



GREAT AMERICAN CLEANUP 2012

CHESAPEAKE HAMPTON ISLE OF WIGHT JAMES CITY PORTSMOUTH NEWPORT NEWS NORFOLK POQUOSON SMITHFIELD SUFFOLK VIRGINIA BEACH WILLIAMSBURG YORK



PEP-12-07



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HRPDC DEPUTY EXECUTIVE DIRECTOR
PUBLIC INFORMATION/COMMUNITY AFFAIRS ADMINISTRATOR
SENIOR ENVIRONMENTAL EDUCATION PLANNER
PHYSICAL AND ENVIRONMENTAL PLANNER

ADMINISTRATIVE ASSISTANT

GENERAL SERVICES MANAGER
ASSISTANT GENERAL SERVICES MANAGER
FACILITIES SUPERINTENDENT

Hampton Roads Hosts National Kickoff

Dear Great American Cleanup Friends & Supporters,

It was my privilege and honor to help coordinate this region's proposal to Keep America Beautiful for this event and see it through to a successful completion. It is a tribute to every one of the participating localities as well as the Hampton Roads Planning District Commission and Keep Virginia Beautiful that there was a strong spirit of cooperation and commitment toward the goals of the program. It was particularly gratifying to see new representation and interest in askHRgreen.org that I had not seen before from some members. The results were both visual and experiential as so many citizens of our region were engaged in positive stewardship.

Sincerely,



John Deuel
Project Manager
Hampton Roads Great American Cleanup

Executive Director
Keep Norfolk Beautiful



RESULTS OVERALL

- 1,781 volunteers
- 92 sites
- 13 participating localities
- 48 corporate/military/neighborhood groups
- 124,862 pounds of litter/debris
- 86 trees planted
- 818 plants & shrubs planted
- 248 structures painted
- removal of invasive species
- 515 pounds of household hazardous waste collected
- construction of bear playground for the Virginia Zoo
- landscaping of shelters
- plastic bag recycling and distribution of reusable bags



Great American Cleanup 2012

Green Starts Here in Hampton Roads

Through the partnership of askHRgreen.org and Keep Virginia Beautiful, Hampton Roads was selected as one of 10 national locations for Keep America Beautiful's 2012 Great American Cleanup™ National Action Days. The Great American Cleanup is the largest grassroots community involvement program in the United States. The launch of the Hampton Roads cleanup events, April 27-28, represented the only designated event in Virginia and involved over 1,700 volunteers transforming local parks, waterways and recreational areas into cleaner, greener environments.

For our 2012 National Action Days, Hampton Roads localities hosted and organized individual “transformational” community improvement projects that involved the help of 25 or more volunteers per project, for a half day of work. The idea was to connect Hampton Roads volunteers with projects that are meaningful to their community. Hampton Roads businesses and military servicemen and servicewomen were also invited to form their own cleanup teams to work on projects as a group. In addition, community and environmental leaders applied to spearhead their own projects.

**#GREEN
STARTS
HERE**

2012 Great American Cleanup™ National Action Days

Partners:

**KEEP VIRGINIA
BEAUTIFUL**



The mission at Keep Virginia Beautiful (KVB) is to engage and unite Virginians to improve the natural and scenic environment. KVB's goals include becoming the leading statewide voice, providing a framework for improved communication and collaboration, cultivating and supporting sustainable programs, and engaging citizens by linking them to volunteer opportunities and information about 5 impact areas: Litter Prevention, Recycling, Waste Reduction, Beautification, and Education. Visit keepvirginiabeautiful.org for more information.

askHRgreen.org

ASKHRGREEN.ORG

askHRgreen.org is a public awareness program of the 16 cities and counties of Hampton Roads administered through the Hampton Roads Planning District Commission (HRPDC), which encourages environmental stewardship among all residents here in southeastern Virginia. Members of askHRgreen.org include the cities of Chesapeake, Franklin, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach, and Williamsburg; the counties of Gloucester, Isle of Wight, James City, Southampton, Surry and York; and the Hampton Roads Sanitation District (HRSD). Visit askHRgreen.org for more information.

