

**askHRgreen.org Stormwater Education Subcommittee**  
**February 16, 2018**  
**HRPDC - Chesapeake**

**In Attendance:**

Katie Cullipher, HRPDC  
Rebekah Eastep, HRPDC  
Elizabeth Vandell, HRPDC  
Jamie Durden, SU  
Ivan Shelton, YK  
Michelle Williams, NO  
Tara Onufrak, VB  
Cris Ausink, HA  
Dave Kuzma, IW  
Ron Owens, GL

Heather Baggett, SU  
Crisi VanLear, PO  
Garrett Feagans, PQ  
Mary Eason, CH  
Melanie Coffey, VB  
Helen Kuhns, LRNow  
Tammy Rojek, WM  
Barbara Gavin, ERP

The summary for the meeting is as follows:

**1. Meeting Summary**

The January meeting summary was reviewed and approved.

**Action:** None.

**2. askHRgreen.org Events**

March 1-2 – Virginia Green Travel Conference, Virginia Beach\*

March 3-4 – Hampton Roads Home Show, Hampton\*

March 24-25 – Daffodil Festival, Gloucester

March 24 – SEVA Community Association Day, Virginia Beach\*

- In need of second shift volunteer

*April 14-15 – Mid-Atlantic Home & Outdoor Living Show, Virginia Beach\**

- *Participation pending the availability of volunteers. In need of one volunteer Saturday (all day) and two volunteers Sunday (all day)*

April 21 – Virginia Living Museum Earth Day Festival, Newport News

June 30 – Olden Days, Smithfield

September 13-16 – Isle of Wight County Fair, Windsor

September 15 – RiverFest 2018, Chesapeake\*

September 29 – James River Fest, James City County

October 4-7 – Peanut Festival, Suffolk

*\*Need volunteers for this event.*

**ACTION:** HRPDC staff will continue to request volunteers for upcoming events.

**3. Media & Promotions**

The Committee's next media campaign is the spring lawncare campaign planned for mid-April using existing creative assets. No action is required for this campaign.

The Committee continued discussing messaging needs for the Write as Rain campaign.

- The Committee message will be “only rain down the storm drain”
- A workgroup will be needed once again to coordinate the placement of the stencils

HRPDC staff briefed the Committee on the spring video production planned by the FOG & Water Awareness Committees.

- The FOG and Water Awareness committees are partnering to produce “man on the street” videos where average Hampton Roads residents are asked to answer various questions related to committee priorities.
  - The Water Awareness Committee will be asking conservation related questions and the FOG Committee will be asking about “flushable” wipes
- Participating in the video production will cost no more than \$4,200. Only the FOG Committee has plans to use the video in a media campaign at an additional cost.
- HRPDC staff proposed that the Committee consider participating since they have money remaining in the Printing & Promotional item budget. The Committee discussed participation and voted to participate with the following votes:
  - Yes: Gloucester, Portsmouth, Poquoson, Suffolk, Chesapeake, Norfolk, Williamsburg, Virginia Beach and York County
  - No: None.
  - Abstain: Isle of Wight
- The Committee discussed the questions to ask in the video and agreed to the following topics: having citizens identify what a storm drain is and where the water goes after entering the drain. The Committee asked HRPDC staff to craft the final questions and send via email for review.

**ACTION:** HRPDC staff will request volunteers for the Write as Rain workgroup. HRPDC staff will refine “man on the street” interview questions and send via email for review.

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

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

- HRPDC staff provided sample rack cards for BSH and BSB, final BSB logo and mockups of the BSB logo on an actual business window and the draft content for the BSB form (print or electronic).
  - BSB rack card – the Committee made some edits to the content and asked that the top graphic be flipped to the bottom, the water in the map be changed to blue and URL for the BSB pledge form be added. The Committee requested 1,000 printed rack cards for BSB.
  - BSB logo – approved logo works well on printed/online materials but does not stand out as a window cling. HRPDC staff will adjust colors to work better as a cling and resubmit for Committee review. HRPDC staff will also create a BSB “badge” for use by participating businesses. The Committee agreed to purchase 500 window clings.

- Pledge form – although the content was fine, the Committee would like HRPDC staff to develop a better way for displaying the information that is less wordy in appearance.
- HRPDC staff will be working with RCS to develop the BSB webpage which will include the pledge form and an online business listing for participating businesses.

The Committee continued the discussion of industry-specific illicit discharge rack cards. The Committee reviewed draft content prepared by Michelle Williams for lawn care companies. The Committee approved of the draft content and asked HRPDC staff to condense information in to a single rack card or brochure.

**ACTION:** HRPDC staff will continue to develop resources for the BSB program launch and develop draft content for an illicit discharge rack card/brochure focused on lawn care companies.

## 5. Bay Star Homes

Committee members discussed any updates or concerns with the regional Bay Star Homes program.

- For the new website redesign, the Committee requested the following changes:
  - Add the BSH logo to the webpage to help citizen identify that they are in the correct place.
  - Check the search functionality. BSH is not in the top listing when search function is used.
  - Add BSH (and BSB) pages under the Green Homes and Business category
- The Committee requested that 2,000 BSH rack cards be purchased.

**ACTION:** HRPDC staff should will make updates to website and purchase 2,000 BSH rack cards.

## 6. Grants

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

- BSB – see discussion above
- Draft content for Green Learning will be sent to RCS for design.

**ACTION:** None.

## 7. Printing & Promotional Items

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 – 5,000

- The vendor made a mistake with the artwork for the keychains but allowed the Committee to keep those made in error. The Committee now has 2,500 correct keychains and 2,500 with the “only rain down the storm drain” message
- Swedish fish snack packs – 2,500
- Scoop the Poop rack cards – 5,000

The Committee reviewed quotes for post it notes, scratch pads and magnetic grocery lists and decided to purchase 2,000 50 sheet post-its made of recycled content – 500 will be imprinted for BSB and 1,500 will be imprinted for BSH.

**ACTION:** HRPDC staff will order post-its. Committee members should pick up their materials at their earliest convenience.

## **8. Staff Reports**

*Budget* – The current FY18 budget was reviewed. Electricity charges have been added for 2018 events.

**ACTION:** None.

**Next Committee Meeting** is scheduled for Friday, March 16 in Newport News.