

January 11, 2021

MEMORANDUM #2021-07

TO: askHRgreen.org: Stormwater Education Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – January 15, 2020

The next meeting of the askHRgreen.org Stormwater Education Subcommittee is scheduled for **Friday, January 15, 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://executive-director.my.webex.com/executive-director.my/j.php?MTID=m90069711c6357b0690469742aaf587bb>

Join by Phone: 1-415-655-0001
Meeting Number: 126 283 8634

Password: SrW6TibEZ82 (77968423 from phones and video systems)

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 December meeting summary for approval.

Attachment 1

Action: Approve summary

2. **askHRgreen.org Outreach Events, Promotions & Media Campaigns**

The current listing of events is as follows.

3/26 - 3/27	Great American Cleanup	Hampton Roads
3/27 - 3/28	2021 Daffodil Festival	Gloucester
6/19	ERP RiverFest	TBD

Media campaigns and promotions are as follows:

- Fall 2020 - Leaves & Lawncare Media Campaign – *completed (9/28 - 10/4)*
- Spring 2021 - Pet Waste Media Campaign – using existing creative *scheduled for 6/7 - 6/13*
- June 2021- Clean the Bay Day Promotion – Sidewalk decal regional installation
- askHRgreen social media branding campaign – *ongoing*

Action: Based on discussion

3. **Chesapeake Bay Restoration Fund Grant**

The Committee has been awarded \$15,000 to execute the projects as outlined in the grant application. The Committee will continue discussing plans to appropriate the funds, once available in May or June, between the three focal areas: pet waste stations, rain barrel workshops, and fundraiser car wash kits.

Attachment 3

Action: Based on discussion.

4. **Cigarette Litter Prevention Outreach**

HRPDC staff will provide an overview of the #NoButtsAboutIt cigarette litter awareness campaign. The Committee will review pricing and discuss administration of a regional Cigarette Waste Receptacle grant program in partnership with the Recycling & Beautification Committee.

Attachment 4A, 4B

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

The Committee should continue discussing regional opportunities to satisfy Phase I and II public outreach requirements. Specific areas of interest are as follows:

- Illicit Discharge Outreach to Commercial Industries - a one-page printable BMP factsheet for cleaning companies is attached.
- Virtual Workshops to promote residential BMPs – format, schedule, and content TBD.
- Expansion/recruitment for the “Thank You for Washing Wisely” campaign. Confirmed car wash locations to date can be found online here: www.askHRgreen.org/carwash.

Attachment 5

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. Printing and Promotional Items

The Committee should discuss any current promotional item needs. Clean, Healthy Bay brochures and “scoop the poop” hand sanitizers are available for pickup as needed. The Committee should also discuss a reprint of the 6th Grade Green Learning Guide with available funds.

Attachment 6

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 December report is attached for review.

Attachment 9A, 9B

Action: Based on discussion.

Next Committee Meeting is scheduled for Friday, February 19, 2021.