



KEEP AMERICA BEAUTIFUL AFFILIATE

Agenda February 12, 2020

- Minutes of January 8, 2020 Meeting
- Treasurer Report
- Unfinished Business:
 - Social Media/Outreach:
 - GreenNews: Jan. 27% open rate, 10% click rate; 632 delivered
 - Faith Community Engagement Update – Tim Whitaker
 - Essay Contest Update – Marilyn Ailes
 - Litter Survey Update – Marilyn Ailes
 - Regional HHWC Program Update – Shannon Alexander
 - County BOS Presentations
 - S-A-H Update
 - OOCR Events
 - Next?
 - March: Run for the Animals
 - June: CTBD
- New Business:
 - Grants Development – Jessica Steelman
 - ESVA Community Foundation
 - GA Bills Update & History – Jessica Steelman
 - Letter to Representatives
 - Green Church & Pearl Faith Program
- Other Items
- Next Meeting – March 11, 2020 at 5:30 & Adjourn

ESVA Community Foundation – Step 2 – Due March 1, 2020

The proposal has been selected for further consideration! The following information will be required:

- Mission and history of the organization (two pages maximum)
 - Project description
 - Project budget
 - Estimates from contractor or vendor
 - Sources of other funds for project
 - Organization funds available for project
 - Project schedule
 - Copy of IRS determination letter
 - Financials to include: current balance sheet, last fiscal year profit and loss statement, and current year to date profit and loss statement.
 - List of board members, including mailing address and email address for each
 - Most recent IRS form 990
-

Phase 1 Submission - APPROVED

The mission of Waste Watchers is to promote the responsible disposal of waste on the Eastern Shore of Virginia. Waste Watchers works in ways large and small, from picking up litter and providing event recycling services, to supporting the Adopt-a-Highway and Sponsor-a-Road programs. The project here proposed sets forth the goal of increasing awareness of litter impacts, promoting community beautification, and expanding membership and community engagement in order to encourage positive behavioral changes on the Eastern Shore. The project here proposed will span two years and is two-pronged in nature, including efforts to reduce litter through increased use of eco-friendly restaurant packaging and a re-branding effort to expand membership and community engagement. By joining efforts with local restaurants, Waste Watchers will have a much higher visibility both to local residents and tourists. This visibility will allow for educational opportunities about the impacts of litter and the goals of Waste Watchers in the local community. A working budget has been set at \$50k from this grant plus \$400 of donated outreach materials from the Virginia Aquarium & Marine Science Center, and GreenWorks committee in-kind time. The budget would allow for the following: \$30k research, education, and outreach efforts; \$14k sub-contracting a marketing/media specialist to aid in rebranding; and \$6k printed materials, as guided by the marketing/media specialist.

In an effort to reduce litter on the Eastern Shore and educate residents and visitors about the impacts of litter, Waste Watchers hopes to encourage and gain commitments from local restaurants to go Green in the use of their food packaging. Polystyrene plastic foam (PPF) is widely used for food take-away containers despite its negative impacts on the environment. PPF is a major contributor to marine and roadside litter, costing governments millions in litter collection from beaches, road sides, and storm drains. Since this material does not degrade and decay naturally, fragments can pollute land and waterways for centuries. The fragments may become algae-coated, with some eventually being eaten by fish and land animals, which is detrimental to their health, leading even to death. Baltimore documented a case, where PPF dinnerware litter was the cause of severe ecosystem harm in Baltimore's Inner Harbor, which flows into the greater Chesapeake Bay.

Many restaurants along our Eastern Shore are still using PPF and other non-sustainable materials due to higher costs of eco-friendly packaging. In an effort to promote the transition to and use of eco-friendly packaging, Waste Watchers would develop a program to supply eco-friendly packaging at an affordable rate to restaurants; such products would include take-away containers and straws.

This Grant would aide in funding outreach and education efforts and product research to achieve and implement this goal. Waste Watchers would collaborate with The Virginia Aquarium in an effort to expand upon outreach for their “Keep It Beachy Clean Virginia Beach” campaign, which involves their “Straw-Free Pledge.”

