



2015–2016 Recycling & Beautification Marketing Campaign Plan

Prepared by

the Hampton Roads Planning District Commission,
Cahoon & Cross, Inc., and the Recycling & Beautification Subcommittee
November, 2015

R&B Bylaws Mission Statement

- ▶ To promote litter control, recycling, beautification and general environmental awareness through educational projects designed to reach all sectors of our regional community.

R&B Goals

▶ Primary

- Litter reduction
- Reducing recycling contamination
- Increasing recycling/waste diversion

▶ Secondary

- Community beautification
- General environmental awareness

R&B Messaging

▶ Primary

- Contamination/what not to recycle at curbside
- Recycle More, Trash Less
 - Not placing recyclables in the trash
- Litter prevention
 - Not disposing of cigarettes and other trash on the ground

▶ Secondary

- Plastic bags
 - Recycling
 - Not discarding in the trash or curbside bins
 - Using reusable bags for shopping
- Why Recycle?
 - Good for environment & economy
 - Harm of not recycling/landfill diversion
- Resource Recovery Options
 - Municipal operations, donations, etc.
- Community Beautification

Primary Message Strategies

- ▶ **Contamination/what not to recycle at curbside**
 - Develop annual media campaigns to educate residents age 25–54
 - Seek ways to combine messages with other askHRgreen.org committee messages
 - Collect data from MRFs to measure results
 - Include messages in the askHRgreen.org:
 - Public Relations
 - Social Media
 - Events
 - Media
 - Website
 - Promotional/educational materials
 - Regional Community Programs (BSH)

Primary Message Strategies

▶ Recycle More, Trash Less

- Develop media campaigns to educate adults 25–54
- Seek ways to combine messages with other askHRgreen.org committee messages
- Collect data from member localities for participation, set-out rates, etc.
- Include messages in the askHRgreen.org:
 - Public Relations
 - Social Media
 - Events
 - Media
 - Website
 - Promotional/educational materials
 - Regional Community Programs (BSH)

Primary Message Strategies

▶ Litter prevention

- Seek funding and conduct research to determine best approach and measure behavior change
 - Social marketing study, focus groups, surveys, etc.
- Seek ways to combine messages with other askHRgreen.org committee messages
- Include messages in the askHRgreen.org:
 - Public Relations
 - Social Media
 - Events
 - Media
 - Website
 - Promotional/educational materials
 - Regional Community Programs (BSH)

Secondary Message Strategies

▶ Plastic bags

- Recycling, not discarding in the trash or curbside bins, using reusable bags for shopping
- Include messages in the askHRgreen.org:
 - Public Relations
 - Social Media
 - Events
 - Website
 - Promotional/educational materials
 - Regional Community Programs (BSH)

Secondary Message Strategies

▶ Why Recycle?

- Good for environment & economy, harm of not recycling/landfill diversion
- Include messages in the askHRgreen.org:
 - Public Relations
 - Social Media
 - Events
 - Website
 - Promotional/educational materials
 - Regional Community Programs (BSH)

Secondary Message Strategies

- ▶ Resource Recovery Options
 - Municipal operations, donations, etc.
 - Include messages in the askHRgreen.org:
 - Public Relations
 - Social Media
 - Events
 - Website
 - Promotional/educational materials
 - Regional Community Programs (BSH)

Secondary Message Strategies

- ▶ **Community Beautification**
 - Include messages in the askHRgreen.org:
 - Public Relations
 - Social Media
 - Events
 - Website
 - Promotional/educational materials
 - Regional Community Programs (BSH)