

COUNTY OF YORK

MEMORANDUM

DATE: April 18, 2025
TO: York County Board of Supervisors
FROM: Mark L. Bellamy, Jr., County Administrator
SUBJECT: Recycling Presentation at HRPDC Meeting



Katie Cullipher delivered a presentation on *Rethinking Recycling in Hampton Roads* at Thursday's HRPDC meeting. The presentation highlighted the EPA Recycling Education and Outreach Grant awarded to HRPDC.

The presentation is also available on the HRPDC website, along with additional meeting materials, including the agenda, meeting video, and all presentations, at the following link:

<https://hrpdeva.gov/Calendar.aspx?EID=1442&month=4&year=2025&day=17&calType=0>

Schott/3326

Attachment:

- *Rethinking Recycling in Hampton Roads* Presentation

RETHINKING RECYCLING IN HAMPTON ROADS



EPA Recycling Education & Outreach Grant
Katie Cullipher, HRPDC



EPA RECYCLING EDUCATION & OUTREACH (REO) GRANT

\$1.96 million awarded to HRPDC to expand regional recycling education initiative launched in 2021

1 of 25 EPA REO Grant recipients nationwide

- 1 of 3 in EPA Region 3
- Only award in Virginia



Start Smart
**Recycle
Right**

PROJECT GOALS

Decrease municipal waste generation

by encouraging residents to pre-cycle (reduce waste, reuse, donate, etc.)

Increase recycling program knowledge and participation

by focusing on universally-accepted recycling basics (paper products, plastic bottles, and metal cans) and tailored communications about local programs

Decrease recycling contamination rates

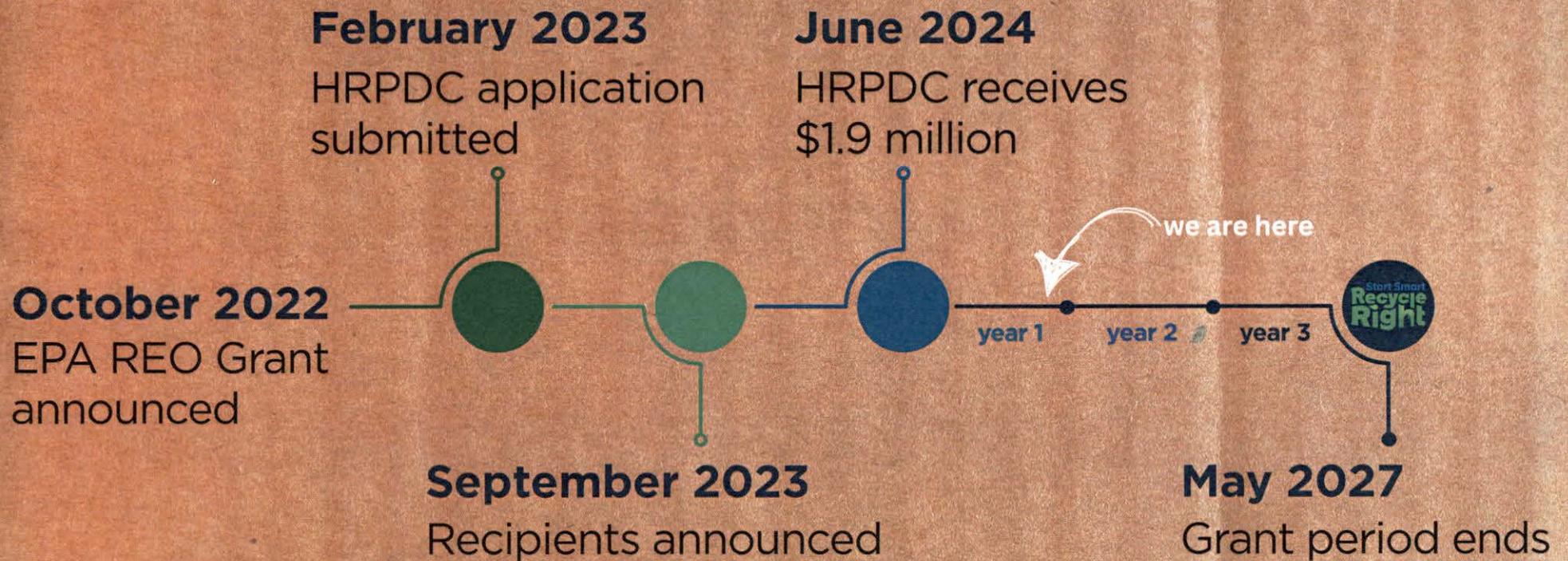
by building public awareness of accepted materials & common contaminants

