

askHRgreen.org Stormwater Education Subcommittee
March 16, 2018
Warwick Room – Newport News

In Attendance:

Katie Cullipher, HRPDC	Dave Kuzma, IW
Rebekah Eastep, HRPDC	Chrisi VanLear, PO
Elizabeth Vandell, HRPDC	Garrett Feagans, PQ
Jill Sunderland, HRPDC	Mary Eason, CH
Jamie Durden, SU	Tammy Rojek, WM
Ivan Shelton, YK	Kim Hummel, IOW
Michelle Williams, NO	Trevor Long, JCC
Tara Onufrak, VB	Allison Watts, NN
Cris Ausink, HA	

The summary for the meeting is as follows:

1. Meeting Summary

The February meeting summary was reviewed and approved.

Action: None.

2. askHRgreen.org Events

March 24 – SEVA Community Association Day, Virginia Beach

March 24-25 – Daffodil Festival, Gloucester

March 25 – Hoffer Creek Spring Fling, Portsmouth

*April 14-15 – Mid-Atlantic Home & Outdoor Living Show, Virginia Beach**

- *Participation pending the availability of volunteers and event space.*

April 21 – Virginia Living Museum Earth Day Festival, Newport News

April 23 – NASA Earth Day event (Allison Watts and Kate Bernatitus are volunteering)

April 28 – Community Empowerment Day, Newport News

May 9 – Public Service Week/DWW Celebration, Virginia Beach

June 30 – Olden Days, Smithfield

August 25 – Bufflow Family & Friends Community Day, Chesapeake

September 13-16 – Isle of Wight County Fair, Windsor

September 15 – RiverFest 2018, Chesapeake*

September 29 – James River Fest, James City County

October 4-7 – Peanut Festival, Suffolk

**Need volunteers for this event.*

ACTION: Committee members are encouraged to share event attendance numbers with HRPDC staff for regional permit reporting.

3. Media & Promotions

The Committee's next media campaign is the spring lawncare campaign planned for mid-April using existing creative assets. No action is required for this campaign.

The Committee discussed the Write as Rain campaign.

- HRPDC staff has sent out a request for volunteers to represent their locality on the Write as Rain workgroup. The following Committee members volunteered to serve on the workgroup: Trevor Long (JC), Cris Ausink (HA), Mary Eason (CH), Allison Watts (NN) and Jamie Durden (SU).
- The strategy continues to be targeting schools and youth.
- The timeline may shift to fall depending on how quickly stencils can be approved and produced.

ACTION: Committee members were encouraged to volunteer for the Write as Rain workgroup.

4. Regional Priorities for Stormwater Public Outreach

The Committee discussed the new Bay Star Businesses (BSB) program:

- HRPDC staff provided second drafts of the BSB rack card and logo.
 - BSB rack card – the Committee provided more edits to the rack card design and content. HRPDC staff will incorporate edits and provide another draft for Committee review. The Committee has approved a purchase of 1,000 BSB rack cards.
 - BSB logo – HRPDC adjusted colors to work better as a cling and resubmitted designs for Committee review. The Committee finalized the artwork and has previously agreed to purchase 500 window clings.
- Pledge form – BSB web page and form are currently in development.

HRPDC staff has not yet condensed the approved draft content for lawn care providers into rack card format.

ACTION: HRPDC staff will provide another draft of the BSB rack card for Committee review, order 500 window clings and condense draft content into a lawn care provider illicit discharge rack card.

5. Bay Star Homes

Once the BSB rack card design is finalized, the BSH rack card will also be printed. The Committee has previously agreed to purchase 2,000 BSH rack cards.

HRPDC staff briefed the Committee on the research proposal from CNU professor Dr. Linda D. Manning.

- Dr. Manning was referred to the Bay Star Homes program via the CNU Sustainability Office. She is a Communications professor who wants to perform social research into how local families understand environmental issues, practices BSH participants use to be sustainable, awareness of programs available to assist them and areas where additional support is needed. The research will be qualitative in nature and gathered through 10-15 interviews.

