



ENVIRONMENTAL EDUCATION PROGRAM

KATIE CULLIPHER
JANUARY 21, 2021

askHRgreen.org

POWERED BY

17 member jurisdictions + HRSD



Stormwater
Education



Litter Prevention,
Recycling &
Beautification



Water
Conservation &
Awareness



FOG / Sanitary
Sewer Overflow
Prevention



PUBLIC OUTREACH REQUIREMENTS

BRAND AWARENESS

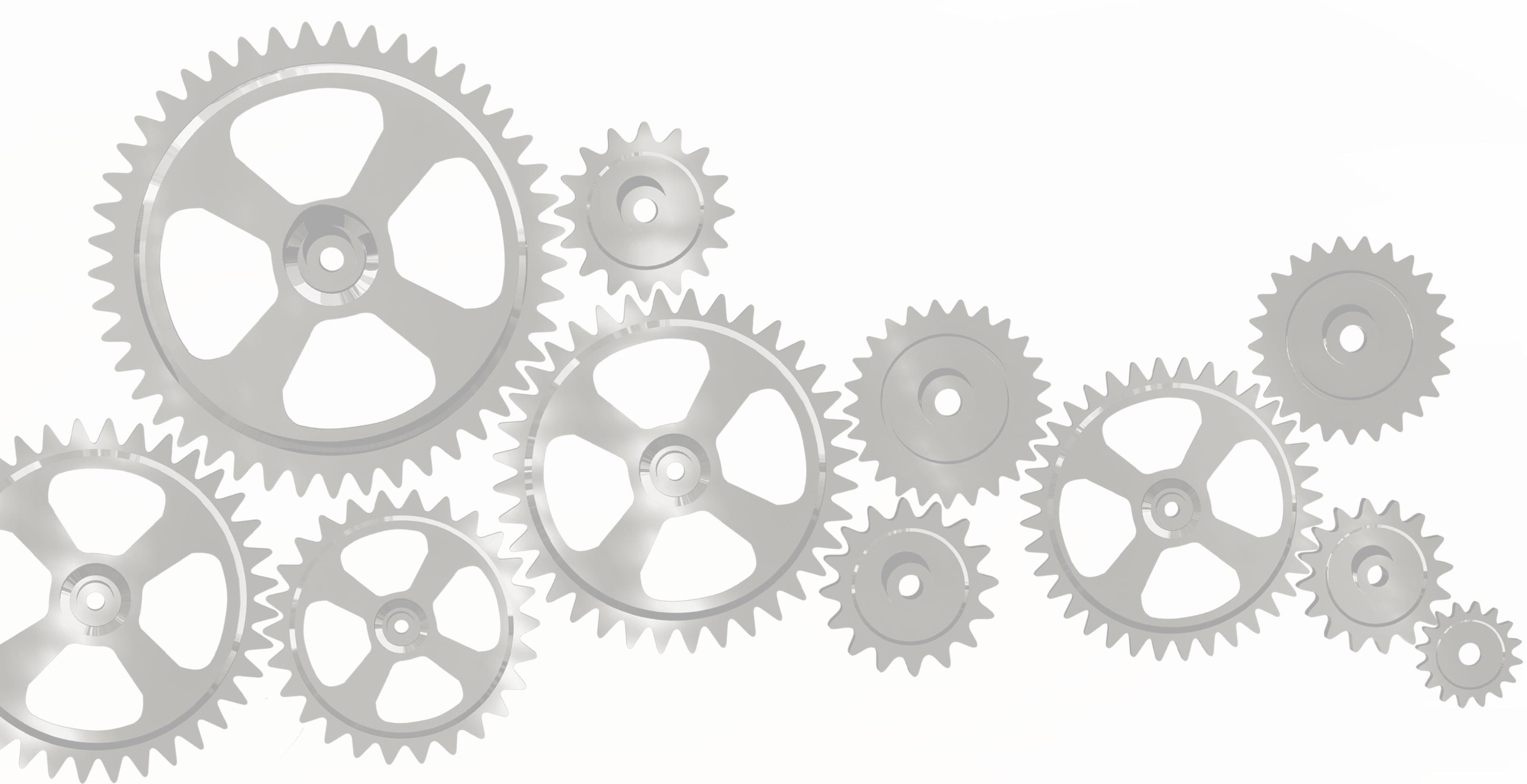
CONSISTENT MESSAGING

GREATER ACCESS TO RESOURCES

IMPROVED REACH

ECONOMIES OF SCALE

WHY DO
THIS WORK
TOGETHER?



