

HAMPTON ROADS ENVIRONMENTAL EDUCATION IMPLEMENTATION STRATEGY FY 2005 - 2006



PEP06-05

HAMPTON ROADS PLANNING DISTRICT COMMISSION

CHESAPEAKE

REBECCA C.W. ADAMS
AMAR DWARKANATH
* CLIFTON E. HAYES, JR.
ANNE F. ODELL
ELLA P. WARD

FRANKLIN

JOSEPH J. SCISLOWICZ
* ROWLAND L. TAYLOR

GLOUCESTER COUNTY

JOHN J. ADAMS, SR.
* WILLIAM H. WHITLEY

HAMPTON

* RANDALL A. GILLILAND
ROSS A. KEARNEY, II
JESSE T. WALLACE, JR.

ISLE OF WIGHT COUNTY

W. DOUGLAS CASKEY
* STAN D. CLARK

JAMES CITY COUNTY

* BRUCE C. GOODSON
SANFORD B. WANNER

NEWPORT NEWS

CHARLES C. ALLEN
* JOE S. FRANK
RANDY W. HILDEBRANDT

NORFOLK

ANTHONY L. BURFOOT
* PAUL D. FRAIM
DR. THERESA W. WHIBLEY
REGINA V.K. WILLIAMS
BARCLAY C. WINN

POQUOSON

* CHARLES W. BURGESS, JR.
GORDON C. HELSEL, JR.

PORTSMOUTH

JAMES B. OLIVER, JR.
* DOUGLAS L. SMITH

SOUTHAMPTON COUNTY

ANITA T. FELTS
* MICHAEL W. JOHNSON

SUFFOLK

LINDA T. JOHNSON
* JAMES G. VACALIS

SURRY COUNTY

* TYRONE W. FRANKLIN
JUDY S. LYTTLE

VIRGINIA BEACH

HARRY E. DIEZEL
ROBERT M. DYER
BARBARA M. HENLEY
* LOUIS R. JONES
MEYERA E. OBERNDORF
JAMES K. SPORE
JOHN E. UHRIN

WILLIAMSBURG

* JACKSON C. TUTTLE, II
JEANNE ZEIDLER

YORK COUNTY

* JAMES O. McREYNOLDS
THOMAS G. SHEPPERD, JR.

* EXECUTIVE COMMITTEE MEMBER

PROJECT STAFF

ARTHUR L. COLLINS

JOHN M. CARLOCK, AICP
AIMEE W. HADFIELD
JULIA B. HILLEGASS
CLAIRE JONES, AICP
SARA KIDD
JENNY TRIBO
ERIC J. WALBERG
LAURA M. WHEELING

MARLA K. FRYE

ROBERT C. JACOBS
MICHAEL R. LONG
BRIAN MILLER
RACHAEL V. PATCHETT

EXECUTIVE DIRECTOR/SECRETARY

DEPUTY EXECUTIVE DIRECTOR, PHYSICAL PLANNING
ENVIRONMENTAL EDUCATOR
SENIOR PLANNER, ENVIRONMENTAL EDUCATION
PHYSICAL AND ENVIRONMENTAL PLANNER
ENVIRONMENTAL GIS PLANNER
PHYSICAL AND ENVIRONMENTAL PLANNER
PRINCIPAL PHYSICAL PLANNER
PHYSICAL AND ENVIRONMENTAL PLANNER

ADMINISTRATIVE ASSISTANT

DIRECTOR, COMPUTER GRAPHICS & REPROGRAPHIC SERVICES
GRAPHIC ARTIST/ILLUSTRATOR TECHNICIAN
GRAPHIC TECHNICIAN
REPROGRAPHIC SUPERVISOR

**Hampton Roads Regional Environmental Education
Strategy
Implementation Report
FY 2005-2006**

**Preparation of this report was included in the
HRPDC Unified Planning Work Program for FY 2006-2007,
approved by the Commission at its
Executive Committee Meeting of March 15, 2006.**

Prepared by the Staff of the
Hampton Roads Planning District Commission

October 2006

REPORT DOCUMENTATION

TITLE:

Hampton Roads
Regional Environmental Education
Strategy Implementation Report: FY 2005-2006

REPORT DATE

October 2006

AUTHORS:

Aimee W. Hadfield
John M. Carlock
Julia B. Hillegass
Claire Jones
Eric Walberg
Laura V. Wheeling

ORGANIZATION:

Hampton Roads Planning
District Commission
723 Woodlake Drive
Chesapeake, Virginia 23320
(757) 420-8300
www.hrpdc.org

ABSTRACT

The **Hampton Roads Regional Environmental Education Strategy** report serves as a foundation on which to build regional environmental education programs. This report summarizes the events, activities, and educational programs conducted by and with the Hampton Roads Planning District Commission (HRPDC), Physical and Environmental Planning Department in cooperation with the region's localities during Fiscal Year 2005-2006. Annual Reports from three of the region's environmental education committees, Hampton Roads Water Efficiency Team (HR WET), the Regional Stormwater Management Public Information and Education Subcommittee (HR STORM) and HR CLEAN, (the region's committee on waste management, litter prevention and beautification) are also included in this report.

ACKNOWLEDGMENTS

This report was prepared by the Hampton Roads Planning District Commission (HRPDC) Physical and Environmental Planning Department and in partnership with the sixteen member localities.

Preparation of this report was included in the HRPDC Unified Planning Work Program for FY 2006-2007, approved by the Commission at its Executive Committee Meeting of March 15, 2006.

TABLE OF CONTENTS

INTRODUCTION.....	1
THE PROCESS	1
THE REGIONAL ROLE	2
PROGRAM ELEMENTS	3
SPECIAL PROJECTS	6
CONCLUSION	8

APPENDICES

HR WET Hampton Roads Water Efficiency Team FY 2005-2006

**HR STORM Hampton Roads Regional Stormwater Education Initiative
FY 2005-2006**

**HR CLEAN Hampton Roads Regional Litter Prevention & Recycling
Education Initiative FY 2005-2006**

INTRODUCTION

The Hampton Roads Planning District Commission (HRPDC) continues to coordinate various environmental education initiatives to address identified needs throughout the region. The main initiatives center on the issues of water conservation, stormwater pollution prevention, waste management, litter prevention and beautification. Monthly meetings of the Hampton Roads Water Efficiency Team (HR WET), the Regional Stormwater Management Public Information and Education Subcommittee (HR STORM), and HR CLEAN (the region's committee on waste management, litter prevention and beautification) allow for regional program coordination, idea exchange, and networking. A few of the other education initiatives include Green Infrastructure and Conservation Corridors, the Southern Watershed Area Management Program (SWAMP), and HR FOG (Fat, Oil, Grease). This report documents the regional strategy in its current state of implementation and expansion as a direct response to the environmental education recommendations of the Physical & Environmental Planning Strategic Planning Committee and individual committees.

THE PROCESS

Representatives of the regional environmental committees participate annually in assisting the HRPDC staff to design its comprehensive work program. The HRPDC work program continues to include environmental education as a high priority activity identified previously through the committees' strategic planning process. This initiative, designed to further improve the functioning and organization of the regional environmental committee structure, began during FY 2000-2001 and continues. Representatives from the regional environmental committees, including the Hampton Roads Chesapeake Bay Committee, the Regional Stormwater Management Committee, the Directors of Utilities Committee, HR FOG, HR WET, HR STORM, and HR CLEAN were asked to participate in a series of sessions to address the current committee structure and other issues pertaining to information dissemination and project enhancement. This effort is an ongoing process, which encourages participants to share ideas and strategies, both in the formal planning process and throughout the course of normal activities. Recommendations developed to date include continuation of the joint monthly meetings of the regional environmental committees.

In an effort to coordinate a more comprehensive program, the three distinct efforts conducted by HR WET, HR STORM, and HR CLEAN are combined as appropriate to efficiently utilize member expertise and resources. Internally, the three combined efforts are referred to as HR³. The goal continues to be development and enhancement of a comprehensive environmental education strategy and coordination of activities in cooperation with representatives of the region's sixteen local governments. All three committees have embraced this effort and continue to streamline and combine efforts where practical, while pursuing their individual committee goals.

Those goals are achieved through media contracts, which continue to be developed annually using this approach. By doing so, each committee experiences considerable savings. Further collaborative efforts this past year have included

continuation of an environmental mini-grant program and joint print advertising in regional publications.

It is anticipated that overall strategic planning efforts for Physical and Environmental Planning, as well as the educational programs, will continue as long as support exists from the member communities that participate in the efforts.

THE REGIONAL ROLE

Committee deliberations and discussions have influenced the evolution of the various regional environmental education initiatives. The regional programs (HR WET, HR STORM, and HR CLEAN) all enhance and support, rather than duplicate local program efforts. Program coordination includes active participation from staff in each of the affected localities, as well as other regional entities, and involves partnerships with federal and state agencies and the private sector, where appropriate.

Various regional agencies already conduct public information and education programs addressing their specific program responsibilities. They include the Hampton Roads Sanitation District (wastewater, wastewater reuse, and related issues) and the Southeastern Virginia (SPSA) and Virginia Peninsulas (VPPSA) Public Service Authorities (solid waste, recycling, hazardous and other special wastes). Regional environmental education efforts managed by the HRPDC are coordinated with these other regional programs as appropriate.

Each of the participating local jurisdictions operates environmental education programs at some level that address water conservation, stormwater pollution prevention, waste management, litter prevention and beautification and other specific topics. Programs coordinated by the HRPDC seek to enhance and bolster these efforts, avoiding duplication and improving program delivery.

Finally, where state and federal agencies and private entities conduct educational programs in support of their programmatic efforts, partnerships have been developed to enhance local and regional efforts. Regional programs have adapted materials developed through such groups to the special interests and needs of the Hampton Roads region. The HRPDC works with those same agencies and groups to ensure that educational and training opportunities are available to the local governments and citizens of Hampton Roads. These groups and committees are continually working together to develop the most comprehensive and regionally consistent messages.

PROGRAM ELEMENTS

Websites

In addition to utilizing the HRPDC website to disseminate information, HR WET, HR STORM, and HR CLEAN have all developed websites for their respective messages. All of the sites link to the HRPDC website, as well as to localities and area environmental groups. Use of this technology offers another mechanism for distributing educational materials to the public. Publications, contact information and presentations are also included. Quarterly reviews of the web statistics offer information about user trends as related to pages viewed and documents downloaded, and serve as a guide to the validity of the site information. The websites are constantly being enhanced and upgraded to encourage repeat visits.

HRPDC Newsletter

The HRPDC Quarterly Newsletter, Hampton Roads Update, is a publication that reports on the activities and studies of the various HRPDC Departments, including the Physical & Environmental Planning Department. Articles highlight activities and studies coordinated by the HRPDC staff and the various environmental committees. New and innovative regional education programs are documented, as well as events participated in by the committees and or staff, and recognitions received during the quarter.

Committee Meetings

The sixteen member localities are represented on the various program committees that meet monthly. The monthly meetings provide an opportunity to exchange information about successful techniques, program activities, associated utility structures and policies and related activities. HR WET, HR STORM, and HR CLEAN each meet separately once each month and jointly on an annual basis. Participants are provided meeting summaries and budget reports, updates on regional program and project status, quarterly and annual reports, and are encouraged to share local project status reports. Joint meetings are utilized to address areas of common interest.

