



Great American Cleanup™ 2012 Hampton Roads Kickoff

Presented by Lisa Hardy, Environmental Planner
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Hampton Roads, through the partnership of HR Green and Keep Virginia Beautiful, has been selected as one of the 2012 National Kickoff locations for the Great American Cleanup™!



Great American Cleanup™

- ▶ Nation's largest community improvement program
- ▶ 2011 engaged almost 4 million volunteers nationwide
- ▶ 33,700 communities
- ▶ 30,000 community improvement events



2012 Great American Cleanup™ of Hampton Roads

- ▶ Partnership between
 - ▶ HR Green
 - ▶ Keep Virginia Beautiful
- ▶ Every Hampton Roads locality is invited to organize a transformational project
- ▶ One Clean Nation, One Clean Region Celebratory Rally
 - ▶ Town Point Park, Norfolk (proposed site)
 - ▶ All volunteers, planning teams and sponsors invited



Partners

▶ **Keep America Beautiful**

- ▶ Coordinate national program planning and provide resources for state and local initiatives
- ▶ Provide national, state and local media and PR support

▶ **HRPDC**

- ▶ Invite participation on Honorary Board
- ▶ Staff for HR Green
- ▶ Encourage citizen and business participation

▶ **HR Green**

- ▶ Recruit members for Honorary Board
- ▶ Recruit volunteers
- ▶ Organize cleanup projects
- ▶ Provide logistical support

▶ **Keep Virginia Beautiful**

- ▶ Organize kickoff rally
- ▶ Recruit local sponsors



Cleanup Goals

- ▶ Hold a transformational event in each locality
- ▶ Recruit at least 1,000 volunteers
- ▶ Raise at least \$100,000 in corporate donations
 - ▶ Half of proceeds to Keep Virginia Beautiful
 - ▶ Half of proceeds to be divided among participating localities for supporting future transformational projects
- ▶ Build positive awareness of HR Green and its work
- ▶ A cleaner, more beautiful Hampton Roads



Transformational Projects

- ▶ Living Shoreline Restoration
- ▶ Eradication of chronic illegal dumpsite
- ▶ Create a community garden
- ▶ Rebuild a popular community playground
- ▶ Gateway beautification
- ▶ E-cycling event
- ▶ River cleanup



Proposed Honorary Board

Members:

- ▶ Governor McDonnell and Mrs. McDonnell
- ▶ Hampton Roads Mayors and Chairs
- ▶ Hampton Roads military commanders
- ▶ Secretary of Natural Resources
- ▶ Matt McKenna, President & CEO, Keep America Beautiful

Responsibility:

- ▶ Attend kickoff rally
- ▶ Garner local and statewide attention for the event
- ▶ Encourage local participation and support for cleanup events
- ▶ Provide quotes for media releases



HRPDC Resolution 2011-08

A RESOLUTION OF THE HAMPTON ROADS PLANNING DISTRICT COMMISSION ENDORSING AND ENCOURAGING WIDESPREAD PARTICIPATION THROUGHOUT ALL LOCALITIES WITHIN THE HAMPTON ROADS REGION IN THE 2012 GREAT AMERICAN CLEANUP KICKOFF EVENT.

WHEREAS, Hampton Roads is a Region of great beauty and natural treasures that should be preserved for all residents, tourists and future generations to enjoy; and

WHEREAS, each locality within Hampton Roads has a wealth of civic-minded citizens who are passionate about the safety and beauty of their neighborhoods, local parks, schools, and other public spaces; and

WHEREAS, the mission of the Great American Cleanup Kickoff Event is to engage individuals in environmental stewardship and the community improvement process because when people unite to clean up an illegal dump site, paint over graffiti defamed playgrounds, or plant community gardens, they see firsthand that the whole of the community is greater than the sum of its parts.

NOW THEREFORE BE IT RESOLVED, the Hampton Roads Planning District Commission encourages widespread community participation throughout all localities within the Hampton Roads Region in the 2012 Great American Cleanup Kickoff Event.

BE IT FURTHER RESOLVED, the Hampton Roads Planning District Commission desires that the Kickoff Event be the motivator and energizer for a successful community cleanup season that far surpasses any other year's participation level; and to remind everyone that keeping Hampton Roads beautiful is achieved through the everyday choices and actions of citizens.

PASSED AND APPROVED by the Hampton Roads Planning District Commission this 20th day of October, 2011.