

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

Tuesday, November 13, 2018

Goodwill – Hampton

## In attendance:

Rebekah Eastep, HRPDC

Beth Vandell, HRPDC

Dawn Oleksy, JCC

Leslie Bowie, GL

Craig Simmons, VB

Wayne Jones, SU

Debbie Blanton, HA

Dan Baxter, NN

Kathy Russell, TFC

Mike Baum, KVB

The summary for the meeting is as follows:

### 1. Meeting Summary

The summary of the October meeting was approved as presented.

**Action:** The meeting summary was approved.

### 2. askHRgreen.org Community/Trailer Events

November 8 – Canon Safety & Environmental Fair, Newport News

November 13 – Anthem Eco Fair, Virginia Beach

November 15 – Anthem Eco Fair, Norfolk

February 9-10 – Hampton Roads Home Show, Hampton

**Action:** None.

### 3. Media & Promotions

HRPDC staff reviewed the FY19 media plan and budget breakdown with the Committee:

- America Recycles Day – in progress
  - Op-ed picked up by Suffolk News Herald, Gloucester Gazette and Virginian-Pilot
  - Social media graphics developed (this not that) with help of Virginia Beach
  - HRPDC staff producing a short video for social media – topic TBD but will include interview with Kathy Russell and video of TFC processing line
- Waste Reduction campaign – *January* – creative to be discussed at December meeting
- Back to Basics recycling – *Feb/March* – new creative focused on paper, bottle, and cans
- Team Up 2 Clean Up – *April* – new video to be produced. Video will be evergreen in nature but include a tag at the end for the May 3-4 Kick Off event
- askHRgreen campaigns for SEM and social media branding
  - November social media campaigns – “I am thankful for...” videos are needed from Committee members. A compilation video will be produced to post during the week of Thanksgiving.
  - December social media campaigns – Green holiday practices and favorite green gift ideas

HRPDC staff presented the estimate prepared by RCS for adding a recycling tool to the website.

- At the September meeting, the Committee discussed adding a recycling tool/app to the website that would help citizens quickly and easily determine what goes in the curbside recycling bin.

- RCS prepared an approach and quote for completing this enhancement to the website. HRPDC staff recommended that the new website take design direction from the Recycle By City website which hosts recycling information for several larger metro areas.
- The Committee agreed that this new tool, if pursued, should replace the existing Recycle at Home page to keep these simple and streamlined.
- The Committee decided that all localities should review the proposal and existing website functionality (both askHRgreen.org and locality websites) to prepare for a more in-depth discussion at the December meeting.

**Action:** The Committee had no changes to the FY19 media plan. HRPDC staff will email the recycling web tool proposal to the Committee for further consideration.

#### 4. Grants

The Committee discussed how best to allocate the new \$3,000 DEQ litter grant funds received.

- The initial application had a project budget of \$13,415 so the Committee must determine how to proceed.
- The Committee discussed all the items on the budget. There was interest in t-shirts, litter grabbers, and safety vests although everyone supported vests and liked the idea of possibly getting them imprinted.
- HRPDC staff will reach out to grant administrator to get approval to spend the entire budget on vests and will research imprinting options.

Localities participating in the cigarette litter prevention project were reminded to pick up their ash receptacles.

**Action:** HRPDC will contact DEQ to clarify grant requirements and get pricing for imprinted safety vests.

#### 5. Promotional Materials

The Committee has purchased 2,500 auto litter bags, which are now available for pickup.

The Committee reviewed “zero waste” themed promotional items including mesh produce bags and various cutlery sets. The Committee decided on a cutlery set and asked to hold the purchase until the waste reduction campaign was finalized. The imprint should coordinate with this campaign.

**Action:** HRPDC staff will request additional votes via email for the purchase of 2,000 cutlery sets. Localities may also purchase extra if desired.

#### 6. Great American Cleanup 2019

Mike Baum was present to further discuss the partnership with Keep Virginia Beautiful for the regional kickoff to the 2019 Great American Cleanup on May 3 & 4.

- Promotions:
  - Keep America Beautiful supports the use of the Great American Cleanup name.
  - Winter is a good time to highlight litter in communities because mowing crews stop picking up litter and vegetation does not hide litter.
  - Aim for a news release in mid-January encouraging groups to save the date and “team up”

- Can we follow up on past projects in a “where are they now” type feature?
- Localities:
  - Begin planning at least one project per day per locality. Impactful, transformational projects are preferred: plantings, refurbishing parks, etc.
  - Add potential sponsorship leads to the [Google spreadsheet](#).
  - Determine how you would like local proceeds distributed – applying it to the Committee budget has been discussed several times.
- HRPDC/KVB:
  - Add page to the website for sponsor and volunteer signup.
  - Invite PDC board to serve as honorary board and invite them to save the date.
  - Reach out to potential sponsors including corporate grants like Walmart.
  - Plan for news release distribution in mid-January
  - Continue work on celebration details

**Action:** Localities should identify potential sponsors and projects. HRPDC staff will work with KVB on promotions and outreach.

## 7. Staff Reports

Budget - The current FY19 budget was reviewed.

Green Learning Guide –HRPDC staff will continue working on the school distribution strategy.

Bay Star Business – There is interest in partnering with the BSB program for litter cleanups and cigarette litter outreach.

**Action:** HRPDC staff will add the Bay Star Business program to the agenda for December.

## 8. Locality Updates

- Newport News – science education magnet program, Public Works Academy for citizens, recent recycling audit showed decrease in contamination, rain barrel workshops starting back in February, adding litter kits to libraries (Hampton and Virginia Beach also)
- Hampton – 40<sup>th</sup> Anniversary activities have concluded, held first yard sale fundraiser, Tour de Recycling scheduled for ARD, litter cleanups
- Suffolk – several cleanups held (zombie, river, Veterans Day), electronics recycling and tree planting events coming up, church cleanup challenge, making askHRgreen logo for trailer.
- Virginia Beach – always/never social media graphics, utility bill messages regarding contamination, beginning effort to tag carts for contamination, new cart stickers, e-cycling event at Aquarium in January
- James City County – Owens-Illinois listening session about bringing glass recycling to Hampton Roads, Litter and Recycling Expo held.
- Gloucester – fall community cleanup, 4<sup>th</sup> grade meaningful watershed experience program, concentrating on recycling messages.
- Goodwill – scheduling events for 2019, supporting upcoming ARD events.
- KVB – gave out 65 litter cleanup kits, Shiver in the River coming up in February, KAB conference will be in Baltimore February 6-8.

**Next Committee Meeting** - The next scheduled meeting is December 11 at HRPDC in Chesapeake. It will be the Committee's annual potluck meeting.