A pair of hands is shown from the bottom, gently holding a small, realistic-looking globe of the Earth. The globe is positioned in the upper center of the frame. The background is a dark, mottled grey with a fine, grainy texture. A semi-transparent blue rectangular banner is placed horizontally across the middle of the image, serving as a background for the main title text.

# ENVIRONMENTAL EDUCATION PROGRAM

KATIE CULLIPHER  
JANUARY 21, 2021

**askHRgreen.org**

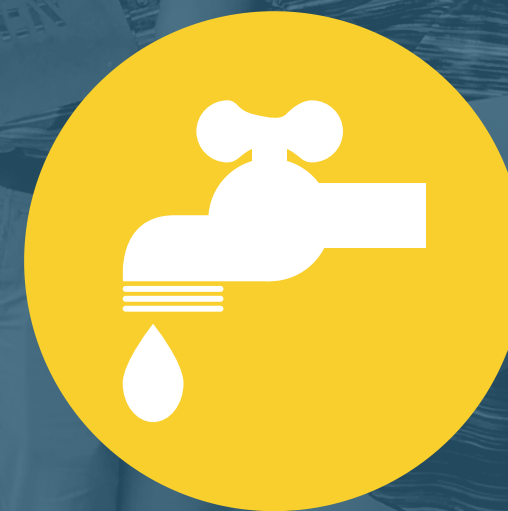
**POWERED BY** 17 member jurisdictions + HRSD



