

askHRgreen.org Stormwater Education Subcommittee
Friday, September 21, 2018
HRPDC - Chesapeake

In Attendance:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Jill Sunderland, HRPDC
Beth Vandell, HRPDC
Jamie Durden, SU
Michelle Williams, NO

Tara Copeland, VB
Audrey Doan, PO
Cris Ausink, HA
Joe Grist, NN
Kim Hummel, IW
Trevor Long, JCC

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

September 29 – James Riverfest, Williamsburg

October 1 – Virginia State Fair, Doswell, VA*

October 4-7 – Peanut Festival, Suffolk

October 6 – Elizabeth RiverFest, Chesapeake

October 6 – Lynnhaven River Now Fall Festival, Virginia Beach*

October 22 – HII Environment, Health & Safety Expo, Newport News

November 13 – Anthem Eco Fair, Virginia Beach

November 15 – Anthem Eco Fair, Norfolk

*Need volunteers for this event.

Hampton Rain Barrel Workshop – October 20

ACTION: Committee members should volunteer for an upcoming event if available.

3. Media & Promotions

The Committee finalized messaging priorities for FY19:

- Take responsibility for your property/What you do at home matters – this campaign would target lawn care and pet waste
- Pet waste – picking up poop even in your own yard and highlighting the personal impacts (smelly/slimy BMPs, not fertilizer, not for gardens, beach closures, etc.)
- New “What Do You Know” video was produced in FY18 but has not had any media usage yet.
 - HRPDC staff will add to YouTube for Committee members to review.

- DEQ has not yet confirmed whether reporting requirements for FY19 will use the old or new permit. New permit removes the requirement for reaching 20 percent of target audience.

The Committee discussed the Write as Rain campaign.

- Stencils have been installed across the region.
- Most locations are middle/high schools plus some rec centers and libraries.
- The social media contest begins next week awarding prizes to people who share pictures of themselves with stencils.
- Prizes were donated by local media partners.

ACTION: HRPDC staff will work with RCS to draft a media plan for Committee review.

4. Regional Priorities for Stormwater Public Outreach

The Committee reviewed a second draft of the pet industry rack card for illicit discharge.

- Copy edits made via Committee during the meeting will be updated by HRPDC staff.
- Replace bottom picture with a dog groomer business
- The Committee asked for pricing to print 2,500 of each final illicit discharge rack card.

ACTION: HRPDC staff will update rack card content and get

5. Bay Star Homes/Business

The Committee discussed promoting the Bay Star Business program:

- HRPDC staff recommended setting an outreach goal.
- Committee members discussed increasing incentives for participation:
 - Currently BSB are recognized on social media and the website
 - Could also include recognition in BSH newsletters
- The Committee reviewed pricing for 250 desktop business card holders and approved the purchase.
- The Committee requested 2,500 more BSB rack cards.
- A paper application is needed for in-person outreach.

The Committee discussed topics for a late October BSH newsletter including winterizing rain barrels and leaf collection. The Committee should finalize topics at the October meeting.

ACTION: Localities should promote Bay Star Business participation. HRPDC staff will look into pricing for BSB portfolios.

6. Grants

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

- The Committee will split the funds between pet waste stations and rain barrels.
- The rain barrels:
 - Newport News and Suffolk interested in hosting March workshops – possibly two workshops in each locality with 15 participants at each workshop.
 - HRPDC can collect the \$25 participation fee. Fee will be spent on catering and possibly a native plant to take home.
- Pet waste stations:
 - Pet waste stations have arrived and are available for pickup in Chesapeake. Please contact Mary Eason to schedule pickup.

HRPDC staff will submit an application for the FY19 CBRF grant as discussed at the August meeting.

ACTION: Localities should pick up pet waste stations from Chesapeake. HRPDC staff will submit FY19 CBRF grant application on behalf of the Committee.

7. Printing & Promotional Items

The following items have been ordered but not yet arrived:

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

Virginia Beach could use more trash can stickers if anyone has extra.

ACTION: HRPDC staff will notify Committee members as supplies arrive.

8. Roundtable

- Norfolk – creating video for fall leaf disposal that will be generic enough for regional use.
- Hampton – Write as Rain stencils at most high schools, rain barrel workshop (10/20), 28 sites for International Coastal Cleanup, keeping database of cleanup results for floatables reporting under MS4 permit
- Isle of Wight – County fair had to be cancelled due to Hurricane Florence
- James City County – askHRgreen trailer at RiverFest, coasters/coffee sleeve promotion with coffee shops and Billsburg Brewery.
- Virginia Beach – permit reporting and outreach events
- Portsmouth – permit reporting
- Suffolk – Public Works Director and Assistant Director retiring at the end of the month.

ACTION: None.

9. Staff Reports

Budget – FY19 budget was reviewed. FY20 budget approved by Stormwater Technical Committee.

Green Learning Guides – Printing will provide a copy of Green Learning to each third grader in Hampton Roads. WTKR will sponsor \$2,500 of cost and the remaining cost will be shared between the Committees. Extra copies can be purchased for locality use if interested.

Imagine a Day Without Water – Water Awareness Committee will provide custom coffee sleeves and coasters to local coffee shops and breweries to promote the message “No water, No Coffee” and “No water, No Beer.” Each partner will be invited to become a BSB as well.

ACTION: None.

Next Committee Meeting is scheduled for Friday, October 19, 2018 in Chesapeake.