



FY 2020 APPLICATION FOR THE VIRGINIA LITTER PREVENTION AND RECYCLING COMPETITIVE GRANT

Grant Period: July 1, 2019 through June 30, 2020

Deadline for application: July 15, 2019

Applicant Locality Status: Single Joint

Applying Locality/Localities: Hampton Roads Planning District Commission on behalf of Chesapeake, Franklin, Gloucester, Hampton, Isle of Wight, James City, Newport News, Norfolk, Poquoson, Smithfield, Southampton, Suffolk, Surry, Virginia Beach, Williamsburg, York

1. Project Description:

With this grant, HRPDC staff will assist our member jurisdictions in creating library litter kit lending programs. The materials we purchase will help create 126 litter kits which will be distributed at up to 63 libraries. Partnering libraries will use existing library memberships to check out supplies to citizens and track usage. Libraries will also collect liability waivers. Citizens will be able to keep the litter kits for several weeks and are asked to share the results of their cleanups during that time. The goal of this project is to make litter cleanup supplies more accessible to citizens and remove more litter from our environment. This project will increase the number of cleanups performed each year, grow a dedicated base of volunteers and citizen advocates, and assist local clean community coordinators in administering their local litter prevention programs.

2. Describe the purpose and need for the project:

As a region defined by water, HRPDC and its member jurisdictions work tirelessly to remove as much litter as possible from the landscape. Alone, we can only organize a limited number of community cleanups each year. The addition of the library lending program empowers citizens to tackle the issue of litter on their own. Armed with litter grabbers, safety vests, buckets, trash bags and gloves, any civic league, youth group, business owner, or concerned citizen can organize a one-time cleanup or establish a regular cleanup program in their community. Participating in litter cleanups will transform concerned citizens into advocates for cleaner communities. The library lending program will make litter cleanup supplies easily accessible to all members of the community and provide a powerful community-lead effort for trash-free communities.

3. Describe the goals and objectives of the project:

The goals of this project are to remove litter from the community and increase access for citizens to litter cleanup supplies. By making supplies easily accessible, citizens will be empowered to tackle litter problems in their community on a regular basis. Because local staff cannot take care of every littered spot in the city or county, equipping citizens multiplies the efficiency and effectiveness of local litter control programs and fuels the growth of citizen advocates for litter control activities. The more citizens are active in litter cleanups, the more likely they will be to understand local environmental issues and local conservation programs. This project also leverages existing locality resources by tapping into the established lending systems offered by the library system.

4. Describe who will implement the project (weightage will be given to localities who partner with other localities or regions):

HRPDC staff, through the regional askHRgreen.org Recycling and Beautification Committee, will facilitate the development of program materials such as decals, flyers, banners, online reporting forms, etc. and procure all supplies for creating the litter cleanup kits. Our local clean community coordinators will coordinate with library staff to establish a system for checking out the litter kits using existing library services including collecting signed waivers. Local staff will ensure litter kits are restocked with additional supplies, as needed. Local staff will also collect usage information from the libraries and litter cleanup results for reporting the regional success of the library litter kit lending program. All parties will be involved in promoting the new programs through various channels including banners, presentations, social media, rack cards, newsletters, blog posts, and more.

5. Describe who will be the beneficiaries of the project and how they will be educated:

We all benefit from clean communities. Removing litter from the landscape will improve quality of life for residents, increase economic opportunities, discourage crime, and protect local wildlife and aquatic habitats. Local clean community coordinators will benefit by increasing the number of cleanups performed each year and growing a dedicated volunteer base to engage for future events. Local libraries will benefit from having a new service to offer citizens and encourage visits to the library. Citizens will benefit by having easy access to litter cleanup supplies that allow them to quickly respond to issues of litter. Education activities will be included in the promotion of the program on social media, blogs, newsletter articles, banners, and rack cards.

6. Describe how this project will improve litter prevention and recycling efforts. Also, explain how other localities can implement this as part of their litter prevention and recycling programs:

With more cleanup kits available, participating localities in Hampton Roads will be better equipped to respond to issues of litter. The ability to offer citizens litter grabbers, safety vests, gloves, bags, etc. will increase the number and effectiveness of local cleanups. Citizens will have some independence in performing cleanups that do not increase the workload of local clean community coordinators. Localities that are not participating at this time will still have the opportunity to monitor these pilot library programs as they progress and evaluate whether starting a similar program would be worthwhile for their locality. Purchasing supplies at a regional scale offers cost savings to localities seeking to improve the offerings of litter prevention programs.

7. Describe the time frame of the project:

Upon receipt of grant funds, HRPDC staff will gather a work group of participating localities to select supplies for the litter kits. Supplies will be procured and distributed to the localities. Clean community coordinators from participating localities will coordinate with library staff to develop a system for managing the litter kits. HRPDC staff will work to develop program materials such as decals, banners, flyers, online reporting form, etc. Programs will launch and be promoted to the media via news release as well as online (newsletters, blog, social media) and with banners at libraries and local events. The program will run continuously but preliminary results on the number of cleanups completed, number of volunteers, and amount of litter cleaned up will be gathered and reported regionally to DEQ through this grant report.

8. Additional information (to clarify anything not included above):

The budget for this project will support the creation of 126 litter kits which are about \$55 each (Total: \$6,930). The kits include 4 Class 3 Hi-Vis Safety Vests (\$3.85 each), 4 Arcmate litter grabbers (\$6.00 each), 4 pairs of gloves (\$1.25 per pair), 8 heavy duty trash bags (\$5), 1 five gallon plastic bucket (\$5), and 1 weatherproof bucket decal (\$0.50). We are also asking for 60 vinyl banners (\$13.50 each) and printing support (\$1,000) for outreach materials which will be used to promote the library lending program and educate about the issue of litter.

Estimated Cost of Project: \$ \$8,740

Amount of Grant requested from DEQ: \$ \$8,740

CERTIFICATION:

I certify that the above information is correct and agree to the terms and conditions contained herein and in the DEQ Guidelines for this competitive grant program.

Name of Organization: Hampton Roads Planning District Commission

Name of Authorized Official: _____ **Title:** _____

Authorized Signature: _____ **Date:** July 15, 2019

Address:	FIN:
Phone:	FIPS:
Primary Email:	Secondary Email:

DEPARTMENT OF ENVIRONMENTAL QUALITY USE ONLY

**DEQ
USE
ONLY**

Signature of DEQ Official: _____ **Date:** _____

Total Grant Amount: \$ _____

AGENCY	FUND DETAILS	PROG SUB ELEMENT	OBJECT	COST CODE	PROJECT CODE	FY	GRANT AMOUNT
44000	0925	515009	5014510	502		2020	
INVOICE NUMBER				DESCRIPTION			
COMPETITIVE GRANTS				LITTER PREVENTION AND RECYCLING			

Note: All remaining unspent funds from FY2019 will be deducted from future non-competitive grants.

Mail to: VA DEQ, Litter and Recycling Grants Program, P.O. Box 1105, Richmond, VA 23218