Steps to success of this planning process involve soliciting input from restaurants on the Eastern Shore. This leg-work would come from building a list of restaurants already on the Healthy Options list and any existing restaurants, then determining those already using eco-friendly packaging and those that do not. Outreach and education would be offered to highlight benefits of implementing the use of eco-friendly packaging, as well as the negative impacts of PPF. Restaurants would be asked about the material of their current products and related costs. Further input would determine the specific items used by each restaurant, the quantity and frequency of products ordered, and any additional costs therein. Once restaurant demands are determined, research for the best bulk purchasing options of eco-friendly packaging products would move forward, meeting the needs of the restaurants in the most economically sound way possible. From here, Waste Watchers would create a distribution plan. This plan would involve order due dates and supply pick-up/delivery dates; these could be monthly or quarterly based on need. Determining need and frequency would allow Waste Watchers to inventory an accurate amount of product during both the busy and off-seasons. Accurate ordering reduces the risk of surplus and maintains price efficiency. It is through these planning efforts that a plan for implementation would be built.

Waste Watchers was incorporated as a non-profit over 15 years ago and was not a Keep America Beautiful (KAB) affiliate. Since affiliating with KAB and building a relationship with Keep Virginia Beautiful (KVB), Waste Watchers has altered their vision to not only include their original mission of responsible disposal of waste, but also adopt the community beautification portion of the KAB three-prong mission of litter reduction, recycling, and community beautification. The footprint of Waste Watchers as a KAB affiliate has already expanded to include some community beautification, including a native garden planting in the Town of Saxis. This is a great opportunity to rebrand and align with KAB, accurately reflecting the positive vision. Rebranding is important to any organization that has evolved over time to maintain relevancy and drive new interest in the programs offered. Simple changes can create a refreshed aesthetic and achieve goals of expanding membership and community engagement. Rebranding Waste Watchers would include changing the name to better reflect the Green efforts the organization strives for, and a new logo to complement the name-change. Waste Watchers would subcontract a marketing/media specialist to facilitate this re-branding effort and provide an overhaul on the current website, so it may better serve the people of the Eastern Shore.

In conclusion, with the Eastern Shore of Virginia Community Foundation Grant, Waste Watchers will be given the opportunity to create a plan that benefits both the rural counties of the Eastern Shore and the waters upon which our culture and economy depend. By encouraging the use of sustainable, eco-friendly packaging and providing an economically sound way of doing so, Waste Watchers hopes to decrease the imminent threat that polystyrene plastic foam and plastic straws impose upon our local ecosystems and along our Atlantic coast. In doing so, Waste Watchers will also be contributing to the beautification of our Chesapeake Bay and local communities.



Litter Free Virginia



Last Friday, HB 1154 and HB 1151 reported out of the House Finance Subcommittee #3. 2/5/2020 they were heard in front of the full House Finance Committee, along with HB 502. 2/5 House Finance Committee docket. One more vote and these important bills to stop the flow of litter will be heard by the entire House! The meeting will be held immediately after the adjournment of the full House in House Room 3 of the Capitol.

HB 1154 increases the annual litter tax from \$10 to \$20 and the additional annual litter tax from \$15 to \$30. Both taxes are imposed on manufacturers, wholesalers, distributors, and retailers of certain products.

HB 1151 authorizes a locality to prohibit by ordinance the purchase, sale, or provision, whether free or for a cost, of certain single-use products that are not recyclable or compostable and for which there is a suitable and cost-effective compostable or recyclable alternative product available, with certain exceptions. The bill also authorizes any locality to impose a five-cent per item tax on single-use plastics and polystyrene products provided to customers by certain retailers, with certain products being exempt from the tax. The bill directs revenue from the local tax to be used by the locality imposing the tax for cleanup or education programs designed to reduce waste. The bill allows every restaurant or retailer that collects the tax to retain one cent of the five-cent tax if the tax is paid in a timely manner.

HB 502 Adds \$100 to the existing penalty for litter tax delinquency.

HB 302 which would have repealed the annual litter tax has been laid on the table, effectively killing it for this year!

