

October 6, 2015

**Memorandum #2015-128**

**TO: askHRgreen.org Recycling and Beautification Subcommittee**

**BY: Katie Cullipher, Senior Environmental Education Planner**

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting – October 13, 2015**

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held on **Tuesday, October 13, 2015 at 10:00 a.m.** The meeting will be held in **Board Room A** at the **HRPDC office** located at **723 Woodlake Drive, Chesapeake, VA 23320.**

Please **RSVP by Friday, October 9, 2015.** 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 September meeting is attached for your review and information.

Attachment 1

**Action:** Approve summary.

**2. FYI - askHRgreen.org community events**

October 8-11 – Peanut Festival, Suffolk

October 12 – Keep Hampton Roads Beautiful Golf Tournament, Chesapeake

October 14 – NASA Energy Expo, Hampton

October 24 – Hilton Fall Festival, Newport News

November 15 – America Recycles Day events around the region

**Action:** None.

**3. Cigarette Litter Prevention Program**

Final reporting has been completed for the KAB grant. Below is the summary table of scan results. The final report being prepared to send to KAB is attached for review and information.

Municipality	Type of Project Site	First Scan Score (before implementation)	Second Scan Score (after implementation)	Average Decrease/Increase in Cigarette Litter
Hampton	Beach/Park	546	229	-58%
James City Co.	Commuter Lot	346	186	-46%

Newport News	Business District	195	32	-83%
Norfolk	Transportation/ Civic Plaza	1,072	283	-73%
Portsmouth	Outdoor Concert Pavilion	633	28	-95%
Suffolk	Downtown Business District	285	18	-93%
Virginia Beach	Natural Area/Lake Park	528	162	-69%
<b>Totals</b>		<b>3,605</b>	<b>938</b>	<b>-74%</b>

### Attachment 3

**Action:** Based on discussion.

#### 4. Committee Media Plan

Below is the current media plan as approved at the September Committee meeting.

##### *Media – Budget \$16,250:*

- Begin contamination media campaign – rework RMTL creative or draft new creative.
- Determine how contamination rates can be tracked regionally. Discuss partnership with MRF stakeholders.
- The HRPDC staff will provide the list of regional top contamination items as a starting point for the contamination creative.
- Regional contamination initiative – John Deuel will brief the group.

##### *Research – Budget \$16,250:*

- Select a behavior/message/audience to pursue through social marketing research.
- Determine how selected behavior/message will be tracked regionally for effectiveness.
  - Littering was suggested as the targeted behavior since it has an existing tracking mechanism through the KAB litter index.

##### *Grants and Literature Review*

- Conduct thorough review of existing recycling and litter prevention research.
- Research grant opportunities for funding social marketing research.

**Action:** Based on discussion.

#### 5. Promotional Items

At the September meeting, the Committee requested pricing on car litter bags. The HRPDC staff will provide pricing for those for consideration.

**Action:** Based on discussion.

## 6. Staff Reports

**Budget** – The current budget is attached for review.

**askHRgreen.org Strategic Planning** – Donna Corbus and Dawn Oleksy will update the group on the September 24<sup>th</sup> planning meeting.

Attachment 6

**Action:** Based on discussion.

## 7. Locality Updates

**Next Committee Meeting** – Tuesday, November 10, 2015 at a location TBD on the peninsula.

KRC/jc

### **askHRgreen.org: Recycling and Beautification Subcommittee:**

Ralph Anderson Jr., IW	Gladys Jones, CH
Dan Baxter, NN	Wayne Jones, SU
Debbie Blanton, HA	David Keeling, SU
Meghan Bockelman, SM	John Mayer, VB
Roy Chesson, NN	Linda Minner, VB
Donna Corbus, PO	Robin Moore, SU
Kevin DuBois, NO	Alacia Nixson, SU
Sonja Eubank, SM	Dawn Oleksy, JC
Deborah Everitt, NN	Russell Pace, FR
Tyrone W. Franklin, SY	Tammy Rojek, WM
Laurie Halperin, YK	Erin Rountree, SU
Evie Insley, PQ	Rhonda Russell, SY
Catryna Jackson, IW	Amanda Wallace, GL
Quwania Jefferson, NO	Bodina Wright, PQ
Lisa Renee Jennings, NO	

### **askHRgreen.org: Recycling and Beautification Subcommittee Copy:**

Amelia Baker, TFC	Mike Felker, RDS
Will Barnes	Roger Fournier, Goodwill
Michael G. Baum, KVB	Tracy Hofmeyer, VPPSA
Joe Benedetto, RDS	Tim Lee, TFC
Margaret Cahoon, Cahoon and Cross	Ann Meadows, Bay Disposal
Sarah Dennis, RDS	Bill Moody, RDS
John Deuel, GreenQuest, LLC	

### **HRPDC Staff:**

Robert Crum	Julia Hillegass
Katie Cullipher	Randy Keaton
Rebekah Eastep	