

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, January 9, 2018

City Hall - Hampton

In attendance:

Katie Cullipher, HRPDC

Rebekah Eastep, HRPDC

Beth Vandell, HRPDC

Wayne Jones, SU

Dawn Oleksy, JC

Elise Duncan, CH

Leslie Bowie, GL

Dan Baxter, NN

Peg Borman, JC

Craig Simmons, VB (via phone)

Fleta Jackson, NO (via phone)

The summary for the meeting is as follows:

1. Solid Waste Management Plan Update

The Committee discussed Chapters 7 (Recycling) and 11 (Litter Control) of the Solid Waste Management Plan.

- Smithfield has sent comments via email and Norfolk is finalizing comments to be sent via email to HRPDC staff.
- Regarding litter, Peg Borman discussed need for oversight and accountability for adopt-a-spot programs. Businesses often want the free publicity but do not do their part by cleaning up. She also discussed a need to better support and promote Keep Virginia Beautiful Adopt-a-Highway program.
 - Committee members discussed creating a regional Adopt-a-Spot interactive map based on Suffolk's interactive map that will show adopted areas and available areas.

Action: The Committee should review and provide comment on Chapters 7 (Recycling) and 11 (Litter Control) of the Solid Waste Management Plan and send Adopt-a-Spot GIS information to HRPDC staff.

2. Meeting Summary

The summary of the December meeting was approved as presented.

Action: The meeting summary was approved.

3. askHRgreen.org Community/Trailer Events

January 15-18 – Home Gardener Day & Mid-Atlantic Horticulture Short Course, Virginia Beach

March 3-4 – Hampton Roads Home Show, Hampton*

March 24-25 – Daffodil Festival, Gloucester

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

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

James Riverfest will be September 29th. Dawn Oleksy will send a formal request for reserve the trailer.

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

4. Media & Promotions

Team Up 2 Clean Up/Great American Cleanup

The Spring Team Up 2 Clean Up/Great American Cleanup campaign will include new creative. The creative concepts are not yet available for review and will be sent out via email for Committee review and comment.

- Two week campaign scheduled to start March 19
- Focus of ad should be encouraging people to volunteer for cleanup events.

Regional Recycling Contamination Project Update

A William & Mary student approached James City County about possible research needs and subsequently created a detailed report documenting the relationship between recycling behaviors and several demographics including age, race, education, median home value, and median household income. Some high-level takeaways from the report included:

- Engagement of multiple family housing neighborhoods including the need to include recycling in the neighborhood design and promoting the use of drop-off centers.
- Race, age and education level appear to be the strongest predictors of recycling habits, followed by median household income and median home value. This demonstrates the need to reach out to underserved communities.
- The changing markets in China and the likelihood of increased MRF rates are a good motivation to get buy-in from local leaders, other localities, etc.
- James City County will distribute the report after the meeting. The Committee should continue this discussion after having an opportunity to read the report.
- Newport News provided samples of the new cart sticker used to reduce contamination. Dan can send file out via email.

Action: HRPDC staff will send TU2CU creative for Committee review. Dawn Oleksy will distribute Regional Recycling Contamination Project report.

5. Litter Outreach Campaign

PowerPoint Presentation Development

A second draft of the presentation was presented during the meeting. The Committee reviewed and discussed the presentation and requested the following changes:

- Remove photo filters so that all photos have the same brightness
- On cleanup is costly slide – replace image of cash with image of iceberg emphasizing that the cost of litter is often hidden

Action: HRPDC staff will send final revisions to RCS and send out finalized presentation when corrected.

6. 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 initial application included temporary staffing for route audits, interactive educational displays, customizable information displays, general RMTL promotional materials and design consulting.

- Due to holidays/snow days the subgroup (Kristi Rines, Elise Duncan, Amos Taylor) did not have an opportunity to research other game options.

- The Committee still approved of two RMTL branded pop-up banner displays that could be checked out from HRPDC as needed. The banner displays could be designed by RCS and cover one topic each: ten in the bin and common contaminants.
- HRPDC staff asked the Committee to better define what questions should be included in the Committee survey for gauging interests/needs.
 - General education priorities
 - Target audiences
 - Venues/events
 - Tactics – games, displays, promotional items, printed materials, etc.

Action: Committee members should continue to research games options. HRPDC staff will create and distribute a survey to gauge Committee interests/needs.

7. Regional Cigarette Litter Prevention Project

The Keep America Beautiful Cigarette Litter Prevention Grant application is now open and is due by February 21st. Tentatively the following localities are interested in participating in a regional application: Gloucester, Chesapeake, Suffolk, Newport News, and Virginia Beach.

Action: HRPDC staff will send out a request for interested localities to provide project details for the regional KAB CLPP grant application.

8. Staff Reports

Budget – The current FY18 budget was reviewed and accepted.

SEM Campaign – The contract for managing the Search Engine Marketing (SEM) campaign have been moved to Tribune Media/WTKR. Tribune Media offers a nationwide SEM program and will hopefully optimize SEM performance.

askHRgreen Website update – The new site has launched. Committee members were asked to continue testing the new site and test links on locality websites. HRPDC staff will provide copy to use in promoting the website.

Action: HRPDC staff will provide tools for promoting the askHRgreen.org redesign.

9. Locality Updates

- Newport News – Assistant City Manager has reviewed and approved new outreach materials, presented to Hampton Roads Public Works Academy with TU2CU materials, plan to use TU2CU materials with shipyard and Cannon as well, GAC focus will be on Adopt-a-Spot participants and the middle and high school challenge (using the Ocean Conservancy form students will conduct a school cleanup and determine the source of litter and solutions for preventing it).
- Chesapeake – Poster contest for k-12 students, CEIC Environmental Awards luncheon. GAC focus will be on existing Adopt-a-Spot participants, recruiting new cleanups from general public, and getting athletes/parents/boosters to adopt their athletic fields.
- Gloucester – Clean Gloucester Day on March 10th in advance of the Daffodil Festival (promoting with flyers, local newspapers, churches and community groups). This year's event is in honor of local litter cleanup champion who recently passed away.

- Suffolk – GAC will be promoted throughout the season with press release, free space in the Suffolk News Herald, schools and social media. Specials events include St. Patrick's Day cleanup, Recycle Drive and Tire Amnesty Day, and NRPA/Isaac Walton League water-based cleanup.
- Norfolk – GAC efforts will be ongoing from March to Clean the Bay Day. Considering a outreach campaign with the new TU2CU rack cards, April 21 is Keep Norfolk Beautiful Day, April 28 is Norfolk Recycles Day. Expanding Adopt-a-Spot program beyond just roadways. Looking for more volunteer recognition opportunities (i.e. tree plantings, social gatherings, etc.)
- James City County – April 14th is county cleanup day with continuing focus on roadside cleanup not household clean out. Using TU2CU resources to engage new community groups, zero tolerance litter policy driving cooperation between police, parks, council, etc.
- Virginia Beach – Annual post-Clean the Bay Day celebration, still planning other specific activities in addition to general promotion of GAC.

Action: None.

Next Committee Meeting – February 13, 2018 at 11:00 a.m. at HRPDC in Chesapeake.