Stormwater  
Education



Litter Prevention,  
Recycling &  
Beautification



Water  
Conservation &  
Awareness



FOG / Sanitary  
Sewer Overflow  
Prevention



PUBLIC OUTREACH REQUIREMENTS

BRAND AWARENESS

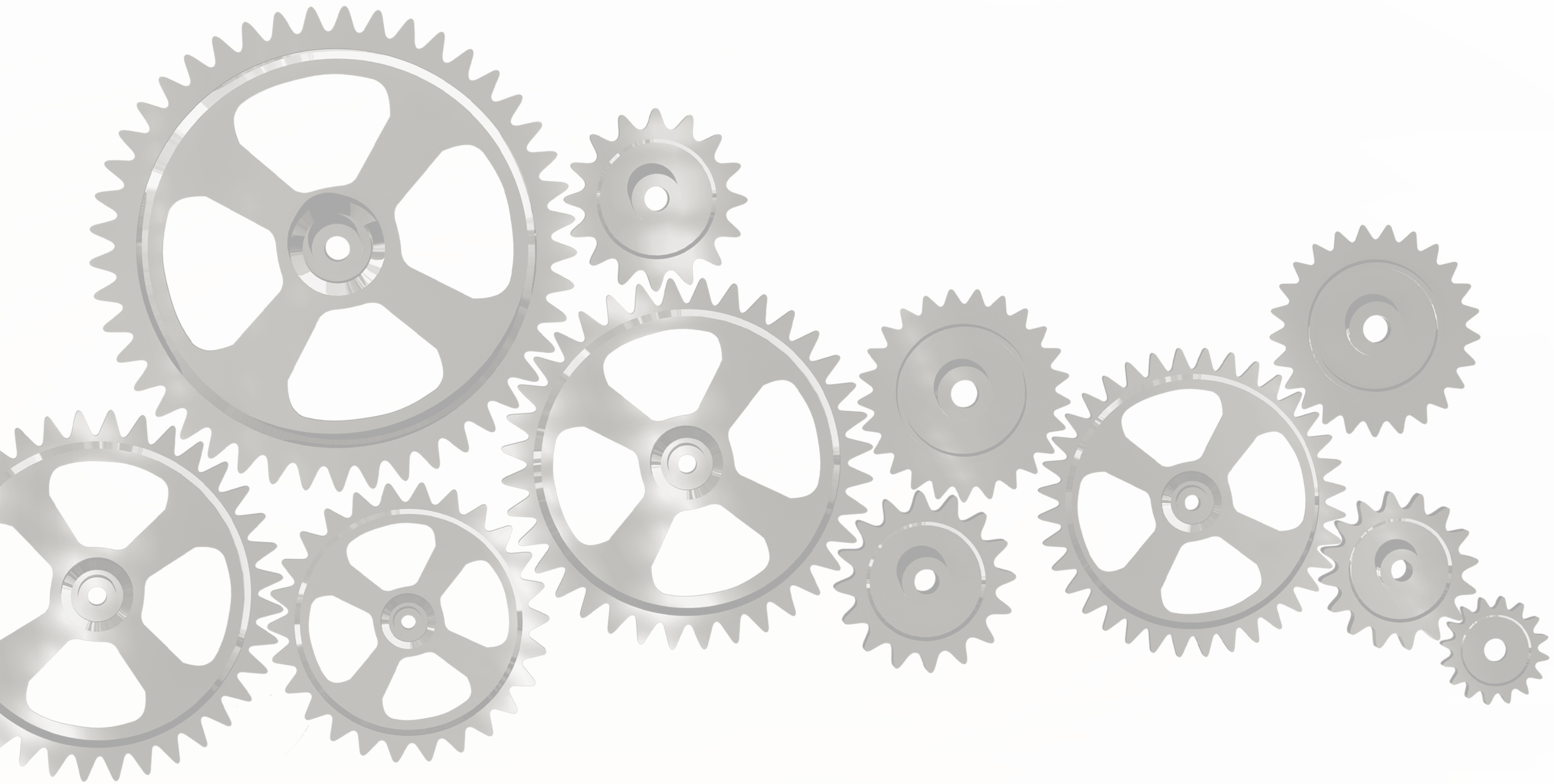
CONSISTENT MESSAGING

GREATER ACCESS TO RESOURCES

IMPROVED REACH

ECONOMIES OF SCALE

**WHY DO  
THIS WORK  
TOGETHER?**



**THE NUTS & BOLTS**  **askHRgreen.org**

WEBSITE Blog, Event Calendar, Online media toolkit

UPCOMING EVENTS

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

GET DETAILS

HIDE

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 491

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

Video (:15): What Do You Know: your storm drains

# EVENTS

# SOCIAL MEDIA

# PUBLIC RELATIONS

# PROMOTIONAL MATERIALS



**askhrgreen.org**  
Published by Rebekah Jones Eastep (1) · 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/good-habits/> · See More

**You don't have to do everything to save the planet. You just have to do something.**

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

2,667 People Reached 237 Engagements [Boost Post](#)

**askhrgreen.org**  
Published by Rebekah Jones Eastep (1) · September 11, 2016 ·

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 is Safe #HurricaneFlorence #StormMode

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

2,184 People Reached 371 Engagements [Boost Post](#)

**askhrgreen.org**  
Published by Rebekah Jones Eastep (1) · 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 10 years ago.

#TheMoreYouKnow #FactFriday #NoWipesInThePipes #ToiletsNotTrashcans #WipesClogPipes IIRDD

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 (1) · May 31 ·

Beneath your feet, there is a vast infrastructure — more than 6,500 miles of water distribution pipeline and 5,000 miles of sanitary sewer lines 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. W... · See More

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

2,525 People Reached 141 Engagements [Boost Post](#)

**askhrgreen.org**  
Published by askHRgreen (1) · May 28 ·

More on the viral video from this weekend showing the mess left behind after the Floatopia event in Ches Beach. Shout out to City of Virginia Beach Waste Management Division for getting this mess cleaned up ASAP!

#TeamUpCleanUp #TrashFreeWaters #LeaveOnlyFootprints

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

4,913 People Reached 987 Engagements [Boost Post](#)

**askhrgreen.org**  
Published by askHRgreen (1) · January 31 ·

Hampton Roads is slowly being buried by #singleuseplastic (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, thank you" single-use plastics such as plastic bags, straws, and utensils. You can carry reusable shopping bags for all 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

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

2,525 People Reached 141 Engagements [Boost Post](#)

**askhrgreen.org**  
Published by askHRgreen (1) · November 9, 2018 ·

Leaves are raining down along with rain drops. Remember, only rain can safely go down the storm drain.

Keeping leaves and other trash out of the drain helps prevent street flooding and local water pollution. 🍂💧🌧️

#OnlyRainDownTheDrain #TGIF City of Norfolk Government Keep Norfolk Beautiful

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

2,525 People Reached 141 Engagements [Boost Post](#)

**askhrgreen.org**  
Published by askHRgreen (1) · March 9 ·

Tired of winter? Are you over being cold? Show us with a meme or GIF below and you could be one of the fifty we pick to WIN an askHRgreen.org goodie bag that includes a SOIL TEST KIT and other cool stuff.

While we're still in the "coming in like a lion" part of March, we can prepare for the "going out like a lamb" end of the month. How do you feel about prepping your lawn and garden for spring? Love it like sunshine and butterflies? Hate it like rose thorns and poison ivy? So... See More

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

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# 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...

