

askHRgreen.org Stormwater Education Subcommittee
July 20, 2018
Warwick Room – Newport News

In Attendance:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Jill Sunderland, HRPDC
Jamie Durden, SU
Ivan Shelton, YK
Michelle Williams, NO
Tara Copeland, VB

Garrett Feagans, PQ
Mary Eason, CH
David Kuzma, IOW
Heather Baggett, SU
Ellen McBride, Red Chalk Studios

The summary for the meeting is as follows:

1. Meeting Summary

The June meeting summary was reviewed and approved.

Action: None.

2. askHRgreen.org Events

August 25 – Bufflow Family & Friends Community Day, Chesapeake – cancelled and replaced with Unity in the Community (Chesapeake) on August 18
September 8 – Newport News Go Green Festival
September 13-16 – Isle of Wight County Fair, Windsor
September 15 – VB Master Gardeners Fall Festival, Virginia Beach
September 15 – Elizabeth River Fest, Chesapeake*
September 22-23 – Bay Days, Hampton*
October 4-7 – Peanut Festival, Suffolk – Suffolk may need additional staffing this year
**Need volunteers to staff event.*

Trailer repairs and maintenance

- Suffolk Public Utilities is now housing and transporting the trailer.
- Two estimates have been completed for trailer repairs. HRPDC staff are evaluating the estimates and services recommended and plan to have repairs completed in August.
- HRPDC staff have purchase new brochure holders and baskets to replace old and broken display materials.
- There should be excess funds in FY19 trailer budget should the Committee need to use it for other projects.

ACTION: HRPDC staff will schedule trailer repairs and send out a request for volunteers for upcoming events.

3. Media & Promotions

Red Chalk Studios lead a discussion of past campaigns and messaging priorities for the new fiscal year.

- The Committee reviewed existing creative for all campaigns created to date: Don't Blow It (fall leaves & pet waste), Work Smarter Not Harder (spring lawn care), Three Reasons (fertilizer), Lawn Prep Tips, Bag It Trash It (pet waste)
- New "What Do You Know" video was produced in FY18 but has not had any media usage yet.
- Both social media and native content ads have been high performers
- New phase II permits do not have 20 percent reach requirement for focus areas. However, the permit has been administratively continued so there's uncertainty as to which standards localities need to use for FY19. Without a need to hit 20 percent, the Committee can more easily explore other media channels.
- New phase I/II permit priorities:
 - IDDE commercial outreach for landscape/automotive/pet care
 - Pet waste – the Committee discussed focusing a new campaign on picking up poop even in your own yard and highlighting the personal impacts (smelly/slimy BMPs, not fertilizer, not for gardens, beach closures, etc.)
 - Lawn care/yard waste – new creative to simplify the message
 - Residential car washing – not a priority for the state
- Other messaging ideas discussed:
 - Good v. bad fertilizers
 - Only rain down the drain
 - Bay Star Business outreach
 - Three systems message (i.e. stormwater is not treated) – the new "What Do You Know" video will be a good support of this message
 - Take responsibility for your property – tie in with Team Up 2 Cleanup and litter prevention
 - Connecting what people do at home with negative consequences

The Committee discussed the Write as Rain campaign.

- The redesigned stencils have been approved and sent off to production. "Share it" tag will be a separate stencil.
- There were not enough funds in the budget for every locality to get their own set of stencils. However, there was enough to get six sets, three for each side of the water. This should assist with wear and tear and availability of stencils during application.
- The workgroup will meet again to discuss public relations and engagement strategies.

ACTION: Committee members should think about local outreach priorities and be prepared to finalize media plans at August meeting. HRPDC staff will contact DEQ to inquire about outreach reporting for FY19. The Committee should consider messaging priorities for FY19.

4. Regional Priorities for Stormwater Public Outreach

IDDE Rack Card Series:

- The Committee reviewed and approved the automotive rack card.
- The pet care industry rack card is the last scheduled in the rack card series. HRPDC staff will develop a draft for Committee review.