THE NUTS & BOLTS

ask **HRgreen.org**

WEBSITE Blog, Event Calendar, Online media toolkit



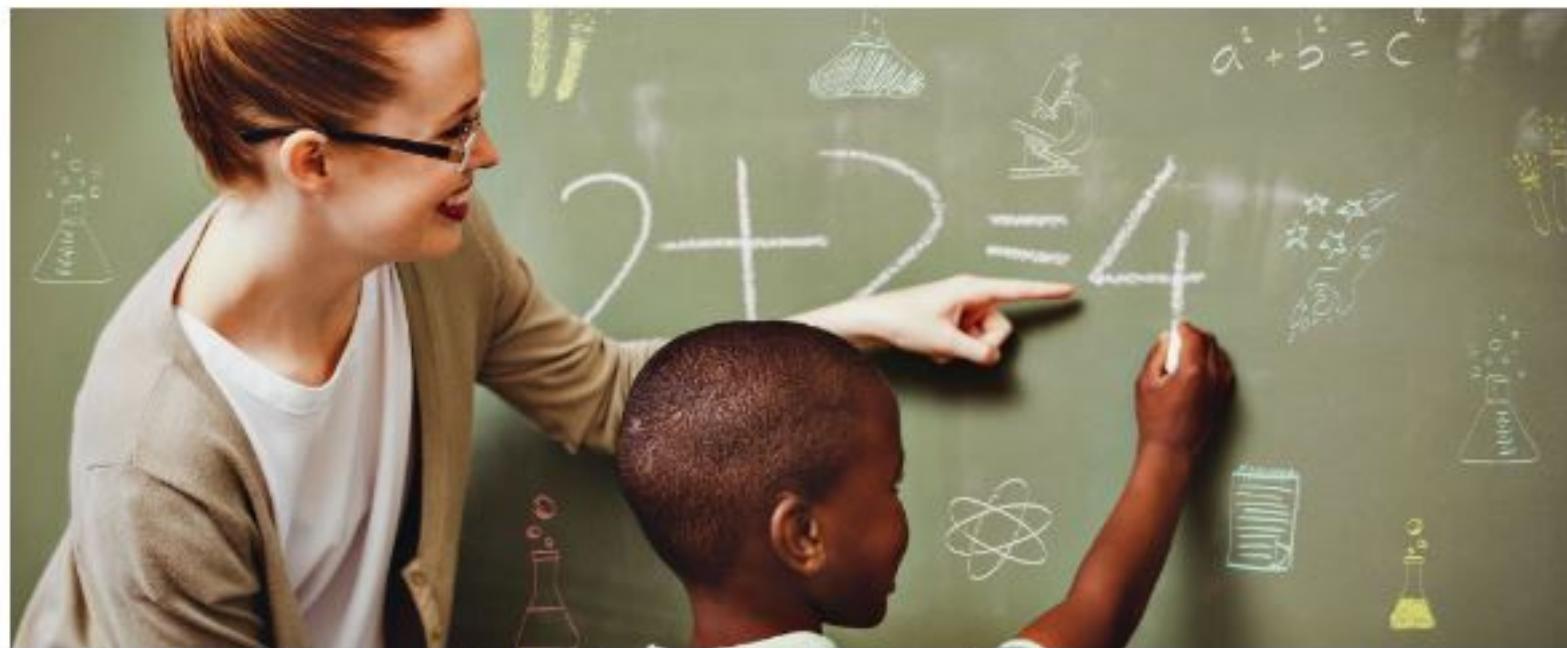
UPCOMING EVENTS Lynnhaven River Now Environmental Film Festival • Sunday, February 2nd, 2020

askHRgreen.org FOR A CLEANER, GREENER HAMPTON ROADS KNOWLEDGE CENTER COMMUNITY CENTER RESOURCE CENTER

I AM MOST INTERESTED IN:

CLEAN COMMUNITIES CLEAN WATER & WATERWAYS GREEN EDUCATION GREEN HOMES & BUSINESSES RECYCLING & REUSING YARD & LANDSCAPING

Environmental Education Grants



Environmental education mini grants are available

GET A MINI GRANT FOR YOUR PROJECT

GREEN LIVING BLOG ARTICLES

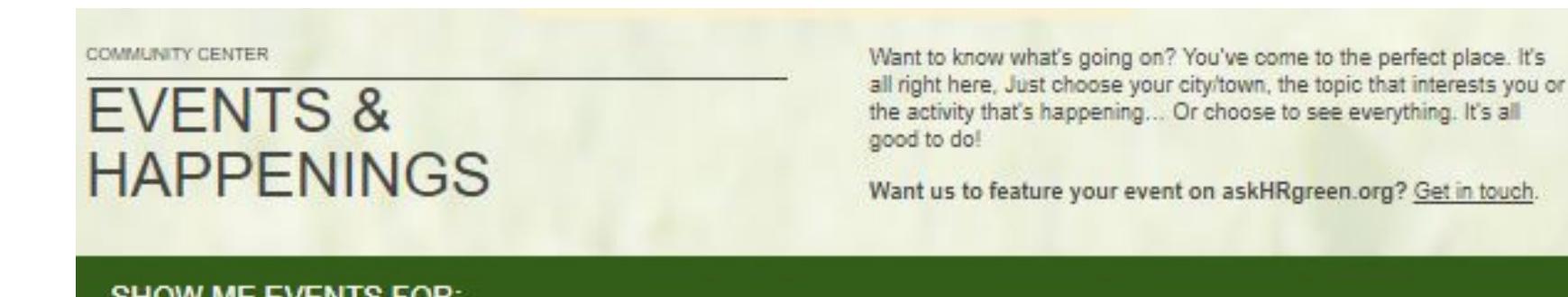
SORT ALL BUSINESS LOCATION ALL YEAR ALL AUTHOR ALL



RECYCLING & REUSING • DEC 16, 2019 • REBEKAH EASTEP

2020 Christmas Tree Recycling Schedule

Tired of picking up the dried, fallen needles? Sick of Fluffy sending your tree toppling over for the hundredth time? The appeal of your nat ...



COMMUNITY CENTER

EVENTS & HAPPENINGS

Want to know what's going on? You've come to the perfect place. It's all right here. Just choose your city/town, the topic that interests you or the activity that's happening... Or choose to see everything. It's all good to do!

