

**askHRgreen.org Stormwater Education Subcommittee**  
**Friday, April 19, 2019**  
**HRPDC - Chesapeake**

**In Attendance:**

Cris Ausink, HA  
 Garrett Feagans, PQ  
 Allison Watts, NN  
 Ivan Shelton, YC  
 David Kuzma, IW  
 Tara Copeland, VB  
 Tammy Rojek, WM  
 Audrey Doan, PO

Kim Hummel, IOW  
 Trevor Long, JCC  
 Taylor Jones, VB  
 Jamie Durden, SU  
 Kim Moshier, NN  
 Katie Cullipher, HRPDC  
 Rebekah Eastep, HRPDC  
 Jill Sunderland, HRPDC

The summary for the meeting is as follows:

**1. Meeting Summary**

The March meeting summary was reviewed and approved.

**Action:** None.

**2. askHRgreen.org Events**

3/20	Las Gaviotas Green Forum	Chesapeake
3/23 - 3/24	Mid Atlantic Home & Outdoor Living Show*	Virginia Beach
4/6	Hampton Touch a Truck	Hampton
4/6	Southern Chesapeake Community Day	Chesapeake
4/6-4/7	Williamsburg Home Show	Williamsburg
4/14	Wings & Things Spring Fling	Portsmouth
4/16	Anthem Eco Fair	Virginia Beach
4/18	Anthem Eco Fair	Norfolk
4/18	Norfolk Naval Shipyard Earth Day Fair	Norfolk
4/20	Virginia Living Museum Earth Day	Newport News
4/22	TCC Cares	Chesapeake
4/23	VA AWWA 30th Annual Water Distribution Seminar and Utility Rodeo	Norfolk
4/27	Celebrate the Park	Newport News
4/28	Stand Up Rally and Expo	Williamsburg
5/11	Virginia Landscapes Exhibition at the Peninsula Fine Arts Center	Newport News
5/23	City of Virginia Beach Public Works Employee Picnic	Virginia Beach
5/31	CARE and Wellness day	Chesapeake
6/23	Elizabeth River Fest*	Virginia Beach
10/10 - 10/13	Peanut Festival	Suffolk
10/12	Lynnhaven River Now Fall Festival	Virginia Beach

*Trailer repairs update* – The Committee reviewed the updated trailer wrap. Generally they liked the new concept. General feedback received via email included: alphabetizing locality names and keeping all names on one line and being consistent with the category labels. It was also suggested that the green ask bubble might be lost on the green background of the trailer.

**ACTION:** HRPDC staff will work on trailer repairs and wrap design.

### **3. Media & Promotions**

The Committee discussed the following media and promotional campaigns:

- What do you know about storm drains? – one week online video campaign scheduled for June 17-23 using existing creative
- Pet Waste - new two week campaign slated for June 3-16 with new creative
  - New creative will be sent via email for review
- askHRgreen social media branding campaign – ongoing
  - March campaign focused on free soil testing for random 50 winners. Localities were asked to help facilitate the collection of soil test kits from residents.
  - Hampton offered to serve as a peninsula pickup location for gift bags.

**ACTION:** HRPDC staff will select winners of soil testing giveaway.

### **4. Regional Priorities for Stormwater Public Outreach**

The Committee reviewed the regional priorities document and discussed any new initiatives of interest. The Committee expressed interest in the following priorities to accomplish next:

- New illicit discharge rack card for cleaning companies
- Updating the existing fundraiser rack card and printing 5,000

Outreach priorities completed in FY19 include:

- Industry-specific illicit discharge rack cards (targeting landscaping, auto & pet companies)
- Mailing info packets customized by locality to local landscaping companies.

Phase II must complete at least three outreach priority areas per year.

Phase I must complete all outreach priorities over the life of the five year permit.

**ACTION:** HRPDC staff will begin working on new outreach priority tasks.

### **5. Bay Star Homes/Business**

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

- Spring newsletter will be delayed due to askHRgreen newsletter and workshop announcements being recently distributed to mailing list. Proposed content for the spring newsletter includes:

- Great American Cleanup
- Reducing stormwater runoff
- Straw Free Earth Day
- Pool cleaning tips

**ACTION:** HRPDC staff will draft content for newsletter.

## 6. Grants

The Committee continued discussing the CBRF grant for pet waste stations and rain barrel workshops.

- Rain barrel workshops will be completed this month
- The Committee decided to purchase one additional pet waste station with the excess grant funds. The pet waste station should be issued to the first locality with a wait listed application.
- The FY20 grant is only \$3,000 for pet waste stations or rain barrel workshops. Committee members should consider priorities for these funds. Activities could be supported by program funds if needed.

HRPDC staff submitted the Write as Rain project for consideration in the Best Urban BMP Awards from the Chesapeake Stormwater Network.

**ACTION:** HRPDC staff will prepare grant report.

## 7. Printing & Promotional Items

The following items are available for pickup:

- 5,000 dog waste bag holders
- 2,500 hand sanitizers
- 5,000 message pens
- 250 BSB business card holders
- 2,500 BSB rack cards
- 10,000 mood pencils
- Illicit discharge rack cards by industry:
  - 1,000 pet care
  - 2,500 landscaping
  - 2,500 automotive services

The Committee discussed items they would need for FY20:

- Reusable bags
- Pet waste stations
- Storm drain medallions
- Floating keychains
- Clean Healthy Bay brochures
- Sunglasses/sun glass straps

**ACTION:** Committee members should inventory supplies to determine FY20 needs.

## 8. Roundtable

- Suffolk – no corrective actions from DEQ inspection, a few recommendations

- Hampton – Langley AFB rain barrel workshop and others upcoming, Walk Hampton Clean next week, kayak cleanup tomorrow
- Williamsburg – William & Mary Earth Day event, Cub Scout and Parrothead of the Finnsula activities for Great American Cleanup, planning for audit in May
- James City County – rain barrel workshop this weekend, researching safe bleach-water ratio for powerwashing.

**ACTION:** None.

## **9. Staff Reports**

*Budget* – FY19 budget was reviewed.

*Digital Marketing Report* – HRPDC provided a monthly report on social media and general website performance. BSH workshops, BSH program and event calendar all ranked in the top pages for this month.

**ACTION:** None.

Next Committee Meeting is scheduled for Friday, May 17, 2019 in Newport News