

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, March 13, 2018

City Hall – Hampton

In attendance:

Katie Cullipher, HRPDC

Rebekah Eastep, HRPDC

Beth Vandell, HRPDC

Wayne Jones, SU

Dawn Oleksy, JC

Fleta Jackson, NO

Leslie Bowie, GL

Debbie Blanton, HA (via phone)

Donna Corbus, RDS

Kathy Russell, TFC

Mike Baum, KVB

The summary for the meeting is as follows:

1. Meeting Summary

The summary of the March meeting was approved as presented.

Action: The meeting summary was approved.

2. Keep Virginia Beautiful

Mike Baum, Executive Director of Keep Virginia Beautiful, discussed any possible collaboration efforts with the Committee:

- KVB has 15 affiliates concentrated heavily in the Hampton Roads area. Local affiliates include Chesapeake, Hampton, Norfolk, Portsmouth, Newport News, Suffolk, York County and Virginia Beach.
- Partnering with Virginia Department of Transportation (VDOT) to promote the Adopt-a-Highway program. Through the highway program, only certain roads are eligible to participate. The area must be safe and VDOT managed (locality managed roads are not eligible).
- KVB goals for Adopt-a-Highway program:
 - Increase partnerships and collaboration between locality litter prevention coordinators and VDOT area coordinators.
 - Increase regular communications with current permit holders (those who have adopted an area) and “reactivating” permit holders that have become inactive (i.e. they are no longer cleaning their adopted roadway).
 - Better data collection of cleanup results
 - Streamlining and automating data collection, adoption process, etc.
 - Engaging stakeholders such as local litter prevention staff, tourism staff, chambers of commerce, tourism-centric business (wineries, etc.)
- The Committee discussed the problem of off ramps and the difficulties with getting them cleaned up due to safety concerns.
- The Committee shared some local initiatives including Norfolk’s expansion of the “adopt” program to other areas such as gardens, pet waste stations & storm drains and Suffolk’s roadway wildflower planting initiative.
- KVB encouraged cigarette litter and general litter prevention grant applications for the 30 in 30 grant program.

- Mike Baum mentioned the 2012 Great American Cleanup National Kickoff partnership between the Committee and KVB and the possibility to recreate a similar project in 2019.

Action: Localities should reach out to Mike Baum for assistance in connecting with local Adopt-a-Highway coordinators.

3. askHRgreen.org Community/Trailer Events

April 14-15 – Mid-Atlantic Home & Outdoor Living Show, Virginia Beach* - help needed Saturday morning

April 18 – Anthem Eco Fair, Virginia Beach - cancelled

April 21 – Virginia Living Museum Earth Day Festival, Newport News

April 23 – NASA Earth Day Event, Hampton

April 28 – Community Empowerment Day, Newport News

May 9 – Public Service Week/DWW Celebration, Virginia Beach

May 24 – Sensible Seafood Festival, Virginia Beach

May 31 – Public Works Annual Picnic, Virginia Beach

June 2 – Celebrate the Park (Mariners Museum), Newport News

June 30 – Olden Days, Smithfield

August 25 – Bufflow Family & Friends Community Day, Chesapeake

September 13-16 – Isle of Wight County Fair, Windsor

September 15 – Elizabeth River Fest, Chesapeake*

October 4-7 – Peanut Festival, Suffolk

**Need volunteers for this event.*

Trailer repairs and maintenance

HRPDC staff notified the Committee of some planned repairs and maintenance needed for the trailer. New window hinges are needed in particular as well as a complete inspection of other components. HRPDC staff plan to obtain estimates for work in May. Costs will be shared by all Committees. From this year's budget, excess trailer/storage budget will be used to replace broken brochure holders, baskets, etc. This cost will also be shared by all Committees.

Action: HRPDC staff will send out requests for staffing upcoming events.

4. Media & Promotions

Team Up 2 Clean Up/Great American Cleanup – March 19 to April 1

- Campaign has concluded but campaign reports will not be finalized until May.
- Campaign included interview on Tide radio with Dawn and Wayne which produced some additional local exposure in James City County with volunteer features.

Write as Rain

- Stencil vendor has a 4-6 week production schedule so the stencils could not be ready in time to implement a spring campaign without a rush. The workgroup discussed keeping the spring campaign or moving the campaign to fall. The workgroup determined that moving the campaign to fall would allow a more strategic approach and provide more time to receive approvals to apply the stencils.

- RCS has provided draft stencil designs, however, HRPDC staff did not approve the strategy and asked that the stencil designs be more strategic to encourage youth to take and share pictures on social media.
- The target of the campaign continues to be youth and schools, however, the stencils can be applied wherever works best for each locality.
- The workgroup will also be working on engagement strategies for schools and youth such as design/video contests, accompanying bulletin board themes, etc.

Action: Committee members are encouraged to join the Write as Rain workgroup or consult with the representative from their locality.

5. DEQ Litter Prevention & Recycling Grant

The Committee continued to discuss how best to allocate the \$5,971 in grant funds received through VA DEQ's Litter Prevention & Recycling Competitive Grant.

- The Committee selected artwork for use in the 5,000 refrigerator magnets and 5,000 temporary tattoos.
 - Die-cut 4"x6" cart magnet will feature cardboard, mixed paper, glass, metal cans, and plastic jugs/bottles. Cartons will be removed. askHRgreen social media channels will be added.
 - Temporary tattoo will include a recycling symbol inside an "ask" thought bubble
- Committee members will be given a choice between two magnet display boards to use with the "Where Does it Go" game. HRPDC staff will ask all localities to submit their selection via email.
- HRPDC staff discussed elements of the "Where Does it Go" game
 - Disposal options will include trash, recycling bin, and drop off centers.
 - The Committee developed a list of 25 items to be printed on round magnets that game players will sort into the three disposal choices
- The Committee discussed ordering feather banners and selfie frames for Team Up 2 Cleanup events.

Action: HRPDC staff will send list of items to include in the game for Committee review.

6. Regional Cigarette Litter Prevention Project

HRPDC staff notified the Committee that KAB did not award a grant for the application submitted on behalf of Gloucester, Newport News, Suffolk, Virginia Beach, and Smithfield. HRPDC staff will submit an application for the KVB 30 in 30 grant on behalf of participating localities.

Action: HRPDC staff will submit an application for the KVB 30 in 30 grant program.

7. Staff Reports

Budget – The current FY18 budget was reviewed and accepted.

- The Committee moved the budget discussion to May due to low meeting attendance.
- For FY19, HRPDC staff is anticipating some trailer maintenance costs. Specifically, the window hinges need to be upgraded.
- For FY18, HRPDC staff will be spending excess trailer budget on new brochure holders and baskets. Current items are worn out and cracked.

Action: None.

8. Locality Updates

- Suffolk – held several cleanups and a recycling drive, moving forward with wildflower planting initiative, organizing a mural display at the farmer’s market
- Gloucester – 600 volunteers came out for Clean Gloucester Day (hunt clubs were especially helpful for more rural areas), askHRgreen trailer at the Daffodil Festival with attendance of about 20,000
- Norfolk – Keep Norfolk Beautiful/Norfolk Recycles Day/Clean the Bay Day planning, adopt-a-drain app developed in conjunction with Code for America partnership
- James City County – April is litter prevention month which includes community cleanups, was interested in hearing how other localities promote their activities and results to upper management and local leadership (fact sheets, annual reports, social media, etc.)

Next Committee Meeting – The next meeting date is May 8 and conflicts with the VRA annual conference. HRPDC will work to reschedule at a convenient date/time.