

AGENDA NOTE – HRPDC ANNUAL COMMISSION MEETING

ITEM #15: RESOLUTION FOR PARTICIPATION IN THE 2012 GREAT AMERICAN CLEANUP KICKOFF EVENT

SUBJECT:

Resolution of the Hampton Roads Planning District Commission endorsing and encouraging widespread participation throughout all localities within the Hampton Roads Region in the 2012 Great American Cleanup Kickoff Event.

BACKGROUND:

Keep America Beautiful selected the Hampton Roads region, through the partnership of HR Green and Keep Virginia Beautiful (KVB), as one of the national kickoff locations for the annual Great American Cleanup, which marks the beginning of cleanup events in over 32,000 communities across the country and mobilizes over 3 million volunteers from March 1, 2012 to May 31, 2012.

The event will be held on a Friday and Saturday in late April or early May, 2012. The date will be finalized by the end of October. Every Hampton Roads locality, through the coordination of HR Green, will be invited to host and organize one or more “transformational” community improvement projects that will involve the engagement of 50 to 200 volunteers for a half day of work. Projects may include litter cleanups, park spruce ups, gateway beautifications, and wetland or tree plantings. Teams of volunteers will be recruited from local military commands, corporations and citizen groups. Members of local planning teams and volunteers will be invited to the “One Clean Nation, One Clean Region” celebratory rally on Friday evening at Town Point Park in Norfolk to be hosted by Keep Virginia Beautiful and corporate sponsors.

The role of HR Green is to lead the organization of cleanup projects and volunteers, and recruit members for the Honorary Planning Board. The Honorary Planning Board will serve to bolster regional involvement in the event. Based on discussions among HR GREEN and Keep Virginia Beautiful, it is recommended that the Governor and his wife be invited to serve as Co-Chairs of the Honorary Planning Board and that local government chief elected officials, and military facility commanding officers be invited to serve on the Honorary Planning Board. The timing of the Great American Cleanup Kickoff Event coincides with the traditional Spring Governor’s Stewardship Campaign.

The role of Keep Virginia Beautiful is to recruit corporate sponsors and manage donations, assist HR Green with recruiting volunteers and members for the Honorary Board, and lead the planning effort for the rally.

Ms. Julia B. Hillegass, HRPDC Public Information and Community Affairs Administrator will brief the Commission.

The HRPDC staff recommends that the Commission authorize the HRPDC Chairman to send appropriate letters of invitation to serve on the Honorary Planning Board as soon as the event date is finalized.

RECOMMENDED ACTION:

Adopt Resolution 2011 – 08 and authorize the Chairman to sign letters for the formation of the Honorary Planning Board.



**HAMPTON ROADS PLANNING DISTRICT COMMISSION
RESOLUTION 2011-08**

A RESOLUTION OF THE HAMPTON ROADS PLANNING DISTRICT COMMISSION ENDORSING AND ENCOURAGING WIDESPREAD PARTICIPATION THROUGHOUT ALL LOCALITIES WITHIN THE HAMPTON ROADS REGION IN THE 2012 GREAT AMERICAN CLEANUP KICKOFF EVENT.

WHEREAS, Hampton Roads is a Region of great beauty and natural treasures that should be preserved for all residents, tourists and future generations to enjoy; and

WHEREAS, each locality within Hampton Roads has a wealth of civic-minded citizens who are passionate about the safety and beauty of their neighborhoods, local parks, schools, and other public spaces; and

WHEREAS, the mission of the Great American Cleanup Kickoff Event is to engage individuals in environmental stewardship and the community improvement process because when people unite to clean up an illegal dump site, paint over graffiti defamed playgrounds, or plant community gardens, they see firsthand that the whole of the community is greater than the sum of its parts.

NOW THEREFORE BE IT RESOLVED, the Hampton Roads Planning District Commission encourages widespread community participation throughout all localities within the Hampton Roads Region in the 2012 Great American Cleanup Kickoff Event.

BE IT FURTHER RESOLVED, the Hampton Roads Planning District Commission desires that the Kickoff Event be the motivator and energizer for a successful community cleanup season that far surpasses any other year's participation level; and to remind everyone that keeping Hampton Roads beautiful is achieved through the everyday choices and actions of citizens.

PASSED AND APPROVED by the Hampton Roads Planning District Commission this 20th day of October, 2011.

Stan D. Clark
Chairman

Dwight L. Farmer
Executive Director/Secretary

MEMBER JURISDICTIONS

October 20, 2011

CHESAPEAKE

The Honorable Governor Robert McDonnell and Mrs. Maureen McDonnell
Office of the Governor

FRANKLIN

Patrick Henry Building, 3rd Floor

1111 East Broad Street

GLOUCESTER

Richmond, Virginia 23219

HAMPTON

Dear Governor McDonnell and Mrs. McDonnell:

ISLE OF WIGHT

In September 2011, the Hampton Roads region, through the Hampton Roads Planning District Commission's local government environmental education partnership, HR Green, was selected by Keep America Beautiful as a national kickoff location for the annual "Great American Cleanup", which marks the beginning of cleanup events in over 32,000 communities across the country and mobilizes over 3 million volunteers. Through a partnership with Keep Virginia Beautiful and our strong local community improvement programs, I am sure you will recognize this as a unique opportunity for every municipality in our region to participate in a meaningful way.

JAMES CITY

NEWPORT NEWS

NORFOLK

POQUOSON

The HRPDC, on behalf of HR Green and Keep Virginia Beautiful invites you to serve as Co-Chairs on the event's Honorary Board. We are inviting the Mayors, County Board Chairs and military commanding officers in the region to serve on the Honorary Board. It is our hope that your support as the Co-Chairs will generate statewide recognition of the event and encourage the citizens of Hampton Roads to take an active part in keeping their region beautiful.

PORTSMOUTH

SOUTHAMPTON

SUFFOLK

The event will be held **xxx - xxx**, 2012. Every Hampton Roads locality, through the coordination of HR Green, will be invited to host and organize one or more "transformational" community improvement projects that will involve the engagement of 50 to 200 volunteers for a half day of work. Projects may include litter cleanups, park spruce ups, gateway beautifications, and wetland or tree plantings. Teams of volunteers will be recruited from locally based military commands, corporations and citizen groups. Members of local planning teams, volunteers and members of the Honorary Board will be invited to our "One Clean Nation, One Clean Region" celebratory rally on Friday evening, **xxx**, at Town Point Park in Norfolk to be hosted by Keep Virginia Beautiful and our corporate sponsors.

SURRY

VIRGINIA BEACH

WILLIAMSBURG

YORK

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We hope you can join our effort for this important event which will bring national exposure for our region. We are proud to be the host of such a prestigious national kickoff event and our goal is to make Hampton Roads the benchmark for years to come.

Thank you in advance for your consideration and your support.

Sincerely,

Stan D. Clark
Chairman

Copy: Michael G. Baum, Executive Director – Keep Virginia Beautiful