October 7, 2020

Memorandum #2020-123

TO: askHRgreen.org: Recycling and Beautification Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting October 13, 2020

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting is scheduled for **Tuesday, October 13, 2020** at **11:00 a.m.** The agenda is attached.

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the subcommittee members, staff, and the general public, the askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held electronically via Zoom. Participants can join the meeting using the following credentials:

Join by computer:
https://us02web.zoom.us/j/82094089903?pwd=ZytrVnp3d2tQOWFsc3FTblc2ZXBmZz09

-or-
Join by phone: 1-929-205-6099
Meeting ID: 820 9408 9903
Passcode: 348503

Please RSVP by Friday, October 9, 2020. R&B Subcommittee meetings require representation from at least five member-jurisdictions.

Public comments and suggestions based on this agenda package should be submitted in advance to kcullipher@hrpdcva.gov.

Attachments

RE/kl

askHRgreen.org: Recycling and Beautification Subcommittee:

John C. Barnes, VB
Dan Baxter, NN
Kathy Bew-Jones, SM
Debbie Blanton, HA
Jason Brown, CH
Emily Douglass, JCC
Michael Etheridge, IW
Deborah Everitt, NN
Cynthia Harris, HA
Tonya Ford, VB
Megan Hale, CH
Laurie Halperin, YK
Jim Hill, JC
Evie Insley, PQ
Fleta Jackson, NO
Wayne Jones, SU
Samantha McNeil, YK
Robin Moore, SU
Russell Pace, FR
Kristi Rines, VB
Tammy Rojek, WM
Erin Rountree, SU
Craig Simmons, VB
Sarah Sterzing, NO
Amos Taylor, PO
Elisabeth Wilkins, GL
Bodina Wright, PQ

askHRgreen.org: Recycling and Beautification Subcommittee Copy:

Shannon L. Alexander, A-NPDC
Michael G. Baum, KVB
Joe Benedetto, RDS
Brittany Collins, SPSA
Roger Fournier, Goodwill
Tracy Hofmeyer, VPPSA
Mike Kelley, SPSA
Esi Langston, NO
Kathy Russell, TFC Recycling
Henry Strickland, SPSA

HRPDC Staff:

Robert Crum
Katie Cullipher
Keith Cannady
Rebekah Eastep

AGENDA
MEETING OF THE
ASKHRGREEN.ORG: RECYCLING & BEAUTIFICATION SUBCOMMITTEE
OCTOBER 13, 2020
11:00 AM

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the subcommittee members, staff, and the general public, the askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held electronically via Zoom.

The purpose of the R&B Subcommittee shall be to promote litter control, recycling, beautification and general environmental awareness through educational projects designed to reach all sectors of our regional community.

1. **Public Comments**

2. **Meeting Summary**
   The summary of the September 8 meeting is attached for review and approval. Summary highlights include:
   - GAC Events – The Committee discussed final preparations for the September 18-19 cleanup events. KVB secured billboard ads to run leading up to the event.
     Committee members will collect data from their volunteers and share results with HRPDC via email or the Google spreadsheet.
   - Recycling Outreach – The Committee reviewed the "Waste Not, Recycle Right" concept and video series and discussed the creative approach proposed by Red Chalk Studios. HRPDC staff would provide the direction to Red Chalk Studios for additional concepting – logo design to begin.
   - Grants – HRPDC staff is still awaiting guidance from DEQ staff on resubmission of the regional project grant with Isle of Wight as the lead locality. For the KVB 30-in-30 grant, the materials have been secured and the cigarette butt workshop was set for September 9.
   - Budget – There were no proposed changes to the draft FY22 budget and it will be sent out for review and final approval via email.
   - Annual Report – The askHRgreen annual report was provided and a virtual all hands askHRgreen meeting was scheduled for September 17.

   Attachment 2

   Action: Approve summary

3. **askHRgreen.org Outreach Events**
   The current listing of events is as follows.

~~10/8-10/11~~	~~Suffolk Peanut Festival~~	~~Suffolk~~
~~10/10~~	~~Lynnhaven River Now Fall Festival*~~	~~Virginia Beach~~
10/10	Litter & Recycling Expo	James City County
~~10/16-10/18~~	~~Poquoson Seafood Festival~~	~~Poquoson~~
~~11/10~~	~~Sensible Seafood Fest - Rescheduled~~	~~Virginia Beach~~
3/27-3/28	2021 Daffodil Festival	Gloucester
6/19	ERP RiverFest	TBD

   Action: Based on discussion

4. **Great American Cleanup 2020**
   The Committee should review results and discuss takeaways from the regional cleanup events in September. In total, 650 volunteers were engaged and more than 13,500 pounds of litter removed.

   Action: Based on discussion

5. **Recycling Outreach**
   The Committee will review and discuss proposed slogans, logos, video scripts, and a sample video storyboard for the new recycling campaign and video series.

   Attachment 5A, 5B, 5C, 5D, 5E

   Action: Choose a creative direction and provide feedback on the proposed video concepts.

6. **Grants**
   DEQ Competitive Litter Prevention & Recycling Grant – HRPDC staff will provide an update on the regional recycling project grant application submitted in July.

   KVB 30-in-30 Grant – Approximately 30 large-scale cigarette butts were constructed in September. The Committee should discuss an outreach plan for displaying them across the region, including slogans, signage, etc. to accompany the mobile displays.

   Attachment 6

   Action: Based on discussion

7. **Staff Reports**
   The current FY21 budget is attached for review.

   Digital Marketing Report – The September report is attached for review.

   Attachment 7A, 7B

   Action: Based on discussion

8. Roundtable Discussion & Locality Updates

Next Committee Meeting – The next regularly scheduled meeting is November 10.

askHRgreen.org Recycling & Beautification Committee Meeting
Tuesday, September 8, 2020

Due to the declared a state of emergency in the Commonwealth of Virginia in response to the continued spread of novel coronavirus, or COVID-19 and to protect the public health and safety of the committee members, staff, and the general public, the askHRgreen.org Recycling & Beautification Committee meeting was held via WebEx Video Conferencing. These electronic meetings are required to complete essential business on behalf of the region, and a recording of the meeting is available on the website.

Attendance:

Megan Hale, CH
Debbie Blanton, HA
Elisabeth Wilkins, GL
Wayne Jones, SU
Emily Douglas, JCC
Samantha McNeil, YK
Craig Simmons, VB
Randy Roberts, SPSA
Mike Baum, KVB
Rebekah Eastep, HRPDC
Katie Cullipher, HRPDC

The meeting summary is as follows:

1. **Public Comments**
   There were no public comments.

   Action: None.

2. **Summary**
   The Committee reviewed and approved the Committee meeting summary for August.

   Action: Approved.

3. **askHRgreen.org Outreach Events**

9/12	Go Green Market	Yorktown
~~9/17-9/20~~	~~Isle of Wight County Fair~~	~~Windsor~~
~~10/3~~	~~Virginia Beach Master Gardeners Fall Gardening Festival*~~	~~Virginia Beach~~
10/3	Arlo's Shed Radio Promotion	Chesapeake
~~10/8-10/11~~	~~Suffolk Peanut Festival~~	~~Suffolk~~
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
3/27-3/28	2021 Daffodil Festival	Gloucester
6/19	RiverFest	TBD

York County requested an exact time for trailer delivery on Friday, September 11 and assistance with directions for moving the trailer after the event.

Chesapeake and Suffolk recycling events have been cancelled for September.

Action: The askHRgreen.org trailer will attend the Yorktown Go Green Market.

4. **Great American Cleanup 2020**

The Committee discussed the Great American Cleanup planned for September 18-19.

- Media interview scheduled for today with Mike Arlo
- KVB has secured billboard ads for the two weeks preceding the event. Adams Outdoor can provide location information upon request.
- HRPDC staff have worked with KVB to develop some customized social media graphics to promote the "grab a bag" cleanup strategy.
- Norfolk/Chesapeake have a small number of public projects available for volunteers to assist with in local parks.
- Chesapeake has done outreach through "adopt" teams, social media, CEIC partnership, etc. Currently there are 12 individual-led cleanups planned.
- Clean Gloucester Day is planned for Sept. 18-19 and currently has 130 volunteers signed up to participate through individual cleanups.
- York County has some small groups cleaning up select areas and continues to promote individual-led cleanups.
- Virginia Beach is also performing outreach to "adopt" participants and other community partners. The Virginia Aquarium has a cleanup planned for ICC with restrictions for capacity in place.
- Committee members were encouraged to reach out to "adopt" programs and local volunteer groups to promote individual-leg cleanups in honor of GAC on Sept. 18-19.
- Committees should share details of individual-led events in the Google spreadsheet for regional tracking.

