

April 5, 2016

**Memorandum #2016-44**

**TO: askHRgreen.org Recycling and Beautification Subcommittee**

**BY: Rebekah Eastep, Environmental Planner**

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting –  
April 12, 2016**

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held on **Tuesday, April 12 at 10:00 a.m.** The meeting will be held in **HRPDC Board Room A, The Regional Building, 723 Woodlake Drive, Chesapeake.**

Please **RSVP by Monday, April 11, 2016.** R&B Subcommittee Meetings require representation from five member jurisdictions. Comments and suggestions based on this agenda package are welcome.

**1. Meeting Summary**

The summary of the March meeting is attached for your review and information.

Attachment 1

**Action:** Approve summary.

**2. FYI - askHRgreen.org community/trailer events**

April 16 – Virginia Living Museum Earth Day, Newport News

April 21 – TCC Earth Day Event, Chesapeake

April 23 – Earth Week Event, Williamsburg

April 30 – James River Fest, Williamsburg

May 3 – Drinking Water Week/H2O Give Local 757 Day, Southside & Peninsula

May 7 – *EcoFest, Norfolk*

May 5 – VBPU Public Service Week/Drinking Water Week – Virginia Beach

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

May 26-29 – Lava Festival, Suffolk

May 26 – Sensible Seafood Fest, Virginia Beach

May 27 – Blayton Elementary Spring Carnival, James City County

June 25 – Olden Days, Smithfield

September 15-18 – Isle of Wight County Fair

October 4-10 – Peanut Festival

*October 9 – ERP RiverFest, Portsmouth*

**Action:** Volunteers needed for EcoFest on May 7th and RiverFest on October 9th.

### 3. Regional Quality Recycling Project

To date, TFC Recycling and the following municipalities have committed to participation: Virginia Beach, James City County, Suffolk, York County, Newport News, Isle of Wight County and Norfolk. The EPA Solid Waste Management Assistance Grant will be announced in March/April and awards will become available in October. Mr. John Deuel will provide an update on the EPA grant.

The Committee has agreed to move forward with a phased approach to implementation. The project will be started with existing program funds from FY 16 and continued with additional funds in FY 17. Grant funding will enhance the program if awarded.

#### Next Steps for Discussion

- Identify localities able to participate in early implementation of the project
- Participating localities should:
  - Provide a local project lead. The project lead will need to meet and work on this about 5-7 hours per week to conduct the project.
  - Identify up to 4 study areas/routes per locality
  - Gather demographics/characteristics for each study area (housing type/density, age/race, etc.)
  - Work with MRF to collect recycling data for each study area (i.e. set out rates, contamination rates, RFID stats, etc.)
  - Provide Committee with examples of existing outreach materials
- The Committee should discuss options for behavior change and decide upon the most desired strategies following the preliminary benchmarking stage/recycling audits.
- Locality contributions. If funds need to be split between FY 16 and FY 17, the Committee should determine what amount should be paid per year so that HRPDC staff can invoice before the end of FY 16.

#### Attachment 3

**Action:** Based on discussion.

### 4. Litter Research

The Committee should discuss how best to proceed with the Litter Research Project. Suggestions from the March meeting included inviting a social marketing expert to address the Committee on the topic of litter and behavior change.

**Action:** Based on discussion.

## 5. **FY 17 Recycling & Beautification Marketing Campaign Plan**

The Committee should review the FY 16 Marketing Campaign Plan and determine if any changes are needed for FY 17.

Planning Advisors, Ms. Dawn Oleksy and Ms. Linda Minner, will provide an update from the March 24th Planning Advisors meeting:

- Planning Calendar
- Municipal Co-branding
- Web user survey results
- Locality recognition of askHRgreen program

Attachment 5

**Action:** Approve FY17 Marketing Campaign Plan.

## 6. **Mini-grant Applications**

The Committee should review and discuss funding for the Granby Go Green Garden & Club project.

Attachment 6

**Action:** Vote on funding mini-grant projects.

## 7. **Printing/Promotional Items**

The HRPDC staff ordered 5,000 Recycle More, Trash Less rack cards.

The HRPDC staff will provide pricing for litter grabbers/bags.

**Action:** Based on discussion.

## 8. **CLPP Award and Next Steps**

The Committee received a \$1,500.00 check from Keep America Beautiful along with the CLPP National Award. Funds have been added to the budget and the Committee should discuss use of the funds and remaining program materials in order to further cigarette litter reduction efforts in localities.

**Action:** Based on discussion.

## 9. **Staff Reports**

**Coastal Virginia Magazine:** Final schedule for Green Magazine content that will run in the main COVA magazine instead of the one-time supplement.

- **April 2016:** Green Landscaping + rain barrel and soil tips infographics
- **July/August 2016:** Green Scene; Green Kids; Where does it go graphic/puzzle

- **Sept/October 2016:** Green Scene; Green Art
- **January 2017:** Green Eats

**Budget** – The current budget is attached for review.

Attachment 9

**Scheduling conflicts for May Meeting** – Several Committee members have expressed scheduling conflicts with the May meeting due to VRA and Clean the Bay Day meeting. The HRPDC staff recommends rescheduling or cancelling the meeting.

**Action:** Based on discussion.

## 10. Locality Updates

**Next Committee Meeting** – Tuesday, April 12, 2016 at the HRPDC office.

RJE/jc

### **askHRgreen.org: Recycling and Beautification Subcommittee:**

Ralph Anderson Jr., IW	Wayne Jones, SU
Dan Baxter, NN	David Keeling, SU
Kathy Bew-Jones, SM	Linda Minner, VB
Debbie Blanton, HA	Robin Moore, SU
Roy Chesson, NN	Alacia Nixson, SU
Sonja Eubank, SM	Dawn Oleksy, JC
Deborah Everitt, NN	Russell Pace, FR
John Fisher, CH	Tammy Rojek, WM
Tonya Ford, VB	Erin Rountree, SU
Tyrone W. Franklin, SY	Rhonda Russell, SY
Lee Furest, GL	Elizabeth Vaughan, CH
Laurie Halperin, YK	Amanda Wallace, GL
Evie Insley, PQ	June Whitehurst, NO
Lisa Renee Jennings, NO	Bodina Wright, PQ

### **askHRgreen.org: Recycling and Beautification Subcommittee Copy:**

Will Barnes	John Deuel, GreenQuest, LLC
Michael G. Baum, KVB	Roger Fournier, Goodwill
Joe Benedetto	Tracy Hofmeyer, VPPSA
Margaret Cahoon, Cahoon and Cross	Ann Meadows, Bay Disposal
Sarah Dennis	Kathy Russell

### **HRPDC Staff:**

Robert Crum	Julia Hillegass
Katie Cullipher	Randy Keaton
Rebekah Eastep	