Hampton Roads Hosts National Kickoff

Volunteer Groups

Volunteer groups from local corporations, military commands and civic groups contributed greatly to the success of our cleanup! We would like to thank the following groups:

Boy Scouts Troup 195
Disney Store
DOC Spartans
Emmaus Baptist Church, Poquoson
GEICO
Grimtown Records
Hampton University
Kecoughtan High School Honors Ecology Class
Key Club, Poquoson
Kiwanis Club, Poquoson
Langley Air Force Base
Lodge of Kings, Fort Eustis
Mercy Seat Baptist Church Youth Group
Naval Medical Center Portsmouth
Numerous Civic and Neighborhood Organizations
Omega Psi Phi Fraternity Inc. of the Suffolk Chapter
PCD Arlington
Parrotheads of the Peninsula
Rehoboth Baptist Church
Riverdale Regional Civic Association
Starbucks
St. Timothy's Church, Poquoson
US Army 688th Rapid Port Opening Element
US Coast Guard Shore Infrastructure Logistics Center
US Navy and Marine Corps Intelligence Training Center
US Navy Fleet Area Control and Surveillance Facility, Virginia Capes
US Navy Helicopter Sea Combat Squadron Nine
US Navy Naval Computer & Telecommunications Area Master Station Atlantic
USS Harry S. Truman
WellPoint Foundation

Honorary Board

Thank you to our Honorary Board members who supported us throughout the event.

RADM Townsend Alexander, *US Navy*
Honorable Doug Domenech, *Virginia Secretary of Natural Resources*
Mayor Paul Fraim, *City of Norfolk*
Mayor Clyde Haulman, *City of Williamsburg*
Mayor W. Eugene Hunt, Jr., *City of Poquoson*
Mayor Linda Johnson, *City of Suffolk*
Chair Mary Jones, *James City County*
Honorable Maureen McDonnell, *First Lady of Virginia*
President & CEO Matt McKenna, *Keep America Beautiful*
Mayor McKinley Price, *City of Newport News*
Mayor William Sessoms, Jr., *City of Virginia Beach*
Chair Thomas G. Shepperd, Jr., *York County*
Captain Frederick J. Sommer, *US Coast Guard*
Chair John M. Steward, *Surry County*
Mayor Molly Ward, *City of Hampton*

Thank you!

Great American Cleanup 2012

BUDGET

\$3,893	Public Relations Support provided by Cahoon and Cross
\$6,568	Creative Support provided by Red Chalk Studios
\$13,904	Paid Media Campaign
\$418	Polar Plunge Event (printing)
\$1,333	Green Starts Here Event Expenses (volunteer recognition)
\$6,750	Volunteer Recognition Gifts
\$552	Volunteer Food
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\$33,418	Total Budget for askHRgreen.org
\$4,750	Total Expenses covered by Keep Virginia Beautiful

MEDIA

PAID MEDIA

WAFX-FM Classic Rock (40) 0:30 spots

WNOR-FM (30) 0:30 spots

WJOI-FM (40) 0:30 spots

Virginian-Pilot (2) quarter-page black & white ads

Daily Press (2) quarter-page color ads and online banner ads

FACEBOOK thumbnail ads

IN-KIND FROM SPONSORS

Adams Outdoors Advertising: electronic billboards on I-64 west of the Hampton Roads Bridge Tunnel

Hampton Roads Chamber of Commerce: online Member News ad and monthly e-newsletter, flyers at State of the City events

Virginia Peninsula Chamber of Commerce: e-newsletter ad, distributed flyers at events

Retail Alliance: weekly e-newsletter ad, information table at Media Fest

Hampton Roads American Marketing Association: flyers at monthly luncheon

Special Olympics Virginia: information table at Polar Plunge, flyers in goodie bags

WAFX and WNOR: (2) interviews on Mike Arlo's "Focus on Hampton Roads" show, 115 recorded/live liners, 75 0:30 pre-records, event listing on Community Pages

MEDIA COVERAGE

Daily Press 3/8

Daily Press "Diggin' In" gardening column 3/21

Green Living Insert, Virginian-Pilot/Daily Press 4/18

Hampton Roads Messenger - April 2012

Inside Business

James River Journal 2/20

The Chesapeake Clipper 4/6

The Portsmouth Currents 4/1

The Portsmouth Currents editor's letter 4/1

The Virginia Beach Beacon 3/25

The Virginian-Pilot 3/31

The Virginian-Pilot "Gracious Living" 4/1

The Virginian-Pilot "Sunday Forum" (editorial) 4/8

WNN-TV 48 "Norfolk Perspectives" aired 2/19

WVEC-TV "Dialogue" aired 3/11

WVEC-TV "Dialogue" aired 4/22

WVEC-TV Noon News aired 3/27

Yorktown Crier and Poquoson Post 3/7



Great American Cleanup 2012

Community Support & Sponsorships

With the generous support of local businesses, we were able to raise \$24,800 with \$4,800 in expenses for a net of \$20,000. \$10,000 will go to support future Keep Virginia Beautiful initiatives and \$10,000 will be divided by the participating localities for future cleanup project grants.

