

askHRgreen.org Stormwater Education Subcommittee
Friday, October 19, 2018
HRPDC - Chesapeake

In Attendance:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Jill Sunderland, HRPDC
Beth Vandell, HRPDC
Jamie Durden, SU
Michelle Williams, NO
Cris Ausink, HA
Trevor Long, JCC

Mary Eason, CH
Garrett Feagans, PQ
David Kuzma, IW
Wayne Jones, SM
Heather Baggett, SU
Allison Watt, NN
Tammy Rojek, WM
Barbara Gavin, ERP

The summary for the meeting is as follows:

1. Meeting Summary

The September meeting summary was reviewed and approved.

Action: None.

2. askHRgreen.org Events

October 19-25 – HII Environment, Health & Safety Expo, Newport News

October 29 – Hampton Roads Chamber Mega Mixer, Virginia Beach – Great American Cleanup/Bay Star Business outreach opportunity

November 3 – Litter & Recycling Expo, James City County

November 8 – Canon Safety & Environmental Fair, Newport News – Allison & Kate volunteering

November 13 – Anthem Eco Fair, Virginia Beach

November 15 – Anthem Eco Fair, Norfolk

*Need volunteers for this event.

Jamie Durden reported that Peanut Festival had a great turnout with lots of people signing up for the e-newsletter. She also recommended staffing the trailer with more stormwater materials because the current contributions go fast.

ACTION: HRPDC staff will confirm volunteers for Anthem Eco Fair.

3. Media & Promotions

The Committee discussed the Write as Rain campaign.

- The social media contest is wrapping up. Because there has been no rain HRPDC staff has been promoting the “tell us how you live green” method of participation.

- Jamie Durden and Rebekah Eastep will be meeting with Virginian-Pilot staff writer for an article in the local tabs.
- Megan Hale and Katie Cullipher appeared on Coastal Connections to promote the project.
- Promoting the stencils should continue even after the social media contest ends.

The Committee reviewed the draft FY19 media plan:

- Take responsibility for your property/What you do at home matters
 - Instead of focusing on new creative for both pet waste and lawn care in FY19, HRPDC staff recommends splitting the efforts between fiscal years to dedicate adequate funds for each effort.
 - The Committee agreed with the recommendation and requested an April timeframe for running the campaign.
- “What Do You Know” About Storm Drains
 - Video was produced in FY18 but has not had any media usage yet.
 - Creative costs for the creation of :15 and :30 spots to run as adds and direct people to the full length video.
 - The Committee suggested a February timeframe for the campaign or any time that did not overlap with an existing askHRgreen campaign.
- Creative support budget reserved for updates to existing collateral, etc.
- The City of Norfolk has created a “leaves down the drain” video that was left purposefully generic enough to be used regionally. Michelle Williams will ask for a video file that can be tagged with askHRgreen.org logo and used as a boosted post on social media.

ACTION: HRPDC staff will finalize media plan with RCS and follow-up on branding the Norfolk “leaves down the drain” video.

4. Regional Priorities for Stormwater Public Outreach

The Committee completed a final review of the pet industry rack card for illicit discharge. HRPDC staff will order 2,500 of each.

ACTION: HRPDC staff will order rack cards.

5. Bay Star Homes/Business

The Committee discussed topics for a fall BSH newsletter. Topics included:

- BSB shout outs
- Leaf collection/out of the drains message
- Composting pumpkins

The Committee discussed efforts to promote BSB:

- HRPDC staff will create a paper application for use at events.
- Some localities have to be careful about promoting a specific business by name without being an endorsement. It was recommended that locality websites point

- to the askHRgreen.org BSB page. HRPDC staff will look into adding BSB listings to the locality pages of askHRgreen.org as well.
- The Committee discussed outreach opportunities including:
 - Distributing rack cards at the Turf Grass Council “Come to the Bay” training – Barbara Gavin with ERP can assist
 - MAHSC
 - SEVA Community Association Day
- Newport News will be doing a mailing to all landscape businesses licensed in the city and plans to include BSB, illicit discharge, and CBPA information. The Committee discussed a regional mailing to target all landscape businesses.
 - Each locality will need to request a list of landscape businesses from the Commissioner of Revenue
 - HRPDC staff can mail packets with locality specific information
 - Allison Watts and Trevor Long will work on a draft letter to review at the November meeting.

ACTION: HRPDC staff will draft BSH newsletter content and paper application. Allison Watts and Trevor Long will draft letter for landscape business outreach.

6. Grants

The Committee continued discussing implementation of the Chesapeake Bay Restoration Fund grant in the amount of \$5,000.

- Newport News and Suffolk plan to host workshops around March – possibly two workshops in each locality with 15 participants at each workshop.
- Pet waste stations:
 - Pet waste stations have arrived and are available for pickup in Chesapeake. Please contact Mary Eason to schedule pickup.

HRPDC staff provided a copy of the FY19 CBRF grant application submitted by HRPDC on the Committee’s behalf. Proposed activities include pet waste stations, rain barrels, ash receptacles, and a native tree planting promotion.

ACTION: Localities should pick up pet waste stations from Chesapeake.

7. Printing & Promotional Items

The following items are available for pickup:

- 5,000 dog waste bag holders
- 2,500 hand sanitizers

The following items are on order:

- 5,000 Message pens
- 250 BSB business card holders – *The Committee approved the imprint artwork that was sent via email.*

The City of Chesapeake is in need of medallions. The Committee approved distributing some medallions that HRPDC staff has in reserves from old program supplies.

The Committee decided against ordering BSB padfolios at this time. More recognition items may be considered for rewarding businesses in the future for their continued participation or for referring new businesses.

ACTION: Committee members should make arrangements to pick up promotional items.

8. Roundtable

- Hampton – upcoming rain barrel workshops, 28 sites for International Coastal Cleanup.
- Chesapeake – Localities must come pick up pet waste stations ASAP.

ACTION: None.

9. Staff Reports

Budget – FY19 budget was reviewed.

Green Learning Guides –

- Printing will provide a copy of Green Learning to each third grader in Hampton Roads. WTKR will sponsor \$2,000 of cost and the remaining cost will be shared between the Committees. Extra copies can be purchased for locality use if interested.
- HRDPC continues to work on identifying a distribution method for each school system. Science coordinators have been contacted in each school. Ideally the printer will be able to deliver sets to each school system for distribution.
- HRPDC staff will draft letter to accompany Green Learning distribution which includes a list of locality contacts for in-class presentations and school projects.

ACTION: HRPDC staff will continue to work on Green Learning distribution strategy.

Next Committee Meeting is scheduled for Friday, November 16, 2018 in Newport News.