

**askHRgreen.org Stormwater Education Subcommittee Meeting
Friday, August 28, 2020**

Due to the declared a state of emergency in the Commonwealth of Virginia in response to the continued spread of novel coronavirus, or COVID-19 and to protect the public health and safety of the subcommittee members, staff, and the general public, the askHRgreen.org Stormwater Education Subcommittee meeting was held via Zoom. These electronic meetings are required to complete essential business on behalf of the region, and a recording of the meeting is available on the website.

Attendance:

Tara Copeland, VB	Amy Green, YK
Michelle Williams, NO	Cris Ausink, HA
Garrett Feagans, PQ	Mary Eason, CH
Kim Hummel, IW	Helen Kuhns, LRNow
Salcedo-Bauzaa, NN	Jill Sunderland, HRPDC
Kim Moshier, NN	Katie Cullipher, HRPDC
Jamie Durden, SU	Rebekah Eastep, HRPDC

The meeting summary was as follows:

1. Meeting Summary

The Subcommittee reviewed and approved the July meeting summary.

Action: Meeting approved.

2. askHRgreen.org Outreach

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
10/8-10/11	Suffolk Peanut Festival	Suffolk
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	TBD

- Lynnhaven River Now Fall Festival - The event has been restructured into a month-long celebration of trees. Smaller community cleanups are still being held. Water-based cleanups are easier since social distancing comes naturally on the water.

Land-based cleanups are being kept to 10 volunteers or less. Litter cleanup volumes are actually up over last year.

- No updates on the Poquoson Seafood Festival yet.
- Great American Cleanup scheduled for September 18-19 through the askHRgreen.org Recycling & Beautification Committee and Keep Virginia Beautiful. Cleanup teams are encouraged to sign up on the askHRgreen.org website.

Action: None.

3. FY20 Media & Promotions

HRPDC staff reviewed the FY21 media priorities:

- September 28-October 4 - Leaves & Lawncare –
 - Using existing creative from FY20 (chalkboard inspired)
 - Media plan for campaign will be sent for review
- Spring 2021 - Pet Waste -
 - Using existing creative from FY19 (Poo-em)
 - Tentatively scheduled for 6/7 - 6/13
- askHRgreen social media branding campaign – ongoing

Action: HRPDC staff will provide Leaves & Lawncare media plan for review.

4. Sidewalk Decal Promotion

Virginia Beach and Norfolk plan to implement a modified version of the sidewalk decal campaign for September in conjunction with the International Coastal Cleanup.

- RCS updated the artwork to “Protect the Coast We Love the Most.”
- The Virginia Beach campaign will be promoted in conjunction with Parks & Rec and promoted on social media. Staff will monitor 8 sites (10 decals) for wear and tear.
- Norfolk is partnering with Keep Norfolk Beautiful to address ongoing litter problems. Decals will be placed near benches at bus stops with high levels of litter to see if a measurable impact is made in the amount of litter observed in the area.

The full “Every Day We Love the Bay” regional sidewalk decal campaign has been moved to the spring in conjunction with Clean the Bay Day 2021 in June.

Action: Virginia Beach and Norfolk will pilot the sidewalk decal campaign in September and report back to the Committee on the outcomes.

5. Regional Priorities for Stormwater Public Outreach

The Committee discussed regional opportunities to satisfy Phase I and II outreach priorities.

Car wash outreach

- 15 initial locations will be included in the launch of the campaign. Outreach should continue to additional locations.
- A news release will be issued to assist with outreach to the public and recruitment of additional locations.
- The lawn signs and microfiber towels are ready for distribution to participating car washes. Norfolk, Hampton, and Newport News have volunteered to deliver supplies to participating locations. Extra supplies were purchased.
- Committee members are encouraged to pick up lawn signs and microfiber towels to use in recruiting additional car wash locations.

Action: The car wash campaign will be launched with supplies delivered next week. Committee members should continue to recruit new locations in their locality.

6. Bay Star Homes & Business Program

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

The Bay Star Business program has had two new signups this month.

Action: HRPDC staff will mail welcome packets to new BSB members.

7. Printing & Promotional Items

The Committee discussed any printing or promotional item needs.

HRPDC staff will update content of the “Clean, Healthy Bay” brochure and resend for Committee review. HRPDC staff have no copies left in inventory.

The Committee discussed whether to update and reorder the “Hampton Roads is a Region Defined by Water” brochure. The Committee would like HRPDC staff to update the impairments map and then send via email for Committee review of the content.

The Committee reviewed the cleaning company rack card content put together in 2019. At the time, the Committee decided not to print the information but keep it available for inspectors to print as needed. The Committee agreed printing the rack card was not needed at this time.

The Committee discussed power washing outreach. Discharges are allowed as long as no chemicals are used. Localities reported that, generally, these situations are handled individually and not with widespread outreach. Homeowners are another demographic for this message. Norfolk/Chesapeake use educational notices to homeowners about

various negative household activities including power washing. Virginia Beach would be interested in seeing what other localities provide for power washing education.

Action: HRPDC staff will update “Clean Healthy Bay” and “Region Defined by Water” brochures and provide for Committee review.

8. Chesapeake Bay Restoration Fund Grant

HRPDC staff has submitted the FY19-FY20 CBRF grant summary report in advance of the August 31 extended deadline.

The Committee discussed applying for the FY21-22 CBRF grant. The application is due September 24. The FY21 application was submitted late and was not considered by CBRF. HRPDC staff recommended resubmitting the FY21 application for consideration for FY22 funding. The application includes funds for pet waste stations, rain barrel workshops, and fundraiser car wash kits. The Committee would like to increase the number of car wash kits requested to 15.

Action: HRPDC staff will submit the FY22 CBRF grant application by September 24.

9. Public Comment and Roundtable

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

- Wetlands Watch is offering the [Chesapeake Bay Landscape Professional](#) Level 1 Certification training online September 2 & September 9. There is grant funding available to assist with the registration cost for participants.
- Chesapeake - pet waste stations were delivered and are available for pickup, please email Mary Eason to schedule a pickup time, would like more information on upcoming rain barrel workshops or assembly resources to assist citizens with making a rain barrel.
- Norfolk - currently promoting Lake Star/Bay Star programs.
- Newport News - experiencing an increase with yellow grease containers causing illicit discharges (overflowing, etc.), HRFOG Committee has yellow grease rack cards to assist with outreach to restaurants, coordination with local FOG program staff is recommended.
- Free Sustainable Yards webinar offered by Lynnhaven River Now on September 16.
- Kim Hummel retiring from Isle of Wight County on August 31 - no replacement announced yet.

Action: HRPDC staff will send out information on rain barrel workshop or DIY assembly resources.

10. Staff Reports

Budget – The current FY21 budget was provided for review.

Digital Marketing Report – The July report was provided for review. Algae was a trending topic along with lawn care topics. Conversion for lawn care topics is low due to competition in that industry. Rain barrel workshop outreach was top performing organic post during the month. Pet waste Poo-em is a top performing campaign overall.

FY20 askHRgreen Annual Report – HRPDC staff sent the annual report for review. Report will be designed and finalized by end of next week.

All Hands Meeting - The All Hands meeting will be held September 17 at 10 am with all askHRgreen committees to review FY20 results and plans for FY21.

Action: None.

Next Committee Meeting is scheduled for Friday, September 18, 2020