

NORFOLK ENVIRONMENTAL ACTION NEWS

Spring 2004

COMMUNITY NOTES

2004 Keep Norfolk Beautiful Day a Huge Success!

Norfolk is now a lot cleaner as a result of 15 civic organizations getting out volunteers from their neighborhoods and picking up ugly roadside litter on Keep Norfolk Beautiful Day, March 27th. While reports are still being received, it is estimated that over 1,000 residents participated, collecting over 25,000 pounds of debris. The key to this success was the leadership of the civic leagues and other organizations that planned ahead. The following groups accomplished the hard work:

Arts & Technology Center
Bay View Recreation Center
Belvedere Civic League
Berkley Neighborhood Service Center
Chesterfield Heights Civic League
Cottage Line Civic League
Daugherty Trailer Court
Estabrook Civic League
Huntersville Neighborhood Service Center
Lafayette-Winona Civic League
Larrymore Lawns Civic League
Little Creek National Pony Baseball, Inc.
Little Creek Neighborhood Service Center
Norfolk Neighborhood & Leisure Services
ODU Sigma Nu & Phi Beta
Park Place Neighborhood Service Center
Roland Park Civic League
Sandhills Preservation Committee
Wards Corner Civic League
West Ghent Civic League
Willoughby Civic League
Villa Heights Civic League



Congratulations to the following civic leagues that received \$150 from Farm Fresh toward a volunteer thank-you picnic for having over 40 volunteers participate in their cleanup: Bay View, Coleman Place, Lamberts Point/Old Dominion, Lafayette-Winona, and Roland Park. Thank you to everyone who has helped Keep Norfolk Beautiful!

HP Hiking Coupons to Boost Electronics Recycling

Hewlett Packard announced that, for a limited time, it will double the value of its current Planet Partners return and recycling e-coupon to encourage the responsible recycling of unwanted computer hardware.

The double e-coupon program will reward consumers in the United States with up to \$100 toward the purchase of a new product on hpshopping.com when they place an order through HP's online recycling service between April 1, 2004, and April 30, 2004.

"HP has been a pioneer in developing and investing in state-of-the-art recycling technologies, and Earth Day provides us with a unique opportunity to offer our customers an additional incentive to recycle their used or unwanted computer equipment in the most convenient and environmentally responsible manner," said Walt Rosenberg, vice president of corporate, social and environmental responsibility, Corporate Affairs, HP.

Customers can get rid of unwanted or outdated hardware by purchasing HP's environmentally responsible recycling service online at www.hp.com/recycle. Hardware recycling costs between \$17 and \$46, depending on the type of product being recycled. HP will arrange for at-home pick-up, and the e-coupon is e-mailed directly to the customer.

COMMUNITY NOTES **Continued**

Phase I of "The Big Easy" Begins in Norfolk

On April 13 in Norfolk, the Southeastern Public Service Authority (SPSA) began automated single-stream curbside recycling collection using larger, 95-gallon carts. A quarter of the residents in Norfolk started the new automated recycling on that date.

SPSA Executive Director John Hadfield says, "Along with the two member communities of Norfolk and Franklin and the SPSA Board of Directors, SPSA is very pleased to see that automated recycling is beginning soon in these communities. While the other member communities of SPSA are doing different kinds of recycling, SPSA as an agency is flexible enough to respond to their varying needs. We do know, however, that automated recycling is more convenient for the user and we expect to greatly increase our participation rates in these two communities."

With the carts, households also received instructional brochures to tell what types of materials are accepted and what are not.

Implementation of the enhanced recycling program will be phased in over 20 months and in four phases. Approximately 15,000 households will be phased in over the 20-month period. Phase I began this April; the remaining phases will be implemented this summer, and January and June 2005. All current City of Norfolk waste management customers (approximately 57,000) will eventually receive the new containers and service. Households to be phased in later should continue to use the 18-gallon bins.

"We are calling this 'The Big Easy' because it definitely makes recycling easier," says Mr. Hadfield. "It has greater capacity for plastics, paper, metals and glass, and, because the new carts

have lids, odors will stay in and animal vermin will be kept out. Using the larger carts should encourage more residents to recycle more of their household solid waste."