Want us to feature your event on askHRgreen.org? [Get in touch.](#)



SHOW ME EVENTS FOR:

ASKHRGREEN COMMUNITY CLEAN COMMUNITIES CLEAN WATER & WATERWAYS GREEN EDUCATION GREEN HOMES & BUSINESSES RECYCLING & REUSING YARD & LANDSCAPING

SORT ALL CLEANUPS COLLECTIONS PROGRAMS WORKSHOPS OTHER BUSINESS

LOCATION ALL VIEW CALENDAR GRID



Lynnhaven River Now Environmental Fil...
Sunday, February 2nd, 2020



VPPSA Household Chemical &...
Saturday, February 8th, 2020



Lynnhaven River Now Environmental Fil...
Sunday, February 9th, 2020

SHOW ME MEDIA FILES FOR:

CLEAN COMMUNITIES CLEAN WATER & WATERWAYS GREEN EDUCATION GREEN HOMES & BUSINESSES RECYCLING & REUSING YARD & LANDSCAPING

SORT ALL ADS BROCHURES POSTERS PRESENTATIONS PUBLICATIONS RADIO VIDEO LOGOS

MISC ASSETS TIP SHEETS BUSINESS



Video (:15): A Short Poo-em



Video (:15): Grease Grinch



WHAT DO YOU KNOW ABOUT your storm drains

Video (:15): What Do You Know: ...

EVENTS

coast LIVE

SOCIAL MEDIA

PUBLIC

RELATIONS

PROMOTIONAL

MATERIALS



askhrgreen.org Published by Rebekah Jones Eastep (9) · June 27

We have lots of environmental tips and we hope you follow them all. But we also want you to know that everyone has bad habits. You just have to do SOMETHING to reduce your impacts and keep moving forward towards sustainability.

More on the Green Living blog: <http://askhrgreen.org/green-habits/> See More

Get More Likes, Comments and Shares Boost this post for \$15 to reach up to 3,000 people.

2,657 People Reached 237 Engagements Boost Post

askhrgreen.org Published by Rebekah Jones Eastep (9) · September 11, 2018

Searching for bottled water? Don't overlook your tap! Convert any container with a lid into "bottled" water to use if you lose water services during Hurricane Florence. Milk jugs and soda bottles are perfect. Stay safe, Hampton Roads! #StaySafe #HurricaneFlorence #StormMode

Get More Likes, Comments and Shares Boost this post for \$15 to reach up to 3,000 people.

2,884 People Reached 371 Engagements Boost Post

askhrgreen.org Published by Rebekah Jones Eastep (9) · May 17

Personal wipes, public problem. Miami-Dade Water & Sewer Department can attribute up to \$3.5 million in operating costs to the management of trash flushed down the toilet. Some pump stations need to be cleaned up 3x more often than 18 years ago. #TheMoreYouKnow #FactFriday #NoWipesInThePipes #ToiletsNotTrashcans #WipesClogPipes #IGDD

Get More Likes, Comments and Shares Boost this post for \$15 to reach up to 3,000 people.

4,075 People Reached 453 Engagements Boost Post

askhrgreen.org Published by Rebekah Jones Eastep (9) · December 27, 2018 at 1:45 PM

Beneath your feet, there is a vast infrastructure — more than 6,500 miles of water distribution pipes and 1,000 miles of sanitary sewer miles throughout Hampton Roads. These systems (drinking water, sanitary sewer and stormwater), and the people who maintain them, work silently and reliably to keep the water flowing.

Out of sight, out of mind, right? Not if we have anything to do with it! Let's not take these critical pipelines and their proper maintenance for granted. Wt... See More

Get More Likes, Comments and Shares Boost this post for \$15 to reach up to 3,000 people.

4,913 People Reached 887 Engagements Boost Post

askhrgreen.org Published by Rebekah Jones Eastep (9) · January 31

Hampton Roads is slow to say goodbye to single-use plastic (those plastic items we encounter every day that are meant to be used just once before being thrown away). What can you do?

CHOOSE TO REFUSE! Say "No" to your single-use plastics such as plastic bags, straws, and utensils. You can carry reusable shopping bags for all of your retail shopping needs. Bring your own glass or metal water bottle instead of buying bottled drinks. And pack lunches using reusable containers. See More



