

**askHRgreen.org Stormwater Education Subcommittee Meeting
Friday, February 19, 2021**

To protect the public health and safety of the subcommittee members and staff, the askHRgreen.org Stormwater Education Subcommittee meeting was held via Zoom. A recording of the meeting is available upon request.

Attendance:

Michelle Williams, NO
Tammie Clary, SM
Kim Moshier, NN
Tara Copeland, VB
Steve Jackson, IOW
Tara Copeland, VB
Trevor Long, JCC

Jamie Durden, SU
Alexandra Salcedo, NN
Mary Eason, CH
Helen Kuhns, LRNow
Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Jill Sunderland, HRPDC

The meeting summary was as follows:

1. Meeting Summary

The Subcommittee reviewed and approved the January meeting summary.

Action: Meeting approved.

2. askHRgreen.org Outreach Events, Promotions & Media Campaigns

| | | |
|-------------|-----------------------------|----------------|
| 3/26 - 3/27 | Great American Cleanup | Hampton Roads |
| 3/27 - 3/28 | 2021 Daffodil Festival | Gloucester |
| 6/12 | HRSD Woodstock Park Project | Virginia Beach |
| 6/19 | ERP RiverFest | TBD |

Great American Cleanup registration is now open for March 26-27.

HRPDC staff can add events to the askHRgreen calendar to help with promotions.

The Committee reviewed the FY21 media plan:

- Fall 2020 - Leaves & Lawncare Media Campaign – 9/28 - 10/4 - *complete*
- Spring 2021 - Pet Waste Media Campaign – using existing creative – scheduled for 6/7 - 6/13
- June 2021- Every Day We Love the Bay Sidewalk Decal Campaign
 - Planned to accompany Clean the Bay Day in June

- Originally the Committee had approved the purchase of one decal per locality, however there is a remaining budget available to increase that number, if needed.
- HRPDC staff will ask each locality to “opt in” to the promotion so decals are only purchased for participating localities.
- Decal application is fairly simple and only requires only sweeping the area and applying the decal, no heat gun necessary.
- Norfolk and Virginia Beach have reported decals are long-lasting but prone to color fading.
- HRPDC staff will provide a spreadsheet for localities to document decal locations. Locations should have high visibility and good foot traffic.
- Promotion will include news release to announce the project after decals are installed. An online map of locations can also be created.
- askHRgreen social media branding campaign – ongoing

Action: Localities should identify decal locations for the “Every Day We Love the Bay” Sidewalk Decal campaign.

3. Chesapeake Bay Restoration Fund Grant

The Committee was awarded \$15,000 from the Chesapeake Bay Restoration Fund Grant. Funds will not be issued until May.

Action: None.

4. Cigarette Litter Prevention Outreach

HRPDC staff provided an update on the #NoButtsAboutIt cigarette litter awareness campaign and creation of a regional Cigarette Waste Receptacle grant program.

- Cigarette waste receptacles have arrived and are available for pickup from Virginia Beach Public Works.
- The Committee reviewed the draft Cigarette Waste Receptacle Grant application. The application was based off the pet waste station grant program.
 - Application will also be hosted on the website as a web form
 - Link the BSB sign up form to the cigarette waste application so applicants can sign up for both at one time.
- Receptacles will include a decal with cigarette litter messages and could possibly include fine print about reporting issues with the receptacle.
- Program will be co-promoted with the #NoButtsAboutIt campaign launch
 - The Recycling & Beautification Committee would like to hold official #NoButtsAboutIt launch until April to allow time for developing a schedule for model cigarette butt displays, news release, website updates, and publishing the application.

- Model cigarette butts are currently on display at Nauticus as part of the National Geographic “Plastic or Planet” exhibit.
- Point of contact still needed for several localities.

Action: HRPDC staff will purchase 100 receptacles and begin developing an application process for the cigarette litter receptacles.

5. Regional Priorities for Stormwater Public Outreach

The Committee discussed plans for an upcoming Bay Star Homes virtual workshop

- Michelle Williams provided a sample outline for a “Retain the Rain” homeowner BMP workshop.
- Webinar will be planned for lunch time and run about one-hour including time for question and answer.
 - Overview of storm water runoff and how BMPs play a role in managing polluted runoff. Possibly Justin Schaffer with Norfolk or Barbara Gavin from ERP.
- Introduce various BMPs (but no detailed installation instructions) – Helen Kuhns or another representative from Lynnhaven River Now.
- The Committee selected the week of March 22 to hold the webinar.
- The Committee discussed homeowners removing BMPs due to lack of understanding about the function of BMPs. The same is true of understanding the limitations of the RPA.
- HRPDC staff held training in December with realtors on understanding the RPA. Overall realtors were receptive to the information and were interested in more trainings.

Action: HRPDC staff will coordinate with Norfolk and Lynnhaven River Now to identify speakers and confirm a date.

6. Bay Star Homes & Business Program

There were no updates or concerns from the Committee. HRPDC staff noted applications for both programs have been slow due to limited public outreach events.

Action: None.

7. Public Comment and Roundtable

- Virginia Beach inquired about the golf course nutrient management plans requirement in the MS4 permits. Initial outreach to golf courses in Virginia Beach show golf course managers are well aware of their nutrient management plans. Norfolk finds a brief mailing to golf courses is sufficient.
- Norfolk produced Facebook video about dealing with the rain and how Public Works prepares for weather events.

- Lynnhaven River Now doing social media campaign in 2021 highlighting one watershed from Virginia Beach each month. February is Western Branch of Elizabeth River.
- Virginia Beach producing a pollution prevention video for staff training.

Action: None.

8. Staff Reports

Budget – The current FY21 budget was provided for review. Cigarette waste receptacle purchase split with the Recycling & Beautification Committee. Budget available to fund the Clean the Bay Day decal promotion and any other programs that may come up.

Promotional Items - Scoop the Poop hand sanitizer available for pickup at HRPDC office.

Digital Marketing Report – The Digital Marketing Report was provided for review. Although email open rate is already high, HRPDC staff are working with RCS on additional strategies to improve the click through rate.

Green Learning Guide - HRPDC staff asked for any grammatical errors or outdated information be reported by the end of February for reprinting. Reprinting will be funded by the Mini Grant program budget.

Action: None.

Next Committee Meeting is scheduled for Friday, March 19, 2021