

# askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, October 11, 2016

HRPDC - Chesapeake

## In attendance:

Katie Cullipher, HRPDC  
Rebekah Eastep, HRPDC  
Dawn Oleksy, JCC  
Allyson Kelly, CH  
Dan Baxter, NN  
DeAnna Lawrence, IOW

Craig Simmons, VB  
Wayne Jones, SU  
Lisa Renee Jennings, NO  
Kathy Russell, TFC Recycling

The summary for the meeting is as follows:

### 1. Meeting Summary

The summary of the September meeting was reviewed and approved.

**ACTION:** Summary approved.

### 2. FYI - askHRgreen.org community events

October 7-9 – Peanut Festival, Suffolk – *most of the event was cancelled due to weather*  
October 19 – Energy & Water Expo, NASA-Langley Research Center  
October 20 – CNU Farmer’s Market, Newport News  
October 22 – Lynnhaven River Now Fall Festival & HRSLE, Virginia Beach  
October 22 – 3<sup>rd</sup> Annual Litter & Recycling Expo, James City County  
November 15 – America Recycles Day – multiple events in localities\*

\*If you have not done so already, please send your locality’s ARD events to HRPDC staff for compiling and posting on the website and promoting via social media.

**ACTION:** Send ARD event details to HRPDC staff.

### 3. Media & Promotions

The Committee reviewed the FY17 planned media promotions to determine if there would be any changes.

- The Committee confirmed they wanted to continue forward with the media priorities identified at the beginning of the fiscal year including:
  - Recycling Contamination – \$16,250 – to be used after recycling audits have been completed, likely spring 2017
  - Litter outreach (\$11,250)
  - Recycle More Trash Less video (\$5,000) – The Committee asked that production start on the video which will be an animated version of the Recycle More Trash Less radio ad used for several years. The video will be used for online advertising (YouTube, etc.) and promotionally for schools, social media, etc. A story board will be presented for Committee review.

The Committee also discussed the spring sidewalk messaging campaign which will include all four askHRgreen education committees. Each locality will be asked to have a representative on a workgroup that will undertake identifying locations where messages can be placed and obtaining the necessary approvals for those locations. The Committee supplied the following message points as a direction for developing the creative:

- General litter messaging – plastics (bags, bottles, fast food) and cigarette butts (cigarettes are litter, too)
- Littering is wrong, too (KAB campaign)
- 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:** HRPDC staff will pass along media and promotions guidance to Cahoon & Cross.

#### 4. Regional Quality Recycling Project

##### *Project Updates*

- Newport News - First neighborhood audited on 6/24 and may look into adding additional neighborhoods based on upcoming audit schedule.
- Suffolk – Routes identified and audit being held October 31 at 10 a.m. at TFC in Chesapeake. Eight yards of recycling will be held for each neighborhood.
- James City County - Routes identified but audit process not yet established.
- York – TBD
- Virginia Beach – will be revisiting the project as priorities allow

##### *Route Analysis & Recycling Data*

- HRPDC staff can create neighborhood profiles for targeted routes (property type, demographics, income, etc.)
- Recycling data needed from the MRF for each study area (i.e. set out rates, contamination rates, RFID stats, etc. work with MRF to provide)

##### **Next Steps**

- Schedule route audits. A goal was set to have audits held by the end of the year.
- HRPDC will prepare neighborhood profiles for targeted routes.
- HRPDC staff will share a presentation from the Recycling Partnership on a similar contamination outreach program that was implemented in Massachusetts.

**ACTION:** Participating localities should send their detailed route information to HRPDC.

#### 5. Litter Outreach

The Committee discussed how to use the “Litter Hits Close to Home” campaign from The Alice Ferguson Foundation. Research and materials from the Trash Free Potomac initiative have been provided to the Committee via Google Drive.

- The Committee suggested launching the campaign in targeted areas in conjunction with the Great American Cleanup
- The Committee discussed involving social media and a social media hash tag
- The Committee would like Cahoon & Cross to begin identifying photos to be used in the campaign (stock or staged). Some photos from Alice Ferguson Foundation could be kept as is if they are generic enough. Other ideas include:
  - Storm Drain Cleanings – Kathy Russel from TFC Recycling can provide photos of a storm drain cleaning performed in Richmond
  - Rural, agricultural landscapes
  - Fishing (generic)
  - Oceanfront/beach/marshland (generic)
  - Schools (could be local but shot strategically not to identify a particular school)

- Urban/suburban homes or streetscape
- Basketball courts (urban)

**ACTION:** HRPDC staff will pass along requests to Cahoon & Cross staff. If Committee members have representative photos, they are asked to submit them to HRPDC staff.

#### 6. Printing/Promotional Items

The Committee voted to purchase 2,500 auto litter bags with no base allocation. Additional votes are needed before confirming the purchase.

**Action:** HRPDC staff will request additional votes on the purchase of 2,500 auto litter bags.

#### 7. Mini-grants

The Committee reviewed the following mini-grant projects and voted as indicated:

- Cradock Community Care Project – Cradock Middle School (\$500) – Approved
- Recycling Plastics in the Classroom – Ghent School – Lisa Renee Jennings offered to follow up with the applicant to refine the project and offer assistance from KAB.

**Action:** HRPDC will request additional votes on the approval of the Cradock Community Care project.

#### 8. Staff Reports

**Budget** – The current budget was presented for review. The FY18 draft budget was voted on at the September meeting. Additional votes were submitted via email. As of the date of this meeting, HRPDC is still trying to secure the vote of one additional locality in order to consider it approved. The annual budget requires unanimous approval.

**Annual Report** – The FY16 askHRgreen.org Annual Report was distributed via email and can be downloaded here:

<http://askhrgreen.org/wp-content/uploads/2011/06/askHRgreen-FY15-16-Annual-Report-final.pdf>

**ACTION:** None.

#### 9. Locality Updates –

- Isle of Wight – DAV donation boxes installed at convenience sites, all schools competing in the TREX competition
- Suffolk – America Recycles Day events at the libraries, upcoming river cleanup through ICC
- James City County – Oct. 22<sup>nd</sup> Litter Expo in partnership with Parks and Rec to promote new park recycling receptacles
- Newport News – VRA award for the Resource Recovery Center, providing conservation and sustainability badge for boy scouts, Resource Recovery Center is open to all students, clubs, etc., innovative new solar fueling stations for vehicles at Resource Recovery Center.
- Virginia Beach – Large sinkhole opened up at landfill after Hurricane Matthew, landfill closed until repairs can be made, busy with upcoming events including HRSLE, TCC ARD event, Helping Hands projects, storm drain marking and rebranding the landfill
- Norfolk – “one stop” drop off for ARD, new truck wraps, ICC cleanups scheduled, HRSLE, won VRA Outstanding Litter Program award.
- Chesapeake – Chesapeake Recycles Day on 11/12, Bark in the Park, Girl Scout clean business award

**Next Committee Meeting** – November 8, 2016 at 10:00 a.m. at a location on the peninsula TBD.