



January 6, 2021

Memorandum #2021-03

TO: askHRgreen.org: Recycling and Beautification Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting
January 12, 2021**

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting is scheduled for **Tuesday, January 12, 2021 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/85644953589?pwd=SVRoRDg0L3l3V2pKU1ZHNTBQZlJ0Zz09>

-or-

Join by phone: 1-301-715-8592

Meeting ID: 856 4495 3589

Passcode: 742822

Please RSVP by Monday, January 11, 2021. 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@hrpdca.gov.

RE/kl

Attachments

askHRgreen.org: Recycling and Beautification Subcommittee:

John C. Barnes, VB

Dan Baxter, NN

Kathy Bew-Jones, SM

Debbie Blanton, HA

Peg Boarman, JC

Jason Brown, CH

Morgan DeWeese, NO

Emily Douglass, JC

Michael Etheridge, IW

Deborah Everitt, NN

Tanya Ford, VB

Megan Hale, CH

Laurie Halperin, YK

Cynthia Harris, HA

Jim Hill, JC

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

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
JANUARY 12, 2021
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.

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 December 8 meeting is attached for review and approval. Summary highlights include:

- GAC 2021 - The Committee is still working towards planning small socially distant, local events (mostly individually-led) to be held March 26-27, 2021. KVB doing their Shiver in VA month-long challenge in March, could co-promote to GAC volunteers. Localities are beginning to plan events and should report plans to HRPDC staff for tracking.
- Recycling Outreach – The Committee discussed updated materials for the Start Smart, Recycle Right outreach campaign: rack card & videos. HRPDC staff will convey feedback to Red Chalk to finalize materials as well as the quiz and webpage content. Launch of the campaign is pushed to January 2021 for the start of the new year.
- Cigarette litter outreach – Committee members continued discussing plans for the #NoButtsAboutIt campaign. HRPDC staff provided signage options for feedback. Committee members should continue planning locations and arrange to pick up butts for photos to be taken. HRPDC staff will send revised signage via email. The Committee also discussed launching a cigarette waste receptacle grant program – a shared initiative with the Stormwater Education Committee. HRPDC staff will provide information and pricing at the January meeting.
- Grants – The DEQ Review Board is supposed to be meeting in January to discuss applications. HRPDC staff will provide an update once one is available.

Attachment 2A, 2B

Action: Approve summary

3. askHRgreen.org Outreach Events

The current listing of events is as follows.

3/26 - 3/27	Great American Cleanup	Hampton Roads
3/27 - 3/28	2021 Daffodil Festival	Gloucester
6/19	ERP RiverFest	TBD

Action: Based on discussion

4. Great American Cleanup 2021

The Committee should continue discussing events and plans for the regionally-coordinated Great American Cleanup scheduled for March 26-27.

Action: Based on discussion

5. Recycling Outreach

The Committee will discuss promotion of the new Start Smart, Recycle Right outreach campaign – ready to launch. The final videos are available for download at this dropbox link:

<https://www.dropbox.com/sh/swh919e818tx9iq/AADsddCo1yWPoSZO6xvuuBkga?dl=0>

Action: Based on discussion

6. Cigarette Litter Outreach

Committee members will provide an update on photographing their locations for staging the model cigarette butts and discuss launch plans for the #NoButtsAboutIt initiative. The Committee will review pricing and discuss administration of a regional Cigarette Waste Receptacle grant program in conjunction with the Stormwater Education Committee.

Attachment 6A, 6B, 6C

Action: Based on discussion

7. Grants

DEQ Competitive Litter Prevention & Recycling Grant – HRPDC staff will provide any updates on the regional recycling project grant application submitted in July.

Action: Based on discussion

8. Staff Reports

The current FY21 budget is attached for review.

HRPDC staff will provide an overview of current inventory for the Committee's information and consideration. Also attached for consideration is an estimate for reprinting the 6th Grade Green Learning Guides.

Attached for review is the Digital Marketing Report for December 2020.

Attachment 8A, 8B, 8C, 8D

Action: Based on discussion

9. Roundtable Discussion & Locality Updates

Next Committee Meeting – The next regularly scheduled meeting is February 9, 2021.