

askHRgreen.org Stormwater Education Subcommittee
Friday, January 24, 2020
Peninsula Health Department - Newport News

In Attendance:

Garrett Feagans, PQ
Jamie Durden, SU
Michelle Williams, NO
Cris Ausink, HA
Trevor Long, JCC
Kim Moshier, NN
Kim Hummel, IW

David Kuzma, IW
Taylor Jones, VB
Tammy Rojek, WM
Audrey Doan, PO
Jill Sunderland, HRPDC
Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC

The summary for the meeting is as follows:

1. Meeting Summary

The Committee reviewed the December meeting summary.

Action: Summary approved.

2. askHRgreen.org Events

The current listing of events is as follows.

1/25	Jam'n Jamz	Norfolk
3/7 - 3/8	Mid Atlantic Home & Outdoor Living Show*	Virginia Beach
3/27 - 3/28	Great American Cleanup*	Hampton Roads
4/4 - 4/5	Daffodil Festival	Gloucester
4/11	Go Green Market	Yorktown
4/18	Virginia Living Museum Earth Day Festival	Newport News
4/21	TCC Cares Earth Day	Chesapeake
4/22	Poquoson Earth Day	Poquoson
10/3	Virginia Beach Master Gardeners Fall Gardening Festival	Virginia Beach

**Volunteers needed to support attending this event.*

There is no space available for the askHRgreen trailer at the Hampton Roads Home Show due to the show selling out.

Volunteers are still needed for the Mid-Atlantic Home Show in Virginia Beach on March 7-8.

SEVA Community Association Day needs one additional volunteer for the afternoon. Booths are also available for any community group interested in participating.

MAHSC Short Course and Home Gardener Day was a good outreach opportunity but a little less so than previous years due to the classroom set up at the Norfolk Botanical Garden.

HRPDC has been recognized as a River Star Business.

Action: Committee members were encouraged to reserve the trailer early for any upcoming events.

3. FY20 Media & Promotions

The Committee discussed the following planned media and promotional campaigns:

- Spring campaign Pet Waste paid media campaign - using existing creative for the Poo-em
- askHRgreen social media branding campaign - *ongoing*

The Committee continued to discuss a strategy and messaging for utilizing vinyl decals for this promotional campaign.

- The Committee reviewed a new version of the sidewalk messaging artwork that included the message "only rain down the drain."
- The Committee discussed a change in message/theme from general awareness to specific messaging for only rain down the drain.
- HRPDC staff reiterated that the original art direction to RCS was to do a general awareness message with public relations support pushing the specific messages and tips.
- Localities will need to select the locations and receive approvals for installation. Size is 24"x36"
- Installation costs will need to be evaluated with the vendor to gain a better understanding of the program budget.
- There were some concerns about the timeline for getting city approvals.
- Localities should plan for one decal each with the option to purchase more with local funds if desired. HRPDC staff will send out revised artwork, one pager, and inquire if any localities want to purchase extra decals.
- Decals are about \$50 each. HRPDC staff will get an updated quote which includes installation.

Action: Committee members should determine location for decal installation. HRPDC staff will request additional pricing details.

4. Regional Priorities for Stormwater Public Outreach

The Committee continued to discuss a car wash outreach campaign.

- HRPDC staff will reach out to corporate managers regarding the campaign (examples: Auto Bell, Carl's Carwash, Green Clean, Soap & Suds, Ripe Tide, Cool Wave). Localities were encouraged to identify other local car washes as well.
- Suffolk recommended cross-referencing the DEQ permit list to make appropriate permits are in place prior to partnership.
- Norfolk and Virginia Beach have both recruited one local carwash to participate.
- Revised artwork for the auto cleaning wipe was reviewed and approved by the Committee.
- HRPDC staff recommended waiting to order auto wipes until cost for outreach materials (lawn signs, posters, banners) is known. HRPDC staff can get additional quotes for microfiber towels at that time.

Action: HRPDC staff and Committee members should reach out to carwashes.

5. Bay Star Homes & Business Program

The Committee discussed any new developments in BSH or BSB.

The Committee discussed continuing outreach for BSB. Potentially a BSB post card mailing effort in FY21.

Action: Continued outreach for BSB and BSH.

6. Grants

The Committee continued discussing the FY20 Chesapeake Bay Restoration Fund grant received (\$3,000) for pet waste stations and rain barrel workshops.

- Two additional workshops will be planned for spring 2020 in Hampton and Suffolk.
- Firm dates are needed by next meeting and promotion can begin in early March with a spring BSH newsletter.

Action: Suffolk and Hampton will work with HRPDC staff to plan spring rain barrel workshops.

7. Printing & Promotional Items

The Committee reviewed the Clean Healthy Bay brochure content before reprinting.

- Replace picture of storm drain
- Address serial comma throughout content
- Remove references to streams and replace with rivers
- Update askHRgreen.org branding
- Review the HHW content for accuracy. Direct public to askHRgreen for specific drop off information.

The Committee will review the TMDL brochure at the February meeting.

Action: HRPDC staff will order 5,000 soil testing brochures and 5,000 Clean, Healthy Bay brochures.

8. Roundtable

- Social Coast Conference - Katie Cullipher will hold askHRgreen.org session during the conference since the program is very unique nationwide. Feedback on lessons learned/benefits of askHRgreen from committee members: allows for a diversity of ideas and evolving programs, serving internal (government) v. external stakeholders (public), locality networking and sharing of resources, regional programs inspired by successful local programs, consistent messaging and positive brand awareness, produces strong metrics for program compliance, consistent messaging for diverse audiences, localizing metrics, return on investment, sharing campaign messages between Committees, overall budget, research-based strategies (benchmarks)
- Hampton - Rain barrel workshops coming up in February
- GetFloodFluent.org - Flood insurance calculator added to the website
- Isle of Wight - second year with stormwater advisory committee has been helpful with addressing items of interest to the community, made up of

representatives from each voting district plus a board of supervisors representative, orphaned outfalls now getting statewide attention

- Virginia Beach - Taylor Jones is leaving the City of Virginia Beach and has accepted a job with Pentagon Police Department.
- James City County - HOA outreach series to talk about stormwater management
- Portsmouth - new Stormwater Inspector starting soon
- Stormwater Workshops for contractors and builders - February 7 at HRPDC and February 20 in Hampton.
- Outreach resources for FOG management available. Norfolk has stormwater resource available specific to stormwater.

Action: None.

9. Staff Reports

Budget - The current FY20 budget was reviewed.

Digital Marketing Report - The pet waste station webpage was among the top pages in December thanks to outreach from Newport News.

Action: None.

Next Committee Meeting is scheduled for February 21, 2020 in Chesapeake.