

askHRgreen.org Recycling & Beautification Meeting

Tuesday, May 12, 2020

Remote meeting held via Zoom video/telephone conferencing

Attendance:

Debbie Blanton, HA
Craig Simmons, VB
Elisabeth Wilkins, GL
Mike Baum, KVB
Megan Hale, CH
Samantha McNeil, YK

Wayne Jones, SU
Sarah Sterzing, NO
Dan Baxter, NN
Rebekah Eastep, HRPDC
Katie Cullipher, HRPDC

1. Summary

The Committee reviewed the askHRgreen.org meeting summary for March.

Action: Approved.

2. Special Election & Nominations

A new Vice-Chairperson is needed due to a vacancy in Chairperson position. Vice-Chairperson Craig Simmons will move up as Chairperson a month early and the Committee discussed nominations for the new Vice-Chair position. Self-nominations are welcome. Debbie Blanton nominated Samantha McNeil of York County for the position of Vice-Chair. Samantha McNeil accepted the nomination.

Action: The Committee selected Samantha McNeil as Vice-Chair for the FY21 fiscal year.

3. Locality Updates

- Norfolk - focus on litter messaging, green readers on social media, developing plans for lending programs to keep volunteers engaged.
- Newport News - convenience centers remain open, city staff performing litter cleanups six days a week due to increased litter, HHW and mulch/compost sales are not currently available, increase in yard debris from residents, some litter kit lending ongoing
- Virginia Beach - Southside Daily graphic (19 percent increase in trash/yard waste, landfill 89 percent in traffic, 24,000 visitors per month)
- York - increase in yard debris for the VPPSA compost facility
- Hampton - cleanup efforts halted, volunteers are still cleaning but not as safely, city will not provide equipment to volunteers at this time, focus on educational efforts with decrease in events workload, unstaffed convenience sites were experiencing illegal dumping and had to be closed, one staffed station remains open
- Chesapeake - virtual environmental messaging for Parks & Rec social media, Chesapeake photo calendar contest open early (\$100 prize per winner), working with Suffolk to develop new environmental program to share with the region at upcoming meetings, CEIC plantings
- Gloucester - family cleanups being encouraged, every Friday supplies are made able by reservation with no contact pickup, everything is disinfected upon return, interest and feedback have been great for the public
- Suffolk - providing equipment upon request only (not advertising), adapting programs for new social distancing guidelines in the future, social media messaging
- KVB - judging 30 for 30 grants, one project announced per day for entire month of June, record number of applications (145 for 30 available projects), new website in development with launch

planned for June, cleanup kit contest planned for later this year, ordering new pocket ashtrays, stickers available upon request, monthly affiliate meetings planned for third Thursday at 10 am

askHRgreen.org Outreach Events

The current listing of events is as follows.

6/6	Arlo's Shed Radio Promotion	Chesapeake
6/13	RiverFest*	Chesapeake
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/8-10/11	Suffolk Peanut Festival	Suffolk
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
TBD	SEVA CAI Community Association Day	Virginia Beach

- RiverFest cancelled for 2020, rescheduling for 2021
- September 12 - reserve trailer for York County
- New trailer host will be needed - (regional water utilities typically host the trailer)
- Busy fall anticipated as events from spring are rescheduled.

Action: Reserve trailer early as events get rescheduled.

Great American Cleanup 2020

All events cancelled due to COVID-19 closures. The Committee discussed how to move forward with future regional cleanup events.

- KAB hosting virtual Great American Cleanup
- KVB recommended selecting new dates to celebrate being “out” after stay home order while still maintaining social distancing guidelines.
- International Coastal Cleanup may be good time to reschedule (September-October)
 - The Committee would still like to select two days to focus regionally as a kick off
 - HRPDC staff will send out a Doodle poll for weeks in International Coastal Cleanup to find out what dates works best for everyone.
 - Check guidelines from KAB for extensions to reporting deadlines
- Alternate option could be for Veterans Day themed cleanup with tie in with America Recycles Day. Patriotic inspired theme.
- KAB is thinking virtual for America Recycles Day as well (messaging, pledges, etc.)

Action: The Committee was supportive of rescheduling the Great American Cleanup for fall 2020. HRPDC staff will send out a Doodle poll to see what weekends work best.

FY21 Priorities

The Committee discussed regional priorities and resource allocation for FY21.

- Regional approach to recycling messaging.

- FY20 - plastic bag recycling, locality recycling tool on askHRgreen.org, invitation to Will Seger (SERDC) to discuss recycling best practices/challenges with recycling contract administrators (postponed to FY21, could possibly be done via webinar on state of recycling contracts in Hampton Roads)
- Public skepticism of whether things are recycled, feature local companies that do utilize recycled materials, seeing is believing.
- Trex facility tour, Tour de Recycling with videographer and with residents
- Producing short, informative video series for use in organic outreach, presentations, locality websites, social media, etc. Find out what locality resources can be leveraged (videographers), seek partnerships from TFC. Leverage public relations support from RCS. Possibly couple with America Recycles Day.
- Focus on commonalities of recycling programs not the nuisances.
- Rescheduling Great American Cleanup for fall 2020
- HRT litter prevention at bus stops
- Big Butts 30 for 30 grant (if awarded) for CLPP
- Litter prevention - emotional appeal to stop littering, Clean Virginia Waterways has something in the works for a statewide campaign, discussed iconic “crying Indian” and don’t mess with Texas campaigns.

Actions: The Committee will continue to discuss FY21 priorities.

Grants

KVB 30 for 30 grant. HRPDC staff submitted an application for the Keep Virginia Beautiful 30 for 30 grant to use in creating “big butts” to aid in local CLPP outreach. Project will include tutorial video and public relations support.

DEQ Competitive Litter Grant. HRPDC staff will submit summary report for library lending kit program established during FY20. Supplies for lending kits were picked up at the last Committee meeting and are available for all who have not yet picked up. Supplies can be picked up at HRPDC or delivered.

- DEQ is hosting a webinar regarding changes to online application and reporting on May 13. Possible changes to what type of organizations are allowed to apply (such as HRPDC).
- FY21 application due on July 15. The Committee discussed submitting an application for assistance with producing the recycling videos discussed during the FY21 planning discussion.

Action: HRPDC staff will put together an application for the FY21 DEQ competitive grant.

Staff Reports

- Environmental Education lesson plans posted weekly to the askHRgreen.org blog. Story picked up by Daily Press.
- HRPDC is exploring the use of WebEx for future meetings as some localities are not allowing Zoom participation due to privacy concerns.

Action: None.

The next Committee meeting is scheduled for **Tuesday, June 9, 2020** and will be held via video conferencing.