

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

To protect the public health and safety of the Committee members and staff, the askHRgreen.org Recycling & Beautification Committee meeting was held electronically via Zoom. A recording of the meeting is available upon request.

**Attendance:**

Megan Hale, CH	Amos Taylor, PO
Wayne Jones, SU	Meagan Schulenberg, SPSA
Emily Douglas, JCC	Lauren Cutlip, RDS
Elisabeth Wilkins, GL	Denise Cordeiro-Bennett, CEIC
Fleta Jackson, NO	Becky Greenwald, CEIC
Morgan Deweese, NO	Mike Baum, KVB
Elisabeth Carrossa-Wilkins, GL	Katie Cullipher, HRPDC
Dan Baxter, NN	Rebekah Eastep, HRPDC
Cassie Cordova, JCC	

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 February.

**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

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

#### 4. Great American Cleanup 2021

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

##### Events and volunteer registration

- Several recent news stories about litter and Great American Cleanup have increased interest in volunteering. HRPDC received about 25 new registrations following the Virginian-Pilot article.
- Committee members were asked to add planned events to the planning spreadsheet. HRPDC staff will also add them to the askHRgreen calendar: <https://docs.google.com/spreadsheets/d/1XIFPvBw7f4LeTtP2Y4EDxBQCNp7QDYGiNz58rB5DDkY/edit#gid=2>

##### Locality Updates

- Gloucester - 200 volunteers registered with more expected, one organized cleanup to take place at Gloucester Point Beach
- Newport News - has engaged Peninsula Chamber of Commerce and will forward inquiries to appropriate jurisdictions as needed, department challenge, HII hosting five cleanup sites
- Norfolk - volunteer interest has increased following news coverage, several projects planned including trash can painting, Pretty Lake cleanup, encouraging individual neighborhood cleanups
- Portsmouth - one organized cleanup event happening on March 27<sup>th</sup> for Stop the Violence but city-wide cleanup scheduled for April 17<sup>th</sup>
- James City County - Peg Borman with JCC Clean County Commission planning cleanup event for April 17<sup>th</sup>.

##### Promotions

- The Committee voted at the February meeting to use a portion of the Printing & Promotional Item budget to fund billboard PSAs with Adams Outdoor and extra boosted posts for Facebook. Due to existing funds for social media posts, only \$500 was needed to extend the social media campaign.
- Great American Cleanup included in askHRgreen newsletter and was among the top visited pages on the website for February.
- News release issued yesterday, March 8<sup>th</sup>. Saga Communications has offered to run PSAs in response to the release.
- The Committee discussed continuing challenges selecting a single date for the regional cleanup. In 2019, the Committee selected the last weekend in March as the revolving date for the regional cleanup. It was hoped doing so would encourage localities to plan for this date in advance as well as being a good time of year due to hold cleanups due to warming temperatures and lack of vegetation to conceal litter.
  - James City County, Portsmouth, and Virginia Beach have cleanups GAC events scheduled for different dates but will still support individual cleanups for March 26-27.

- Gloucester has to organize cleanup around the County's Board schedule so regional date may not always be ideal from year to year.
- Regional #NoButtsAboutIt campaign does not launch until April but big cigarette butts are available to use in any outreach opportunities. Newport News does plan to utilize their cigarette butts in outreach during GAC.

**Action:** HRPDC staff will distribute news release to Committee members. Committee members should share details of planned events in Google spreadsheet.

## 5. Recycling Outreach

The Committee reviewed pricing for Start Smart Recycle Right rack cards, magnets, and recycling cart stickers.

- The Committee liked the idea of rack cards and magnets.
- The magnets should be strong enough to hold paper and possibly explore an option with dual purpose such as a grocery or to do list magnet.
- Newport News already has recycle cart stickers. Gloucester would not have a use for the recycle cart stickers.

The Committee unanimously approved the purchase of 10,000 rack cards and requested updated pricing for magnets.

**Actions:** HRPDC staff will purchase 10,000 rack cards and request updated magnet pricing.

## 6. Cigarette Litter Outreach

The Committee continues to work on the new cigarette waste receptacle grant program in partnership with the askHRgreen.org Stormwater Education Committee as an extension of the #NoButtsAboutIt campaign.

#NoButtsAboutIt campaign

- Newport News has worked with Codes staff to get approval to use big cigarette butts in roadway medians.
- KVB would like the big cigarette butts for local GAC outreach and photo ops.
- Norfolk can display butts at several upcoming events (Hauge cleanup on May 1, HRT bus stop litter campaign, Earth Week).
- HRPDC staff recommended building more cigarette butts due to popularity and low assembly cost. Video tutorial available to help other organizations build model cigarette butts.
- Pocket ashtrays on their way from KAB.
- Lawn signs with educational messaging are available for pickup/use

Promotional strategy

- HRPDC staff discussed a week long display schedule for the big butts to coordinate with the news release/program launch. High profile location with foot traffic would be ideal. Newport News, Suffolk, Chesapeake, Norfolk should be able to provide locations.

