

Investing in America through the Bipartisan Infrastructure Law Recycling Education and Outreach Grant Program Fact Sheet **Hampton Roads Planning District Commission**

Selected Grant Recipient

Name: Hampton Roads Planning District Commission

Project Location: Hampton Roads Metropolitan Region, VA

Project Title: Start Smart, Recycle Right Hampton Roads

Highlights

- Benefits 16 cities and counties.
- Uses the Start Smart, Recycle Right campaign to inform the public about local recycling programs.

EPA Information

Region: EPA Region 3

Grant Funding: \$1,965,525

The Hampton Roads Planning District Commission seeks to change the culture of recycling in southeastern Virginia by using the Start Smart, Recycle Right campaign to encourage Hampton Roads residents to reduce waste and recycle properly. The campaign will take a comprehensive approach to improving the entire recycling process across multiple jurisdictions, employing techniques such as community engagement, research, targeted route-level recycling audits and education, direct mailings of cart stickers, development of web-based recycling tools, mass media advertising, public relations, and development of educational and promotional materials.

REO Grants

The 2021 Bipartisan Infrastructure Law provides the largest EPA investment in recycling in 30 years to support National Recycling Strategy implementation and build a circular economy for all. As part of the Investing in America agenda, this funding supports improvements to waste management systems and programs, allowing resources to be used more efficiently and reducing the impact on the climate. REO grant funding can be used to inform the public about residential or community recycling programs, provide information about the recycled materials that are accepted as part of a residential or community recycling program, and increase collection rates and decrease contamination in residential and community recycling programs. These grants also advance the Justice40 Initiative, which aims to ensure that 40% of the overall benefits of certain federal investments flow to disadvantaged communities that are marginalized, underserved and overburdened by pollution. The Bipartisan Infrastructure Law also requires that 20% of the grant funding go to communities that are low-income, rural or Native American.

EPA will make the award to the Hampton Roads Planning District Commission once all legal and administrative requirements are satisfied.

Other Recycling Grant Funding in Virginia

[Link to Virginia SWIFR State Grant Fact Sheet](#)

[Link to SWIFR Communities grant in Northern Shenandoah Valley](#)

