



# ENVIRONMENTAL EDUCATION PROGRAM

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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

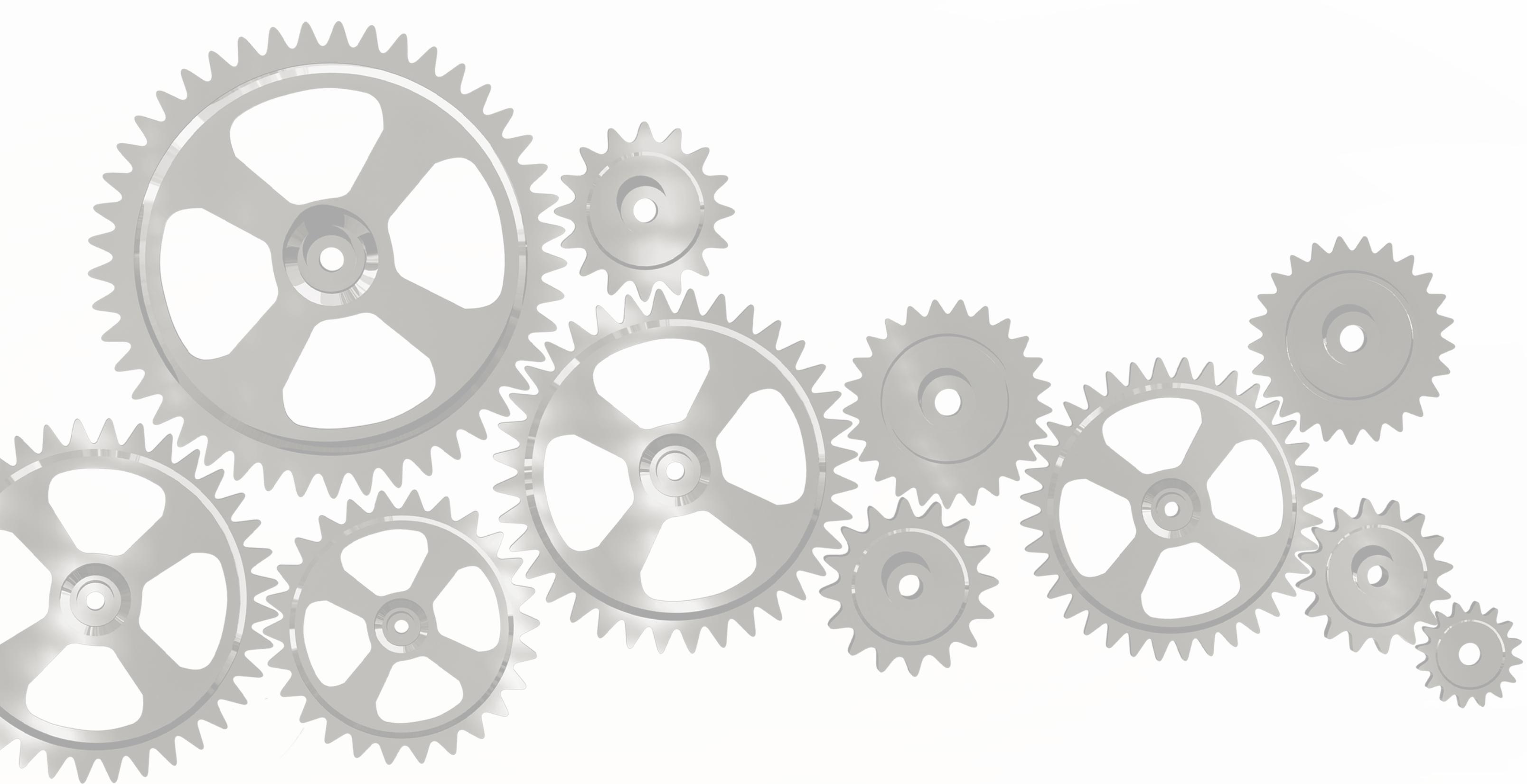
CONSISTENT MESSAGING