KVB has a limited number of supplies to assist with any group cleanups and will plan to attend a few cleanups throughout the region.

The Committee discussed using digital road signs for litter messages. VDOT/Tourism plan to launch a statewide litter campaign "Virginia is for lovers, not litter."

The Committee discussed a Google form for collecting cleanup results. Each locality was confident in their ability to collect data from their volunteers and will share results with HRPDC via the email or the Google spreadsheet.

Action: HRPDC staff, Keep Virginia Beautiful and Committee members will continue outreach for individual-led cleanups. Committee members should add details of individual-led events to the Google spreadsheet for regional tracking.

5. **Recycling Outreach**

HRPDC staff asked the Committee to provide direction on the overall theme and creative approach for the "Waste Not, Recycle Right" campaign and video series.

- "Waste Not, Recycle Right" - The Committee generally approved of the campaign slogan.
    - Suffolk mentioned the logo design may help further convey the message.
    - Virginia Beach noted that the message is very subtle and could be taken to mean reduce trash by recycling more resulting in an increase in contamination. Chesapeake agreed the waste reduction message was subtle.
    - Chesapeake asked that RCS consider equity and diversity in the development of the campaign with the goal of reaching all audiences.
    - The Committee would like to see multiple design treatments for consideration.
- J*ourney of Recycling* –
    - The Committee discussed receiving assistance from area recyclers (TFC, are there others?) and identifying local vendors. The Committee expressed concerns that naming partners may date the video or become inaccurate as vendors change often. The Committee had a preference for relying on stock imagery to connect the feedstock material to the finished product.
    - The Committee discussed including landfill decomposition rates for plastic and comparing the time it takes for the same material to be made into something new.
    - The Committee would like to see plastics as a focus since most people know what metal and paper become (cans/paper)
- *Back to Basics* –
    - The Committee would exclude imagery and mentions of glass.
    - There may be design budget available to create an associated rack card to replaced the outdated recycling rack card.
- *Issue of Contamination* –
    - The Committee discussed how specific to be with discussing the costs of contamination. More general language was preferred to hard facts and figure (i.e. increasing costs to citizens, improves efficiency of recycling process, employee safety /dangers to staff, fire (lithium batteries), contamination of good quality recyclables, etc.
- General feedback:
    - The Committee would prefer voice overs or personified animation to actual interviews. If in-person interviews are included, a spokesperson from the Virginia Recycling Association may be better than an individual company.
    - TFC Recycling will need to provide many of the facts and figures requested for the video. HRPDC staff can reach out to Kathy Russell with TFC for more information.
    - The Committee agreed that they would prefer a video that combines both animation and live action/stock video with the end product being entertaining and engaging.

Actions: HRPDC staff will discuss creative direction with RCS.

6. **Grants Update**
   DEQ Competitive Litter Grant - HRPDC staff have not received confirmation from DEQ that the grant application was officially received via the online portal. DEQ staff have confirmed the application was received on time and will be reviewed for funding.

   KVB 30-in-30 Grant – The large-scale cigarette butt building workshop day will take place at the HRPDC office on Wednesday, September 9 at 9:30 am. Wayne Jones, Megan Hale, Sarah Sterzing and Craig Simmons will attend to assist with the creation of the cigarette butts.

   Action: Workgroup will create cigarette butts for 30-in-30 grant.

7. **FY22 Budget**
   HRPDC staff have received no questions or concerns about the proposed FY22 budget. There was no further discussion by the Committee. Per the bylaws, the annual Committee budget must be approved unanimously and approval is needed by the end of September.

   Action: HRPDC staff will send out budget via email for formal endorsement.

8. **Staff Reports**
   FY21 Budget - The current FY21 budget was provided for review.

   Digital Marketing Report – The July report was provided for review. Lawn and garden topics continue to dominate the search volume. The top organic Facebook post announced the Stormwater Education rain barrel workshops hosted in July.

   FY20 askHRgreen Annual Report – The final FY20 askHRgreen.org Annual Report was provided to the Committee. A virtual askHRgreen All Hands meeting is scheduled for September 17th at 10:00 AM.

   Action: None.

9. **Roundtable Discussion & Locality Updates**
   - Virginia Beach – hazard pay for essential workers, continued cleanup after tropical storm Isaias
   - Suffolk – cleanup from tornado/Tropical Storm Isaias, staffing quarantines, GAC outreach, library lending kit programs to restart, family litter kit giveaways, researching parklets as a way to deter illegal dumping
   - Chesapeake - GAC outreach, CEIC contests for notable yards/business beautification, Keep Chesapeake Beautiful photo contest through 9/18 (cash prize)
   - York - Go Green Market this weekend, HHW event upcoming, GAC outreach, October Drug Take Back Day in partnership with the Sheriff's Office (provide shredding), calendar contest for pollinators of York County

- Hampton - ICC for smaller groups (sign ups continue to roll in), cleanups scheduled through December, Tour de Trash still planned but participants may be weary of sharing a bus even with social distancing and hygiene practices in place, Debbie will be retiring at the end of December 2020
- Gloucester - 130 volunteers signed up for Great American Cleanup, outreach in local newspaper for GAC, summer camp at home kit with Parks & Rec, educational pop ups planned for recycling forum, etc. to assist with public outreach numbers, creating a storybook trail at Woodville Park called "Earth Day Every Day."

Actions: None.

Next Committee Meeting – The next regularly scheduled meeting is October 13.

Start Smart
Recycle
Right

Waste Not
Recycle
Right

Start Smart
Recycle
Right

Waste Not
Recycle
Right

Recycle
Right

Recycle
Right

Recycle
Right

Attachment 5A

START SMART
RECYCLE RIGHT

WASTE NOT
RECYCLE RIGHT

START SMART
RECYCLE RIGHT

WASTE NOT
RECYCLE RIGHT

START SMART
RECYCLE RIGHT

START SMART
RECYCLE RIGHT

START SMART
RECYCLE RIGHT

DRAFT 1

SMART START, RECYCLE RIGHT

VIDEO #1 The Journey of Recycling Right

DIRECTION PROVIDED: *Make it GENERAL, not specific to Hampton Roads / Focus on plastics through the end of the journey*

_____

V/O
In this Start Smart, Recycle Right video series, we explore… The journey of recycling right.

ON SCREEN
[logo] Start Smart, Recycle Right
The Journey of Recycling Right • How to Recycle Right • How to Avoid Contamination

V/O
The journey begins with you, starting smart and choosing products that can be recycled in your locality when you're done using them. It can be as easy as choosing something packaged in cardboard instead of styrofoam and choosing products in plastic containers accepted by your recycler.

ON SCREEN
Your Smart Choice
Choose Products That Can Be Recycled in Your Locality
egg carton: cardboard vs. styrofoam
plastic jug: #2 vs. #7

V/O
But if we choose products that end up in the landfill, it can sometimes take over *30 generations* for those to decompose.

ON SCREEN
If it went to the landfill:
egg carton: styrofoam 500 years to decompose
plastic jug #7 1000 years to decompose

V/O
The next step in the journey is your choice to recycle it right. Whether recycling at home or on the go, only put in the recycling bin those items that are allowed.

> **ON SCREEN**
> **Recycle Right**
> Only Acceptable Items
> *plastic jug & egg carton multiples and goes into home recycling bin*

V/O
Then your recyclables get picked up and taken to your local recycling recovery facility, where they're sorted, compacted and bundled.

> **ON SCREEN**
> **Materials Recovery Facility**
> sorted • compacted • bundled
> *Recycling truck picks up bin contents > drives to Recycling Recovery Facility. Items go on a conveyor belt and "sorted." Plastic jugs get compacted.*

V/O
Next, these bundles are shipped to recycling processors, where they're broken down into raw materials and sold to manufacturers.

> **ON SCREEN**
> **Recycling Processor**
> Broken Down Into Raw Material
> *Compacted plastic bottle bundles move to Recycling Processor > Bundles get broken into small pieces.*

V/O
Finally, manufacturers around the world take these raw materials to make something new and once again, usable.

> **ON SCREEN**
> **Manufacturer**
> something old becomes new again
> *Small pieces go into a machine, exit the other end transformed: fleece jacket, Adirondack chair, playground equipment, planters, backpack...*

V/O
And that's a happy outcome!

ON SCREEN
Back Into the World
Transition off conveyor belt and into "environment"

UNIVERSAL ENDING

V/O
Remember, it's up to you to Start Smart...

ON SCREEN
START SMART
- think before you buy
- choose recyclable packaging
- reuse it, if possible

V/O
And Recycle Right.