TIER 1 SPONSORS

WAFX and WNOR*
Walmart

TIER 2 SPONSORS

Adams Outdoors Advertising*
Farm Fresh
Hampton Roads Chamber of Commerce*
Retail Alliance*
Virginia Peninsula Chamber of Commerce*
Virginia Zoo*

TIER 3 SPONSORS

Anheuser-Busch, Inc. – Williamsburg Brewery
Five Points Community Farm Market – Get Fresh Café *
GEICO
Hampton Roads American Marketing Association*
Jones Printing Services, Inc. *
Newport News Shipbuilding
Shula's 347 Grill – Norfolk Waterside Marriott*
Signs By Tomorrow – Chesapeake*
Special Olympics Virginia*
Virginia Green
Volunteer Hampton Roads*

* Denotes in-kind sponsorship



National Support & Sponsorships

askHRgreen.org and Keep Virginia Beautiful would like to acknowledge the following national supporters of the Hampton Roads cleanup efforts: Troy-Bilt® for providing landscaping tools; Solo® for dinnerware provided for the volunteer recognition event; Pepsi® for volunteer recruitment and event banners; Glad® for providing Glad trash bags; and all the other sponsors of Keep America Beautiful's Great American Cleanup for their coordination and promotional support.



Great American Cleanup Project Sites

City of Chesapeake

*Gladys Jones, Parks & Recreation Office Coordinator
City of Chesapeake*

The Great American Cleanup Kickoff was a huge success in Chesapeake. One hundred forty-three volunteers collected 528 pounds of litter and planted 53 trees and 502 shrubs and flowers. The collaboration between the City, businesses, the community and the military volunteers are a perfect example of a successful public/private partnership. The enthusiasm and community pride is evident by the many compliments received from the community.

BAINBRIDGE BLVD. AND FREEMAN AVE. GATEWAY BEAUTIFICATION

The gateway beautification project included planting trees, shrubs and flowers in the median and along the roadside on Freeman Ave. from Bainbridge Blvd. to the I-464 exit. Sims Metal Management, a national company whose local office is near the beautification site, donated money to purchase the large trees and prepare the beds for planting. Volunteers from US Navy Helicopter Sea Combat Squadron Nine, the Girl and Boy Scouts, community organizations, businesses, families, and individuals helped to plant the shrubs and flowers, pick up trash and paint murals on the pump station.

INDIAN RIVER PARK CLEANUP

Community volunteers, assisted by the Girl Scouts, Indian River High School, and the Eastern Virginia Mountain Bikers Association, helped pick up litter

at Indian River Park, a park frequently used by mountain bikers.

STREAM CLEANUP AT CHESAPEAKE ARBORETUM

Volunteers from the United States Coast Guard Shore Infrastructure Logistics Center picked up litter and debris from the stream that runs through the Chesapeake Arboretum.



FREEMAN AVE /
BAINBRIDGE BLVD
chesapeake, va



RESULTS

- 143 volunteers
- 528 pounds of litter/debris
- 53 trees planted
- 502 plants and shrubs planted

Great American Cleanup Project Sites

City of Hampton

*Debbie Blanton, Clean City Coordinator
City of Hampton*

The Great American Cleanup sites in Hampton were schools because our community cares deeply about our schools and works hard to care for and nurture them. Many thanks to the Hampton Housing and Neighborhood Services Office, the Hampton City Schools staff and volunteers, the neighborhood associations near the schools, and the Hampton Clean City Commission volunteers who all worked so hard to make these projects successful!

KEEP ABERDEEN BEAUTIFUL

Volunteers from the Aberdeen Garden Historic and Civic Association and from Aberdeen Elementary School helped pick up litter and plant flowers at the elementary school. In addition to these tasks, volunteers swept up an uncountable number of sweet gum balls from the playground areas.

