

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, November 8, 2016

Sandy Bottom Nature Park – Hampton

In attendance:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Dawn Oleksy, JCC
Dan Baxter, NN
DeAnna Lawrence, IOW
Craig Simmons, VB

Wayne Jones, SU
Lisa Renee Jennings, NO
Kristi Rines, VB
Debbie Blanton, HA
Roger Fournier, Goodwill
Kathy Russell, TFC Recycling

The summary for the meeting is as follows:

1. Meeting Summary

The summary of the October meeting was reviewed and approved.

ACTION: Summary approved.

2. FYI - askHRgreen.org Community Events

November 15 – America Recycles Day – multiple events in localities

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

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

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: HRPDC will send out a request for volunteers for the Hampton Roads Home Show. Committee members should send any ARD event details that have not yet been submitted.

3. Media & Promotions

The Committee reviewed and approved the proposal for producing the RMTL video.

- In addition to the 60 second animated video using the radio ad, this proposal includes production of a 15 second spot which is needed for any advertising such as YouTube, news pre-roll, etc.
- Committee members asked for the opportunity to review the script for the radio ad.

For the spring sidewalk messaging campaign, each committee will have two messages designed and four stencils created to use for application. The Committee provided the following direction at the October meeting 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: HRPDC staff will distribute radio ad script for Committee review and provide message points to Cahoon & Cross for use in the design of the sidewalk stencils.

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. HRPDC needs route information.
- Suffolk – Audit will be rescheduled for a later date. Route information provided to HRPDC.
- James City County – County Waste will hold waste for audit but will not provide the staff. The Committee recommended staffing with volunteers not paid staff.
- York – Working with James City County.
- Virginia Beach – No plans to begin project at this time.

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)

Outreach

- HRPDC staff shared a Recycling Partnership webinar called “Turning UP the Quality.” The webinar covers the implementation of a successful recycling contamination project in Massachusetts. The outreach materials produced by the Recycling Partnership for this project are available at no cost. Design files are available for download online for cobranding and customization to local recycling programs.
- HRPDC staff recommended using these outreach materials (i.e. fridge magnet, oops tag, congrats tag, mailer, poster, etc.) instead of creating new materials from scratch. The Committee was supportive of this direction.

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.

ACTION: Participating localities should work to schedule recycling audits and send route information to HRPDC staff.

5. Litter Outreach

The Committee continued discussions on how to use the “Litter Hits Close to Home” campaign from The Alice Ferguson Foundation. Ideas discussed 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. Photos will first be pulled from stock images to reduce cost but some can be staged if needed. Some significant photos include:
 - 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

- The Committee also suggested linking the campaign with Great American Cleanup. More specifically discussing a specific month or week that all localities could dedicate to litter education, outreach or cleanups.
- Research and materials from the Trash Free Potomac initiative have been provided to the Committee via Google Drive: <https://drive.google.com/drive/folders/0B8-s2COLU3LsV1ctaDFpU2U10EE>

ACTION: HRPDC staff will ask Cahoon & Cross to pull sample photos that represent locations listed above as priority areas for the Committee.

6. Printing/Promotional Items

The Committee has ordered 2,500 auto litter bags to be distributed with no base allocation.

The Committee discussed adding cartons to the RMTL rack card and poster. Current materials are no longer usable as TFC Recycling has started accepting cartons which are specifically called out as “not recyclable” in the outreach materials. The Committee agreed to revisit making changes to the materials before the next order of rack cards.

Action: Committee members were encouraged to pick up their auto litter bags at their earliest convenience.

7. Mini-grants

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

- Red Mill Community Garden – Red Mill Elementary – Approved
- Recycling Plastics in the Classroom – Ghent School – Approved
 - Lisa Renee Jennings followed up with the teacher to confirm the project included only the right plastics and recommended that the project be approved.

HRPDC staff is in the process of producing the annual mini-grant summary report for Committee review.

HRPDC staff recommended bringing back the “project of the year” award which could be announced at both the HRAEE meeting and the HRPDC Board meeting. The Committee agreed to revive this program and should consider what prize/reward the teacher should receive for winning.

Action: HRPDC will request additional votes on the approval of the two mini-grant projects.

8. Staff Reports

Budget – The current budget was presented for review.

Tire Disposal – HRPDC staff asked the Committee to discuss tire litter education after the topic was raised in the Directors’ of Utilities meeting. It was noted that most tire dumping is not from residents but commercial used tire businesses that must pay for tire disposal. The Committee recommended looking into grant funds for tire disposal events, cleanups, education campaigns, etc.

9VAC20-190-50. Placement of Litter Receptacles – State ordinance dictates how many waste receptacles need to be installed at a commercial establishment based on the type of business (i.e. restaurants, gas stations, fast food, bus stops, etc.). Newport News has adopted

this ordinance locally. Other localities expressed interest in a regional adoption of the ordinance.

TFC Green Streets Program – TFC Recycling sent letter to city managers in their market promoting the Green Streets program and indicating that the program was endorsed by askHRgreen.org. No such endorsement was given by the Committee. Instead the Committee asked to be kept informed as additional details of the program became available. Several localities that utilize TFC Recycling shared reservations with the program such as:

- Applying decals to city owned recycling carts
- Style and messages included in educational materials
- Placement of decals/concern that they won't work on all carts
- Wear/tear of decals
- Workload on customer service departments responding to questions, concerns, replacements, etc.
- The program rewards those who are already doing well when the goal should be to encourage neighborhoods with underperforming participation rates.

One Bag of Trash Campaign – KAB/KVB campaign modeled after the Ice Bucket Challenge to encourage more community cleanups. Committee members were asked to think about how to promote the national campaign locally.

ACTION: All Committee members are asked to research whether a waste receptacle ordinance has been adopted/enforced locally.

9. Locality Updates –

- Isle of Wight – New brush recycling company secured, continued work on the new HHW facility, all schools participating in the TREX recycling program.
- Suffolk – first year completing ICC, attended Hampton Roads Sustainable Living Expo at the Brock Center, NRPA/Isaac Walton League cleanup completed, recycling event through the public libraries for ARD.
- James City County – Oct. 22nd Litter Expo in partnership with Parks and Rec to promote new park recycling receptacles was challenging due to wind but still had good turnout/impressions with community, work continues on KAB affiliate.
- 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 – Has been busy with lots of events including volunteer appreciation, helping hands project, ARD, and Hampton Roads Sustainable Living Expo.
- Norfolk – VRA award for Outstanding Litter Program, upcoming ARD collection event
- Hampton – Remarkable Trees tour and Recycling Tours for ARD, volunteer appreciation event.

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