ON SCREEN
RECYCLE RIGHT
- know what can be recycled
- know where it can be recycled
- clean before putting in the bin

Start Smart, Recycle Right logo
Don't miss the rest of the videos in this series:
The Journey of Recycling Right • How to Recycle Right • How to Avoid Contamination

Find out what's recyclable in your Hampton Roads locality.
askHRgreen.org logo/Recycling-Lookup

SMART START, RECYCLE RIGHT

VIDEO #2 How to Recycle Right

DIRECTION PROVIDED: *Focus on the basic things we can recycle (paper, plastic jugs #1 +#2, household tin + aluminum), we are getting the most out of our recycling efforts, and not overburdening our system, driving up costs and use of resources, and causing problems. EXCLUDE imagery and mentions of glass.*

_____

V/O
In this Start Smart, Recycle Right video series, we explore… How to recycle right.

> **ON SCREEN**
> [logo] Start Smart, Recycle Right
> The Journey of Recycling Right • **How to Recycle Right** • How to Avoid Contamination

V/O
Why are we talking about this? Because as much as we love that you're recycling, too many non-recyclables are being put into curbside recycling bins, which is causing major problems down the line.

> **Too many non-recyclables are ending up in our home recycling bins.**
> *Collection of recyclable + non-recyclable product images getting "tossed" into the recycling bin. The non-recyclables get a red X as they go in. (non-recyclables: plastic bag, pizza box, to-go containers, clothes)*

V/O
So, what CAN be Recycled? To recycle RIGHT, we need to get back to the basics… Paper, plastic bottles and metal.

> **Recycle right by getting back to basics**
> PAPER • PLASTIC BOTTLES • METAL

V/O
So many paper products are recyclable, such as printer paper, newspaper, magazines and cardboard boxes. Just be sure they're clean and empty before you put them in your curbside recycling bin.

> *Show items + names of items that can be recycled + green check mark*
> **PAPER • CAN BE RECYCLED in CURBSIDE RECYCLING • CLEAN & EMPTY**
> - Printer Paper *(stack of pages)*
> - Newspaper
> - Magazines

- Cardboard Boxes
- Cardboard Rolls
- Milk Carton

V/O
What paper-based items should *not* go in your bin? Paper containers with greasy food residue, like pizza boxes or paper to-go containers.

Show items + names of items that cannot be recycled + red X
CANNOT BE RECYCLED in CURBSIDE RECYCLING

- Pizza boxes (w/residue)
- To-go container (w/residue)
- ??

V/O
And how about plastics? This is tricky — only recycle plastic bottles and jugs marked with the #1 or #2 recycling symbols should go into your curbside recycling bin.

Show items + names of items that can be recycled + green check mark
#1 & #2 PLASTIC BOTTLES & JUGS • CAN BE RECYCLED • CLEAN & EMPTY

- Beverage Bottles & Jugs
- Cleaning Product Bottles & Jugs
- Household Product Bottles & Jugs

V/O
Does it matter if they're clear or colored plastic? Nope — all #1s and #2s are accepted. Just be sure they're clean and empty.

Show one bottle going from clear to different opaque colors. Green check mark.

V/O
However, there are many plastic items that CANNOT be recycled in your curbside recycling bins. These include plastic food containers, plastic tubs, ~~plastic bags, hangers~~ and all of those other numbered plastic jugs.

Show items + names of items that cannot be recycled + red X
CANNOT BE RECYCLED in CURBSIDE RECYCLING

- Clamshell containers
- Styrofoam container
- Plastic tubs *(butter/yogurt)*
- Plastic bags

- Hangers
- #3, #4, #5, #6, #7 plastic recycling symbol

V/O
The final basic is METAL, specifically food-related aluminum and tin. These might be the easiest of all. And like paper and plastics, be sure they're clean before recycling.

Show items + names of items that can be recycled + green check mark
METAL • CAN BE RECYCLED in CURBSIDE RECYCLING • CLEAN & EMPTY

- Steel and Tin Cans
- Aluminum Cans
- Aluminum Foil
- Aluminum Pie Plates and Containers

V/O
There are items that can be recycled other places, just NOT in your curbside recycling. These include plastic bags, batteries, clothes, scrap metal, hazardous waste, yard waste and more.

Show items + names of items that cannot be recycled + red X
DO NOT PUT THESE INTO YOUR CURBSIDE RECYCLE BIN • May be recycled elsewhere

- Plastic bags
- Batteries
- Hazardous Waste
- Scrap Metal
- Clothes
- Yard Waste
- Tires
- Glass Bottles???

V/O
There you have it. Let's get back to the recycling basics with paper, plastics and metal. That way, we know our efforts to recycle are RIGHT and not causing issues down the line.

Recycle right by getting back to basics.
PAPER • PLASTIC BOTTLES • METAL
Show items again that can be recycled under each category.

UNIVERSAL ENDING

V/O
Remember, it's up to you to Start Smart...

ON SCREEN
START SMART

- think before you buy
- choose recyclable packaging
- reuse it, if possible

V/O
And Recycle Right.

ON SCREEN
RECYCLE RIGHT

- know what can be recycled
- know where it can be recycled
- clean before putting in the bin

Start Smart, Recycle Right logo
Don't miss the rest of the videos in this series:
The Journey of Recycling Right • How to Recycle Right • How to Avoid Contamination

Find out what's recyclable in your Hampton Roads locality.
askHRgreen.org logo/Recycling-Lookup

SMART START, RECYCLE RIGHT

VIDEO #3: How to Avoid Contamination

DIRECTION PROVIDED: *More general language was preferred to hard facts and figures. Know how contamination harms the recycling process. (i.e. increasing costs to citizens, improves efficiency of recycling process, employee safety /dangers to staff, fire (lithium batteries), contamination of good quality recyclables, etc.*

_____

V/O
In this Start Smart, Recycle Right video series, we explore… How to avoid contamination.

> **ON SCREEN**
> [logo] Start Smart, Recycle Right
> The Journey of Recycling Right • **How to Recycle Right** • How to Avoid Contamination

V/O
First, we know your heart's in the right place and we want to encourage you to keep recycling.

> **Recycling Right Is Great**
> *Recyclables coming on screen one at a time. Items go into the recycling bin. Smiley face/positive reinforcement.*

V/O
But it's not as simple as throwing what you *think* might be recyclable in the recycling bin. Uuunfortunately. When something's in the recycling bin that shouldn't be there, it causes CONTAMINATION.

> **Recycling Wrong Causes Contamination**
> *Non-recyclables coming on screen one at a time. Items go into the recycling bin. Unhappy face/indication that this is a negative behavior.*

V/O
What are the culprits of contamination? Recyclable items that are dirty or in unacceptable condition...

> **Contamination = Dirty Containers**
> *Egg carton with broken, runny eggs + plastic bottle with liquid / red X to highlight the contaminate*

V/O
Or when recyclable materials are put in the wrong bins…

Contamination = Not Recycled in Proper Place
Batteries, clothes, scrap metal, plastic bags / red X on home recycling

V/O
Or when NON-recyclable items are put in recycling bins...

Contamination = Not Recyclable At All
Food waste, rubber hose, styrofoam takeout container, light bulb, diaper

V/O
Contamination causes HUGE problems in the recycling journey. *Just one person* putting waste or the wrong thing in the recycling bin can slow down the entire process, making recycling more expensive.

Contamination = Wasted Time, Waste Money, Wasted Opportunity
Good and bad items coming out of the truck onto the conveyor belt (from Journey of Recycling video). Red "alarm" light comes on. Clock on wall with dollar signs with hands going around. Conveyor belt backs up with items piling up. Highlight contaminants.

V/O
Worse, it can jeopardize the whole recycled collection, making it non-viable and sending it to the landfill.

Highlight entire batch of items to show all are contaminated (spilled waste from containers and tanglers running throughout). The entire block of items gets "picked up" and goes to landfill.

V/O
THIS is why it's so very important to RECYCLE RIGHT. Know what's acceptable, how to recycle it, and what condition items need to be in.

Know How to Recycle Right
Accepted in your locality? *Check mark*
Accepted in curbside recycling? *Check mark*
Empty and clean? *Check mark*

UNIVERSAL ENDING

V/O
Remember, it's up to you to Start Smart...

ON SCREEN
START SMART

- think before you buy
- choose recyclable packaging
- reuse it, if possible

V/O
And Recycle Right.

ON SCREEN
RECYCLE RIGHT

- know what can be recycled
- know where it can be recycled
- clean before putting in the bin

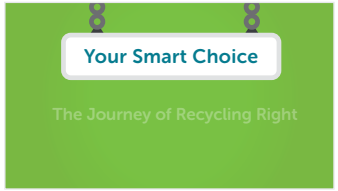
Start Smart, Recycle Right logo
Don't miss the rest of the videos in this series:
The Journey of Recycling Right • How to Recycle Right • How to Avoid Contamination

Find out what's recyclable in your Hampton Roads locality.
askHRgreen.org logo/Recycling-Lookup

Demonstrating the Journey of Recycling phases: Your Smart Choice, Recycling Right, Materials Recovery Facility, Recycling Processor, Manufacturer, and Back Into the World.
The overall feeling is friendly and animated. On screen messaging accompanies voice over narration. Background music is light and friendly.