Increase confidence in local recycling programs

by educating residents on how recyclables are processed and sold



3-YEAR PROJECT TIMELINE



STRATEGIES & TACTICS

Research

- Surveys and focus groups
- Route-level recycling audits and targeted behavior-change education

Education

- Web-based recycling and disposal tools
- Direct mail, cart stickers, convenience center signage, etc.
- Advertising and public relations
- Community engagement

START SMART
RECYCLE RIGHT

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START SMART
RECYCLE RIGHT

START SMART
RECYCLE RIGHT

RESEARCH & PUBLIC INPUT

**Assess and measure recycling program
knowledge, participation, and public confidence**

- Local data collection
- Regional benchmarking survey (online, phone, mail) – launched March 12, 2025
- Focus groups

The background of the slide is a dark blue-tinted photograph of a recycling truck. The truck is positioned on the left side, with its rear and side visible. The rest of the background is a solid dark blue color.

FEET

ON THE STREET



AUDITS & TARGETED EDUCATION

- **Increase recycling confidence & decrease recycling contamination**
- Over 32,000 households in six jurisdictions
- Route-level targeted outreach: education, cart tagging, cart rejection
- Eight weeks (four cycles) – March 31, 2025 start date

FEET

ON THE STREET

James City County
Newport News
Norfolk
Suffolk
Virginia Beach
York County



MEASURE

Before & after MRF inbound audit of recycling routes to determine contamination rates & top contaminants



INFORM

Information cards mailed to households, press release, website tools and information, social media



ENGAGE

Recycling quality teams check carts and leave personalized recycling feedback via warning and rejection "oops" tags



REPORT

Program participation data, warning & rejection frequency, top contaminants

DO NOT BAG RECYCLABLES
NO COLOQUE MATERIAL RECICLABLE EN BOLSAS

Public Works Refuse Department
277 Pine Street
Suffolk, VA 23434



For more information visit
www.askHRgreen.org/recyc
or call 757-514-7630

RECYCLE THANK YOU FOR RECYCLING THESE:
RECICLE GRACIAS POR RECICLAR ESTOS MATERIALES:

Paper Papel	Cardboard cartón	Cans Latas	Plastic Plástico	Glass Vidrio
Paper and Cartons (empty and clean) Papel y cartón (limpio y seco)	Cardboard (flat) Cartón (Aplanado)	Aluminum and Steel Cans (empty and dry) Latas de aluminio y acero (vacías y secas)	Plastic Bottles (empty and dry) botellas de plástico (vacías y secas)	Bottles and Jars (empty and dry) Botellas y frascos (vacías y secas)

NO!

No Bagged Recyclables (no garbage) No coloque material reciclable en bolsas (no basura)	No Plastic Bags or Plastic Wrap No Bolsas de plástico o envolturas de plástico	No Flammables, Fuel Tanks, or Batteries (drop-off only) No reciclar materiales inflamables, depósitos para combustible ni baterías	No Cords, Hoses or Chairs No reciclar mangueras, cables ni cadenas	No Food or Liquid (empty all containers) No reciclar alimentos ni líquidos (vacío todos los recipientes)	No Styrofoam™ No reciclar envases de comida para llevar
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757-514-7630

askHRgreen.org/recycle



Thank you for recycling these:
Gracias por reciclar estos materiales:

Paper Cartboard Cartón	Cartons Papel and Cartons Papel y cartón	Glass Bottles and Jars Botellas y frascos de vidrio	Plastic Bottles and Tubes Botellas y recipientes plásticos	Metal Metal Metal
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Scan to download the Fort Worth garbage and Recycling app
FORT WORTH.
fortworthtexas.gov/solidwaste

OOPS!