PAID MEDIA CAMPAIGNS

Television
Radio
Digital
Streaming
Print



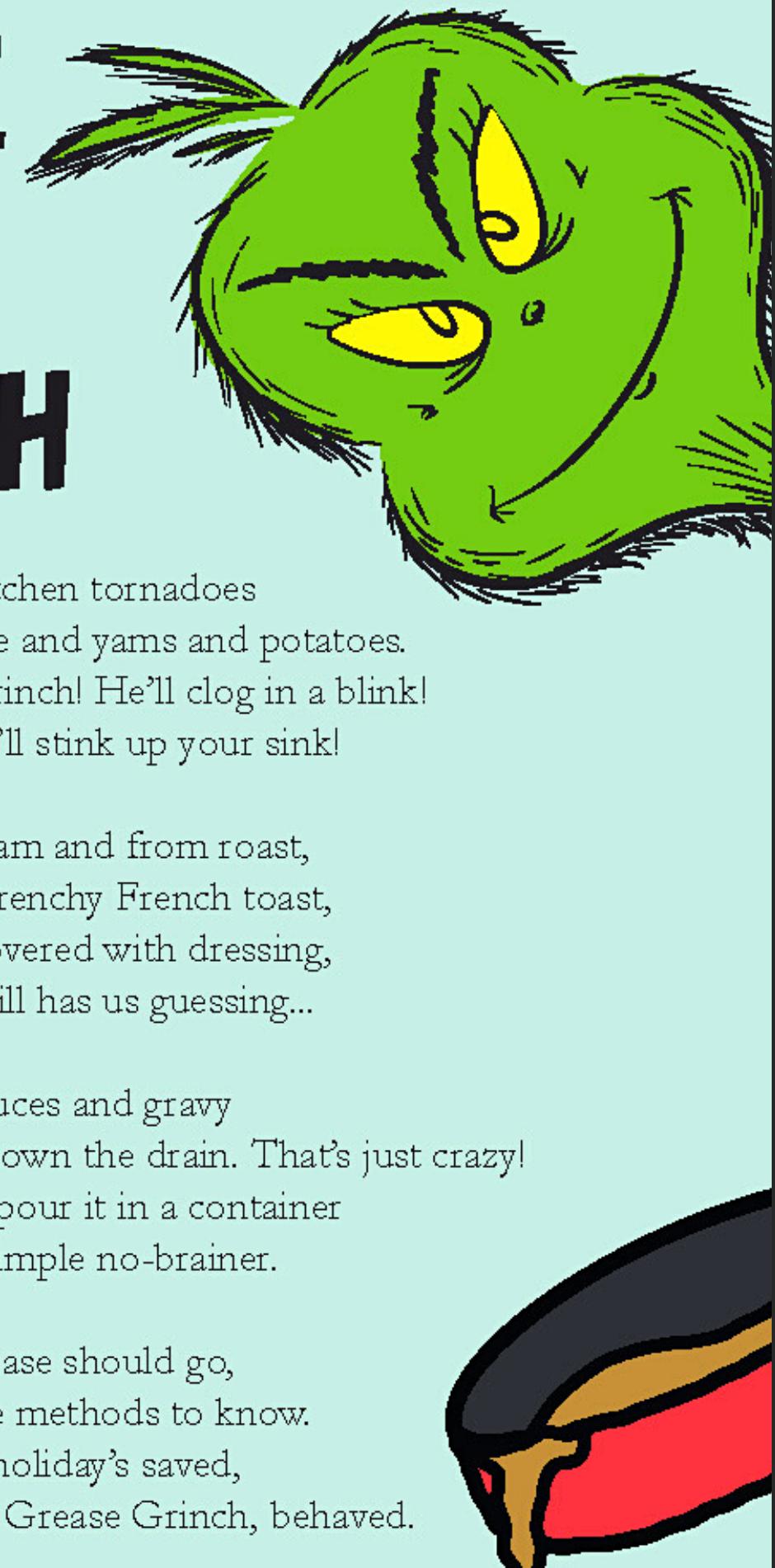
BEWARE of the GREASE GRINCH

It's holiday time and we're kitchen tornadoes
Cooking turkey and fruit cake and yams and potatoes.
But beware of the Grease Grinch! He'll clog in a blink!
He'll gunk up your pipes! He'll stink up your sink!

All the pan drippings from ham and from roast,
The leftover bits from your frenchy French toast,
The lettuce from salads all covered with dressing,
The mystery casserole that still has us guessing...

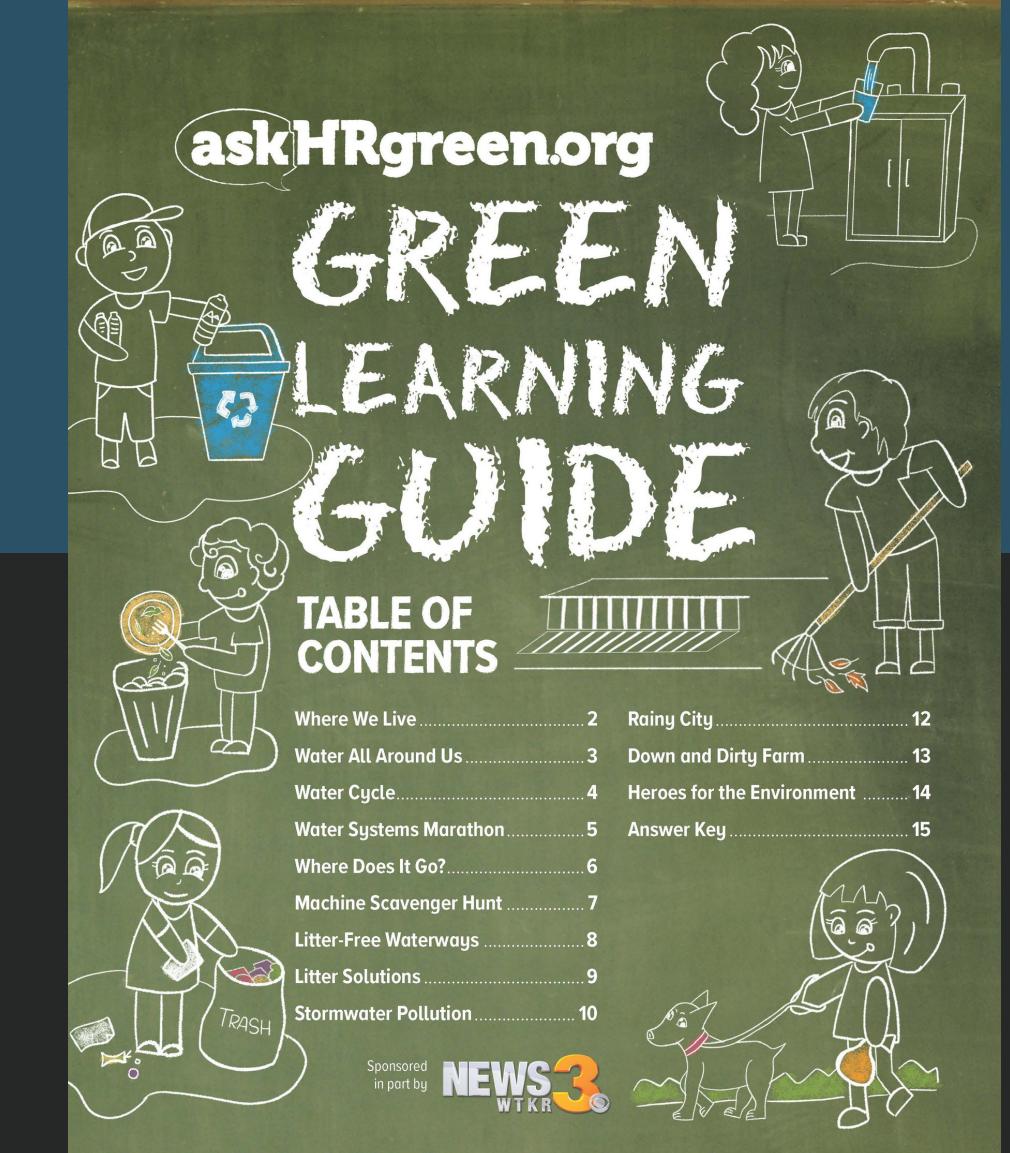
Bacon grease, meat water, sauces and gravy
Should NEVER be poured down the drain. That's just crazy!
When the grease is too hot, pour it in a container
Like an empty tin can; it's a simple no-brainer.