Publications

Publications, including fact sheets, brochures, guides, and program reports, that are region specific, yet still generic enough to be distributed by all localities within the region, have been developed for HR WET, HR STORM, and HR CLEAN. Joint publications such as a tip sheet with a collaboration of suggestions to local citizens to save money and resources and the Family Activity Book provide comprehensive sources of regionally consistent environmental information.

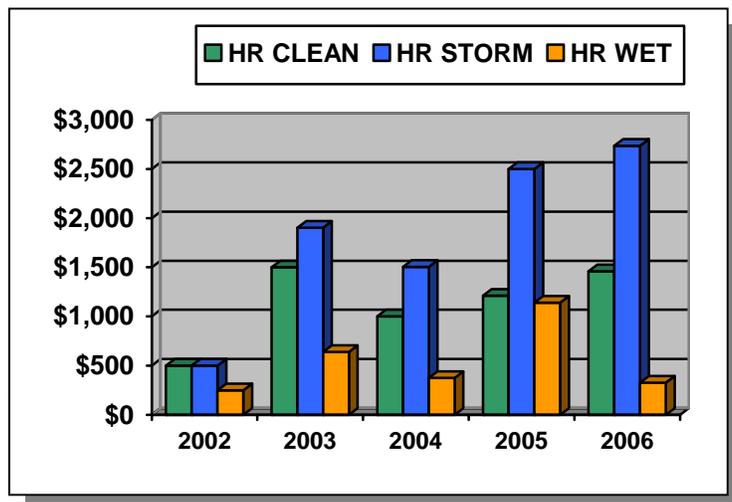


Media

A well-rounded advertising campaign comprised of local affiliate and cable television, radio and print ads has proven effective in reaching the transient Hampton Roads population. This is, by far, the key program element where pooling financial resources has allowed the groups to sustain a significant multimedia campaign. Every effort is made to coordinate a campaign that blankets the entire Hampton Roads region, while tailoring delivery to target sectors of the market. Each of the educational committees has an opportunity through media advertising contracts to produce new spots highlighting the messages of the individual committees. Through the **Water - Use It Wisely** campaign, HR WET has purchased spots and tailored them to the Hampton Roads region. Other media such as local television talk shows and local cable educational segments based on the messages of the committees have also been developed.

HR³ Mini-Grant Program

Through the efforts of HR³, funding is available for various educational projects. The HR³ Mini-Grant Program is open to any youth organization, as well as for class or school projects. During the past fiscal year, HR³ awarded a combined total of \$4,521 to 18 different youth groups working on projects related to the missions and goals of HR WET, HR STORM and HR CLEAN. Through participation in the HR³ Mini-Grant program, over 4,000 Hampton Roads youth were reached. Participation in this program fluctuates among the committees as teachers are faced with state mandated Standards of Learning criteria. The graph illustrates activities dating to the beginning of the joint mini-grant program in Fiscal Year 2001-2002.



Program guidelines and applications are available by request and on the HR WET, HR STORM and HR CLEAN websites. Applicants can apply online, allowing for quicker approval and processing of applications. Website statistics indicate that program guidelines and applications are one of the most downloaded items on the three websites. Specifics on funded projects can be found in the respective annual program reports for HR WET, HR STORM and HR CLEAN that are included as appendices to this report.

HR³ members are highly supportive of this regional initiative. The committees plan to continue the program as long as there is a demonstrated need. Local committee representatives are equipped annually with information and marketing materials. HRPDC staff also make contact with area media to gain coverage on project outcomes.

Exhibits

Regional informational exhibits have been developed through the committees to address issues of regional importance in the areas of water conservation and stormwater management. In particular, HR WET has two tabletop displays reflecting the messages of the ***Water - Use It Wisely*** campaign. This display was awarded honorable mention at the 2006 Hampton Roads Flower Show by the National Garden Club, Inc., for its educational messages. HR STORM has also developed two tabletop exhibits based on a previous project completed in partnership with the Elizabeth River Project. For both committees, one exhibit is housed at the Peninsula HRPDC office, and the other on the Southside to make it easier for localities to borrow these resources.

The HR WET educational trailer continues to make its way around Hampton Roads to area events, both regional gatherings and local venues. Throughout the year, the trailer is stocked and maintained by the HRPDC staff. Agreements between the HRPDC and select localities are secured to house and transport the trailer to and from the various events. During the past fiscal year, the HR WET trailer was used to promote water conservation at 11 events.

HR STORM has taken participating in area events and shows a step further by introducing to the region stand-alone banners. The first in a series of banners depicts the messages regarding proper pet waste disposal and stormwater pollution prevention. The banners can be easily interchanged or displayed together.

Training

From time to time the HRPDC has offered the region training sessions on various topics including Green Infrastructure, Landscaping, and other Chesapeake Bay watershed educational needs. In hopes of educating the general public throughout Hampton Roads, these training events offer local staff and representatives an opportunity to learn and network as well.

During Fiscal Year 2005-2006 a variety of training and workshop sessions were held to meet the criteria indicated in local permits and to further awareness among local staff and employees. A landscaping training for municipal employees was held at the City of Hampton's Sergeant Building in downtown Hampton. The training reviewed fertilizer and pesticide application guidelines, turf watering tips, and instructions on the proper disposal of landscaping waste. These training sessions were developed to introduce local government staff to pollution prevention and control measures associated with landscaping practices.

The HRPDC has also developed and conducted workshops on Green Infrastructure. One centered on the linkage among the Chesapeake Bay Program's Resource Lands Assessment, the Hampton Roads Conservation Corridor Study and other related efforts. The Resource Lands Assessment (RLA) provides guidance on the most important remaining resource lands in the Chesapeake Bay watershed. The Hampton Roads Conservation Corridor Study highlights opportunities for connectivity

among areas identified as important in protecting water quality and critical habitat. The Department of Conservation and Recreation provided financial assistance to support the workshops. The second workshop provided an opportunity for government staff and other interested parties to discuss a regional network of green space, as well as to explore future opportunities for funding Green Infrastructure.

SPECIAL PROJECTS

Conservation Corridor

Many efforts coordinated by the HRPDC staff are made possible through special project grants or financial partnerships. The Hampton Roads Conservation Corridor Study was developed under a grant from the Virginia Coastal Zone Management Program (VCZMP) in support of its Blue-Green Infrastructure initiative. The goal of the project was to identify, prioritize and potentially link several categories of open lands while taking into account local planning goals. The conservation corridor system provides habitat protection, stormwater management, wetlands mitigation, and recreation opportunities. The model for identifying areas to include in the corridor was developed using the HRPDC Geographic Information System (GIS), primarily using data layers such as riparian areas, wetlands, and land use. In addition, the model incorporated the information developed by the Department of Conservation and Recreation (DCR) through its Virginia Conservation Lands Needs Assessment (VCLNA) Natural Landscape Assessment (NLA). The ecological cores identified and prioritized by DCR are one of the main components of the conservation corridor model. A group of local stakeholders (including planners and natural resource experts) continues to contribute knowledge about each jurisdiction's planning goals.

This past spring, the HRPDC staff as part of the Conservation Corridor Study, developed and produced a new educational video titled: "Make the Connection! Green Infrastructure for the Future of Hampton Roads." The National Oceanic and Atmospheric Administration, through the Virginia Coastal Zone Management Program, funded the Hampton Roads Conservation Corridor Study report and video. Copies of the video were distributed to the member localities for internal use and local cable broadcasting. The purpose of the video was to introduce to the region the purpose and benefits of green infrastructure. The video was aired to the public through the region's local cable access stations.

Speakers Bureau

The HRPDC Speakers Bureau is comprised of staff that during the past fiscal year attended a variety of local and regional meetings, conferences, and work sessions, giving presentations to various audiences. Topics such as program guidelines, committee activities, training, and project status reports were covered to name a few. Many times staff is called upon by other organizations to present regional program development strategies and for guidance in developing similar programs. The HRPDC

staff continues to be available to visit with anyone needing or interested in the activities of the region related to the HRPDC.

SWAMP

The Southern Watershed Area Management Program (SWAMP) started in 1994 as a way to protect natural resources, sensitive lands and water supplies. It is also a partnership between the HRPDC and the Virginia Coastal Zone Management Program (VCP) and the cities of Chesapeake and Virginia Beach. Specifically, SWAMP's purpose was the development of a collaborative management effort for the area that encompasses the watersheds of Back Bay, Northwest River and the North Landing River. Educational print pieces were designed specifically for boating and recreation on both the Back Bay and the North Landing River detailing boating safety tips, stewardship, and maps detailing the water use guide. These brochures continue to be distributed to civic groups and boaters in those regions of Hampton Roads. Signs and maps were also placed at all boat launch facilities along the Back Bay and North Landing River. Staff continues to explore ways to bring open space preservation education to the region.

HR FOG

Discussions have continued with the new regional public information campaign, to decrease the amounts of fats, oils and grease from entering the sanitary sewer system. This effort is a direct offshoot of initial efforts to revise and distribute an informational video titled, "**Don't Get Backed Up!**" funded by the Directors of Utilities Committee. Originally developed and produced by the City of Virginia Beach, the video "**Don't Get Backed Up!**" describes the reasons to dispose of these particular wastes properly and what can occur if you do not. Members continue to meet on an as needed basis.

SSOs

In conjunction with a technical subcommittee addressing sanitary sewer overflows (SSOs) and reporting issues, a training video is being developed to provide a consistent response and reporting protocol region wide.

Environmental Clearinghouse

The HRPDC staff has also developed an on-line comprehensive environmental clearinghouse, which directs users to publications from each of the localities, private organizations and agencies and other state offices. The clearinghouse information is available on the HRPDC website and provides another way for localities to exchange information and ideas. The clearinghouse continues to be updated as publications are developed and introduced.

