

**askHRgreen.org Stormwater Education Subcommittee**  
**Friday, January 20, 2017**  
**Stormwater Office – James City County**

**In Attendance:**

Katie Cullipher, HRPDC  
Rebekah Eastep, HRPDC  
Allison Watts, NN  
Ivan Shelton, YK  
Jamie Durden, SU  
Cris Ausink, HA  
Chrisi VanLear, PO  
Sue Kriebel, VB

David Kuzma, IOW  
Fleta Jackson, NO  
Tammy Rojek, WM  
Paul Cuomo, JCC  
Sherry Coffey, PQ  
Daniel Robinson, VCE  
David Sample, VCE  
Barbara Gavin, ERP

The summary for the meeting is as follows:

**1. Virginia Cooperative Extension Presentation**

- Daniel Robinson of Virginia Tech is researching stormwater extension education programs that can supplement MS4 outreach initiatives.
- Outcomes of research will be outreach and education solutions for MS4s.
- Daniel will be conducting a survey of stormwater education and outreach stakeholders (stormwater staff but also interested non-stormwater locality departments or staff) and collecting education and outreach documentation such as annual reports, community plans, watershed plans, MOAs for regional committees, etc.
- Daniel hopes to have the research completed by June and will share results with the Stormwater Education Committee.

**ACTION:** Committee members were encouraged to send Daniel Robinson information on stormwater education and outreach plans and other interested stakeholders.

**2. Meeting Summary**

The December meeting summary was reviewed and approved.

**Action:** Summary approved.

**3. askHRgreen.org Events**

February 11-12 – Hampton Roads Home Show, Hampton Convention Center

- Volunteer spaces still available
- Ticket giveaway on social media the week of

March 11 – Community Association Day, Virginia Beach - 1 volunteer still needed

- Free table space available for municipal or community programs

April 22 – Virginia Living Museum Earth Day Event, Newport News

June 24 – Olden Days, Smithfield

**ACTION:** Committee members were encouraged to reserve the trailer early for any 2017 events.

#### 4. Media & Promotions

##### *Media*

- Leaves Down the Drain & pet waste – Nov. 7-20
  - HRPDC staff provided the Committee with the promotional report.
- The Committee discussed upcoming changes to Phase II permits education requirements.

##### *Rainy Day Sidewalk Campaign*

- The campaign will include three messages/stencils for each committee and one hashtag that will be used with all messages to brand the campaign.
- The Committee reviewed the stencil design and message drafts. The Committee selected the following messages:
  - You drop it, they drink it (graphics: marine life) – adapted from Richmond storm drain art campaign
  - Your river starts here. Keep it clean. (graphics: google map icon/arrow)
  - Only rain down the drain.
- The [workgroup](#) will meet on January 26<sup>th</sup> to discuss locations, gaining permissions, and application of stencils.
- HRPDC staff has provided a “one-pager” that committee members can refer to when discussing the sidewalk project with local officials and property managers.

**ACTION:** HRPDC Education staff will consult with HRPDC Technical Staff regarding changes to Phase II permit requirements.

#### 5. Bay Star Homes

The Committee had an opportunity to discuss any updates/concerns with the program.

##### *Supplies*

- Window clings, flags and flag poles are now in stock and available for pickup.

**ACTION:** None.

#### 6. Grants

The Committee continued working on the project requirements of the Chesapeake Bay Restoration Fund grant. \$10,000 in funding was awarded to address:

- Workshops - At least two (one peninsula, one southside)
  - Hampton and Suffolk are planning events.
  - Norfolk tree workshop completed in the fall of 2016
  - Additional workshops can be added
- Soil Testing Giveaway – HRPDC has mailed soil test kits to winners of July and October giveaway. So far six samples have been returned.
- HRPDC confirmed with grant administrators that “professional staff time” budget could be reallocated for supplies as long as the list of items is approved

by the state. The Committee discussed getting trees and rain barrels for the workshops. Norfolk and Hampton can provide sample pricing for these items.

The Committee adjusted the 2017-18 Chesapeake Bay Restoration Fund grant draft budget. The full requested amount was not awarded so the project was scaled back.

**Action:** HRPDC staff will secure plants and rain barrels to use at upcoming workshops.

## 7. Promotional Items

The following items have been ordered for FY17 and are available for pickup:

- Dog Waste Bag Holders – 5,000
- Goldfish Snack Packs (hold delivery until March) – 2,500
- Window Cling – 10,000 (5,000 each design)
- Hand sanitizer (with carabineer) – 2,500
- BSH Folders – 2,500
- BSH Flags – 1,600
- BSH Flag Poles – 1,600

**Action:** Committee members should pick up promotional items.

## 8. Staff Reports

**Budget** – The current FY17 budget was presented for review.

**Website Redesign** – Planning advisors from each committee are asked to review the website content for their committee to determine if there should be any edits or new content. Planning advisors should bring back to the full Committee any topics that may need regional consideration.

**ACTION:** Planning advisors should review website content.

**Next Committee Meeting** is scheduled for Friday, February 17 at the HRPDC office in Chesapeake.