

askHRgreen.org Stormwater Education Subcommittee
April 20, 2018
HRPDC – Chesapeake

In Attendance:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Jill Sunderland, HRPDC
Jamie Durden, SU
Ivan Shelton, YK
Michelle Williams, NO
Tara Onufrak, VB
Dave Kuzma, IW
Chrisi VanLear, PO

Garrett Feagans, PQ
Mary Eason, CH
Tammy Rojek, WM
Trevor Long, JCC
Allison Watts, NN
Wayne Griffin, SM
Heather Baggett, SU

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

April 21 – Virginia Living Museum Earth Day Festival, Newport News
April 23 – NASA Earth Day Event, Hampton
April 28 – Community Empowerment Day, Newport News
May 9 – Public Service Week/DWW Celebration, Virginia Beach
May 24 – Sensible Seafood Festival, Virginia Beach
May 31 – Public Works Annual Picnic, Virginia Beach
June 2 – Celebrate the Park (Mariners Museum), Newport News
June 30 – Olden Days, Smithfield
August 25 – Bufflow Family & Friends Community Day, Chesapeake
September 13-16 – Isle of Wight County Fair, Windsor
September 15 – Elizabeth River Fest, Chesapeake*
September 22-23 – Bay Days, Hampton*
October 4-7 – Peanut Festival, Suffolk
*Need volunteers for this event

HRPDC staff plan to get estimate for trailer repairs in May so that each Committee can plan for funding the repairs in FY19.

ACTION: None.

3. Media & Promotions

The Committee's spring lawncare campaign is currently running. A campaign report will be available about one month after the conclusion of the campaign.

The Committee discussed the Write as Rain campaign.

- Stencil vendor has a 4-6 week production schedule so it would be a rush to get everything in place for the campaign before school is out for summer break. For that reason the workgroup determined it would be best to move the campaign to the fall.
- RCS has provided stencil designs for review but with the new timeline, HRPDC staff recommended rethinking the messages and stencils to see if there is a creative way to increase interaction and engagement. The Committee discussed:
 - Student involvement in application of rainworks
 - Additional engagement strategies (contests, bulletin boards, etc.)
 - The Committee decided to use the “Your river starts here” creative as a jumping off point for RCS to use in creating a new stencil.
- Localities can start applying stencils as soon as the stencils are produced and spray is received, however, the public relations push for the campaign will happen around the “back to school” time period.
- The target of the campaign continues to be youth and schools, however, the stencils can be applied wherever works best for each locality.
- It’s hoped that each locality will be able to get their own set of stencils to avoid having to pass stencils between localities.
- Committee members were encouraged to join the workgroup or consult with the representative from their locality. Another workgroup meeting will be scheduled in May.

ACTION: HRPDC staff will continue to work on Write as Rain campaign and schedule another workgroup meeting.

4. Regional Priorities for Stormwater Public Outreach

The Committee discussed the new Bay Star Businesses (BSB) program:

- HRPDC staff provided a third draft of the BSB rack card. The Committee could not come to a conclusive decision on the rack card design so a vote will be taken via email.
- The Committee reviewed the BSB webpage and form. HRPDC staff will clarify that the specific pledge actions are just examples under each theme.
- The Committee discussed how to process BSB pledge forms. The Committee recommended paying postage for HRPDC staff to send out the welcome information and clings to businesses. Localities can then follow up directly if desired or as time allows.
- The Committee reviewed and approved artwork for the 500 BSB notepads.

The Committee reviewed a draft IDDE rack card for landscaping companies. Committee members should do a final review of the content in detail and provide feedback to HRPDC staff.

The Committee decided the next rack card to be developed should focus on the automotive industry. Norfolk will share their preliminary content with HRPDC staff who will further develop something for review at the May meeting.

ACTION: HRPDC staff will update online BSB form, send out BSB rack card designs for voting, update IDDE rack card, and begin working on the automotive industry rack card.

5. Bay Star Homes

The Committee discussed any updates or concerns with the regional Bay Star Homes program:

- Committee members expressed concerns with being unable to locate the BSH page on the website. HRPDC staff suggested adding the BSH module (which currently appears on all Good to Know/Good to Do pages) to the home page.
- HRPDC staff asked Committee members to send in any issues they experience with the askHRgreen.org website so staff can replicate and troubleshoot the issue.

The Committee reviewed and selected artwork to use on the 1,500 BSH notepads.

ACTION: HRPDC staff will have the BSH module added to the home page of the website.

6. Grants

The Committee was briefed on the status of projects under the CBRF grant:

- BSB – see discussion above
- Green Learning –
 - HRPDC staff have just received the first draft of the Green Learning Guide. Some reformatting was required but no major content changes.
 - Teachers Guide and SOLs need to be finalized as well.
 - HRPDC staff will reconvene the workgroup to review the draft guide and begin development of the teacher's guide.

ACTION: HRPDC staff will schedule a Green Learning workgroup meeting.

7. Printing & Promotional Items

The black-eyed Susan seed packets have arrived.

The following items were ordered and are available for pickup:

- Message pens – 5,000
- Scoop the Poop stickers – 5,000
- Dog waste bag holders – 5,000
- Reusable bags – 4,000
- Mood pencils – 10,000
- Floatable key chains (two versions) – 5,000
- Swedish fish snack packs – 2,500
- Scoop the Poop rack cards – 5,000

- Black-eyed Susan seed packets – 4,000
- *On order: Post-It notes (500 BSB & 1,500 BSH) & 500 BSB Clings*

ACTION: Committee members should make arrangements to pick up promotional items.

8. Staff Reports

Budget – The current FY18 budget was reviewed.

- At the May meeting, the Committee will begin to discuss how best to allocate their FY19 budget. FY19 budget has already been approved by the Stormwater Technical Committee.

Yellow Grease Spills – the FOG Education Committee is developing a yellow grease spill and cleanup guide for restaurants and would like to get feedback and approval from Stormwater Education Committee members.

ACTION: HRPDC staff will share draft Yellow Grease Spill and Cleanup guide with Committee once content is finalized.

9. Roundtable

- Poquoson – DEQ audit was completed and seemed to go ok.
- Williamsburg – first ever recycling drive event scheduled for this weekend.
- Virginia Beach – Earth Day at Mt. Trashmore, public comment session for Chesapeake Bay and bacteria action plans.
- Suffolk – Earth Day events, municipal inspections underway, would be interested in any BMP/IDD information localities have for municipal employees.
- Newport News – DEQ audit was completed and seemed to go ok. There was a question about how residency is determined/tracked at outreach events. Chesapeake Bay action plan out for public comment.
- Norfolk – Reading program for NHRA kids (they got to keep the “I Can Keep the Ocean Clean” books), created an IDD flyer for distribution to citizens, grass clippings video was produced (all localities confirmed to HRPDC staff that bagging yard debris in clear plastic bags is acceptable).
- James City County – Clean County Commission event this weekend.
- Chesapeake – Earth Day events and school outreach programs.

Next Committee Meeting is scheduled for Friday, May 18. York County is tentatively scheduled to host the meeting but location will be confirmed with agenda.