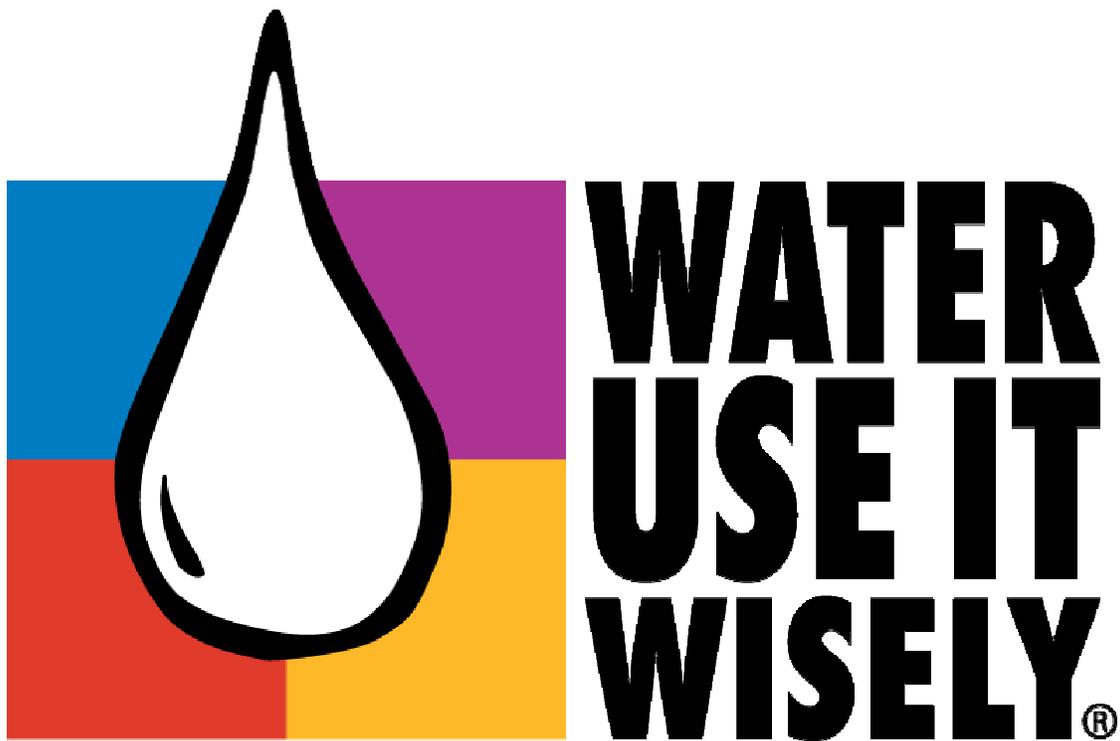
HRAEE

Committee members of HR WET, HR STORM and HR CLEAN are also members of the regional environmental education alliance, Hampton Roads Alliance for Environmental Education (HRAEE), a local networking organization that provides information and event listings, and acts as a communication tool for the region. The HRPDC holds a seat on the five-member steering committee of this alliance, reflecting the leadership and active participation in the region's environmental education process. The HRAEE receives funds from the Commonwealth's environmental education program, Virginia Naturally, for an annual meeting and takes pride in its success and continued growth in membership. These funds are managed by one of the Alliance's member organizations. Virginia Naturally and the national organization, Project Learning Tree, have recognized the HRAEE as a model to others interested in developing a regional networking alliance.

CONCLUSION

The **Hampton Roads Regional Environmental Education Strategy**, prepared in cooperation with the region's localities during Fiscal Year 2005-2006, serves as a foundation on which to build regional environmental education programs. Continued representation from the sixteen member localities on the various environmental education, oversight, and planning committees coordinated and staffed by the HRPDC, strengthens the regionalism ongoing throughout Hampton Roads. The three programs that make up the nucleus of that effort, HR WET, HR STORM and HR CLEAN, continue to coordinate initiatives where appropriate. Participants in all of these programs regularly take an objective look at program components and methods to evaluate their successes. Tactics, strategies and methodologies are refined to enhance program delivery and effectiveness when appropriate. Efforts continue to build upon existing regional environmental education programs at the local and regional level, supporting and enhancing those local initiatives, while providing a focus for regional efforts.

Various groups have recognized the efforts coordinated by the staff of the HRPDC for their innovations and success. The HRPDC staff continues to share successful environmental education efforts and lessons learned with others throughout the Commonwealth and beyond.



**HR WET
Hampton Roads
Water Efficiency Team
FY 2005-2006**

Annual Report



September 2006

EXECUTIVE SUMMARY

The Hampton Roads Water Efficiency Team (HR WET), an education committee of the Hampton Roads Planning District Commission, is comprised of local government staff members who are committed to regional water efficiency education. Celebrating its twelfth year, the team remains committed to its purpose and goals. Through the team's focus and dedication, along with assistance and contributions from the HRPDC staff, successful programs promoting efficient water use throughout the region continue. Many of the HR WET programs are targeted to homeowners.

The mission of HR WET is to develop and implement a regional approach to promoting efficient water use throughout Hampton Roads. HR WET established the following goals:

- Raise public awareness of the region's water supplies.
- Reduce per capita water consumption by increasing the number of people using water more wisely.

To achieve these goals, HR WET conducts a comprehensive educational program involving media relations, advertising, demonstrations and exhibits at festivals, and educational resources, which include video, brochures and an informative website.

Media campaigns started at the beginning of the second quarter with spots airing on WVEC Channel-13, WHRO, and UPN. Live radio spots were also released on Metro Radio Networks during peak drive times. Metro airs the spots over twenty different radio stations in the Hampton Roads listening market. A late season campaign with Cox Media cable kicked off in mid-December – reaching those at home and visiting the area during the holiday season.

Throughout the fiscal year, HR WET was invited to participate in regional events. During the first part of 2006, members participated in the Flower Show at the new Virginia Beach Convention Center where they placed an honorable mention for their educational display of information. This past spring, members elected to co-host a booth at the Virginia Beach McDonald's Garden Center for their Outdoor 2006 Show. That same weekend, the HR WET educational trailer was at the Hampton Coliseum for the 2006 Home & Garden Show sponsored by Peninsula Home Builders Association. Through events such as these, team members are able to distribute educational materials and speak directly with the public on the issues regarding water efficiency and conservation.

HR WET continues to be a regional partner in joint environmental education programming with members of HR STORM and HR CLEAN, also referred to as HR³. This year HR³ revised the 2004-05 one-page tip and information sheet. The sheet was published in the WVEC Channel-13 2005 Hurricane Guide, which was distributed to the public at local Dodge automobile dealers, through representatives of HR³, and is also available on the WVEC Channel-13 website.

During the past fiscal year, HR³ through the mini-grant program awarded a combined \$4,521 to 18 different youth groups working on projects related to the missions and goals of HR CLEAN, HR STORM and HR WET. Through participation in the HR³ Mini-Grant Program, over 4,000 Hampton Roads youth were reached.

FAST POINTS

- **Through contracts with WVEC Channel-13, WHRO (Channel 15, 89.5FM and 90.3FM), UPN Channel-27, HR WET spots were released during the second quarter. Spots on Cox Media were released separately during the weeks surrounding the holiday season to reinforce the *Water - Use It Wisely* messages to those visiting and at home.**
- **The HR WET trailer continues to be visible in the community at local and regional events.**
- **The HR WET website continues to be updated with local program information and receives attention from the region.**
- **HR WET members continue to distribute postcards and waterbucks, promoting the HR³ Mini-Grant Program throughout the region.**

...and much, much more!

MEDIA

A strong media campaign is a priority for HR WET. Typically the largest portion of overall budget allocations for the HR WET program, it remains the area where pooling financial resources has had the greatest effect in delivering information regarding personal impacts to water conservation.

The HR WET television spots were aired on WVEC Channel-13 and UPN Channel-27 during top rated shows such as "The View," "Dr. Phil," "Oprah" and "Jeopardy" during the first part of the second quarter. Ads aired also on WHRO (television channel 15, and radio stations WHRO 89.5FM and WHRV 90.3FM). Live messages were announced to listeners on the Public Broadcasting radio stations, giving a stronger impact to the message. These spots, along with the television ads provide yet another reinforcement of the HR WET, *Water - Use It Wisely* tagline: "There are a number of ways to save water, and they all start with you."

Through the various stations in Hampton Roads airing Metro Traffic announcements, HR WET sponsored spots during peak drive times. HR WET messages continue to be aired, reminding the listening audience about the need for water efficiency.

The HRPDC, on behalf of HR WET, contracts with Cox Media for cable advertising. This provider has placed the spots on channels with high viewership, such as the Weather Channel, ESPN2 and national news carriers like CNBC and MSNBC, as well as target channels such as Home & Garden Television (HGTV). Cable ads began in mid-December, gaining the attention of those visiting the area or home for the holidays, reinforcing the messages released in late fall.

HR CLEAN MEDIA SPOTS RELEASED		
Fiscal Year 2005-06		
STATION	CONTRACT	# OF SPOTS
WVEC CHANNEL-13	\$ 23,580	103
WHRO CHANNEL-15	\$ 4,800	103
WHRO FM 89.5	\$ 2,560	49
WHRO FM 90.3	\$ 2,560	48
METRO TRAFFIC	\$ 13,250	265
COX MEDIA CABLE	\$ 8,750	2,256
WGNT UPN CHANNEL-27	\$ 3,000	45
TOTAL TO DATE	\$ 58,500	2,869

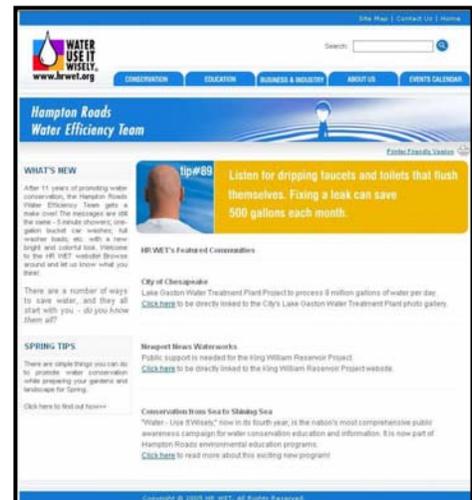
Through the various stations in Hampton Roads airing Metro Traffic announcements, HR WET sponsored spots gaining the attention of the listening audience. The messages of HR WET continue to be aired during peak drive times throughout Hampton Roads. The simple messages remind citizens about the need for water efficiency and conservation. The stations of Metro Networks are as follows:

WAFX – FM	WLQM – FM	WROX – FM
WFMI – FM	WLRT – AM	WTAR – AM
WGH – FM	WNIS – AM	WVKL – FM
WGLP – AM	WNOR – FM	WWDE – FM
WHRO – FM	WNVZ – FM	WWHV – FM
WHRV – FM	WPTE – FM	WXGM - FM
WJOI – AM	WPYA – FM	

The HRPDC, on behalf of HR WET, continues to contract with WVEC Channel-13, UPN Channel-27, and Cox Media. Spots run during peak viewing times such as “The View,” “Dr. Phil,” “Oprah” and “Jeopardy.” Cox Media for cable provided placement on channels with high viewership such as Fox News, Food Network, TV Land, Home and Garden Network, and others. In matching (no-charge) spots from Cox Media, the spot also ran on MSNBC, Discovery Health, Animal Planet, Hallmark, and Lifetime Movie Network. Spots also aired on WHRO public broadcasting (television Channel 15, and radio stations WHRV 89.5FM and WHRO 90.3FM).

WEBSITE

The HR WET website is enhanced and updated frequently by staff with information received from members. From the website, users are able to download the Green\$en\$e Guide, apply for an HR³ Mini-Grant, email local representatives, and learn water conservation tips. The website reports gathered for each quarter revealed that the Business & Industry and HR³ Mini-Grant web pages were the most visited. During FY05-06, the HR WET website had over 29,000 visitors spending an average of ten minutes on the site. Of those visitors, 21,068 of them were reported as direct traffic. The direct traffic figures represent traffic to the web site where the user typed the domain name directly into their browser and was not linked by a search engine or from another site link.



HR WET TRAILER

The HR WET trailer was hosted this past year by the City of Norfolk. Norfolk will continue hosting the trailer through the summer of 2006 at their Combined Operations Building. The trailer is routinely stocked and maintained by staff at the HRPDC. During the past year, the trailer was staffed at a variety of events throughout the region (see schedule below).