- Tentatively, the Committee would like to issue the release on a Friday, April 30 to promote display schedule the first week of May.

#### Cigarette Waste Receptacle Grant Program

- Both Committees have approved the application. RCS is working to have a new webpage and application form added to the website. HRPDC staff gave them a deadline of late March since the launch was pushed back.
- HRPDC staff ordered 100 cigarette ash receptacles which are currently being held by Virginia Beach Public Works. Localities were encouraged to pickup cigarette waste receptacles at their earliest convenience.

**Actions:** Committee members should report back at April meeting with proposed locations for the #NoButtsAboutIt launch and make arrangements to pickup cigarette waste receptacles from Virginia Beach Public Works. HRPDC staff will plan workshop to produce more big cigarette butts.

### 7. Grants

The Committee was awarded \$10,000 from the DEQ Competitive Litter Prevention & Recycling Grant to support the Start Smart, Recycle Right campaign. Grant funds will be used to cover the production costs of the SSRR campaign freeing up additional Committee budget for a media campaign.

- The Committee reviewed a proposed media plan submitted by RCS.
- The two main options are concentrated video or concentrated radio. One option is to cross fiscal years in June-July using new money from FY22 to extend the campaign for an additional two weeks.
- HRPDC staff did not recommend pursuing billboards for recycling messages.

The Committee will have a larger discussion about FY22 media and promotional priorities at the April meeting. HRPDC staff will request additional proposals from RCS including potential partnership opportunities with TFC Recycling. RCS can also begin working on a script for a 30-second spot featuring the paper, bottles, cans, messaging as this asset will be needed for the online component of both campaigns.

**Actions:** The Committee will discuss FY22 media and promotional priorities at the April meeting before determining how to allocate SSRR media budget.

### 8. Staff Reports

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

The February Digital Marketing Report was provided for review.

**Action:** None.

### 9. Roundtable Discussion & Locality Updates

- *Hampton* - Upcoming events for March/April: Community Cleanups (March 6 and April 10), Walk Hampton Clean/Great American Cleanup - city-wide event (March 10—April 10), Tour de Trash Express (March 10) & Tour de Recycling Express (March 20), Rain Barrel Workshop w/Hampton Master Gardeners (April 10), Florida Institute of Technology MPA Capstone Program – Creating a Zero Waste Community (February-April), Buckroe Beach Farmers Market – Litter Free Event (May-August), Groovin’ by the Bay Music Series Buckroe Beach – Litter Free Event (May – September)
- *Keep Virginia Beautiful* - Would welcome assistance promoting Shiver in the River. All localities are welcome to comp code for free registration for Shiver in the River.
- *Portsmouth* - new City Council acting to bring back Clean City Commission for Keep Portsmouth Beautiful
- *Norfolk* - Norfolk Recycles Day HHW collection and shredding; New Green Bucket Brigade litter kits for residents/businesses; HRT partnership for cigarette litter at four stops (Newtown, Pretlow Library, Evelyn Butts) Wards Corner GAC events through May 1st with our Love Our City Campaign
- *York* - VPPSA HHW events with shredding and Drug Take-Back Day
- *Suffolk* - Litter kits delivered to homes has been favorably received by residents and increased number of cleanups. Recycling drive planned for end of May.
- *Gloucester*- Business Recycling Report, GAC planning, free trees/seeds for residents in April, meaningful watershed experience program for students, big butts outreach to local businesses, bio-blitz for June
- *Chesapeake* - Clean and Green Poster Contest is up and running. We have about 1700 K-12 students signed up and will select winners in a month. We are still searching for a venue for a Recycles Day event. Hoping for April 17. We will continue to encourage residents to dispose of things properly on their own. The CEIC environmental awards nomination period ends March 31. Visit [www.CityofChesapeake.net/CEIC](http://www.CityofChesapeake.net/CEIC) to learn more and nominate an environmental rockstar in Chesapeake! They are also accepting applications to use funds for beautification projects. Maybe HRPDC would like to apply. VA Green Travel Alliance virtual conference is April 28-29. CEIC is working on a straw/utensil reduction campaign.
- *Chesapeake and Suffolk* are partnering on a Fix-It Fair funded by a DEQ grant. The event is planned for May 15 in partnership with 757 Creative ReUse Center. Event model could be easily duplicated by other interested localities. Will be recruiting fixers to staff the event (paid).

**Action:** None.

**Next Committee Meeting** – The next regularly scheduled meeting is April 13, 2021.