MUSIC UP AND UNDER

1



VO In this Start Smart, Recycle Right video series, we explore...
The journey of recycling right.

The journey begins with you, starting smart and choosing products that can be recycled in your locality when you're done using them. It can be as easy as choosing something packaged in cardboard instead of Styrofoam and choosing products in plastic containers accepted by your recycler.

AD Introduce the program name, the videos in the series and highlight the current video. Identity each stage in the journey, starting with "Your Smart Choice." Identify product choices that can and cannot be recycled (#2 vs. #7 plastic jug + cardboard vs. Styrofoam egg carton). Key words/text on screen to help visually narrate story when audio is turned off.

2

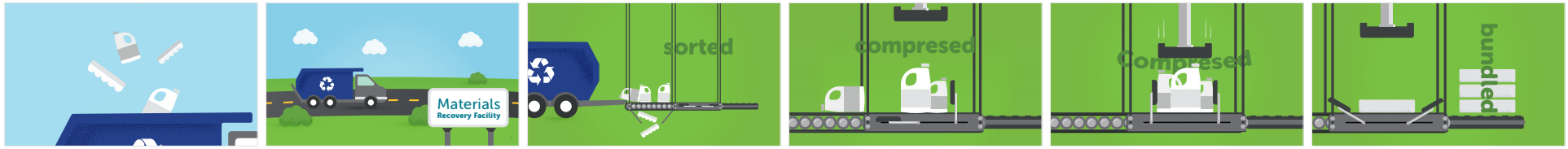
But if we choose products that end up in the landfill, it can sometimes take over 30 generations for those to decompose.

Styrofoam egg carton selected, transition to landfill and egg cartons piling on. Show Styrofoam and plastic bottle stats.

The next step in the journey is your choice to recycle it right. Whether recycling at home or on the go, only put in the recycling bin those items that are allowed.

Next phase "Recycle Right" introduced. Transition to acceptable items being put into recycling bin.

3

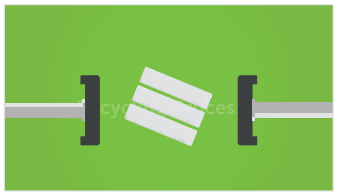


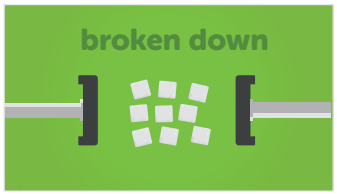
Then your recyclables get picked up and taken to your local recycling recovery facility, where they're sorted, compacted and bundled.

Recycling truck picks up contents > drives to Recycling Recovery Facility. Items go on a conveyor belt and "sorted." Plastic jugs collect under compactor arm and get compacted. Compacted blocks stack up and get "bundled."

Attachment 5E

4

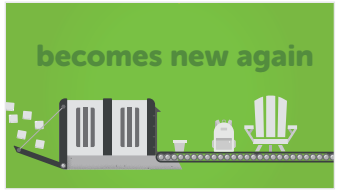


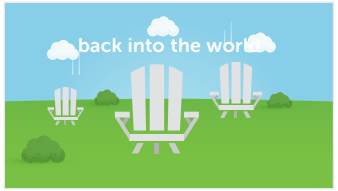


Next, these bundles are shipped to recycling processors, where they're broken down into raw materials and sold to manufacturers.

Bundles crop into the "Recycling Processor" phase, and get "broken" into small pieces.

5

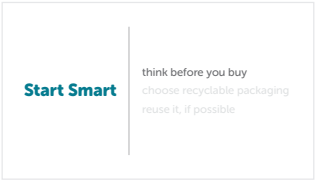




Finally, manufacturers around the world take these raw materials to make something new and once again, usable. And that's a happy outcome!

Small pieces drop into "Manufacturer" facility go into a machine, exit the other end transformed: fleece jacket, Adirondack chair, playground equipment, planters, backpack... Chair moves into "environment" and other chairs drop into it.

6



Remember, it's up to you to Start Smart... And Recycle Right.

Show the actions needed to Start Smart + Recycle Right

7

End with Start Smart Recycle Right logo, reminder of all the videos in the series, and URL where locality recycling information can be found.

MUSIC OUT

Attachment 5E

KEEP AMERICA BEAUTIFUL

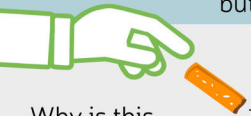
Cigarette Litter Prevention Program

Did you know?

Cigarette butts are the #1 form of litter? They are the most frequently littered item in America

around **32%** of all litter collected are cigarette butts

What happens when cigarette butts are dropped?



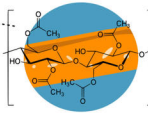
Why is this Happening?

30% of smokers reported littering within the last 30 days.

41% of smokers report that they do not have receptacles for cigarette butts at their workplaces.

Smokers and non-smokers alike can be part of the movement by installing cigarette butt receptacles or putting a CLPP program in place.

THEY DON'T BIODEGRADE



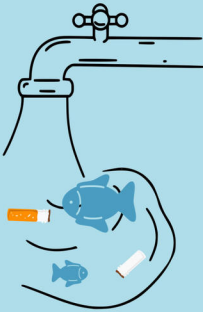
95% of cigarette filters are comprised of **cellulose acetate**, a type of plastic which persists in the environment

Once they are on the ground

Cigarette butts can end up in storm drains after the rain which pile up, stream into waterways and harm marine life. They are mostly washed up from pedestrian sidewalks and roadways.

83% of litter near storm drains consists of smaller items under 4 inches. Cigarette butts predominantly take up this percentage.

32% of litter at storm drains consist of tobacco products.



What Can You Do To Help?

By reviewing local litter laws, educating the public, distributing portable and pocket ashtrays and installing ash receptacles at transition points, cigarette litter is drastically reduced.

The Cigarette Litter Prevention Program has reduced cigarette butt litter by 50% every year it's been implemented since 2002.

What are transition points?

Be a part of the movement

Partner with us to start a Cigarette Litter Prevention Program in your area.

Sources: The 2009 National Visible Litter Survey and Litter Cost Study prepared by MidAtlantic Solid Waste Consultants for Keep America Beautiful®, Inc. and Povaddo Research for Keep America Beautiful®, 2016 Research reports and an executive summary can be downloaded at kab.org/resources/end-littering. Keep America Beautiful® Inc. 2009 national litter and littering behavior research were conducted through a grant from Philip Morris USA, an Altria Company.

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Recycling & Beautification Subcommittee Budget
FY 2020-2021

Mini Grant		**askHRgreen.org Trailer & U-Haul Storage**		**RCS - askHRgreen**		**Media Campaigns/Google SEM/PR**		**Printing & Giveaways** **$1000.00 (10%) base allocation amount*			**KVB 30 in 30 Grant - "Big Butts Project"**			**DEQ Competitiave Grant - 371000**		
Budgeted Amount:	$3,000.00	Budgeted Amount:	$2,000.00	Budgeted Amount:	$12,000.00	Budgeted Amount:	$ 38,000.00	Budgeted Amount:		$10,000.00	Budgeted Amount:		$500.00	Budgeted Amount:		$0.00
Project	Amount	Expense	Amount			Initiative	Amount	Item	Qty	Amount	Item	Qty	Amount	Item	Qty	Amount
Transfer to mini grant program element	$ 3,000.00	*Trailer Replacement Reserves - $500*		Transfer to askHRgreen program element	$12,000.00	SEM & Social Jul	$ 836.67	Cutlery Sets	1,700	$ 1,373.53	Lowes supplies		$ 135.52			
		Eastern Lock & Key	$ 70.00			SEM & Social Aug	$ 836.67				Michaels (paint)		$ 35.67			
		U-Haul Storage Sep	$ 289.90			SEM & Social Sep	$ 836.67				Lowes supplies		$ 26.93			
		Getem Pest Control - quarterly service Sep	$ 22.50			SEM & Social Oct	$ 836.67				Lowes (spray paint)		$ 36.99			
											KAB pocket ashtrays	200	$ 250.00			
Budget	$3,000.00	Budget	$2,000.00	Budget	$12,000.00	Budget	$ 38,000.00	Budget		$10,000.00	Budget		$500.00	Budget		$0.00
YTD	$3,000.00	YTD	$382.40	YTD	$12,000.00	YTD	$ 3,346.68	YTD		$1,373.53	YTD		$485.11	YTD		$0.00
Balance	$0.00	Balance	$1,617.60	Balance	$0.00	Balance	$ 34,653.32	Balance		$8,626.47	Balance		$14.89	Balance		$0.00