The HR WET Trailer at the PHBA Home & Garden Show

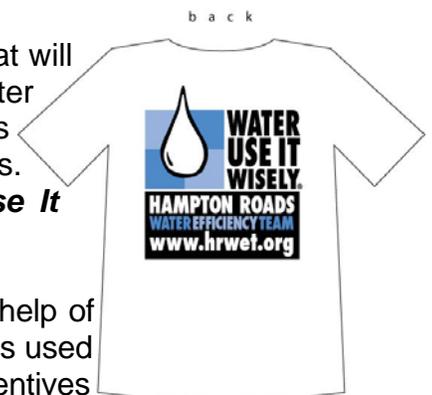
Date	Event	Location
September 2005	Hampton Bay Days	Downtown Hampton
Oct. 7-9, 2005	Farm Days	Virginia Beach Farmers Market
Nov. 18-20, 2005	Fall Home Show	Virginia Beach Convention Center
Jan. 2006	Flower and Garden Show	Virginia Beach Convention Center
Feb. 10-12, 2006	Good Living Show	McDonald's Nursery, VB
Feb. 10-12, 2006	PHBA - Home & Garden Show	Hampton Convention Center
Mar. 3-5, 2006	Outdoor 2006	McDonald's Nursery, HA
April 5-6, 2006	Relay For Life	Dam Neck, VB
May 6, 2006	Earth Day	Mt. Trashmore Park, VB
May 18-21	Chesapeake Jubilee	Chesapeake City Park

Along with the interchangeable tabletop displays developed by the HRPDC Graphics Department in 2004-05, members now have free standing brochure racks to display the popular WUIW Brochure and other related handouts at events and shows.

PROMOTIONS

HR WET is continuously restocking popular promotional items that will assist the public in changing behaviors and that encourage water conservation. Items such as the shower timers and rain gauges are simple tools people can use in changing habits, not lifestyles. HR WET continues to use colors reflective of the **Water – Use It Wisely** logo in the items purchased for consistent branding.

At the start of the fiscal year, HR WET designed t-shirts with the help of the PDC Graphics Department. A two-toned version of the logo was used (blue/black) on a white t-shirt. The t-shirts have been used as incentives



to the general public in contests and general give aways. HRPDC staff active in local marathons have also worn the t-shirt in hopes of furthering the campaign during such local venues.

In partnership with Cox Media, HR WET was invited to host a table at the Outdoor 2006 event at McDonald's Garden Center in Virginia Beach, Virginia this past February. Over 3,000 visitors attended the weekend event. Along with the member community individual events, HRPDC staff also provides information to those who call directly. Staff distributed materials such as the HR WET brochures, flower seeds, and rain gauges to representatives from the Elizabeth River Project, the Virginia Beach Flower and Garden Symposium, and Virginia Tech training seminars during the year. The following chart displays a breakdown of those distributions:

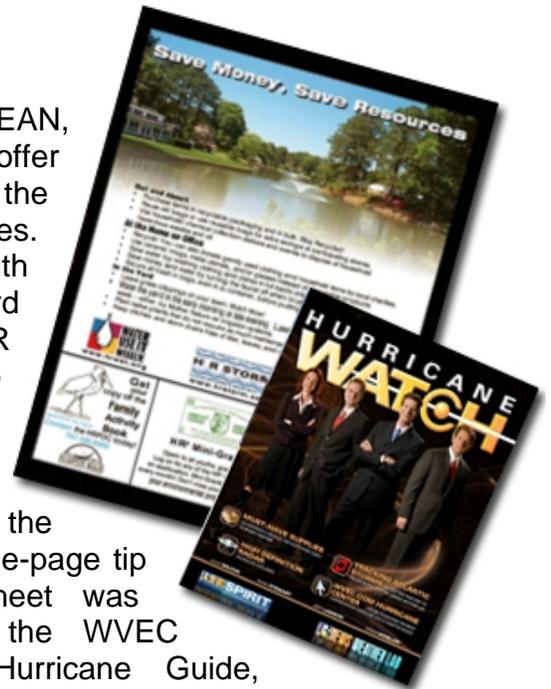
ORGANIZATION	EVENT / DATE	QUANTITY
Virginia Beach Master Gardeners	Virginia Beach Flower Show – Jan. 2006	100 WUIW Brochures 100 Handouts from Website on ZeroScapping
James City County	Homeowners Assoc. Feb. 2006	50 WUIW Brochures 50 WUIW Pencils
McDonald's Garden Center, Virginia Beach	Outdoor 2006 Feb. 2006	250 WUIW Brochures 250 Bags 100 Shower Timers 100 Tattoos 250 Pencils
The Garden Club of Norfolk, the Virginia Beach Garden Club, and the Virginia Beach Public Libraries	Tidewater Garden Symposium March 2006	100 Rain Gauges 100 WUIW Brochures 50 Flower Seeds
Elizabeth River Project	Residential Education March 2006	WUIW Brochures 100 Rain Gauges
Delta Sigma Theta Sorority	Spring Cluster Meeting March 2006	100 Pencils, 50 Seed Packets, 100 Shower Timers 400 WUIW Brochures
Norfolk Unitarian Church	Water discussion April 2006	50 WUIW Brochures 50 Pencils
Bank of America	Environmental Expo April 2006	200 WUIW Brochures, 250 Bags, 170 Shower Timers 200 Rain Gauges
Virginia Dare Soil & Water Conservation District	Project WET Teacher Training April 2006	40 WUIW Brochures, Pencils, HR ³ Mini-Grant Waterbucks
City of Chesapeake	Water Plant Dedication April 2006	200 WUIW Brochures, Pencils, Rain Gauges, Shower Timers, Dye Tablets
HRPDC	Green Infrastructure Workshop May 2006	WUIW Brochures

JOINT PROGRAMMING

Every year, the combined efforts of HR CLEAN, HR STORM and HR WET, otherwise known as HR³, offer the region joint programs such as funding through the popular mini-grant program and educational print pieces. With the HR³ Mini-Grant Program, schools and youth groups are eligible to receive \$250 toward environmental projects that meet the goals of HR CLEAN, HR STORM, and HR WET. The one-page tip sheet, which combines the messages of the committees, is used in a variety of regional publications such as the 2005 Homearama program guide. (There was no scheduled Parade-of-Homes for the



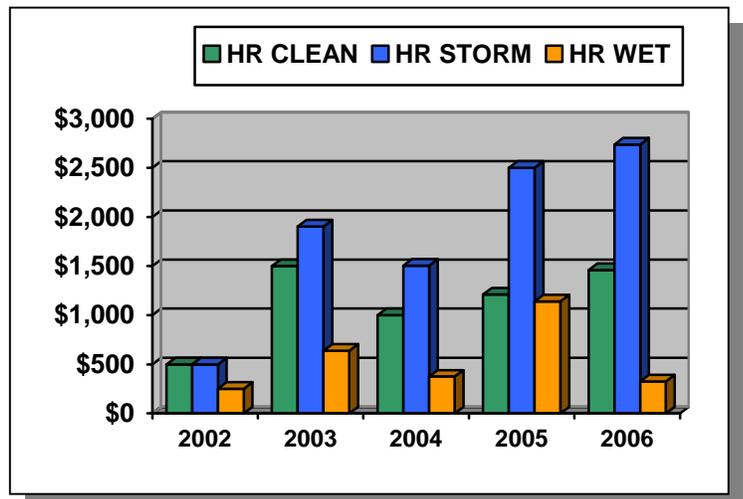
fall of 2005.) The one-page tip and information sheet was also published in the WVEC Channel-13 2005 Hurricane Guide, which was distributed to the public at local Dodge automobile dealers, through representatives of HR³, and made available on the WVEC Channel-13 website.



MINI-GRANT PROGRAM

HR WET participated again this year in the HR³ Mini-Grant Program. During fiscal year 2005-06, HR WET awarded \$325 to two schools. Both organizations submitted applications for approval towards projects related to the mission and goals of HR WET.

The following is a brief description of the awards distributed by HR WET during the past fiscal year and their programs:



- **James City County/Williamsburg Jr. Master Gardener Program** – (James City County) was awarded \$125 toward a certificate program at Mathew Whaley Elementary School. (An additional \$125 was also awarded to this program by HR CLEAN.)
- **Forrest Elementary School** – (Hampton) awarded \$200 towards a butterfly-learning garden, 250 students helped create and design a new campus garden. The area is filled with native plants to attract butterflies and

other living creatures. Students continue to use the garden as a learning resource. (HR STORM awarded an additional \$500 toward this program.)



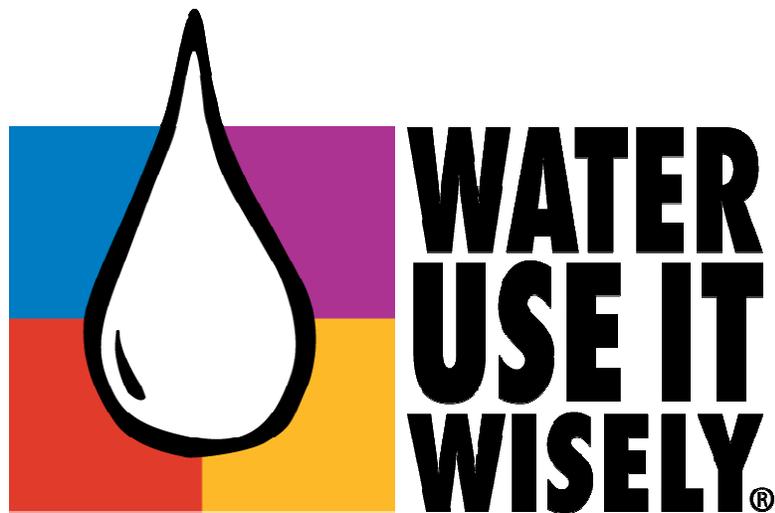
(Above pictures of Forrest Elementary learning garden: Before (L) After (R).)

OTHER INTERESTS

HRAEE (Hampton Roads Alliance for Environmental Education) – The HRAEE annual conference was held at the College of William & Mary in August 2005. HR WET continues to be a partner with this regional networking alliance. A handful of members also received recognition and awards for local events/programs from HRAEE. The HRPDC holds a seat on the steering committee for this regional networking alliance and during this conference, presented information on the availability of the HR³ Mini-Grant Program. The Kingston River Keeper program, partially funded by HR WET through the mini-grant program in FY 2004-05, received one of the three top honors during that conference. York County Master Gardeners also received one of the top three honors (also funded through the HR³ Mini-Grant Program). Members continue to participate in the annual HRAEE conference and weekly networking opportunities.



To conclude, the members of HR WET continue to distribute information on the availability of funds through the HR³ Mini-Grant Program, as well as its simple application found online. New joint educational opportunities are explored regularly. HR WET is focused on the education of all local citizens, including youth and businesses, on the need for water efficiency and conservation.



FROM THE HOMEFRONT TO THE WATERFRONT



CLEAN WATERWAYS BEGIN WITH YOU

HR STORM
Hampton Roads
Regional Stormwater Education Initiative
FY 2005-2006

Annual Report



September 2006

EXECUTIVE SUMMARY

HR STORM, a subcommittee of the HRPDC Regional Stormwater Management Committee (RSMC), consists of local government staff members who are committed to regional stormwater education. This committee's focus is to develop and implement successful programs promoting stormwater management, pollution prevention, and stormwater quality throughout the Hampton Roads region.

HR STORM concentrates much of its educational efforts on its media campaign. Radio, cable, and local television advertisements are the main media sources. Secondary sources are local publications such as the real estate magazines distributed by the local newspapers. Past focus group studies indicate that the media is the most effective method of reaching the Hampton Roads population, which is highly transient.

As in years past, HR STORM members participated in a joint strategic planning meeting with HR CLEAN and HR WET to consider media collaboration. A subcommittee was formed, with HRPDC staff and representatives from each group, to review the proposals from various media groups for the 2005-06 fiscal year. This method continues to help streamline the review, selection, and contract award process.

