

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, October 9, 2018

HRPDC - Chesapeake

In attendance:

Katie Cullipher, HRPDC

Rebekah Eastep, HRPDC

Beth Vandell, HRPDC

Dawn Oleksy, JCC

Megan Hale, CH

Kristi Rines, VB

Fleta Jackson, NO

DeAnna Lawrence, IOW

Bodina Wright, PQ

Amos Taylor, PO

Katie White, NO

Kathy Russell, TFC

Roger Fournier, Goodwill

The summary for the meeting is as follows:

1. Meeting Summary

The summary of the September meeting was approved as presented.

Action: The meeting summary was approved.

2. askHRgreen.org Community/Trailer Events

October 4-7 – Peanut Festival, Suffolk

October 6 – Lynnhaven River Now Fall Festival, Virginia Beach – did not participate

October 6 – Elizabeth RiverFest, Chesapeake – did not participate

October 19-25 – HII Environment, Health & Safety Fair, Newport News

November 8 – Canon Safety & Environmental Fair, Newport News

November 3 – Litter & Recycling Expo, James City County

November 13 – Anthem Eco Fair, Virginia Beach

November 15 – Anthem Eco Fair, Norfolk

Action: None.

3. Media & Promotions

Write as Rain – The Write as Rain workgroup campaign is now underway:

- Social media contest underway. People can post pictures with a stencil or a picture/video of what they do to live “green.” Because there has been little to no rain, HRPDC staff has been promoting the “how you live green” approach. Participation to date has been low.
- Megan Hale and Katie Cullipher will appear on an upcoming segment of WVEC’s Coastal Connections program to promote the initiative.
- Assets provided for locality use: social media graphic, poster, blog post with map to locations, and swiss cheese news release.

FY19 Media Planning – The Committee discussed the FY19 media priorities:

- America Recycles Day:
 - Op-ed draft was sent via email and reviewed by the Committee. The Op-ed began as an outline from Dan Baxter, augmented by HRPDC staff, and then crafted by

Elizabeth Evans with RCS. The Committee also reviewed an article written by Matt Smith with HRPDC.

- The Committee felt the article was too long and that people would not read it as it is now.
- The Committee wants a more forceful or thought-provoking headline.
- The article will be submitted under the byline of Wayne Jones and Dawn Oleksy as representatives of the askHRgreen.org Recycling & Beautification Committee.
- Support with social media graphics (use this not that, is this recyclable) – Virginia Beach can provide templates used on their social media page.
- HRPDC staff recapped the Water Awareness Imagine a Day Without Water Campaign and recommended producing a short social media video to use on America Recycles Day.
 - The Committee liked the idea of creating a video showing what it means to recycle in Hampton Roads from multiple perspectives: resident, localities, processor, and end user.
 - Chesapeake and Suffolk may be able to grab some stock video clips at their recycling events.
 - Norfolk may have some residents who could talk on camera about recycling.
- Waste Reduction campaign – new creative focused on reduce and reuse
- Back to Basics recycling message – new creative focused on paper, bottle, and cans
- askHRgreen social media brand campaign

The Committee should plan to review the proposed media plan and schedule at the November meeting.

Action: HRPDC staff will work to finalize ARD op-ed and begin plans to produce a short video for use on social media.

4. Regional Cigarette Litter Prevention Project

HRPDC staff has ordered receptacles and will coordinate with participating localities to collect project details and distribute receptacles.

- Participating localities: Gloucester, Newport News, Suffolk, and Smithfield.

Action: Participating localities should send in project details and pick up receptacles.

5. Promotional Materials

The Committee has approved the purchase of 2,500 auto litter bags.

The Committee reviewed “zero waste” themed promotional items including straws, utensils, and mesh produce bags. The Committee decided that since reusable straws are now widely available (and popular) they would rather look into pricing for mesh produce bags and reusable utensils with a preference for recycled content.

The Committee also discussed exploring pricing for site captain t-shirts or hats and possibly selling extras to interested volunteers.

Action: HRPDC staff will get quotes for utensils, mesh produce bags, and t-shirts.

6. Great American Cleanup 2019

The Committee discussed the regional kickoff to the 2019 Great American Cleanup in partnership with Keep Virginia Beautiful planned for May 3 & 4.

- Committee members will be responsible for coordinating events for each day. Goal of at least one project per day per locality. Impactful, transformational projects are preferred: plantings, refurbishing parks, etc.
- KVB and HRPDC staff will primarily focus on sponsorships and corporate partners.
 - Localities should help build a list of potential sponsors by adding contact information for five to ten businesses to the spreadsheet. Personal contacts are always best.
 - <https://docs.google.com/spreadsheets/d/1v0lpJw0bql4jN9S9iQjBTAQqyNoml0zZYQbhjgFCI0I/edit?usp=sharing>
- Celebration details TBD
- HRPDC staff will invite PDC board to serve as an honorary board for the event.

Action: Localities should identify potential sponsors and projects. HRPDC staff will work with KVB to further refine event plans and outreach materials.

7. Staff Reports

Budget - The current FY19 budget was reviewed. The FY20 budget is due for HRPDC staff.

Green Learning Guide – Printing is underway and HRPDC staff are working to identifying the best way to distribute copies to the schools.

Website –

- The Committee discussed using the Norfolk Adopt-a-Storm Drain app as a model for launching a regional Adopt-a-Spot site that would allow people to find spots in need of adopting and collect and report data after cleanups. The Committee was generally interested in exploring this option.
- The Committee discussed adding a recycling finder for the askHRgreen website like those found on other sites. The interface would provide a simple way for citizens to determine if something was recyclable. HRPDC staff should discuss how this could be created within the existing website with RCS.

Action: Localities should notify HRPDC staff if they would like to purchase extra copies of the Green Learning Guide. HRPDC staff will discuss recycling finder functionality with RCS.

8. Locality Updates

- Portsmouth – WasteCon attendance for certification, Hoffler Creek and city sponsored trunk or treat events, planning for cleanups and ARD.
- Suffolk – community garden project, zombie and Veterans' Day cleanups, recycle drive, farm days outreach with second graders.
- Chesapeake – installed Write as Rain messages, Bark in the Park and other local outreach events, adopt-a-spot cleanups.
- Virginia Beach – Helping Hands projects, Aquarium Recycling project, always-never outreach on Facebook, contamination messages on utility bill.

- Norfolk – ICC wrapping up, NHRA litter project, ARD event.
- Isle of Wight – Trex challenge in all schools, recycling outreach in schools, reuse project to make public art.
- James City County – Litter & Recycling Expo, outreach with law enforcement and construction crews, wildflower beautification project.

Action: None.

Next Committee Meeting – The next scheduled meeting is November 13 in Hampton.