This cart will not be collected the next time wrong items are found. Continued contamination may result in the recycling cart being removed.
Este bote no será recolectado en la próxima vez que se encuentre materiales equivocados. Contaminación continua puede resultar en la remoción del bote de reciclaje.

**PLEASE LEAVE THESE ITEMS OUT!
(NO INCLUYA ESTOS ARTICULOS!)**

No Bagged Recyclables No coloque material reciclable en bolsas	No Plastic Bags or Plastic Wrap No use Bolsas o envolturas de plástico
No Hoses, Cords or Wires No incluir cosas que se enrollan	No Styrofoam™ No recicle la espuma de poliestireno™
No Food or Liquid (empty all containers) No incluir comida y líquidos (vacío todos los recipientes)	No Trash No Basura

Scan to download the Fort Worth garbage and Recycling app
FORT WORTH.
fortworthtexas.gov/solidwaste

OOPS!

Correct this and we will collect it on your next service day. Continued contamination may result in the recycling cart being removed.
Corrija esto y se recogerá el próximo día de servicio. Contaminación continua puede resultar en la remoción del bote de reciclaje.

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FEET ON THE STREET

START SMART
RECYCLE RIGHT |

WEB-BASED TOOLS

- Dynamic waste disposal/recycling lookup tool and interactive game
- Streamline access to community-specific recycling and disposal information
- Increase engagement with and knowledge of local recycling program information
- Usage data provides important metrics & guidance for education efforts

WEB-BASED TOOLS

askHRgreen.org/recycle



Waste Wizard

Online recycling and waste disposal guide & search tool

Ready, Set, Sort!

Interactive waste sorting game

RECYCLING & REUSING

Recycling & Disposal

Looking for recycling and waste disposal information in Hampton Roads? You're in the right place! Check out the Waste Wizard lookup tool and waste sorting game.

Search for any item to learn how to recycle or safely dispose of it in your community.

Then put your recycling knowledge to the test with our waste sorting game!

Waste Wizard

English

Share



Wizard



Game



Need help?

Please select your community.

 [Chesapeake >](#)

 [Gloucester >](#)

 [Hampton >](#)

 [James City County >](#)

The logo for askHRgreen.org/recycle, featuring the text "askHRgreen.org/recycle" in a bold, sans-serif font. The word "ask" is in white and "HRgreen.org/recycle" is in dark green. The "H" and "R" are in a larger, bold font. The logo is set against a dark green speech bubble background.



Wizard



Game



Need help?

Type the name of a waste item and we'll tell you how to recycle or dispose of it.

Pizza Box

Search

Pizza Box (Greasy)

Pizza Box (Empty With No Food Residue)

F

Pizza

Juice Box

Soup Box

Boxboard

Wax Paper

Corrugated Cardboard



Plastic Bag



Battery
(Disposable)

