

December 6, 2016

Memorandum #2016-148

TO: askHRgreen.org Recycling and Beautification Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting –
December 13, 2016**

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held on **Tuesday, December 13, 2016 at 10:00 a.m.** The meeting will be held in **Board Room A** at the HRPDC office located at **723 Woodlake Drive, Chesapeake, VA 23320.**

Please RSVP by Monday, December 12, 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 November meeting is attached for your review and information.

Attachment 1

Action: Approve summary.

2. askHRgreen.org community/trailer events

February 11-12 – Hampton Roads Home Show, Hampton Convention Center – *volunteers needed*
April 22 – Virginia Living Museum Earth Day Event, Newport News

Action: None.

3. Media & Promotions

The Committee will review a storyboard for the RMTL video to be produced. The Committee should also continue discussion of the spring sidewalk messaging campaign and the workgroup. Attached is a sample stencil message design. Finally, the Committee should review the recycling and litter-related keywords and ads currently active with the SEM campaign and suggest any edits or additions.

Attachment 3A, 3B

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)
- Outreach materials to be developed using the free/customizable tools available online here: <http://tools.recyclingpartnership.org/contamination/>

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.

- 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 received and are available for pickup. The Committee should discuss the need to reorder RMTL rack cards and updating artwork prior to reprinting.

Attachment 6A, 6B

Action: Based on discussion.

7. Mini Grants

The Committee should review and discuss funding for the attached Walsingham Academy mini grant application. The Committee should also review the attached summary of FY16 mini grant projects and make a determination for the askHRgreen mini grant Project of the Year recognition.

Attachment 7A, 7B

Action: Vote on funding mini-grant project.

8. Staff Reports

Budget – The current FY17 budget is attached for review.

askHRgreen.org Website Redesign Project – The Committee's content is ready for review and editing before migration over to the new website. The Committee should discuss a review process for this information.

Attachment 8A, 8B

Action: Based on discussion.

9. Locality Updates

Next Committee Meeting – January 10, 2017 at 10:00 a.m. at the location TBD on the peninsula.

KC/sl

askHRgreen.org: Recycling and Beautification Subcommittee:

Ralph Anderson Jr., IW	DeAnna Lawrence, IW
Barnes, John C., VB	Robin Moore, SU
Dan Baxter, NN	Rene Moring, GL
Kathy Bew-Jones, SM	Alacia Nixon, NO
Debbie Blanton, HA	Dawn Oleksy, JC
Roy Chesson, NN	Russell Pace, FR
Sonja Eubank, SM	Kristi Rines, VB
Deborah Everitt, NN	Tammy Rojek, WM
Tonya Ford, VB	Erin Rountree, SU
Tyrone W. Franklin, SY	Rhonda Russell, SY
Laurie Halperin, YK	Simmons, Craig VB
Evie Insley, PQ	Amos Taylor, PO
Lisa Renee Jennings, NO	Elizabeth Vaughan, CH
Wayne Jones, SU	June Whitehurst, NO
David Keeling, SU	Bodina Wright, PQ
Allyson Kelly, CH	

askHRgreen.org: Recycling and Beautification Subcommittee Copy:

Michael G. Baum, KVB	Roger Fournier, Goodwill
Joe Benedetto	Tracy Hofmeyer, VPPSA
Margaret Cahoon, Cahoon and Cross	Ann Meadows, Bay Disposal
Sarah Dennis	Kathy Russell, TFC Recycling
John Deuel, GreenQuest, LLC	Kevin Sluss, RDS

HRPDC Staff:

Robert Crum	Rebekah Eastep
Katie Cullipher	Keith Cannady