

March 1, 2016

Memorandum #2016-32

TO: askHRgreen.org Recycling and Beautification Subcommittee

BY: Katie Cullipher, Senior Environmental Education Planner

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting –
March 8, 2016**

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held on **Tuesday, March 8 at 10:00 a.m.** The meeting will be held at the **Goodwill Regional Operations Center** located at **1911 Saville Row, Hampton, VA 23666**. **Roger Fournier will guide us on a facility tour at 9:30 a.m. for those interested and the meeting will start promptly at 10:00 a.m. after the tour.**

Please RSVP by Monday, March 7, 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 February meeting is attached for your review and information.

Attachment 1

Action: Approve summary.

2. FYI - askHRgreen.org community/trailer events

March 12 – SEVA Community Association Day, Virginia Beach

April 16 – Virginia Living Museum Earth Day, Newport News

April 21 – TCC Earth Day Event, Chesapeake

April 23 – Earth Week Event, Williamsburg

April 30 – James River Fest, Williamsburg

May 21 – Family Fun Fest at Chickahominy Riverfront Park, James City County

June 25 – Olden Days, Smithfield

September 15-18 – Isle of Wight County Fair

Action: None.

3. Regional Quality Recycling Project

To date, TFC Recycling and the following municipalities have committed to participation: Virginia Beach, James City County, Suffolk, York County, Newport News, and Norfolk. The EPA Solid Waste Management Assistance Grant will be announced in March/April and funds will become available in October. The Committee should discuss a timeline for the project, budgeting, and confirm participation from any additional municipalities/processors. Questions/topics for group discussion include:

- A phased approach to implementation: The project could be started with a "pilot" in one or two localities, and build from there. We could add on new localities as we go and more funding becomes available. Based on what we learn from the audits, the options for outreach could be set up in such a way so that the costs are clearly identified. Another "phase" could be the advancement of the broader region-wide education and messaging.
- Which localities would be most prepared to commit to a pilot or "First Phase" of this project to begin this spring or summer? A recycling representative from your city would be needed to meet and work on this about 5-7 hours per week to prepare for and help conduct the project. While some project work will be supported by the contractor or others, some of the duties of the City recycling representative would be:
 - Provide any existing recycling route performance data such as set out rate, tonnage, or previous audits. Provide routes and be prepared to discuss which route(s) would be options for this project.
 - Provide examples of current recycling messaging to households.
 - Be prepared to assist with discussing options for behavior change and decide upon the most desired strategies following the preliminary benchmarking stage.

Action: Based on discussion.

4. Litter Research

Social Marketing Study: The work group should schedule a meeting or conference call to discuss next steps.

Action: Schedule a date/time for follow-up meeting.

5. Mini-grant Applications

The Committee should review and discuss funding for the following mini-grant applications:

- Grassfield High School, Chesapeake: Campus Cleanup
- Barron Elementary School, Hampton: Lifecycle Garden
- Elizabeth River Project: Paradise Creek Nature Park Ambassadors After School Program

Attachment 5-A

Attachment 5-B

Attachment 5-C

Action: Vote on funding mini-grant projects.

6. Printing/Promotional Items

The Committee should discuss any needs for ordering printed materials. Some localities have expressed interest in ordering more of the Recycle More, Trash Less rack cards.

Action: Based on discussion.

7. CLPP Award and Next Steps

The Committee received a \$1,500.00 check from Keep America Beautiful along with the CLPP National Award. Funds have been added to the budget and the Committee should discuss use of the funds and remaining program materials in order to further cigarette litter reduction efforts in localities.

Action: Based on discussion.

8. Staff Reports

Coastal Virginia Magazine: HRPDC staff to provide an update on the project.

Budget – The current budget is attached for review.

Attachment 8

Action: Based on discussion.

Next Committee Meeting – Tuesday, April 12, 2016 at the HRPDC office.

9. Locality Updates

KRC/jc

askHRgreen.org: Recycling and Beautification Subcommittee:

Ralph Anderson Jr., IW	Lisa Renee Jennings, NO
Dan Baxter, NN	Wayne Jones, SU
Kathy Bew-Jones	David Keeling, SU
Debbie Blanton, HA	Linda Minner, VB
Roy Chesson, NN	Robin Moore, SU
Kevin DuBois, NO	Alacia Nixson, SU
Sonja Eubank, SM	Dawn Oleksy, JC
Deborah Everitt, NN	Russell Pace, FR
John Fisher, CH	Tammy Rojek, WM
Tonya Ford, VB	Erin Rountree, SU
Tyrone W. Franklin, SY	Rhonda Russell, SY
Lee Furest, GL	Elizabeth Vaughan, CH
Laurie Halperin, YK	Amanda Wallace, GL
Evie Insley, PQ	Bodina Wright, PQ

askHRgreen.org: Recycling and Beautification Subcommittee Copy:

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

HRPDC Staff:

Robert Crum	Julia Hillegass
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