

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, December 13, 2016

HRPDC - Chesapeake

In attendance:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Dawn Oleksy, JCC
Dan Baxter, NN
DeAnna Lawrence, IOW
Wayne Jones, SU

Lisa Renee Jennings, NO
Kristi Rines, VB
Lacie Nixson, NO
Amos Taylor, PO
Roger Fournier, Goodwill

The summary for the meeting is as follows:

1. Meeting Summary

The November meeting summary was reviewed and approved.

ACTION: Summary approved.

2. FYI - askHRgreen.org Community Events

February 11-12 – Hampton Roads Home Show, Hampton Convention Center – *volunteers needed*

- Comp tickets to the show will be given away on the askHRgreen Facebook page. Comp tickets courtesy of event organizers who want to boost attendance.

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

ACTION: HRPDC will send out a request for volunteers for the Hampton Roads Home Show.

3. Media & Promotions

The Committee reviewed and approved the RMTL storyboard.

- Current fund allocation includes only the production of the video. Promotion of the video will only include unpaid sources such as municipal TV, locality websites and social media sites.
- The Committee may consider a paid promotion of the video next fiscal year.
- Before video is finalized, the Committee will need to provide any updates to the recycling poster promoted visually and in the script of the video.

The Committee reviewed the rainy day sidewalk campaign stencil design. The design was done to scale to represent what the large and small stencils would look like on a standard sidewalk square. The campaign will include two committee messages in two sizes.

- The Committee will be asked to review designs at the January meeting
- The workgroup will convene in the new year to begin identifying locations and making contact with the proper stakeholders.
- The cost of the project is covered by the askHRgreen contribution for all committees except for Stormwater Education which needs to cover the cost through the committee budget. The only additional expense will be for the spray which will be bought as a group purchase by all committees.

ACTION: RMTL video storyboards approved.

4. Regional Quality Recycling Project

Project Updates

- TFC Recycling needs to reschedule Suffolk recycling audit and send finalized route information.
- Holidays may be a bad time to perform an audit since waste composition and consumer behavior changes at this time of year.
- Norfolk would like to participate by targeting low participation communities with info about the basic ten items that should always be in the bin.

ACTION: Localities should continue to work on scheduling recycling audits.

5. Litter Outreach

Cahoon & Cross recommended that the Committee better define a plan for the initiative before they begin work on creating collateral and materials. Based on the Committee's feedback, Cahoon & Cross can begin developing some promotional strategies for committee review. The Committee discussed the following:

- Social media campaign incorporating specific/regional hashtag
 - "Team Up to Clean Up" was suggested by Suffolk
- Coordinate with existing programs:
 - Great American Cleanup
 - Adopt-A-Spot
 - askHRgreen Sidewalk Messaging Campaign
- Use the campaign to grow partnerships in new sectors including chamber of commerce, business, economic development, real estate, community associations and other industries directly impacted by litter.
- Utilizing the "Litter Hits Close to Home" materials but customizing with regionally significant/relevant photos (i.e. roadways/storm drains, rural, fishing, oceanfront, schools, urban/suburban streetscapes, basketball courts)
- Suggested promotional materials/collateral included printables (posters), window clings, newsletter articles, cleanup signage (lawn signs), website widgets/logos, and social media graphics/widgets.

ACTION: HRPDC staff will work with Cahoon & Cross to develop promotional strategies.

6. Printing/Promotional Items

The Committee's 2,500 auto litter bags are now available for pickup.

The RMTL rack card and poster will be modified to reflect that TFC Recycling is now accepting cartons. Edits will be made and a revised draft version will be circulated to the Committee for review.

Action: Committee members were encouraged to pick up their auto litter bags at their earliest convenience if they haven't already.

7. Mini-grants

The Committee reviewed the Walsingham Academy mini grant application and unanimously voted to approve it. This is a 50/50 split with the Water Awareness Committee who already agreed to fund \$250.00 of the project.

The Committee reviewed the FY16 Mini-grant projects summary document and agreed to vote via doodle poll in order to select a "Project of the Year" award recipient. The winner will receive a \$100.00 check in order to further the project in their school/organization. It was noted that the Water Awareness Committee has already selected the Water Bottle Refilling Station project as their winner.

Action: HRPDC will send out the mini grant summary document along with a doodle poll for voting on a winner.

8. Staff Reports

Budget – The current budget was presented for review.

askHRgreen.org Website Redesign Project – HRPDC staff will send out the committee’s website content for review along with instructions for making any changes. The planning advisors, as well as all committee members, are asked to review and edit (if necessary) this content before it is migrated to the new website.

ACTION: Committee members are asked to review website content.

9. Locality Updates –

- Isle of Wight – Farm Fresh participated in the ARD celebration and is interested in partnering on future (regional) collection events – potential partner for the litter campaign.
- James City County – Litter index was recently completed. Partnering with chamber for spring cleanup events to be held in April.
- Virginia Beach – ARD event was held at the TCC Joint Use Library in November. Working on electronics recycling and CRTV solutions because of costliness of collection.
- Portsmouth – Shared ARD event results: 272 cars, 9000 lbs shredded paper, 4100 lbs donated household goods, 200 lbs cardboard, 1080 lbs electronics, 440 lbs bulk waste, 450 lbs canned goods collected. Also collected hearing aids & eyeglasses for donation.
- Suffolk – ARD event with Trex collection at libraries; battery collection at library is going well. Cleanup of seaboard coastline trail yielded over 500 tires.
- Norfolk – 278 cars for ARD event in which KNB partnered with BSH to give away 60 trees. Working with ODU on adopt-a-spot. Wrapping more trash trucks with litter is wrong, too campaign. Oyster shell recycling is ramping up.
- Newport News – 526 cars for ARD event. Completed 2 classes @ HR Public Works Academy. Did job program @ St Brides with former inmates. Compost is almost sold out.
- Goodwill – January 28 is an electronics recycling collection event at Aquarium. April is filling up with collection events, there are some still available but they are limited.

Next Committee Meeting – January 10, 2017 at 10:00 a.m. in Hampton.