

August 3, 2016

Memorandum #2016-97

TO: askHRgreen.org Recycling and Beautification Subcommittee

BY: Katie Cullipher, Senior Environmental Education Planner

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting –
August 9, 2016**

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held on **Tuesday, August 9, 2016 at 10:00 a.m.** The meeting will be held in **HRPDC Board Room A, The Regional Building, 723 Woodlake Drive, Chesapeake.**

Please **RSVP by Monday, August 8, 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 July meeting is attached for your review and information.

Attachment 1

Action: Approve summary.

2. FYI - askHRgreen.org community/trailer events

September 15-18 – Isle of Wight County Fair

September 24 – VBMG Fall Gardening Festival, Virginia Beach

September 29 – CNU Farmer's Market, Newport News

October 4-10 – Peanut Festival, Suffolk

October 9 – ERP RiverFest, Portsmouth

October 22 – Lynnhaven River Now Fall Festival & Hampton Roads Sustainable Living Expo, Virginia Beach

Action: Volunteers needed for fall events.

3. Review of R&B Committee Bylaws, Budgeting and Administrative Procedures

The Committee should continue to discuss changes to the bylaws, voting and budgeting process and the Cahoon & Cross contract amount. Attached are the bylaws with the changes proposed at the July meeting. HRPDC staff will send a draft FY 18 budget separately prior to the meeting.

Attachment 3

Action: Vote to accept bylaws as amended in July; determine and approve an FY18 budget for unanimous endorsement.

4. 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.
- 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

- 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.
- Newport News audit completed June 24th. Dan Baxter will provide an audit methodology document for other localities to follow.

Action: Based on discussion.

5. Media and Promotions

HRPDC staff will discuss the Committee's feedback collected in the Public Relations survey. The Committee should discuss promotions for FY 17.

- The Committee should discuss incorporating the "Let's Talk Trash Media Event" into the Regional Quality Recycling Project.

The Committee should discuss how/if to use materials provided by The Alice Ferguson Foundation for a "Litter Hits Close to Home" campaign.

Attachment 5A, 5B, 5C

Action: Based on discussion.

6. Printing/Promotional Items

The Committee should make a purchasing decision on the auto litter bags or discuss other needs for FY 17.

Action: Based on discussion.

7. Staff Reports

Budget – The current budget is attached for review.

Website – A content document will be circulated via email for Committee members to review and provide feedback on any changes to existing web content that is to be migrated to the new website.

Save the Date – An all-hands askHRgreen meeting will be held on September 29, 2016 at 1:30 PM at the HRPDC office in Chesapeake.

Attachment 7

Action: Based on discussion.

8. Locality Updates

Next Committee Meeting – September 13, 2016 at 10:00 a.m. at a location TBD.

KC/sl

askHRgreen.org: Recycling and Beautification Subcommittee:

Ralph Anderson Jr., IW
Barnes, John C.
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
Linda Minner, VB
Robin Moore, SU
Rene Moring, GL
Dawn Oleksy, JC
Russell Pace, FR
Tammy Rojek, WM
Erin Rountree, SU
Roy, Chesson NN
Rhonda Russell, SY
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June Whitehurst, NO
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Margaret Cahoon, Cahoon and Cross
Sarah Dennis
John Deuel, GreenQuest, LLC

Roger Fournier, Goodwill
Tracy Hofmeyer, VPPSA
Ann Meadows, Bay Disposal
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