

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, March 8, 2016

Goodwill - Hampton

In attendance:

Dan Baxter, NN

Katie Cullipher, HRPDC

Rebekah Eastep, HRPDC

Dawn Oleksy, JCC

Wayne Jones, SU

Ralph Anderson, IOW

Roger Fournier, Goodwill

The summary for the meeting is as follows:

1. Meeting Summary

The summary of the February meeting was reviewed and approved.

ACTION: Summary approved.

2. FYI - askHRgreen.org community 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 3 – Drinking Water Week, TBD

May 7 – EcoFest, Norfolk

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: HRPDC staff will coordinate with Williamsburg/James City County regarding housing and transporting the trailer for the April 23 & April 30 events.

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, Norfolk, and Isle of Wight*. The EPA Solid Waste Management Assistance Grant will be announced in March/April and funds will become available in October if the grant is awarded for this project. The Committee discussed a phased implementation for the project, budgeting, and confirmed participation from any additional municipalities/processors.

Proposed Project Plan

- The project can begin with a "pilot" in those localities that currently have the staffing, resources and MRF partnership necessary to begin the initial phases of the project. Initial activities for pilot communities will include submitting the following data by April 8th:
 - Name of Project Lead
 - Up to four defined study areas/routes per locality including brief demographic or characteristic description (i.e. housing type, urban v. rural, age/race)
 - Any available recycling data for the study areas (i.e. RFID/set out rates, contamination rates, previous audit results, if available)
 - Examples of existing outreach materials used city-wide or for route specific outreach

- Localities piloting the project should begin planning for recycling contamination audits during the month of May. Newport News can provide training for interested parties at their scheduled May audit.
- *Budget:*
 - *Locality Contribution:* Each participating locality will be asked to contribute a maximum of \$2,000 into the project. Contribution may be split across two fiscal years and may be reduced depending upon total grant funds awarded. HRPDC can invoice localities by the end of FY16 if total cost will be split between two fiscal years.
 - *Committee Contribution:* The Committee will contribute \$20,000 (half of the FY16 media budget - \$16,500 - and additional contingency funds) to put towards media, route outreach materials, and project management. Additional FY17 funds will be available as well.
 - *MRF Contributions:* will contribute about \$500 per route and facilitate recycling audits.

ACTION: The Committee agreed to move forward with pilot projects in those localities that are able to begin the recycling contamination project now.

4. Litter Research

The Social Marketing work group could not meet due to low attendance.

- The Committee recommended having a speaker come to the Committee to educate about social marketing principals (Dan Baxter and Dawn Oleksy knew of possible guest speakers) to possibly be applied to the Regional Quality Recycling Project.
- The Committee discussed using the litter research budget (\$16,500) for FY16 to assist with the recycling contamination project since no grant funding opportunities had been identified by the work group at this time and the funds will not be used this fiscal year as originally intended.

ACTION: Invite social marketing expert to address the group.

5. Mini-grant Applications

The Committee reviewed and discussed 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

ACTION: Since quorum was not reached, additional votes were solicited via email and all projects were approved. HRPDC staff will process grant awards.

6. Printing/Promotional Items

The Committee discussed ordering more *Recycle More, Trash Less* rack cards.

The Committee asked HRPDC staff to look into bulk purchasing of litter grabbers and car litter bags.

Action: Since quorum was not reach, additional votes were solicited via email and a purchase of 5,000 rack cards was approved. HRPDC will order rack cards and request quotes for additional items.

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 discussed how funds and remaining program materials should be used in future projects.

- The Committee requested that HRPDC staff inventory remaining materials.
- The Committee tabled further discussion of how to use award funds but asked HRPDC staff to prepare quotes for purchasing additional receptacles and outreach materials.

Action: HRPDC staff will inventory remaining inventory of materials and prepare quotes for purchasing additional receptacles and outreach materials.

8. Staff Reports

Coastal Virginia Magazine:

Draft editorial content and infographics were sent via email for review. Edits have been compiled and submitted to Coastal Virginia Magazine.

- Sales Update: The Sales Team did not meet expectations on selling ads to support the magazine. As a result, HRPDC staff, Cahoon & Cross, and Coastal Virginia Magazine agreed to a new format.
- The content will be reformatted to appear over the course of several editions of the main Coastal Virginia Magazine. A “magazine” made up of exclusively Green Magazine content would then be run so that committee members would still receive a booklet of the content to distribute (printing will be done at cost, but a cost would be associated with this option and paid for with the askHRgreen budget, not Committee funds).

Budget – The Committee reviewed the budget.

ACTION: None.

9. Locality Updates –

- Suffolk – April 16 Recycle Drive, Earth Day events planned for local parks and libraries.
- James City County – Recycling plan included in park accreditation process, new website with online forms, working with schools to use reusable lunch trays instead of disposable Styrofoam trays (paying dishwashing staff is a big upfront cost and challenge in making the switch).
- Newport News – Community garden project continues in the East End of the City in partnership with Master Gardeners and the Cooperative Extension, mulch/compost sales continue.

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