KEEP BURBANK BEAUTIFUL

Volunteers from the Burbank Elementary School family of students, parents and staff, the Riverdale Regional Civic Association, Langley Air Force Base, and Hampton University helped pick up litter and debris, weed landscape beds, and plant flowers at the elementary school. Volunteers also picked up sweet gum balls from the school grounds that were then taken to the Master Gardeners' demonstration garden at Bluebird Gap Farm to be made into biochar that will be returned to the school's plant beds.



ABERDEEN SCHOOL
hampton, va

KEEP COOPER BEAUTIFUL

Volunteers from the WellPoint Foundation and the US Army helped pick up litter and plant flowers at the elementary school.

COMMANDER SHEPPARD BOULEVARD CLEANUP

Volunteers from Langley Air Force Base 438 SCOS helped pick up litter along Commander Sheppard Boulevard.

KECOUGHTAN HIGH SCHOOL CLEANUP

Volunteers from the Kecoughtan High School Honors Ecology Class helped pick up litter at the school.

TODDS LAND CLEANUP

Volunteers from the Mercy Seat Baptist Church Youth Group helped pick up litter along Todds Lane.

VILLAGE DRIVE CLEANUP

A volunteer helped pick up litter along Village Drive.

RESULTS

112 volunteers
815 pounds of litter/debris
8 trees planted
100 plants and shrubs planted

Great American Cleanup Project Sites

Isle of Wight County

*Ralph Anderson, Solid Waste Manager
Isle of Wight County*

Isle of Wight County was pleased to participate in the Great American Cleanup. "Isle Be Green," the County's recycling program, was pleased with the turnout at its events. The County partnered with the Disabled American Veterans (DAV) Thrift Store in Smithfield and the Farm Fresh Supermarket to host two bag giveaway events. Staff was able to speak with residents about our recycling brochure and other initiatives currently going on in the County.

In addition, Isle of Wight County hosted a cleanup day at Tyler's Beach. This effort was much needed, and the turnout reflected the local support for maintaining the aesthetic appeal of the area for County residents and tourists alike.

The events helped to gain further exposure for "Isle Be Green," and to further educate residents and visitors about the importance of recycling in keeping our community beautiful.

"ISLE BE GREEN" PLASTIC BAG COLLECTION

Volunteers collected plastic bags for recycling and in exchange, gave out reusable shopping bags. The event was also an opportunity for citizens to learn about the county's recycling program.

RESULTS	29	volunteers
	12,160	pounds of litter/debris
	250	reusable bags given away (5 lbs plastic bags collected)

ROADWAY CLEANUP

Volunteers helped pick up litter and debris for three miles along Mill Swamp Road.

TYLER'S BEACH WATERWAY CLEANUP

Volunteers helped cleanup along Tyler's Beach waterway, a well-used area for fishing.



PLASTIC BAG RECYCLING
isle of wight county, va
WATERWAY CLEANUP



Great American Cleanup Project Sites

James City County

*Dawn Oleksy, Environmental Coordinator
James City County*

All of the staff at James City County want to thank the many volunteers who devoted their time and energy to making this cleanup such a success. Because of their efforts our community is lovelier than ever with pristine shorelines and trails, litter-free roadways and the eradication of several dump sites. Your commitment and dedication to our community is what makes this such a beautiful place to live, work and play!

BEAUTIFICATION OF IRONBOUND SQUARE REGIONAL STORMWATER BMP

Corporate volunteers from Anheuser Busch and their families planted wax myrtles in the Ironbound Square Neighborhood's stormwater BMP to help filter pollutants and stabilize the shoreline which will help to improve the efficiency of the BMP.

JAMES RIVER ASSOCIATION SELF-DIRECTED TRASH PROGRAM

A group of volunteers from the Fairways Villas neighborhood worked with the James River Association to choose a cleanup location of their choice.

WARHILL SPORTS COMPLEX CLEANUP

Volunteers from Cub Scout Pack 107 helped pick up litter around the ponds at the Warhill Sports Complex.

CHICKAHOMINY RIVERFRONT PARK CLEANUP & SHORELINE BEAUTIFICATION

Volunteers from the local VFW and community members helped clean up the shoreline, campsites and fishing pier at the Chickahominy Riverfront Park.