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



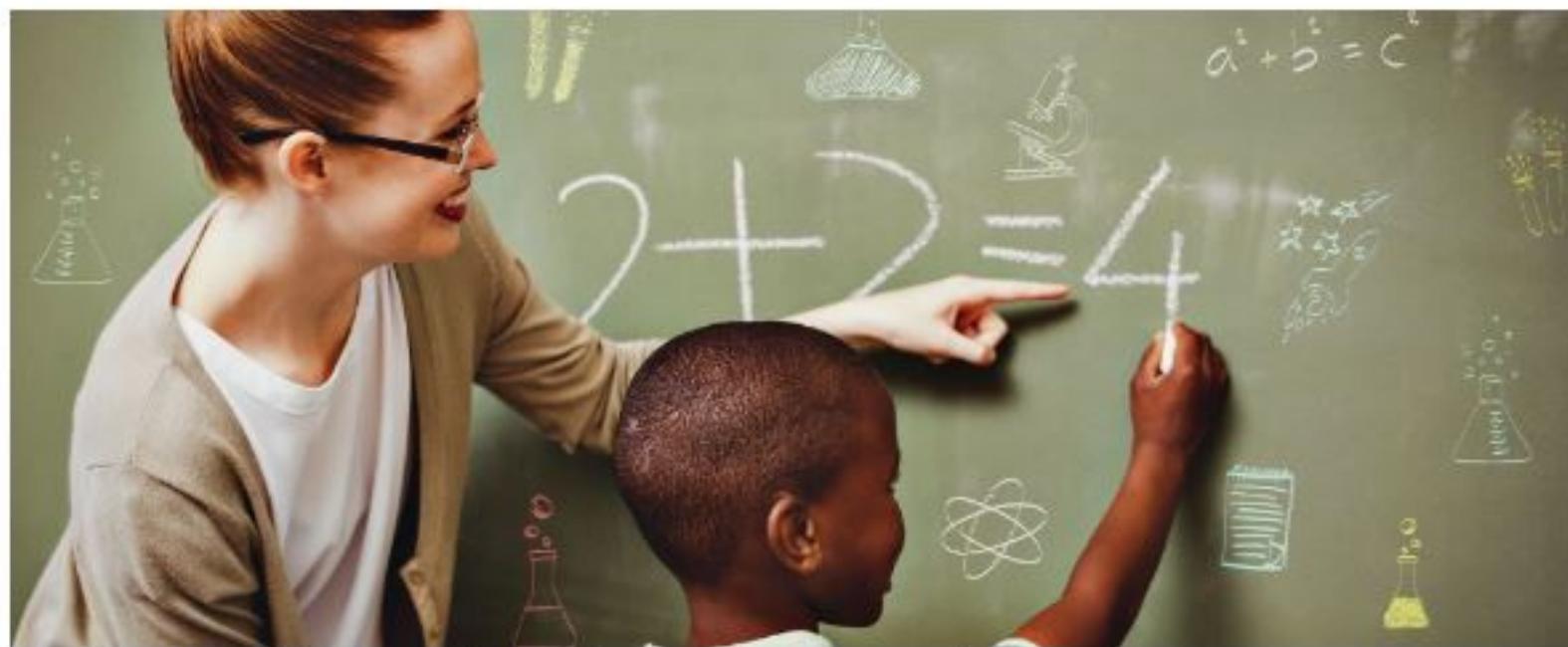
UPCOMING EVENTS Lynnhaven River Now Environmental Film Festival • Sunday, February 2nd, 2020

