

# askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, November 10, 2015

Newport News Public Works – Newport News

## In attendance:

Dan Baxter, NN

Katie Cullipher, HRPDC

Rebekah Eastep, HRPDC

Dawn Oleksy, JCC

Lacie Nixson, SU

Wayne Jones, SU

Donna Corbus, PO

Kevin Du Bois, NO

Julia Hillegass, HRPDC

Laurie Halperin, YC

John Deuel, GreenQuest

The summary for the meeting is as follows:

### 1. Meeting Summary

The summary of the October meeting was approved.

**ACTION:** Approved.

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

November 15 – America Recycles Day events around the region

April 16 – VLM Earth Day, Newport News

May 21 – Family Fun Fest at Chickahominy Riverfront Park

**ACTION:** Reserve trailer ASAP if needed for spring events.

### 3. Committee Priorities - Recycling Contamination Outreach & Litter Research Initiatives

#### ***Recycling Contamination Project Proposal:***

The Committee continued discussion of a regional recycling contamination project following the CLPP model as discussed at the October meeting with John Deuel. A revised proposal and draft budget were presented for review. The Committee discussed the following changes:

- Including in the application how the knowledge gained through this project would be applied to other routes, localities, etc.
- Increase contingency funding and identify where that excess will come from
- Increase overall grant total with plans to scale back if full grant is not awarded. For example, include paid temp staff for recycling audits in the application but plan to use volunteers if cuts are needed to the overall grant total.

Other concerns included:

- Ability of localities to find extra funding to participate in the project
- MRFs that are not interested in participating
- MRFs that do not see contamination as a major concern for their program

Top contaminants previously identified by the Committee are as follows:

- Plastic Bags/Wrap
- Ropes and cords – leashes, ribbon, shoelaces, hoses, Christmas lights
- Containers containing food waste – unemptied or uncleaned
- Food-soiled paper – pizza boxes, paper cups/plates
- Yard Waste
- Styrofoam

#### ***Litter in Low Income Communities Social Marketing Research:***

The Committee discussed next steps for completing a litter study – identifying target audiences and project locations across the region, cost estimates and additional funding sources.

- Norfolk is prepared to submit a grant proposal to EPA Urban Waters program.
- HRPDC staff recommended a work group to be established to continue refining and strengthening a project proposal to submit for future grant funding. Interested localities include Hampton, Newport News, York County, Norfolk and Suffolk.
- EAB Research provided some alternative methods for the committee to consider for surveying low income communities including intercept interviews, mobile study, focus groups and bulletin board focus groups. Norfolk recommended that the committee only pursue a comprehensive social marketing study and not lesser research methods.

**ACTION:**

**Recycling Contamination Project Proposal:** Continued discussions are needed to recruit additional localities and MRFs to participate in the project. John Deuel will update proposal and resubmit for committee consideration. December 31 is an absolute cutoff for a decision to move forward with this project.

**Litter Research:** A work group of those interested in participating will meet to determine project scope, locations, funding sources, etc.

**4. Media Planning**

HRPDC staff provided an overview (in draft format for review and feedback) of the specific goals and strategies of the Committee to be added to the askHRgreen 5-year strategic planning document.

**ACTION:** The Committee approved the plan as modified.

**5. Adopt-A-Spot**

The Committee discussed the Code for America proposal from Allen Torres regarding Hampton Roads Adopt-A-Spot programs. The Committee was not familiar with the project and determined to hold off further discussion until those who have worked more closely on the initiative could brief the Committee. <https://adopt-a-spot-norfolk.herokuapp.com>

**ACTION:** None.

**6. Staff Reports**

**Budget** – The FY16 budget was reviewed and approved.

**askHRgreen.org Strategic Planning** – Please remember to RSVP if you will be able to attend the December 15th All Hands askHRgreen meeting to review the 5-yr strategic plan. An invite went out to all committee members via email.

**TV Media Campaign** – The Committee decided not to participate in the proposed Spring 2016 TV ad campaign scheduled for the other askHRgreen.org committees. The Committee would like to better define activities for 2016 before considering media. The Committee may reconsider in December, however there is no guarantee that spots can be secured after the November deadline.

**Mini Grant Application** – The Committee reviewed and approved a mini grant application for \$500 for “Boot the Bags” at Emmanuel Grace Baptist Church.

**7. Locality Updates** – *via email due to time*

**Next Committee Meeting** – Tuesday, December 8, 2015 at HRPDC in Chesapeake.