

**askHRgreen.org Recycling & Beautification Committee Meeting
Tuesday, January 12, 2021**

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	Sarah Sterzing, NO
Cynthia Harris, HA	Morgan Deweese, NO
Wayne Jones, SU	Dan Baxter, NN
Esi Langston, NO	Mike Baum, KVB
Samantha McNeil, YK	Kathy Russell, TFC Recycling
Craig Simmons, VB	Katie Cullipher, HRPDC
Emily Douglas, JCC	Rebekah Eastep, HRPDC
Elisabeth Wilkins, GL	

The meeting summary is as follows:

1. Public Comments

There were no public comments.

Action: None.

2. Summary

The Committee reviewed and approved the meeting summary for December.

Action: Approved.

3. askHRgreen.org Outreach Events

3/26 - 3/27	Great American Cleanup	Hampton Roads
3/27 - 3/28	2021 Daffodil Festival	Gloucester
6/19	ERP RiverFest	TBD

York County will hold a Go Green Market with the askHRgreen trailer on April 10.

Keep Virginia Beautiful looking for events to populate online calendars.

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

4. Great American Cleanup 2021

The Committee discussed plans for the Great American Cleanup on March 26-27, 2021.

- HRPDC staff is working to have GAC registration page on askHRgreen.org updated for 2021.
- Committee members are encouraged to begin their own outreach as well to core group of local volunteers and supporters.
- Billboard outreach - Adams, VDOT boards. VDOT Virginia is for Lovers not Litter campaign launched.
- New VDOT statewide litter campaign available at <https://loversnotlitter.org/> may be an opportunity to further partnership with VDOT.
- HRPDC staff inquired about any metrics to support the increases in litter.
 - Increased PPE
 - Fewer group cleanups
 - Municipal workers only cleaning select areas
 - More complaints about litter from citizens
- HRPDC staff will prepare a news release and sample social media for Committee review.
- Chesapeake can share sample communications to Adopt a Spot groups. Also recommended early outreach to past volunteers and supporters.

Action: Committee members and HRPDC staff will continue planning for GAC events.

5. Recycling Outreach

The Committee reviewed and discussed final campaign elements for the Start Smart, Recycle Right initiative.

- National news story on localities cancelling recycling sparked local concerns about the status of recycling programs.
- News release has been provided and approved for distribution.
- Revised rack card will be sent for final Committee review after the meeting.
- Chris Reckling and Erin Miller are both local reporters who have expressed interest in covering the upcoming SSRR program.
- Committee members were invited to request any additional resources they may need for local promotions and outreach of the SSRR program.
- Still awaiting a response on grant application requesting funds to support a paid media campaign of the SSRR program.
- Co-promotion opportunities with TFC Recycling and CVWMA.

Actions: Start Smart, Recycle Right campaign approved for launch.

6. Cigarette Litter Outreach

Committee members provided updates on implementing the #NoButtsAboutIt initiative.

- In order to present a cohesive regional message, the Committee agreed to brand outreach photos with the same overlay hashtags in black, white, or yellow with the askHRgreen logo. HRPDC staff will send out updated files for local use.

- The Committee reviewed the revised signage artwork. The Committee made the following recommendations:
 - Prefer a snubbed out cigarette butt for the graphic
 - Selected the first three messages for printing
 - Move ask logo to top center of design
- Colorful messages would be better for bus shelters, web displays, etc. but not printed. The Committee would like the colorful messages in poster and social media sizes.
- The Committee asked HRPDC staff to put out a call from interested localities to determine how many sets of lawn signs should be ordered. An extra set should be ordered for the askHRgreen trailer as well.
 - Lawn signs should include grommets and be printed back and front.
- Keep Virginia Beautiful has strict requirements about not involving youth in cigarette litter outreach. Scout leaders have said awareness building on the issue is fine but youth cannot distribute supplies, etc. Scouts also initiated the involvement in Newport News after firsthand experience with the amount of cigarette litter collected during community cleanups.
- Hampton will be completing big butts photography over the next three weekends.
- Chesapeake TV will be running a story on the Chesapeake KVB grant for installation of cigarette ash receptacles and can include the #NoButtsAboutIt campaign.
- The Committee reviewed sample pricing for creating a cigarette ash receptacle grant program in partnership with the Stormwater Education Committee. Each locality would receive an allotment of receptacles using a regional formula.
 - Localities would be responsible for storing their supply of receptacles and evaluating applications from local businesses.
 - Grant recipients receive the receptacles are responsible for installation and maintenance.
 - The Committee would like to recommend fire resistance liners as part of the maintenance agreement (recommended, not required).
 - The Committee approved the purchase of 100 Ceasefire receptacles.
- HRPDC staff will follow-up on the pocket ashtrays ordered in the fall.

Actions: HRPDC staff will discuss cigarette litter receptacle grant program with the Stormwater Education Committee on Friday, January 15.

7. Grants

There was no update on the DEQ Competitive Litter Prevention & Recycling Grant.

Actions: None.

8. Staff Reports

FY21 Budget - The current FY21 budget was provided for review.

Green Learning - There are no 6th Grade Learning Guides available in stock. Due to continuing school closures, the mini grant program is not being utilized creating an opportunity to support the reprinting of the 6th Grade Learning Guides. Guides would be available as needed, not distributed by locality like other items. The Committee was supportive of a 5,000 order.

Action: None.

9. Roundtable Discussion & Locality Updates

- Suffolk planning recycling event for February, Plastic Planet exhibit planned at Nauticus starting in late January.
- Newport News partnering with Boy Scouts for litter cleanups, created additional big butts with added eyelets for securing them to the ground, receiving a great deal of feedback from chamber/local business on #NoButtsAboutIt campaign
- Norfolk has upcoming virtual events planned, Jam'n Jamz tree giveaway coming up this month, looking into partnership with Litterati for some cleanup initiatives.
- Hampton will be completing #NoButtsAboutIt photography for the next three weekends. Tour de Recycling planned for March.
- Chesapeake Treasure Hunt to encourage groups to enjoy waterways. No recycling events planned at this time. Awards luncheon also postponed to the fall.
- York Public Works Department doing roadside cleanups to tackle winter litter problem. HHW events will include shredding trucks in March/April/May.
- Virginia Beach launch of new drop off site (staffed, compactor, outreach) has resulted increased quality in the waste stream.
- Gloucester videos for crafts and recycling info upcoming.

Action: None.

Next Committee Meeting - The next regularly scheduled meeting is February 9, 2021.