COLLEGE CREEK CLEANUP

Volunteers helped pick up litter along College Creek.

JAMES CITY COUNTY GENERAL SERVICES BUILDING

Corporate volunteers from Anheuser Busch and their families helped create a rain garden to minimize stormwater runoff and beautify the entrance to the General Service Building.

JAMESTOWN MARINA

Several families from the community removed litter and debris from the shoreline and inland trails.



**CHICKAHOMINY
RIVER CLEANUP**
james city county, va



RESULTS

197 volunteers
52,680 pounds of litter/debris
25 trees planted
80 plants and shrubs planted

Great American Cleanup Project Sites

City of Newport News

*Deborah Everitt, Assistant Recycling Coordinator
City of Newport News*

Members from the military service were the players in The Great American Cleanup, National Action Days in Newport News this year. Newport News staff cannot express their gratitude enough toward these men and women who serve not only our country, but our community as well! Thank you so much for the huge difference you made in just a few hours at our park and school grounds!

NEWSOME PARK ELEMENTARY SCHOOL SPRUCE UP

Lodge of Kings volunteers from Fort Eustis plus a Coast Guard member and his daughter picked up litter/illegally dumped items from a major outfall ditch at Newsome Park Elementary School.

NEWPORT NEWS PUBLIC SCHOOLS SUPPORT CENTER

Members from the USS Harry S. Truman Dental Group helped pick up litter from a ditch and natural area at the Newport News Public Schools Support Center.

NEWPORT NEWS PARK LANDSCAPE IMPROVEMENTS

Members from the US Army 688th Rapid Port Opening Element prepped a festival site by removing leaf debris at Newport News Park.

NEWPORT NEWS PARK MAINTENANCE

Members from the USS Harry S. Truman installed two tractor trailer loads of engineered mulch at two playgrounds and cleaned one and a half loops at the campsites at Newport News Park.

RESULTS

89 volunteers
3,478 pounds of litter/debris
1.5 tons of vegetative debris removed for composting
200 cubic yds of mulch installed



NEWPORT NEWS PARK
newport news, va



Great American Cleanup Project Sites

City of Norfolk

*John Deuel, Hampton Roads Great American Cleanup Project Manager, Executive Director Keep Norfolk Beautiful
City of Norfolk*

Our municipal parks in Norfolk get a lot of use and were badly in need of a spring makeover. Thanks to the hard working volunteers on April 27th and 28th, we were able to paint almost all the picnic shelters and amenities in four separate Parks. They look great and they are once again in high demand. Our roadways and neighborhoods also got a good "sweep" as many volunteers picked up litter all morning. Great job! Norfolk thanks you!

PERK UP THE PARKS – NORTHSIDE PARK

Volunteers from the USS Harry S. Truman helped paint 10 picnic shelters, 40 picnic tables, 10 benches, 20 trash cans, and 10 grills at Northside Park.

PERK UP THE PARKS – BARRAUD PARK

Volunteers from the PCD Arlington helped paint four shelters, 20 picnic tables, 15 trash cans, five benches, dugouts, and eight grills at Barraud Park.

PERK UP THE PARKS – LAFAYETTE PARK

Volunteers from the USS Harry S. Truman helped paint 20 tables, 20 trash cans, 10 grills, seven shelters, and five benches at Lafayette Park.

PERK UP THE PARKS – LAKEWOOD PARK

Volunteers from the USS Harry S. Truman helped paint 10 grills, 14 picnic tables, nine bleachers, and six benches. Volunteers also emptied 32 52-gal trash cans, leveled the swing area, and raked five playground areas and cleaned off three shelters to collect 100 bags of pine straw at Lakewood Park.

RESULTS

595 volunteers
3,380 pounds of litter/debris
244 structures painted

PERK UP THE PARKS – OCEAN VIEW PARK

Volunteers from the US Navy Naval Computer & Telecommunications Area Master Station Atlantic helped paint 500 feet of fencing and the band shell at Ocean View Park.



PERK UP THE PARKS
norfolk, va



Great American Cleanup Project Sites

City of Norfolk (continued)

GREEN STARTS HERE CELEBRATION EVENT

Volunteers from the US Coast Guard Shore Infrastructure Logistics Center helped to set up tables and chairs for the Green Starts Here Celebration Event at the Virginia Zoo. The event provided recycling, compostable table ware and composting and hors d'oeuvres from a local café.

