

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, January 12

Newport News Public Works – Newport News

In attendance:

Dan Baxter, NN

Katie Cullipher, HRPDC

Rebekah Eastep, HRPDC

Dawn Oleksy, JCC

Wayne Jones, SU

Kevin Du Bois, NO

Linda Minner, VB

Lee Fuerst, GL

Kensett Teller, JCC

Roger Fournier, Goodwill

Kathy Russell, TFC Recycling

John Deuel, GreenQuest

The summary for the meeting is as follows:

1. Meeting Summary

The summary of the December meeting was reviewed and approved.

ACTION: Summary approved.

2. FYI - askHRgreen.org community events

February 12-14 – Coastal Virginia Home & Garden Show, Hampton

February 19-21 – Mid-Atlantic Home & Garden Show, Virginia Beach – *volunteers needed*

- Participation TBD. VBCC felt it was not a good return on investment due to the need to staff a trailer for an entire weekend

March 12 – SEVA Community Association Day – *2 volunteers needed*

April 16 – Virginia Living Museum Earth Day, Newport News

May 21 – Family Fun Fest at Chickahominy Riverfront Park, James City County

June 25 – Olden Days, Smithfield

ACTION: HRPDC staff will distribute a request for volunteers and upcoming events to add to the askHRgreen calendar – including Great American Cleanup.

3. Recycling Contamination Outreach & Litter Research Initiatives

Recycling Contamination Project Proposal:

Replicate the regional CLPP model to address rising contamination rates in curbside and drop-off recycling. The project will include an evaluation of processes/infrastructure, recycling audits, route-level outreach/education and regional mass media outreach/education to provide measurable results and outcomes. The project implementation timeline would be about one year.

Top contaminants previously identified by the Committee are as follows: Plastic Bags/Wrap/Film, Ropes and cords (leashes, ribbon, shoelaces, hoses, Christmas lights), Unemptied or uncleaned containers containing food waste, Food-soiled paper (pizza boxes, paper cups/plates), Yard Waste, and Styrofoam.

Participants as of Jan. 12th: Isle of Wight County, James City County, Newport News, Suffolk, Virginia Beach, York County, and TFC Recycling

Financials:

- Each participating locality will be asked to contribute a maximum of \$2,000 into the project. Contribution may be split across two fiscal years and may be reduced depending upon total grant funds awarded.

- HRPDC staff reached out to DEQ to inquire about using local litter and recycling grant funds as a funding source for locality contributions to the project but had not received a definitive response as of January 12th.
- Locality contribution would be paid through an invoice from HRPDC to the locality. HRPDC staff can provide a sample of this document.
- Rising contamination rates may impact cost of future contracts between locality and MRF. Localities can use this fact to help justify the additional financial contribution to the project.
- The Committee will contribute \$20,000 (half of the FY16 media budget \$16,500 and additional contingency funds) to put towards media, outreach materials, route outreach materials and project management.
- MRFs will contribute about \$500 per route and facilitate recycling audits.
- Committee members recommended reaching out to other grantors or corporate partners.

Discussion:

- Add increasing participation rates as a secondary goal
- Identify “next steps” and how this can be replicated locally, regionally, etc.
- Focus on consistent, positive messaging to avoid discouraging recycling (i.e. emphasis what can be recycled instead of what can’t)
- Consistent message delivery methods

Litter in Low Income Communities Social Marketing Research: The goal of the project is to conduct scientific research (social marketing study) in low income neighborhoods to understand the beliefs, values, and morals influencing littering behavior and any barriers to changing littering behavior. Participating localities will identify study areas in low income neighborhoods with chronic littering problems. Data would be analyzed both pooled and by neighborhood to determine if results were statistically different or could be used to characterize conclusions and be transferable to other similar demographics.

- The Committee formed a work group including Norfolk, Suffolk, York County and Newport News. The work group will prepare a detailed proposal to be used in applying for grant funding.
- The work group will meet monthly after the regular Committee meeting and report back as needed with updates.

ACTION:

Recycling Contamination Project Proposal: Participating localities should consider neighborhoods to target (a broad perspective of recycling issues among multiple demographic audiences is recommended); redesign project to address committee discussion; finalize participating MRFs and localities; submit grant proposal (February); form workgroup to form messaging following first audit; and, begin identifying neighborhoods to include in the project.

Litter Research: Workgroup will provide an update at the February Meeting.

4. Mini-grant Applications

The Committee reviewed and discussed funding for the following mini-grant applications.

- Water Bottle Refilling Station at York High School – approved
- Paper Recycling Program at Willoughby Elementary School - approved

ACTION: HRPDC staff will award grants.

5. Promotional Items

The reusable bags ordered by the committee have arrived and are available for pickup from the U-Haul storage facility. A breakdown of the quantity for each locality was provided to the Committee.

ACTION: Committee members should pick up their reusable bags at the February meeting.

6. Staff Reports

Budget –The FY16 budget was reviewed and approved.

- The Committee will also receive a check for \$1,500 from the KAB CLPP Program Award and received one free registration to the national conference.

ACTION: None.

7. Locality Updates –

- Suffolk – Adopt-a-Spot program featured in Suffolk News Herald; distributing a new Adopt-a-Spot newsletter for participants
- Norfolk – Using short videos on social media to address contamination; KNB will participate in Shiver in the River; working on Sharing Shed for community beautification projects; provided copies of the KNB FY15 Annual Report
- Virginia Beach – Earth Day at Mount Trashmore (4/23 with rain date 4/24); planning GAC events; finalizing recycling video for VB website; Resource Recovery Center featured by WTKR.
- James City County – planning for Litter Prevention Month (April); seeing results from signs with fine information being placed at littered sites; looking to engage chamber in “Community Pride Day”
- Gloucester – Clean Gloucester Day goal of 500 participants; planning school outreach program for spring
- York County – Consolidation of programs into a newly formed Public Works Department; RFP out for transfer station and curbside collection services; planning beautification and GAC projects for spring
- Newport News – Increased volumes being received at Resource Recovery Center; rain barrel workshop Feb. 13th with the Master Gardeners; transition of landfill to park facility continues; NNPS science program partnering with compost facility to provide field experience to students (opportunities available for all schools in Hampton Roads); new South Precinct has recycling processes built into the site design (involvement with site plan review within each locality was recommended)
- GreenQuest, LLC – Recommended the book “Litterology” by Karen Spear.

Next Committee Meeting – Tuesday, February 9, 2016 at HRPDC in Chesapeake.