

**askHRgreen.org Stormwater Education Subcommittee**  
**Friday, March 15, 2019**  
**Peninsula Health Center – Newport News**

**In Attendance:**

Cris Ausink, HA  
 Garrett Feagans, PQ  
 Allison Watts, NN  
 Ivan Shelton, YC  
 David Kuzma, IW  
 Mary Eason, CH  
 Tara Copeland, VB  
 Tammy Rojek, WM

Heather Baggett, SU  
 Audrey Doan, PO  
 Kim Hummel, IOW  
 Trevor Long, JCC  
 Katie Cullipher, HRPDC  
 Rebekah Eastep, HRPDC  
 Jill Sunderland, HRPDC

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**

3/20	Las Gaviotas Green Forum	Chesapeake
3/23 - 3/24	Mid Atlantic Home & Outdoor Living Show*	Virginia Beach
4/6	Hampton Touch a Truck	Hampton
4/6	Southern Chesapeake Community Day	Chesapeake
4/6-4/7	Williamsburg Home Show	Williamsburg
4/14	Wings & Things Spring Fling	Portsmouth
4/16	Anthem Eco Fair	Virginia Beach
4/18	Anthem Eco Fair	Norfolk
4/18	Norfolk Naval Shipyard Earth Day Fair	Norfolk
4/20	Virginia Living Museum Earth Day	Newport News
4/22	TCC Cares	Chesapeake
4/23	VA AWWA 30th Annual Water Distribution Seminar and Utility Rodeo	Norfolk
4/27	Celebrate the Park	Newport News
4/28	Stand Up Rally and Expo	Williamsburg
5/11	Virginia Landscapes Exhibition at the Peninsula Fine Arts Center	Newport News
5/23	City of Virginia Beach Public Works Employee Picnic	Virginia Beach
5/31	CARE and Wellness day	Chesapeake
6/23	Elizabeth River Fest*	Virginia Beach
10/10 - 10/13	Peanut Festival	Suffolk
10/12	Lynnhaven River Now Fall Festival	Virginia Beach

VB staff can cover River Fest on June 23<sup>rd</sup>.

*Trailer repairs update* – The Committee reviewed the draft trailer wrap design and provided feedback. Generally the Committee preferred option one with removing the watermarked words, adjusting the size of the logo prevent breaks on the window, trying a different color gradient, and adding social media channels. HRPDC staff will collect feedback from all Committees and ask RCS to make adjusts for a second draft.

**ACTION:** HRPDC staff will work on trailer repairs and wrap design.

### **3. Media & Promotions**

The Committee will discuss the following media and promotional campaigns:

- What do you know about storm drains? – one week online video campaign scheduled for June 17-23
- Pet Waste - new two week campaign slated for June 3-16
- askHRgreen social media branding campaign – March campaign included offer of free soil testing to 50 people who commented on post about spring gardening.

**ACTION:** HRPDC staff will select winners of soil testing giveaway.

### **4. Regional Priorities for Stormwater Public Outreach**

HRPDC staff provided an update on the mailing to landscaping companies in the region. Mailings are complete for Chesapeake, Newport News, Suffolk, Virginia Beach, Hampton, Norfolk, and Portsmouth. If others are interested, a list of local landscapers and a locality-specific letter should be provided to HRPDC staff.

There were over five new Bay Star Business signups resulting from the mailing. Although not the focus of the mailing/letter, this was a positive result for the program.

**ACTION:** Localities that would like to do a targeted mailing to landscape companies should send custom letter and mailing list.

### **5. Bay Star Homes/Business**

The Committee should discuss any updates or concerns with the regional program.

- Spring newsletter will be delayed due to askHRgreen newsletter and workshop announcements being recently distributed to mailing list. Proposed content for the spring newsletter includes:
  - Native plants with link to guide
  - Ways to slow and treat stormwater
  - List of BSB
- The Committee discussed follow-up by local staff with both BSH and BSB. The Committee could develop standard resources for responding to the topics under “more information” which include: rain barrels, pet waste stations, rain gardens, living shorelines, and nutrient management plans.

**ACTION:** HRPDC staff will distribute spring newsletter.

## 6. Grants

The Committee continued discussing the CBRF grant for pet waste stations and rain barrel workshops.

- Newport News, Suffolk, Virginia Beach and James City County will each host a rain barrel workshop in late March to early April.
- Attendees will be charged \$20 to ensure attendance but funds will be used to purchase trees/shrubs and light refreshments.
- Spots filled very quickly with long waiting lists already.
- Rain barrels and kits were distributed to workshop hosts.
- Native plants to be selected and picked up in advance of each workshop.

**ACTION:** Workshop hosts should prepare for workshops.

## 7. Printing & Promotional Items

The following items are available for pickup:

- 5,000 dog waste bag holders
- 2,500 hand sanitizers
- 5,000 message pens
- 250 BSB business card holders
- 2,500 BSB rack cards
- Illicit discharge rack cards by industry:
  - 1,000 pet care
  - 2,500 landscaping
  - 2,500 automotive services

10,000 mood pencils are on order. Reusable bags will need to be reordered with FY20 budget.

HRPDC staff has ordered 10,000 mood pencils.

**ACTION:** Committee members should pick up promotional items.

## 8. Roundtable

- BMP Inspector training
- Chesapeake – Swamp Stomp, TCC Earth Day event, Chesapeake Recycles Day (3/23), City Health and Wellness Day
- Williamsburg – Earth Week at William & Mary, Parrotheads cleanup, applying more Write as Rain stencils.
- York – outreach with high schools including applying more Write as Rain stencils
- Suffolk – DEQ audit finished and seemed to go well
- Portsmouth – cleanup event April 13<sup>th</sup>, Portsmouth Recycles Day, pet waste stations have all been distributed and five more are needed for a new development.

- James City County – Farmers Market and Fido fest outreach event, finalizing watershed management plan
- Hampton – Lake Hampton cleanup, hosting rain barrel workshops (not part of regional grant), Walk Hampton Clean, Shell Road cleanup for Great American Cleanup
- Virginia Beach – Celebrating first anniversary of the storm drain adoption program, engagement opportunities for Something in the Water festival.

**ACTION:** None.

## **9. Staff Reports**

*Budget* – FY19 budget was reviewed.

*Digital Marketing Report* – HRPDC provided a monthly report on social media and general website performance. Of particular note, BSB page appeared in the top pages list at 94 visits, another result of the letter mailing effort from the Committee.

**ACTION:** None.

Next Committee Meeting is scheduled for Friday, April 19, 2019 in Chesapeake.