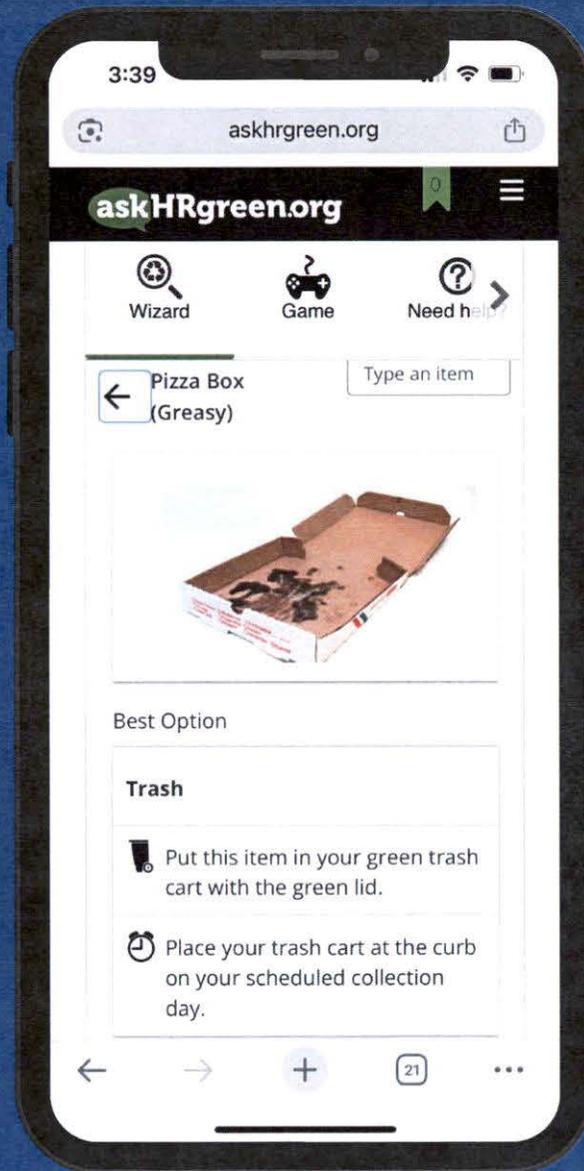


Microwave

Electronics

This information is for *Suffolk*.

Change location





Ready, Set, Sort

Put Hampton Roads Waste In The Proper Place

Play Now!

