

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, March 14, 2017

Sandy Bottom Nature Park - Hampton

In attendance:

Katie Cullipher, HRPDC

Rebekah Eastep, HRPDC

Dawn Oleksy, JCC

DeAnna Lawrence, IOW

Wayne Jones, SU

Kristi Rines, VB

Dan Baxter, NN

Debbie Blanton, HA

Alacia Nixson, NO (via phone)

Roger Fournier, Goodwill

Kathy Russell, TFC

Ellen McBride, Red Chalk Studios

The summary for the meeting is as follows:

1. Meeting Summary

The February 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 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: Committee members were reminded to reserve the trailer early for any upcoming events.

3. Media & Promotions

Recycle More, Trash Less Video Media Campaign

- February 20 – April 2 (6 weeks) includes retargeted and behavioral targeted display ads, wtkr.com display ads, native content ads on wtkr.com, video pre-roll and Facebook.
- Video is also available on Facebook and YouTube. Committee members are asked to like and share the video on respective locality webpages.
- Campaign report will be provided at upcoming meeting.

Rainy Day Sidewalk Campaign

- Rainy Day Sidewalk Campaign Workgroup plans to meet March 20th depending on weather and availability of the product.
- Committee members were encouraged to work with the project lead for their locality to finalize locations for 12 stencils.
- HRPDC staff working with Red Chalk Studios on the development of a news release, media interviews, social media tools, etc.

Media Budget

- HRPDC staff provided an updated media budget with approved budgets to date.
- With reallocations for the RMTL video production, RMTL media campaign and litter awareness initiative there is now \$2,765 reserved from the contamination project.

ACTION: None.

4. Regional Quality Recycling Project

The Committee discussed any updates on the Regional Quality Recycling Project:

- Suffolk:
 - Audit scheduled for March 27th, 1 pm to 4 pm.
 - Volunteers are needed to assist with the audit.
 - The audit will be time-lapsed to use as a promotional tool.

ACTION: HRPDC staff will invite all askHRgreen.org committee members to volunteer for the recycling audit.

5. Litter Outreach

The Committee reviewed draft campaign materials:

- The goal of the campaign is to both educate about litter prevention and call people to action using Team Up to Clean Up. The call to action resources will be developed in more detail after a theme has been approved.
- Two campaign approaches/themes were presented by Red Chalk Studios for Team Up to Clean Up. Both include a graphic and a section of text with litter facts.
 - “There’s no such thing as a little litter.” This theme puts big litter in recognizable landscapes (i.e. King Neptune, Battleship Wisconsin).
 - “America the Beautiful?” This theme uses regionally relatable pictures to display a split-screen image of littered v. clean landscapes. Sample photos include a dolphin, HRBT and a “colonial parkway” look alike.
 - The Committee agreed that the “America the Beautiful?” theme would be preferred because the use of specific landmarks may be controversial and require approvals from various stakeholders.
- Committee members should develop a list of locations they would like to see featured in the “America the Beautiful?” campaign which can include generic regional photos (i.e. a child fishing on a pier, a rural highway, school yards, parking lots, vacant lots, kayak, etc.)
- The Committee discussed a possible fall launch to coincide with International Coastal Cleanup.

ACTION: Committee members should prepare a list of locations/photos to include in campaign materials that would be most relevant to their locality. Red Chalk Studios will finalize the campaign theme and begin to outline collateral for development.

6. askHRgreen.org Website Redesign Project

The Committee discussed what information should live in the locality sections of the website and their picks for the top six “tips” to be included in the new site.

Locality Page

- Recommendations:
 - Intro/summary text crafted by each locality.
 - Contacts section could highlight each committee member – possibly including a photo and short bio
 - Resources should include links to resources. The Committee discussed uploading resources directly to the website but it was determined that links to the locality website would be easier to keep up-to-date.
- Green Blog and Events sections of the locality page will pull from information flagged in other sections of the website. For example, events in Norfolk and blog articles about Norfolk programs would be displayed on the Norfolk page.

Tip cards

- Each Committee will receive six tip cards developed for the purpose of having visitors of the website share the tips to social media.
- The Committee selected the following topics to include in the tip cards:
 - Cigarette butt litter
 - Proper disposal of plastic bags (not in the bin, return to store)
 - Household hazardous waste disposal
 - “No such thing as a little litter”
 - Electronics Recycling
 - Recycle More, Trash Less

Action: Committee members should complete review of website content by March 24th.

7. Regional Cigarette Litter Prevention Project

The KAB CLPP grant application was submitted by the February 15 deadline. Localities participating in the regional project include: Norfolk, Virginia Beach, York County, Suffolk, Newport News, Hampton and Portsmouth. Award announcements should be expected by the end of March. If awarded, preliminary scans would begin in April.

Action: None.

8. Mini Grant Applications

The Committee reviewed and recommended approval of two mini grants: Strawbridge Elementary and Willoughby Elementary School.

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

9. Staff Reports

Budget – The current budget was presented for review.

Green Learning Guide 2.0 – The Stormwater Education Committee has received a grant from the Chesapeake Bay Restoration Fund that will include the production of a new Green Learning guide targeted towards elementary-aged students. Other committees will have the opportunity to buy-in to the project to add their topics on the content.

Virginia Energy Sense – VES reached out to HRPDC to provide outreach materials and resources on energy efficiency.

ACTION: None.

10. Locality Updates –

- Suffolk – GAC events, successful outreach using the NextDoor App, upcoming rain barrel workshops in partnership with the Stormwater Committee, and planting swamp weed around BMPs and plan to expand to other native plants.
- Virginia Beach – GAC event in Vibe district yielded 1,000 lbs of trash and yard waste, upcoming Earth Day event at Mount Trashmore
- TFC – Carton recycling has been going well since the launch and first bales are going to market.
- Hampton – Various cleanups scheduled for GAC season, 3,000 lbs of trash and yard waste collected at one particular vacant lot, Walk Hampton Clean, rain barrel workshops, and Tour De Trash.
- Portsmouth – Upcoming GAC and recycling event, city administrators are meeting with KPB, planning “clean sweep” games for schools (Olympic style competition among schools and summer camps).
- James City County – County strategic plan includes county appearance and community involvement which has brought more attention to the commission’s work
- Isle of Wight – Recruited three large subdivisions to participate in GAC
- Newport News – SEVA Community Association Day, paint recycling should be up and running by end of April, rain barrel workshops, providing recycling for One City Marathon, tours of the Recovery Ops Center, and Walk Newport News Clean (first year, modeling off Walk Hampton Clean).

ACTION: None.

Next Committee Meeting – April 11, 2017 at 11:00 a.m. at the HRPDC office in Chesapeake.