Other efforts to educate the public about pollution prevention include an automated InfoLine (58-STORM), an informative website, and participation at area events. The website, www.hrstorm.org, continues to be updated with information for both those inside the water quality industry and general users. During the past year, HR STORM was invited to co-host a booth with HR WET at the Virginia Beach McDonald's Garden Center for the Outdoor 2006 Show. Through this event, HR STORM members were able to interact with the public and distribute educational materials on stormwater pollution prevention techniques.

During FY 05-06, HR STORM paid particular attention to education about proper disposal of pet waste and automotive chemicals. For the campaigns, new educational tools were developed and other popular promotional products, targeting specific audiences, were distributed throughout the region. Education continues to be the key in increasing awareness and changing behaviors.

HR STORM initiated a new regional educational project titled *Newspapers In Education* (NIE). The local newspaper works with various Hampton Roads school systems in the distribution of a print piece targeted to stormwater issues in the Hampton Roads region. While many pre-developed pieces are available to the schools, HR STORM sought this opportunity to educate regional youth on a local level. HR STORM used this initiative to incorporate the watershed and water quality Standards of Learning requirements developed by the Virginia Department of Education (VDOE) along with the regional information. Members continue to work with local papers in preparation for distribution of the product in the 2006-07 school year.

HR STORM continues to be a regional partner in joint environmental education programming with members of HR CLEAN and HR WET, also referred to as HR³. This

year HR³ revised the 2004-05 one-page tip and information sheet. This tip and information sheet was published in the WVEC Channel-13 2005 Hurricane Guide, which was distributed to the public at local Dodge automobile dealers, through representatives of HR³, and is also available on the WVEC Channel-13 website.

Education and raising awareness of pollution prevention and the importance of water quality among the youth of Hampton Roads continues to be a goal of HR STORM's. Through participation in the HR³ Mini-Grant Program, this goal continues to be met. During the past fiscal year, \$4,521 was awarded to 18 different youth groups working on projects related to the missions and goals of HR CLEAN, HR STORM and HR WET. Of that amount, HR STORM awarded \$2,735 to seven schools, one Girl Scout troop, one public library, and the Norfolk Botanical Gardens. Through participation in the HR³ Mini-Grant Program this past year, HR STORM alone was able to reach over 4,000 Hampton Roads students.

FAST POINTS

- **Television, cable, and radio spots continue to be aired, sending out the message of HR STORM to the Hampton Roads listening public.**
- **Print ads educating potential homebuyers on the maintenance needs of BMPs continue to be released monthly through The Daily Press's Home Hunter and The Virginian-Pilot's Home Search real estate magazines.**
- **The HR STORM InfoLine had over 200 visitors this year and continues to feature an option to speak directly with HRPDC staff.**
- **New educational banners on proper pet waste and automotive waste disposal were developed and displayed at various public venues. New promotional items were also developed and distributed.**
- **The committee began developing an educational tabloid as part of the nationally recognized, *Newspapers In Education* campaign. This initiative is a partnership between the newspapers, the public schools of Hampton Roads and HR STORM.**
- **HR STORM partners with HR WET in regional events. HR STORM co-hosted a booth at the McDonald's Garden Centers Outdoor 2006 show in Virginia Beach reaching approximately 3,000 visitors.**
- **HR STORM awarded over \$2,500 in HR³ Mini-Grant funding during the last year. Over 4,000 youth were impacted by the awarded mini-grants.**

...and much, much more!

MEDIA

A strong media campaign continues to be a priority for HR STORM. Typically, the largest portion of overall budget allocations for the HR STORM program, it remains the area where pooling financial resources has had the greatest effect in delivering information regarding the environmental impacts on water quality.

As in years past, HR STORM members participated in a joint strategic planning meeting with HR CLEAN and HR WET to consider media collaboration. A subcommittee was formed with HRPDC staff and representatives from each group to review the proposals from the various media groups for fiscal year 05-06. Based on the proposals received, the subcommittee selected a television station, public broadcasting, and two radio groups, to give presentations to the larger committee. The subcommittee also recommended contracting with WVEC Channel-13 and Cox Media. This method continues to help streamline the review, selection, and contract award process.

Throughout the year, the HR STORM “**Poop Fairy**” spot, developed in 2004, was released to the public through television and cable contracts. The HRPDC, on behalf of HR STORM, continues to contract with Cox Media for cable advertising. This provider has placed the spot on channels with high viewership such as the Weather Channel, ESPN2, and national news carriers, CNBC and MSNBC, as well as target channels such as Home and Garden Television (HGTV). The HR STORM media campaign ran in the fall and again in the spring on WVEC Channel-13 and WGNT UPN Channel-27. The spring media campaign for radio also began in the fourth quarter, and aired on the stations of Metro Network and the local public broadcasting stations, WHRO 89.5 FM and WHRV 90.3 FM.



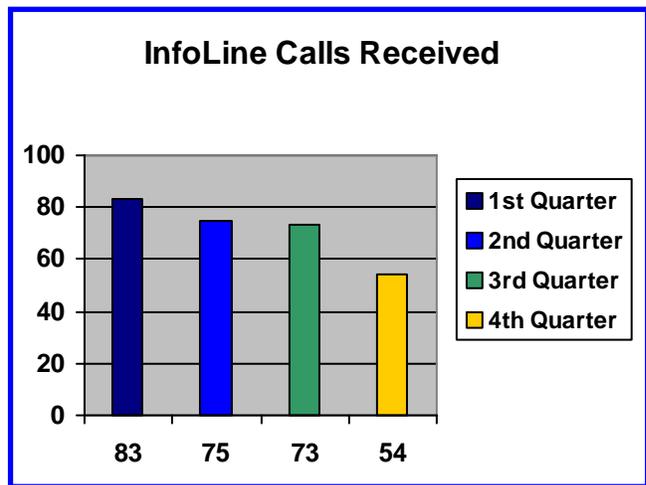
MEDIA SPOTS RELEASED		
Fiscal Year 2005-06		
STATION	CONTRACT	# OF SPOTS
WVEC CHANNEL-13	\$ 10,830	56
WHRO CHANNEL-15	\$ 4,800	60
WHRV-FM 89.5	\$ 2,560	39
WHRO-FM 90.3	\$ 2,560	39
METRO TRAFFIC	\$ 11,250	362
COX MEDIA CABLE	\$ 10,000	1,499
WGNT UPN CHANNEL-27	\$ 3,000	33
TOTAL TO DATE	\$ 45,000	2,069



HR STORM continues to advertise in the monthly real estate magazines, “Home Hunter” and “Home Search,” distributed by *The Daily Press* and *The Virginian-Pilot* respectively. Together they have a monthly circulation of 125,000. The committee discussed ways to educate potential homebuyers on how Best Management Practices (BMPs) need to be maintained. Many Hampton Roads residents are unaware of their maintenance responsibilities relative to BMPs. HR STORM hopes to change that through this monthly initiative. (To left: sample ad.)

INFOLINE / 58-STORM

One of HR STORM’s most accessible programs available to the public is the automated InfoLine (58-STORM). The InfoLine number is displayed on all media spots. Promotional items such as the pet note pads and magnets, auto funnels, and print items also display this information. Citizens are able to call the Info-Line and be directed by an automated system to local information. The opportunity to leave a message or speak directly with an HRPDC staff member is also available.



During the past year, the InfoLine received 285 calls, with most of the calls being received in the fall of 2005. During these times, the InfoLine number was broadcast to viewers and listeners at the end of the television and radio spots. The spikes in calls received can be attributed to the increased seasonal frequency of the media schedule. (In fiscal year 2004-05, 284 calls were received with the highest calls received in the third quarter.)

WEBSITE

Throughout the year, HR STORM committee members provided the HRPDC staff with information and ideas to add to the website. To aid in publicizing the website, the web address was added to each media ad, promotional product such as the HR STORM auto funnels, and linked directly to the WVEC website, as a part of the local television station media partnership.

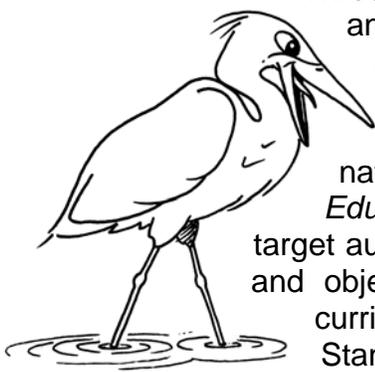
During the year, staff refreshed the site with seasonal information and new local programming. From the home page, users are also able to link to information on stormwater and pollution prevention techniques. After reviewing the website reports for the year, it was apparent that the BMP Guide and the pet waste pages continue to be the most visited pages. Residents were reminded about the website through cable spots. A popular feature on the website is a free gift registry. Since the beginning of the 2005-06 fiscal year, twelve gifts have been distributed (compared to eleven free gifts in FY 04-05). The gifts are usually comprised of promotional give aways and educational print pieces.

TOPICAL CAMPAIGNS

HR STORM continues to find new and innovative ways to educate local citizens about the importance of clean waterways through a variety of campaigns. By providing information about the proper handling of automotive waste, pool, hot tub, and fountain water discharge, proper pet waste disposal, and maintenance of BMPs, HR STORM will prevail in getting the message to the residents of Hampton Roads.

This past year, HR STORM developed and created two new stand-alone banners. These banners are displayed in public areas such as local libraries, and city hall foyers. With art designed by committee members, the banners display the message that stormwater is untreated and to properly dispose of pet waste. The banners continue to be rotated throughout the region.

Committee members finalized the production of a new educational print piece this past fiscal year targeting pool owners and maintenance companies. The Pool Maintenance Fact Sheet provides information about what to do with chlorinated water and the proper handling of pool chemicals, as well as simple pool maintenance steps individuals can take to protect the area watersheds. Members continue to distribute the fact sheet to area pool vendors and inquiring homeowners. The one-page pool maintenance fact sheet is the second in a series of fact sheets developed and it is regularly downloaded from the HR STORM website.



Through a partnership with the local newspapers, (*The Daily Press* and *The Virginian-Pilot*), the public schools of Hampton Roads and HR STORM, development began this past quarter on an educational tabloid that will make its way to classrooms in the fall of 2006. HR STORM has chosen to participate in the nationally recognized education campaign, *Newspapers In Education* (NIE) initiative, beginning with sixth graders as their target audience. After much research, it was determined that the goals and objectives of HR STORM best meet those in the sixth grade curriculum. The NIE program also works closely with Virginia Standards of Learning.

PROMOTIONAL ITEMS

HR STORM continues to think of new and innovative ways to educate the citizens of Hampton Roads on the importance of pollution prevention. Many items have been designed and distributed by committee members over the past year in an effort to do just that. Some items such as the popular “Recipes for a Healthy Hampton Roads,” pet note pads with helpful tips, and the auto funnels continue to be restocked. The popular auto funnels are used to aid in education of proper automotive waste disposal practices. The funnels display a call to recycle oil, followed by the HR STORM InfoLine number and other contact information. Members also acquired a new educational tool directed to boat owners. New blue foam key chains were ordered with the simple message: “You’re the KEY to Clean Water” embossed in white on one side and the HR STORM logo and contact information on the opposite. The key chains have become a popular give away item especially to boaters in the Hampton Roads communities.

