

**askHRgreen.org Stormwater Education Subcommittee Meeting
Friday, December 4, 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:

Michelle Williams, NO
Garrett Feagans, PQ
Tammie Clary, SM
Kim Moshier, NN
Alexandra Salcedo, NN
Mary Eason, CH
Steve Jackson, IW
Jamie Durden, SU

Cris Ausink, HA
Shaunee Beussink, IW
Tara Copeland, VB
Trevor Long, JCC
Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Brittany Collins, PO

The meeting summary was as follows:

1. Meeting Summary

The Subcommittee reviewed and approved the October meeting summary.

Action: Meeting approved.

2. askHRgreen.org Outreach

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|-----------|------------------------|------------|
| 3/27-3/28 | 2021 Daffodil Festival | Gloucester |
| 6/19 | RiverFest | TBD |

The Recycling & Beautification Committee have two outreach events planned:

- Great American Cleanup, March 26-27, 2021 - Volunteers are needed to help remove litter from the community. Small groups with social distancing will remain the focus for this regional event.
- No Butts About It - Oversized cigarette butts will be photographed in areas across Hampton Roads to use in a social media campaign. The butts will also be available to assist with outreach events and display in public spaces.

The Committee reviewed the FY21 media plan and fall campaign summary report.

- Fall 2020 - Leaves & Lawncare Media Campaign – 9/28 - 10/4
 - Campaign results were provided for Committee review.
- 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
 - Virginia Beach has three decals remaining from initial install. Several were removed by unknown individuals, some needed to be removed due to wear and fading images after about three months. Norfolk reported that brighter colors in design and rough surfaces seem to impact longevity of artwork.
 - Localities should begin to confirm locations and seek approvals for installing decals in May.
- askHRgreen social media branding campaign – ongoing

Action: Committee members were encouraged to begin selecting locations for Clean the Bay Day promotion set to launch in June 2021.

3. Chesapeake Bay Restoration Fund Grant

The Committee was awarded \$15,000 from the Chesapeake Bay Restoration Fund Grant. Funds will not be issued until May. The Committee discussed how to best allocate the funds across the different project types.

- It was recommended to purchase pet waste stations when they are on buy one, get one free to reduce the budget for that line item.
- Carwash kits collect and pump runoff away from storm drains and divert to grassy areas. HRPDC staff will evaluate pricing for each item in the car wash kits to determine how many can be made with available funds.
- HRPDC staff recommended a simple how to video to post online to assist citizens in using the carwash kits at their fundraiser event.

Both Hampton and Suffolk have interest in hosting rain barrel workshops. HRPDC staff can bulk order supplies for localities interested in hosting their own workshops and develop a funding formula to determine the local cost of hosting additional locality-funded workshops.

Action: None.

4. Regional Priorities for Stormwater Public Outreach

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

- Norfolk recommended virtual outreach event to promote residential BMPs. Options include webinar, YouTube/Facebook Live, produced video series, etc. Norfolk will start an outline for the proposed event. Chesapeake and Portsmouth interested in supporting. VBMG representative may be available to discuss

planting. One hour event with 30 minute presentation and 30 minutes Q/A was recommended.

- The Committee discussed marine debris and marina outreach initiatives.

Committee members should continue discussing recruitment efforts for the “Thank You for Washing Wisely” campaign. Confirmed car wash locations to date can be found online here: www.askHRgreen.org/carwash.

Action: The Committee will develop a virtual workshop for early 2021.

5. Bay Star Homes & Business Program

HRPDC staff distributed a fall newsletter to all BSH participants.

Norfolk partnered with Public Utilities staff to promote BSH online, through HRUBS water bill insert, and newsletter, resulting in about 100 new signups.

Action: None.

6. Printing & Promotional Items

HRPDC staff shared results of the fall inventory of promotional items and supplies. Although several items were low in stock, the Committee did not act to vote any additional items at this time.

The 5,000 Clean, Healthy Bay Brochures have been ordered and will arrive soon.

Hand sanitizer has arrived and are available for pickup by appointment only.

Action: Committee members should pick up supplies as needed.

7. Public Comment and Roundtable

- Virginia Beach Floatables Monitoring group inquired about cigarette litter receptacle grant program. Keep Virginia Beautiful has a grant open currently for receptacles. HRPDC staff can discuss a partnership with Recycling & Beautification Committee to develop a local cigarette litter receptacle grant program administered like the pet waste station grant program.
- Virginia Beach tackling municipal storm drain marking for compliance with permit. Chesapeake, Norfolk, and Hampton are also working on this permit requirement. Some localities have tried spray paint but markings last less than a month due to high traffic. HRPDC staff can send out an email to gauge interest in a regional purchase of storm drain medallions.

- Pet waste stations still need to be picked up from Chesapeake Stormwater. Suffolk has picked up their stations.

Action: HRPDC staff will send out an email to gauge interest in a regional storm drain medallion purchase.

8. Staff Reports

Budget – The current FY21 budget was provided for review.

Digital Marketing Report – The Digital Marketing Report was provided for review.

Action: None.

Next Committee Meeting is scheduled for Friday, January 15, 2020