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

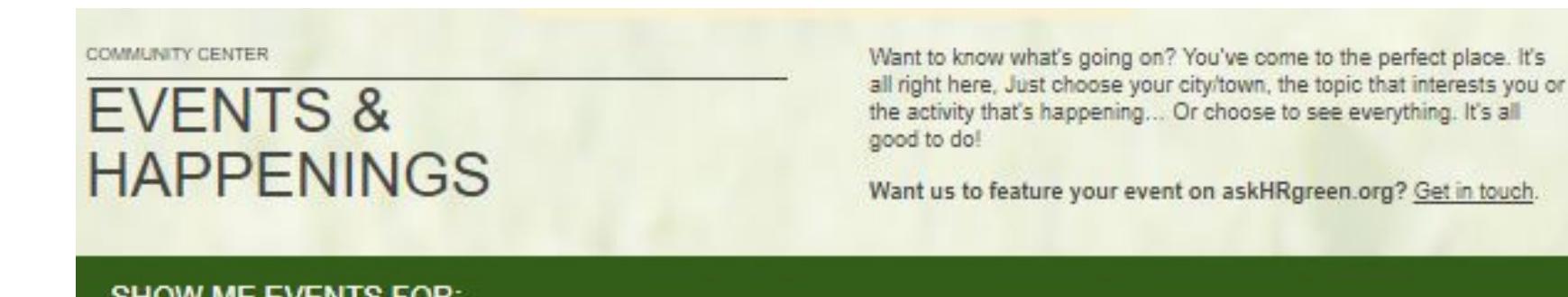
SORT ALL BUSINESS LOCATION ALL YEAR ALL AUTHOR ALL



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



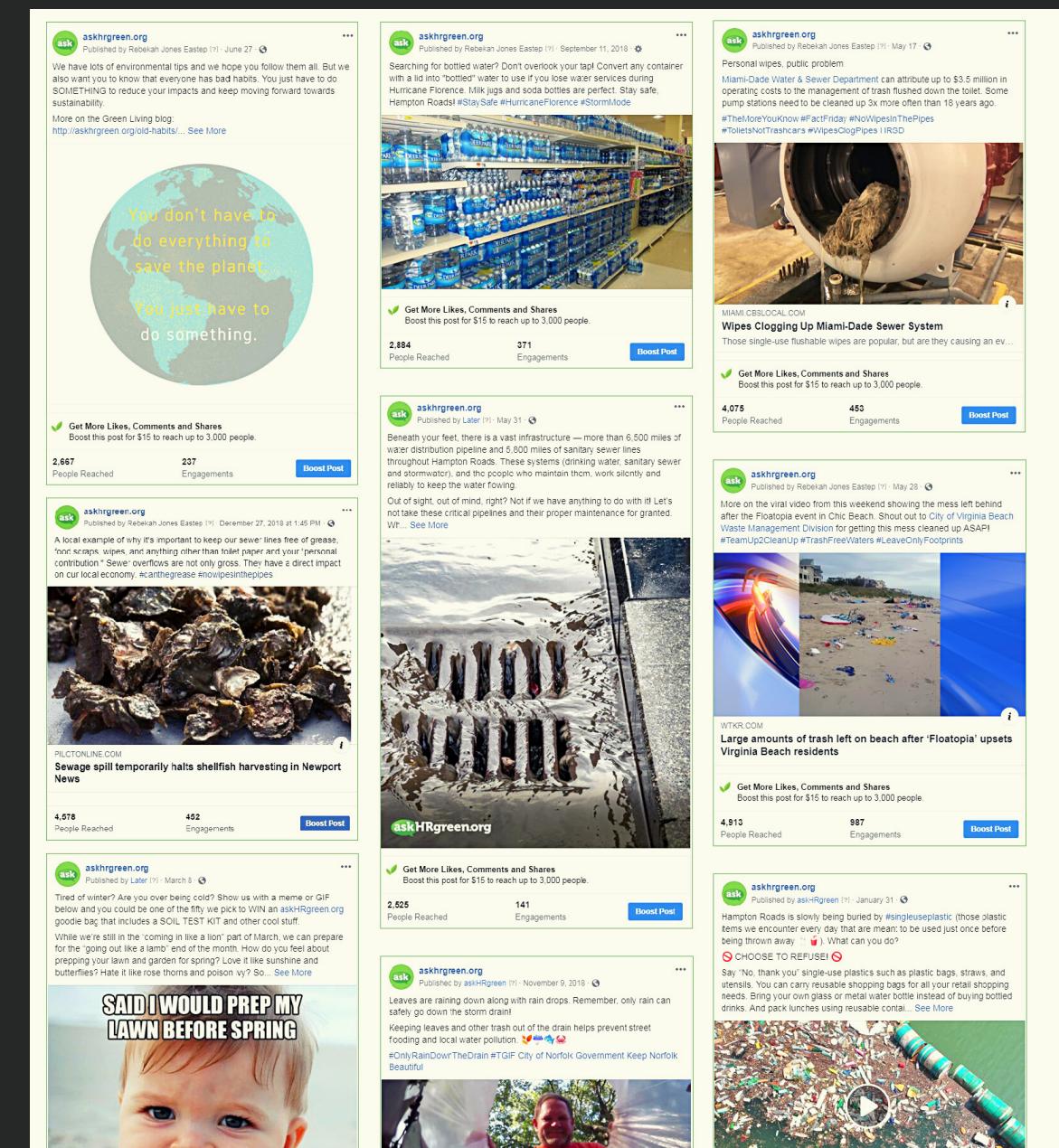
Video (:15): Grease Grinch



WHAT DO YOU KNOW ABOUT your storm drains

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

