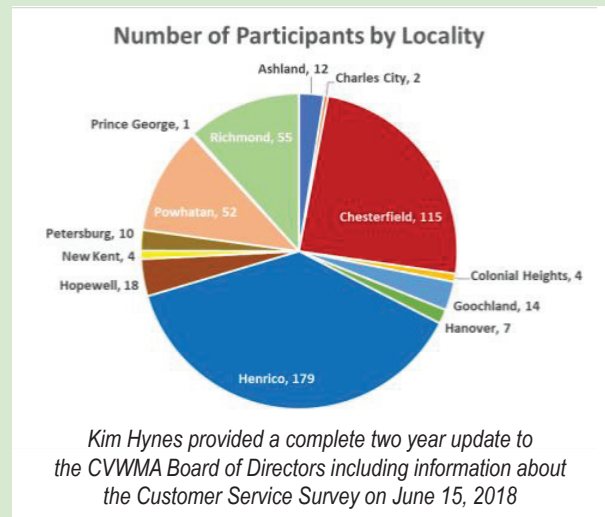
²Recycling at Drop-off Sites \$ 997,287

TOTAL Revenue Provided Back to Localities FY 2018 \$1,536,523

2018 dropoff revenue provided to localities is the largest amount since CVWMA's inception in 1990!

Strategic Plan Update

- Better manage contracts and contract management for performance
- Solid Waste Management Plan surveys sent to all 13 localities
- Upcoming Procurements/Renewals for household hazardous waste, drop off recycling, and MSW (Ashland, Hopewell, & Petersburg)
- Worked with Recycling Partnership to design the regional Oops! recycling rejection sticker to address contamination
- Working on additional enhancements of Call Center application for recycling/trash by contractors
- Researching significant upgrades to call center phone system
- Partnered with Junior Achievement of Virginia and County Waste for kiosk at Junior Achievement Financial Park at Libbie Mill
- Pay and Classification study in progress, surveys sent out 8/31
- Updating policies and procedures for employees and Board members simultaneously with Pay and Classification Study



◀ Kim Hynes presents at the annual regional Disaster and Debris Workshop hosted by CVWMA & Henrico County, June 7, 2018 – for localities, vendors, VDEM, and DEQ