About the game

Español

Tiếng Việt

한국어

简体中文

askHRgreen.org

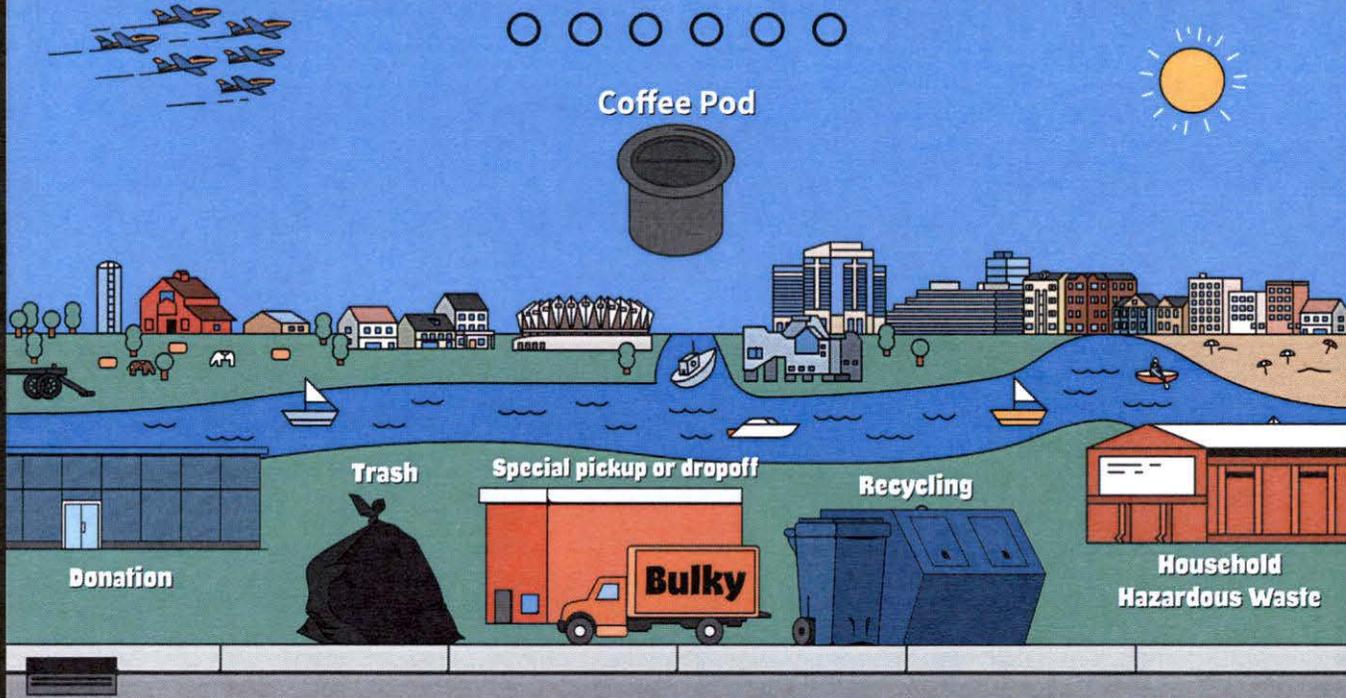


Sort

Qui

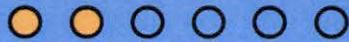


Coffee Pod

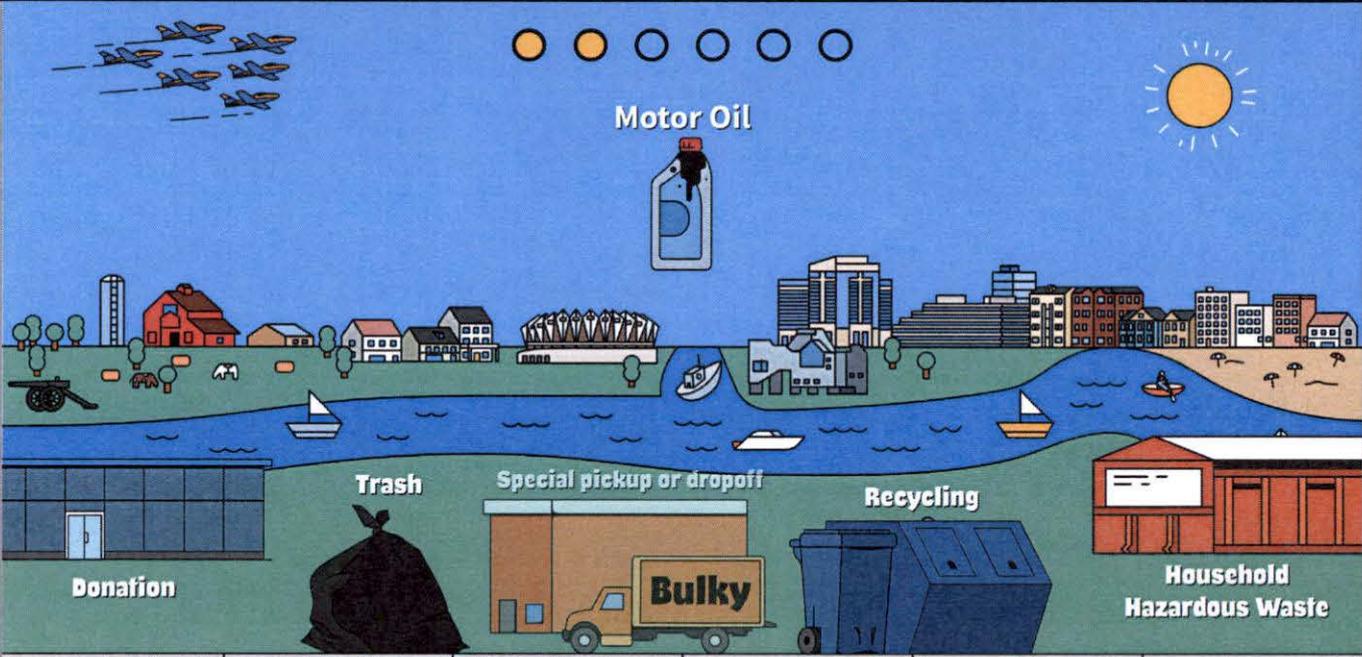


Ready, Set, Sort

Quit Game



Motor Oil



Donation

Trash

Special pickup or dropoff

Bulky

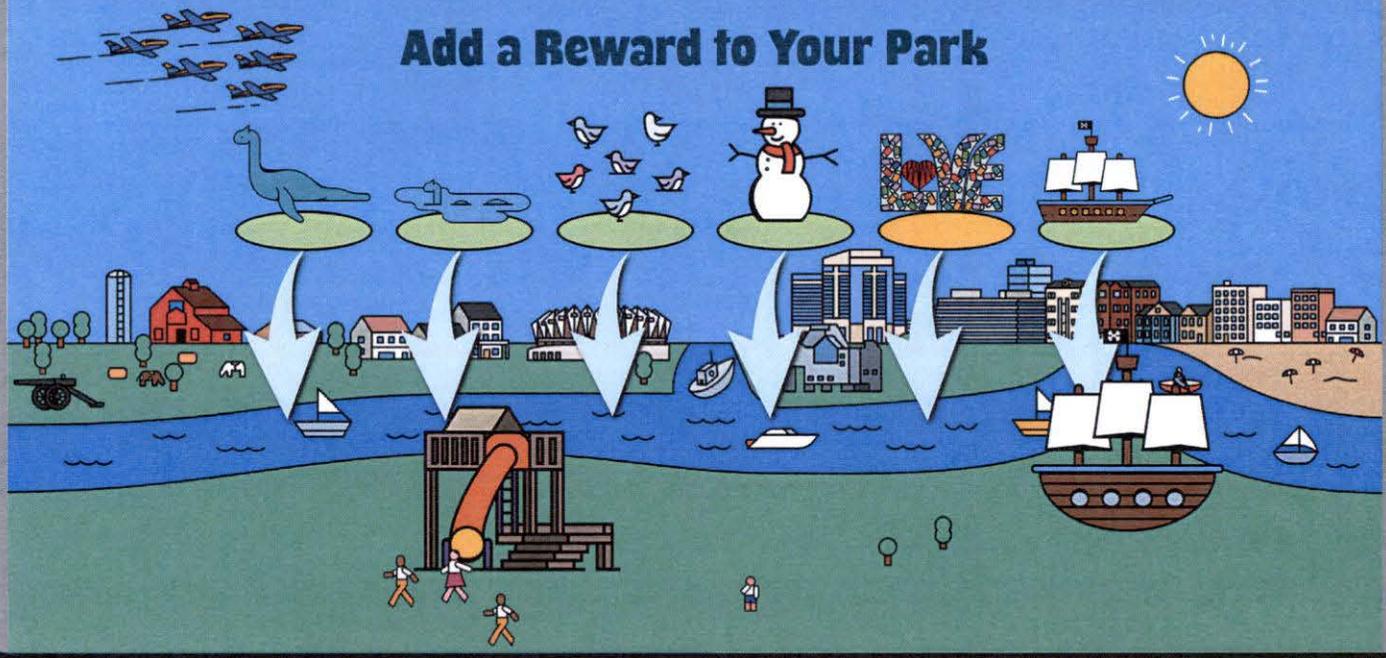
Recycling

Household
Hazardous Waste

...y, Set, Sort

Quit Game

Add a Reward to Your Park



Ready, Set, Sort

Quit Game

You earned a certificate!

Ready, Set, Sort

Certificate of Achievement

Add Your Name

30 waste items
successfully sorted on
February 5, 2025

Certified by
Hampton Roads Planning
District Commission

Print

Done



- Trash Collection
- Curbside Recycling
- Special Pick-Up
- Recycling Drop Off Location
- Recycling Drive
- Household Hazardous Waste & Alternative Disposal Options
- 2025 Holiday Refuse Schedule
- 2025 TFC Recycling Calendar
- Frequently Asked Questions
- Waste Wizard

Waste Wizard

Waste Wizard English Share



Wizard



Game



Need help?

Type the name of a waste item and we'll tell you how to recycle or dispose of it.

Search

Featured Searches



Electronics



Plastic Bag



Battery



Microwave

- Bulk Trash Collection
- Garbage Drop-Off Site
- Holiday Trash Collection Schedule
- Public Safety
- Recycling Program in Chesapeake
- Reuse Containers
- Rules for Waste Disposal
- Tips for a Clean Chesapeake
- Waste Wizard Education Tool

Home > Government > Departments 11 to 2 > Public Works Department > Divisions > Waste Management Division > Waste Wizard Education Tool

Waste Wizard Education Tool

What is the Waste Wizard?

The Waste Wizard Educational Tool and Game is a great way to learn more about properly disposing of various items. If you are unsure, check out the Waste Wizard below!

If you have any questions about the program, please email the Public Works Public Information Coordinator, [Alison Harper](#), or call 757-582-6196.

Waste Wizard

English

Share



Wizard



Game



Need help?

Type the name of a waste item and we'll tell you how to recycle or dispose of it.

Search

Featured Searches



Television



Wrapping Paper
(Paper Only)



Glass Bottle



Boxboard

This information is for Chesapeake.

