

askHRgreen.org Stormwater Education Subcommittee
Friday, November 20, 2015
York Room – Newport News City Center

In Attendance:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Ivan Shelton, YC
Cris Ausink, HA
Sue Kriebel, VB
Chrisi VanLear, PO

David Kuzma, IOW
Wayne Jones, SU
Lacie Nixson, SU
Paul Cuomo, JCC
Allison Watts, NN
Tammy Rojek, WM

The summary for the meeting is as follows:

1. Meeting Summary

The October meeting summary was approved.

2. askHRgreen.org Events

Below are the upcoming events scheduled to date:

April 16 – Virginia Living Museum Earth Day, Newport News

May 21 – Family Fun Fest at Chickahominy Riverfront Park, James City County

ACTION: Please reserve the trailer early for any 2016 events.

3. Media Planning

Fall Leaves Media Campaign – currently running November 9-22 with radio and online (Facebook and native content ads through Tribune Media)

Spring TV Media Proposal - HRPDC staff provided an overview of the proposed spring TV media schedule. This would be a joint media buy with the Water Awareness, FOG and possibly Recycling & Beautification Subcommittees.

- Each spot would be an askHRgreen “donut” with committee specific messaging that would run for one week in the March-April timeframe. Spots and timing is limited due to political campaigning during an election year.
- One 30 second video spot would be produced for a Committee message. The video would belong to HRPDC and could be used on all askHRgreen and locality web pages including social media. Could also be used for municipal TV.
- Added value promotions will be confirmed after the media plan is approved by all committees.
- Media plan includes online support (native content, pre-roll, etc.) in addition to the TV campaign.
- The Committee will still be able to do the spring pet waste campaign in addition to this proposed TV campaign.
- The necessary stats can be provided for all Phase II reporting requirements.

ACTION: The Committee approved the proposed plan and suggested the message theme should be fertilizing and other outdoor tips as time allows.

4. Bay Star Homes

The Committee had an opportunity to discuss any updates/concerns with the program. The Committee also began discussing further outreach to BSH participants through a quarterly email newsletter.

- Administration
 - The weekly import process has been confusing for some due to different date ranges used to create the import file v. the online pledge notifications. The Committee agreed to receive the online pledge notifications less often to simplify the import process and ensure that pledge notifications match the data included in the weekly import file.
- Outreach
 - HRPDC staff should resend BSH news release to the Committee
 - A quarterly email newsletter will be sent to all BSH participants across the region. The proposed content for the first edition (planned for January 2016) included: Christmas tree disposal solutions, New Year's resolutions (repair leaky cars, mark storm drains, etc.), and a lawn care calendar or tips.

ACTION: Online pledge notifications will now be coordinated with weekly import files. HRPDC staff will create quarterly newsletter to distribute in January.

5. Storm Drain Medallions & Pet Waste Stations

The Committee discussed purchasing of storm drain medallions and pet waste stations.

Storm Drain Medallions

- The Phase I draft permits require markings on all stormwater inlets on high priority municipal facilities with impervious surface greater than 2 acres. High priority facilities include those with high potential for pollutant discharge such as parking lots, municipal yards, maintenance shops, etc.
- Accordingly, the City of Hampton has asked HRPDC to coordinate a regional purchase of storm drain medallions. Hampton will purchase 410 medallions. HRPDC staff will follow up via email to find out if other localities would like to purchase medallions.

Pet Waste Stations

HRPDC staff provided an updated overview of pet waste station inventory by locality based on responses from a recent email survey.

- A majority of localities polled via email expressed interest in obtaining more stations to sustain the Pet Waste Station Grant Program.
- The Committee voted to purchase 30 additional stations to sustain the program. HRPDC staff will follow up via email to find out if any localities would like to purchase additional stations.

Action: HRPDC staff will coordinate a purchase of storm drain medallions and pet waste stations.

6. VEE Grant

The Committee reviewed the [Virginia Environmental Endowment Grant](#) and discussed interests, ideas, and priorities for a regional application for next year's deadline.

- HRPDC will plan to submit a proposal next year that incorporates additional program offerings into the Bay Star Homes program.
- Suggested priorities included workshops/seminars modeled after James City County Super Turf Saturday and Turf Love University and direct mailings (including postage costs) targeted to residential areas of watersheds with a bacteria TMDL.

ACTION: The Committee and HRPDC staff should continue to discuss and develop a regional proposal for the VEE grant to be submitted in 2016.

7. Promotional Items

The Committee discussed purchasing hand sanitizer and pre-packaged Swedish Fish with custom stickers. The Committee voted to purchase 2,500 of each. The hand sanitizer will have a "Scoop the Poop" message and the Swedish Fish will have a "Save the Fish" message. Custom stickers may not be necessary if the Swedish Fish packaging imprint area is large enough. The Swedish Fish order will be held for delivery in early March to align with the beginning of event season.

Additional promotional items purchased during FY16 include:

- Reusable bags, 5,000 - *anticipated delivery in December*
- Message pens, 10,000 - available for pickup
- Dog waste bag holders, 2,500 - available for pickup

ACTION: HRPDC staff will place order for hand sanitizer and pre-packaged Swedish fish.

8. Staff Reports

Budget - The current budget was reviewed and approved.

ACTION: None.

Next Committee Meeting:

- There will be an All Hands Meeting on Tuesday, December 15th at 11:30 a.m. at HRPDC in Chesapeake. This will serve as the December meeting for the Stormwater Education Committee. RSVP is required as lunch will be provided.
- The regularly scheduled meeting on December 18th is *cancelled*.
- HRPDC staff will send out a poll to set a date for the January meeting as there is a conflict with Lee Jackson Day on January 15th.