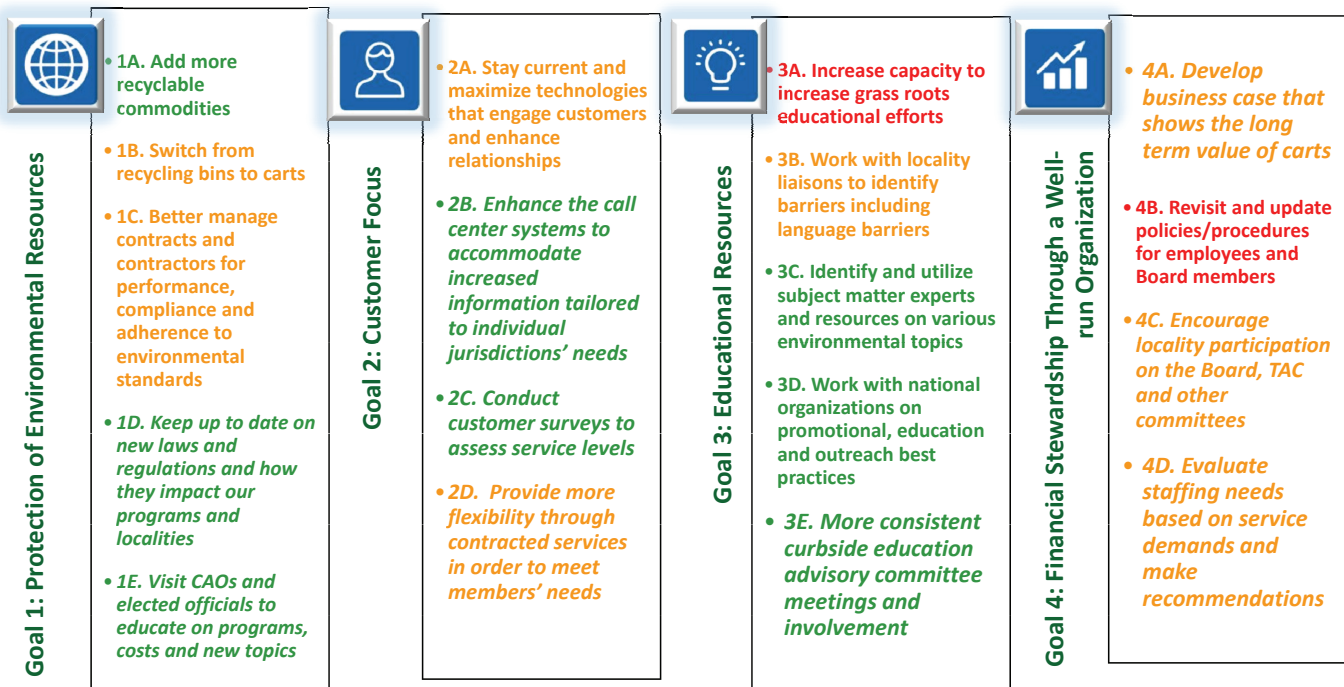
Strategic Plan Dashboard – June 2018

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.

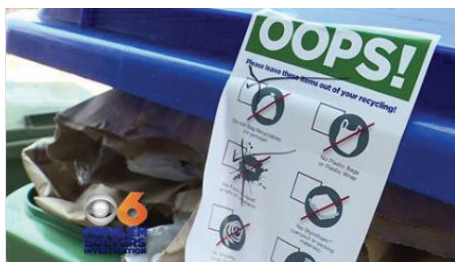
VISION: To be the recognized leader in regionally sustainable waste management practices that protect the environment.

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

Regional Contamination Communication

At CVWMA, we are taking steps to educate and inform local recyclers about the impact of not recycling correctly in an effort to improve the overall quality of our recycling. As we move forward, it's important to remember that recycling containers are for recyclable items only. Placing items, such as plastic bags or food-contaminated containers in your curbside recycling bin or cart or in drop-off recycling containers leads to contamination issues and adds additional processing and disposal costs. It is never a good idea to place items for recycling in plastic bags before putting them in a recycling container. [Plastic bags cause damage](#) and loss of time when the sorting line has to shut down to remove bags that have wrapped around equipment.

Recycling needs your help! [We need to clean up our act](#). CVWMA contractors will no longer pick up unwanted items like plastic bags and other nonrecyclables. If you find an Oops! Sticker on your bin or cart and your recycling was not collected, then you may have included items that are not acceptable. To avoid this, visit our website for a [list of accepted items](#), [review the collection schedule](#), or check the decals on [drop-off](#) containers.



WTVR Channel 6 recently aired a story to alert citizens of our localities about the new OOPS! rejection sticker recycling content enforcement.



Contamination signage at the Goochland County Western Convenience Center.



Tanglers at MRF from plastic bag contamination

Source: RecyclingPartnership.org



Over 4,100 plastic bag keepers distributed throughout the region by member localities and CVWMA PI staff between April and June 2018.

We are very appreciative of the efforts by our member localities and local media in helping us get the word out to recycle right.

Regional Recycling Rates and Customer Service

CVWMA's Regional Recycling Rate 59% for CY 2017

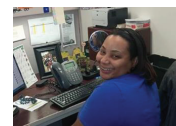
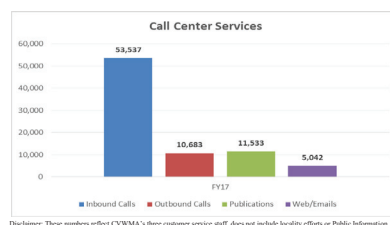


CVWMA's Operations Technician, Reggie Thompson, reporting to the Board of Directors on April 20, 2018.