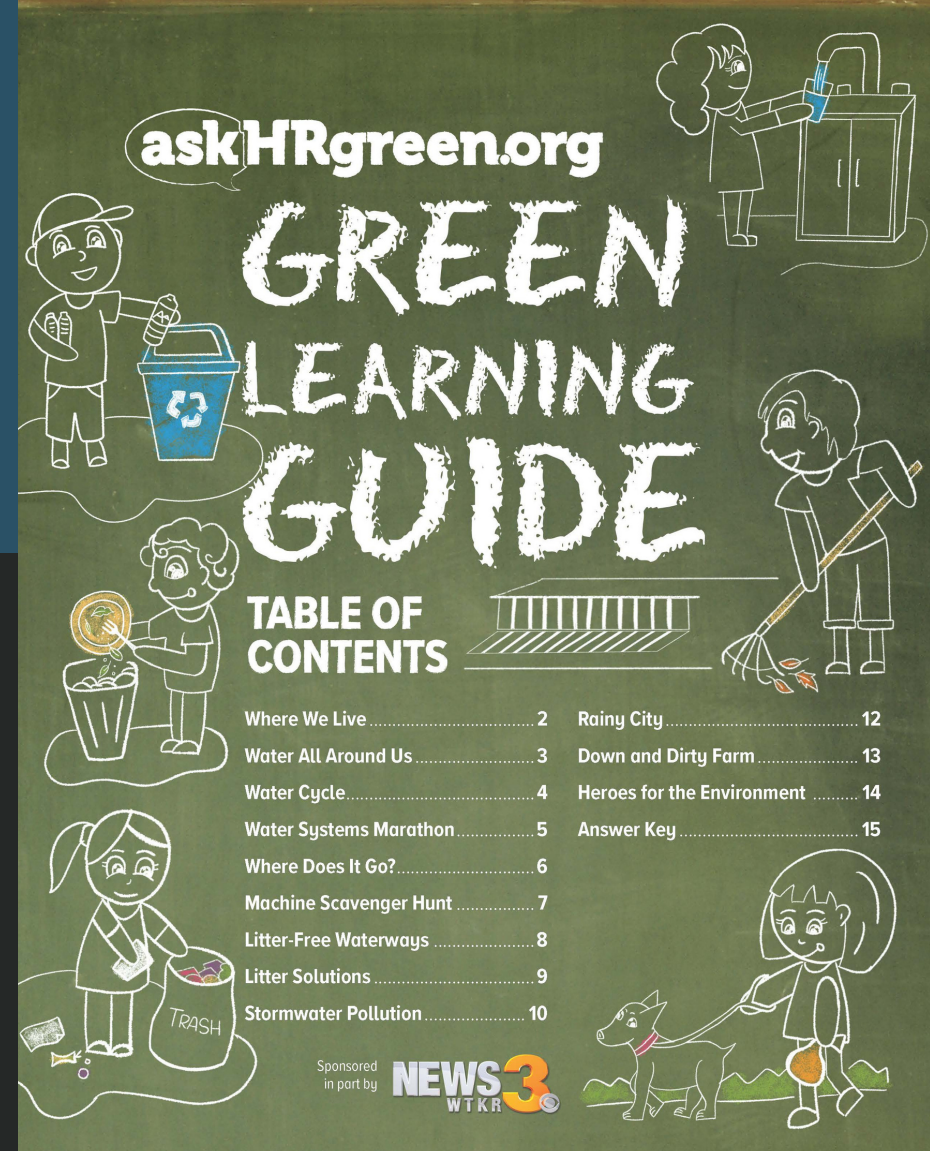
Bacon grease, meat water, sauces and gravy  
Should NEVER be poured down the drain. That's just crazy!  
When the grease is too hot, pour it in a container  
Like an empty tin can; it's a simple no-brainer.