# EVENTS coast LIVE SOCIAL MEDIA PUBLIC RELATIONS PROMOTIONAL MATERIALS



# 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...

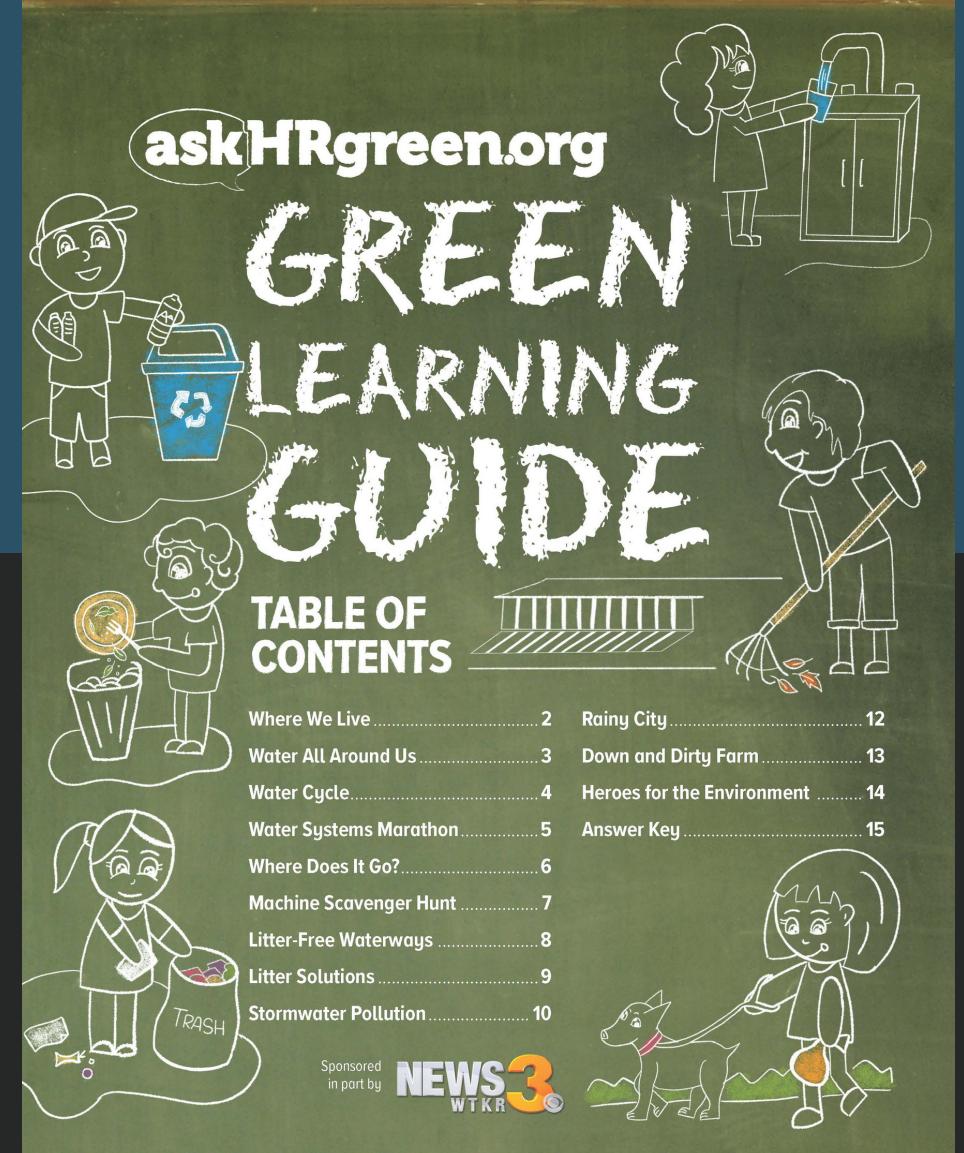
Bacon grease, meat water, sauces and gravy  
Should NEVER be poured down the drain. That's just crazy!  
When the grease is too hot, pour it in a container  
Like an empty tin can; it's a simple no-brainer.

