

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

In Attendance:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Allison Watts, NN
David Keeling, SU
Alacia Nixon, SU

Ivan Shelton, YC
Brian Bass, IW
Christina Murphy, PO
Cris Ausink, HA
Tammy Rojek, WM

The summary for the meeting is as follows:

1. Meeting Summary – The February meeting summary was approved.

2. Events and Promotions

Below are the upcoming events scheduled to date:

March 15 – One City Marathon, Newport News

March 28 – SEVA CAI CA Day, Virginia Beach

April 18 – Earth Day at Virginia Living Museum, Newport News

April 22 – TCC CARES Earth Day Celebration, Chesapeake

April 24 – Booker T. Washington Middle School Go Green Program, Newport News

May 2 – Eco Fair, Norfolk – *volunteers needed*

May 9 – Culpepper Landing Earth Day Event, Chesapeake

May 21 – Sensible Seafood FEST, Virginia Beach – *2 volunteers needed*

May 29 – Blayton Elementary School, Williamsburg

June 18 – NASA Langley Health & Wellness Fair, Hampton

June 27 – Olden Days, Smithfield

September 11-13 – Hampton Bay Days, Hampton

September 12 – RiverFest, Norfolk

September 16-21 – Isle of Wight County Fair, Windsor

October 8-11 – Peanut Festival, Suffolk

October 12 – Keep Hampton Roads Beautiful Golf Tournament

Action: HRPDC staff will request volunteers for upcoming events.

3. Media

FY15 Media Schedule:

- Oct. 6-25: Leaves Down the Drain – pickup creative
- March 23-April 4: Lawncare/Outdoor Watering (joint campaign with Water Awareness Subcommittee) – pickup creative
- May: Pet Waste – pickup creative
 - Will be partnering again this year with Elizabeth River Project, Norfolk SPCA and other local animal shelters/rescues to send an e-blast for the Scoop the Poop pledge during the week of May 18-24.

Action: HRPDC staff will forward Scoop the Poop e-blast information to committee members.

4. TMDL Outreach Initiatives

BMP Factsheets - Any final edits are needed ASAP.

Water Quality Brochure – The Committee agreed to purchase 10,000 brochures.

Water Quality Toolkit – HRPDC staff will create a water quality toolkit (similar to the online media toolkit) on askHRgreen.org that will display the BMP fact sheets, Water Quality brochure and other water quality specific resources.

Action: HRPDC staff will develop water quality toolkit content.

5. Bay Star Homes

The Committee continued discussion of implementing the regional Bay Star Homes Program Plan.

- Bay Star Homes Selection Criteria – Finalized
- Microsite of askHRgreen.org website to host Bay Star Homes. (purchase www.BayStarHomes.org to redirect to askHRgreen microsite page)
- Online form will allow citizens to apply online.
 - Cost estimate for fully integrated solution exceeded budgets and is not a viable solution.
 - Alternate solution is a manual upload process for new records and data exports/reporting managed by HRPDC staff. Stormwater Technical Committee/Regional Environmental will vote on providing \$5,000 for implementation of this alternative.
- Program Implementation:
 - Citizens to receive welcome packet to include, at minimum, garden flag & pole, askHRgreen rack cards, brochures and promo items. Welcome packet may also include locality-specific info, if desired.
 - Committee members will be notified that there is new BSH in their locality and will be asked to help coordinate delivery of welcome packet.
- HRPDC staff has ordered 1,000 garden flags and poles, with additional quantities for some localities.

Action: HRPDC staff will continue to work on the Bay Star Homes database/microsite.

6. Promotional Items

The kneeling pads and dog waste bag holders are available for pickup.

Committee members agreed to purchase 10,000 Soil Testing brochures, Water Quality/TMDL brochures, Scoop the Poop rack cards, and Clean, Healthy Bay brochures.

HRPDC staff has ordered 1,000 garden flags and poles for Bay Star Homes, with additional quantities for some localities.

HRPDC staff will collect quotes for message pens for the committee to review at the April meeting.

Action: Committee members should schedule pickup of dog waste bag holders or plan to do so at the April 17th committee meeting.

7. Staff Reports

- The budget was approved as presented.
- HRPDC staff added a mini-grant application to the agenda. The committee voted to deny the application for Southeast CARE Coalition and recommended the applicant take the following actions:
 - Identifying specific locations for the trees and specific contacts for each location
 - Providing a maintenance schedule
 - Planting native trees & using tree shelters
 - Move project to the fall when trees are more likely to survive
- RFP for services provided by Cahoon & Cross is now advertised. The RFP committee will be working with applicants and reviewing submissions in April/May.
- Keep Hampton Roads Beautiful Golf Tournament
 - Interested individuals are invited to serve on the planning committee
 - Proceeds will be split between the four askHRgreen education committees
 - The Golf Tournament Planning committee will need help collecting contact lists, sponsors golfers and prizes including municipal attractions.

Action: Committee members are encouraged to send golf tournament contacts and prize ideas to HRPDC staff.

Next Committee Meeting: Friday, April 17, 2015 at 9:30 AM at HRPDC in Chesapeake.