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 ASKHRGREEN.ORG

...WELL, THE SIDEWALKS

## "WRITE AS RAIN" CAMPAIGN

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

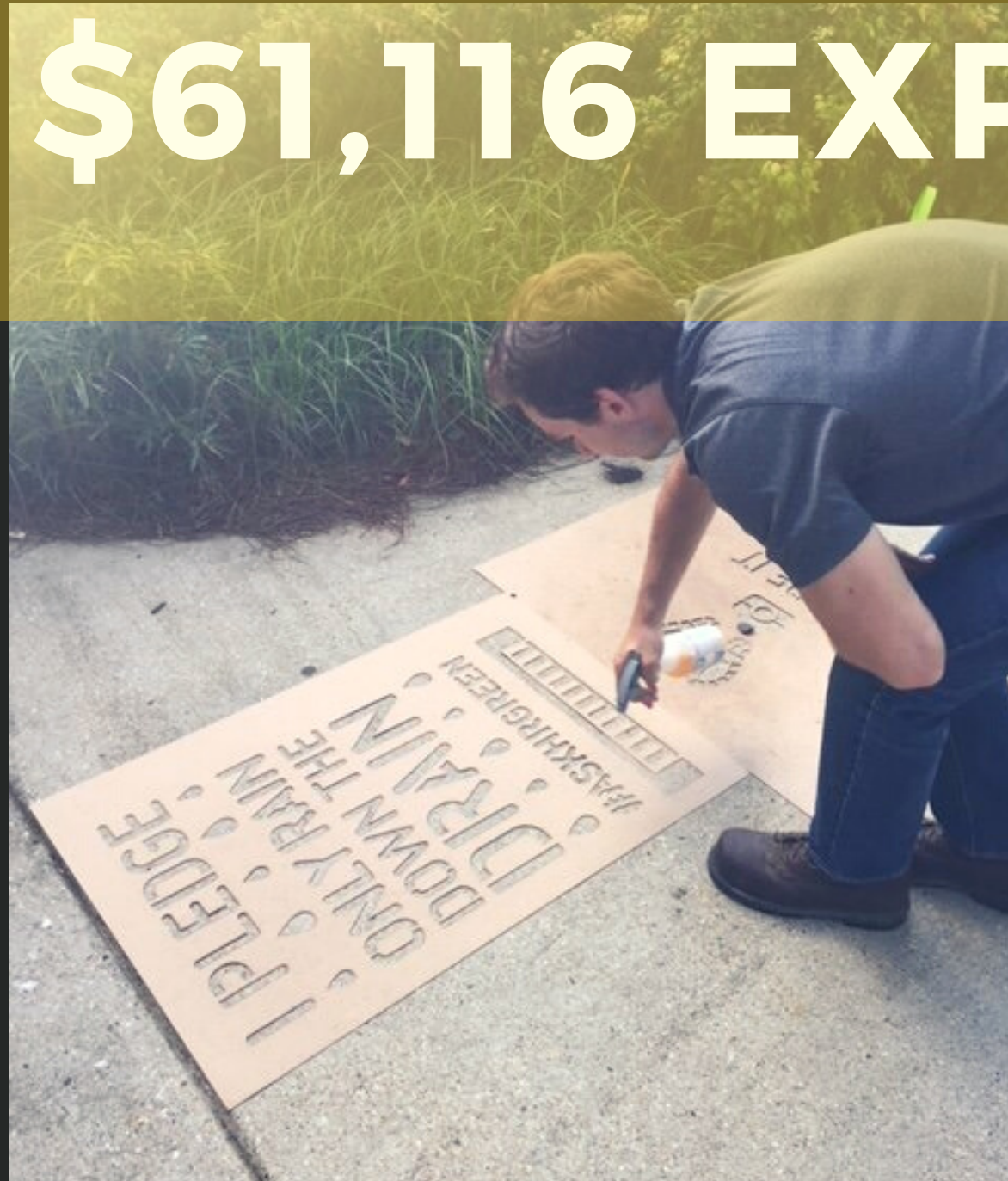




**SUPERHYDROPHOBIC SPRAY** Invisible messages appear only when it rains



\$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  
BREWRIES AND  
COFFEE SHOPS**

A stylized graphic of a house with a brown roof and a blue square window divided into four panes. The house is partially obscured by a blue rectangular overlay.

# SPECIAL PROJECTS

**FLOOD INSURANCE OUTREACH**

[getfloodfluent.org](http://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

#### 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.



Hampton Roads business owners and operators seeking additional guidance should contact their local water utility department or visit [hrpdca.gov/buildingflushing](http://hrpdca.gov/buildingflushing)

## 1 FLUSH THE COLD 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.



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



COVID-19 economic hardship?  
**HR UtilityRelief.com**

APPLY NOW

# SPECIAL PROJECTS

**COVID-19 RESPONSE**

Municipal Utility Relief Program

**WHAT'S  
NEXT?**





# Start Smart Recycle Right

Start Smart  
**Recycle  
Right**

EMPTY • CLEAN • DRY

**Recycle Right**

Let's get back to the basics...



#### EMPTY METAL CANS

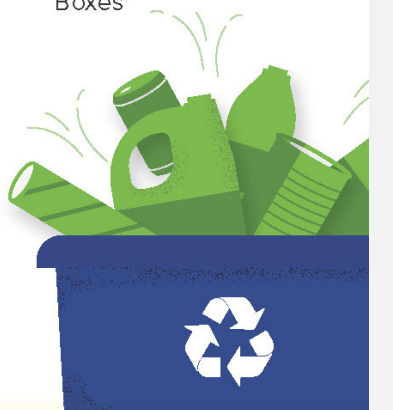
- Steel and Tin Cans
- Aluminum Cans

#### 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](#)  [askHRgreen](#)



THANK YOU  
FOR YOUR  
SUPPORT

