

Keep It Beachy Clean: A Unique Litter Prevention Program For Beach Visitors 2017 Progress Report

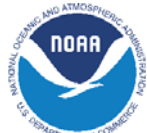


Katie Register, Clean Virginia Waterways of Longwood University
Christina Trapani, Christina Trapani Consulting
December 2017

Keep It Beachy Clean: A Unique Litter Prevention Program For Beach Visitors 2017 Progress Report

Katie Register, Clean Virginia Waterways of Longwood University
Christina Trapani, Christina Trapani Consulting

December 2017



Clean Virginia Waterways is affiliated with Longwood University and the Ocean Conservancy. The mission of Clean Virginia Waterways is to enhance the health of Virginia's water resources through pollution prevention, education, and stewardship activities involving Virginians from the classroom to the boardroom.

All images by Christina Trapani unless otherwise noted.

Acknowledgements

Clean Virginia Waterways is thankful to all of the hotels, restaurants, property management businesses, stores, parks and publishers that participated in the successful expansion of *Keep It Beachy Clean* in 2017. We especially thank the following sponsors and partners:

- The American Chemistry Council's Marine and Environmental Stewardship Program
- Virginia Coastal Zone Management Program
- Virginia Aquarium & Marine Science Center
- Surfrider Foundation, Virginia Beach Chapter
- Virginia Beach Hotel Association
- G.R.E.E.N. Committee

See more at beachycleanvb.org/supporters/ and <https://beachycleanvb.org/partners/>.

Executive Summary

This report provides background information about Clean Virginia Waterways' *Keep It Beachy Clean* community outreach program including work done in 2017 to expand the program to reach larger audiences throughout Virginia Beach. In 2017, *Keep It Beachy Clean* materials were designed, created and distributed to 94 businesses in three beach communities including 46 restaurants and 35 hotels. We spoke at or distributed materials at more than 20 events including Civic League meetings, environmental events and Virginia Beach Hotel Association membership meetings. The City's G.R.E.E.N. Committee to the Resort Advisory Commission served as the advisory group for this expansion. These efforts were made possible by financial support from the American Chemistry Council's Marine and Environmental Stewardship Program, Virginia Coastal Zone Management Program, Virginia Aquarium & Marine Science Center, Surfrider Foundation, Virginia Beach Chapter, Virginia Beach Hotel Association as well as extensive in-kind support from Vista Graphics and the Virginia Beach Hotel Association.

Keep It Beachy Clean: Overview

Keep It Beachy Clean and *Thanks for Keeping It Beachy Clean* community outreach program was developed to influence the behaviors of a key target audience: visitors to beach resorts and beach communities. The *Keep It Beachy Clean* messages focus on specific actions that beach visitors can take to ensure clean, safe beaches and waters. Clean Virginia Waterways of Longwood University worked to expand the *Keep It Beachy Clean* community outreach program throughout Virginia Beach's three beaches (the Resort area, Sandbridge and the Bayfront) as a pilot program that will eventually be available to serve additional coastal communities.

Background of “Keep It Beachy Clean” and “Thanks for Keeping It Beachy Clean”

The G.R.E.E.N. (Green Resort Eco-Friendly Efficient Neighbors) Committee of the Resort Advisory Commission (R.A.C.) began working on a Clean Beaches Program in 2014. The mission of the Clean Beaches Program was to keep Virginia Beach's beaches and waterways clean and safe from contamination. While this group identified the need for such a program, it was still in the beginning stages of planning for implementation. In 2015, Clean Virginia Waterways (CVW) received grant funding from Keep America Beautiful to conduct a pilot Cigarette Litter Prevention Program (CLPP) at the Virginia Beach Oceanfront. CVW Consultant, Christina Trapani, was project manager for this CLPP and formed a partnership with the Virginia Beach Hotel Association (VBHA) to work with resort hotels to implement this program. The goal of the CLPP grant project was to educate beach visitors regarding cigarette butts as litter and to provide infrastructure (ash receptacles).

Christina Trapani and Diana Burke of VBHA arranged a meeting with the Virginia Beach Convention and Visitors Bureau (CVB, Chuck Applebach) and the Chair of the G.R.E.E.N. R.A.C. (Laura Habr) to discuss creating consistent messaging for both projects so as not to confuse beach visitors. It was agreed that the message should be positive and beachy, using local animal species as ambassadors. Christina suggested “*Keep It Beachy Clean*” and “*Thanks for Not Littering*” as tag lines, which ultimately became the favored choices.



Figure 1: One of the original graphics created by the CVB's marketing firm. “For not littering” was added later.

The CVB hired their marketing firm to develop graphics for this campaign using *Keep It Beachy Clean*, six critters and some witty statements about why one should *Keep It Beachy Clean* (Figure 1 and Appendix I). The graphics were donated to the VBHA to be used for the CLPP as well as the Clean Beaches Program. The CLPP was, per Keep America Beautiful's grant requirements, focused entirely on decreasing smoking-related litter, while the objectives for *Keep It Beachy Clean* were much broader. The goals of *Keep It Beachy Clean* were to influence the behaviors of beach visitors so they would recycle more, litter less, pick up pet waste, not feed seagulls, and take other actions that would lead to cleaner beaches and coastal waters.

CVW used the graphics for educational signage, coasters, rack cards, trolley ads and social media as part of the larger CLPP in both 2015 and a second grant in 2016. The G.R.E.E.N. Committee used the graphics to print stickers which were placed on every beach trash can from 1st to 42nd Street in Virginia Beach in the summer of 2015 (Figure 2). Christina Trapani created a website, beachycleanvb.org, as an information hub for the program. CVW also has a webpage featuring information about the *Keep It Beachy Clean* program. www.longwood.edu/cleanva/beachyclean.html.