The VA DEQ has notified CVWMA that its regional recycling rate has once again exceeded 55%. This means that an estimated 59% of the waste generated in our region for Calendar Year (CY) 2017 was recycled and kept out of area landfills.

Customer Service Team

- Over 100,000 total inbound calls for FY18. Averaging between 9,000-10,000 calls monthly.
- Customer Service Team processed 53,900 inbound calls, 6,866 outbound calls (follow-up, verify service), and 6,180 web/email requests from the public and locality staff.
- Assisted with distribution of over 11,000 publications requested by customers which includes calendars and extra container stickers.
- Credit card sales transactions for online bin and/or cart purchases.



- Added value:
- Custom position; not traditional Call Center (customer service, operations, sales)
 - Database and Cart Management
 - One on one education
 - Multiple messages
 - Longevity of staff
 - 411 for region
 - Credit card sales

Public Education & Outreach Updates

- Estimated 17,000 unique visitors to CVWMA [website](#) each month, over 8,000 Facebook followers; over 31,000 email subscribers to the Curbside Collection Day reminder
- Average 1,200 impressions on [Pinterest](#) monthly, social media posts and tweets provided by staff multiple times daily
- Added Closed Captioning (English and Spanish) to our [Journey to the MRF](#) educational video for hearing impaired and ESL students
- Recycling [education programs](#) and/or materials provided in all 13-member localities last fiscal year. Impacting over 16,000 people and distributing over 65,000 educational materials.
- Enhanced community partnerships with *Richmond Family Magazine*, Lewis Ginter Children's Garden, and all Children's Museum of Richmond locations.



Staff created new Science, Technology, Engineering, and Math (STEM) outreach *Rethink Waste!*, to encourage people of all ages to Reduce the amount of waste they produce first, then Reuse what they can, and finally decide what can go to the Recycle bin before sending anything to the landfill.

◀ Over 2,300 reusable water bottles distributed at 2018 summer camp programs in Richmond, Henrico, Chesterfield, New Kent, Hopewell, and Petersburg



Kate Carney, CVWMA Recycling Education and Outreach Specialist at Maggie L. Walker Governor's School STEM event.



Pictured at left: Richmond Family Magazine "Kids Can-Do" March feature

Pictured at right: CVWMA's R3 Mascot takes part in the 2018 Kids in the Park event.

Upcoming Events



Locality Special Collection Events

[Click here for more info](#)

America Recycles Day

[Click here for more info](#)

Recycling & Trash Collection Update

Columbus Day

Regular collections, Monday, October 8

Veterans' Day

Regular collections, Monday, November 12

Thanksgiving Day

No collections, Thursday, November 22
Thursday-Friday collections delayed one day.

Christmas Day

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

New Year's Day

No collections, Tuesday, January 1
Tuesday-Friday collections delayed one day.

CVWMA Board of Directors

City of Colonial Heights
Doug Smith

City of Hopewell
Monique Robertson

City of Petersburg
Tangela Innis

City of Richmond
Mark Kukoski, *Treasurer*
Miles Jones

County of Charles City
Ricky Hicks

County of Chesterfield
Marcia R. Phillips, *Chairman*
Robert L. Dunn, *Director*
Scott Zaremba

County of Goochland
Leigh Dunn

County of Hanover
Scott Wyatt, *Vice-Chair*
Stephen E. Chidsey

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

County of New Kent
Patricia Paige, *Secretary*

County of Powhatan
Cindy Harris

County of Prince George
Michael Purvis

Town of Ashland
Lee Sloppy

CVWMA
Kimberly A. Hynes,
Executive Director



Pictured from left: CVWMA's recently inducted Board of Directors officers Patricia Paige, Scott Wyatt, Marcia R. Phillips, and Robert L. Dunn.