During the past year, educational tools from various HR STORM campaigns made their way to citizens through local events and community meetings. While many members distribute materials, HRPDC staff also provides information to those who call directly. Staff distributed materials for the following events:

ORGANIZATION	EVENT / DATE	ITEMS DISTRIBUTED
Virginia Beach Master Gardeners	Virginia Beach Flower Show Jan. 2006	“Recipes for a Healthy Hampton Roads”
Friends of the Rappahannock	Educational programming Jan. 2006	“Poop Fairy” posters
Virginia Tech – Hampton Roads AREC	Mid-Atlantic Horticulture Short Course Feb. 2006	Educational poster, key chains, BMP Maintenance Guides, Pool & Landscape Factsheets and “Recipes for a Healthy Hampton Roads”
James City County	Homeowners Assoc. Feb. 2006	Pool & Landscape Factsheets, pet notepads & pet magnets, and “Recipes for a Healthy Hampton Roads”
McDonalds Garden Center, Virginia Beach	Outdoor 2006 Feb. 2006	Funnels, key chains, and “Recipes for a Healthy Hampton Roads”
City of Hampton	Civic League Assoc. Feb. 2006	Landscape Factsheets
The Garden Club of Norfolk, the Virginia Beach Garden Club, and the Virginia Beach Public Libraries	Tidewater Garden Symposium March 2006	Pet tags, BMP Maintenance Guides, and the Landscape Factsheets, and “Recipes for a Healthy Hampton Roads”
Elizabeth River Project	Residential Education March 2006	Key chains, pet notepads and magnets, Landscape Factsheets, and “Recipes for a Healthy Hampton Roads”
Landscape Training	HRPDC March 2006	BMP Maintenance Guides, Pool & Landscape Factsheets, pet notepads & pet magnets, and “Recipes for a Healthy Hampton Roads”
Norfolk Unitarian Church	Environmental speaker’s event April 2006	“Recipes for a Healthy Hampton Roads” and BMP Maintenance Guides

ORGANIZATION	EVENT / DATE	ITEMS DISTRIBUTED
VA Dare Soil & water Conservation District	Project WET Teacher Training April 2006	Eco Masters CDs and booklets
Bank of America Downtown Norfolk	Environmental Expo April 2006	"Recipes for a Healthy Hampton Roads" , "Poop Fairy" posters, pet notepads & pet magnets
American Kennel Association	AKC / Dog Show April 2006	"Poop Fairy" posters, pet notepads & pet magnets
Virginia Living Museum	"Scoop on Poop" Exhibit May 2006	"Poop Fairy" posters (+2 large posters), pet notepads & pet magnets
Virginia Beach SPCA	Outreach May 2006	Pet notepads & pet magnets
Virginia Beach Public Schools	Classroom Education May 2006	Large HR STORM posters
Virginia Beach Engineering Department	Classroom Education May 2006	Eco Masters CDs and booklets
HRPDC - Green Infrastructure Workshop	May 2006	"Poop Fairy" posters, pet notepads & pet magnets, Pool Maintenance Fact Sheets, and "Recipes for a Healthy Hampton Roads"
Painted Garden Smithfield	Community Outreach June 2006	"Poop Fairy" posters, pet notepads & pet magnets



JOINT PROGRAMMING

Every year, the combined efforts of HR CLEAN, HR STORM and HR WET, otherwise known as HR³, offer the region joint programs such as funding through the popular mini-grant program and educational print pieces. With the HR³ Mini-Grant Program, schools and youth groups are eligible to receive \$250 toward environmental projects that meet the goals of HR CLEAN, HR STORM, and HR WET. Specific information on mini-grants funded by HR STORM follows.



In addition a one-page tip sheet, which combines the messages of the committees, is used in a variety of regional publications such as the 2005 Homearama program guide. (There was no scheduled Parade-of-Homes for the fall of 2005.) The

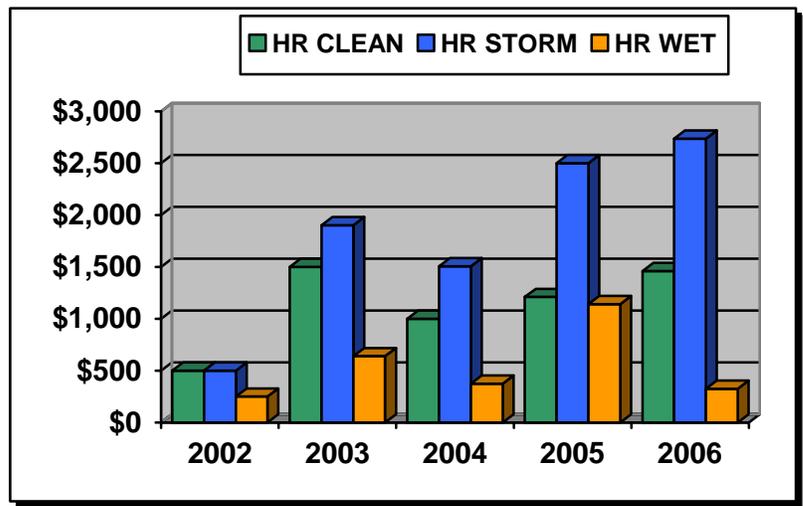
one-page tip and information sheet was also published in the WVEC Channel-13 2006 Hurricane Guide, which was distributed to the public at local Dodge automobile dealers, through representatives of HR³, and made available on the WVEC Channel-13 website.

MINI-GRANT PROGRAM

During fiscal year 2005-06, \$4,521 was awarded to 18 different youth groups working on projects related to the missions and goals of HR CLEAN, HR STORM and HR WET. Of that total, HR STORM awarded \$2,735 to seven schools, one Girl Scout troop, one public library and the Norfolk Botanical Gardens. Through participation in the HR³ Mini-Grant Program this past year; HR STORM was able to reach over 4,000 students.

With the revisions to the state watershed and water quality SOLs (Standards of Learning) in 2003, students throughout the Commonwealth are tasked with having a “Meaningful Bay Experience” by the time they graduate from high school.

This initiative is implemented in each of the school systems. Elementary school-aged children, as well as middle school and high school students, are required to have this experience. Also, each grade level is to experience an introduction to the Bay, execute a research task, and participate in a hands-on experience. The HR³ Mini-Grant continues to provide a source of funding for area teachers to fulfill this requirement as well as other activities that meet the goals and objectives of HR STORM.



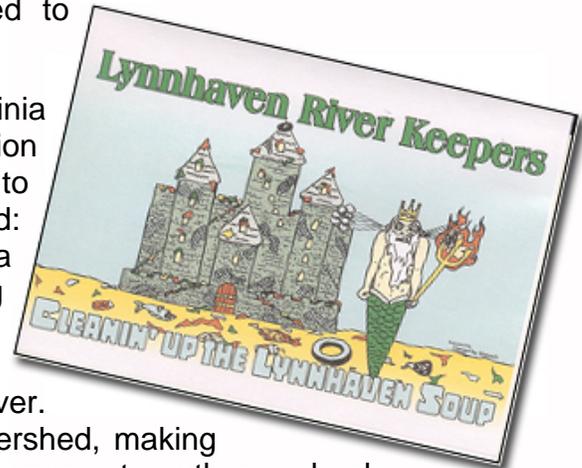
The following organizations received financial awards from HR STORM during the past fiscal year for a variety of programs:

- **Cradock Public Library** – (Portsmouth) awarded \$250 toward books and environmental education resources. (This award was also a joint award with HR CLEAN.)
- **Baylake Pines Elementary School** – (Virginia Beach) awarded \$250 for an Eco-Conservation tool kit. (An additional \$250 in funding support was awarded by HR CLEAN.)
- **Western Branch Middle School** – (Chesapeake) awarded \$250 toward a program titled: “An Oyster’s Eye View” in which 150 eighth grade students studied the Chesapeake Bay ecosystem. Students also participated in a

local oyster restoration effort, which produced an additional 2,000 oysters to a local sanctuary reef.

- **Greenbrier Intermediate School** – (Chesapeake) awarded \$110 towards a program titled: “1st LEGO League Ocean Odyssey” in which roughly 25 members (ages 10-11) studied water quality. Water monitoring test kits were purchased to study surrounding waterways. From the research, the team members developed pollution prevention tips and innovative solutions to problems related to stormwater runoff.

- **Kings Grant Elementary School** – (Virginia Beach) awarded \$250 toward continuation of a program first awarded in 2004 to Kingston Elementary School titled: “Lynnhaven Soup: Rescue Our River,” a year-long school-wide program stressing the importance of reducing water pollution and minimizing the land-based pollution affecting the local Lynnhaven River.



Both schools are in the Lynnhaven Watershed, making expansion of the River Keepers program to other schools appropriate. HR STORM partnered in the award with HR CLEAN, providing \$125 each. Through the efforts of Kings Grant, an additional 700 River Keepers in the Lynnhaven River watershed partnered with the program.

- **John Tyler Elementary School** – (Portsmouth) awarded \$250 in funding for a project titled: “The Incredible Journey” in which 100 third grade students studied the habitats in Hampton Roads and how animals adapt to their surroundings. The students also studied the water cycle and visited a local park to clean and beautify the surroundings while observing animals in their natural habitats.
- **Norfolk Botanical Gardens** – (Norfolk) awarded \$250 toward an initiative in partnership with the Norfolk Public Schools third through sixth grade science classes titled: “A Chesapeake into Watersheds.” Staff from Norfolk Botanical Gardens visited the schools with outreach programs to teach students about the Chesapeake Bay watershed, including what threatens the health of the Bay and what they can do to make a difference. The funding was used to develop four outreach kits. Approximately 3,000 students in the Norfolk Public School system were reached through this initiative.
- **Greenbrier Intermediate School** - (Chesapeake) awarded \$125 toward benches made of recycled content for the schoolyard rain garden. (HR STORM partnered with HR CLEAN in funding the \$250 request.)

- **Western Branch Middle School** – (Chesapeake) awarded \$250 towards a program titled: “Keep Our Wetlands Clean.” This program involved 50 students, introducing them to the importance of pollution prevention and how pollution affects the Bay.
- **Woodrow Wilson High School** – (Portsmouth) awarded \$250 for just over 60 students to be introduced to and study the water quality of the local Portsmouth waterfront.
- **Forrest Elementary School** – (Hampton) awarded \$500 toward a butterfly-learning garden. 250 students helped created and design a new campus garden. The area is filled with native plants to attract butterflies and other living creatures. Students continue to use the garden as a learning resource.

[Below pictures: Before (L) After (R)]



- **Girl Scout Troop #624** – (Franklin) awarded \$250 toward the Camp Darden Nature Trail and hut remodeling and beautification project. Girls in the troop cleared debris and planted native plants along the trail. With the award, plants were purchased along with signage to identify the different plants.

Members of HR³ continue to distribute information on the availability of funds through the HR³ Mini-Grant Program, as well as its simple application found online. New joint educational opportunities are explored regularly.



OTHER INTERESTS

HRAEE – (Hampton Roads Alliance for Environmental Education). The HRAEE annual conference was held at the College of William & Mary in August 2005. HR STORM continues to be a partner with this regional networking alliance. A handful of members also received recognition and awards for local events/programs from HRAEE. The HRPDC holds a seat on the steering committee for this regional networking alliance and during this conference, presented information on the availability of the HR³ Mini-Grant Program. The Kingston River Keeper program, partially funded by HR STORM through the FY 2004-05 Mini-Grant Program, received one of the three top honors during the conference. Members continue to participate in the annual HRAEE conference and weekly networking opportunities.