In March 2016, Christina Trapani made a presentation about the CLPP and *Keep It Beachy Clean* projects at the 2nd Virginia Marine Debris Summit. It met with overwhelmingly positive response, and several attendees expressed an interest in seeing *Keep It Beachy Clean* grow into a program that could be used throughout the mid-Atlantic. CVW began to seek funding to support an expansion of *Keep It Beachy Clean*. The first goal would be to further pilot the program in different communities in Virginia Beach, assess the success of this pilot, and then plan for expansion into other beach communities in Virginia and eventually throughout the mid-Atlantic, depending on interest and funding.



Figure 2: Volunteers from the International Exchange Program, InterExchange, help to place *Keep It Beachy Clean* stickers on beach trash cans.

In December 2016, CVW received sponsorship support from the American Chemistry Council to fund a one-year expansion project of *Keep It Beachy Clean*'s litter prevention and recycling message. This report discusses the 2017 expansion.

Clean Virginia Waterways of Longwood University

Clean Virginia Waterways (CVW) is a statewide nonprofit organization which has as its mission "To enhance the health of Virginia's water resources through pollution prevention, education, and stewardship activities involving Virginians from the classroom to the boardroom."

CVW is affiliated with Longwood University in Farmville, Virginia, and the Ocean Conservancy. Since 1995, CVW has conducted research on several marine debris topics, and has coordinated the International Coastal Cleanup (ICC) in Virginia. Since 1995, more than 98,000 volunteers have removed 4.2 million pounds of litter and debris from Virginia's waterways and beaches during the ICC.

Christina Trapani served as the primary "on-the-ground" director of this project. She is a marine debris researcher and independent consultant for several environmental organizations. Katie Register, Executive Director of CVW, provided oversight, direction and expertise to this project.

About the Virginia Beach Resort Area

Virginia Beach prides itself as being known as one of the cleanest beaches on the East Coast and spends considerable resources to ensure that reputation continues¹. According to the Virginia Beach Convention and Visitor's Bureau, Virginia Beach attracted nearly 6.4 million overnight visitors and 7.5 million day visitors in 2015. It is also the most populous city in Virginia with more than 445,000 year-round residents².

Because Virginia Beach borders both the Atlantic Ocean and Chesapeake Bay, it offers approximately 35 miles of coastline--including the Bayfront community, military bases, the residential North End, Croatan and Sandbridge Beaches, two State parks, a National Wildlife Refuge and the three-mile resort

1 Beck, J. Report: Va. Beach waters among nation's cleanest. (http://pilotonline.com/news/local/environment/report-va-beach-waters-among-nation-s-cleanest/article_4f74b157-5045-515f-8a01-5bcd2861b572.html)

2 VA Beach Convention and Visitors Bureau. <http://www.visitvirginiabeach.com/about-us/connect/research/>

strip at the Oceanfront. Recommended activities for visitors include outdoor recreation, enjoying natural park areas and beach activities. Virginia Beach is also home to several military bases including Dam Neck Fleet Training Center and Joint Expeditionary Base--Ft. Story (Figure 3).

The Virginia Beach tourism industry prides itself on having three beaches to choose from: the Oceanfront, Bayfront and Sandbridge.

The **Virginia Beach Oceanfront** includes the residential areas, Croatan Beach and The North End, along with the Resort Area. The Virginia Beach Resort's boardwalk extends three miles from Rudee Inlet north to 42nd Street. Along the boardwalk there are approximately 50 hotels, more than 100 restaurants, two museums, four concert stages, a fishing pier, a bike path and a beach access at almost every block. All areas of the Oceanfront are open for sunbathing, surfing, beach walking and other outdoor activities.

The **Bayfront** runs along the coast of the Chesapeake Bay. It includes First Landing State Park, which has a campground and large beach area, Ft. Story and the Cape Henry Lighthouses, a few hotels, many restaurants, a large residential area, breweries and retail shops. There are many outdoor, recreational activities available on the Chesapeake Bay and it is often preferred by visitors with small children because of its calmer waters and smaller crowds. The Bayfront Area also includes the Lynnhaven River which offers many opportunities for boating, kayaking, paddleboarding and more.

Sandbridge, at the south end of Virginia Beach, is home to many residential homes as well as many resort rental homes, some of which can sleep more than 20 people. There are a few restaurants and retail stores, a fishing pier, Little Island City Park and the entrance to Back Bay National Wildlife Refuge and False Cape State Park, which are found at the southern end. Sandbridge is considered a great location for birding, nature walks, eco-tours, sunbathing, swimming, surfing, fishing and other outdoor recreational activities.

Mission Statement for the Expansion of Beachy Clean

The mission of the 2017 project was to adapt and test the *Keep It Beachy Clean* message in diverse beach communities in Virginia, and begin to create a plan for expansion into other beach communities. This expansion engaged partners including local governments, visitor bureaus, hotels, restaurants, property management companies, retail stores, recreation-focused businesses and nonprofit organizations all with the goal of reaching beach and resort visitors to influence their behaviors for cleaner, litter-free beaches and water. The 2017 expansion would take place in three Virginia Beach areas: The Oceanfront Resort area, Sandbridge Beach and the Bayfront.



Figure 3: An overview of the Virginia Beach bay and beach shorelines.

Methods and Materials

Methods: 2017 Expansion

The keys to our plan to reach more beach visitors were the development of *Keep It Beachy Clean* materials, and distribution of the materials through an extensive network of partners in the hospitality industry. Our goal is to reach tourists with our *Keep It Beachy Clean* messages while they are on the beach, and also where they eat, drink, shop, sleep, and enjoy the many tourist attractions found in a beach community. In 2015, the Virginia Beach Convention and Visitors Bureau donated graphics, designed by their marketing firm, to the VBHA who in turn, donated them to our program. These graphics were utilized in all materials created for the expansion. In 2015 and 2016, we placed *Keep It Beachy Clean* stickers on beach trash cans and cigarette butt receptacles, placed signage in beach trolleys and used the graphics for a Cigarette Litter Prevention Program in the Resort Area.