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17 member jurisdictions + HRSD



Stormwater
Education



Litter Prevention,
Recycling &
Beautification

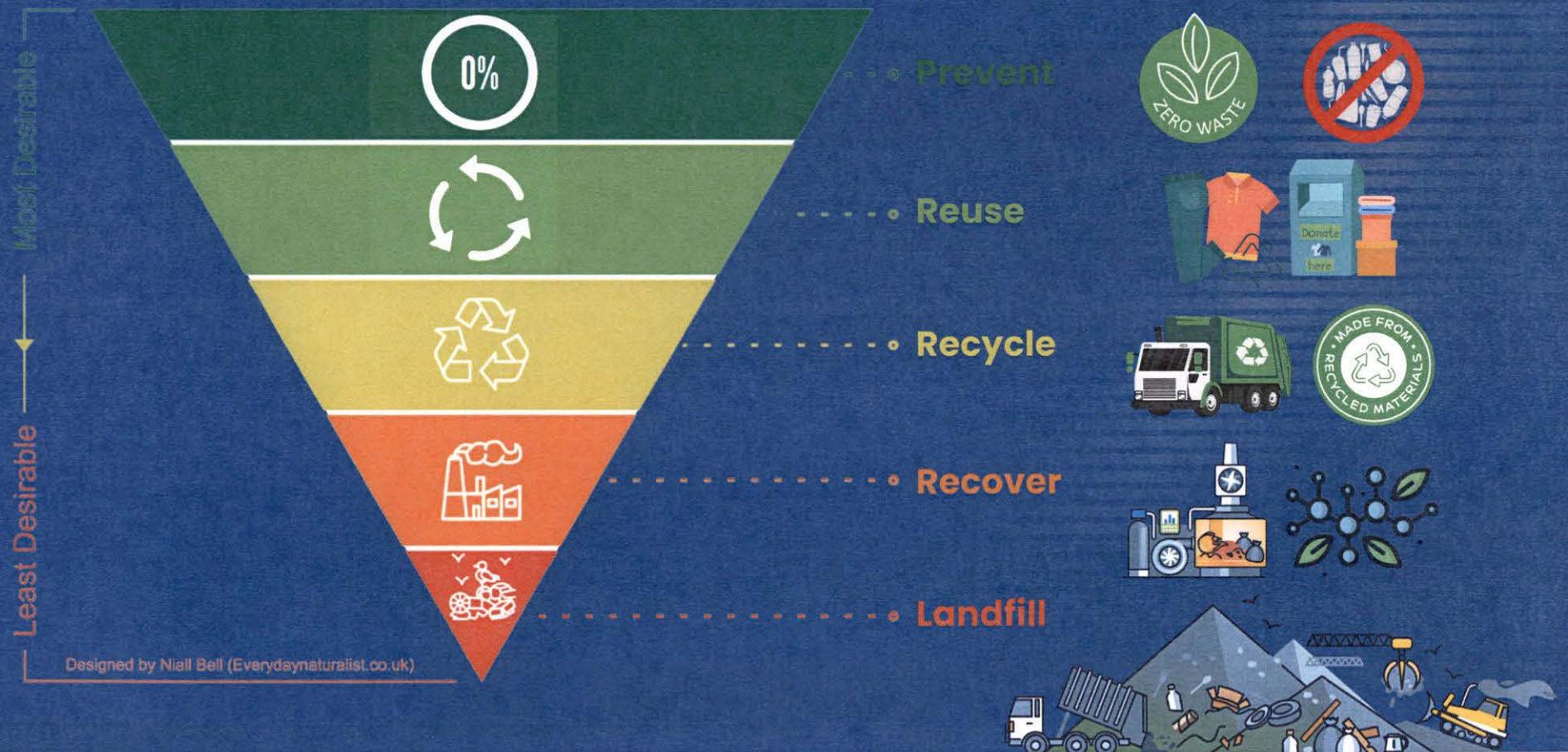


Water
Conservation &
Awareness



FOG / Sanitary
Sewer Overflow
Prevention

WASTE PREVENTION/REDUCTION REMAINS A TOP PRIORITY



**Connect
Follow
Share
With Us**



kcullipher@hrpdcva.gov

**Reduce
Reuse
Recycle**