- The Committee reviewed the questions to be included in the research. Katie Cullipher suggested adding a question about barriers to making sustainable choices. The Committee recommended adding a question on how big a tax increase they would support in order to improve sustainability programs.
- Because the BSH program promises to keep contact information confidential, HRPDC staff recommends sending an e-blast to all BSH participants asking them to participate in the study. Once they agree to participate, their contact information can be shared with Dr. Manning. The Committee supported this approach.

ACTION: HRPDC staff will work with Dr. Manning to facilitate the gathering of BSHs to participate in the study.

6. Grants

The Committee was briefed on the status of projects under the CBRF grant:

- BSB – see discussion above
- Green Learning –
 - Draft content for Green Learning has been sent to RCS for design. A draft is expected for review in April.
 - Teachers Guide and SOLs need to be finalized as well.
 - No hard copies will be printed this fiscal year unless a sponsor can be found in exchange for recognition on the guide. Printing in FY19 may be an option.

The CBRF grant application submitted on the behalf of the Committee for FY19 was not approved. No grant funds are currently available for use in FY19.

ACTION: None.

7. Printing & Promotional Items

The Committee discussed ordering soil testing brochures. Currently, there are only 100 soil testing brochures available for use at askHRgreen community events.

- Most localities still had an adequate supply but most were supportive of purchasing 1,000 for regional use.
- Norfolk offered to get a price quote for having brochures printed by the city print shop.

The Recycling & Beautification and Water Awareness Committees are in the process of purchasing black-eyed Susan seed packets for the spring. The Committee is invited to join the purchase at about \$0.21 each. The Committee approved a purchase of 4,000 seed packets (Hampton voted No). Seed packets will arrive by May.

The following items were ordered and are available for pickup:

- Message pens – 5,000
- Scoop the Poop stickers – 5,000
- Dog waste bag holders – 5,000

- Reusable bags – 4,000
- Mood pencils – 10,000
- Floatable key chains (two versions) – 5,000
- Swedish fish snack packs – 2,500
- Scoop the Poop rack cards – 5,000
- *On order: Post It notes (50 sheets with recycled content) – 2,500 (500 BSB & 1,500 BSH)*

ACTION: Norfolk will send HRPDC staff a quote for printing 1,000 soil testing brochures. HRPDC staff will order 4,000 seed packets.

8. Staff Reports

Budget – The current FY18 budget was reviewed.

- HRPDC staff notified the Committee that excess Trailer Maintenance & Storage budget will go towards purchasing some new brochure holders and display baskets. Many of these are old and/or cracked.
- For FY19, the trailer will need some upgrades and repairs. In May, HRPDC staff hopes to get quotes for this work including new hinges for the windows.
- Norfolk Utilities has been hosting the trailer but Suffolk Utilities will take over starting July 1.
- At the May meeting, the Committee will begin to discuss how best to allocate their FY19 budget. FY19 budget has already been approved by the Stormwater Technical Committee. FY20 budget will be discussed by Stormwater Technical Committee in September 2018.

ACTION: None.

9. Roundtable

- Newport News DEQ Audit scheduled for March 22-23
- Virginia Beach launching storm drain adoption program
- James City County working on county-sponsored Fido Fest where askHRgreen materials will be distributed.
- Norfolk working on the Earth Week reading program in schools, a separate City effort is underway for a storm drain adoption pilot project, and community “adopt a garden” program.
- Williamsburg has a recycling event coming up on April 21.
- Suffolk is busy with outreach events and school programs.
- Isle of Wight working with a new citizen Stormwater Advisory Board that provides guidance on policy. (Chesapeake and James City County also have citizen boards).
- Hampton has rain barrel workshops but struggling with low attendance (\$50 fee) and Walk Hampton Clean coming up in April.
- Chesapeake transitioning from Liz Vaughn to Mary Eason as outreach lead and Mary will be reaching out to committee members to get up to speed and expand program offerings.

- Norfolk will be performing outreach to all landscape companies in the area to address the issue of grass clippings in the storm drains. They would appreciate any lists localities may have access to that identify these types of businesses.
- The Committee discussed private property BMP management cost-share programs.

Next Committee Meeting is scheduled for Friday, April 20 in Chesapeake.