

**askHRgreen.org Recycling & Beautification Committee Meeting  
Tuesday, August 11, 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 WebEx 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:**

Samantha McNeil, YK	Wayne Jones, SU
Craig Simmons, VB	Fleta Jackson, NO
Esi Langston, NO	Debbie Blanton, HA
Megan Hale, CH	Elisabeth Wilkins, GL
Mike Baum, KVB	Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC	

The meeting summary is as follows:

**1. Public Comments**

There were no public comments.

**Action:** None.

**2. Summary**

The Committee reviewed and approved the Committee meeting summary for July.

**Action:** Approved.

**3. askHRgreen.org Outreach Events**

9/12	Go Green Market	Yorktown
<del>9/17-9/20</del>	<del>Isle of Wight County Fair</del>	<del>Windsor</del>
<del>10/3</del>	<del>Virginia Beach Master Gardeners Fall Gardening Festival*</del>	<del>Virginia Beach</del>
10/3	Arlo's Shed Radio Promotion	Chesapeake
<del>10/8-10/11</del>	<del>Suffolk Peanut Festival</del>	<del>Suffolk</del>
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
3/27-3/28	2021 Daffodil Festival	Gloucester
6/19	RiverFest	TBD

Many events have been cancelled for the fall. York County will still be able to host the trailer at the Go Green Market and will follow up with additional details.

Newport News Waterworks will take over hosting the trailer as of September.

**Action:** Committee members are encouraged to provide updates to the event calendar as new information becomes available.

#### 4. Great American Cleanup 2020

The Committee discussed the Great American Cleanup planned for September 18-19.

- HRPDC staff have updated the event flyer, website, and form to reflect the new focus on individual cleanups instead of large organized events. Website campaign page needs the form added.
- Earth Day Network was interested in a partnership to support marketing and supplies for GAC but their funding was not approved and new guidelines for cleanups might complicate Committee outreach plans.
- Organized events:
  - Chesapeake will hold a Chesapeake Recycles Day event on Sept. 19 but will encourage Adopt teams to clean up for the event. Opportunities for small volunteer groups exist for cleaning local parks. Megan will provide locations to add to Google doc. Chesapeake will provide supplies to volunteers as needed.
  - Norfolk has two locations planned for events: Ocean View (AM and PM events) and Boward Park. No more than 10 volunteers per team working on different projects. Clean Bingo game (volunteers complete game card by completing tasks such as 15 minute trash pickup, read an environmental book, etc. and receive reusable item as prize for participating) and smaller cleanup events will be promoted to the public. Providing hand sanitizer, gloves and supplies for cleanup volunteers.
  - Virginia Beach will not hold organized events. Volunteers who register through the website are encouraged to organize their own cleanup and submit results and pictures after the cleanup is completed. Supplies cannot be provided because staff is not currently in the office. Also, trash bags from cleanups could not be picked up by trucks that are already overwhelmed with increased residential and yard waste collection. Will be reaching out via NextDoor to engage neighborhoods and HOAs.
  - Suffolk will be holding a recycling drive on Sept. 19th, no large cleanup events planned but Adopt teams will be engaged, may hold supply pick up events at locations across the city to make supplies accessible to residents who many want to cleanup during the GAC weekend.
  - Gloucester will hold Clean Gloucester Day on Sept. 19 to hand out litter kits to volunteers and engaging civic groups to participate. Will use hashtag #CleanGlo
  - York County will not be hosting any large cleanups, but promoting individual efforts for September 18-19 via social media.
- Suffolk, Hampton, Norfolk, Chesapeake, Gloucester, will provide supplies to volunteers. HRPDC staff can serve as a distribution point for any supplies needed by volunteers.
- Volunteers can be encouraged to fill a bag of their own litter.

- Need to create a way for volunteers to submit photos and collect results. A regional hashtag should be used to help collect volunteer info and photos. The Committee determined to use #TeamUp2CleanUp along with/in addition to any other specific hashtags.
- HRPDC staff recommended adding a regional Clean Bingo game from Norfolk's template to include as a Great American Cleanup activity.
- HRPDC staff will put together sample social media posts for the Committee to use in social media promotion. A short video explaining the process could be shared via social media to assist in explaining the process for this year's cleanup and encourage signups.

