

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, December 11, 2018

HRPDC - Chesapeake

In attendance:

Dawn Oleksy, JCC

Wayne Jones, SU

Dan Baxter, NN

Jason Brown, CH

Megan Hale, CH

Kristi Rines, VB

Fleta Jackson, NO

Rhashida Bess, NO

Bodina Wright, PQ

Deanna Lawrence, IW

Amos Taylor, PO

Roger Fournier, Goodwill

Mike Baum, KVB

Katie Cullipher, HRPDC

Rebekah Eastep, HRPDC

Beth Vandell, HRPDC

The summary for the meeting is as follows:

1. Meeting Summary

The summary of the November meeting was approved as presented.

Action: The meeting summary was approved.

2. askHRgreen.org Community/Trailer Events

December 14 – Continental Automotive Energy & Envir. Day, Newport News

January 12 – Jam’n Jamz, Norfolk – Fleta will be point of contact

February 9-10 – Hampton Roads Home Show, Hampton – volunteers needed

February 19 – Colonial Heritage Garden Club, Williamsburg/JCC – HRPDC staff will follow up with JCC and WM staff about interest in presenting.

- HRPDC staff will get a locksmith to fix broken and loose locks in the trailer.

Action: HRPDC staff will send out a request for volunteers at upcoming events.

3. Media & Promotions

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

- Waste Reduction campaign – *January*
 - The Committee reviewed three messaging campaigns and finalized an approved message for the campaign: Choose to Refuse using modified text.
 - The Committee requested the inclusion of microplastics in the creative and quiz if possible.
 - HRPDC staff provided two media plans for review: one using the approved media budget and another combining the budget for the waste reduction and back to basics campaigns. This would move the back to basics campaign to FY20.
 - The Committee approved the combined media plan and moving the back to basics campaign to FY20. They would also like to see digital radio added to the campaign media mix.
- Back to Basics recycling – *moved to FY20*

- 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 submitted by Committee members to create a compilation video for a Thanksgiving post.
 - December social media campaigns – Videos or comments needed on green holiday practices and favorite green gift ideas

Action: HRPDC staff will ask RCS to update Choose to Refuse media plan and send for Committee review when ready.

4. Website Recycling Tool

In November, the Committee reviewed a proposal from RCS to build a website tool to help citizens easily find locality-specific recycling information (modeled after the “Recycle by City” site). The Committee should continue discussing this new website tool.

- All present approved the new website tool. Funding will be taken from existing creative reserve in media budget and the remainder from the printing and promotional item budget.
- Record of votes to approve: Suffolk, Newport News, Isle of Wight, James City County, Portsmouth, Chesapeake, Poquoson, Virginia Beach, Norfolk.
- The Committee asked that a printer-friendly version be created so users can print a 8.5”x11” copy for their fridge.

Action: HRPDC staff will begin developing content for website recycling tool.

5. Grants

In November, the Committee agreed to spend the \$3,000 DEQ litter grant funds received entirely on safety vests. HRPDC staff contacted DEQ and received approval for this strategy. The Committee reviewed quotes for safety vests and approved the lower priced item with a Velcro closure. The Committee also asked to imprint the Team Up 2 Clean Up logo and the word “VOLUNTEER” on the back of each vest.

Action: HRPDC will order safety vests with imprint.

6. Promotional Materials

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

HRPDC staff have received the nine Committee votes needed to move forward with the cutlery purchase. The Committee selected the “Choose to Refuse” message for the imprint.

Action: HRPDC staff will purchase of 2,000 cutlery sets with “Choose to Refuse” message.

7. 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.

- Locality Action Items:
 - Project planning – at least one impactful, transformational project per day
 - Potential business sponsors/volunteers – add to [Google spreadsheet](#)

- Many Committee members remain hesitant to solicit sponsor as city employee but can reach out regarding volunteering and provide introduction to KVB/sponsorship opportunities.
 - Determine how proceeds will be allocated – several recommendations have been made to contribute it to the askHRgreen budget to offset reserve spending.
- HRPDC/KVB:
 - Webpage for volunteer/sponsor signups is in development and should be live by January
 - Honorary board invitations
 - Outreach to potential sponsors
 - Many larger corporations have online process for applying that need to be identified and submitted early
 - News release development – mid-January timeframe
 - Coordination of celebration event – details to be determined but may be able to partner with Norfolk on the Chelsea district cleanup party.
- Promotions:
 - 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?
 - Outreach to Cathy Lewis or other community shows for PR and interviews

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

8. Staff Reports

Budget - The current FY19 budget was reviewed.

Green Learning Guide – Press release has been issued and guides have either been delivered or will be after the holidays.

SERDC Conference – Katie Cullipher attended SERDC Conference in Charleston during November. Big takeaways applicable to this region included regional effort to address plastic bags in curbside carts, lack of MRF investment in education and relying on localities to educate customers, MRF common contaminants remain consistent.

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

9. Locality Updates

- Virginia Beach – Lite duty staff being used to run cart tagging program, outreach event at drop off centers for ARD.
- Chesapeake – recycling event held for ARD at TCC-Chesapeake, 2019 calendars on sale for suggested \$5 donation to CEIC. CEIC will be at Flower & Garden Show.
- Portsmouth – Recycling Coordinator position open, HHW event for ARD collected over 1,200 lbs of food for Oasis Ministry, elementary recycling academy/reading outreach.
- James City County – Litter index has fallen for third straight year, law enforcement outreach during roll call, focusing on waste minimization messaging.
- Isle of Wight – elementary recycling outreach, held art “upcycling” workshop with Smithfield Woman’s Club, redoing collection sites and adding cameras for enforcement.

- Newport News – participating in citywide science fair, partnering with CNU interns for public works and cigarette litter projects, Hampton Roads Public Works Academy and Citizen Public Works Academy, Synergy now taking CRT TVs, rewriting Chapter 19 of code, rain barrel workshops upcoming, cameras being installed at drop off sites.
- Suffolk – Church Cleanup Challenge, library litter kits continuing success, tree planting from grant funds, butterfly sculpture using balloon litter, public art murals/contest.

Next Committee Meeting – The next scheduled meeting is January 8 in Hampton.