ZOO BEARS

Volunteers from the USS Harry S. Truman helped construct climbing and play structures for the Virginia Zoo's Asian Sun and Moon bears and bearcats.

KEEP NORFOLK BEAUTIFUL DAY

Twenty different civic groups from across the City of Norfolk helped to pick up litter at 20 different sites.



ZOO BEARS
norfolk, va



City of Poquoson

*Evie Insley, Administrative Assistant
City of Poquoson*

We were very excited about our projects and the fact that so many volunteers came out to work with us. The two shoreline projects and roadside Adopt-A-Spots really cleaned the winter "yuck" and made everything ready for summer, and our East Messick Park looks like a totally new park – we know the children and parents will feel really comfortable using that facility now. As always, everyone came out to work hard and thanks to our local Farm Fresh, they could then stuff themselves on world famous fried chicken and sides and all go home happy!

MESSICK POINT AND WARF CLEANUP

Volunteers from Emmaus Baptist Church and several individual volunteers helped at the Point site. St. Timothy's Church and several individual volunteers helped to pick up litter along the shoreline at Messick Point and the Warf, two well-used areas for fishing and boating.

MESSICK PARK CLEANUP

Volunteers from the Kiwanis Club, the Key Club and several individuals helped install two benches, 400 feet of rope for parking lot detailing, 19 bollards, and 12 fence panels at Messick Park.

RESULTS

- 108 volunteers
- 35,528 pounds of litter/debris
- 36 plants and shrubs planted

Great American Cleanup Project Sites



MESSICK PARK
poquoson, va



City of Portsmouth

*Donna Corbus, Environmental Inspector
City of Portsmouth*

Tackling litter and household hazardous waste was the main objective for the City of Portsmouth's Great American Cleanup™.

We were excited to have volunteers from the Coast Guard, Starbucks, Tidewater Community College, the Naval Hospital, and the Birthing Place. Civic Leagues and individuals also helped to make this event such a success. Special thanks to Wal-Mart for allowing us to use their parking lot for our Household Hazardous Waste Collection event, and to RDS for placing roll-offs in the Port Norfolk community.

BOOKER STREET LITTER CLEANUP

Volunteers helped pick up litter along Booker Street.

BRANDON SQUARE COMMUNITY LITTER CLEANUP

Volunteers from Naval Medical Center Portsmouth picked up litter in the Brandon Square Community.

CAVALIER BLVD LITTER CLEANUP

Volunteers from the US Coast Guard helped pick up litter along Cavalier Blvd.

CHOATE STREET LITTER CLEANUP

Volunteers from the Community Service Workers with the Portsmouth Police Department helped pick up litter along Choate Street.

OLDE TOWNE NEIGHBORHOOD LITTER CLEANUP

Volunteers from a local Starbucks store helped pick up litter in the Old Towne Neighborhood.

PARKVIEW NEIGHBORHOOD LITTER CLEANUP

Volunteers from the Parkview Civic League helped pick up litter in the Parkview Neighborhood.

RACE STREET LITTER CLEANUP

Volunteers from the Community Service Workers with the Portsmouth Police Department helped pick up litter along Race Street.

RESULTS

145 volunteers
2,344 pounds of litter/debris

Great American Cleanup Project Sites

City of Portsmouth (continued)

SHEA TERRACE COMMUNITY LITTER CLEANUP

Volunteers from the Shea Terrace Civic League and the US Coast Guard helped pick up litter in the Shea Terrace Community.

TREXLER STREET LITTER CLEANUP

Volunteers from the US Coast Guard helped pick up litter along Trexler Street.

TURNPIKE ROAD AND RODMAN ROAD LITTER CLEANUP

Volunteers from the Birthing Place helped pick up litter along Turnpike Road and Rodman Road.

WATERVIEW NEIGHBORHOOD LITTER CLEANUP

Volunteers from the Waterview Civic League helped pick up litter in the Waterview Neighborhood.

HAZARDOUS WASTE RECYCLING

Community volunteers helped collect household hazardous waste.