Residents began receiving their carts during the mid to-latter part of March. The containers will be collected every other week by a SPSA automated recycling truck on the same day as residents' garbage collection. Materials acceptable for recycling in the automated program are:

- **Glass:** Clear, green or brown glass bottles and jars.
- **Metals:** Aluminum, foil and pie pans, steel/tin cans
- **Paper:** Clean newspapers and advertising inserts, unwanted mail, magazine and catalogs and corrugated cardboard boxes.
- **Plastic bottles:** Any other type of plastic is NOT acceptable; this includes plastic bags, Styrofoam blocks and packing materials.

For more details about what may and may not be inserted into the carts for recycling, visit SPSA's internet site, www.spsa.com. For additional information, contact John Deuel, City of Norfolk Recycling Coordinator, at, 441-1347.



Hold the F.O.N.E.!



Plans for 2nd Annual Art Auction Underway

Due to the success of last year's event, "In the Garden of Earth and Art," will be held again this year. The casually elegant affair, part of the NEC's 25th Anniversary yearlong celebration, is scheduled for Saturday, June 26th at the Environmental Action Center. Those attending will have an relaxing evening, viewing and discussing the interesting pieces of artwork, such as unique ceramic and glass sculptures, wooden and woven bowls and framed prints, and will enjoy sampling fine wine and delicious hors d'oeuvres.

Funds raised during the event will sponsor Norfolk Environmental Commission

classroom environmental education, interactive exhibits, neighborhood beautification, litter prevention programs, the EcoGarden and expansion efforts for the Environmental Action Center.

For more information about the auction or to volunteer for the event, contact John Deuel at 441-1347.

Come Join the Celebration!

Each year, Friends of Norfolk's Environmental participates in beverage sales during festivals at Town Point Park as part of its fundraising efforts. Each year, F.O.N.E. members and volunteers volunteer time at events to sell beverages. Any tips collected, along with a

portion of the profits are then given to F.O.N.E. This year, we have been chosen to work at two events, HarborFest (June 12th) and the Town Point Virginia Wine Festival (October 16th-17th).

F.O.N.E. volunteers will be working HarborFest on Saturday June 12th, from 11:30am - 11:15pm in 3-hour shifts; 11:30-2:30, 2:30-5:30, 5:30-8:30, and 8:30-11:15. Shifts are assigned on a first-come, first-serve basis. If you or someone you know would like to help out during this IMPORTANT and FUN event, please contact John Deuel at 441-1347 or nec@norfolkbeautiful.org.



SCHOOLBELLS

An Education Update

Upcoming Educator Workshops

Project WILD Aquatic at Nauticus

June 9th, 2004, 1:00-5:00pm

Project WILD Aquatic is an international, supplementary, wildlife education curriculum designed for teachers and other educators of grades K-12. The Aquatic curriculum guide contains 48 activities correlated to the Virginia Science Standards of Learning. The guide teaches basic principles about wildlife ecology (habitats, populations, interdependence, adaptations); cultural perspectives on wildlife as a resource; simple wildlife management techniques (surveys, counts); and impacts humans have on wildlife and habitats. The emphasis is on building an awareness and appreciation of wildlife that results in responsible actions towards the environment. The workshop is free and class size is limited to 30 participants. Contact Holly Carson at 441-1347 or nec@norfolkbeautiful.org to registration.

Nature in a Nutshell

August 2nd-6th, 2004

Environmental organizations throughout Hampton Roads are partnering to bring elementary educators this fantastic opportunity! Five days, five educational sites and five sets of environmental curricula! During the week of August 2nd-6th, elementary educators will be eligible to receive training in Project Learning Tree, Project WILD, Project WET, The Wonders of Wetlands, and Waste in Place. Each day will take place at an educational site in Hampton Roads, and include facility tours, inspirational speakers and exciting field trips!

All curricula are SOL-correlated, hands-on and may be used for re-certification points. Participants must sign up for all five sessions, and must not have been certified in any of the curricula in the last five years. Participants should be prepared to stay for the entire session. There is a fee of \$75 for materials. To register, or find out more information, contact Holly Carson at 441-1347 or nec@norfolkbeautiful.org.

Nature in a Nutshell Course Outline

Day 1 - Project Learning Tree

August 2nd, Norfolk Botanical Garden

Day 2 - Project WILD

August 3rd, Virginia Zoo

Day 3 - Project WET

August 4th, Nauticus, The National Maritime Center

Day 4 - WOW! The Wonders of Wetlands

August 5th, 1st Landing State Park

Day 5 - Keep America Beautiful's Waste in Place

August 6th, Ernie Morgan Environmental Action Center

Kids' Cleanup Crew

Attention Recreation Centers! You may be starting to plan for your summer programs, and the Norfolk Environmental Commission has one available, the Kids' Cleanup Crew, for ages 9-12. With this program, the youths of Norfolk can take action by cleaning, beautifying and improving their corner of the Earth. This hands-on activity can improve their community, creating a healthier, cleaner and safer place to play. Kids will understand how important it is not to litter, develop a sense of stewardship, and take the first steps to becoming active members of their community.

