

Great American Cleanup™ 2012 Hampton Roads Kickoff

Hampton Roads Planning District Commission
Presented by Lisa Hardy, Environmental Planner
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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.