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

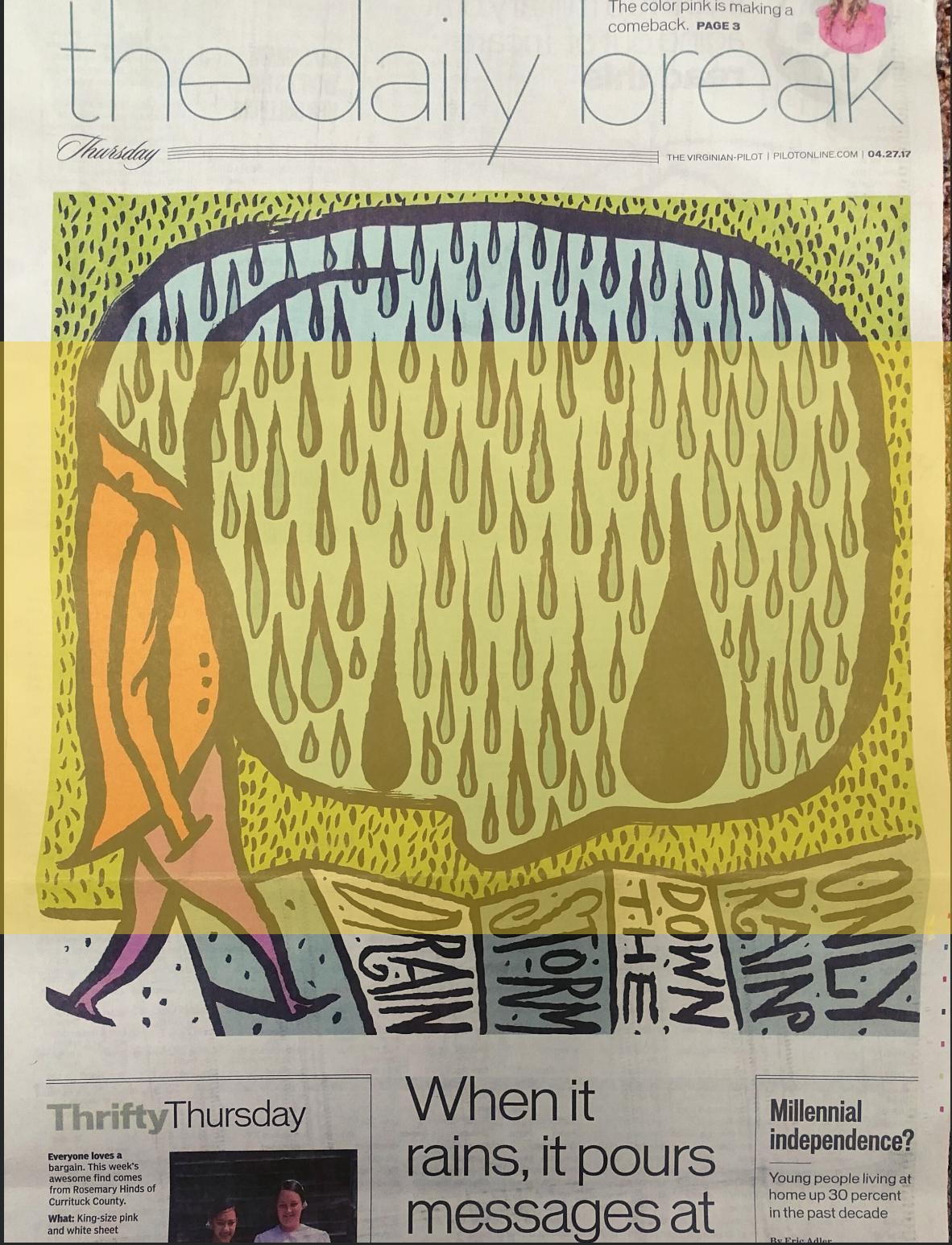
"WRITE AS RAIN" CAMPAIGN

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



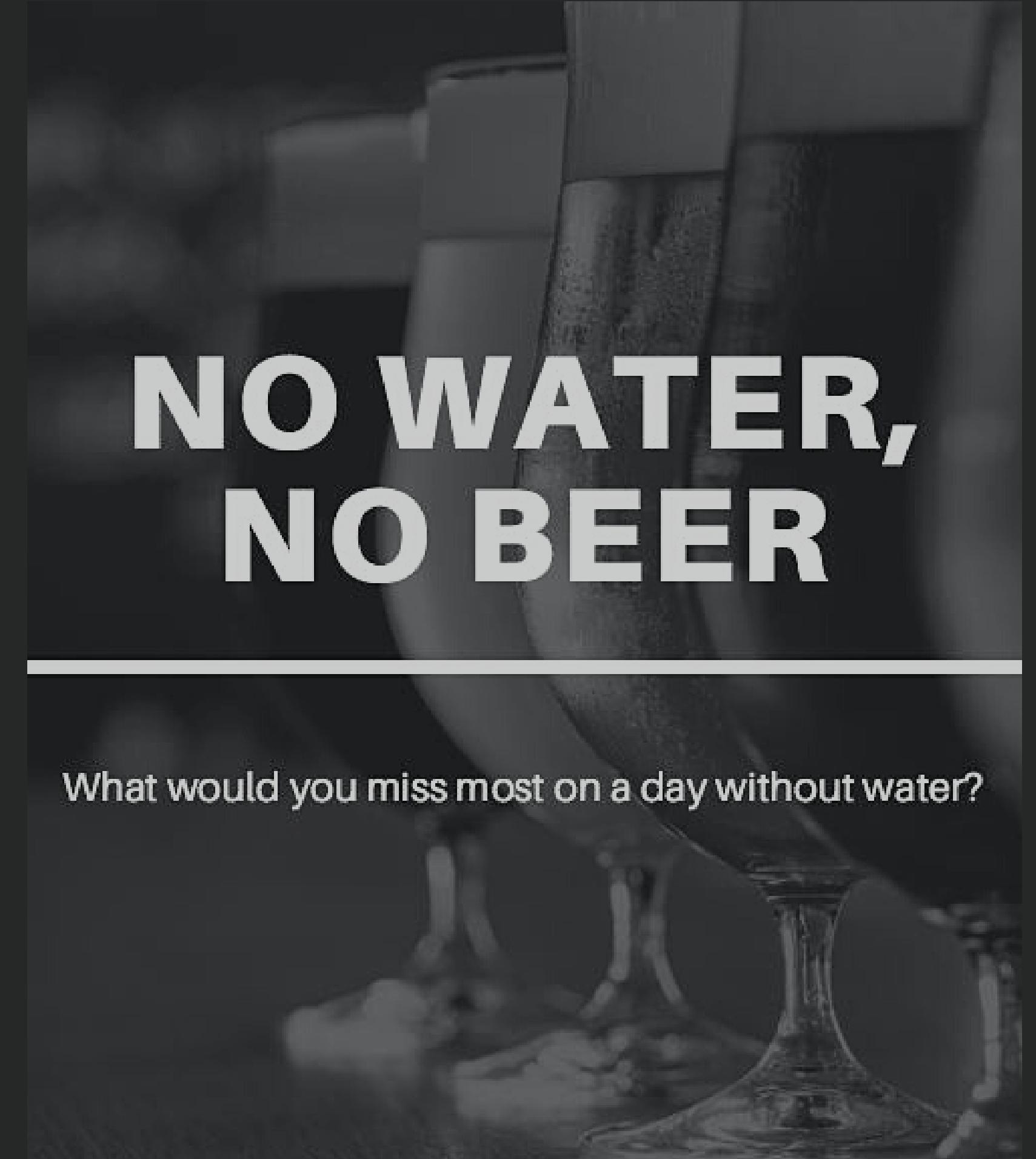
# IMAGINE A DAY WITHOUT BEER OR COFFEE

IMAGINE A DAY WITHOUT  
WATER CAMPAIGN

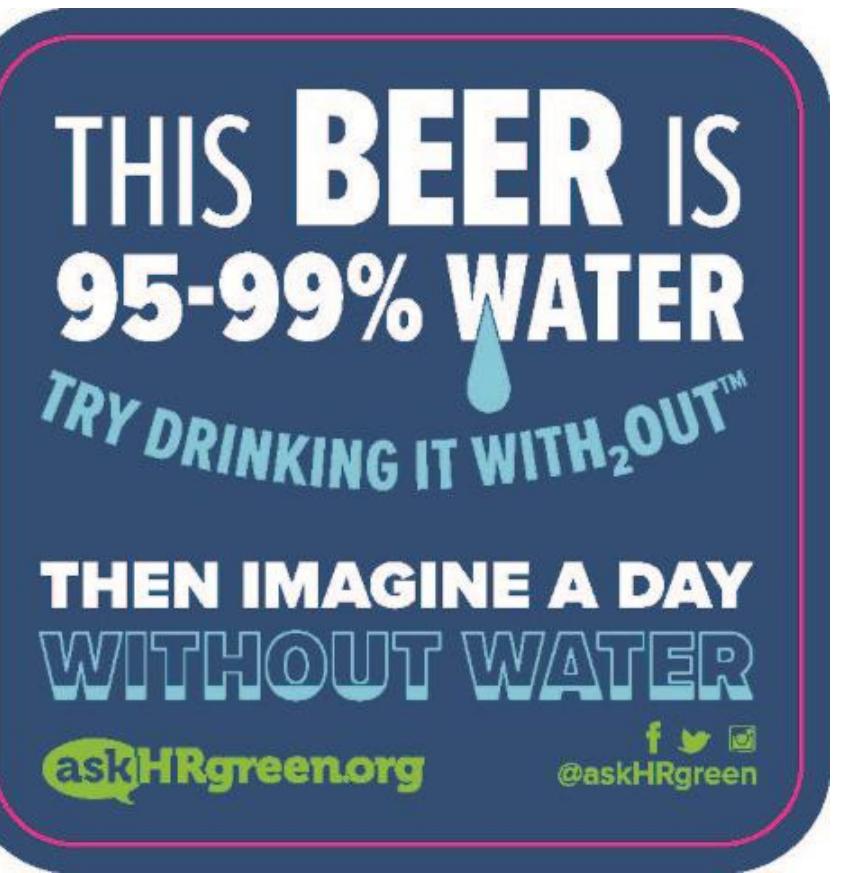
Tapping into natural advocates for clean  
