

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."