In 2017, we interviewed several hotel and restaurant managers and staff regarding what they felt would reach their guests in an effective manner. Several suggestions were made including bar napkins, coasters, magnets and table tents. We also asked about quantities of the materials that they would need to sustain distribution to their guests for the summer. Magnets and window clings seemed the most feasible and manageable, whereas bar napkins and coasters would not only be needed by the thousands, but would be used once and thrown away.

We initially decided on refrigerator magnets, window clings and kids' placemats as well as jar openers. Throughout the summer we also tested paper straws with the *Keep It Beachy Clean* logo on them. Towards the end of the summer, we purchased stickers for locals to display on their cars and other items. The stickers designed for the beach trash cans were also distributed to some residents for their residential trash cans. Details on all of these materials are found in Appendix II.



Figure 4: *Keep It Beachy Clean* materials at the Virginia Beach Hospitality Expo.

We asked hotels to place magnets or clings in each room and we usually supplied them with extras to replace those that might be removed by guests. We packaged placemats in quantities of 250-300 along with a sample pack of other materials and distributed them to restaurants.

Program director, Christina Trapani, attended several events to distribute materials (Figure 4). She also travelled to different areas of Virginia Beach to distribute materials to hotels, restaurants and property management companies.

Materials Used

As mentioned earlier, our goal is to reach tourists with the *Keep It Beachy Clean* messages while they are on the beach, and also where they eat, drink, shop, sleep, and enjoy the many tourist attractions found in a beach community.

To that end, we tailored the *Keep It Beachy Clean* materials for each location.

- **Beach Rental Cottages:** Refrigerator magnets, jar openers, kids' placemats,
- **Restaurants:** Kids' placemats, window clings, paper straws

- **Hotel Rooms:** Refrigerator magnets, window clings, PSAs on TVs in hotel rooms
- **Partners including Hotel Managers and Staff, nonprofit organizations, etc.:** Kits of all *Keep It Beachy Clean* materials, website, digital badges to be used on their webpages
- **Stores:** Window clings
- **Trash Receptacles on the Beach:** Trash can stickers
- **Local residents:** Trash can stickers, stickers for cars & other items, website
- **Beach visitors (general):** Ads in tourist guides, digital ads that showed up on their mobile devices, website, PSAs on TVS in hotel rooms, signs in beach trolleys

These materials were also distributed at conferences and workshops as we spoke about the *Keep It Beachy Clean* campaign to employees of businesses, government agencies, and nonprofit organizations. For details on the distribution of these multi-media materials, please see the Appendix II and III.

Expanding our Partnerships

We signed up new partners through in-person visits as well as through exhibits and presentations at the following events:

- Virginia Beach Hotel Association General Membership Meetings, March 1 (Figure 5), May 18, September 21
- Virginia Beach Program Partners Meeting, March 13
- Bayfront Advisory Commission Meeting, March 15
- Sandbridge Civic League Meeting, March 20
- Sandbridge Small Business Association Meeting, July 13
- 2017 Virginia Beach Hospitality Expo, April 5
- Talk at Lynnhaven Dive Center, April 5
- Stickering the Bayfront with the VB Resort Hotel, May 18
- JDay (a nationwide celebration of the power of international exchange through volunteering) with InterExchange, August 7
- Virginia Wesleyan University Environmental Fair, September 7
- Elizabeth River Project RiverFest, September 17
- Garden Club of Virginia Fall Symposium, September 26 (Figure 6)
- Lynnhaven River Now Fall Festival, October 7
- Old Beach Green Market, several dates



Figure 5: Program Director, Christina Trapani, collects information from hotel managers at a VBHA meeting in March. (Image by Sue Moose)



Figure 6: Katie Register (CVW), Christina Trapani and Virginia Witmer (VACZM), attend the Virginia Garden Club Fall Symposium where *Keep It Beachy Clean* was a featured program. (Image by Garden Club of Virginia)

- Kings Grant Farmers Market, several dates
- VBHA KIBC Beach Cleanup, November 1
- Talk at Virginia Beach Program Partners Meeting, November 13
- Talk at the Alice Ferguson Foundation's 2017 Trash Summit, November 16

Support for the 2017 Beachy Clean Expansion

Our efforts to expand the Keep It Beachy Clean program in 2017 was a success thanks to our many partners and supporters including the following.

Donations & Grants:

The American Chemistry Council's Marine and Environmental Stewardship Program
Virginia Coastal Zone Management Program
Virginia Aquarium & Marine Science Center
Surfrider Foundation, Virginia Beach Chapter
Virginia Beach Hotel Association

In-kind support for Keep It Beachy Clean

G.R.E.E.N. Committee to the Virginia Beach Resort Advisory Commission (GREEN RAC):

This committee includes City staff, City leaders, environmental non-profit organizations, waste management and recycling personnel, Virginia Beach Hotel Association, Virginia Beach Restaurant Association and the general public. They originally created the "Clean Beaches" program that helped to inspire *Keep It Beachy Clean* and will continue to serve as the advisory group for the *Keep It Beachy Clean* implementation in Virginia Beach.

Virginia Beach Hotel Association (VBHA):

The staff of the VBHA (Figure 7) have assisted in implementation of this program through reaching out to their member hotels, including us in their membership meetings and connecting us with their network of associate member organizations. The hotels have been instrumental in communicating the *Keep It Beachy Clean* message to Virginia Beach visitors though placing signage, magnets, clings, rack cards, and other educational materials provided by CVW throughout their properties. The VBHA also placed the *Keep It Beachy Clean* message in the 2016 & 2017 editions of the Virginia Beach Accommodations Directory. 60,000 of these directories were printed each year and it can be found online: http://virginiabeachhotelassociation.com/pdfs/Directory_VBHA2017.pdf.

Virginia Beach Convention and Visitor's Bureau (CVB):

The CVB created and donated the *Keep It Beachy Clean* graphics to the VBHA for use in the CLPP as well as for any additional uses that will benefit Virginia Beach.

