

November 3, 2016

Memorandum #2016-137

TO: askHRgreen.org Recycling and Beautification Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting –
November 8, 2016**

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held on **Tuesday, November 8, 2016 at 10:00 a.m.** The meeting will be held in **the upstairs classroom** at **Sandy Bottom Nature Park** located at **1255 Big Bethel Rd, Hampton, VA 23666.**

Please RSVP by Monday, November 7, 2016. R&B Subcommittee Meetings require representation from at least five member jurisdictions. Comments and suggestions based on this agenda package are welcome.

1. Meeting Summary

The summary of the October meeting is attached for your review and information.

Attachment 1

Action: Approve summary.

2. askHRgreen.org community/trailer events

November 15 – America Recycles Day – multiple events in localities

February 11-12 – Hampton Roads Home Show, Hampton Convention Center

April 22 – Virginia Living Museum Earth Day Event, Newport News

Action: Based on discussion.

3. Media & Promotions

The Committee will review and discuss a proposal for producing the RMTL video. For the spring sidewalk messaging campaign, the Committee provided the following direction for developing the messages/stencils:

- General litter messaging – plastics (bags, bottles, fast food) and cigarette butts (cigarettes are litter, too)
- Littering is wrong, too (KAB campaign – i.e. Norfolk truck wraps)
- What is litter? (i.e. how do we get people to understand that small trash or biodegradable trash is still litter, facts about how long it takes various items to decompose, etc.)

Action: Based on discussion.

4. Regional Quality Recycling Project

The HRPDC staff and each participating locality should provide an update on project plans.

- Locality Audits
 - Newport News – Audit performed 6/24
 - Suffolk – October Audit to be rescheduled
 - James City County – Audit TBD
 - York County – Audit TBD
- Route Analysis & Recycling Data
 - Neighborhood profiles for targeted routes (property type, demographics, income, etc.)
 - Recycling data for each study area (i.e. set out rates, contamination rates, RFID stats, etc. work with MRF to provide)
- Review existing locality outreach materials
- Review EPA Webinar presentation (attached) “Turning UP the Quality” from the Recycling Partnership and free/customizable tools available online here: <http://tools.recyclingpartnership.org/contamination/>
 - Info card/mailer
 - Fridge magnet
 - No bags card
 - Oops tag
 - Congrats tag
 - Icons - <https://www.iconfinder.com/iconsets/recycling-main>

Attachment 4A, 4B, 4C, 4D, 4E, 4F

Action: Based on discussion.

5. Litter Outreach

The Committee should continue discussion of a regional litter campaign to be launched in conjunction with the Great American Cleanup in 2017. Ideas discussed in October include:

- Social media campaign incorporating specific/regional hashtag
 - Coordinate with spring sidewalk messaging campaign
- Utilizing the “Litter Hits Close to Home” materials but customizing with regionally significant/relevant photos to include the following:
 - Roadways/storm drains
 - Rural, agricultural landscapes
 - Fishing (generic)
 - Oceanfront/beach/marshland (generic)
 - Schools (shot to not be identifiable)
 - Urban/suburban homes or streetscapes
 - Basketball courts

Action: Based on discussion.

6. Printing/Promotional Items

The Committee's 2,500 auto litter bags have been ordered. The Committee should discuss updating the RMTL rack card and poster now that TFC is accepting cartons. Existing artwork is attached for review.

Attachment 6A, 6B

Action: Based on discussion.

7. Mini Grants

The Committee should review and discuss the Red Mill Community Garden mini grant application and additional info submitted by the applicant.

Attachment 7

Action: Vote on funding mini-grant project.

8. Staff Reports

Budget – The current FY17 budget is attached for review.

Attachment 8

Action: Based on discussion.

9. Locality Updates

Next Committee Meeting – December 13, 2016 at 10:00 a.m. at the HRPDC office.

KC/sl

Ralph Anderson Jr., IW
Barnes, John C., VB
Dan Baxter, NN
Kathy Bew-Jones, SM
Debbie Blanton, HA
Roy Chesson, NN
Sonja Eubank, SM
Deborah Everitt, NN
Tonya Ford, VB
Tyrone W. Franklin, SY
Laurie Halperin, YK
Evie Insley, PQ
Lisa Renee Jennings, NO
Wayne Jones, SU
David Keeling, SU
Allyson Kelly, CH

DeAnna Lawrence, IW
Robin Moore, SU
Rene Moring, GL
Alacia Nixon, NO
Dawn Oleksy, JC
Russell Pace, FR
Kristi Rines, VB
Tammy Rojek, WM
Erin Rountree, SU
Roy Chesson, NN
Rhonda Russell, SY
Simmons, Craig VB
Amos Taylor, PO
Elizabeth Vaughan, CH
June Whitehurst, NO
Bodina Wright, PQ

askHRgreen.org: Recycling and Beautification Subcommittee Copy:

Michael G. Baum, KVB
Joe Benedetto
Margaret Cahoon, Cahoon and Cross
Sarah Dennis
John Deuel, GreenQuest, LLC

Roger Fournier, Goodwill
Tracy Hofmeyer, VPPSA
Ann Meadows, Bay Disposal
Kathy Russell, TFC Recycling
Kevin Sluss, RDS

HRPDC Staff:

Robert Crum
Katie Cullipher

Rebekah Eastep