

**askHRgreen.org Stormwater Education Subcommittee**  
**January 19, 2018**  
**Warwick Room – Newport News**

**In Attendance:**

Katie Cullipher, HRPDC  
Rebekah Eastep, HRPDC  
Elizabeth Vandell, HRPDC  
Jamie Durden, SU  
Ivan Shelton, YK  
Allison Watts, NN  
Michelle Williams, NO  
Tara Onufrak, VB  
Cris Ausink, HA

Dave Kuzma, IW  
Samantha McNeil, YK  
Trevor Long, JC  
Kim Hummel, IW  
Ron Owens, GL  
Heather Baggett, SU  
Crisi VanLear, PO  
Garrett Feagans, PQ

The summary for the meeting is as follows:

**1. Program Overview**

HRPDC staff began with an overview of the askHRgreen.org program and how the Stormwater Education Committee satisfies MS4 permit requirements.

**Action:** New Committee members were encouraged to visit askHRgreen.org and contact HRPDC with any questions they may have moving forward.

**2. Meeting Summary**

The December meeting summary was reviewed and approved.

**Action:** None.

**3. askHRgreen.org Events**

January 15-18 – Home Gardener Day & Mid-Atlantic Horticulture Short Course, Virginia Beach\*

January 26-28 – Virginia Flower and Garden Show (space given as part of bag sponsorship at Home Gardener Day/MAHSC event) –

- Volunteers needed Saturday/Sunday. Jamie Durden can help will unfilled shifts.

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

March 24-25 – Daffodil Festival, Gloucester

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

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

September 29 – James River Fest

*\*Need volunteers for this event.*

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

**4. Media & Promotions**

The Committee continued discussing the second round of the Write as Rain campaign. During the All Hands meeting Committee members discussed focusing on schools and maybe a local business chain such as Wawa.

- An overview of the campaign was provided for new Committee members. The campaign includes artwork with environmental messages that are applied to sidewalks but only visible on rainy days (or when wet). The campaign was relatively low cost and resulted in good public relations results (i.e. was picked up by local media).
- Old stencils need to be redesigned based on lessons learned. This round each Committee will get one message.
- HRPDC staff will be meeting with RCS staff to develop a direction and action plan. The goal is to launch the campaign in April again.
- To date the Committee has discussed targeting schools and possibly a convenience chain specially Wawa since they have a strong environmental commitment.
- The Committee agreed to focus their stencil on an “only rain down the storm drain.”

**ACTION:** HRPDC staff will continue to develop the Write as Rain campaign.

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

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

- The program will be a pledge only system to make it easy on businesses and administrators (no monitoring required). Businesses will receive recognition via a sticker and website acknowledgment. Once businesses have pledged, localities will have a database to target with information on how businesses could do more.
- Draft criteria were approved at the November meeting. HRPDC staff are working on a form (print and online).
- The Committee reviewed and selected a final Bay Star Business logo.
- The Committee discussed encouraging other committees to promote the program specifically the FOG Committee.
- Tentatively scheduled to launch in March.
- The Committee requested quotes on printing 5,000 each of the following items: window clings (dimensions to be determined), BSH rack cards and BSB rack cards.

The Committee revisited the discussion of industry-specific illicit discharge rack cards. The Committee has discussed developing rack cards for each of the target areas identified in the regional priorities: automotive, pet care, landscaping, and carpet cleaners. Michelle Williams agreed to help HRPDC staff develop draft content for these rack cards.

**ACTION:** HRPDC staff will finalize develop a webpage, tracking spreadsheet and print/online pledge form and get quotes for printed items.

## 6. Bay Star Homes

There were no updates or concerns with the BSH program

**ACTION:** None.

## 7. Grants

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

- Draft content for Green Learning is being finalized by the workgroup. The next step is for the content to go to RCS for design.

**ACTION:** None.

## 8. 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

The following items were ordered but have not yet arrived:

- Mood pencils – 10,000
- Floatable key chains – 2,500
- Swedish fish snack packs – 2,500
- Scoop the Poop rack cards – 5,000 (waiting on final artwork)

The Committee requested quotes for sticky pads, note pads or shopping lists (note pad with fridge magnet).

HRPDC staff presented the newly designed Scoop the Poop rack card. The purpose of the new design is to bring the branding in line with the new website. This design work from RCS costs about \$220.

- The Committee discussed how the redesign would affect future brochure reordering and the charges associated with redesigning the rest of the askHRgreen brochures and rack cards.
- The option to redesign printed materials will be presented for Committee review on all askHRgreen.org materials as they need to be reordered. This is not specific to the Stormwater Education resources.
- The following localities voted in favor or rebranding the rack card: Suffolk, Poquoson, Gloucester, Portsmouth, Virginia Beach and York County. Newport News, Isle of Wight and Hampton abstained. Norfolk and James City County voted no.

**ACTION:** HRPDC staff will authorize the redesign of the Scoop the Poop rack card and order 5,000. HRPDC staff will also get quotes for sticky pads, note pads or shopping lists (note pad with fridge magnet).

**9. Staff Reports**

*Budget* – The current FY18 budget was reviewed.

**ACTION:** None.

**Next Committee Meeting** is scheduled for Friday, February 16 in Chesapeake.