



The City of  
**Colonial Heights, Virginia**

**FOR IMMEDIATE RELEASE**

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## **City of Colonial Heights Announces Upgrades to Trash Collection and New, Innovative Recycling Programs**

The City of Colonial Heights announced today upcoming changes for household trash collection that will include major upgrades in recycling services for city residents. The City will also be initiating an incentivized system for curbside collection of recyclables that will be the first of its kind in the region.

These new services will start July 1, 2012 when the contract with the current service provider expires.

Through an extensive selection process, the City recently approved a five-year agreement with Container First Services (CFS) of Petersburg through the Central Virginia Waste Management Authority (CVWMA) as the new City trash collection service provider.

“CFS is very excited about this opportunity to begin working with the City,” said CFS President Robert Guidry. “We are committed to providing high quality collection services to the citizens of Colonial Heights.”

While there will be some general changes with the new service provider, the basic collection policies and procedures will remain the same:

- Trash will continue to be collected on Wednesday of each week (with the exception of the July 4<sup>th</sup> holiday, when trash will be collected on Thursday, July 5<sup>th</sup> following the holiday).

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- Trash in personal containers will not be collected. Bags, bulky waste, and bundled yard waste placed outside the cart will continue to be collected as it has in the past.
- Those whose trash is collected from a location other than the curb will continue to receive collection from that location.
- Trash should be put in the wheeled cart and placed at the curb by 7:00AM. The cart should then be removed from the curb by 7:00PM of the day following collection.

Each home will receive a new, burgundy-colored trash cart from CFS in late June, replacing the current blue cart, which will then be collected by the current service provider.

The new trash carts will be smaller (68-gallons) than the current trash cart (96-gallons). One of the City's broader goals with this new program is to reduce the overall waste stream entering local landfills. By providing a much larger *recycling* cart, residents will be able to significantly reduce the amount of household trash to be collected, thereby reducing the need for – and costs associated with – the larger *trash* cart.

In addition, the City will also begin a new and innovative curbside recycling program on July 1st that will provide various incentives encouraging residents to begin or continue recycling. The new program will be provided through the City's current recycling service provider, TFC Recycling of Chesapeake, Virginia.

“We are very enthusiastic about this new recycling program and the fact that we will be the first in our region to offer this service,” said City Manager Tom Mattis. “The TFC program not only rewards our citizens who are already recycling, but will hopefully motivate others to begin.”

Under TFC's “Recycling | Perks” program, each resident will be provided, at no cost, a ninety-six (96) gallon green recycling cart with wheels and a lid. The cart will provide additional storage, be easier to transport to the curb, and will keep recyclables dry and contained.

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The “Recycling | Perks” program will also give Colonial Heights residents opportunities to earn points and benefits for recycling. Accumulated points can be redeemed in the form of discounts and coupons at a wide variety of local restaurants and retailers.

“This is a very innovative approach to promoting and encouraging recycling,” said Kim Hynes, CVWMA Executive Director. “We are pleased that Colonial Heights is taking the lead in this regard for our region and hope similar efforts will expand to our other members.” CVWMA serves the cities of Colonial Heights, Hopewell, Petersburg and Richmond, the Town of Ashland and the counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, Powhatan and Prince George.

With the much larger carts replacing the current small bins, collection of recyclables will only be necessary every two weeks. Recyclables will continue to be collected on Friday, but it will be under an every-other-week schedule beginning July 1st. A bi-weekly curbside collection schedule and other information will be delivered with the new recycling cart.

“This new program is a further example of Colonial Heights’ commitment to always seeking ways to upgrade city services in a cost-effective manner,” said Colonial Heights Mayor Scott Davis. “These new service agreements will not only create opportunities for improved services, but will also provide cost-containment for the future.” The new service agreement with CFS guarantees that fees for trash collection services will not be increased by CFS for the next five years.

Call CVWMA’s Trash Collection Hotline at 425-0500 or visit [www.cvwma.com](http://www.cvwma.com) for more information about trash collection or recycling. Visit [www.recyclingperks.com](http://www.recyclingperks.com) to learn more about TFC’s “Recycling | Perks” program.

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