

askHRgreen.org Stormwater Education Subcommittee
Friday, June 21, 2019
HRPDC - Chesapeake

In Attendance:

Michelle Williams, NO
Tara Copeland, VB
Kim Moshier, NN
Audrey Doan, PO
Allison Watts, NN
Garrett Geagans, PQ
Trevor Long, JCC
Jamie Durden, SU

Dave Kuzma, IW
Tammy Rojek, WM (via phone)
Cris Ausink, HA (via phone)
Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Jill Sunderland, HRPDC
Beth Vandell, HRPDC

The summary for the meeting is as follows:

1. Meeting Summary

The May meeting summary was reviewed and approved.

Action: None.

2. askHRgreen.org Events

6/23	Elizabeth River Fest	Virginia Beach
6/28	TGIF Summer Concert Series	Suffolk
8/9	TGIF Summer Concert Series	Suffolk
9/28	Bow Creek Block Party	Virginia Beach
10/5	<i>Autumn Fest/Arbor Day Celebration*</i>	<i>Chesapeake</i>
10/10 - 10/13	Peanut Festival	Suffolk
10/12	Lynnhaven River Now Fall Festival	Virginia Beach

Trailer update – The askHRgreen trailer is having the new wrap installed. The installers recommended additional repairs including removing old adhesive and replacing rusted screws. Improvements should be completed by June 23rd.

ACTION: None.

3. Media & Promotions

The Committee discussed the following media and promotional campaigns:

- What do you know about storm drains? – one week online video campaign running June 17-23
- Pet Waste - completed June 3-16
 - walking the dog (submitted via email after the meeting)

- askHRgreen social media branding campaign – ongoing

ACTION: HRPDC staff will work on compiling data for the Annual Report.

4. FY 2020 Planning Session

HRPDC staff led a discussion of strategies, priorities, goals, and budgeting for FY20.

Highlights from FY19

- Rain barrel workshops were very well received by the public and sold out quickly.
- Green Learning Guide was a great opportunity for collaboration between all Committees and a good use of grant funds and was well received by schools and teachers.
- BSB program has grown to over 35 businesses.
- Development of new industry-specific rack cards.
- Updating the askHRgreen trailer wrap and completing repairs
- Social media branding campaign has brought in many new Facebook followers
- BUBBA award recognition for the Write as Rain program

Committee Challenges

- Comprehensive campaign messages – each Committee priority should be addresses in multiple ways (media, social media, promo items, etc.)
- Increase networking between localities and HRPDC to better coordinate the different outreach initiatives each locally is doing individually.
- Logistics and approvals for Write as Rain

What would you like to see in FY20?

- Storm drain art competition – investigate vinyl sidewalk clings
- Outreach on Canadian Geese
- Fall campaign on leaves and mulch mowing with promo items to coordinate
- Spring pet waste message

ACTION: HRPDC staff will share FY20 outreach priorities with RCS.

5. Regional Priorities for Stormwater Public Outreach

The Committee has completed the industry specific rack card series identified as a top priority for FY19. The Committee should begin discussing new outreach priorities for FY20.

- Car wash fundraiser rack card will be finalized and HRPDC staff will order 5,000.
- The Committee discussed a possible cleaning company rack card but wanted to ask inspectors whether there is a need for this outreach.

- The Committee discussed meeting outreach needs using methods other than rack cards. One possibility was to conduct outreach to new businesses in targeted industries.

ACTION: Committee members should discuss outreach priorities with local staff and report back in July. HRPDC staff will order 5,000 car wash rack cards.

6. Bay Star Homes & Business Program

The Committee should discuss any updates or concerns with the regional program.

- Spring newsletter was sent via email

ACTION: Localities should inventory supplies and let HRPDC staff know if they are running low on anything.

7. Grants

The final narrative for the FY19 grant is due by July 1 and new FY20 grant funds (\$3,000) have been received for pet waste stations and rain barrel workshops. The Committee discussed how to spend the new grant funds:

- The Committee would like to purchase 10 pet waste stations from the grant and an additional 20 using Committee funds. Localities may purchase additional stations if they wish.
- The Committee would like to consider holding another series of rain barrel workshops in spring 2020.

ACTION: HRPDC staff will submit CBRF grant report and order 30 pet waste stations.

8. Printing & Promotional Items

The Committee discussed promotional items of interest for FY20:

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|-------------------------------|-------------------------------------|
| • Reusable bags | • Chap stick |
| • Pet waste stations | • Tennis balls |
| • Floating keychains | • Bandanas (to help mow the lawn) |
| • Clean Healthy Bay brochures | • Labels for the pet waste stations |
| • Sunglasses/sunglass straps | |
| • Dog waste bag holders | |

The Committee reaffirmed that the promotional items purchased should coordinate with outreach priorities.

The Committee approved the purchase of:

- 6,000 dog waste bag holders with 1,000 reserved for regional use
- 5,000 reusable bags with 500 reserved for regional use

ACTION: HRPDC staff will order 6,000 dog waste bag holders and 5,000 reusable bags. Committee members are welcomed to purchase extras if desired.

9. Roundtable

- Virginia Beach – some outreach programs have been suspended after the tragedy at the municipal center.
- Portsmouth – Community outreach event at Calvary Baptist Church Community Garden.
- Hampton – outreach through summer camp programs.

ACTION: None.

10. Staff Reports

Budget – FY19 budget was reviewed. FY20 budget was reviewed.

Digital Marketing Report – HRPDC provided a monthly report on social media and general website performance. The campaign has been very successful in getting new Facebook followers.

Annual Report – HRPDC staff have started working on the FY19 Annual Report and have asked for locality updates for pet waste station grants. An All Hands Meeting will also be planned for later summer/early fall.

ACTION: None.

Next Committee Meeting is scheduled for Friday, July 19, 2019 in Newport News.