

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, August 9, 2016

HRPDC - Chesapeake

In attendance:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Dawn Oleksy, JCC
Allyson Kelly, CH
Liz Vaughn, CH
Dan Baxter, NN
June Whitehurst, NO
Erin Rountree, SU
Tammy Rojek, WM

Amos Taylor, PO
DeAnna Lawrence, IOW
Ralph Anderson, IOW
Kathy Russell, TFC Recycling
Laurie Halperin, YK (via phone)
Rene Moring, GL (via phone)
Debbie Blanton (via phone)

The summary for the meeting is as follows:

1. Meeting Summary

The summary of the July meeting was reviewed and approved.

ACTION: Summary approved.

2. FYI - askHRgreen.org community events

September 10 – Newport News Go Green Expo

September 15-18 – Isle of Wight County Fair

September 24 – Virginia Beach Master Gardeners Fall Gardening Festival, Virginia Beach

September 29 – CNU Farmers Market, Newport News

October 4-10 – Peanut Festival, Suffolk

October 9 – ERP RiverFest, Portsmouth

October 22 – Lynnhaven River Now Fall Festival & Hampton Roads Sustainable Living Expo, Virginia Beach

ACTION: HRPDC staff will send out a request for volunteers for upcoming fall events.

3. Review of R&B Committee Bylaws, Budgeting and Administrative Procedures

The Committee continued to discuss bylaws, the voting and budgeting process, FY18 budget and the Cahoon & Cross contract.

- The Committee approved the bylaw changes (Hampton opposed these changes). Changes included:
 - Budget Approval - Unanimously approved committee budget (applies only to the annual locality contributions - not approval of individual budget line items and expenses).
 - Voting – Approval of action items changed from a quorum majority to a simple majority of all participating jurisdictions (9 of 17 localities). Note: HRPDC staff will explore alternatives to making voting easier for members (Google Forms, Doodle polls, etc.)
- FY 18 Budget
 - HRPDC staff notified the Committee that a new model would be used to finance the overall askHRgreen campaign. The askHRgreen contribution from each of the four Committees will become a base buy-in to cover very minimal services including website maintenance, brand consulting/strategy and basic PR support. Any additional services that any Committee may require may be requested and agreed up on by that Committee

and paid for directly from the Committee's budget. This will protect each Committee from any impact of fiscal changes occurring in another Committee.

- The FY18 projected askHRgreen contribution will be \$19,272. Website redesign will conclude during FY18 and the FY19 askHRgreen contribution is expected to then be around \$10,000 per Committee.
- HRPDC staff recommended a slight increase for staff time because current funding is much lower than what other Committees are contributing. The Committee did not increase the staff budget based on the need for some localities to decrease their locality contribution.
- Norfolk proposed a base buy-in for promotional items so that all localities are paying equally for the base allocation of supplies that have traditionally been distributed for the purposes of providing each locality with a usable number of items.
- Williamsburg, Hampton and others countered the promotional items buy-in by stating that media campaigns, mini-grants or other committee actions may not always have the same impact in one locality as they do in another. Examples included outlying localities not benefiting as strongly as those in the immediate metro area from some media types, participation in mini-grant projects, etc. They recommended that funding formulas remain the same. They also recommended that both small and large localities should be flexible and acknowledge that some activities may benefit one locality more than others, but that all localities benefit in some ways from participating in the regional program.
- Norfolk recommended contributing \$10,000 from reserves to the Committee budget to cover the reduction in contribution Norfolk needed to reach.
- As a result of the discussions, a new draft budget for FY18 was created which included a base buy-in for promotional items at 20 percent of the total promotional items budget (total \$65 each locality), a \$3,300 decrease to the overall Committee budget and the use of \$10,000 in reserve funds. HRPDC staff will send the revised draft budget out via email for locality review and discussion/approval.

ACTION: Committee members are asked to discuss and review the new draft budget and be prepared to vote on the FY18 budget at the September meeting (or send in their vote in advance of the meeting if unable to attend).

4. Regional Quality Recycling Project

Project Summary to Date

- TFC Recycling and the following municipalities have committed to participation in a project to reduce contamination in curbside recycling: Virginia Beach, James City County, Suffolk, York County, Newport News, and Isle of Wight County.
- The Committee has reserved \$16,250 from the FY 17 budget to assist with developing marketing, outreach and education materials for this project.
- Participating localities are asked to contribute up to \$2,000 to cover locality specific parts of the project including audits, outreach implementation and grants management/consulting.

Project Updates

- Newport News
 - Recycling audit held on June 24th with a contamination rate of 35 percent in Hampton. Targeted route has a history of high contamination and transient military population.
 - Outline of recycling audit procedures provided to committee members.

- Outreach began by walking with truck, tagging carts and utilizing existing HOA for community outreach.
- Suffolk
 - Audits planned for September, but not yet scheduled.
 - Dan will assist with audit implementation.
- James City County/York County
 - Still working with County Waste to identify audit logistics and procedures.

Next Steps

- Schedule route audits.
- Prepare neighborhood profiles for targeted routes – economic development may be able to assist with demographic information.
- Bring examples of education and outreach resources used by your locality.

ACTION: All localities are encouraged to bring examples of education and outreach resources used by their locality to promote recycling.

5. Media and Promotions

HRPDC staff presented the results of the Public Relations survey and discussed promotional strategies including:

- There were consistent challenges with committee members distributing information due to local marketing and communications requirements/procedures.
- The Rainy Day Sidewalk promotion was the highest rated promotion by all Committees.
 - Norfolk expressed concerns with this promotion because it may promote graffiti/tagging and conflicts with MS4 permits (i.e. chemicals could eventually end up in stormwater, conflicts with “only rain down the drain” message).

Due to time constraints, the Committee did not discuss using materials provided by The Alice Ferguson Foundation for a “Litter Hits Close to Home” campaign. HRPDC staff will distribute the complete library of resources, materials and research findings with the Committee via Google Drive.

ACTION: HRPDC staff will further research the chemicals used in the Rainy Day Sidewalk art. Committee members are encouraged to read and review the Litter Hits Close to Home literature.

6. Printing/Promotional Items

Due to time constraints, discussion of ordering the auto litter bags was deferred for a future meeting.

Action: HRPDC staff will create sample artwork.

7. Staff Reports

Budget FY17 – The current budget was reviewed.

Website – A content document will be circulated via email for Committee members to review and provide feedback on any changes to existing web content before it is migrated to the new website.

Save the Date – An all-hands askHRgreen meeting will be held on September 29, 2016 at 1:30 PM at the HRPDC office in Chesapeake.

ACTION: None.

8. Locality Updates –

- Isle of Wight – Upcoming Isle of Wight County Fair

- Suffolk – Upcoming Suffolk Recycles Day (9/17) and Peanut Festival
- Chesapeake – Upcoming Chesapeake Recycles Day (9/10)
- Norfolk – Interviews for KNB Director/Recycling Coordinator
- Portsmouth – Successful Portsmouth Recycles Day event
- James City County – Completing KAB affiliation and needs assistance fitting program into existing county programs. Neighborhood beautification grants and Clean Business Forum, Litter Expo with Parks & Rec to promote new parks recycling plan (10/22)
- Williamsburg EMS tire amnesty day planned, green themed event for new William & Mary students, participating in Virginia League of Municipalities Go Green Challenge
- Newport News – outreach programs continue to be open to all (region-wide) youth groups like scouts programs and school science programs, VRA Ugly Foods Symposium, development of latex paint recycling program continues and will apply to the full region once it is deployed.

Next Committee Meeting – September 13, 2016 at 10:00 a.m. at a location TBD.