The Vacation Channel: In the spring of 2016, The Vacation Channel created and donated four public service announcements (PSAs) about *Keeping It Beachy Clean* that were shown in hotels that subscribed to their channel (Appendix III). We hope to continue to work with The Vacation Channel as the program grows. The 2016 PSAs can be viewed here: <http://www.vacationchannels.com/videos/beachy-clean/>



Figure 7: From left to right, VBHA Executive Director, Diana Burke; Keep It Beachy Clean Program Director, Christina Trapani; VBHA Executive Office Manager, Deborah Buringa. (Image by Henry Richardson)

Virginia Aquarium & Marine Science Center: The Virginia Aquarium & Marine Science Center offered support to *Keep It Beachy Clean* through donations towards the trolley signs and kids' placemats. They also arranged for us to meet with their ad agency to discuss ways in which we could effectively get the message out to beach visitors.

Surfrider Foundation, Virginia Beach Chapter: The Virginia Beach Chapter donated funds to *Keep It Beachy Clean* in 2017. They also used the *Keep It Beachy Clean* graphics and messaging for some aspects of their Cigarette Litter Prevention Program at the Oceanfront in 2017.

Vista Graphics: This company prints destination guides throughout Virginia and in four additional states. They generously donated advertising space in their *Virginia Beach Visitors Guide* in 2016 and 2017 (Figure 8). These Visitors Guides are available in 388 locations including beach hotels as well as online: https://issuu.com/vgnet/docs/vbvg17_vbook.

Sandbridge Events and Gift Baskets: Owner, Summer Lane, has been very supportive of the *Keep It Beachy Clean* program. She creates gift baskets that are given to renters of beach resort properties (Figure 9). She included the recycled tire jar openers, kids' placemats, refrigerator magnets and some rack cards that had been printed in 2015 for the CLPP. She also helped put stickers on beach trash cans and has distributed stickers to some residents of Sandbridge for the residential trash cans.



Figure 8: *Keep It Beachy Clean* tips in the Summer 2017 Virginia Beach Visitors Guide.



Figure 9: Images of a gift basket for a rental property including a *Keep It Beachy Clean* jar opener (images by Summer Lane).

Results

Virginia Beach is the largest city in Virginia with 450,000 residents and one of the most frequently visited resort areas in the mid-Atlantic with 6.4 million overnight visitors and an additional 7.5 million day visitors (CVB). Implementing a program in an area of this size was a greater challenge than we expected. With the help of organizations such as VBHA, the G.R.E.E.N. Committee and others, we accomplished significant coverage of the resort area. It is unknown how many visitors were reached during the summer season of 2017 but we can guess by looking at the number of visitors vs. the number of participating hotels & other businesses that more than one million guests would have been exposed to the message in some form.

We feel that the *Keep It Beachy Clean* program has the potential to be a very effective tool in influencing behavior change among beach visitors and even locals. While its implementation is still in its beginning stages, we now have a more informed picture of how the hospitality industry is reaching beach visitors and we can now take this knowledge and improve our implementation strategies for 2018. We also have a better head start on the 2018 season with approximately 95 hotels, restaurants, etc. already participating and aware of the program.

Based on feedback from participating businesses, *Keep It Beachy Clean* offers a positive and effective message for their customers, and the businesses were eager to partner with us (Figure 10).

For example, of the 45 restaurants we approached, 44 took the kids placemats. Some restaurants didn't have kids' placemats and were excited to use these. Some had to purchase the crayons to go along with them. In total, 12,050 were distributed to restaurants, 100 to Sandbridge Events for gift baskets going to rental homes, 250 were given to Lynnhaven River Now (a local environmental group) for use during some of their programs, and 50 were given to a dolphin watch boat for a total of 12,450 (Table 1). Other placemats were distributed at events for kids to take home with them.



Figure 10: A very enthusiastic hotel manager placed a *Keep It Beachy Clean* cling along with a CLPP poster between two elevator doors at the Days Inn Oceanfront.

Business Type	# Participants	Magnets	Window Clings	Placemats
Restaurants (Oceanfront)	30			8100
Restaurants (Bayfront)	12			2800
Restaurants (Sandbridge)	4			900
Hotels (Oceanfront)	34	2835	1335	
Hotels (Bayfront)	1	300	310	
Real Estate Management (Sandbridge)	3	800	25	
Real Estate Management (North End)	1	100		
Other	10	280	44	650
Totals	95	4315	1714	12450

Table 1: An overview of the number of participants and the number of materials distributed in 2017.

We asked hotels and property management companies if they would be willing to display *Keep It Beachy Clean* magnets or window clings in their rooms/rental homes. Many of them agreed to do so. The magnets were more popular with properties and 4,315 were distributed. 16 hotels took about 1600 clings to place in their guest rooms and/or around their properties. Some of the

clings were placed on refrigerators and others on balcony doors.

Feedback

“The VBHA is a proud supporter of the Keep It Beachy Clean program. Having clean beaches is a necessity for the tourism industry. All the efforts put towards supporting this campaign have been very fruitful and we hope the program grows each year.”

Diana Burke, Executive Director
Virginia Beach Hotel Association

“I think that the Beachy Clean campaign has been wonderful for Virginia Beach. Our guests enjoy the in room magnets and we often hear them comment on the signs in the public areas. The ashtrays leading to/from the beach are being used and we have found less cigarette butts on the beach because of this promotion. Our staff, as locals, also have the message and I think that helps everyone! One guest, took a picture of the Pelican poster and shared it on Social Media with 1000's of their friends viewing it!”

Stacey Shiflet, Managing Director
Virginia Beach Resort Hotel and Conference Center

“Sandbridge rental guests need to be informed about keeping our beach clean. The items that I added to my gift baskets were perfect. They enjoyed the fact that all of it was made from recycled material. I would love to continue adding your stuff to all of my gift baskets whether for locals or vacationing guests.”

Summer Lane, Owner
Sandbridge Events & Gift Baskets

“One of the basic strengths of the Virginia Beach Tourism Industry is our long recognized pristine beaches. The Beachy Clean program has been a wonderful component of our outreach to residents and visitors alike. Not only does it encourage the public to help keep our beaches litter free, it also reinforces what most people already know--Virginia Beach is a very clean place.”

