

July 10, 2020

**MEMORANDUM #2020-82**

**TO: askHRgreen.org: Stormwater Education Subcommittee**

**BY: Katie Cullipher, Principal Environmental Education Planner**

**RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – July 17, 2020**

The next meeting of the askHRgreen.org Stormwater Education Subcommittee is scheduled for **Friday, July 17, 2020 at 9:30 a.m.**

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the Subcommittee members, staff, and the general public, the askHRgreen.org Stormwater Education Subcommittee meeting will be held electronically via Webex. Participants can join the meeting using the following credentials:

Join by Computer: <https://pdc-tpo-staff.my.webex.com/pdc-tpo-staff.my/j.php?MTID=m7d714f86dd59bf34edb503578d119144>  
-or-

Join by Phone: +1-408-418-9388 United States Toll

Meeting Number / Access Code: 126 342 9677

Password: stormwater (78676928 from phones)

In the event you are unable to attend, please let us know. Comments and suggestions based on this agenda package are welcome. The Agenda for the meeting is as follows:

**1. Meeting Summary**

The Committee will review the June meeting summary for approval.

Attachment 1

**Action:** Approve summary

**2. askHRgreen.org Outreach**

The current listing of events is as follows.

9/12	Go Green Market	Yorktown
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/3	Arlo's Shed Radio Promotion	Chesapeake
<del>10/8-10/11</del>	<del>Suffolk Peanut Festival</del>	<del>Suffolk</del>
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
3/27-3/28	2021 Daffodil Festival	Gloucester
6/19	RiverFest	

*\*Volunteers will be needed to support attending this event.*

**Action:** Based on discussion

**3. FY21 Media Campaigns**

The Committee will discuss the FY21 media plan:

- Fall 2020 - Leaves & Lawn – using existing creative
- Spring 2021 - Pet Waste – using existing creative
- askHRgreen social media branding campaign – *ongoing*

**Action:** Based on discussion.

**4. Sidewalk Decal Promotion**

The Committee should continue the discussion of the “Every Day We Love the Bay” sidewalk vinyl decal installation. The current plan calls for implementation in September during the International Coastal Cleanup. Attached is a breakdown of locality participation and confirmed locations as of the date of this agenda.

Attachment 4

**Action:** Based on discussion

**5. Regional Priorities for Stormwater Public Outreach**

The Committee should continue discussing regional opportunities to satisfy Phase I and II outreach priorities. The Committee will continue discussing outreach to local commercial car wash establishments, including businesses to target in each of their localities.

**Action:** Based on discussion.

**6. Bay Star Homes & Business Program**

The Committee should discuss any updates or concerns with the regional program.

**Action:** Based on discussion.

**7. CBPA Outreach**

HRPDC staff has been working on content for specific outreach to Chesapeake Bay Preservation Act (CBPA) homeowners. Attached is a draft version for the Committee's review and input. Once finalized, this content will be added to the askHRgreen.org website. It will be reviewed by the CBPA workgroup later this month. The Committee should review the content and discuss any interest in doing any additional promotion.

Attachment 7

**Action:** Based on discussion.

**8. Public Comment and Roundtable**

Committee members should discuss any news or relevant information regarding their local programs.

**Action:** Based on discussion.

**9. Staff Reports**

*Budget* – The current FY21 budget is attached for review and discussion.

*Digital Marketing Report* – The June report is attached for review.

Attachment 9A, 9B

**Action:** Based on discussion.

**Next Committee Meeting** is scheduled for Friday, August 21, 2020.