



GY 2021 APPLICATION FOR THE VIRGINIA LITTER PREVENTION AND RECYCLING COMPETITIVE GRANT

Grant Period: July 1, 2020 through June 30, 2021

Deadline for application: July 15, 2020

Single Locality or Co-Op: [] Single [x] Co-Op

Primary Agency: Hampton Roads Planning District Commission

Localities Represented: City of Chesapeake, City of Franklin, City of Hampton, City of Newport News, City of Norfolk, City of Poquoson, City of Portsmouth, City of Suffolk, City of Virginia Beach, City of Williamsburg, Gloucester County, Isle of Wight County, James City County, Southampton County, Surry County, Town of Smithfield, York County

1. Project Description:

With this grant, HRPDC staff will assist our member jurisdictions in creating a comprehensive regional recycling education and outreach campaign focused on improving public knowledge and curbside recycling behaviors. These efforts will concentrate on the commonalities across all municipal curbside recycling programs, instead of the nuances of individual programs, which has often been the focus of outreach efforts in the past. Funding for this multi-jurisdictional approach to recycling outreach will support creative development for unified regional recycling messaging and promotional materials (brochures, social media graphics, etc.), including the production of three educational recycling videos. Themes for the three-part video series will be as follows: (1) "The Recycling Journey" (from cart to a new product) to focus on what really happens to those items we throw in the recycling bin. (2) Getting "Back to the Basics" - acknowledging the confusion surrounding what should go in the curbside bin and offering a 'recycling reset' with a simplified message focusing on items universally recyclable like paper, (plastic) bottles and cans. (3) "Contamination" - addressing the main culprits that contaminate the recycling stream (food waste, plastic bags, Styrofoam, "tanglers", household plastics), which add processing time at recycling plants and make acceptable materials unusable.

2. Describe the purpose and need for the project:

Contamination is rampant in municipal recycling programs in Hampton Roads and across the country. For far too long, well-intentioned "wishful" recycling has led to too many items being thrown in the bin, causing more harm than good. There are many factors that have led to the confusion that exists around recycling today: misleading/misinterpreted packaging; locality-specific outreach materials that showcase items acceptable in that area; and global market impacts that have driven changes to local programs. It is time to get back to the basics. It's time for our local municipalities to work together to educate the public about recycling because we all are impacted by challenges and benefit from working together to improve recycling behavior and knowledge. By creating regional recycling resources, we can clear up some confusion that has plagued the recycling industry and diminished the value of what gets tossed in the bin, thereby improving recycling in Hampton Roads and across the industry.

3. Describe the goals and objectives of the project:

This regional recycling initiative will educate the public about the basics of recycling by: (1) eliminating confusion by focusing on what materials are always acceptable, everywhere; (2) highlighting the importance of recycling in the waste hierarchy (reduce, reuse, recycle); and, (3) showcasing the importance of environmental practice as feedstock to the manufacturing process. This project will create unified recycling messaging that will benefit citizens and visitors across the Hampton Roads region and assist local recycling staff by providing regionally-consistent messaging and resources for their individual education efforts.

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

The environmental education staff of the Hampton Roads Planning District Commission will be working alongside recycling program coordinators in each of our 17 member jurisdictions to implement this project through the askHRgreen.org Recycling and Beautification Committee.

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

The general public in Hampton Roads will benefit from this regional recycling outreach initiative. Brochures will be distributed at events, social media graphics will be widely shared by member jurisdictions, and videos will be posted to local websites and shared via municipal cable television programs. Messaging will be regionally-consistent and easy to understand and implement.

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:

The goal of this project is to decrease contamination of the recycling stream while increasing overall knowledge of the recycling system as a whole. This project could be easily replicated by other regions. The materials developed will serve the needs of our Hampton Roads municipalities but will be general enough to apply to virtually any region of Virginia, or on a national level. As we do with all askHRgreen.org outreach materials, we will make them available to other regions or groups who would like to share and utilize them.

7. Describe the time frame of the project:

The askHRgreen.org Recycling and Beautification Committee has already started brainstorming sessions to discuss messaging and themes for this project. The Committee is ready to start development as soon as grant funds are secured for creative production to begin. A tentative preliminary launch date for the campaign is set for November 15, 2020 – America Recycles Day. A secondary launch date would be January 1, 2021.

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

We have already invested in a web-based recycling lookup tool at askHRgreen.org/recycle. This tool will be featured in our regional recycling outreach materials as an opportunity for interested individuals to delve deeper into recycling to better understand the elements of their individual municipal recycling programs. While the focus of our regional outreach efforts will be on the basics of recycling, we reference the recycling tool at askHRgreen.org for those who want to know more.

The total estimated cost of the project is \$40,000, broken down as follows:
\$15,000 for professional video production to include footage, animation, graphics, music, voiceover talent, etc. (\$5,000 per video x 3)
\$5,000 for creative development of regional recycling program education assets (logo/slogan, brochure/rack card, poster, web/social media graphics, ads)
\$20,000 for paid media (radio/video/digital ads) to promote the campaign regionally across Hampton Roads (this funding would be provided by the localities through HRPDC budget contributions as a match to any awarded grant funds)

We're requesting \$20,000 from DEQ to support the production of the three recycling videos and development of creative resources and ads as outlined above.

9. Please provide a short summary of the overall project:

HRPDC staff and its member jurisdictions will work together to develop a comprehensive regional recycling education and outreach campaign focused on improving public knowledge of and participation in municipal curbside recycling programs. The project includes the development of a unified regional recycling message, supported by outreach materials (brochures, social media graphics, etc.), and three professionally-produced educational recycling videos. These materials will be used for regional promotion, through the askHRgreen.org environmental public outreach program, as well as individually by the local municipal recycling programs in Hampton Roads.

Estimated Cost of Project: \$ 40,000

Amount of Grant Requested from DEQ: \$ 20,000

CERTIFICATION:

The Authorized Official certifies that the information provided in this application is correct and agrees 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

Authorized Official:

Name of Authorized Official: Robert A. Crum Jr. **Title:** Executive Director

Authorized Signature: _____ **Date:** July 14, 2020

Address: 723 Woodlake Drive, Chesapeake, VA 23320

Primary Phone: 757-420-8300

Email: rcrum@hrpdcva.gov

Finance:

FIPS: NA

FIN: 54-1545555

Name of Organization: Hampton Roads Planning District Commission

Remit To Address: 723 Woodlake Drive, Chesapeake, VA 23320

DEPARTMENT OF ENVIRONMENTAL QUALITY USE ONLY

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

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AGENCY NUMBER	FUND NUMBER	PROGRAM NUMBER	COST CODE	PROJECT CODE	GRANT YEAR	GRANT AMOUNT
44000	0925	515009	502	900250000	2021	
INVOICE NUMBER				DESCRIPTION		
GRANTS				LITTER PREVENTION AND RECYCLING		

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