Into the trash is where all grease should go,
Scrape, wipe or freeze are the methods to know.
Follow these steps and your holiday's saved,
Your drain will be happy, the Grease Grinch, behaved.





Environmental Education Mini Grant Program



Green Learning Guides



Pet Waste Station Grant Program



askHRgreen.org

HITTING THE STREETS WITH ASKHRCGREEN.ORG

...WELL, THE SIDEWALKS

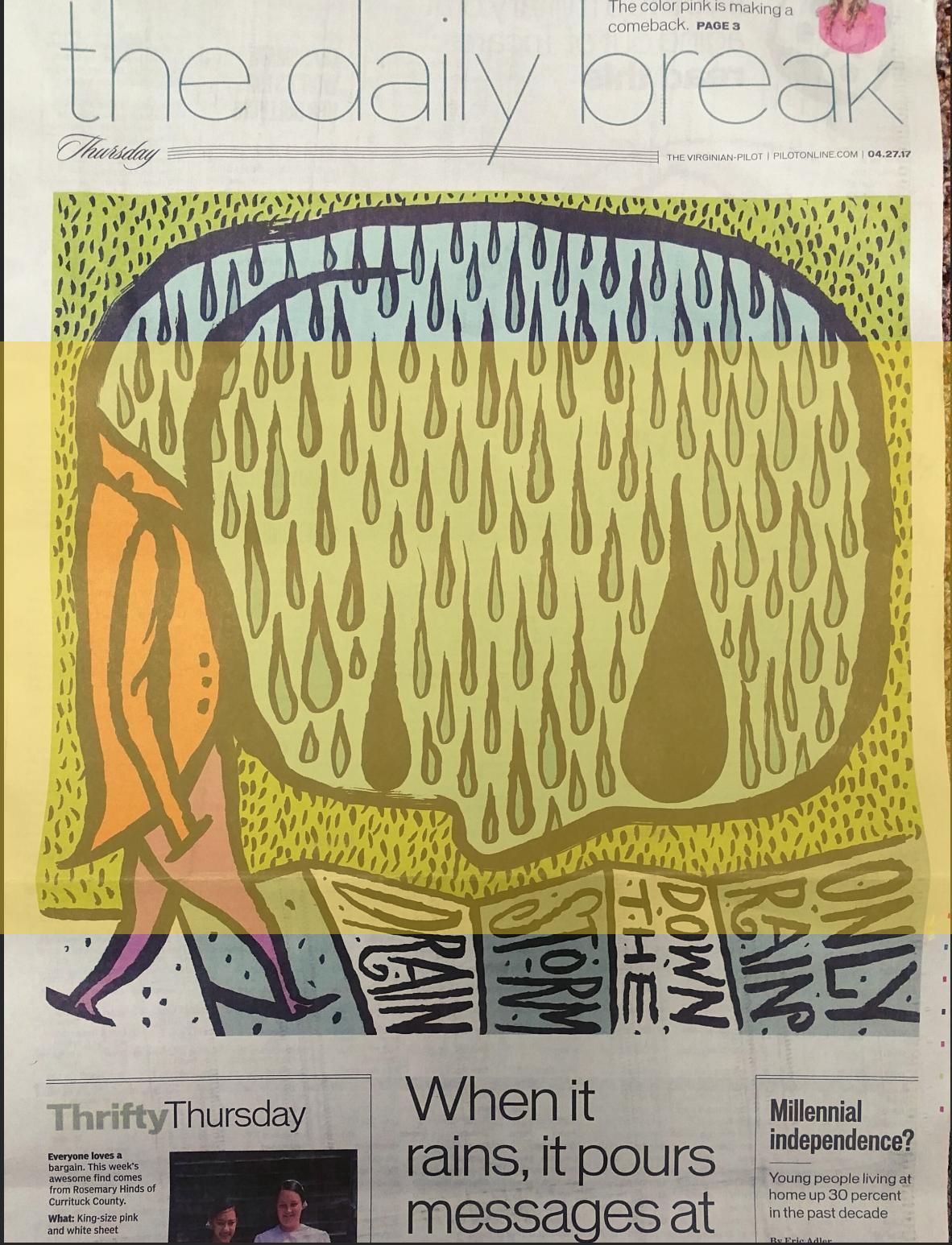
"WRITE AS RAIN" CAMPAIGN

Hidden "green" messages on sidewalks &
streetscapes - only visible when wet