John Uhrin
City Councilman, City of Virginia Beach
Director of Operations, Schooner Inn

“The Virginia Aquarium & Marine Science Center is proud to be a participant in the Keep It Beachy Clean program. As our mission is to inspire conservation of the marine environment through education, research and sustainable practices, we always seek ways to teach about the perils of marine debris, especially single use plastics and cigarette butts. Keep It Beachy Clean is a great way to share this message.”

Caryl Thompson, Marketing Director
Virginia Aquarium & Marine Science Center

“The Virginia Coastal Zone Management Program is very excited about the potential of Keep It Beachy Clean to expand into more coastal communities in Virginia and the Mid-Atlantic states. Like Clean Virginia Waterways, we also believe that working with “mid-stream” audiences (e.g., restaurants, hotels, resorts) is an effective and efficient way to reach the target audience--beach visitors. We have provided support for Keep It Beachy Clean since it aligns with the goals found in the Virginia Marine Debris Reduction Plan, published by the VA CZM Program in 2014.”

Virginia Witmer, Outreach Coordinator
Virginia Coastal Zone Management Program
Virginia Department of Environmental Quality

Challenges:

Keep It Beachy Clean program implementation started later in the year than expected. Most of the materials were distributed in June - August instead of March - May as hoped. Some of this was due to design and print times that took longer than expected. In early 2017, we were also testing new materials and seeking feedback from hotel and restaurant managers. In 2018, we plan to start materials distribution in February - March.

Many of the larger hotel and restaurant chains have branding rules that do not allow for materials to be placed in the rooms or in some cases, anywhere on the property. In a few cases, the restaurant located within the hotel was able to participate, but not the hotel itself. This suggests that targeting independent hotels might be a more efficient use of our limited resources.

We found that simply distributing the materials does not necessarily mean that they would be displayed properly or at all. We will work to put together a volunteer team to actually place magnets and clings in business windows in 2018.

Plans for Expansion in 2018

The NOAA Marine Debris Program invited Clean Virginia Waterways to submit a full proposal to its Marine Debris Prevention Grant that would provide funding for a three-year expansion of *Keep It Beachy Clean* (August 2018 to July 2021). If we are successful, we intend to hire a professional firm with expertise in Community-Based Social Marketing to help us further test the effectiveness of the *Keep It Beachy Clean* messages and multi-media materials in terms of influencing the behavior of beach visitors. We will then adjust the materials as needed, and complete a business plan prior to a larger roll out. This grant requires a 1:1 match.

Our mid-term (5-year) goal is to roll out the *Keep It Beachy Clean* program in other locations within Virginia and in neighboring states while maintaining its message. We also need to create a business plan for expansion that is financially sustainable.

Another priority for implementation in 2018 will be to build a volunteer team to maximize coverage in Virginia Beach. We would like to have implementation teams in each area including Sandbridge, Croatan, Resort Area, North End, Bayfront. These volunteers would have local knowledge of their specific area allowing them to introduce the program in areas that the Program Director may not be aware of. The **Implementation Team** would help to place trash can stickers (Figure 11), distribute materials, place clings in business windows and keep restaurants stocked with placemats. Lynnhaven River Now (a local environmental non-profit organization) has offered the help of their volunteers for 2018 to assist in placing clings in local businesses as well as involving partner middle and high schools in trash can sticker placement.



Figure 11: A volunteer places stickers on beach trash cans near her residential home on the North End of the Resort Beach.

We would also like to form an **Outreach and Education Team** to attend events with either industry or beach visitors. Attending different events, especially those with an environmental theme, is an effective way of getting the word out about the program. Attending events that occur within the different beach communities will also help us reach visitors as well as locals.

A **Social Media Team** could assist with getting word out via our Facebook, Twitter and Instagram accounts. A team member from each area could help with reaching a more diverse audience. Several organizations asked us to write blog posts for their website or articles for their newsletters. Members of this team could assist with this aspect of social media marketing as well. Building these local teams will help inform our larger plans: how to roll out the *Keep It Beachy Clean* program in other locations.

Additionally, we plan to form more partnerships in 2018. We plan to reach out to the Convention and Visitors Bureau, the Virginia Beach Restaurant Association, the Virginia Beach Retailers Association, Virginia Beach Lifeguards and Virginia Tourism Corporation. A chapter of the Virginia Green Travel (VGT) Program is forming in Virginia Beach; we have already spoken with the leadership of VGT about working with this new chapter to bring awareness to both programs. We expect that participation in the *Keep It Beachy Clean* program can become a requirement or at least a recommendation for hotels and restaurants interested in becoming Virginia Green Certified. We would also like to work with more City departments such as Resort Parking and Parks and Recreation to utilize their resources as well as placing information on more city run properties.

Appendix I: Keep It Beachy Clean Graphics

KEEP IT BEACHY CLEAN

THANKS!

There's a sea turtle out there who's better off now.

Virginia Beach Hotel Association

KEEP IT BEACHY CLEAN

THANKS!

You just made a dolphin very happy.

Virginia Beach Hotel Association

KEEP IT BEACHY CLEAN

THANKS!

You just made a school of fish very proud

Virginia Beach Hotel Association

KEEP IT BEACHY CLEAN

THANKS!

You just kept a pelican from making bad choices.

Virginia Beach Hotel Association

KEEP IT BEACHY CLEAN

THANKS!

You just kept a seahorse from looking trashy.

Virginia Beach Hotel Association

KEEP IT BEACHY CLEAN

THANKS!

You just made a whale want to come back next year.

Virginia Beach Hotel Association

THANKS!

You just saved a sand fiddler from smoking.

Virginia Beach Hotel Association

KEEP IT BEACHY CLEAN

THANKS!

Nobody wants to feel a butt between their toes.