FY21 Staff Admin Budget	$ 50,000.00

FY21 Education Budget	
FY21 Local Contribution	$57,000.00
Grants	$500.00
Contribution from Reserve Funds	$8,000.00
Total FY21 Revenue	**$65,500.00**

FY21 Budgeted Expenses	$65,500.00
FY21 YTD Spending	$20,587.72

Reserve Balance as of 8/1/20 *$20,222.00*

Attachment 7A

RED CHALK STUDIOS

BUILD BETTER BRANDS

DIGITAL MARKETING REPORT

REPORTING PERIOD
September 1 - September 30, 2020

PREPARED FOR
askHRGreen.org

REPORTING ON
Website Activity
Social Media

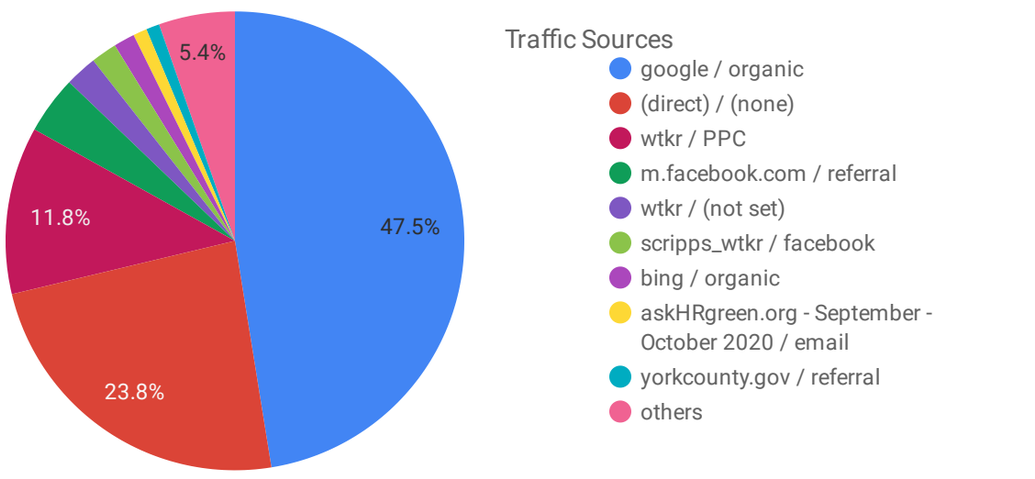
PREPARED BY
Christy Klein - Digital Marketing Manager

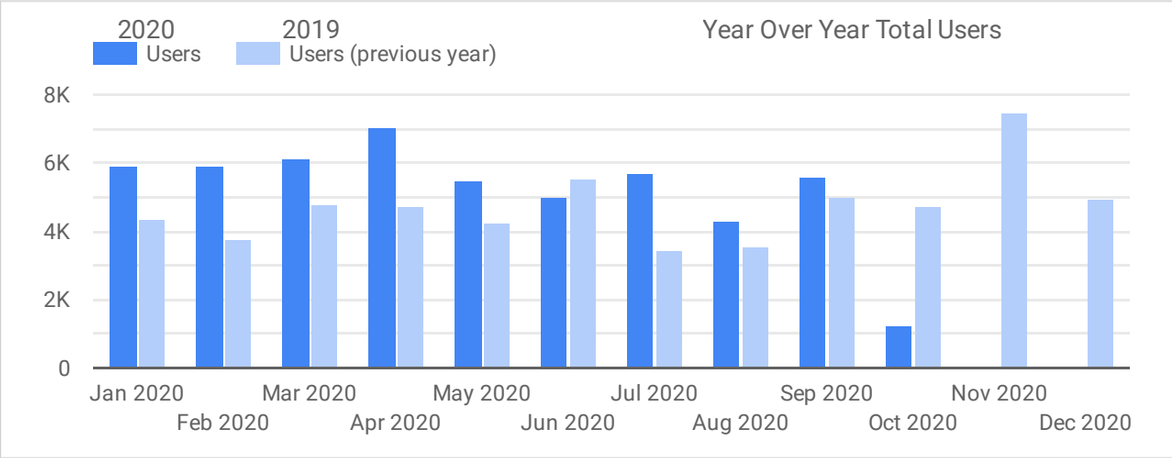
Attachment 7B

WEBSITE TRAFFIC

Sep 1, 2020 - Sep 30, 2020

Monthly Users	Monthly New Users	Monthly Page Views
5,561	5,448	10,809
↑ 30.3%	↑ 30.8%	↑ 54.8%





NOTES & ANALYSIS

All of our key web metrics have **increased by over 30%** in September. Our biggest increase was page views weighing in with a hefty **54.8%** increase.

During September, Google was the #1 driver of traffic to the website once again. We also saw a jump in **direct traffic** of **6.1%** compared to August.

Attachment 7B

WEBSITE ENGAGEMENT

Sep 1, 2020 - Sep 30, 2020

Top Pages	Pageviews	% Δ
/askhr/	983	-
/	681	41.0% ↑
/gtk-gtd/lawn-garden-b...	435	11.5% ↑
/gtk-gtd/recycling-look...	429	30.0% ↑
/events-happenings/	394	65.5% ↑
/programs/great-ameri...	357	124.5% ↑
/disposable-diaper-liner...	265	-12.3% ↓
/programs/bay-star-ho...	246	143.6% ↑
/gtk-gtd/electronics-rec...	205	11.4% ↑
/campaign/the-great-a...	190	68.1% ↑

Avg. Session Duration

00:01:19

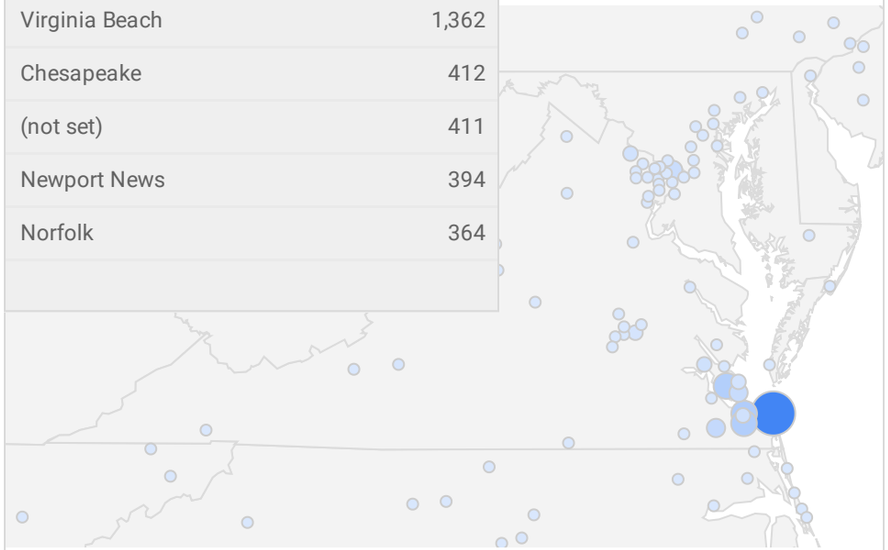
↑ 47.4%

Pages / Session

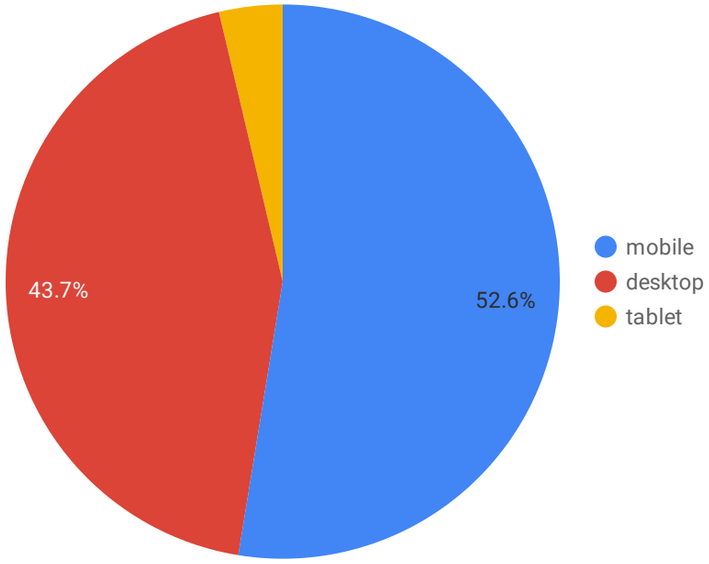
1.7

↑ 16.5%

City	Visits
Virginia Beach	1,362
Chesapeake	412
(not set)	411
Newport News	394
Norfolk	364