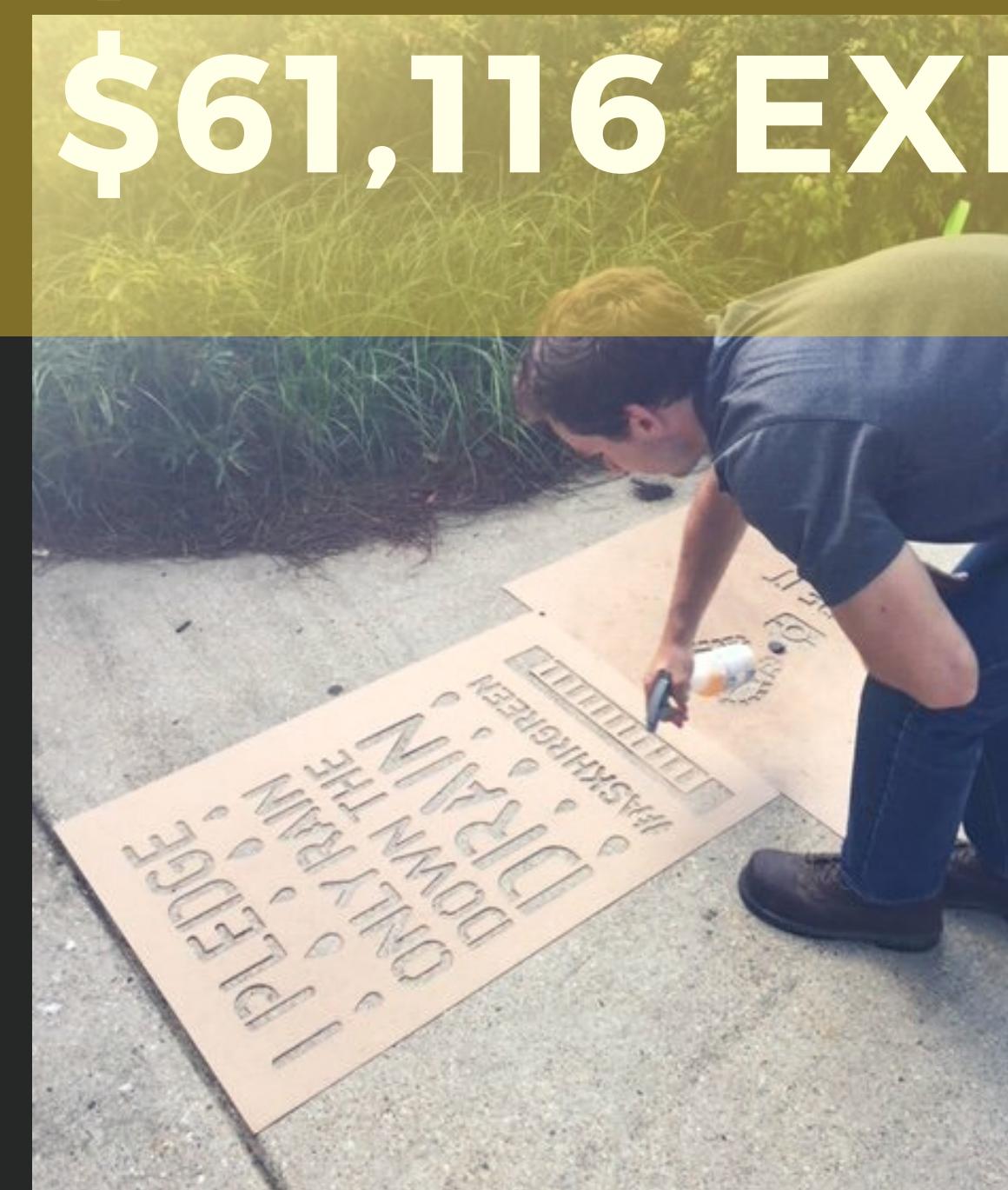




SUPERHYDROPHOBIC SPRAY Invisible messages appear only when it rains



**\$6,600 BUDGET
\$61,116 EXPOSURE**





TRASHY ART

2019 GREAT AMERICAN CLEANUP

Region-wide cleanup and collaboration
with local scrap artist



**71 PUBLIC SPACES | 1,000 VOLUNTEERS
15 TONS OF LITTER**



"A PUBLIC SERVICE ANNOUNCEMENT"

BY SAM HUNDLEY



TRAVELING ARTWORK

Displayed in venues across the region to inspire citizens to get involved with cleanup initiatives