In conclusion, HR STORM is focused on the education of all local citizens, including homeowners and businesses, regarding the importance of clean waterways and responsibilities associated with stormwater pollution prevention. Through education programs such as the various fact sheets, the NIE in local schools, education about disposal practices available for automotive waste, proper pet waste disposal practices and local codes associated with pet waste, and awareness of residential BMP maintenance, HR STORM will prevail in getting the critical information to the residents of Hampton Roads. From the homefront to the waterfront, HR STORM is letting everyone know clean waterways begin with them.





**HR CLEAN
Hampton Roads
Regional Litter Prevention & Recycling
Education Initiative
FY 2005-2006**

Annual Report



EXECUTIVE SUMMARY

HR CLEAN is the recycling and litter prevention education program of Hampton Roads, and is a partnership through the Hampton Roads Planning District Commission (HRPDC). It is a regional coalition of local and regional clean community, recycling, and environmental education coordinators that promotes litter prevention, recycling, community beautification, and general environmental awareness through educational projects designed to reach all sectors of the Hampton Roads region.

HR CLEAN member localities continue to enhance and expand the level of awareness among Hampton Roads residents about the need to reduce waste, prevent litter, and participate in local beautification and recycling programs.

Through a joint effort, HR CLEAN and the Southeastern Public Service Authority (SPSA) developed a youth performance entitled “**Trashanator II.**” This performance is a spin off of SPSA’s original youth performance “**Trashanator**” that is shown to students on the Southside. “**Trashanator II**” is a 45-minute production of various age appropriate skits on the subjects of waste minimization, recycling, and litter prevention. During the past school year, 15 localities received the performance, with a total audience reach in school year 2005-06 of 5,395 students.

During the past fiscal year, HR CLEAN completed the development of a new educational initiative on litter laws. A one-page fact sheet regarding the litter laws throughout Hampton Roads, which includes the language and fines associated with littering in Virginia, was released to the public, specifically the local law enforcement agencies. It is the goal of the committee to remind those in the enforcement industry, as well as residents of Hampton Roads, that there is more than unsightliness associated with litter, laws and fines also apply.

The HR CLEAN website, www.hrclean.org, continues to be updated and expanded. The home page was revised this past year, giving the user more options. The site is linked to state educational websites, such as Virginia Naturally, the Department of Environmental Quality (DEQ) Environmental Education site, the Virginia Recycling Association (VRA) and each locality’s website.

Members represent the region on various national, state and local committees such as:

- The National Recycling Coalition (NRC)
- North American Association of Environmental Education
- Keep America Beautiful (KAB) and Keep Virginia Beautiful
- The Virginia Recycling Association (VRA)
- The Virginia Council for Litter Prevention and Recycling
- The Litter Control and Recycling Fund Advisory Board
- Hampton Roads Alliance for Environmental Education

HR CLEAN continues to be a regional partner in joint environmental education programming with members of HR STORM and HR WET, also referred to as HR³. This year HR³ revised the 2004-05 one-page tip and information sheet. The one-page tip and information sheet was published in the WVEC Channel-13 2005 Hurricane Guide, which was distributed to the public at local Dodge automobile dealers, through representatives of HR³, and is also available on the WVEC Channel-13 website.

Education and awareness of litter prevention and beautification, as well as recycling remain the goal of HR CLEAN. Through participation in the HR³ Mini-Grant Program, this goal continues to be met. During the past fiscal year, \$4,521 was awarded to 18 different youth groups working on projects related to the missions and goals of HR CLEAN, HR STORM and HR WET. Of that amount, HR CLEAN awarded \$1,461 to 7 schools, a public library, and a Peninsula Jr. Master Gardener group. Through participation in the HR³ Mini-Grant Program this past year, HR CLEAN was able to reach over 2,400 Hampton Roads youth.

FAST POINTS

- **Radio and television spots make their way to over a million Hampton Roads residents. Radio spots promoting recycling of drink bottles and cans continued to run throughout Hampton Roads airwaves. Three 10-second television spots inspired by the campaign were also developed and aired on local cable, UPN Channel-27, and WVEC Channel-13.**
- **HR CLEAN promoted the third season of a 45-minute youth presentation, "Trashanator II," that reached over 5,000 Hampton Roads students.**
- **HR CLEAN continues to develop education pieces on such issues as litter laws to bring awareness to the citizens and visitors of Hampton Roads.**
- **HR CLEAN's website, www.hrclean.org, continues to provide up to date information on recycling and litter prevention techniques.**
- **Collaboration continues with the HR³ committees on various projects such as the HR³ joint tip page used in a regional hurricane preparedness guide.**
- **HR CLEAN awarded \$1,461 in mini-grants to seven schools, one public library, and a Peninsula Jr. Master Gardener group. Through this initiative, HR CLEAN was able to reach over 2,400 youth involved in programs related to the goals of HR CLEAN.**

MEDIA

HR CLEAN continues to add value to its media campaign by bringing national spots to the region's airwaves, as well as tailored video spots for local and cable programming. Typically the largest portion of overall budget allocations for the HR CLEAN program, media remains the area where pooling financial resources has had the greatest effect in delivering information.

HR CLEAN MEDIA SPOTS RELEASED		
Fiscal Year 2005-06		
STATION	CONTRACT	# OF SPOTS
WVEC CHANNEL-13	\$ 10,830	87
WHRO CHANNEL-15	\$ 4,800	126
WHRO – FM 89.5	\$ 2,560	27
WHRO – FM 90.3	\$ 2,560	27
METRO TRAFFIC	\$ 9,250	185
COX MEDIA CABLE	\$ 9,000	2,087
WGNT UPN CHANNEL-27	\$ 3,000	117
TOTAL TO DATE	\$ 42,000	2,656

Through the various stations in Hampton Roads airing Metro Traffic announcements, HR CLEAN sponsored spots gaining the attention of the listening audience. The HR CLEAN messages continue to be aired during peak drive times, reminding citizens about the need for waste minimization (recycling) and beautification. Those stations of Metro Networks are as follows:

WAFX – FM	WLQM – FM	WROX – FM
WFMI – FM	WLRT – AM	WTAR – AM
WGH – FM	WNIS – AM	WVKL – FM
WGLP – AM	WNOR – FM	WWDE – FM
WHRO – FM	WNVZ – FM	WWHV – FM
WHRV – FM	WPTE – FM	WXGM - FM
WJOI – AM	WPYA – FM	

The HRPDC, on behalf of HR CLEAN, continues to contract with WVEC Channel-13, UPN Channel-27, and Cox Media. Spots run during peak viewing times such as “The View,” “Dr. Phil,” “Oprah” and “Jeopardy.” Cox Media provided placement on cable channels with high viewerships such as, ABC Family, Fox News, Nickelodeon, Food Network, TV Land, Cartoon Network, and Animal Planet. In-kind matching (no-charge) spots from Cox Media included runs on Nickelodeon, MSNBC, Discovery Health, Animal Planet, Hallmark, and Lifetime Movie Network. The HR CLEAN contract was scheduled to run from 12/09/05-01/01/06 and 02/26/06-3/26/06 for a total of \$9,000. Spots also aired on WHRO (Television Channel -15, and radio stations WHRV 89.5 FM and WHRO 90.3 FM).

A new series of public service announcements were developed with the help of New York Met’s third baseman, David Wright. Through a connection with Mr. Wright’s father, who serves on the City of Norfolk Narcotics Crimes Task Force, HR CLEAN representative, John Deuel, was able to invite the new spokesperson to work with HR CLEAN and WVEC Channel-13 in production of three thirty-second spots. The spots were aired during the spring media rotation.



New York Mets 3rd Baseman, David Wright



The continuity of messages, both radio and television, improves branding capability and provides yet another opportunity to reinforce the HR CLEAN tagline: “Hampton Roads is too Good to Waste.”

EDUCATIONAL INITIATIVES

TRASHANATOR II - HR CLEAN offered a third season of “**Trashanator II**” at the start of the 2005-06 school year. During the year, over 5,000 students throughout the Hampton Roads region were introduced to the messages of “**Trashanator II**” by the ODU Playtime Theater Group.

Many of those students visited the HR CLEAN website and filled out an online survey which asked for specific feedback on the performance. This information has been helpful in the overall evaluation of the performances. Each student and teacher who filled out the online survey was sent a reusable lunch bag (students) or reusable car litterbag (teachers).



“Trashanator II” is comprised of a variety of humorous skits based on popular television shows that are tailored with messages about waste reduction, the importance of environmental preservation and conservation, and recycling. Through a contract with the Southeastern Public Service Authority (SPSA), each HR CLEAN locality receives a performance date for a school of their choice. The performances are free to the schools. The FY 05-06 performance schedule is shown in the table to the right. *(No performance date was scheduled for Williamsburg and Surry both of whom could not accommodate the performance this school year.)*

Trashanator II FY 05-06 Schedule		
DATE	SCHOOL	LOCALITY
Oct. 4	Crestwood MS	Chesapeake
Oct. 18	Seaford ES	York
Oct. 25	Page MS	Gloucester
Nov. 15	Windsor Oaks ES	Virginia Beach
Nov. 29	Hunterdale ES	Franklin
Dec. 6	Carrollton ES	Isle of Wight
Jan. 10	Meherin ES	Southampton
Jan. 17	Dozier MS	Newport News
Jan. 31	Holy Trinity	Norfolk
Feb. 28	James Blair MS	James City
March 14	Gildersleve MS	Newport News
March 21	Poquoson MS	Poquoson
April 4	Jones MS	Hampton
April 11	Water MS	Portsmouth
April 18	John F. Kennedy MS	Suffolk
* This additional performances date is a local purchase by the host locality and not by HR CLEAN.		

The **Trashanator II** performance was originally tailored for audiences in grades 3-5 and is correlated to several Virginia Standards of Learning (SOL). After the feedback received in the previous year from online surveys, the committee voted to go ahead in FY05-06 with a third season and offer the performances to middle schools.

Some of the teacher feedback received, included comments such as “...my students loved it – you made your points in a funny, engaging way – more adults need to see this!” and “Actors were great!!!” One teacher even shared her concerns with certain performances over language and over use of stereotypes. With her feedback, the committee was able to adjust the script and eliminate offensive verbiage. Through the assistance of SPSA and online capabilities, HR CLEAN continues to receive feedback from the audiences and validate the purpose of this successful educational program.

HR CLEAN worked with scriptwriter and director, Ms. Frankie Little Hardin at the end of the year to update some of the skits and strengthen the messages of HR CLEAN within the humorous production. HR CLEAN and the ODU Playtime Theater Group, in coordination with SPSA, will bring a fourth season to the youth of Hampton Roads in FY 06-07.

LITTER LAW ENFORCEMENT –

Litter has real consequences. In an effort to gently remind local law enforcement agencies and residents of those consequences, HR CLEAN set out to develop an educational tool to point out not only the effects litter has on nature, but where laws step in too. During FY 2005-06, HR CLEAN completed the new one-page fact sheet titled “Litter Law Fact Sheet.” The new print piece details the litter laws throughout Hampton Roads and includes the language and fines associated with littering in Virginia. This project stemmed from the 2004 presentation to the region’s Chiefs of Police. Each locality represented at that meeting received copies of the video, “Litter Law Enforcement,” produced by the Virginia Department of Environmental Quality, and Halifax and Henrico Counties, through funds from the Litter Fund Advisory Board in 2002. Guidebooks to the video and literature on the Broken Window Theory, along with the local code information were also distributed to the attendees to use for further education of their staffs. While this was a successful introduction to the region on the litter law material developed for the Commonwealth, it was determined that a fact sheet would be more efficient and reach a larger audience. The one-page fact sheet has begun making its way to local law enforcement agencies as well as inquiring residents and civic groups.