We invite you and your kids to participate in the Kids' Cleanup Crew. Once a month throughout the summer, an educator will visit the Center for an hour to an hour and a half. A brief education presentation will be given, followed by time spent outside cleanup and sprucing up the Recreation Center.

The NEC will provide gloves, trash bags and vests for the occasion, and we'll take photos of the kids in action. Afterward, the kids will review the items they collected, learning how some of it could have been recycled and what might have happened to the litter had they not picked it up. We'll also provide a small thank-you gift for their efforts.

If you are interested in taking advantage of this program contact Sarah McBride 441-1347 to schedule your program dates. We look forward to visiting!



VOLUNTEER VARIETY

Norfolk Students Became "Green Readers" in April!

Throughout the month of April, in honor of Earth Day, volunteer readers visited 59 Norfolk elementary classrooms and narrated a short story to over 1500 students. Books included *The Tree That Would Not Die* and Dr. Seuss' *The Lorax*, among others. The purpose of The Green Reader Program is to guide students toward stewardship of their environment, at home or at school, and instill a sense of community responsibility. This program is FREE to all Norfolk schools.

Volunteer readers included City employees and officials, NEC Commissioners and members of local sports teams. Readers visited schools to read and engage the children in a discussion about the book and issues such as litter prevention, the importance of keeping Norfolk clean, and participating in litter clean-ups.

A big THANK-YOU to all those who volunteered an hour of their time (and sometimes 2 or 3!) helping students become more aware of their responsibility to their environment!

Betsy Alberts
Katina Alexander
Annette Barberry
Charla Baucom
Bonita Boyd
Valerie Beard
Jan Callaghan
Arlene Connelly

Joyce Dabbs
Christopher Davis
John Deuel
Sue Dingle
Jane Elmer
Beth Fraim
Jeffrey Garris
Margaret Gerardin

Chris Guvernator
Heather Harkins
Cathy Heninger
Lori James-Herrick
Tommy Johnson
Roy Leshner
Darlene Long
Sarah McBride

Sharon McDonald
Yvonne Miller
Steve Mirman
June Moser
Annie Page
Janaya Patton
Virginia Phillips
Marty Raiss

Martha Rollins
Barbara Scott
Tyrone Walker
Barclay Winn
Audrey Webb
Michelle Webb

Help Clean Virginia's Waterway

16th Annual Clean the Bay Day, Saturday, June 12th, 8am-Noon

Last year, more than 73 Tons of trash removed from Bay waters and shoreline during 2003 Clean the Bay Day.

From Hampton Roads to Virginia's Eastern Shore and Mason Neck State Park in Fairfax County, more than 4,500 volunteers removed more than 146,000 pounds of debris from 197 miles of state waterways last year during the 15th Annual Clean the Bay Day.

The Chesapeake Bay Foundation and its partner localities are seeking volunteers for the 16th Annual Clean the Bay Day, Saturday, June 12, 2004 from 9am-12noon. It's a great opportunity for individuals, families and groups to help clean up debris from waterways across Virginia. Boaters, divers and landlubbers are welcome.

Shoreline litter is washed from roadways into storm drains that carry it to creeks, rivers and the Bay. In addition to being a public eyesore and nuisance, it can be harmful to fish and wildlife. Litter and debris also can clog wetlands and reduce their effectiveness as buffers from runoff and as shelter for wildlife. Marine debris such as oil drums, abandoned boats and old engines can be hazards to boaters and swimmers.

What to wear: hard sole, closed-toe shoes and clothes appropriate to weather conditions and site conditions. Long pants and long sleeved-shirts are recommended for rough terrain, brambles, etc. Ask your City Coordinator or Zone Captain for advice.

What to bring: work gloves, a hat, water, sunscreen, bug spray, and allergy medication (if you have allergies to bee stings, etc). Become a better steward of the Chesapeake Bay and **SIGN UP TODAY TO HELP KEEP NORFOLK BEAUTIFUL!**

Contact 441-1347.

