

# askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, April 11, 2017

HRPDC - Chesapeake

## In attendance:

Katie Cullipher, HRPDC

Rebekah Eastep, HRPDC

Dawn Oleksy, JCC

DeAnna Lawrence, IOW

Wayne Jones, SU

Kristi Rines, VB

Dan Baxter, NN

Laurie Halperin, YK

Elise Duncan, CH

Elizabeth Vaughn, CH

Fleta Jackson, NO

Kathy Russell, TFC

Ellen McBride, Red Chalk Studios

The summary for the meeting is as follows:

### 1. Meeting Summary

The March meeting summary was reviewed and approved.

**ACTION:** Summary approved.

### 2. FYI - askHRgreen.org Community Events

March 11 – Community Association Day, Virginia Beach

March 11-12 – Virginia Aquarium Trash Bash, Virginia Beach

March 25-26 – Williamsburg Home Show

- Free tickets will be given away on askHRgreen Facebook page

April 2 – Wings & Things Spring Fling @ Hoffler Creek, Portsmouth

April 20 – TCC Cares Earth Day Event, Chesapeake

April 22 – Virginia Living Museum Earth Day Event, Newport News

April 28 – JBB Elementary School Spring Event, Williamsburg

May 6 – Norfolk Utilities Employee Appreciation Event

May 10 – Virginia Beach Public Utilities Public Service Week & DWW Celebration

May 25 – Sensible Seafood Festival, Virginia Beach

June 3 – Clean the Bay Day Event, Virginia Beach

June 8 – NASA Langley Safety & Health Expo, Hampton

June 24 – Olden Days, Smithfield

September 30 – James River Fest, Williamsburg

October 5-8 – Peanut Festival, Suffolk

**ACTION:** All events are currently staffed with volunteers.

### 3. Media & Promotions

*Recycle More, Trash Less Video Media Campaign – February 20 – April 2 (6 weeks)*

- Campaign report to follow.

*Rainy Day Sidewalk Campaign*

- Rainy Day Sidewalk Campaign Workgroup met on March 29<sup>th</sup> to finalize locations, application schedule and for a tutorial of applying the stencils here at HRPDC.

- Virginia Beach and James City County have completed their stencils and Newport News and Hampton are currently installing their applications.
- Smithfield, Gloucester and Isle of Wight are all interested in participating but do not have staffing to participate in the workgroup and need assistance from HRPDC staff.
- ODU MS4 stormwater permit administrator likes the project and is getting administrative approval to apply stencils on campus.
- News release and promotions planned for April 21<sup>st</sup>.

**ACTION:** HRPDC staff will coordinate with the Rainy Day Sidewalk Workgroup to get stencils applied in participating localities.

#### 4. Regional Quality Recycling Project

The Committee discussed the results of Suffolk's recycling audit and associated route data.

- Overview: Suffolk and TFC Recycling, along with volunteers, conducted recycling audits on three routes in Suffolk: one rural area, one downtown area and one suburban area.
- Committee members were provided with a contamination report that showed the contamination rate for each route:
  - Rural – 47%
  - Downtown – 80%
  - Suburban – 13%
- Committee members were asked to review the route data in preparation for next month's meeting.

York County and James City County have scheduled a meeting with County Waste to discuss their audit schedule.

**ACTION:** Committee members should be prepared to discuss outreach strategies at next month's meeting.

#### 5. Litter Outreach

The Committee continued discussion of the litter outreach campaign:

- The Committee previously approved the "America the Beautiful?" theme.
- Norfolk expressed concerns that the campaign theme and many of the requested collateral items requested the Committee would not be useful. For example, Norfolk would not use posters, presentations, business window clings, or school window clings. Also, Norfolk already has an active litter pickup program and won't be focused on recruiting new cleanup partners. Instead, Norfolk would like to see a brochure produced that targets businesses.
- Virginia Beach also expressed concerns with some of the collateral items because, for example, Virginia Beach has too many schools to target each one with presentations and materials.
- Other Committee members showed continued support for the items previously requested by the Committee including posters, window clings, and presentations.
- The Committee agreed to request an updated estimate from Cahoon & Cross showing the creation of one generic presentation and two rack cards (one focused on businesses and one targeted towards the general public).

**ACTION:** HRPDC staff will provide new requests to Cahoon & Cross and obtain a new estimate.

## 6. **askHRgreen.org Website Redesign Project**

HRPDC staff shared an update on the website redesign:

- Content review has been completed
- HRPDC staff will be asking each locality to provide content and resources for the locality pages.

**Action:** HRPDC staff will distribute a request for locality-specific website content.

## 7. **Regional Cigarette Litter Prevention Project**

The Committee was not awarded the KAB CLPP grant application. Interested localities were encouraged to apply for a KVB 30 in 30 grant. HRPDC will also apply for the special \$2,000 KVB 30 in 30 grant. Applications due April 30<sup>th</sup>.

**Action:** Interested localities should consider applying for a KVB 30 in 30 grant.

## 8. **Mini Grant Applications**

The Committee reviewed and recommended approval of two mini grants: Art in the Park (Western Branch Middle School) and Reading to Save the Earth (Oakland Elementary School).

**Action:** HRPDC staff will request additional votes on mini grant applications.

## 9. **Staff Reports**

**Budget** – The current budget was presented for review.

**ACTION:** None.

## 10. **Locality Updates –**

- Chesapeake – Elise Duncan is the new Chesapeake representative.
- James City County – Entering training phase of KAB affiliation; cleanups being held throughout the month; Williamsburg Home & Garden Show was a great event
- York County – Hiring part-time replacement for Recycling & Beautification Coordinator; cleanups being held throughout the month; new partnership with Habitat for Humanity to collect reusable household/building materials; outreach at Farmer’s Market throughout summer
- Virginia Beach – RFP out for electronics recycling provider; drop off sites to be under surveillance to document and notify people dumping; Helping Hands projects being evaluated; tornado cleanup
- Suffolk – cleanups on track to double the volume collected last year; lots of engagement from high school seniors needing volunteer hours; recycling drive coming up this weekend and always looking to add new partners; hosting two rain barrel workshops with Chesapeake Bay Restoration Fund/askHRgreen; piloting planting of butterfly weed around BMPs.
- Newport News – Clean & Green Team organizing community cleanups; middle school challenge has kids record litter collected to quantify impact; facility tours during VRA conference; paint recycling facility is permitted and under construction; Deborah Everitt recognized by department for outstanding performance for switching

neighborhood from bins to carts and achieving a seven percent contamination rate for that neighborhood.

- Isle of Wight – Butler Paper no longer accepting comingled recycling forcing county to truck recyclables to Bay Disposal; very active neighborhood has challenged other neighborhoods to get involved with litter pickups; Tyler Beach cleanup; Windsor ditch maintenance and cleanup

**ACTION:** None.

**Next Committee Meeting** – May 9, 2017 at 11:00 a.m. at a location TBD on the peninsula.