HAZARDOUS WASTE EVENT
portsmouth, va



Town of Smithfield

*Sonja Eubank, Department of Public Works
Town of Smithfield*

SPECIAL ELECTRONIC RECYCLING COLLECTION AT WINDSOR CASTLE PARK

The Town of Smithfield sponsored a Special Electronic Recycling Collection at Windsor Castle Park and a poster contest on the benefits of recycling as part of our event. Katelyn Holtermann of Suffolk, VA was the winner of the contest. Gary Gandee, Recycle Committee Chairman and Peter Stephenson, Town Manager presented Katelyn with a \$50 Visa gift card and her poster was displayed at events around town as well as published in our local newspaper.

City of Suffolk

*Crystal Boyd, Litter Control Coordinator
City of Suffolk*

Suffolk is a beautiful place to live, work and play. The Great American Cleanup proved itself amongst our community as a huge success. An overall feeling of joy was felt during the event. Our volunteers gave back 150% in their extraordinary efforts for a cleaner, brighter City.

CLEANUP OF SUFFOLK'S SHINGLE CREEK

Volunteers from the USS Harry S. Truman helped pick up litter along a section of Shingle Creek.

BENNETTS PASTURE ROAD CLEANUP

Volunteers helped pick up litter along Bennetts Pasture Rd from Kings Hwy to Nansemond Parkway.

RESULTS

44 volunteers

1,244 pounds of litter/debris

Great American Cleanup Project Sites

COULBOURN PARK

Volunteers from Omega Psi Phi Fraternity Inc. of the Suffolk Chapter helped pick up litter at Coulbourn Park.



COULBOURN PARK
suffolk, va

City of Virginia Beach

*Linda Minner, Recycling Coordinator
City of Virginia Beach*

The City of Virginia Beach was happy to work on its first Great American Cleanup with Virginia Beach Clean Community Commission, askHRgreen.org, Keep America Beautiful and Keep Virginia Beautiful. Beginning in January 2012, staff and volunteers met regularly to plan Virginia Beach site cleanups along the Norfolk Southern right-of-way, Plaza-Northgate Park and Princess Anne Commons/Landstown High School. On Saturday, April 28, 113 volunteers donated 330 hours collecting 12,000 pounds (6 tons) of litter and debris – that's the equivalent of the weight of three cars! The event was a success thanks to the participation of volunteers who care about our environment, and we are very pleased that the event helped us strengthen our relationship with the region.

NORFOLK SOUTHERN RIGHT-OF-WAY CLEANUP

Volunteers from the Navy and Marine Corps Intelligence Training Center helped pick up litter and debris from the Norfolk Southern right-of-way.

PLAZA-NORTHGATE PARK CLEANUP

Volunteers from Grimtown Records and the Disney Store helped pick up litter from inside ditches that run throughout the Plaza-Northgate Park.

PRINCESS ANNE COMMONS/ LANDSTOWN HIGH SCHOOL CLEANUP

Volunteers from the Rehoboth Baptist Church and GEICO helped pick up litter around stormwater ponds and ditches in the Princess Anne Commons Area.

RESULTS

113 volunteers

12,000 pounds of litter/debris



LANDSTOWN HIGH SCHOOL
virginia beach, va



Great American Cleanup Project Sites

VOLUNTEER Hampton Roads Shelter Cleanup Projects

Megan Leahy, Community Outreach Coordinator
VOLUNTEER Hampton Roads

VOLUNTEER Hampton Roads was happy to participate in the Great American Cleanup with the Shelter Spruce Up program. We are proud of the volunteers in our community that strive to keep our community a safe and clean place to live, work and play.

KEEP FORKIDS BEAUTIFUL

Volunteers from the USS Harry S. Truman trimmed hedges, cleared brush, cleared play areas for families, cut grass, mulched four apartment complexes, painted three benches and stained one handicap entrance and railing at ForKids, a shelter for homeless families in Norfolk.

KEEP HOPE VILLAGE BEAUTIFUL

Volunteers from the USS Harry S. Truman help pick up litter and spruce up flower beds at H.O.P.E. Village, a residential style transitional housing program for the woman and children living in need in the community.

KEEP THE UNION MISSION BEAUTIFUL

Volunteers from US Navy Fleet Area Control and Surveillance Facility, Virginia Capes helped spruce up flower beds at the Union Mission.

KEEP THE SAMARITAN HOUSE BEAUTIFUL

Volunteers from the USS Harry S. Truman helped with general landscaping at the Samaritan House.