Virginia Beach Hotel Association

KEEP IT BEACHY CLEAN

Appendix II: Keep It Beachy Clean Materials, Refrigerator Magnets

We printed 7500 refrigerator magnets with four different designs and distributed them to 23 hotels, four property management companies, 40 restaurants and the general public. With the help of the VBHA, we distributed magnets to hotels that placed them on refrigerators in each room. Three property management companies in Sandbridge and one at the Virginia Beach North End took magnets to place in their resort rental properties. Every restaurant that received placemats also received the sample pack of items that included 2-4 refrigerator magnets. Magnets were also distributed to general public by Eco Maniac Company during various events in Virginia Beach as well as by the VBHA during some of their events. The magnets were more popular with hotels and property management companies than the window clings that we also offered. They also appear to be popular with beach visitors, as several hotels and property management companies told us that the magnets were being “taken home” by their guests.



Left: Four Keep It Beachy Clean magnet designs; Below: Virginia Beach Resort Hotel shares a magnet photo on Instagram.



Appendix II: Keep It Beachy Clean Materials, Jar openers

We purchased 300 jar openers (made from recycled tires) with the *Keep It Beachy Clean* logo and website. The majority of these were distributed at the Virginia Beach Hospitality Expo--an event that brought more than 500 hotel and restaurant staff and management together for education and sharing of resources. We also gave 75 jar openers to Sandbridge Events to place in gift baskets going to resort rental properties. Others were distributed to various hotel and restaurant managers.

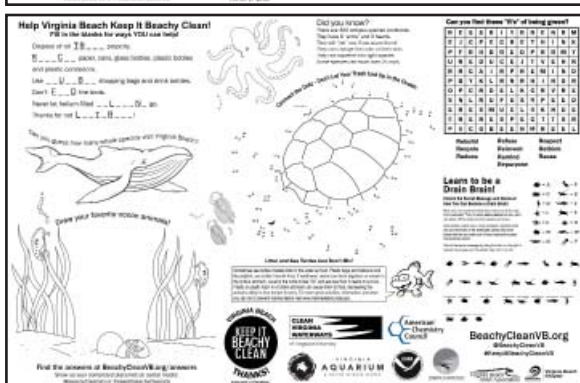
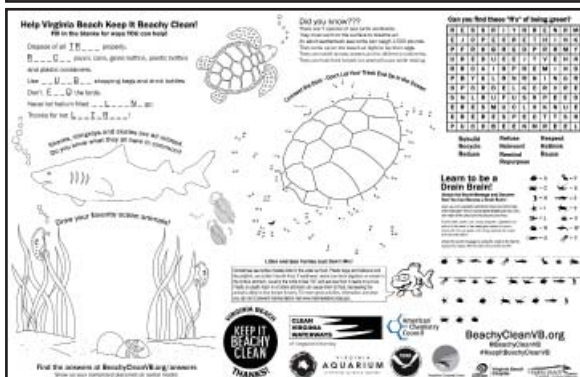
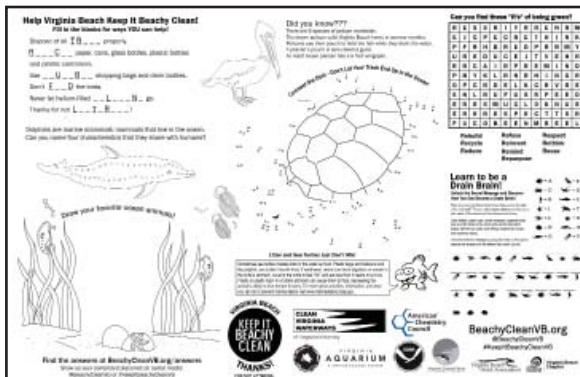


Top left: The jar opener; Below right: Each jar opener had a sticker on the back explaining that they were made from recycled tires; Bottom left: Jar openers were used as give-aways at some special events.



Appendix II: Keep It Beachy Clean Materials, Kids' Placemats

We designed kids' placemats to be distributed to resort-area restaurants. The Virginia Aquarium donated some graphics and activities. The NOAA Marine Debris Program gave us permission to use some of the games found in their *Understanding Marine Debris Activity Book*. Christina Trapani also created some games and trivia, and laid out three different designs which all included sponsor and supporter logos. We printed 25,000 placemats on 11"x17" paper, packaged them in groups of 250-300 along with a *Keep It Beachy Clean* sample pack, and distributed them to three restaurants in Sandbridge, 11 in the Bayfront Area and 30 restaurants at the Oceanfront. Of the 45 restaurants we approached, only one declined. Many restaurants didn't have kids' placemats and were excited to use these. As we did not distribute crayons, some restaurants had to purchase them. In total, 12,050 were distributed to restaurants, 100 to Sandbridge Events for gift baskets going to rental homes, 250 were given to Lynnhaven River Now for use during some of their programs and 50 were given to a dolphin watch boat for a total of 12,450. Other placemats were distributed at events for kids to take home with them. The answers to the puzzles can be found on the website: <https://beachycleanvb.org/answers/>. The placemats are available on the *Keep It Beachy Clean* website for download by restaurants who would like to print their own as many expressed an interest in placing their kids' menu on the back side. The downloadable versions are available in 11"x17", 11"x14" and 8.5"x11".



Left: Three different placemats were created featuring different animals; Below: a screenshot of the website with the placemat answers.

Placemat Answers

We hope you enjoyed the Keep It Beachy Clean placemat! Answers are below. Show us your completed placemat on social media by tagging @BeachyCleanVB or using the hashtag #KeepItBeachyCleanVB. Let us know where you got your placemat too!

Help Virginia Beach Keep It Beachy Clean!
Fill in the blanks for ways YOU can help!

Dispose of all **T**RASH properly.
R...C...Y...C...L...E...
Use **R**EUSABLE shopping bags and drink bottles.
Never let helium-filled **B**ALLOONS go.
Thanks for not **L**ITTERING!

RECYCLE paper, cans, glass bottles, plastic bottles and plastic containers. Don't forget to leave the bottle caps on your plastic bottles. They can be recycled too!

