

# CVWMA: 30 Milestones in 30 Years



## 1990 – 2000

- 1990** - Incorporated on December 20.
- 1991** - Curbside Recycling 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; Waste Transfer Program established.
- 1994** - First Curbside Recycling Collection Schedule issued.
- 1995** - Curbside Recycling serves 177,000 homes; Safe Garage program is launched; region's recycling rate reported - 40%.
- 1996** - First waste reduction directory, "Choose to Reduce" developed; 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 / GIS application developed for customer service.
- 1998** - Curbside Recycling mascot "Bin" is introduced; Appliance and scrap metal program is established.
- 1999** - Launched www.cvwma.com; Customer Service Call Center and Recycling Hotline are implemented; Curbside recycling program serves over 200,000 homes.
- 2000** - Two free household hazardous waste collection events are hosted; CVWMA celebrates 10th Anniversary.

## 2001 – 2010

- 2001** - Single-stream curbside recycling collection is introduced.
- 2002** - First electronics collection events hosted with EPA; Disaster recovery contracts developed; Regional HHW event held at the Diamond; Propane tank recycling begins; Drop-Off Recycling Program changes to dual-stream; Chesterfield offers curbside recycling county-wide; Trash Collection Hotline is introduced; Petersburg joins the MSW Program.
- 2003** - Lead acid battery recycling begins; CVWMA hosts "Let's Recycle, Virginia!" statewide meeting for recycling coordinators; "Journey through the MRF Video and Toolkit" introduced; Disaster recovery contract used to clean up Hurricane Isabel debris.
- 2004** - 20-year regional Solid Waste Management Plan is developed; eCycling program initiated; Curbside Education Advisory Committee forms.
- 2005** - Recycling rate is maintained at 45%; Event recycling begins.
- 2006** - "Recycling Wizard" with recycling resources introduced; Chesapeake Bay Restoration Fund grant to promote HHW awareness.
- 2007** - Textile Recycling Program begins; Partnership with Ukrops to offer E-recycling events; \$10,000 EPA grant for school recycling pilot – begins with 13 schools.
- 2008** - Partnership with VA Trekkers to produce MRF podcast; Henrico provides curbside recycling county-wide.
- 2009** - TrashTalkers videos; New recycling mascot, R3 unveiled; CVWMA partners with Altria, TFC, KAB, and KVB to host statewide VA Litter and Recycling Summit; Recycling market study published by VCU; CVWMA gets social on Facebook, Twitter and YouTube.
- 2010** - Celebrated Earth Day and 20th Anniversary with "Recycling Night at the Diamond"; "Kick it to the Curb" campaign; recycled fashion show featuring VCU student designs; Curbside Recycling serves over 250,000 homes in 7 localities recycling 34,000 tons a year.

## 2011 – 2020

- 2011** - Curbside Value Partnership Campaign, "Use Yours or Ours"; 95-gallon recycling cart option introduced.
- 2012** - Colonial Heights provides each resident with 95-gallon recycling cart and 65-gallon trash cart.
- 2013** - Petersburg adds Curbside Recycling; The Region's recycling rate reaches 57.4%.
- 2014** - Hopewell added Curbside Recycling; Curbside Recycling now serving nine localities and over 280,000 homes; Reduce, Reuse, Recycle Scout Patch implemented.
- 2015** - SERDC grant to City of Richmond to provide each resident large recycling cart; Celebrated 25th Anniversary.
- 2016** - Implemented four-year Strategic Plan, Added additional commodities (cartons and other plastics #1-#7) to Residential Recycling and Drop-Off recycling programs, Received Education Grant from Carton Council, regional recycling rate 58.9%, updated our Journey to the MRF video with WTVR CBS 6 (Matt McClain).
- 2017** - Customer Service Survey revealed residents perception of recycling program and services, added enhancements to Call Center systems to accommodate locality needs.
- 2018** - Oops! Regional Contamination Reduction Campaign, Pay and Classification Study, Drop-Off Program Revenue back to localities highest since inception, added close captioning (English and Spanish) to our "Journey to the MRF" video for hearing impaired and ESL students.
- 2019** - UBQ Materials pilot program – CVWMA purchases bins made from garbage; submitted five-year update to SWMP; GBB Consultant Recycling Study /Recommendations, Recycling Partnership - 50 Cities Summit; Regional recycling rate maintained at 60%.
- 2020** - COVID-19 Pandemic and CVWMA Collections; Strategic Plan Completed - "Moving Forward"; U.S. Plastics Pact Activator; Celebrated 30 Years (virtually).

