

askHRgreen.org Stormwater Education Committee Meeting
Friday, May 15, 2020
Zoom Video Conferencing

Attendance:

Jamie Durden, SU (phone)
Tara Copeland, VB
Michelle Williams, NO
Cris Ausink, HA
Tammy Rojek, WM

Trevor Long, JCC
Helen Kuhns, LRNOW
Jill Sunderland, HRPDC
Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC

The meeting summary was as follows:

1. Roundtable

- Virginia Beach - outreach on hold, refocusing staff efforts on municipal facility storm drain marking, sharing askHRgreen resources, virtual Earth Day with Parks & Recreation
- Norfolk - rotating schedules back in the office next week, helping waste management with outreach and messaging, emphasizing importance of scooping the poop in your own backyard, street sweeping requests, waste management assistance
- Williamsburg - limited access to office, garage collection (tonnage down due to students gone from W&M)
- Isle of Wight - county reopening May 26 for normal operations, still working daily, following state plan for reopening
- Suffolk - rotating schedule, outreach paused aside from social media (rain barrel tutorial, scoop the poop), illicit discharge and outfall inspections
- LRNow - Brock Center is closed until June, staff working remotely, social media campaign called #alonetogether focusing on things people can do together, at home, or safe places to enjoy the outdoors, preschool programs being offered in homeschool format since in person classes are not possible, social media engagement has increased, new website launched

2. Meeting Summary

The Committee reviewed and approved the February meeting summary.

Action: Approved.

3. askHRgreen.org Outreach

The current listing of outreach events is as follows:

6/6	Arlo's Shed Radio Promotion	Chesapeake
6/13	RiverFest*	Chesapeake
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
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

- RiverFest cancelled
- Arlo's Shed rescheduled to fall
- No word yet on changes to the IOW County Fair or Peanut Festival
- LRNow unsure of plans for Fall Festival

Action: Reserve trailer early for any upcoming fall events.

4. FY20 Media & Promotions

The Committee will discuss the following planned media and promotional campaigns:

- Fall Leaves & Lawn Care (mulch mowing) new paid media campaign Oct 7-13
- Spring campaign Pet Waste paid media campaign – paid media campaign June 1-7 using existing “poo-em” creative
 - HRPDC staff will resend scoop the poop outreach and digital resources for localities to use in supporting paid media campaign.
- askHRgreen social media branding campaign – *ongoing*
- Sidewalk art campaign – PR campaign, no paid media –
 - The Committee revisited the strategy, timing, and placement of vinyl decals for this promotional campaign post COVID-19.
 - Originally scheduled for Clean the Bay Day, the Committee discussed options for rescheduling the project including Labor Day and the International Coastal Cleanup.
 - The Committee may want to adjust locations based on new dates of promotion.
 - Localities are welcome to order additional decals, if needed.
 - Norfolk recommended vendor offers peel and stick version with long life expectancy so heat guns and rollers will not be needed for installation.
 - HRPDC staff recommend doing a sample installation as a group tutorial.

Action: Committee members should determine locations and number of decals for fall launch of sidewalk art promotion.

5. Regional Priorities for Stormwater Public Outreach

The Committee continued to discuss regional opportunities to satisfy Phase I and II outreach priorities. The Committee continues to pursue an outreach campaign for local commercial car wash establishments.

- HRPDC staff reviewed the list of contacts and communications with local car wash locations to date. About 20 locations have confirmed participation.
- The Committee discussed the launch timeline. Many carwashes have remained open during COVID-19 due to ability to maintain social distancing. Since summer is the peak season and some locations are offering disinfecting surfaces, now would be a good time to launch the outreach. The Committee would like to move forward with the confirmed locations and continue outreach to other locations while promotion is running.
- The Committee discussed ordering lawn signs and requested quotes for microfiber towels and possibly hand sanitizer.
- HRPDC staff will put together a draft budget for procuring materials for a June launch.
- HRPDC staff are available to help with delivering materials to carwash locations.

Action: HRPDC staff will send out a draft budget for the carwash promotion and get quotes for microfiber towels.

6. Bay Star Homes & Business Program

The Committee had no updates or concerns. HRPDC staff continue to send BSH and BSB signups to the appropriate locality as they are received.

Action: None.

7. Grants

The Committee continued discussing the FY20 Chesapeake Bay Restoration Fund grant received (\$3,000) for pet waste stations and rain barrel workshops. Specifically, the Committee needs to determine how to handle spring workshops which had to be postponed. Some options to consider include:

- Selling DIY rain barrel kits for \$20 with social distancing pickup available. Suffolk has already created a tutorial video to assist with assembly.
- Pushing workshops into summer with social distancing guidelines in place
- Holding a giveaway for the barrels. The Committee would need to absorb grant overages if barrels are given away for free.

The Committee liked the idea of DIY kits but would not be able to offer pickup for a few more weeks (or possible delivery if approved). Other localities could support the pickup in Hampton and Suffolk are unable to distribute them in a timely manner.

Action: HRPDC staff will talk offline with Hampton and Suffolk to develop plan to distribute rain barrels through workshops or DIY kits.

8. Staff Reports

- Budget – The current FY20 budget was provided for review.
- Digital Marketing Report – The digital marketing reports for March and April were provided for review.
- Jill Sunderland has developed comprehensive list of stormwater trainings and webinars for locality use. If Committee members have not already received this information, they can request it from HRPDC staff.

Action: None.

The next Stormwater Education Committee Meeting will be held Friday, May 15, 2020 via video conferencing.