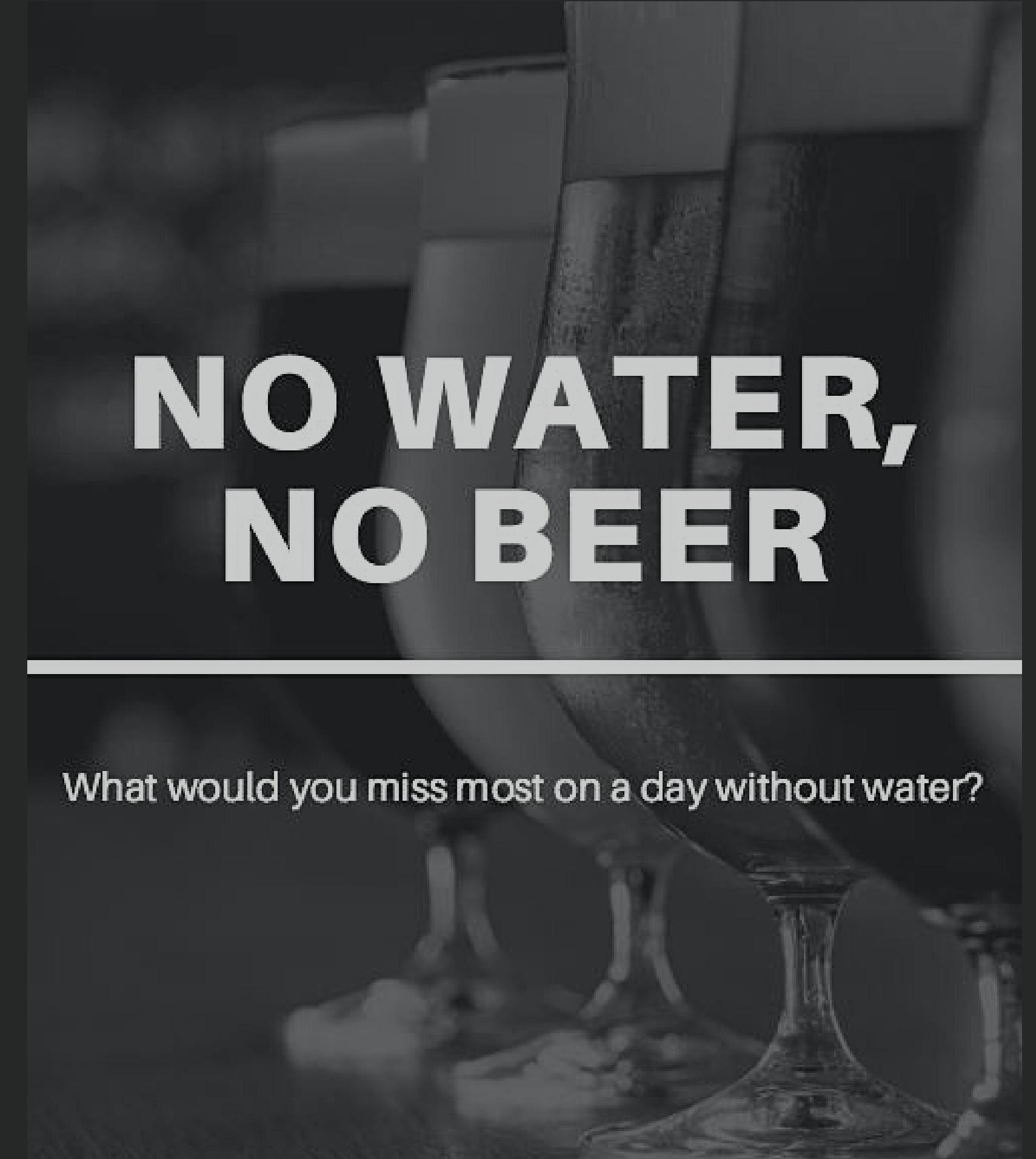
IMAGINE A DAY WITHOUT BEER OR COFFEE

IMAGINE A DAY WITHOUT
WATER CAMPAIGN

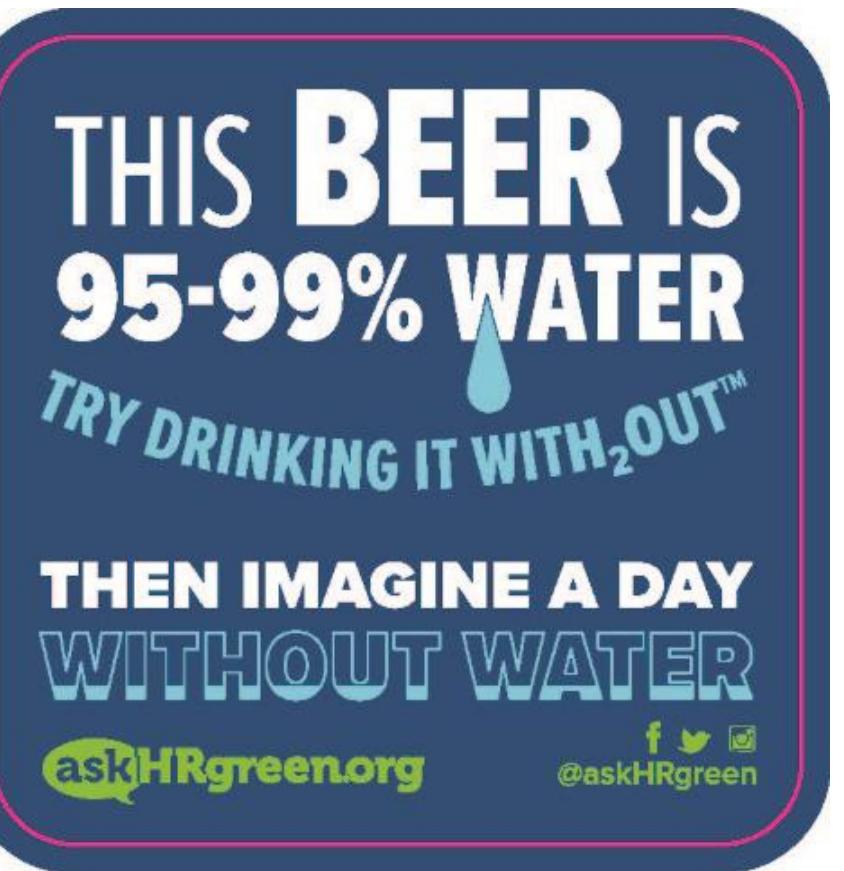
Tapping into natural advocates for clean
water by partnering with local coffee shops
and breweries

NO WATER, NO BEER

What would you miss most on a day without water?



