

askHRgreen.org Stormwater Education Subcommittee
Friday, July 21, 2017
York Hall Conference Room, Yorktown

In Attendance:

Katie Cullipher, HRPDC
Sue Kriebel, VB
Jamie Durden, SU
Cris Ausink, HA

Ivan Shelton, YK
Chrisi VanLear, PO
Tristian Barnes, YK
Allison Watts, NN

The summary for the meeting is as follows:

1. Meeting Summary

The May meeting summary was reviewed and approved.

Action: Summary approved.

2. askHRgreen.org Events

September 7 – Green Environmental Center Opening, VWU, Virginia Beach (need volunteers)

September 14-17 – Isle of Wight County Fair, Windsor

September 17 – RiverFest, Virginia Beach

September 30 – James River Fest, Williamsburg

October 5-8 – Peanut Festival, Suffolk

October 7 – Lynnhaven River NOW Fall Festival, Virginia Beach

October 24-25 – NN Shipbuilding Event, Newport News

ACTION: HRPDC staff will send out an email request for volunteers for staffing events.

3. Media & Promotions

Spring Media Campaign – The Committee reviewed results from the spring radio and online 2-week media campaign focused on lawncare. Those results will be included in the annual report.

FY18 Campaigns - The Committee also discussed media priorities for FY18 and what messages will be targeted. Due to Phase II permit requirements, it was agreed that the approach for FY18 should once again be focused on radio and online campaigns to achieve the 25% target audience reach requirements included in the permits and the messaging will once again be focused on fall leaves & pet waste and spring lawncare. If possible with the media budget, the Committee would be interested in creating a video using the radio ads that have been developed as audio or pursuing another video to allow each locality to promote/use the video as needed.

Another focus for FY18 will be commercial outreach. The Committee discussed specifically targeting several “mobile” businesses, including:

- Lawncare/landscaping businesses

- Mobile auto detailing services
- Pool service contractors
- Carpet cleaning companies

The Bay Star Homes expansion to Bay Star Businesses per the Chesapeake Bay Restoration Fund Grant will aid in this targeting for FY18.

The Committee discussed putting together a 3-yr plan of outreach initiatives at this time as the new Phase II permit requirements will be in effect starting in FY19, removing the 25% outreach requirements. The Committee reviewed a chart comparing the current Phase I permit requirements for public outreach with Phase II current and draft requirements. Committee members should review this chart with their local technical staff members and come prepared to discuss regional public outreach priorities at the meeting in August.

ACTION: Committee members should discuss regional public outreach priorities with their stormwater technical staff members before the August meeting.

4. Bay Star Homes

The Committee had no issues or concerns to discuss.

ACTION: None.

5. Grants

The Committee reviewed the grant summary provided. HRPDC staff will send out a meeting request for the FY18 grant work group (Sue Kriebel, Jamie Durden, and Allison Watts) to meet to discuss plans for the new grant funds - \$11,100.

Action: HRPDC staff will schedule grants subgroup meeting.

6. Promotional Items

The Committee discussed the following:

- Reusable bags – the Committee will order 4,000 bags as part of the joint askHRgreen committee purchase – bags will be available in pink, purple, blue, green, and orange.
- Message pens – HRPDC staff will get quotes for message pens to be reviewed in August.
- Scoop the Poop stickers – HRPDC staff will get quotes for ordering the scoop the poop stickers from a few years ago. (The QR code would be removed if reordered.)

Action: HRPDC will place the group order for reusable bags and send out an email to allow localities to add on to the group purchase, if desired. HRPDC staff will secure quotes for the August meeting.

7. Staff Reports

Budget – The final FY17 budget and current FY18 budget were presented for review. HRPDC staff discussed current reserve funding for the Committee as the Stormwater Technical Committee discussed using those funds to offset locality contributions in FY19. HRPDC staff will keep the Committee updated on FY19 budget discussions as they unfold.

ACTION: None.

Next Committee Meeting is scheduled for Friday, August 18, 2017 in Chesapeake.