1 1,206



NOTES & ANALYSIS

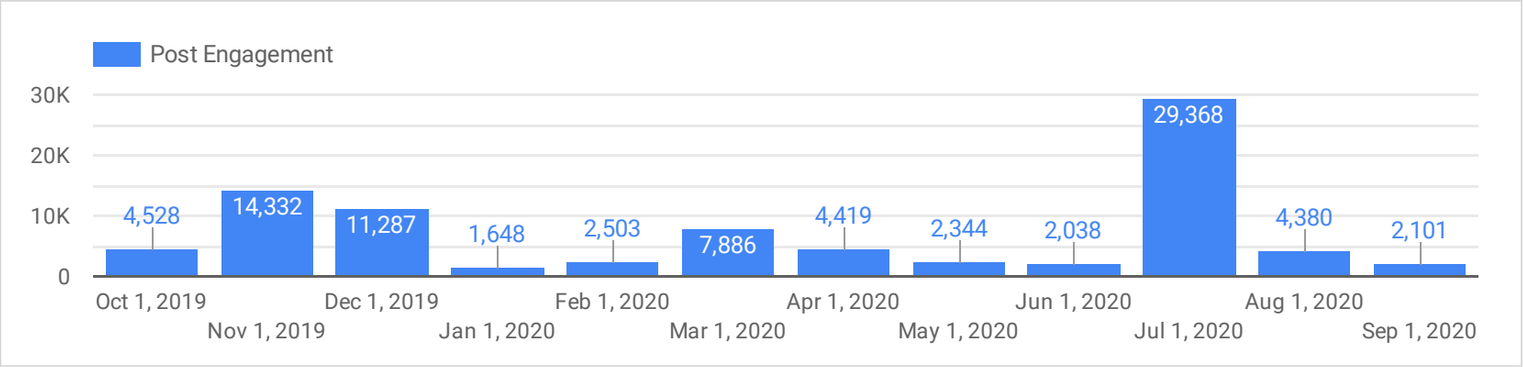
August saw **another** great upturn in average user session length, up **47.4%.** This time last year, our average session was only :52.

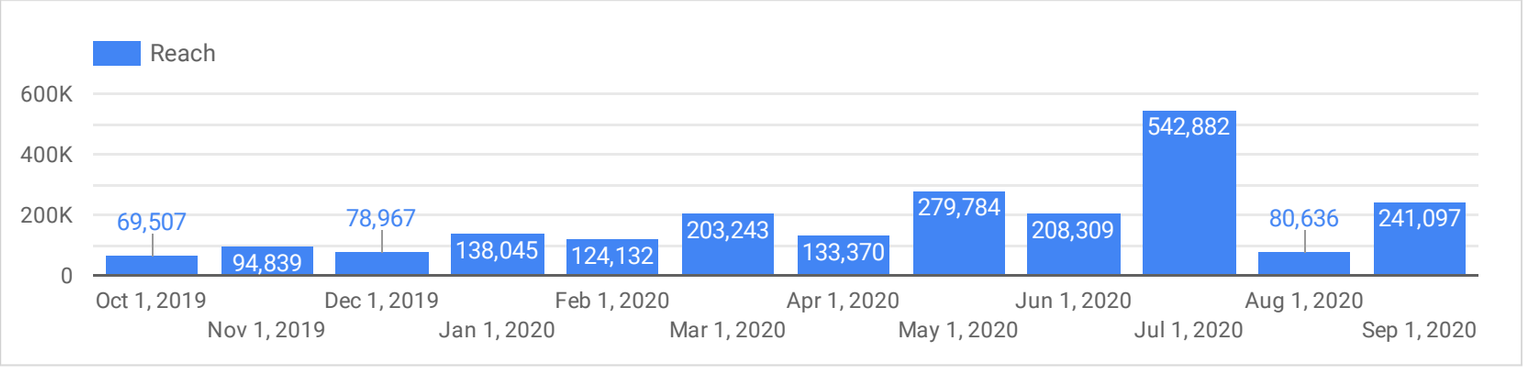
The average pages viewed per session also **increased by 16.5%**, meaning visitors are viewing more pages and viewing more valuable content.

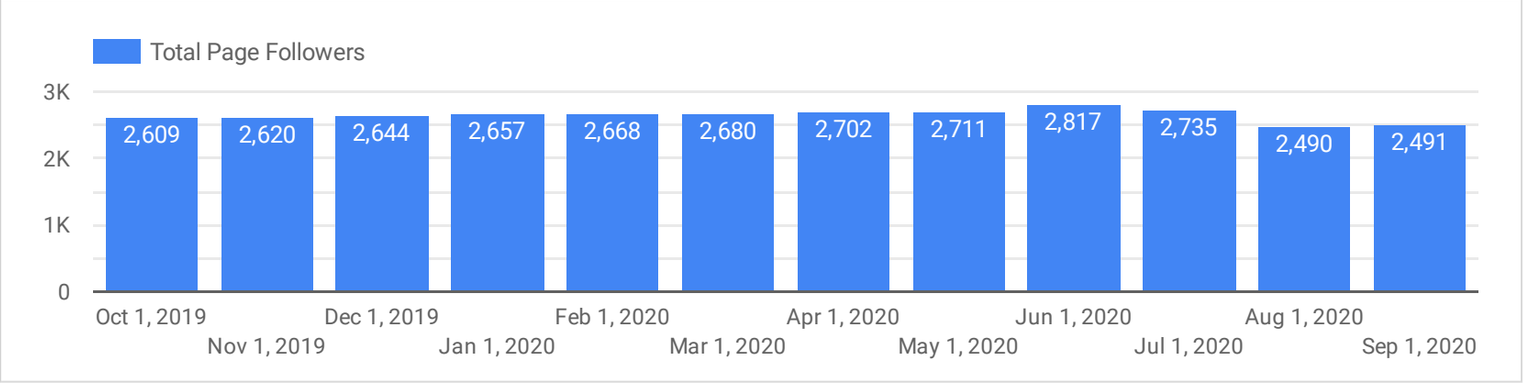
Our lawn and garden pages are still topping the charts for most viewed pages. No surprise, as we promoted lawn care messaging in our social media posts, and a full lawn care media campaign ran throughout September. The start of fall is also a great time for people to be out in their yards as the weather starts to cool off.

Attachment 7B

SOCIAL MEDIA / Facebook
May include Organic & Paid Traffic







NOTES & ANALYSIS

Total Page followers **increased by 1** during September.

It is good to see our follower growth in the positive again, and we will continue watching closely to see how the new Facebook updates will affect our reach and follower count.

There were 32 Organic Posts and 2 Paid Ads during September. The organic post from **September 16th** wins the prize for most Engagements with a total of **100 clicks, comments and shares**.

Attachment 7B

SOCIAL MEDIA / Facebook
Paid Media Results

Sep 1, 2020 - Sep 30, 2020

	Campaign Name	Starts	Ends	Reach	Impressions	Total Engagements	Engagement Rate
1.	ASK: 2020 09 TU2CU	Sep 1, 2020	Sep 18, 2020	167,618	241,551	160	0.07%
2.	ASK: 2020 09 Lawn Care	Sep 21, 2020	Sep 27, 2020	113,520	115,840	43	0.04%

NOTES & ANALYSIS

Our Facebook and Instagram ads **reached over 284k** users during September, which is a **33% decrease** in Reach from August's campaign. Though still a decrease from August, our reach is **14% better** than our reach between July and August. We will watch this closely, as our reach is still likely to be affected by lifting COVID restrictions.

Attachment 7B

SOCIAL MEDIA / Facebook
Paid Social Media Posts

Sep 1, 2020 - Sep 30, 2020

NOTES

Above are the paid social media posts for the month of September in order by date.

The following pages are the paid media results, year-to-date. Highlighted are any posts with an engagement rate of over 0.20%. This seems like the better metric to watch, as opposed to just raw engagements.