Distributed custom
coffee sleeves and
coasters for partners to
hand out





**ENGAGED 23 LOCAL
BREWERIES AND
COFFEE SHOPS**



SPECIAL PROJECTS

FLOOD INSURANCE OUTREACH

getfloodfluent.org

FILL UP ON THE FACTS
**LOW-RISK DOES NOT
MEAN NO-RISK.**

More than one in five claims to the National Flood Insurance Program in South Hampton Roads have been for properties outside of high-risk, mapped flood zones.

What can you do about the growing chances of flooding in Hampton Roads?



GET
FLOOD
FLUENT.ORG

SPECIAL PROJECTS

COVID-19 RESPONSE

Building flushing



1 FLUSH THE COLD WATER

Reopening a closed building or facility?

Don't forget to flush the water pipes.

When your building goes unused, the water in your pipes may become stagnant.

Before you reopen, be sure to flush the water that's been sitting in your pipes and replace it with fresh water from the utility system.

Take the proper precautions and keep everyone safe with fresh, high-quality water.

 A Remove and clean the filters, screens and aerators from all faucets. Then turn on the **cold water** fully for every faucet in the facility.

 B Start on the **lowest floor**, then move to the next highest floor, etc.

 C All cold water outlets should be flowing at the **same time** during flushing.

 D Flush toilets and urinals **two or three times each**. Don't forget to **flush kitchen sprayers** and **drinking fountains**.

 E **Empty the ice** from all ice-makers, then make and **discard two additional batches** of ice.

 F After **at least 30 minutes (longer for bigger buildings)**, turn off the faucets and outlets in the same order as you opened them.

2 FLUSH THE HOT WATER

 G Turn on the **hot water** and open all hot water outlets, in the **same way** as you opened the cold water outlets.

 H Run hot water for **45 minutes** to ensure that all water in the water heater is flushed out.

 I Close the outlets in the **same order** as you opened them.

Hampton Roads business owners and operators seeking additional guidance should contact their local water utility department or visit hrpdca.gov/buildingflushing

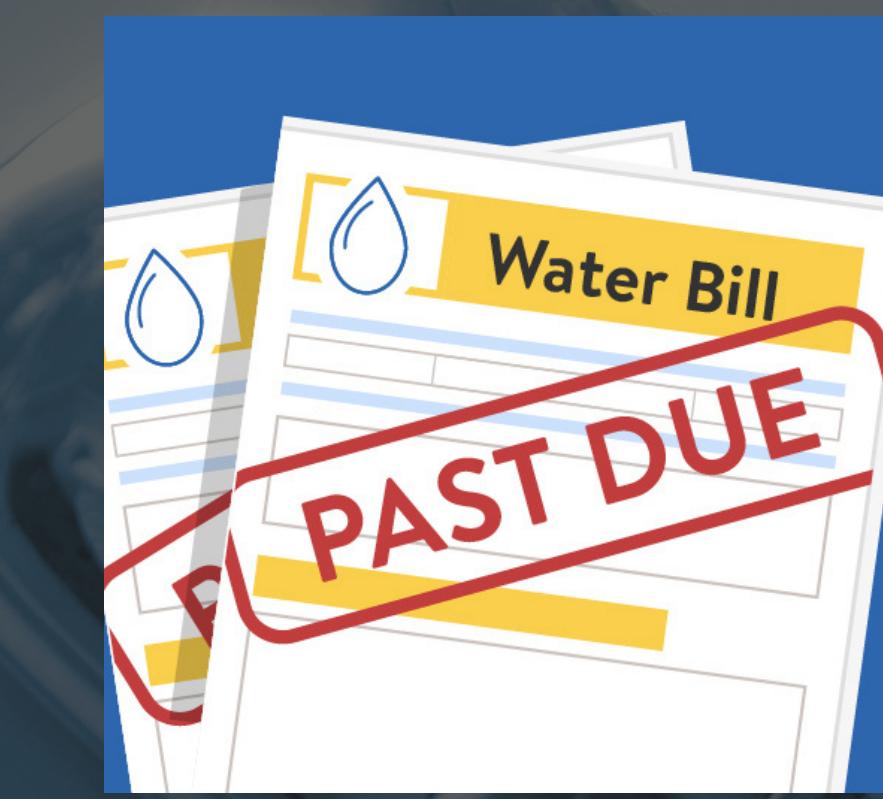
NOTE Water heaters should be set to **at least 120 degrees** to prevent microorganisms from growing.



SPECIAL PROJECTS

COVID-19 RESPONSE

Municipal Utility Relief Program



COVID-19 economic hardship?
HR Utility Relief.com

APPLY NOW 





Start Smart Recycle Right

Start Smart
**Recycle
Right**

EMPTY • CLEAN • DRY

Recycle Right

Let's get back to the basics...



EMPTY METAL CANS

- Steel and Tin Cans
- Aluminum Cans

PAPER PRODUCTS

- Printer Paper
- Newspaper
- Magazines
- Cardboard Rolls
- Flattened Cardboard Boxes



EMPTY PLASTIC BOTTLES & JUGS WITH A NECK OR SPOUT

- Beverages
- Non-toxic Cleaning Products

FOR A CLEANER, GREENER HAMPTON ROADS

askHRgreen.org askHRgreen.org asldHRgreen



#NOBUTTSABOUTIT

CIGARETTE LITTER CAMPAIGN



THANK YOU
FOR YOUR
SUPPORT