MEDIA KIT – During the latter part of the year, HR CLEAN developed a subcommittee to create a press kit including information on the history of HR CLEAN and a review of program goals. This subcommittee worked with local tabloid and magazine calendars in hopes of gaining attention from reporters for articles and education of local readers. Through the progress of this subcommittee, website updates as well as photo history reports have been created. With approval from the committee, HR CLEAN developed a kit, which will be distributed to local magazines and small publications, as well as to City Councils and Boards of Supervisors and others interested in the work and success of HR CLEAN.

EVENTS & PROMOTIONS – In partnership with Cox Media, HR CLEAN was invited to be a part of the Outdoor 2006 event at McDonalds Garden Center in Virginia Beach, this past year. Over 3,000 visitors attended the weekend event.

Along with the member community individual events, HRPDC staff also provides information to those who call directly. HRPDC staff distributed materials such as the HR CLEAN bookmarks and pens to representatives from organizations such as the Elizabeth River Project, the Virginia Beach Flower and Garden Symposium, and Virginia Tech training seminars during the year. The following chart displays a breakdown of those distributions:

ORGANIZATION	EVENT / DATE	QUANTITY
Navy, Mid-Atlantic Region	School visits September 2005	250 Bookmarks
NARO Expanded Cinema	Green Sea Film Festival October 2006	100 Bookmarks, 250 "This Kid Recycles" stickers, and pens
Kids Corner Learning Center	Environmental Education Project	25 Bookmarks and both "This Kid Recycles" and "This Kid Fights Litter" stickers
Virginia Beach Master Gardeners	Virginia Beach Flower Show January 2006	50 Bookmarks
Virginia Tech – Hampton Roads AREC	Mid-Atlantic Horticulture Short Course February 2006	30 Mini-Grant Postcards
James City County	Homeowners Assoc. February 2006	50 Bookmarks
McDonalds Garden Center, Virginia Beach	Outdoor 2006 February 2006	200 Bookmarks 50 Pens
Virginia Beach SPCA	February 2006	50 Bookmarks and pens
SPSA	Norfolk State University Basketball Game Night	75 Bookmarks and 150 "This Kid Recycles" stickers
The Garden Club of Norfolk, the Virginia Beach Garden Club, and the Virginia Beach Public Libraries	Tidewater Garden Symposium March 2006	200 Bookmarks 30 Pens 30 Mini-Grant Postcards
Elizabeth River Project	Residential Education March 2006	100 Bookmarks 50 Pens
Delta Sigma Theta Sorority	Spring Cluster Meeting March 2006	50 Pens
Bank of America	Annual Environmental Education event for employees April 2006	50 Bookmarks
HRPDC	Green Infrastructure Workshop May 2006	25 Pens
Virginia Beach Clean Community Commission	Earth Day at Mt. Trashmore Park – May 2006	100 Reusable Lunch Bags
Newport News Police	June 2006	20 Litter Law Fact Sheets
Fred Heutte Center, Norfolk	Learning Center Resources June 2006	50 Litter Law Fact Sheets

WEBSITE

The HR CLEAN website is enhanced and updated frequently with information received from members and gathered by staff. From the website, users are able to view one of the new David Wright public service announcements, apply for an HR³ Mini-Grant, and learn about recycling and beautification efforts. They are also able to send feedback, questions and comments directly to staff. During the 2005-06 fiscal year, staff worked with members to update and expand the site with new information, specifically linked to local events and programs. Seasonal information was also added throughout the year, directing users to cost saving tips with practices such as how to save gas in the warmer months and who to contact for spring and fall clean up events. The new Litter Law factsheet was also added to the site for users to download.



JOINT PROGRAMMING

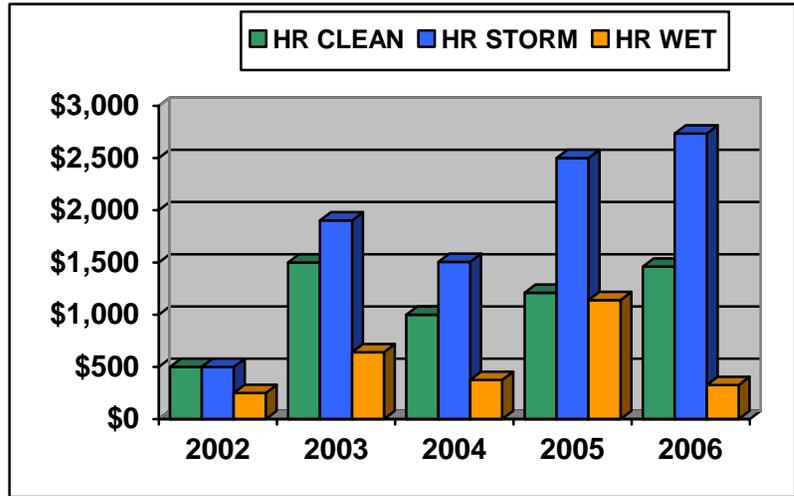
Every year, the combined efforts of HR CLEAN, HR STORM and HR WET, otherwise known as HR³, offer the region joint programs such as funding through the popular mini-grant program and educational print pieces. With the HR³ Mini-Grant Program, schools and youth groups are eligible to receive \$250 toward environmental projects that meet the goals of HR CLEAN, HR STORM, and HR WET. The one-page tip sheet, which combines the messages of the committees, is used in a variety of regional publications such as the 2005 Homearama program guide. (There was no scheduled Parade-of-Homes for the fall of 2005.) The one-page tip and information sheet was also published in the WVEC Channel-13 2006 Hurricane Guide, which was distributed to the public at local Dodge automobile dealers, through representatives of HR³, and made available on the WVEC Channel-13 website.



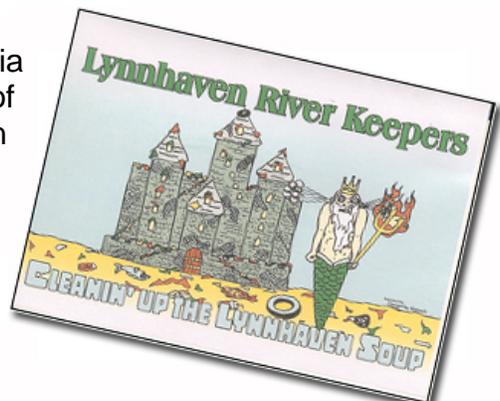
MINI-GRANT PROGRAM

HR CLEAN participated again this year in the HR³ Mini-Grant Program. During fiscal year 2005-06, \$4,521 was awarded to 18 different youth groups working on projects related to the missions and goals of HR CLEAN, HR STORM and HR WET. Of that, HR CLEAN awarded \$1,461 to nine applicants: Greenbrier Intermediate (two awards), James City County/Williamsburg Jr. Master Gardeners, Craddock Public Library, Baylake Pines School, Kings Grant Elementary School, Peasley Middle School, Booker Elementary School, and Ocean Lakes Elementary School.

The following is a brief description of the awards distributed by HR CLEAN during the past fiscal year and their programs:



- **Greenbrier Intermediate School** – (Chesapeake) was awarded \$166 towards a vermicomposting project titled “Our Secret Garden.” 300 students participated in this year-long program.
- **James City County / Williamsburg Jr. Master Gardener Program** – (James City County) was awarded \$125 toward a certificate program at Mathew Whaley Elementary School. (An additional \$125 was also awarded to this program by HR WET.)
- **Craddock Public Library** – (Portsmouth) was awarded \$250 toward books and environmental education resources. (This award was also a joint award with HR STORM.)
- **Baylake Pines Elementary School** – (Virginia Beach) was awarded \$250 for an Eco-Conservation tool kit. (An additional \$250 in funding support was awarded by HR STORM.)
- **Kings Grant Elementary School** – (Virginia Beach) was awarded \$250 toward continuation of a program first awarded in 2004 to Kingston Elementary School titled: “Lynnhaven Soup: Rescue Our River,” a year-long school-wide program stressing the importance of reducing water pollution and minimizing the land-based pollution affecting the local Lynnhaven River.



Both schools are in the Lynnhaven Watershed, making expansion of the River Keepers program to other schools appropriate. HR CLEAN partnered in the award with HR STORM, providing \$125 each. Through the efforts of Kings Grant, an additional 700 River Keepers in the Lynnhaven River watershed partnered with the program. (Kingston River Keepers produced 600 River Keepers in 2004-05.)

- **Peasley Middle School** – (Gloucester) was awarded \$195 toward a “Recycling with Thinker’s Workshop” in which over 900 students participated. This program was designed to teach the importance of and reasons for recycling. Among other recycling related activities, the students took what they learned and put to use in a poster contest reflecting persuasive illustrations to encourage recycling. Winners of the poster contest received environmentally related books.
- **Greenbrier Intermediate School** – (Chesapeake) was awarded \$125 toward benches made of recycled content for the schoolyard rain garden. (HR STORM awarded an additional \$125 to this program.)
- **Booker Elementary School** – (Hampton) was awarded \$100 toward a historical courtyard beautification project. Students cleaned, beautified, and preserved the courtyard at Booker, where seeds of a sycamore tree were taken into space. Part of Astronauts Shepard and Mitchell's mission of Apollo 14 was to see if the seeds of the sycamore tree germinate after being in space. One of the tree seedlings was planted in the courtyard at Booker over 30 years ago. The tree still stands there today.
- **Ocean Lakes Elementary School** – (Virginia Beach) was awarded \$250 toward a compost bin project for the campus. Food was collected by the students and the compost produced will be used in the campus beautification projects.

Members of HR³ continue to distribute information on the availability of funds through the HR³ Mini-Grant Program as well as its simple application found online. New joint educational opportunities are explored regularly.

OTHER INTERESTS

HRAEE – (Hampton Roads Alliance for Environmental Education). The HRAEE annual conference was held at the College of William & Mary in August 2005. HR CLEAN continues to be a partner with this regional networking alliance. A handful of members also received recognition and awards for local events/programs from HRAEE. The HRPDC holds a seat on the steering committee for this regional networking alliance and during this conference, presented information on the availability of the HR³ Mini-Grant Program. The Kingston River Keeper program, partially funded by HR CLEAN through the Mini-Grant Program, received one of the three top



honors during that conference. Members continue to participate in the annual HRAEE conference and weekly networking opportunities.

In conclusion, members of HR CLEAN remain committed and focused on the education of all local citizens regarding the importance of keeping waste in its place – and Hampton Roads beautiful.



Members of HR CLEAN (shown above from left to right): Gail Bradshaw, John Deuel, Debbie Blanton, Tammy Rojek, Sara Delo, Dori Brown, 2006 Chairperson, Jennifer Privette, Laurie Halprine. Those not shown: 2006 Vice-Chairperson, Angie Mills, Ruby Arredondo, Claudia Wynn-Cox, Beth Garrison, Tracy Elsass, Peter Van-Dyke, and Becky Holland.