Landscaping included mulching, planting, weeding, trimming, and mowing.

KEEP THE HOPE HOUSE FOUNDATION BEAUTIFUL

Volunteers from the US Navy Helicopter Sea Combat Squadron Nine helped with general cleanup and landscaping around the Hope House Foundation building.



HOPE HOUSE FOUNDATION
virginia beach, va



RESULTS

- 58 volunteers
- 700 pounds of litter/debris
- 40 plants and shrubs planted

Great American Cleanup Project Sites

City of Williamsburg

*Tammy Rojek, Administrative Assistant
City of Williamsburg*

Williamsburg's Great American Cleanup projects were very successful. Boy Scout Troop 195 learned about stormwater runoff and the purpose of a storm drain medallion. The Parrotheads of the Peninsula cheerfully donned gloves and vests for the not so pretty task of picking up trash along Quarterpath Road. Both groups were excited to take on their projects and we look forward to collaborating with them again in the future.

QUARTER PATH ROAD CLEANUP

Volunteers helped pick up litter along Quarter Path Rd.

STORM DRAIN MEDALLION INSTALLATION

Volunteers from local Boy Scouts Troup 195 helped install storm drain medallions in two neighborhoods. The medallions serve as a visual reminder to residents to not dump anything down the storm drain and that all storm drains lead to waterways.

RESULTS

- 22 volunteers
- 125 pounds of litter/debris
- 20 medallions placed



STORM DRAIN MEDALLIONS
williamsburg, va

York County

*Laurie Halperin, York County Recycling/Beautification
Coordinator
York County*

We would like to thank all 101 volunteers who came out to show their support for a cleaner, more beautiful York County. It was so encouraging to see our youth take pride in the community and give back during The Great American Cleanup National Action Days. We look forward to the opportunity to work with the volunteers again as well as our partners throughout the region.

BACK CREEK/SEAFORD ROAD AND GOODWIN NECK AREA ROADSIDE CLEANUP

Volunteers from the US Coast Guard Training Center Yorktown helped pick up litter along Back Creek/Seaford Road and Goodwin Neck Area Roadside.

CHARLES BROWN PARK

Volunteers from a local Brownie Troop, the Naval Weapons Station and involved citizens helped pick up litter and remove invasive species from around the park and trail.

FORT EUSTIS BLVD EXTENSION CLEANUP

Volunteers helped pick up litter from Fort Eustis Boulevard to Old York-Hampton Highway.

MIDDLETOWN FARMS CLEANUP

Volunteers from the Middletown Farms Homeowners Association worked together to clean areas on Penniman Road adjacent to their community.

NEW QUARTER PARK

Volunteers from a local Cub Scout Pack and the Tidewater Appalachian Club helped remove debris and litter from the trail at New Quarter Park.

Great American Cleanup 2012

York County continued

ROUTE 238/OLD WILLIAMSBURG ROAD CLEANUP

Volunteers from a local neighborhood group helped pick up litter along Route 238/Old Williamsburg Road.

WOLF TRAP ROAD CLEANUP

Volunteers from DOC Spartans helped pick up litter along Wolf Trap Road.

RESULTS

101 volunteers
1,300 pounds of litter/debris
5 cubic yards of invasive species/weeds removed



CHARLES BROWN PARK
york county, va



Closing Thoughts

The Great American Cleanup National Action Days was a great opportunity to highlight what is good in Hampton Roads and the state. The cooperative effort of askHRgreen.org and its jurisdictional members was impressive, to say the least. The results from more than 90 project sites have made a long lasting and positive impact in each of our communities.

The timing of this national event was ideal as askHRgreen.org was branding their new identity and Keep Virginia Beautiful (KVB) was working to make a name for itself in litter prevention, waste reduction, recycling, beautification, and environmental education in Virginia. The sponsorship dollars raised helped to pay for expenses and assisted KVB in our statewide efforts. We raised \$10,000 that will be split among participating jurisdictions for future projects in Hampton Roads.

It was a genuine pleasure to work with the members of askHRgreen.org and each of the jurisdictions for these far reaching projects. I look forward to future initiatives in Hampton Roads. Thank you very much for the opportunity to have helped make a difference.

Best regards,

Mike Baum
Executive Director
Keep Virginia Beautiful