## CVWMA AWARDS

- 1993** - Curbside Recycling Program is voted "Best New City Project" in Richmond Surroundings magazine.
- 1995** - "First Place Gold Award" by Virginia Press Association.
- 1998** - Source Reduction and/or Reuse Award for "Choose to Reduce" directory by VRA.
- 1999** - VRA awards "Ready, Aim, Recycle!" the Educational Program Award.
- 2000** - Medallion Award for the CVWMA Annual Report and an Honorable Mention for the 1999 Curbside Recycling Collection Schedule - PRSA.
- 2000** - Gold SWANA award for Excellence in School Curricula (2000)
- 2003** - Website wins Award of Distinction from the Communicator Awards.
- 2004** - Award for hosting events to promote "America Recycles Day" – Keep America Beautiful (2004); "Journey through the MRF Video and Toolkit" wins the Silver Public Education Excellence Award by SWANA.

- 2008** - First place award efforts to minimize the impact of waste and promote responsible waste handling in the community – Keep Virginia Beautiful.
- 2009** - Richmond History Makers Award for fostering regional cooperation.
- 2009** - Honorable Mention awards for the School Recycling Pilot Program and the Ukrops Supermarkets Electronics Recycling Partnership.
- 2010** - VRA Honorable Mention Award for Trash Talkers Educational spot with WRIC Channel 8.
- 2015** - JRAC "Stewards of the River - Community Partner Award."
- 2015** - VRA awards the "Excellence in Recycling Award - Outstanding Service Provider."
- 2015** - SWANA awards "Annual Program Achievement Award."
- 2015** - Brandywine Realty Trust awarded "Brandywine Green Partner Award."

# CVWMA Celebrates 30 Years!

## A Message from our Executive Director



Kim Hynes  
Executive Director

On December 20th, CVWMA will celebrate 30 years of regional collaboration. More than 1.2 million people now have more convenient access to recycling. A few of our proudest accomplishments include a regional recycling rate of over 50%. We've recycled 2.8 million tons over 30 years; and have given back over \$11 million to our member localities from the sale of recyclable materials.

We are truly proud of CVWMA's track record of success in bringing 13 local governments together to not only achieve common goals and objectives, but to advance our region in best practices in recycling and solid waste management. As we celebrate 30 years, I would be remiss if I did not recognize and thank our dedicated and passionate Board of Directors and Staff. The region, as well as the

waste and recycling industries, have come a long way since 1990 in raising awareness on the importance of waste reduction, reuse, recycling and best practices in managing waste and changing behaviors. CVWMA has developed a wide array of regional programs that balance economics and environmental stewardship. We look forward to a future where recycling and solid waste management leads social, economic and environmental advances in the region.

Our history is quite rich and the future is bright. We are well on our way to being the recognized leader in regionally sustainable waste management practices that protect the environment and we look forward to working with regional leaders toward a more sustainable region.

Kim Hynes  
Executive Director



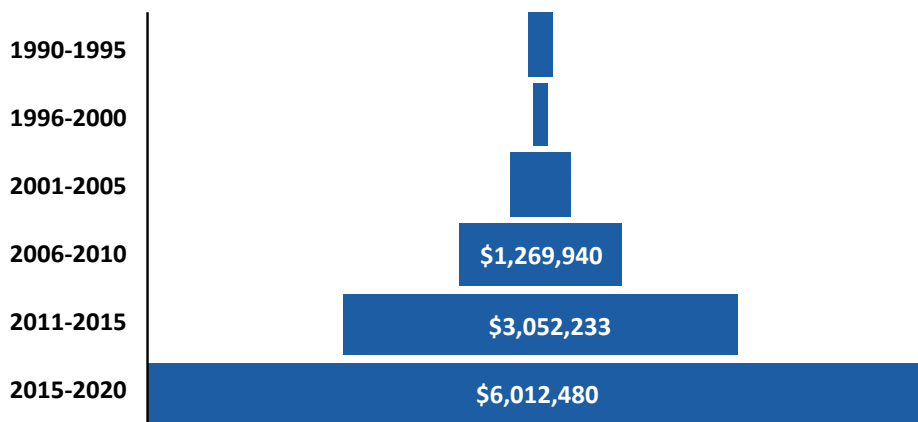
## Recycling Scorecard

30 YEARS

Residential Recycling	869,716 tons
Drop-off Recycling	150,257 tons
Used Oil, Antifreeze, Oil Filters	2,540,602 gal.
Paint & Solvents	283,615 gal.
Appliance & Scrap Metal	72,011 tons
Tires	19,090 tons
Yard Waste	1,676,723 tons
Batteries	1,139 tons
Electronics	3,740 tons
Textiles	8,213 tons

Certificate of Achievement for Excellence in Financial Reporting received in all years between 1997 and 2019.

## Revenue Back to Localities from recyclables



**Total Revenue for Localities = \$11,165,775!**