

askHRgreen.org Stormwater Education Subcommittee
May 18, 2018
York Hall - Yorktown

In Attendance:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Jamie Durden, SU
Ivan Shelton, YK
Michelle Williams, NO
Tara Onufrak, VB
Chrisi VanLear, PO
Garrett Feagans, PQ

Mary Eason, CH
Trevor Long, JCC
Allison Watts, NN
Heather Baggett, SU
Kim Hummel, IOW
Audrey Doan, PO

The summary for the meeting is as follows:

1. Meeting Summary

The April meeting summary was reviewed and approved.

Action: None.

2. askHRgreen.org Events

May 24 – Sensible Seafood Festival, Virginia Beach
May 31 – Public Works Annual Picnic, Virginia Beach
June 2 – Celebrate the Park (Mariners Museum), Newport News
June 5 – CGM CMA Environmental Fair, Norfolk
June 5 – Anheuser Busch Event, Williamsburg*
June 30 – Olden Days, Smithfield
August 25 – Bufflow Family & Friends Community Day, Chesapeake
September 13-16 – Isle of Wight County Fair, Windsor
September 15 – Elizabeth River Fest, Chesapeake*
September 22-23 – Bay Days, Hampton*
October 4-7 – Peanut Festival, Suffolk
*Need volunteers for this event.

HRPDC staff had a difficult time finding companies willing to quote trailer repairs but plans to get quotes finalized in June.

ACTION: HRPDC staff will get quotes for trailer repairs.

3. Media & Promotions

The Committee's spring lawncare campaign recently concluded. A campaign report will be available at the June meeting.

The FOG "What Not to Flush" video was shown. A similar video will be created for the Stormwater Committee.

The Committee discussed the Write as Rain campaign.

- The redesigned stencils were presented for review. The new stencils featured a pledge and directed people to take the pledge by sharing a picture. The stencils include footprints in hopes of getting people to photograph their feet into the photo, increasing interest and engagement.
 - RCS kept the “only rain down the drain” message
 - Committee members liked the consistent branding with all messages/stencils sharing a similar design.
- Localities can start applying stencils as soon as the stencils are produced and spray is received, however, the public relations push for the campaign will happen around the “back to school” time period.
- The target of the campaign continues to be youth and schools, however, the stencils can be applied wherever works best for each locality.
- It’s hoped that each locality will be able to get their own set of stencils to avoid having to pass stencils between localities.

ACTION: The Write as Rain workgroup will meet to continue developing the campaign.

4. Regional Priorities for Stormwater Public Outreach

Bay Star Businesses (BSB) Program:

- The Committee reviewed and approved the BSB rack card. The Committee previously approved the purchase of 1,000 rack cards.
- BSB Promotions:
 - The web form has been live but formal promotions have not begun.
 - Planned promotions include newsletter articles, features business publications such as Coastal Virginia Magazine/Inside Business, news release, etc.
 - Anheuser Busch – Williamsburg Brewery was the first BSB to sign up
- Supplies:
 - 500 BSB note pads were ordered and have arrived. The Committee decided to let HRPDC staff keep some to include in BSB signups but Committee members can also take a small supply at the June meeting.
 - HRPDC staff will order 1,000 BSB rack cards.
 - 500 BSB window clings were ordered and are ready for pickup
 - HRPDC staff will draft BSB welcome letter to go out in welcome packets

IDDE Rack Card Series:

- The Committee approved the final draft of the landscaping rack card as presented and without further changes.
- The Committee reviewed content drafted by HRPDC staff for the automotive rack card. Norfolk will review and add additional content suggested by inspectors. Content will be redistributed for Committee review after these additions are made.
- The askHRgreen FOG Committee is developing yellow grease storage and spill response materials for restaurants and has asked for the Committee to review and provide feedback.

- The Committee decided not to print IDDE rack cards until all were complete to leverage price breaks for higher quantities.

ACTION: HRPDC staff will order BSB rack cards and send yellow grease cleanup content for Committee review.

5. Bay Star Homes

The Committee discussed any updates or concerns with the regional Bay Star Homes program:

- Tara Onufrak recommended adding a carwash pledge to BSH. HRPDC staff gave an overview of how a developer was needed to build the BSH database and import process when it moved from Norfolk to a regional program. Adding new fields would require more work from a developer.

The Committee discussed content for a spring newsletter:

- Car washing – Tara Onufrak
- BSB announcement – HRPDC
- Grass tips – Cris Ausink

HRPDC staff ordered 1,500 BSH notepads which are now available for pickup.

ACTION: HRPDC staff will review options for making changes to the BSH pledge. Newsletter content should be received by May 23rd.

6. Grants

The Committee discussed wrapping up the \$11,100 Chesapeake Bay Restoration Fund:

- Printing of the BSB rack cards and notepads close out this grant.
- The new Green Learning Guide draft has been reviewed by the workgroup and edits will be given to RCS on Monday, May 21st.
- HRPDC staff will prepare grant summary report by July 1, 2018.
- A grant was not awarded for FY19.

ACTION: Continue work on the Green Learning Guide.

7. Printing & Promotional Items

The City of Norfolk has printed the soil testing brochures and will bill HRPDC.

The following items were ordered and are available for pickup:

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| • Message pens – 5,000 | • Floatable key chains (2 versions) – 5,000 |
| • Scoop the Poop stickers – 5,000 | • Swedish fish snack packs – 2,500 |
| • Dog waste bag holders – 5,000 | • Scoop the Poop rack cards – 5,000 |
| • Reusable bags – 4,000 | • Black-eyed Susan seeds – 4,000 |
| • Mood pencils – 10,000 | • BSB Clings – 500 |
| • BSB Post-It notes – 500 | • Soil Testing Brochures – 1,000 |
| • BSH Post-It notes – 1,500 | |

The Committee discussed reordering pet waste stations. Many localities indicated a need for additional pet waste stations and would support an order in FY19.

ACTION: Committee members should inventory pet waste stations and make arrangements to pick up any remaining promotional items.

8. Staff Reports

FY18 Budget – The current FY18 budget was reviewed.

- HRPDC staff will be using trailer budget to purchase two trivia wheels (cost split among all Committees). One trivia wheel will now stay on the trailer.

FY19 Budget – The draft FY19 budget was presented for discussion:

- askHRgreen budget is decreasing to base services from RCS (web hosting, newsletter, strategy, media buying, etc.). Additional services will now be billed per Committee and on demand from committee members.
- Conservative trailer budget to account for needed repairs.
- askHRgreen and media budget must be fixed costs once approved.
- The Committee discussed the following priorities for FY19:
 - Scooping the poop in your own backyard
 - Due to changes in Phase II permits, there may be more money to use on campaigns other than radio.
 - More video content
 - Printing illicit discharge rack cards

ACTION: Committee members should continue to think about priorities for FY19.

9. Roundtable

- Portsmouth – Audrey Doan introduced as new employee.
- York – Touch a truck event
- Clean the Bay Day – June 2nd
- Chesapeake Jubilee

Next Committee Meeting is scheduled for Friday, June 15 at the HRPDC office in Chesapeake.