Use **REUSABLE** shopping bags and drink bottles. This is a great way to reduce waste and help keep our beaches after free!

Don't **FEED** the birds. Feeding the birds can have negative consequences for the birds and our waterways!

Never let helium-filled **BALLOONS** go. What goes up, will come down and end up as beach litter. Enjoy your balloons and pop them and trash them when you're done!

Thanks for not **LITTERING**! Thanks for keeping Virginia Beachy Clean!

Recycle! Reduce! Reuse!

Can you find these "R's" of being green?

R	E	S	T	I	V	R	E	N	T	R	M
C	J	C	P	C	E	T	M	I	N	S	
P	F	H	B	R	E	D	P	R	A	M	Y
U	S	E	D	C	E	J	T	V	E	H	R
R	R	C	A	I	N	P	S	E	M	I	N
P	D	R	A	N	R	H	I	N	G	R	
O	P	C	R	O	L	K	C	R	V	E	
S	N	L	A	U	P	S	P	F	C	D	
R	R	E	S	M	U	C	L	O	K	N	U
R	R	E	R	E	S	P	E	C	T	V	E
P	V	C	O	B	E	N	M	R	E	S	R

Recycle! Reduce! Reuse!

Learn to be a Drain Brain!

Match the Beach Message and Character!

How Do We Become a Drain Brain?

1 - A
2 - B
3 - C
4 - D
5 - E
6 - F
7 - G
8 - H
9 - I
10 - J
11 - K
12 - L
13 - M
14 - N
15 - O
16 - P
17 - Q
18 - R
19 - S
20 - T

ALWAYS PUT YOUR TRASH IN A TRASH CAN!

Trash cans and recycle bins are available on most beaches in VB!

Can you guess how many whale species visit Virginia Beach?

This is kind of a complicated question!

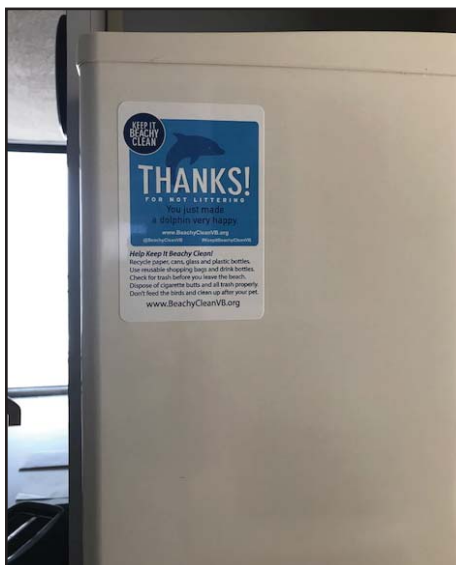
First of all, there are two types of whales, toothed whales (whales that use teeth to grab their prey, usually) and baleen whales (large whales that hunt small prey and use baleen

Appendix II: Keep It Beachy Clean Materials, Window clings

We created several window clings for distribution. We printed 4"x6" clings-- some of which were to be placed on the inside of a window, and the others were to be placed on the outside. These clings had the *Keep It Beachy Clean* graphics along with tips, website and social media information. We also created five designs for a 4"x4" cling that could be on the inside of a window facing outward. These clings had a different message on each design.

16 hotels took about 1600 clings to place in rooms and/or around their properties. Some of the clings were placed on the refrigerators, others on the balcony doors. Some were placed on the balcony sliding glass doors, others were placed on room refrigerators. Clings were also distributed to restaurants in the sample packs with the placemats. While the clings were popular, they were less popular than the magnets.

Clockwise from top left: the 4"x6" cling design; five 4"x4" cling designs; a cling on a store door in Sandbridge; a cling on a hotel room refrigerator.



Appendix II: *Keep It Beachy Clean* Materials, Trash can stickers

We printed 1,200 11"x11" vinyl stickers to place on beach trash cans. The stickers are similar to the stickers printed by the CVB in 2015. The new stickers include the *Keep It Beachy Clean* website information. Trash can stickers were placed by several volunteers on cans at the Bayfront, Sandbridge, North End and Oceanfront. We also began to distribute some stickers to residents for their residential trash cans, especially in Sandbridge and the North End where street parking in residential areas for beach visitors is very common.

Clockwise from top left: Stickers on beach access trash cans in Sandbridge; volunteers place stickers on cans at the Bayfront; sticker on a residential trash can; InterExchange volunteers place stickers at the resort beach; trash can sticker on a dolphin watch boat.



Appendix II: Keep It Beachy Clean Materials, Stickers (for cars & other items)

Throughout the process of engaging hotels and restaurants in the expansion area, we were often asked by staff and other locals if we had any stickers that they could place on their vehicles. A few even took window clings and magnets to place on their vehicles. We designed two 3"x6" stickers and printed 1000 with *Keep It Beachy Clean* tips and sponsors printed on the back. These stickers are often handed out at events or through the VBHA. Some of these stickers ended up on laptops, cars, and other items.



Clockwise from top left: sticker designs; on a bumper; on a reusable bottle; on a laptop.



Appendix II: Keep It Beachy Clean Materials, Keep It Beachy Clean sample packs

Envelopes containing samples of window clings and magnets along with information about the program and a business card for contact information were distributed to approximately 60 hotels and restaurants. Many were distributed through the VBHA and with the kids' placemats.



Appendix II: *Keep It Beachy Clean* Materials, Beach trolley signs

We designed and purchased signs to be placed in the trolleybuses that carry visitors up and down the main resort strip as well as to the Bayfront. Two signs, measuring 7.5" x 24," went into 14 trolleys for the duration of the summer. According to Hampton Roads Transit, ridership for these trolleys during the 2017 season was 238,038.

