

May 7, 2016

Memorandum # 2016-71

TO: askHRgreen.org Recycling and Beautification Subcommittee

BY: Rebekah Eastep, Environmental Planner

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting –
June 14, 2016**

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held on **Tuesday, June 14, 2016 at 9:30 a.m.** The meeting will be held in **HRPDC Board Room A, The Regional Building, 723 Woodlake Drive, Chesapeake.**

Please **RSVP by Monday, June 13, 2016.** R&B Subcommittee Meetings require representation from five member jurisdictions. Comments and suggestions based on this agenda package are welcome.

1. Meeting Summary

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

Attachment 1

Action: Approve summary.

2. FYI - askHRgreen.org community/trailer events

June 7 – CMA CMG Environmental Fair

June 18 – Boardwalk Arts Family Fest, Virginia Beach

June 25 – Olden Days, Smithfield

September 15-18 – Isle of Wight County Fair

October 4-10 – Peanut Festival

October 9 –ERP RiverFest, Portsmouth

Action: Volunteers needed for RiverFest on October 9th.

3. Regional Quality Recycling Project

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

Project Summary to Date

- TFC Recycling and the following municipalities have committed to participation in a project to reduce contamination in curbside recycling: Virginia Beach, James City County, Suffolk, York County, Newport News, and Isle of Wight County, Norfolk has decided not to participate.
- The Committee has reserved \$16,250 from the FY 17 budget to assist with developing marketing, outreach and education materials for this project.

- Participating localities are asked to contribute up to \$2,000 to cover locality specific parts of the project including audits, outreach implementation and grants management/consulting.

Next Steps

- Recycling audit at Bay Disposal is scheduled for June 24th from 9:30 a.m. to 11:30 a.m. in Hampton. RSVP is required to attend. The audit process will be documented to support replicating the audit in other localities.
- Participating localities should:
 - Identify up to 4 study areas/routes per locality
 - Gather demographics/characteristics for each study area (housing type/density, age/race, etc.)
 - Work with MRF to collect recycling data for each study area (i.e. set out rates, contamination rates, RFID stats, etc.)
 - Provide Committee with examples of existing outreach materials
- The Committee should discuss options for behavior change and decide upon the most desired strategies following the preliminary benchmarking stage/recycling audits.

Action: Based on discussion.

4. Litter Research

The Committee should provide any updates regarding litter social marketing information.

Action: Based on discussion.

5. Media/Promotions

The Committee voted at the May meeting to run a Recycle More Trash Less media campaign.

- The campaign will run June 6 – 26 and includes radio and online support.
- The campaign is a pickup of the Recycle More Trash Less campaign used in spring 2015.
- Added value includes the “Mission Repurpose” radio spots and on air promotions

Committee members are asked to send in their results from Great American Cleanup and Clean the Bay Day to be used in a cleanup season wrap-up article, blog, press release, etc.

Action: Committee members should send data from Great American Cleanup and Clean the Bay Day to HRPDC staff.

6. Printing/Promotional Items

The Committee should review quotes and make purchasing decisions on litter grabbers, work gloves and auto litter bags.

Attachment 6

Action: Based on discussion.

7. Staff Reports

Budget – The current budget is attached for review.

Committee Leadership – As of July 1, a new Chairperson and Co-Chair should be selected to lead the Committee meetings. When possible, a representative from the peninsula and southside are preferred.

Attachment 7

Action: Based on discussion.

8. Locality Updates

Next Committee Meeting – July 12, 2016 at 10:00 a.m. at a location TBD on the peninsula.

RJE/fw

askHRgreen.org: Recycling and Beautification Subcommittee:

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

David Keeling, SU
Linda Minner, VB
Robin Moore, SU
Rene Moring, GL
Alacia Nixson, SU
Dawn Oleksy, JC
Russell Pace, FR
Tammy Rojek, WM
Erin Rountree, SU
Rhonda Russell, SY
Amos Taylor, PO
Elizabeth Vaughan, CH
June Whitehurst, NO
Bodina Wright, PQ

askHRgreen.org: Recycling and Beautification Subcommittee Copy:

Will Barnes
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

HRPDC Staff:

Robert Crum
Katie Cullipher
Rebekah Eastep

Julia Hillegass
Randy Keaton