askHRgreen.org Recycling & Beautification Committee Meeting  
Tuesday, November 10, 2020

Due to the declared a state of emergency in the Commonwealth of Virginia in response to the continued spread of novel coronavirus, or COVID-19 and to protect the public health and safety of the committee members, staff, and the general public, the askHRgreen.org Recycling & Beautification Committee meeting was held via Zoom Video Conferencing. These electronic meetings are required to complete essential business on behalf of the region, and a recording of the meeting is available on the website.

Attendance:
Megan Hale, CH
Debbie Blanton, HA
Cynthia Harris, HA
Dan Baxter, NN
Samantha McNeil, YK
Sarah Sterzing, NO
Wayne Jones, SU
Elisabeth Wilkins, GL
Craig Simmons, VB
Emily Douglass, JCC
Rebekah Eastep, HRPDC
Katie Cullipher, HRPDC

The meeting summary is as follows:

1. Public Comments
   There were no public comments.

   **Action:** None.

2. Summary
   The Committee reviewed and approved the Committee meeting summary for October.

   **Action:** Approved.

3. askHRgreen.org Outreach Events
   - 11/15 America Recycles Day Various
   - 3/27-3/28 2021 Daffodil Festival Gloucester
   - 6/19 ERP RiverFest TBD

   **Action:** Committee members are encouraged to reserve the trailer as needed or request supplies for upcoming events.

4. America Recycles Day 2020
   The Committee discussed how to promote America Recycles Day (ARD) since the Start Smart, Recycle Right campaign launch will be pushed to January 2021. Due to COVID19, there are only a few collection events on the calendar. Localities holding events include: Suffolk, Newport News, Virginia Beach, and Hampton.
The Committee would like to promote waste reduction, the recycling lookup tool and the available events for ARD. The tool launch was promoted for ARD 2019 so this year’s promotion would serve as a reminder.

**Action:** HRPDC staff will promote ARD with a news release, blog post, and social media.

5. **Great American Cleanup 2021**
The Committee will plan for the Great American Cleanup on March 26-27, 2021.

**Action:** Committee members should schedule events for March 26-27, 2021.

6. **Recycling Outreach**
The Committee reviewed and discussed new assets for the Start Smart, Recycle Right.

**Rack Card**
- The Committee would like the rack card to be less text heavy. It was recommended to take the copy from the back side split between the two sides with more graphic details than text.
- Readability/more accessible for those at all reading levels.
- Remove cartons - not accepted by all localities.
- Direct people to the website on both sides of rack card.
- Add email address for asking recycling questions. HRPDC staff will determine if the current address can be used or if a new address should be created specific to recycling.

**Logo**
- The Committee discussed the rotating items on the logo and agreed the plastic milk jug was the best choice for the static version of the logo.

**Quiz**
- Address diversity in super heroes by making super heroes all shapes and colors. Also remove references to the word “crazy” from text.
- Shorten intro – keep first sentence, and acknowledgement of how much time it will take to complete the survey.
- Add option to share results to social media.
- Shorten responses between questions to be brief for both understanding and reduce the time needed to complete the survey.

**Website**
- HRPDC staff will send new web content in a Word document via email for Committee review.
- Add toolkit to download logo, rack cards, etc. to finalized page.

The Committee discussed when to launch the campaign. With upcoming holiday season, HRPDC staff recommended waiting for early 2021 and the Committee agreed to extend the launch date for the new year promotional opportunity as well as for additional time to review assets.
**Actions:** Committee should review the Start Smart, Recycle Right assets and submit feedback to HRPDC staff.

7. **Cigarette Litter Outreach**
   Committee members discussed their proposed locations for staging the model cigarette butts and developing an outreach plan/timeline for the cigarette litter outreach initiative.
   - Wayne Jones and Megan Hale captured some sample images using the cigarette butts in a Chesapeake park. Pictures can be provided to other localities to help gain local approvals for additional sites.
   - The Committee selected “No Butts About It” as the initiative name and hashtag.
   - HRPDC staff will send out a Google document to establish a schedule for photo shoots in each locality. Pictures are needed soon before weather changes.
   - Several sets of cigarette butts are available to check out for locality-led photo shoots. Assistance from other localities (Wayne Jones, Craig Simmons, HRPDC staff) is also available to stage and capture photos.
   - Known areas as well as generic landscapes are needed.
   - Signage is needed to accompany the displays when used for in-person outreach. The Committee liked the idea of including short, easy to read litter facts on lawn signs to use around the cigarette butts.
   - The Committee would like to complete this project by end of 2020.

**Actions:** Localities should fill out photo shoot scheduling information in Google document. HRPDC staff will develop draft campaign signage/social media images for review at the December meeting.

8. **Grants**
   HRPDC staff have received no new updates from DEQ regarding the technical difficulties in submitting the non-competitive litter grant application.

**Actions:** HRPDC staff will reach out to DEQ again for an update.

9. **Staff Reports**
   **FY21 Budget** - The current FY21 budget was provided for review.

   Promotional items - Cutlery sets are available for pickup as needed. Pocket ashtrays were also ordered from Keep America Beautiful but have not arrived yet. Old Recycle More, Trash Less rack cards are available for pickup, otherwise they will be replaced with new Start Smart, Recycle Right rack card, once printed.

   Seasonal messaging - HRPDC staff will be promoting green holiday messaging. Committee members were asked to submit their Christmas tree recycling schedules for 2020-2021.

**Action:** None.
10. Roundtable Discussion & Locality Updates

- Newport News - Litter kit lending program restarted, tire recycling project continues, ARD, tripled number of enforcement cameras with charges pursued
- Hampton - Tour de Recycling on Friday, three community cleanups, one additional express Tour de Recycling will wrap up 2020
- Suffolk - ARD event
- Chesapeake - ARD event cancelled, Chesapeake license plate promotion, 2021 calendar, clean city USA, litter cleanups
- Gloucester – number of accepted items in dispute with Waste Management
- York - ARD event for all VPPSA communities, shredding will be included with HHW events in 2021 (York funded), partnership with Sheriff’s Office for Drug Take Back Day and shredding, 2021 calendar (pollinator/native plant focus)

Action: None.

Next Committee Meeting – The next regularly scheduled meeting is December 8, 2020.