water by partnering with local coffee shops  
and breweries

## 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](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



### 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.

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

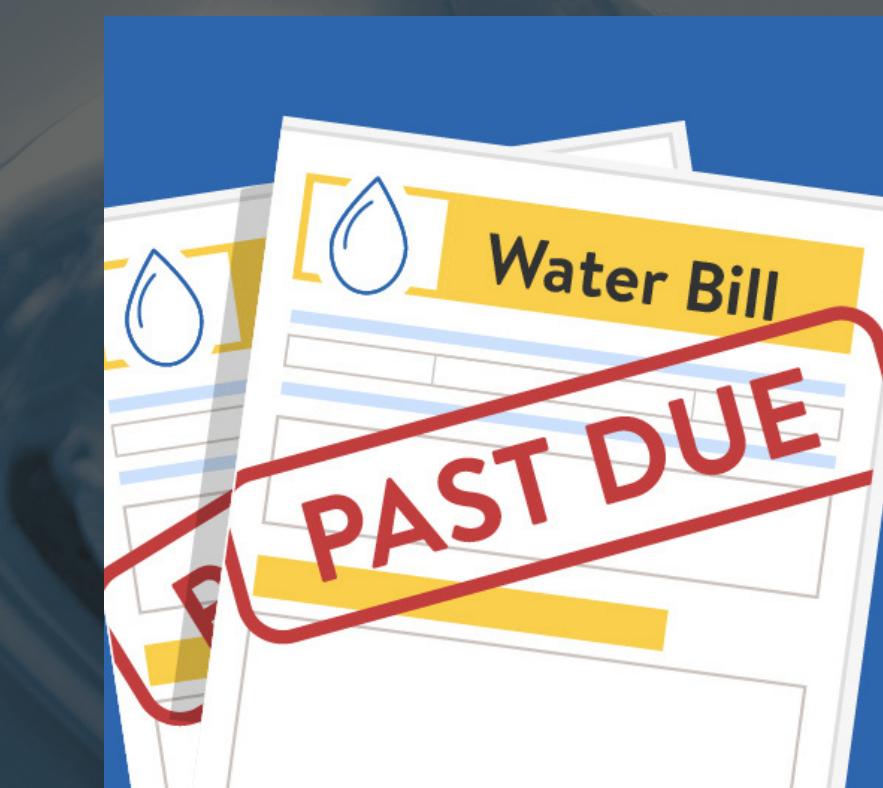


Hampton Roads business owners and operators seeking additional guidance should contact their local water utility department or visit [hrpdca.gov/buildingflushing](http://hrpdca.gov/buildingflushing)

# SPECIAL PROJECTS

## COVID-19 RESPONSE

Municipal Utility Relief Program



COVID-19 economic hardship?  
**HRUtilityRelief.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**   



# #NOBUTTSABOUTIT

CIGARETTE LITTER CAMPAIGN



THANK YOU  
FOR YOUR  
SUPPORT