Attachment 7B

SOCIAL MEDIA / Facebook
Paid Media Results Year to Date

Jan 1, 2020 - Dec 31, 2020

	Colu...	Campaign Name	Starts	Ends	Reach	Impressions	Total Engagements	Engagement Rate
1.	1	Post: Green Resolution #5	Jan 17, 2020	Jan 20, 2020	58,949	58,949	4	0.01%
2.	2	Post: Green Resolution #4	Jan 14, 2020	Jan 16, 2020	56,196	56,196	192	0.34%
3.	3	Post: Green Resolution #3	Jan 10, 2020	Jan 13, 2020	57,140	57,140	0	0%
4.	4	Post: Green Resolution #8	Jan 28, 2020	Jan 31, 2020	49,567	50,456	5	0.01%
5.	5	Post: Green Resolution #7	Jan 24, 2020	Jan 27, 2020	54,287	54,931	4	0.01%
6.	6	Post: Green Resolution #6	Jan 21, 2020	Jan 23, 2020	57,456	57,752	280	0.48%
7.	7	Post: Green Resolution #1	Jan 2, 2020	Jan 6, 2020	63,527	63,527	246	0.39%
8.	8	Post: Green Resolution #2	Jan 7, 2020	Jan 9, 2020	62,176	62,176	6	0.01%
9.	9	ASK: 2020 02 25-27: Indoor Plants	Feb 25, 2020	Feb 27, 2020	51,977	51,977	233	0.45%
10	10	ASK: 2020 02 21-24: Thrifting	Feb 21, 2020	Feb 24, 2020	54,234	54,234	213	0.39%
11	11	ASK: 2020 02 7-10: What Not To Fl...	Feb 7, 2020	Feb 10, 2020	39,924	39,924	115	0.29%
12	12	ASK: 2020 02 28-29: Winter	Feb 28, 2020	Feb 29, 2020	51,765	51,765	213	0.41%
13	13	ASK: 2020 02 4-6: Superbowl/What...	Feb 4, 2020	Feb 6, 2020	37,800	37,800	125	0.33%
14	14	ASK: 2020 02 11-13: Rechargeable ...	Feb 11, 2020	Feb 13, 2020	49,207	49,207	178	0.36%
15	15	ASK: 2020 02 14-17: Valentine's Day	Feb 14, 2020	Feb 17, 2020	53,536	53,711	170	0.32%
16	16	Ask: 2020 02 18-20: President's Day	Feb 18, 2020	Feb 20, 2020	46,159	46,159	215	0.47%
17	17	ASK: 2020 03: Fix a Leak	Mar 15, 2020	Mar 26, 2020	112,640	152,210	75	0.05%
18	18	ASK: 2020 03: TU2CU	Mar 2, 2020	Mar 13, 2020	59,280	73,381	38	0.05%
19	19	ASK: What Not To Flush	Apr 1, 2020	Apr 30, 2020	89,355	257,866	515	0.2%
20	20	ASK: VOW/DWW	May 1, 2020	May 31, 2020	215,552	466,867	488	0.1%
21	21	ASK: Pet Waste Poo-Em	Jun 1, 2020	Jun 30, 2020	232,576	466,266	696	0.15%
22	22	ASK: 2020 07 Week 5 Post 3	Jul 27, 2020	Jul 31, 2020	50,693	50,693	145	0.29%
23	23	ASK: 2020 07 Week 2 Post 1	Jul 8, 2020	Jul 12, 2020	49,975	49,975	52	0.1%
24	24	ASK: 2020 07 Week 4 Post 3	Jul 24, 2020	Jul 28, 2020	53,849	53,849	183	0.34%

Attachment 7B

SOCIAL MEDIA / Facebook
Paid Media Results Year to Date

Jan 1, 2020 - Dec 31, 2020

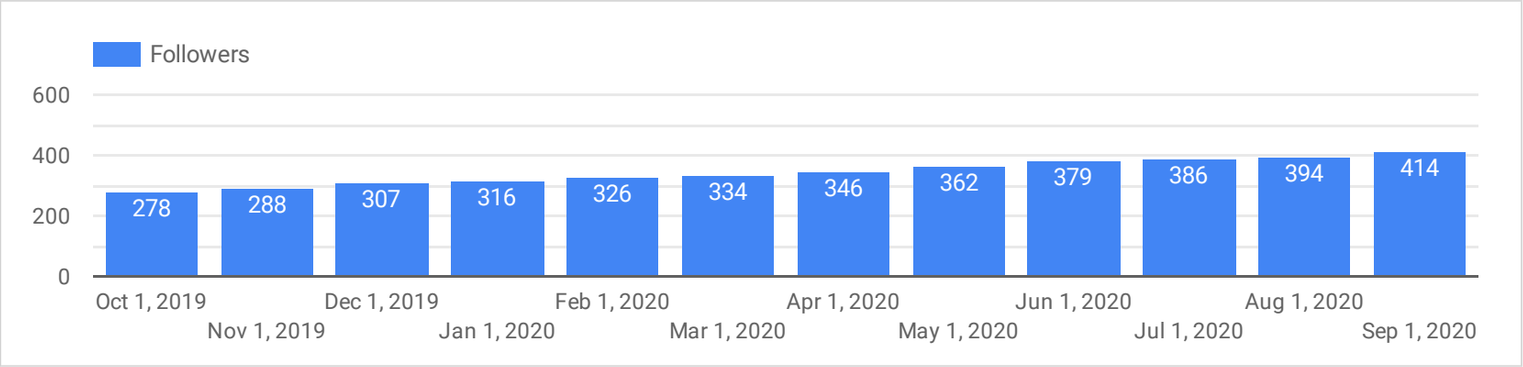
	C...	Campaign Name	Starts	Ends	Reach	Impressi...	Total Engagements	Engagement Rate
1.	25	ASK: 2020 07 Week 1 Post 3	Jul 3, 2020	Jul 7, 2020	59,456	59,610	110	0.18%
2.	26	ASK: 2020 07 Week 2 Post 3	Jul 1, 2020	Jul 14, 2020	44,581	44,581	67	0.15%
3.	27	ASK: 2020 07 Week 4 Post 1	Jul 31, 2020	Jul 26, 2020	49,672	49,672	154	0.31%
4.	28	ASK: 2020 07 Week 2 Post 2	Jul 9, 2020	Jul 13, 2020	57,168	572,214	186	0.03%
5.	29	ASK: 2020 07 Week 3 Post 3	Jul 17, 2020	Jul 21, 2020	39,987	39,987	124	0.31%
6.	30	ASK: 2020 07 Week 3 Post 1	Jul 15, 2020	Jul 19, 2020	49,841	49,841	156	0.31%
7.	31	ASK: 2020 07 Week 3 Post 2	Jul 16, 2020	Jul 20, 2020	49,873	49,924	145	0.29%
8.	32	ASK: 2020 07 Week 2 Post 3	Jul 10, 2020	Jul 14, 2020	44,474	44,474	76	0.17%
9.	33	ASK: 2020 07 Week 1 Post 2	Jul 2, 2020	Jul 6, 2020	63,789	63,789	189	0.3%
10.	34	ASK: 2020 07 Week 1 Post 1	Jul 1, 2020	Jul 5, 2020	51,520	52,176	168	0.32%
11.	35	ASK: 2020 07 Week 5 Post 1	Jul 27, 2020	Jul 31, 2020	47,197	47,197	90	0.19%
12.	36	ASK: 2020 07 Week 4 Post 2	Jul 23, 2020	Jul 27, 2020	56,431	56,521	166	0.29%
13.	37	ASK: 2020 07 Week 4 Post 2	Jul 27, 2020	Jul 31, 2020	47,284	47,284	87	0.18%
14.	38	ASK: 2020 08 Week 3 Post 1	Aug 17, 2020	Aug 21, 2020	42,072	42,127	9	0.02%
15.	39	ASK: 2020 08 Week 2 Post 1	Aug 10, 2020	Aug 14, 2020	47,712	48,077	14	0.03%
16.	40	ASK: 2020 08 Week 4 Post 3	Aug 26, 2020	Aug 31, 2020	46,296	46,402	15	0.03%
17.	41	ASK: 2020 08 Week 3 Post 3	Aug 19, 2020	Aug 23, 2020	43,065	43,121	0	0%
18.	42	ASK: 2020 08 Week 4 Post 2	Aug 25, 2020	Aug 30, 2020	44,344	44,687	22	0.05%
19.	43	ASK: 2020 08 Week 1 Post 3	Aug 5, 2020	Aug 9, 2020	46,543	46,543	20	0.04%
20.	44	ASK: 2020 09 TU2CU	Aug 31, 2020	Sep 17, 2020	1,351	1,363	0	0%
21.	45	ASK: 2020 08 Week 2 Post 3	Aug 12, 2020	Aug 16, 2020	40,296	40,668	20	0.05%
22.	46	ASK: 2020 08 Week 3 Post 2	Aug 18, 2020	Aug 22, 2020	43,424	44,164	23	0.05%
23.	47	ASK: 2020 08 Week 1 Post 1	Aug 1, 2020	Aug 5, 2020	61,077	61,077	17	0.03%
24.	48	ASK: 2020 08 Week 2 Post 2	Aug 11, 2020	Aug 15, 2020	41,611	41,742	12	0.03%

