Great American Cleanup™
2012 Hampton Roads Kickoff

Hampton Roads Planning District Commission
Presented by Lisa Hardy, Environmental Planner
October 20, 2011
Hampton Roads, through the partnership of HR Green and Keep Virginia Beautiful, has been selected as one of the 2012 National Kickoff locations for the Great American Cleanup™!
Great American Cleanup™

- Nation’s largest community improvement program
- 2011 engaged almost 4 million volunteers nationwide
- 33,700 communities
- 30,000 community improvement events
2012 Great American Cleanup™ of Hampton Roads

- Partnership between
  - HR Green
  - Keep Virginia Beautiful

- Every Hampton Roads locality is invited to organize a transformational project

- One Clean Nation, One Clean Region Celebratory Rally
  - Town Point Park, Norfolk (proposed site)
  - All volunteers, planning teams and sponsors invited
Partners

- **Keep America Beautiful**
  - Coordinate national program planning and provide resources for state and local initiatives
  - Provide national, state and local media and PR support

- **HRPDC**
  - Invite participation on Honorary Board
  - Staff for HR Green
  - Encourage citizen and business participation

- **HR Green**
  - Recruit members for Honorary Board
  - Recruit volunteers
  - Organize cleanup projects
  - Provide logistical support

- **Keep Virginia Beautiful**
  - Organize kickoff rally
  - Recruit local sponsors
Cleanup Goals

- Hold a transformational event in each locality
- Recruit at least 1,000 volunteers
- Raise at least $100,000 in corporate donations
  - Half of proceeds to Keep Virginia Beautiful
  - Half of proceeds to be divided among participating localities for supporting future transformational projects
- Build positive awareness of HR Green and its work
- A cleaner, more beautiful Hampton Roads
Transformational Projects

- Living Shoreline Restoration
- Eradication of chronic illegal dumpsite
- Create a community garden
- Rebuild a popular community playground
- Gateway beautification
- E-cycling event
- River cleanup
Proposed Honorary Board

**Members:**
- Governor McDonnell and Mrs. McDonnell
- Hampton Roads Mayors and Chairs
- Hampton Roads military commanders
- Secretary of Natural Resources

**Responsibility:**
- Attend kickoff rally
- Garner local and statewide attention for the event
- Encourage local participation and support for cleanup events
- Provide quotes for media releases
Recommended Action

- Adopt Resolution 2011-08.
- Authorize Chairman to sign letters inviting participation on the Honorary Board.