



MEMBER JURISDICTIONS

December 9, 2015

CHESAPEAKE

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FRANKLIN

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GLOUCESTER

RE: Regional Quality Recycling Project

HAMPTON

Dear XXXX:

ISLE OF WIGHT

Over the past few years, the askHRgreen.org Recycling and Beautification Committee has been discussing the challenges of improving the quality of recyclables collected in Hampton Roads' curbside recycling programs. It has been a challenge for many municipalities to address both improving the quantity and quality of materials recovered at curbside. There have been many successes since single stream recycling came to Hampton Roads and your community. As with many programs around the U.S., contamination rates have been increasing and with materials markets fluctuating, it is more important than ever to address the issue of recycling contamination.

JAMES CITY

NEWPORT NEWS

NORFOLK

POQUOSON

The askHRgreen.org Recycling and Beautification Committee has been working on a new regional project to address recycling contamination. A "Quality Recycling" project is being proposed for calendar year 2016. This partnership campaign would focus both on region-wide education and targeted route-by-route outreach based on recycling route audit data. The goal of the program is to reduce contamination on the targeted routes, establishing a more effective, replicable model for all municipalities and processors to expand in the future.

PORTSMOUTH

SMITHFIELD

SOUTHAMPTON

SUFFOLK

This project is being proposed as a partnership between the HRPDC, its member jurisdictions, local recycling processors and federal/national grant funders. Each participating partner would contribute funding at a level that is yet to be determined (ranging from a minimum of \$500 to a maximum of \$2,000 split between FY16 and FY17). Routes to be included would be volunteered by those municipalities that wish to participate in the project. The funds would be pooled within HRPDC solely for this project and would pay for route audits, route-based education outreach support, regional media messaging and project management services (data collection, analysis and

SURRY

VIRGINIA BEACH

WILLIAMSBURG

YORK

report writing).

Attached with this letter is a draft project briefing and budget. Some of you have been hearing about this proposed project through a municipal representative or John Deuel, a former Recycling Coordinator for Norfolk, who has volunteered his services to date to explore the development of the project. In order for us to move this project forward, we need to gauge each City or County's level of interest and support as well as the interest of the local processors. I invite you to review the attached proposal and share your feedback with me at your earliest convenience and no later than December 31, 2015.

Thank you for your time and consideration of this important environmental project for the region.

Sincerely,

Julia B. Hillegass
Public Information & Community Affairs Administrator

Attachments:

Hampton Roads Recycling Collection Quality Improvement Grant Proposal
Hampton Roads Recycling Collection Quality Improvement Budget Proposal