

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, June 14, 2016

HRPDC - Chesapeake

In attendance:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Dawn Oleksy, JCC
Wayne Jones, SU
Lacie Nixon, NO
Linda Minner, VB
Craig Simmons, VB

Allyson Kelly, CH
Elizabeth Vaughn, CH
Dan Baxter, NN
John Deuel, Green Quest
Mike Baum, KVB
Roger Fournier, Goodwill
Kathy Russell, TFC Recycling

The summary for the meeting is as follows:

1. Meeting Summary

The summary of the May meeting was reviewed and approved.

ACTION: Summary approved.

2. FYI - askHRgreen.org community events

June 7 – CMA CMG Environmental Fair
June 18 – Boardwalk Arts Family Fest, Virginia Beach
June 25 – Olden Days, Smithfield
September 15-18 – Isle of Wight County Fair
October 4-10 – Peanut Festival
October 9 –ERP RiverFest, Portsmouth – volunteers needed

ACTION: None.

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, and Isle of Wight.

Status Update

- 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.
- Norfolk has decided not to participate in the project.

Next Steps

- Recycling audit at Bay Disposal is scheduled for June 24th from 9:30 a.m. to 11:30 a.m. in Hampton. RSVP is required to attend. The audit process will be documented to support replicating the audit in other localities.
 - Those attending should dress in work clothes that are ok for getting dirty including long pants and closed-toe shoes.
- Participating localities should:
 - 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.

ACTION: HRPDC staff will document the audit process for replicating by other localities participating in the recycling contamination project. Localities should begin scheduling route audits.

4. Litter Research

The Committee revisited the litter campaign developed by the Alice Ferguson Foundation. The campaign was developed through a \$776,000 program from 2008-2014 in the Potomac Maryland/Washington DC area. The strength of this campaign is that social marketing research has already been conducted in a similarly sized region with similar regulatory and environmental concerns.

- The Committee liked the creative concept and the message of “Litter hits close to home.”
- Information about the campaign can be found here: <http://fergusonfoundation.org/trash-free-potomac-watershed-initiative/education/litter-prevention/>
- HRPDC staff has reached out to Alice Ferguson Foundation regarding the potential to rebrand their campaign materials. There has been no response to date.
- These ads would work well for advertising on transit buses or trash/recycling trucks.
- The Stormwater Education Committee should be made aware of any campaigns or promotions since it may relate to Phase I permit requirements.
- Committee members should get feedback from locality administrators on how they would feel about a campaign that showed trash and litter in high profile locations. Would this be allowed by economic development, tourism, etc.? The campaign would include staged photos of litter/trash dumped in recognizable areas of Hampton Roads.

ACTION: HRPDC staff will contact Alice Ferguson Foundation and discuss the messaging concept with Cahoon & Cross.

5. Media/Promotions

Recycle More, Trash Less

The Committee voted at the May meeting to run a Recycle More Trash Less media campaign.

- The campaign will run June 6 – 26 and includes radio and online support.
- The campaign is a pickup of the Recycle More Trash Less campaign used in spring 2015.
- Added value includes the “Mission Repurpose” radio spots and on air promotions

FY 17 Media Plans

The Committee has approved a media plan and budget for FY 17. Since there are three identified priorities and limited media funds, Cahoon & Cross staff asked the Committee to further define how they would like the media budget split for FY 17.

- The Committee voted to maintain the three topics as follows:
 - \$16,250 still going towards the quality recycling project outreach
 - Litter prevention – development of “Litter Hits Close to Home” campaign
 - Recycle More Trash Less campaign – small investment to extent the campaign in a useful way. For example, creating video to accompany the radio spot.

HRPDC staff suggested promoting Great American Cleanup and Clean the Bay Day through a regional wrap-up news release/blog to highlight impact of both programs.

ACTION: Committee members should submit Great American Cleanup or Clean the Bay Day stats to HRPDC staff.

6. Printing/Promotional Items

HRPDC staff provided quotes for litter grabbers, work gloves and auto litter bags. The Committee reviewed the quotes and decided to purchase up to \$10,000 of auto litter bags.

Recycling rack cards are in stock and available for pickup at HRPDC.

Action: HRPDC will send via email the sample locality distribution for promotional items and create imprint artwork for Committee review.

7. Staff Reports

Budget – The current budget was provided for review. As a reminder, the Committee has approved the full FY 17 askHRgreen.org contribution (\$25,000) along with the FOG and Water Awareness Committees. Stormwater Education is the only Committee to decrease the contribution to \$15,000. Support services will be decreased proportionally.

Committee Leadership – The Committee voted to continue their current leadership. Dan Baxter will serve as Committee Chair and Dawn Oleksy will serve as Committee Co-Chair for FY 17.

Bay Star Homes – HRPDC staff provided a sample application for the Bay Star Homes program. Committee members requested additional information at the upcoming All Hands meeting.

askHRgreen Newsletter – Committee members were asked to send in “expert tips” for having eco-friendly fun in Hampton Roads. Deadline for submission is June 24.

ACTION: None.

8. Locality Updates –

- James City County – Long time commission member Will Barnes passed away, summer intern brought in to assist with programs, received approval to become KAB affiliate.
- Goodwill – expanding e-cycling staff
- Norfolk – 900 volunteers for Clean the Bay Day at 36 different sites.
- Suffolk – Clean the Bay Day cleanups (brought in Suffolk Police to assist with marine cleanups), summer outreach at TGIF concert series.
- TFC Recycling – Looking for good quality ads to put on recycling trucks
- Virginia Beach – Successful Clean the Bay Day and Helping Hands events, Linder Minner will retire as of July 22nd, everyone was invited to attend a party in her celebration (details will be sent via email), finalized recycling collection video, Craig Simmons has joined the Virginia Beach team
- Keep Virginia Beautiful – continuing to work on promotional plan for Adopt-A-Spot program, 30 in 30 grants awarded to Suffolk and Newport News
- Chesapeake – Allyson Kelly new committee member replacing Gladys Jones, Chesapeake Recycles Day is held 6 times per year at different locations around the city, upcoming k-12 poster contest
- Newport News – Ops Center is now open and running tours, CLPP projects expanding, paint recycling process in development

Next Committee Meeting – July 12, 2016 at 10:00 a.m. at Hampton City Hall, Community Development Conference Room.