

askHRgreen.org Recycling & Beautification Meeting
Tuesday, June 9, 2020
Remote meeting held via WebEx video/telephone conferencing

Attendance:

Craig Simmons, VB
 Elisabeth Wilkins, GL
 Megan Hale, CH
 Wayne Jones, SU
 Sarah Sterzing, NO
 Dan Baxter, NN
 Fleta Jackson, NO

Esi Langston, NO
 Samantha McNeil, YK
 Brittney Collins, SPSA
 Mike Baum, KVB
 Rebekah Eastep, HRPDC
 Katie Cullipher, HRPDC

Summary

The Committee reviewed and approved the askHRgreen.org meeting summary for May.

Action: Approved.

askHRgreen.org Outreach Events

The current listing of events is as follows.

9/12	Go Green Market	Yorktown
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/3	Arlo's Shed Radio Promotion	Chesapeake
10/8-10/11	Suffolk Peanut Festival	Suffolk
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
TBD	SEVA CAI Community Association Day	Virginia Beach

**Volunteers will be needed to support attending this event.*

- Fall events:
 - York Go Green Market in September may be first trailer event after coronavirus closures.
 - Rain barrel giveaway through the Arlo's Shed promotion
- Newport News Waterworks has agreed to host the trailer for the next two years. Suffolk Public Works has hosted the trailer for the last two years. During down time HRPDC staff would like to have locksmith repair and maintenance locks.

Action: Committee members were encouraged to reserve trailer early for any upcoming events.

Great American Cleanup 2020

All March events cancelled due to coronavirus. The Committee discussed rescheduling the regional event:

- HRPDC staff shared results of rescheduling survey of Committee members.
- September 11-12 and September 18-19 were the preferred choices.
- The Committee discussed possible dates and selected September 18-19 as the new date for the GAC. This date aligns with the International Coastal Cleanup (Sep/Sep 19) and the 2020 United Way Day of Caring – Sep 18, which could help with corporate volunteer recruitment efforts.
- HRPDC staff will update the website and registration form to reflect new dates, the Google doc started in the spring will be sent around for updating.
- Localities should send “save the date” correspondence to those registered for the spring events and encourage them to register for the September cleanups.
- COVID-19 safety precautions/protocols for cleanups should be explored and posted online along with event details.

Action: HRPDC staff will update GAC website. Localities should fill Google document with event details as they become available.

FY21 Priorities

The Committee discussed regional priorities and resource allocation for FY21.

- Recycling: Back to Basics
 - Regional approach to recycling messaging featuring three professionally produced videos to use in organic outreach, social media, locality websites, social media, and future media campaigns. Videos could potentially feature a combination of video and animation – locality resources may be available to support B-roll as needed.
 - HRPDC staff will submit an application to the DEQ Competitive Litter Grant to support video production.
 - Video concept brainstorming session:
 - Focus on commonalities of recycling programs (top 3-5 items) not the nuisances of each locality. (example paper/cans/plastic bottles)
 - Gather data on expense/financial impact of contamination.
 - Show shocking images of contamination (like “wipes in the pipes” images recently shown in the media)
 - Wishful recycling is not doing good because recycling is a business (you can’t recycle things if there’s no market, etc.)
 - Feature diversity in race and housing type (rental, multi-family), Newport News audits reveal rental properties (often military families) have higher contamination rates

- Video themes for a three-part series on Recycling
 1. The journey of recycling (from cart to new product)
 - What really happens to those items we throw in the bin (this can address some of the skeptics who question whether recycling is really occurring)
 - Do we focus on some local producers – Anheuser-Busch, Ball Metal Beverage Packaging, (engage Kathy Russell to find other downstream vendors in Virginia/North Carolina)
 2. Back to basics
 - Begin with an acknowledgement that there’s been a lot of confusion about recycling and it’s time that we “get back to the basics” or “it’s time for a recycling reset”
 - Keep it very simple – Paper, Cans, and Plastic Bottles – these are always recyclable, everywhere. If we do just these things, we’ll be doing it right.
 - Include waste reduction theme here, perhaps briefly in the intro as a reminder that it’s Reduce, Reuse, and then Recycle
 3. Contamination
 - Cover the main culprits and how contamination is detrimental to the process (food waste, plastic bags, Styrofoam, “tanglers”, household plastics)
 - These items are a problem because they add time to processing, cost money, and make the acceptable materials unusable
- In each of these videos, we can include a reference/call to action for those who want to know more to use the recycling tool at askHRgreen
- Some sources of inspiration out there:
 - James City County’s info video – like how they covered the contamination topic - https://www.youtube.com/watch?v=F2u4dMVEWi0&feature=emb_logo
 - Telling the story of the journey: KAB’s “I want to be recycled” campaign – like the emotional response it evokes
 - <https://www.youtube.com/watch?v=Lbjrhv1IMdQ>
 - <https://www.youtube.com/watch?v=2zRfMwzhUpU>
- Videos could coordinate with additional resources like rack cards, social media assets, and recycling lookup tool on askHRgreen website, creating a new recycling toolkit.
- Revisit the “Recycle More, Trash Less” logo of several years ago – remove from the website and consider redoing

