

**askHRgreen.org Recycling & Beautification Committee Meeting
Tuesday, February 9, 2021**

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 upon request.

Attendance:

Megan Hale, CH
Wayne Jones, SU
Craig Simmons, VB
Emily Douglas, JCC
Elisabeth Wilkins, GL

Sarah Sterzing, NO
Morgan Deweese, NO
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 meeting summary for January.

Action: Approved.

3. askHRgreen.org Outreach Events

3/26 - 3/27	Great American Cleanup	Hampton Roads
3/27 - 3/28	2021 Daffodil Festival	Gloucester
4/10	Go Green Market	York
6/19	ERP RiverFest	TBD

Plastic Planet exhibit happening at Nauticus will include #NoButtsAboutIt display and messaging.

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.

- Volunteer registration and updated flyer are live on the askHRgreen.org website.
- News release, askHRgreen newsletter article, and social media posts will be provided in early March.

- The Committee discussed using a portion of the promotional item budget for a targeted social media campaign and PSA billboards.
 - Sponsored posts are already planned as part of askHRgreen branding campaign.
 - PSA ads are no longer free through Adams Outdoor. Space is now offered at a discounted rate of \$250 per week.
 - The Committee voted unanimously to allocate funds for billboards and social media. Billboards to run 1-2 week in March and social media throughout month of March.
 - Billboards should be requested on both peninsula and southside as available. Billboard artwork could be updated to add context by adding photo of people picking up litter or including the words “volunteers needed.”
- Locality updates:
 - York County - Grounds Maintenance has identified areas of high litter and will promote these locations for cleanup, primarily roadside locations which may require coordination with VDOT
 - KVB - will be encouraging Adopt-a-Spot volunteers to clean March 26-27
 - Gloucester - 30 volunteers signed up already

Action: HRPDC staff will request additional votes via email to approve a paid media campaign using promotional/print budget funds for Great American Clenaup.

5. Recycling Outreach

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

- SSRR rack card has been finalized. The Committee had previously discussed purchasing 5,000 rack cards. HRPDC staff provided the allocation by locality at a purchase quantity of 5,000. The Committee requested quotes at quantities of 5,000 and 10,000 for review at the March meeting.
- HRPDC staff inquired about other needs to help promote the program locally (website widgets, social graphics, other resources, linking to askHRgreen website). Chesapeake indicated additional graphic support could be helpful.
- Municipal TV is another great way to promote campaign materials.
- A media toolkit of resources is available: video files, YouTube links, quiz, and rack card.
- SSRR will be incorporated into a new askHRgreen FAQ video series which will cover all committee topics. Recycling and waste disposal have always been hot topics.
- WTKR news segment aired on SSRR campaign. TFC Recycling included SSRR in recent Facebook post.

Actions: HRPDC staff will request quotes for SSRR rack cards and send out dropbox link to all SSRR assets available. Committee members should add SSRR resources to municipal websites.

6. Cigarette Litter Outreach

The Committee is working to launch a new cigarette waste receptacle grant program in partnership with the askHRgreen.org Stormwater Education Committee as an extension of the #NoButtsAboutIt campaign. The Committee agreed to delay the program launch until April to provide additional time to line up #NoButtsAboutIt display schedule, begin business outreach, determine PR strategy, etc.

No Butts About It

- 200 pocket ashtrays were ordered in October as part of the 30 in 30 grant but business has since been unresponsive. Mike Baum may be able to assist with getting in touch with KAB's vendor.

Cigarette Waste Receptacle Grant Program

- Virginia Beach has agreed to accept the shipment of 100 receptacles and all localities are asked to pick up their supply quickly after delivery. Order will be placed this week.
- HRPDC staff has provided a draft application for Committee review. The Stormwater Education Committee will also review the application at their February meeting.
- HRPDC staff will draft webpage content to include web form application and photos of the ash receptacle so applicants will know what style receptacles is being offered.
- KVB may be able to provide wall mount ash receptacles to support inventory for the grant program and offer an alternative for locations where the larger urns are not ideal.
- The Committee discussed receptacle stickers and including #NoButtsAboutIt messages on all receptacles included in the grant. Should be outdoor/UV fade-resistant material.

Promotions

- RCS suggested the following tactics for public relations:
 - Including a local business partner in the news release to give the business perspective of cigarette litter and the benefits of the grant program.
 - Creating a schedule to display the cigarette butts across Hampton Roads for a one-week period during the program launch. Nauticus already has six butts as part of the National Geographic Plastic or Planet exhibit.
- Norfolk plans to engage local restaurants in the outreach.
- Chesapeake primarily looking at municipal staff outreach at this time.

Actions: Committee members should submit any additional comments on the draft cigarette waste receptacle grant program.

7. Grants

The Committee was awarded \$10,000 from the DEQ Competitive Litter Prevention & Recycling Grant to support the Start Smart, Recycle Right campaign. Funds will help create a 30-second spot for use in a media campaign. RCS can put together a draft media schedule for Committee review at the March meeting.

Actions: HRPDC staff will present a draft media plan for SSRR at the March meeting.

8. Staff Reports

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

HRPDC staff will be in contact with localities to update contact list for local recycling program and waste management contacts.

Green Learning Guide will be sent for Committee review before reprinting.

Action: None.

9. Roundtable Discussion & Locality Updates

- Keep Virginia Beautiful - Virginia House bill aims to increase minimum fines for littering (from \$250 to \$500 fine and 10 hours to 40 hours community service), KVB affiliate call on Thursday, Shiver in Virginia happening March 2021
- Virginia Beach - prepping for spring programming, no new updates on whether Something in the Water will happen in 2021
- Chesapeake - Fix-It Fair planned for May 15th in Western Branch in partnership with Suffolk (supported by DEQ grant and 757 Reuse Center), HHW and electronics collection days still pending, geo-caching group outreach for GAC, promoting Chesapeake license plate sales to support Chesapeake beautification projects
- Suffolk - Recycling drives to be held February/May, updating local assets with new SSRR creative, Great American Cleanup planning
- Gloucester - Business recycling report (only required every four years), GAC promotions and volunteer registration (each captain will get a daffodil courtesy of Master Gardeners), Daffodil Festival March 27-28, meaningful watershed experience for third graders for Earth Day
- Norfolk - Love Our City Litter Free Norfolk in partnership with HRT, targeted events in litter areas in partnership with police department, spring tree giveaway with FONE planned after success of Jammin' Jamz, Norfolk Recycles Day (April), WTKR coverage of Jammin' Jamz and Litter Free partnership, Shiver in Virginia cleanup planned with KNB staff, WAVY feature on regional litter problem

Action: None.

Next Committee Meeting - The next regularly scheduled meeting is March 9, 2021