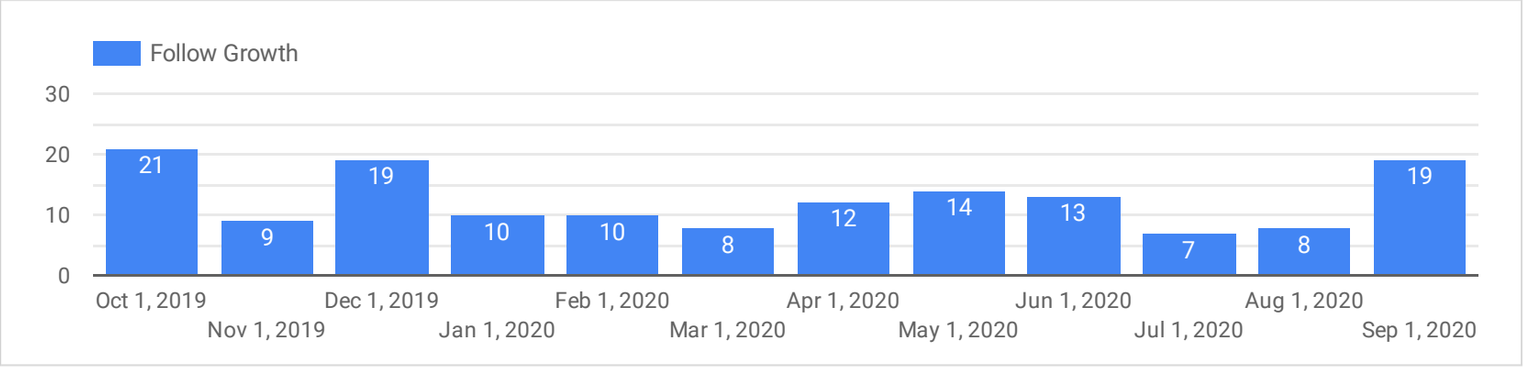
Attachment 7B

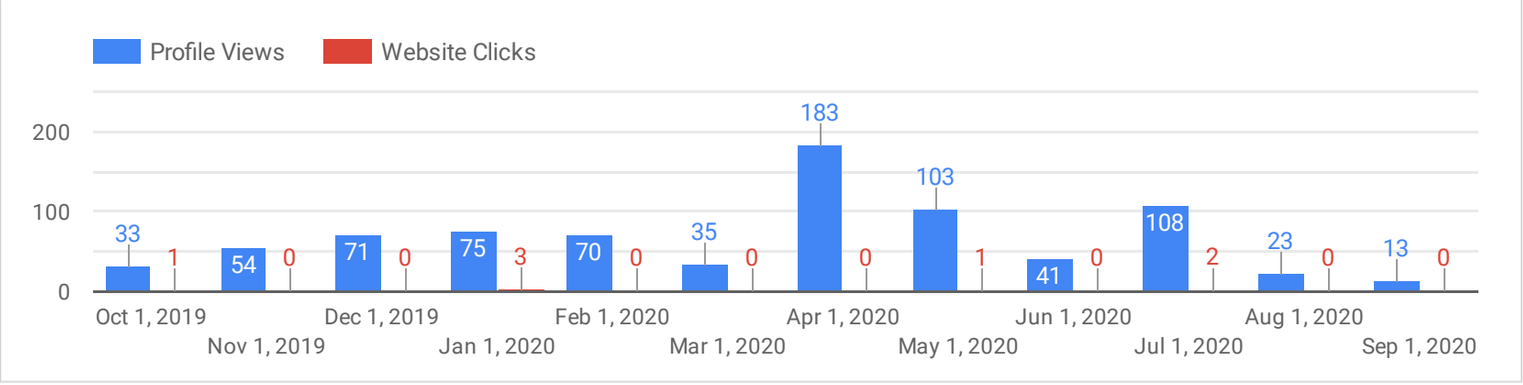
	C...	Campaign Name	Starts	Ends	Reach	Impressi...	Total Engagements	Engagement Rate
1.	49	ASK: 2020 08 Week 4 Post 1	Aug 24, 2020	Aug 29, 2020	44,145	4,326	19	0.44%
2.	50	ASK: 2020 08 Week 1 Post 2	Aug 3, 2020	Aug 7, 2020	55,129	55,129	19	0.03%
3.	51	ASK: 2020 09 Lawn Care	Sep 21, 2020	Sep 27, 2020	113,520	115,840	43	0.04%
4.	52	ASK: 2020 09 TU2CU	Sep 1, 2020	Sep 18, 2020	167,618	241,551	160	0.07%

Attachment 7B

SOCIAL MEDIA / Instagram
May include Organic & Paid Traffic







NOTES & ANALYSIS

We saw 19 new Followers during the month of September.

There were 11 Organic Posts during August. The post with the most engagement was the post from September 16th that received 9 **Engagements**.

Posted : September 16, 2020 2:01 PM

Are you ready to Team Up 2 Clean Up? Register now! Then grab your buddy and get started. 🧯 That's all there is to it. But remember, here are a few things you can do anytime: 🥇 If you see trash around the neighborhood, pick it up. Be a good neighbor and set an example. 🥇 Keep litter and other debris off your streets where it can easily enter storm drains and ditches. 🥇 Be sure your trash and recycling containers stay covered to prevent trash from spilling or blowing out. 🥇 Contact the Team Up 2 Clean Up coordinator in your city or county to organize your own cleanup and receive the supplies you'll need like litter grabbers, trash bags and safety equipment. (Info at askHRgreen.org) ❗ But during the

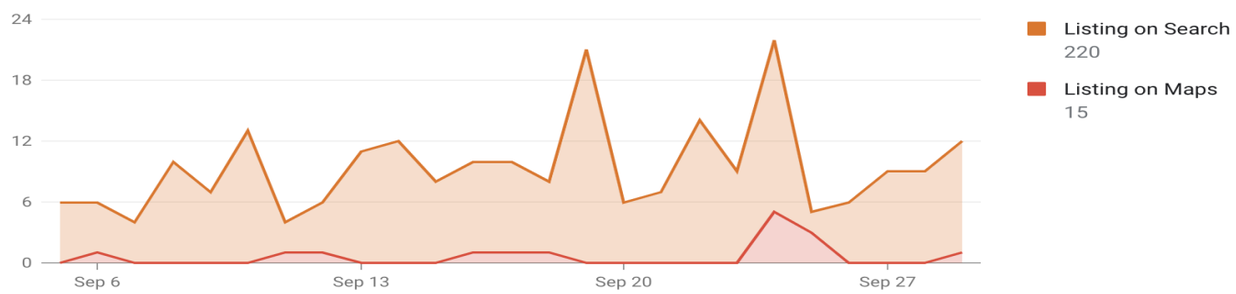
Attachment 7B

Google My Business

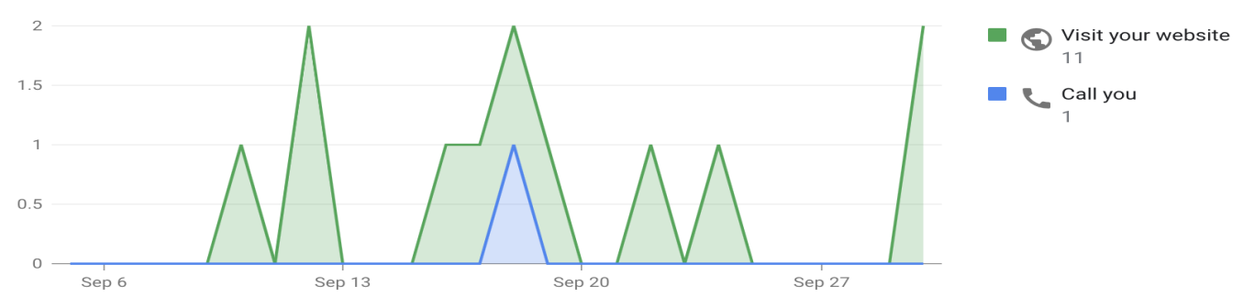
	Queries	Users
1.	styrofoam recycling near me	12
2.	#5 plastic recycling near me	null
3.	animal shelters that need volunteer...	null
4.	aspca	null
5.	attractive place near me	null
6.	bike recyclery	null
7.	car clubs near me	null
8.	cardboard disposal near me	null
9.	celebrate recovery locations	null
10.	celebrate recovery near me	null

	Post	Views
1.	Green reads that are good reads	7
2.	Turning pages leads to turning over a...	7
3.	Grease Grinch	6
4.	Off the driveway is the right way	5
5.	For a greener, cleaner car, go to the c...	5
6.	Just say no to clogs. Strain your Drain	3
7.	Grease Grinch 2 (Jul 10)	3
8.	There's a cleaner way to wash your car	3
9.	Calculate your rate. Because anywhe...	3

Total views 235



Total actions 12



NOTES & ANALYSIS

We have seen an uptick in searches related to recycling in September and a small bump in website visits.

As a reminder, Lawn Care or Team Up 2 Clean Up media campaigns ran in September.

Attachment 7B