Other Current Legislation of Interest

HB 533 (Delegate Carr of District 69)- Expanded polystyrene food service containers; prohibition on dispensing, civil penalty. Prohibits the dispensing by a food vendor of prepared food to a customer in a single-use expanded polystyrene food service container, as defined in the bill. The bill requires certain chain restaurants to stop using such containers by July 1, 2023, and sets the date for compliance by all food vendors as July 1, 2025. The bill exempts certain institutions, including correctional facilities and public schools, from the definition of "food vendor" and provides a process by which a locality may grant consecutive one-year exemptions to individual food vendors on the basis of undue economic hardship. The bill provides a civil penalty of \$50 for each day of violation, to be collected in a civil action brought by the Attorney General or the relevant locality. The penalties collected are to be deposited in the Litter Control and Recycling Fund or to the treasury of the relevant locality, as appropriate. Finally, the bill directs the Department of Environmental Quality to post to its website information on compliance and the filing of complaints.

HB 1354 (Delegate Plum of District 36)- Establishes the Plastic Pollution Prevention Advisory Council. Establishes in the executive branch of state government the Plastic Pollution Prevention Advisory Council to study and make recommendations regarding plastic pollution problems in the Commonwealth, with the mission of eliminating plastic waste.

HB 1347 (Delegate Plum of District 36)– (same as HB533) Expanded polystyrene food service containers; prohibition on dispensing, civil penalty. Prohibits the dispensing by a food vendor of prepared food to a customer in a single-use expanded polystyrene food service container, as defined in the bill. The bill requires certain chain restaurants to stop using such containers by July 1, 2023, and sets the date for compliance by all food vendors as July 1, 2025. The bill exempts certain institutions, including correctional facilities and public schools, from the definition of “food vendor” and provides a process by which a locality may grant consecutive one-year exemptions to individual food vendors on the basis of undue economic hardship. The bill provides a civil penalty of \$50 for each day of violation, to be collected in a civil action brought by the Attorney General or the relevant locality. The penalties collected are to be deposited in the Litter Control and Recycling Fund or to the treasury of the relevant locality, as appropriate. Finally, the bill directs the Department of Environmental Quality to post to its website information on compliance and the filing of complaints.

HJ 89 (Delegate Krizek of District 44)- Study; economic and environmental impacts of litter on fishing, farming, habitat, organisms, and water quality in streams; Requests the Department of Environmental Quality to study the economic and environmental impacts of litter on fishing, farming, water quality, and other components of Virginia’s economy and habitat and to propose strategies, campaigns, and necessary state actions to protect the economy of the Commonwealth from harm caused by litter and to promote Virginia’s economic welfare.

HJ 116 (Delegate Gooditis of District 10)- Waste Diversion Recycling Task Force; DEQ to establish. Requests the Department of Environmental Quality to establish a Waste Diversion and Recycling Task Force to study ways to increase waste diversion and recycling. The resolution requests that the Department work with stakeholders to develop recommendations to reduce waste at the source such as composting and recycling of organic material. It also requests that the Department study potential improvements in the goals and efficiency of the grant program funded by the Litter Control and Recycling Fund, which under current law is used to fund local litter prevention, recycling grants to localities, and statewide and regional litter prevention and recycling educational program grants. The Department shall (i) study methods of improving recycling, reducing waste, and diverting waste from landfills, (ii) develop recommendations to reduce waste at the source, such as composting and recycling of organic material, and (iii) consider whether current recycling rates required by Virginia law should be increased and whether state policy should be changed to give landfills a greater role in the management of organic material.



OUR CONTINUING COMMITMENT TO BEING A GREENCHURCH

WHAT WE HAVE ACCOMPLISHED (CERTIFIED)	WHAT WE WANT/NEED TO DO IN THE FUTURE	NOTES/ACTIONS
Recycling program		Outside of traditional materials; buy second hand
Mind the drains		Signs : nothing down the drain but water/biodegradable detergents
Mulch Landscaping		
Biodegradable cleaners		Select phosphorus free cleaning products which break down naturally
Cut Fertilizers		
Cut Herbicides		
Leave the leaves		Grass clippings and leaves left to feed soil/prevent seepage
Rain Garden	Identify with signage	
Compost food clippings	Identify with signage	Sign over compost container in kitchen
Permeable parking lot		Lot of crushed stone instead of asphalt
Scoop the poop		
Host an educational event		
CLF bulbs	Develop schedule of where replaced	Person responsible for replacing bulbs
	Install rain barrels	
	Check ghost appliances	
	Inst all faucet aerators	