

**askHRgreen.org Recycling & Beautification Committee Meeting
Tuesday, December 8, 2020**

Due to the declared a state of emergency in the Commonwealth of Virginia in response to the continued spread of novel coronavirus, or COVID-19 and to protect the public health and safety of the committee members, staff, and the general public, the askHRgreen.org Recycling & Beautification Committee meeting was held via Zoom Video Conferencing. These electronic meetings are required to complete essential business on behalf of the region, and a recording of the meeting is available on the website.

Attendance:

Megan Hale, CH	Wayne Jones, SU
Debbie Blanton, HA	Elisabeth Wilkins, GL
Cynthia Harris, HA	Katie Cullipher, HRPDC
Dan Baxter, NN	Esi Langston, NO
Samantha McNeil, YK	Mike Baum, KVB
Sarah Sterzing & KNB Staff, NO	Kathy Russell, TFC Recycling

The meeting summary is as follows:

1. Public Comments

There were no public comments. HRPDC staff presented a Resolution of Appreciation to Debbie Blanton for her dedicated service to the City of Hampton and the Hampton Roads region. Debbie will retire at the end of December and the Committee wishes her well.

Attachment – Resolution

Action: None.

2. Summary

The Committee reviewed and approved the meeting summary for November.

Action: Approved.

3. askHRgreen.org Outreach Events

3/26 - 3/27	Great American Cleanup	Hampton Roads
3/27 - 3/28	2021 Daffodil Festival	Gloucester
6/19	ERP RiverFest	TBD

Action: Committee members are encouraged to reserve the trailer as needed or request supplies for upcoming events.

4. Great American Cleanup 2021

The Committee discussed plans for the Great American Cleanup on March 26-27, 2021.

- It will be necessary to follow the same model as the September events: small individually-led socially distanced cleanup and beautification projects organized by localities.
- Keep Virginia Beautiful will be doing their “Shiver in Virginia” month-long challenge in March, an initiative to get people out to do cleanups across the state and donate \$20.21 to the cause. Hampton Roads GAC event registration could point to the KVB site for more information on how volunteers can get involved with that program.
- Norfolk is planning a water-based cleanup with a small group(s) in a notable location (i.e. The Hague).
- Suffolk is planning an event for Friday and a recycling drive for Saturday.
- Newport News has the support of Huntington-Ingalls and boy scout troops for cleanup initiatives.
- Gloucester had great numbers in the fall and is planning similar activities for March.
- Chesapeake agreed to maintain the approach of promoting and coordinating multiple small group projects, without a big social event tied to the initiative.

Action: Committee members should continue planning efforts for GAC events.

5. Recycling Outreach

The Committee reviewed and discussed updated campaign elements for the Start Smart, Recycle Right initiative.

Rack Card

- Reduce text on both sides
- Recycle Right side edits:
 - Remove the paper carton and egg carton and replace them with cardboard roll and soda can/water bottle images.
 - Remove top chasing arrows triangle by “Recycle Right” heading and move the thumbs up to that spot
 - Remove intro text at the top and replace with: “Empty, Clean & Dry”
 - Remove lids from plastic bottles/containers in the images
- Contamination side
 - Remove the “Avoid Contamination” heading, maybe “Think before you toss” or “When in doubt, throw it out”
 - Add aerosol cans to the images shown
 - Condense questions at the bottom to just read the following without the long explanations/answers following:
 1. Is it empty, clean, and dry?
 2. Is it accepted where I live?

Quiz

- HRPDC staff will send out the link to review the updated quiz

Videos

- HRPDC staff will send the video link out for review in more detail. Group feedback results are as follows:
 - All videos need to VO talent, something more diverse and less condescending in tone.
 - Recycle Right Video:
 - Add “non-toxic” before “cleaning products in the plastics listing
 - Add red X on products that cannot be recycled (around 2:09)
 - Slow down the graphic movement of bottles being emptied and put in the recycling container
 - Is it possible to add subtle “applause” and “boos” to the yes and no items to add interest?
 - Contamination Video:
 - Near the end, the on-screen text should read “Empty, clean & dry” for consistency

Actions: HRPDC staff will send out a news release and links for the Committee to review videos and the updated recycling quiz. Committee members should submit any additional feedback via email. Staff will also communicate edits to Red Chalk and sent out revised materials as they are available.

6. Cigarette Litter Outreach

Committee members will provide an update on photographing their locations for staging the model cigarette butts and discuss launch plans for the #NoButtsAboutIt initiative.

- Wayne Jones has put together this fantastic “how-to” video for creating big cigarette butts: https://youtu.be/YtrU_XO0GWU
- Sam McNeil shared some photos of the cigarette butts staged on the beach in York county.
- HRPDC staff shared sample signage ideas for printing yard signs and using them as social media graphics. Staff will make revisions and send those back out to the group to review via email.
- The Committee is interested in partnering with the Stormwater Education Committee on a cigarette waste receptacle grant program, similar to the pet waste station grant program.
 - The grant program would be administered through the askHRgreen website and applications would go to the appropriate local contact for follow-up, approval, and pickup coordination.
 - Some localities may wish to institute CLPP training and scans/reporting. Localities can handle that element as they see fit but would not be an overall requirement for applications.

Actions: Localities should continue scheduling local photo shoots and coordinate sharing of the cigarette butts. HRPDC staff will put together a sample budget and allocation spreadsheet for the receptacle grant program for consideration at the January meeting along with a sample application process.

7. Grants

HRPDC staff has been in contact with DEQ staff and our application was to be included for the Board's review as-is vs. resubmitting it. Megan Hale mentioned the competitive grant review Board would not be making a decision until they meet in January.

Actions: HRPDC staff will continue to check in with DEQ for any updates in January.

8. Staff Reports

FY21 Budget - The current FY21 budget was provided for review.

Promotional items - The Committee will review the inventory list in January to make any necessary purchase order decisions.

Action: None.

9. Roundtable Discussion & Locality Updates

- YK - Calendars coming out next week.
- SU - Recycling drive and tire amnesty event was a success with 330 vehicles.
- NN - Volunteer corp is busy with new projects; boy scouts doing tire amnesty and litter kit cleanups.
- NO - ARD 11/14 was a successful event with 153 vehicles; cleanups and adopt-a-spot programs ongoing.
- HA - Tour de Recycling @ TFC for ARD; Tour de Trash "Express" @ Goodwill with a small group; As Debbie is retiring at end of the month, duties being transferred to Cynthia Harris and Cris Ausink.
- CH - Deck the Hall event happening now through Dec 20. It's a free drive-thru laser light show at Chesapeake City Hall. Releasing 2021 Keep Chesapeake Beautiful calendar this week; available for a \$5 donation at community centers and visitor center. Still doing small cleanups. Installed 12 cigarette receptacles at City Hall and will send butts to TerraCycle. Not sure what the 2021 Chesapeake Recycles Day events will look like yet, but all from 2020 were canceled.
GL - Working on requests from other departments and also researching state recycling rate report responsibilities.

Action: None.

Next Committee Meeting - The next regularly scheduled meeting is January 12, 2021.