

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, July 12, 2016

City Hall - Hampton

In attendance:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Dawn Oleksy, JCC
Wayne Jones, SU
Craig Simmons, VB
Allyson Kelly, CH
Dan Baxter, NN
Rene Moring, GL

June Whitehurst, NO
Lisa Renee Jennings, NO
Kathy Bew-Jones, SM
Tammy Rojek, WM
Laurie Halperin, YK
Roy Chesson, NN
Amos Taylor, PO
Kathy Russell, TFC Recycling

The summary for the meeting is as follows:

1. Meeting Summary

The summary of the June meeting was reviewed and approved.

ACTION: Summary approved.

2. FYI - askHRgreen.org community events

September 15-18 – Isle of Wight County Fair

September 24 – Virginia Beach Master Gardeners Fall Gardening Festival, Virginia Beach

September 29 – CNU Farmers 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: HRPDC staff will send out a request for volunteers for upcoming fall events.

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

The Committee discussed bylaws, the voting and budgeting process, Cahoon & Cross contract amount and the need for a formal MOA.

- Long time Committee members and HRPDC staff provided a brief history of the formation of the Recycling & Beautification Committee:
 - Locality recycling and litter prevention staff members were meeting informally for years prior to approaching the CAOs to request involvement of HRPDC. HRPDC commissioners formally voted to approve the program and budget.
 - Committee is made up of mostly Waste Management divisions with the exception of Norfolk, funded through Stormwater division.
 - The Committee is not driven by a permit, but rather by an interest in sharing ideas and leveraging resources regionally.
- HRPDC staff updated the Committee on letters of support that have not been distributed since John Carlock retired. HRPDC staff provided a new draft timeline to document the planning and budgeting schedule (attached). The schedule was edited to move the draft budget discussion to July with approval in August (officially budget can be approved through end of September). The Letters of support will begin going out again via email with each fiscal year's approved budget.

- HRPDC staff explained that the admin/staff budget had been missing from the Committee budget approval process. This is a process unique to the Recycling & Beautification Committee because there is no HRPDC oversight committee like there is with Stormwater Technical and the Directors' of Utilities. This issue has been identified and corrected by adding the admin/staff cost to the main Committee budget.
- The City of Norfolk suggested the following changes to the Committee procedures and budget:
 - Unanimous approval of the overall program annual budget (i.e. locality contributions to the Committee).
 - Simple majority for approval of all program expenditures (i.e. committee members may purchase promotional items, approve mini-grants, etc.).
 - Weighted voting based on population/Committee contribution.
 - Base contribution from each locality is needed for any promotional items that will be distributed with a base allocation of items.
 - askHRgreen.org \$25,000 contribution should be split evenly among the participating localities (that would equate to \$1,471 per city/county).
 - More detailed scope of work provided for all committee work, especially askHRgreen overall joint committee projects.

ACTION: Committee members are asked to discuss and review proposed budget alternatives and bylaw changes with local leadership. Any changes to the bylaws and budget should be approved at the August/September meetings.

4. Regional Quality Recycling Project

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.
- Recycling audit at Bay Disposal was held on June 24th in Hampton. Targeted route in Newport News has a history of high contamination and transient military population. Contamination from the audit was calculated to be 35 percent.
- John Deuel of GreenQuest is no longer available to serve in a leadership role for this project but may be available as needed.

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.

ACTION: Dan Baxter will document the audit process for replicating by other localities participating in the recycling contamination project. Localities should begin scheduling route audits with MRFs.

5. Litter Campaign

HRPDC staff provided an update on the concept of partnering with Alice Ferguson Foundation on the Litter Hits Close to Home campaign:

- The Alice Ferguson Foundation talked with HRPDC staff via conference call in June and discussed co-branding of materials for the Hampton Roads market.
- Alice Ferguson Foundation complimented the quality of the askHRgreen.org campaign and gladly provided access to a full library of information for the “Litter Hits Close to Home” campaign including graphics/collateral (English and Spanish language), in-depth research (surveys, focus groups), and tips/lessons learned, etc. They have only asked for a co-branding attribution in return for the use of these materials.
- The Committee should discuss implementing this campaign at an upcoming meeting.

ACTION: HRPDC staff will review and distribute “Litter Hits Close to Home” campaign information.

6. Printing/Promotional Items

Due to time constraints, discussion of ordering the auto litter bags was deferred for a future meeting.

Action: None.

7. Staff Reports

Budget FY17 – The current budget was provided for review. As a reminder, the Committee has approved the full FY 17 askHRgreen.org contribution (\$25,000) along with the FOG and Water Awareness Committees. Stormwater Education is the only Committee to decrease the contribution to \$15,000. Support services will be decreased proportionally.

Budget FY18 – All Committee members are asked to discuss Norfolk’s proposed budget changes with local department heads to determine if the proposed FY18 budget will pass unanimously.

askHRgreen.org Planning Advisor – Allyson Kelly of Chesapeake agreed to replace Linda Minner on the askHRgreen.org planning advisors subcommittee. [Once Linda Minner’s replacement has been hired, he/she will also serve in this capacity along with Allyson and Dawn Oleksy.]

ACTION: None.

8. Locality Updates –

Due to time constraints, Committee members were invited to share locality updates via email.

Next Committee Meeting – August 9, 2016 at 10:00 a.m. at HRPDC in Chesapeake.