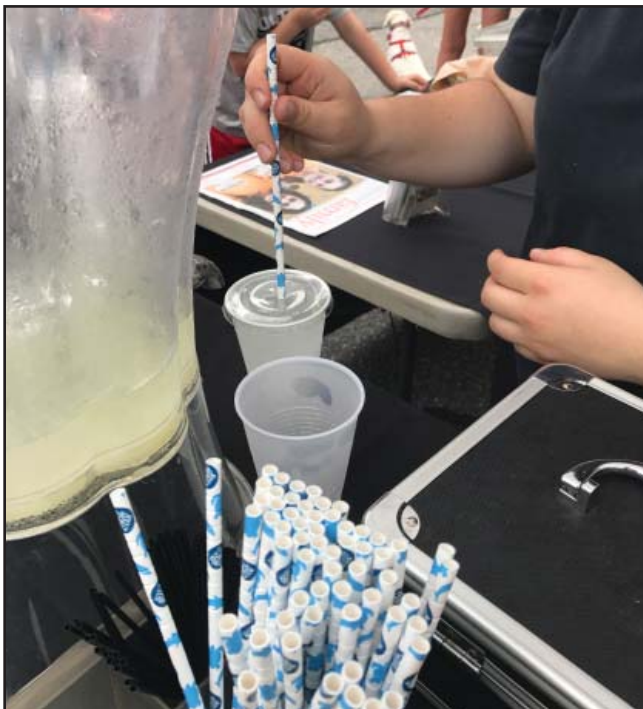
Top four images: Examples of each sign in the beach trolleys; bottom: an image of a trolley on Atlantic Ave.



Appendix II: *Keep It Beachy Clean* Materials, Paper Straws

We designed and purchased 19,200 paper straws with the *Keep It Beachy Clean* message. These were distributed to our partnering restaurants, and were also included in gift baskets going to resort rental properties. Others were distributed at conferences and workshops as we spoke about the *Keep It Beachy Clean* campaign to employees of businesses, government agencies, and nonprofit organizations.

Clockwise from top left: A close up of the paper straw; Norah enjoying a sip of soda from a paper straw; a container of paper straws at an oceanfront restaurant; paper straws being used at a local farmers' market.



Appendix II: Keep It Beachy Clean Materials, Educational Banner

We designed and had printed a large banner that was displayed at events and when we spoke to groups. It included several *Keep It Beachy Clean* tips as well as our major supporters and sponsors.

KEEP IT BEACHY CLEAN

THANKS!
FOR NOT LITTERING
You just made a dolphin very happy.

www.BeachyCleanVB.org
@BeachyCleanVB #KeepItBeachyCleanVB

Help Keep It Beachy Clean!
Dispose of cigarette butts and all trash properly.
Recycle paper, cans, glass and plastic bottles.
Use reusable shopping bags and drink bottles.
Check for trash before you leave the beach.
Don't feed the birds and clean up after your pet.

Keep It Beachy Clean Virginia Beach is Supported by

For information on ways you can support Keep It Beachy Clean in Virginia Beach, contact beachycleanvabeach@gmail.com.

The mission of Keep It Beachy Clean Virginia Beach is to reduce beach litter and maintain good water quality by reaching beach visitors through partnerships, education and positive messaging in the resort area and other beach communities within Virginia Beach.

www.BeachyCleanVB.org

Left: The banner design; Below: The banner at the Virginia Beach Hospitality Expo and (bottom right) at the VBHA's Keep It Beachy Clean Beach Cleanup.



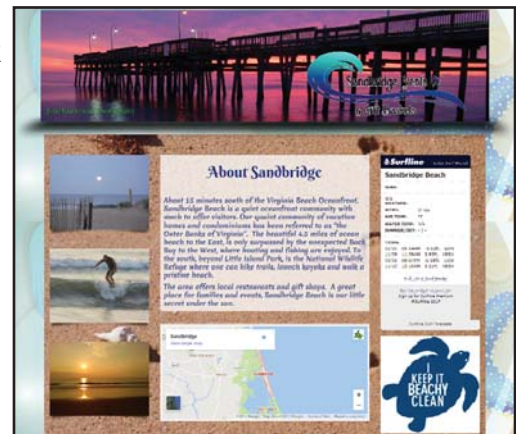
Appendix III: Keep It Beachy Clean Digital & Social Media

Website: We created beachycleanvb.org in 2016 to help disseminate information about the program as well as other programs in the City that were involved in clean water and litter free beaches. In 2017, we expanded the website to include sponsor and participant pages, upcoming events (cleanups, etc.), answers to the placemat puzzles and how to sponsor the program. We plan to continue to build this website to become more interactive for users who are interested in *Keep It Beachy Clean!*
<https://beachycleanvb.org/>

Social Media: The *Keep It Beachy Clean* program utilizes social media for education, awareness and to advertise upcoming events. We currently have Facebook, Twitter and Instagram. In late 2017, we brought on a volunteer to assist with keeping up with social media and researching ways to utilize social media to reach beach visitors before their visit.
<https://www.facebook.com/BeachyCleanVB/>
<https://twitter.com/BeachyCleanVB>
Instagram: @BeachyCleanVB

Digital Ads: In August 2017, we worked with Pilot Media to create digital ads that would be shown on cell phones and tablets through apps and certain media outlets. Pilot media was able to take the *Keep It Beachy Clean* graphics and animate them creating cute and positive messages to people in selected areas of the Bayfront and Sandbridge. The ads received 50,000 impressions with a click rate back to the website of 0.33%. This click rate is considered average for this type of ad.

Website Badges: We created several website badges (below) that could be used by businesses and organizations to link back to the *Keep It Beachy Clean* website. The badges are available on the website for download.



Vacation Channel Videos: The Vacation Channel is a travel network that offers informative videos through a channel that is subscribed to by hotels at the Oceanfront. There are currently approximately 20 subscribers. In 2016, The Vacation Channel generously donated time and skill to create four PSAs to be played in subscribing Oceanfront hotels. The videos are now also available on YouTube for sharing through social media. vacationchannels.com/videos/beachy-clean/



Beachy Clean | Recycle



Beachy Clean | Reusable Bags and Bottles