ACTION: HRPDC staff will create draft rack card for pet care industry.

5. Bay Star Homes/Business

Bay Star Homes

- The Committee had no new items to discuss.
- HRPDC staff asked the Committee to brainstorm potential topics for a fall newsletter:
 - Native tree planting
 - Write as rain promotion
 - Winterizing lawn care machines/products/HHW
 - Holiday FOG message
 - Fertilizer tips

Bay Star Businesses

- BSB Promotions:
 - The Committee discussed creating a promotional packet to leave with businesses to promote the program. The packet could consist of a folder with the rack card, a business card, and a nicer giveaway item such as a coffee tumbler or higher quality “business” pen.
- Supplies:
 - 500 BSB note pads, 1,000 BSB rack cards and 500 BSB window clings were ordered and are now available.
 - The Committee discussed additional ways to recognize participants such as plaques, awards, etc.
- Process
 - Businesses can sign up using the web form. HRPDC staff will make a paper copy as well.
 - HRPDC staff records business info and adds acknowledgement on website
 - Businesses will be targeted with relevant outreach materials in their welcome packet mailed to them by HRPDC. Committee members would like a copy of the welcome letter and a high resolution logo.
 - Localities will be notified of signups in their locality.

ACTION: HRPDC staff will create paper copy of BSB form and distribute the BSB welcome letter and logo to the Committee.

6. Grants

HRPDC staff shared a copy of the grant report submitted for the FY18 grant.

HRPDC staff announced that the Chesapeake Bay Restoration Fund had awarded a \$5,000 grant to the Committee. The Committee discussed the following plans for spending the grant funds:

- CBRF stipulated that the funds cannot be used on mini-grants.
- The Committee would like to split the funds between pet waste stations and rain barrels. The rain barrels would be made and given away at rain barrel workshops hosted by the localities:
 - Volunteers needed for hosting rain barrel workshops.
 - Plan to have two workshops on the peninsula and two workshops on the southside with 15 participants at each workshop.
 - Participants will be charged a nominal fee (\$25) to ensure they show up. Funds can be spent on catering and possibly a native plant to take home.
 - Need to identify who can collect money for the workshops.
- 16 additional pet waste stations will be purchased.

ACTION: Committee members should consider whether they are interested in hosting a rain barrel workshop.

7. Printing & Promotional Items

The Committee discussed the pet waste station order. Committee members were asked to respond immediately if they would like to add extra stations to the purchase.

Committee members discussed some possible items to purchase in FY19:

- Pet waste bag holders – 5,000
- Hand sanitizer – 2,500
- BSB recognition items – coffee tumblers, business pens, awards, etc.
- BSB presentation folders – recycled and most affordable option

ACTION: Committee members should inventory their supplies and consider what items they would like to purchase (or swap) in FY19.

8. Roundtable

- Suffolk – outreach at TGIF concert series all summer
- Chesapeake – five community events covering different neighborhoods/areas
- Virginia Beach – attempting to do direct outreach to boaters about the HRSD “Pump Out Don’t Dump Out” program but weather has been an issue.

ACTION: None.

9. Staff Reports

Budget – The (almost) final FY18 budget and current FY19 budget were provided for Committee review. The Stormwater Technical Committee has begun discussions for the FY20 budget year.

Green Learning – HRPDC staff will obtain printing quotes and reach out to local businesses regarding possible corporate sponsorship of printing a copy for each third grade student in Hampton Roads. Committee members should reach out or send potential leads to HRPDC staff.

All Hands Meeting – Immediately following August Committee meeting. RSVP required as lunch will be provided.

ACTION: HRPDC staff will get quotes for printing Green Learning and discuss sponsorship with local businesses.

Next Committee Meeting is scheduled for Friday, August 17 at the HRPDC office in Chesapeake. The askHRgreen.org All Hands meeting will directly follow.