

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, November 10, 2015

Newport News Public Works – Newport News

In attendance:

Dan Baxter, NN

Katie Cullipher, HRPDC

Rebekah Eastep, HRPDC

Dawn Oleksy, JCC

Lacie Nixson, SU

Wayne Jones, SU

Kevin Du Bois, NO

Linda Minner, VB

Gladys Jones, CH

Roger Fournier, Goodwill

Kathy Russell, TFC Recycling

John Deuel, GreenQuest

The summary for the meeting is as follows:

1. Meeting Summary

Norfolk requested that the meeting summary be updated to reflect that while city staff explored a grant proposal for the EPA Urban Water program, ultimately it was determined that the proposal would need to be worked out in greater detail before funding could be secured.

The summary of the October meeting was approved as edited.

ACTION: HRPDC staff will make the recommended change to the meeting summary.

2. FYI - askHRgreen.org community events

February 19-21 – Mid-Atlantic Home & Garden Show, Virginia Beach (participation TBD)

April 16 – Virginia Living Museum Earth Day, Newport News

May 21 – Family Fun Fest at Chickahominy Riverfront Park, James City County

ACTION: HRPDC staff will distribute a request for volunteers before committing to participate in the annual home and garden shows.

3. Committee Priorities - Recycling Contamination Outreach & Litter Research Initiatives

Recycling Contamination Project Proposal:

The Committee continued discussion of a regional recycling contamination project following the CLPP model as discussed at previous meetings with John Deuel. A revised proposal and budget were presented for review. The Committee discussed the following changes:

- HRPDC staff and John Deuel prepared a letter to promote the project. Committee members reviewed the letter and provided edits. The letter will be sent from Julia Hillegass to locality waste management directors as well as local MRFs.
- A deadline of December 31 was set as a go/no-go date to allow time for submission of the grant.
- Participating localities should consider targeting a cross section of neighborhoods to get a broad perspective of recycling issues among multiple demographic audiences.

Financials:

- Each participating locality will be asked to pay a maximum of \$2,000 into the project. Contribution may be split across two fiscal years and may be reduced depending upon total grant funds awarded.
- HRPDC staff should reach out to DEQ to inquire about using local litter and recycling grant funds as a funding source for locality contributions to the project.
- Locality contribution would be paid through an invoice from HRPDC to the locality. HRPDC staff can provide a sample of this document.

- Rising contamination rates may impact cost of future contracts between locality and MRF. Localities can use this fact to help justify the additional financial contribution to the project.
- Funding uncertainty is biggest hurdle for most localities.

Top contaminants previously identified by the Committee are as follows:

- Plastic Bags/Wrap/Film
- Ropes and cords – leashes, ribbon, shoelaces, hoses, Christmas lights
- Containers containing food waste – unemptied or uncleaned
- Food-soiled paper – pizza boxes, paper cups/plates
- Yard Waste
- Styrofoam

Litter in Low Income Communities Social Marketing Research:

The Committee discussed next steps for completing a litter study – identifying target audiences and project locations across the region, cost estimates and additional funding sources.

- [*Alice Ferguson Foundation Research & Regional Campaign:*](#) HRPDC staff provided an overview of a \$776,000 social marketing study and regional outreach campaign focused on littering. The Alice Ferguson Foundation conducted the research in the Potomac Watershed (Maryland, Virginia, DC) and evaluated effectiveness of the resulting outreach campaign in Prince George’s County. The program proved to reduce observed littering by 45 percent. Alice Ferguson Foundation is open to extending the campaign to other jurisdictions.
- Committee members expressed interest in pursuing a separate research study specific to Hampton Roads.

ACTION:

Recycling Contamination Project Proposal: HRPDC staff will send out letter to locality waste management directors as well as local MRFs; additional localities and MRFs need to confirm their participation with John Deuel and HRPDC staff by December 31 for project to be feasible;

Litter Research: HRPDC will schedule a conference call for all interested localities to participate in further defining the project proposal (identifying targeted areas/audiences), evaluating cost and identify potential funding opportunities.

4. Spring 2016 TV Media Campaign

The Committee once again discussed participation in the spring TV schedule with the other askHRgreen.org committees. Due to uncertainty about upcoming projects and timelines, the Committee did not approve participation.

ACTION: The Committee declined to participate in the spring TV campaign.

5. Mini-grant Applications

The Committee reviewed and discussed funding for the following mini-grant applications. Also, a summary of FY 15 mini-grant projects was provided for the committee’s review and information.

- The Importance of Native Plants to Butterflies, Virginia Beach Middle School - Approved
- John Yeates Middle School-wide Recycling, Suffolk – Approved upon receipt of detailed budget

ACTION: HRPDC staff will award grants.

6. Staff Reports

Budget –The FY16 budget was reviewed and approved.

Golf tournament proceeds of \$875 were tentatively added to the budget pending receipt of funds from KVB. Overall proceeds were about \$7,000 which was split with KVB and then among the four askHRgreen.org committees.

Christmas Tree Recycling – Collecting Christmas tree recycling/disposal information to include in a blog post, news release and social media postings. Please send in information before the Christmas holiday.

New Year's Resolutions – Collecting New Year's Resolutions to include in a blog post, news release and social media postings. Resolutions will be collected through January

Cigarette Litter Pledge – Working to develop a pledge against cigarette litter in the community. The pledge will be promoted through the blog, social media and potentially featured by local news in conjunction with results from the regional cigarette litter prevention project.

ACTION: Please send in New Year's resolutions and Christmas tree recycling information.

7. **Locality Updates** – *via email due to time*

- Norfolk – Hosted successful ARD event; KNB staff will participate in Shiver in the River; preparing Green Reader program for 2016
- Goodwill – All localities are invited to make 2016 event registrations (which are filling quickly)
- TFC Recycling – Updating MRF video and working to produce shorter videos on various topics, carts with too much contamination will not be picked up and “tagged”
- Suffolk – Hosted successful ARD plastic bag takeback event; partnering with Master Naturalists on fishing line collection program (all Suffolk docks/fishing piers have container for collecting fishing line and Master Naturalists take responsibility for maintenance – additional details can be shared with the group); using an affordable battery recycling provider which can be shared with the group.
- Virginia Beach – Planning special Goodwill donation drives for larger items throughout the year; ARD event at Tidewater Community College this year but considering moving the event to the Resource Recovery Center in 2016; producing outreach videos which can be shared with the group; hosted another successful volunteer appreciation event
- James City County – Partnering with Parks & Recreation to increase recycling in local parks; County Council pleased with 2nd Annual Litter Expo in October but next year's event may be moved to the Sports Complex and include a partnership with Parks & Recreation
- Chesapeake – 300 cars came to ARD event at Tidewater Community College-Chesapeake campus; will be recommending that a Public Works representative attend the Recycling & Beautification meetings after the retirement of Gladys Jones.
- Newport News – Hosted ARD event at the Resource Recovery Center; compost and mulch sale continues; Resource Recovery Center available for students throughout the region for hands-on training and activities in scientific studies such as biology and chemistry.

Next Committee Meeting – Tuesday, January 12, 2016 at a location on the peninsula.