**Action:** Committee members should reach out to permit holders and core volunteers to encourage cleanups on September 18-19. HRPDC will continue to develop outreach materials such as a news release and social media assets.

## 5. Recycling Outreach

Video/campaign concepts should be available at the September meeting. For scheduling purposes, the goal would be to launch the campaign for America Recycles Day (November 15) but HRPDC recommended a backup strategy of New Year's if the review and editing process pushes the timeline of video/campaign production.

Wayne Jones has led a workgroup of Committee members on creating a curbside recycling survey to help gauge recycling knowledge of residents in Hampton Roads. Survey will be hosted on the askHRgreen.org website as a quiz and promoted via social media, newsletters, websites, etc. The survey could also be hosted in paper format to be collected at events.

- Survey should be kept short to remain engaging with residents, make it a quiz format instead of regular survey.
- Add question about whether they have access to curbside recycling.
- Regarding plastic packaging, the choices are too detailed. Recommendation to simplify the number of options and provide the correct option as "all bottles and jugs."
- Specify type of to go container in list of items.
- Add plastic bags, yard waste, clothing. Remove tissue. Remove clothing as its own question.
- Can the right and wrong answers be provided at the end of the quiz with a score so the quiz doesn't become too long.
- Add module for local contacts after the quiz is completed.
- Add question for gender.
- Add locality listing instead of zip code to help with analyzing data.
- Add question about bagging recyclables and how to recycle plastic bags (i.e. which of the following statements are true about plastic bag recycling: it's ok to bag my recyclables, plastic bags can only be recycled at drop off sites, plastic bags are recyclable in curbside recycling containers).

**Actions:** HRPDC staff will update the residential recycling survey and distribute it to the Committee and RCS.

## 6. Grants Update

DEQ Competitive Litter Grant - HRPDC staff is working with DEQ to submit an application to support the back to basics recycling video series. There were complications with submitting the application because DEQ requires an individual locality to be designated as the primary agency on a competitive grant application. This primary locality cannot have another active competitive grant application. Isle of Wight County stepped up to serve as the primary, but DEQ is still working to get the portal to accept the application. DEQ staff have confirmed that the application has been accepted for consideration despite the technical difficulties on their end.

KVB 30-in-30 Grant – HRPDC staff have received approval to hold a workshop at the HRPDC offices outside on the back patio. HRPDC staff will procure supplies and schedule a date in conjunction with a Suffolk artist for the workshop hopefully during the first week(s) of September. About 5-6 people would be needed and allowed to attend. For outreach, the butts can go on tour around Hampton Roads for a photo shoot to create photos to use in a social media campaign. Local media could be invited to see them in a particular place when the news release is issued. Committee members were encouraged to get approval for locations so there is no negative pushback about the perception of litter in high profile locations.

**Action:** Committee members should compile a few notable locations where “Big Butts” photos could be taken for the social media and public relations campaign.

## 7. Staff Reports

*Budget* - The Committee reviewed the current FY21 & proposed FY22 budgets. The proposed budget is flat, but few locality allocations were slightly altered from FY21 due to population changes. Reserve funds are available to offset the allocation if Committee members are in need of assistance due to coronavirus budget constraints. Per the bylaws, there should be a written record of all localities approving the budget and overall participation in the program so the budget draft will be distributed via email for any final discussion at the September meeting and final approval via email. Also per the bylaws, the budget must be approved unanimously.

Cutlery sets have arrived and are available for pickup. Please contact HRPDC staff to coordinate a pickup time. Virginia Beach noted that in the future, they can assist other localities with excess promotional items due to the overabundance of supplies they tend to receive.

**Actions:** Committee members should review the budget internally and submit comments prior to the September meeting.

## 8. Roundtable Discussion & Locality Updates

- Keep Virginia Beautiful - KVB is offering free litter kits and would love help promoting with followers, CLPP is giving away free pocket ashtrays (or other promotional items for signing the pledge and urns to interested business establishments.

**Actions:** None.

**Next Committee Meeting** – The next regularly scheduled meeting is September 8, 2020.