

# askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, September 13

City Hall - Hampton

## In attendance:

Katie Cullipher, HRPDC  
Rebekah Eastep, HRPDC  
Dawn Oleksy, JCC  
Allyson Kelly, CH  
Dan Baxter, NN  
June Whitehurst, NO  
Amos Taylor, PO  
DeAnna Lawrence, IOW

Kristi Rines, VB  
Kathy Bew Jones, SM  
Debbie Blanton, HA  
Craig Simmons, VB  
Kathy Russell, TFC Recycling  
Roger Fournier, Goodwill

The summary for the meeting is as follows:

### 1. TFC Green Streets Program

Joel Rubin of Rubin Communications presented the Green Streets Program on behalf of their client TFC Recycling.

- Green Streets are those streets with consistent recycling participation. Green Streets will be recognized online, social media, etc. and will receive stickers for residents to apply on their recycling cart that show their street is a “green” street.
- RFID data will be used to select streets with high set out rates. Those streets will be labeled as “Green Streets”
- Focus of the program at first will be participation (set out rates) but the goal would be to work towards including standards for quality (contamination rates) as well. Contamination criteria could also apply to areas that are “nominated” to be a Green Street v. those selected by TFC.
- The program will be launched in conjunction with America Recycles Day on Nov. 15<sup>th</sup> and will include online and TV promotion (from a media partner).
- The program could accommodate all localities but those areas not serviced by TFC would need to use a nomination process. TFC will not be able to determine whether streets nominated outside their service area met program criteria for participation.

Committee members discussed the Green Streets program and were generally supportive of the concept. However, because TFC does not service all localities, it would be difficult for askHRgreen.org to truly partner with this program. The Committee would like more information as TFC finalizes their strategy.

**ACTION:** HRPDC staff will keep Committee members informed of program updates as they become available.

### 2. Meeting Summary

The summary of the August meeting was reviewed and approved.

**ACTION:** Summary approved.

### 3. FYI - askHRgreen.org community events

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 – askHRgreen will decline the invitation because volunteers were not available*

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

**ACTION:** None.

#### 4. FY18 Draft Budget

Committee members were asked to vote to accept and endorse the draft FY18 budget. The vote must be unanimous. All present gave a vote of approval except for Virginia Beach. As a new employee, Kristi Rines requested more time to review the budget and committee deliverables/strategies before casting a vote.

**ACTION:** HRPDC staff will follow up with localities to get unanimous approval of the FY18 budget no later than the end of September.

#### 5. 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 were originally asked to contribute up to \$2,000 to cover locality specific parts of the project including audits, outreach implementation and consulting. With GreenQuest no longer playing a role in the project, HRPDC staff recommended refunding these funds for localities that had prepaid.

*Project Updates*

- Newport News
  - Outreach began with walking behind truck to see what is being dumped and tagging contaminated carts. Those who are tagged two or more times can have their recycling carts confiscated.
  - Utilizing existing HOA and military command for community outreach. Four staff (two city and two MRF) are used for auditing the carts.
- Suffolk
  - Routes identified and audits being scheduled for October.
- James City County
  - Routes identified but audit process not yet established.
- York – TBD
- Virginia Beach - TBD

#### Next Steps

- Schedule route audits. A goal was set to have audits held by the end of the year.
- HRPDC will prepare neighborhood profiles for targeted routes.
- Bring examples of education and outreach resources used by your locality.

**ACTION:** All localities are encouraged to share examples of recycling education and outreach resources used in their locality. Participating localities should send their route information to HRPDC.

## 6. Litter Outreach

The Committee briefly discussed the “Litter Hits Close to Home” campaign from The Alice Ferguson Foundation. Research and materials from the Trash Free Potomac initiative were sent to the committee via Google Drive.

**ACTION:** HRPDC staff will resend the link to Alice Ferguson Foundation research and campaign materials.

## 7. Printing/Promotional Items

The Committee discussed purchasing auto litter bags. HRPDC staff presented draft artwork and will prepare additional mockups for the Committee to vote on using a Doodle poll. The Committee asked HRPDC staff to resend the pricing and the sample distribution of auto litter bags per locality.

**Action:** HRPDC staff will set up Doodle poll and resend pricing with distribution information.

## 8. Mini-grants

The Committee reviewed the following mini-grant projects and voted as indicated:

- Earthy Eagles – Independence Middle School, Virginia Beach (\$500) - Approved
- Lafayette High School Beautification Project – Williamsburg (\$500) - Approved
- Cradock Community Care Project – Cradock Middle School, Portsmouth (\$500) – Deferred for additional information
- Native Habitat Pollinators, Pathways and Prevention (\$500 – split with Water Awareness Committee) – Approved (\$250)

**Action:** HRPDC will award mini-grants and request additional information from the Cradock Community Care project.

## 9. Staff Reports

**Budget** – The current budget was presented for review.

**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.

**Rainy Day Sidewalk Promotion** – HRSD has approved of the product but HRPDC staff is awaiting a response from DEQ. A workgroup is needed with one representative from each locality to determine locations to apply the ads, get approval for application of ads, etc.

**Annual Report** – Annual Report is nearing completion and edits will be needed ASAP when it is distributed for review.

**America Recycles Day** – askHRgreen.org will promote America Recycles Day again in 2016. Localities should send in their event information as it becomes available.

**ACTION:** Localities should send in their event information for ARD 2016.

## 10. Locality Updates –

- Isle of Wight – Developing more school outreach and changing the HHW collection

- Virginia Beach –Aquarium Electronics recycling on 9/24, many Helping Hands projects scheduled
- Norfolk – ICC activities, Neighborhood Expo event, America Recycles Day
- Portsmouth – Large downtown cleanup and beautification event, America Recycles Day
- Hampton – Environmental Excellence awards, ICC activities, encouraging Trex challenge in schools, America Recycles Day
- Chesapeake – Chesapeake Recycles Day continues to be successful, final event will be for America Recycles day on 11/12
- James City County – KAB affiliation work continues, Oct. 22<sup>nd</sup> Litter Expo, 10 neighborhood beautification grants to be awarded
- Suffolk – Suffolk Recycles Day promotion, America Recycles Day events at the libraries, received community cleanup grant to help conduct outreach about available programs/resources
- Goodwill – Launching new public tours in October, will send information after meeting
- Newport News – partnering with Goodwill to have electronics accepted at the Recycling Ops Center, consolidating KAB affiliation under Naturally Newport News, grant to provide recycling containers at local events

**Next Committee Meeting** – October 11, 2016 at 10:00 a.m. at HRPDC.