- Great American Cleanup
 - FY20 rescheduled for September 18-19
 - Looking ahead to 2021 dates as well
 - Could support with media campaign, if desired
- HRT litter prevention program
 - Potentially important with HRT required to provide PPE to all riders)
- Big Butts cigarette litter outreach
 - Awaiting the results of the 30 for 30 grant application
- Litter prevention - continuing Team Up 2 Clean Up program

Action: HRPDC staff will work with RCS to develop video concepts for Committee review. Committee members should collect data and information to support video production such as financial impacts of contamination and downstream vendors. HRPDC staff will send out regional recycling contract spreadsheet for updates.

Grants

30 for 30 Grant

HRPDC staff submitted an application for the Keep Virginia Beautiful 30 for 30 grant for the creation of “big butts” to aid in local CLPP outreach. Project will include tutorial video and public relations. HRPDC staff are awaiting an award announcement – made daily throughout June 2020.

DEQ Competitive Litter Grant

HRPDC staff will submit an application to the FY21 DEQ Competitive Litter Grant to support the recycling video series. Application is due July 15 with award announcements in fall 2020. Letters of support from localities are welcomed. Megan Hale and Wayne Jones have volunteered to assist in the development of the application.

HRPDC staff will also submit the performance report for the FY20 DEQ Competitive Litter. This grant was used to support the development of litter kit lending programs. Litter kit supplies are available for pickup on request from HRPDC offices and delivery may also be available. Grant report is due August 1.

Action: HRPDC staff will put together an application for the FY21 DEQ competitive grant and submit performance report for FY20 grant.

Staff Reports

FY21 Budget

- The FY21 budget allocation was already approved.
- Fixed expenses for the Committee include expenses shared between all four askHRgreen Committees:
 - Social media/search engine marketing campaign from Media budget

- Mini grant program budget. Megan Hale and Wayne Jones serve on the mini grant review committee with representatives from other committees.
- Storage expenses for U-Haul and trailer replacement fund
- Creative and website support from Red Chalk Studios
- About \$28,000 in discretionary funds are available for the Committee to allocate to FY21 projects and campaigns:
 - Estimate \$20,000 for back to basics campaign (video production and creating campaign assets). Project may be supported by DEQ Competitive grant.

FY20 Budget

- Slight overage in media budget due to recycling tool work budgeted for FY19 but rolled into FY20 budget year.
- Promotional item budget still available. The Committee would like to revisit the idea of purchasing cutlery sets. HRPDC staff will get new quotes for Committee consideration.

Action: HRPDC staff will get new quotes for cutlery sets and send for Committee review/voting.

Roundtable Discussion & Locality Updates

- Virginia Beach - still dealing with increased residential waste disposal, supporting reopening efforts, office staff do not anticipate returning to work until Phase III, hope to have litter kit lending programs running soon after reopening
- Newport News - also dealing with increased residential waste disposal, mulch and compost sales restarted
- Norfolk - Ernie Morgan Center under renovations for ADA accessibility, no plans to reopen office at this time, telecommuting supported and may continue, hope to have plan for litter kit lending program soon
- York - NACO award for partnership with schools and beautification committee on native plant garden
- Gloucester - identifying locations for litter kit lending program, rescheduling Earth Day events for fall, clean community combining with go green committee and adding a fundraising 501(c)3 to help support work
- Chesapeake - videos for social media, Parks & Rec events cancelled, submitted 30 for 30 grant for cigarette litter receptacles, clean and green poster contest participation up this year, photo calendar contest, notable yards, business beautification award, recycling contract extended, litter kits utilized by grounds staff during mowing and motivated them to purchase their own kits to use permanently, working on environmental event with Suffolk, interested how others are cleaning safety vests and grabbers (Gloucester is washing vests every time and wiping grabber handles, Norfolk looking into washer/dryer for vest washing), would like to organize a meeting for citizen-led clean community groups to meet together and share ideas.

- Suffolk - interested in purchasing cutlery sets, staff is 50/50 back in the office, preparing for fall events
- SPSA - collection sites are swamped with residential use, essential personnel/no telework option for staff

Actions: None.

Next Committee Meeting – The next regularly scheduled meeting is July 14.