

**askHRgreen.org Stormwater Education Subcommittee Meeting
Friday, June 26, 2020**

Due to the declared a state of emergency in the Commonwealth of Virginia in response to the continued spread of novel coronavirus, or COVID-19 and to protect the public health and safety of the subcommittee members, staff, and the general public, the askHRgreen.org Stormwater Education Subcommittee meeting was held via Zoom Video Conferencing. These electronic meetings are required to complete essential business on behalf of the region, and a recording of the meeting is available on the website.

Attendance:

Tammy Rojek, WM	Michelle Williams, NO
Alexandra Salcedo-Bauza, NN	Cris Ausink, HA
Tracy Stroinski, NN	Tara Copeland, VB
Kim Moshier, NN	Barbara Gavin, ERP
Garrett Feagans, PQ	Jill Sunderland, HRPDC
Jamie Durden, SU	Katie Cullipher, HRPDC
Mary Eason, CH	Rebekah Eastep, HRPDC

The meeting summary was as follows:

Meeting Summary

The Subcommittee reviewed and approved the May meeting summary.

Action: Meeting approved.

askHRgreen.org Outreach

9/12	Go Green Market	Yorktown
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/3	Arlo's Shed Radio Promotion	Chesapeake
10/8-10/11	Suffolk Peanut Festival	Suffolk
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
TBD	SEVA CAI Community Association Day	Virginia Beach

- The Arlo Shed promotion will not be a sponsorship and not an in-person event.
- The Suffolk Peanut Festival has been cancelled.
- Newport News Waterworks will take over hosting of askHRgreen.org trailer on August 1. HRPDC staff will have cabinet locks maintenance during downtime.

Action: Subcommittee members are encouraged to reserve the trailer for any upcoming events.

FY20 Media & Promotions

The Subcommittee discussed the following planned media and promotional campaigns:

- Completed campaigns:
 - Fall Leaves & Lawn Care (mulch mowing) new paid media campaign Oct 7-13
 - Spring campaign Pet Waste paid media campaign – June 1-7 using existing “poo-em” creative. HRPDC staff will provide campaign summary report for review.
- askHRgreen social media branding campaign – ongoing
- Sidewalk art campaign – PR campaign only with no paid media.
 - The Committee discussed plans for a September launch in conjunction with the International Coastal Cleanup initiative.
 - HRPDC staff has requested each locality respond with the number of decals desired. Norfolk hopes to get several extra decals, but would like to edit the artwork to add variation in the calls to action.
 - HRPDC staff needs to follow up with decal vendor on additional set up fees for printing separate art files. Each decal is customized by locality.
 - HRPDC staff will begin drafting the news release which should include more specific conversations and calls to action about local water quality.
- Annual report – HRPDC staff have begun work on the FY20 annual report needed for MS4 permit reporting.

Action: Subcommittee members should confirm whether they plan to participate in the sidewalk art campaign. HRPDC staff will finalize pricing for sidewalk decals.

Regional Priorities for Stormwater Public Outreach

The Subcommittee continued discussing regional opportunities to satisfy Phase I and II outreach priorities.

The Subcommittee discussed the launch of the car wash outreach campaign. Participating locations are still engaged and interested in the program.

- HRPDC staff recommended reviewing and approving purchases of promotional items to support the campaign.
- The Subcommittee decided to purchase 2,500 hand sanitizer with scoop the poop messages, 2,500 microfiber towels to support car wash outreach, and 40 double sided lawn signs.
- The microfiber towel imprint should be “only rain down the drain” with BSB logo for partner recognition.

- Businesses will be given lawn signs and a limited number of towels to promote the partnership.
- One location preferred a window cling. HRPDC staff recommended printing these as needed. The Subcommittee approved a \$50 budget for HRPDC staff to use as needed for printing window clings to accommodate car wash partners.

Action: HRPDC staff will purchase hand sanitizer, microfiber towels, lawn signs, and window clings. Subcommittee members should continue to reach out to local car wash locations.

Bay Star Homes & Business Program

There were no updates or concerns with the regional program at this time.

Action: None.

Grants

- **Chesapeake Bay Restoration Fund Grant**
 - The deadline for submitting the grant summary has been extended to August 31, 2020 to allow additional time to coordinate rain barrel workshops.
 - Suffolk and Hampton will be holding events in July to distribute the remaining rain barrels. These workshops were originally planned for April, but postponed due to COVID-19.
- **Pet Waste Station Grant Program** – The Subcommittee discussed current pet waste station inventory levels and a regional purchase for FY21. Several localities were interested in purchasing additional stations.

Action: HRPDC staff will finalize registration for rain barrel workshops and send out an email to gauge interest in a regional purchase of pet waste stations.

Public Comment and Roundtable

- **Virginia Beach** - staff still working remotely, interested in ordering additional pet waste stations
- **Chesapeake** - suspended most education activities, working partially in the office
- **Williamsburg** - Farmers Market reopening this Saturday, working partially in the office
- **Hampton** - Approval for in-person rain barrel workshops received
- **Norfolk** - rotating split schedules, July 1 street sweeping program launch, supporting waste management and other Public Works departments with outreach

needs, Pet Waste Eliminator is a good vendor to consider for pet waste stations because they offer frequent discounts.

- **Poquoson** - slowly returning to office, education and outreach on hold
- **Suffolk** - staff has returned to office, restarting outreach slowly, working to meet staff training requirements
- **Newport News** - staff back in the office, focusing on social media outreach for education, all outreach events cancelled and nothing coming up
- **ERP** - moving into new temporary office in Norfolk, otherwise working remotely on outreach & education and getting back into field work. First public program of the year happening tomorrow on native plants (held outside with less than 10 people), lots of shoreline restoration still moving forward this spring and summer.

Action: None.

Staff Reports

- **Budget** - The Subcommittee reviewed the June 2020 budget and the FY21 draft budget. There will be about \$3,500 in carryover funds from FY20 that will go into the Subcommittee's reserve fund. After fixed expenses (Red Chalk Studios contract, Mini Grants, trailer maintenance and storage), the Subcommittee has discretion to move media and promotional item budgets as needed. The Subcommittee discussed media priorities for FY21:
 - Norfolk recommends continuing to emphasize scooping the poop even in your own backyard and updating the pledge to increase focus on backyard pickup.
 - The Subcommittee discussed extending online campaigns beyond one-week campaigns to spread out messaging.
 - PR budget for sidewalk decal project will roll from FY20 to FY21
- **Permit Compliance** - HRPDC staff inquired about how COVID-19 has impacted ability to meet public education outreach requirements of MS4 permits. Localities were confident public education requirements would be met but there are concerns with being able to meet other areas of permit compliance DEQ has issued guidance on how to document changes and impacts from COVID-19. DEQ is still required to schedule audits and inspections due to their own regulatory requirements.

Action: None.

The next meeting is scheduled for Friday, July 17, 2020 via video conferencing.