

**askHRgreen.org Recycling & Beautification Committee Meeting
Tuesday, September 8, 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 WebEx 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
Elisabeth Wilkins, GL
Wayne Jones, SU
Emily Douglas, JCC
Samantha McNeil, YK

Craig Simmons, VB
Randy Roberts, SPSA
Mike Baum, KVB
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 August.

Action: Approved.

3. askHRgreen.org Outreach Events

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
3/27-3/28	2021 Daffodil Festival	Gloucester
6/19	RiverFest	TBD

York County requested an exact time for trailer delivery on Friday, September 11 and assistance with directions for moving the trailer after the event.

Chesapeake and Suffolk recycling events have been cancelled for September.

Action: The askHRgreen.org trailer will attend the Yorktown Go Green Market.

4. Great American Cleanup 2020

The Committee discussed the Great American Cleanup planned for September 18-19.

- Media interview scheduled for today with Mike Arlo
- KVB has secured billboard ads for the two weeks preceding the event. Adams Outdoor can provide location information upon request.
- HRPDC staff have worked with KVB to develop some customized social media graphics to promote the “grab a bag” cleanup strategy.
- Norfolk/Chesapeake have a small number of public projects available for volunteers to assist with in local parks.
- Chesapeake has done outreach through “adopt” teams, social media, CEIC partnership, etc. Currently there are 12 individual-led cleanups planned.
- Clean Gloucester Day is planned for Sept. 18-19 and currently has 130 volunteers signed up to participate through individual cleanups.
- York County has some small groups cleaning up select areas and continues to promote individual-led cleanups.
- Virginia Beach is also performing outreach to “adopt” participants and other community partners. The Virginia Aquarium has a cleanup planned for ICC with restrictions for capacity in place.
- Committee members were encouraged to reach out to “adopt” programs and local volunteer groups to promote individual-led cleanups in honor of GAC on Sept. 18-19.
- Committees should share details of individual-led events in the Google spreadsheet for regional tracking.

KVB has a limited number of supplies to assist with any group cleanups and will plan to attend a few cleanups throughout the region.

The Committee discussed using digital road signs for litter messages. VDOT/Tourism plan to launch a statewide litter campaign “Virginia is for lovers, not litter.”

The Committee discussed a Google form for collecting cleanup results. Each locality was confident in their ability to collect data from their volunteers and will share results with HRPDC via the email or the Google spreadsheet.

Action: HRPDC staff, Keep Virginia Beautiful and Committee members will continue outreach for individual-led cleanups. Committee members should add details of individual-led events to the Google spreadsheet for regional tracking.

5. Recycling Outreach

HRPDC staff asked the Committee to provide direction on the overall theme and creative approach for the “Waste Not, Recycle Right” campaign and video series.

- “Waste Not, Recycle Right” - The Committee generally approved of the campaign slogan.
 - Suffolk mentioned the logo design may help further convey the message.
 - Virginia Beach noted that the message is very subtle and could be taken to mean reduce trash by recycling more resulting in an increase in contamination. Chesapeake agreed the waste reduction message was subtle.
 - Chesapeake asked that RCS consider equity and diversity in the development of the campaign with the goal of reaching all audiences.
 - The Committee would like to see multiple design treatments for consideration.
- *Journey of Recycling* –
 - The Committee discussed receiving assistance from area recyclers (TFC, are there others?) and identifying local vendors. The Committee expressed concerns that naming partners may date the video or become inaccurate as vendors change often. The Committee had a preference for relying on stock imagery to connect the feedstock material to the finished product.
 - The Committee discussed including landfill decomposition rates for plastic and comparing the time it takes for the same material to be made into something new.
 - The Committee would like to see plastics as a focus since most people know what metal and paper become (cans/paper)
- *Back to Basics* –
 - The Committee would exclude imagery and mentions of glass.
 - There may be design budget available to create an associated rack card to replaced the outdated recycling rack card.
- *Issue of Contamination* –
 - The Committee discussed how specific to be with discussing the costs of contamination. More general language was preferred to hard facts and figure (i.e. increasing costs to citizens, improves efficiency of recycling process, employee safety /dangers to staff, fire (lithium batteries), contamination of good quality recyclables, etc.
- General feedback:
 - The Committee would prefer voice overs or personified animation to actual interviews. If in-person interviews are included, a spokesperson from the Virginia Recycling Association may be better than an individual company.
 - TFC Recycling will need to provide many of the facts and figures requested for the video. HRPDC staff can reach out to Kathy Russell with TFC for more information.
 - The Committee agreed that they would prefer a video that combines both animation and live action/stock video with the end product being entertaining and engaging.

Actions: HRPDC staff will discuss creative direction with RCS.

6. Grants Update

DEQ Competitive Litter Grant - HRPDC staff have not received confirmation from DEQ that the grant application was officially received via the online portal. DEQ staff have confirmed the application was received on time and will be reviewed for funding.

KVB 30-in-30 Grant – The large-scale cigarette butt building workshop day will take place at the HRPDC office on Wednesday, September 9 at 9:30 am. Wayne Jones, Megan Hale, Sarah Sterzing and Craig Simmons will attend to assist with the creation of the cigarette butts.

Action: Workgroup will create cigarette butts for 30-in-30 grant.

7. FY22 Budget

HRPDC staff have received no questions or concerns about the proposed FY22 budget. There was no further discussion by the Committee. Per the bylaws, the annual Committee budget must be approved unanimously and approval is needed by the end of September.

Action: HRPDC staff will send out budget via email for formal endorsement.

8. Staff Reports

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

Digital Marketing Report – The July report was provided for review. Lawn and garden topics continue to dominate the search volume. The top organic Facebook post announced the Stormwater Education rain barrel workshops hosted in July.

FY20 askHRgreen Annual Report – The final FY20 askHRgreen.org Annual Report was provided to the Committee. A virtual askHRgreen All Hands meeting is scheduled for September 17th at 10:00 AM.

Action: None.

9. Roundtable Discussion & Locality Updates

- Virginia Beach – hazard pay for essential workers, continued cleanup after tropical storm Isaias
- Suffolk – cleanup from tornado/Tropical Storm Isaias, staffing quarantines, GAC outreach, library lending kit programs to restart, family litter kit giveaways, researching parklets as a way to deter illegal dumping
- Chesapeake - GAC outreach, CEIC contests for notable yards/business beautification, Keep Chesapeake Beautiful photo contest through 9/18 (cash prize)
- York - Go Green Market this weekend, HHW event upcoming, GAC outreach, October Drug Take Back Day in partnership with the Sheriff's Office (provide shredding), calendar contest for pollinators of York County

- Hampton - ICC for smaller groups (sign ups continue to roll in), cleanups scheduled through December, Tour de Trash still planned but participants may be weary of sharing a bus even with social distancing and hygiene practices in place, Debbie will be retiring at the end of December 2020
- Gloucester - 130 volunteers signed up for Great American Cleanup, outreach in local newspaper for GAC, summer camp at home kit with Parks & Rec, educational pop ups planned for recycling forum, etc. to assist with public outreach numbers, creating a storybook trail at Woodville Park called "Earth Day Every Day."

Actions: None.

Next Committee Meeting – The next regularly scheduled meeting is October 13.

DRAFT