

February 12, 2021

MEMORANDUM #2020-28

TO: askHRgreen.org: Stormwater Education Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – February 19, 2021

The next meeting of the askHRgreen.org Stormwater Education Subcommittee is scheduled for **Friday, February 19, 2021 at 9:30 a.m.**

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the Subcommittee members, staff, and the general public, the askHRgreen.org Stormwater Education Subcommittee meeting will be held electronically via Zoom. Participants can join the meeting using the following credentials:

Join by Computer: <https://us02web.zoom.us/j/87240781603?pwd=ZktMNkdTOGhEQzNCdDU0WDIzaitOQT09>

Join by Phone: 1-301-715-8592
Meeting ID: 872 4078 1603

Passcode: 136195

In the event you are unable to attend, please let us know. Comments and suggestions based on this agenda package are welcome. The Agenda for the meeting is as follows:

1. Meeting Summary

The Committee will review the January meeting summary for approval.

Attachment 1

Action: Approve summary

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

The current listing of events is as follows.

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

Media campaigns and promotions are as follows:

- Fall 2020 - Leaves & Lawncare Media Campaign – *completed (9/28 - 10/4)*
- Spring 2021 - Pet Waste Media Campaign – using existing creative *scheduled for 6/7 - 6/13*
- June 2021- Clean the Bay Day Promotion – Sidewalk decal regional installation
- askHRgreen social media branding campaign – *ongoing*

Action: Based on discussion

3. Chesapeake Bay Restoration Fund Grant

HRPDC staff will provide any updates related to the \$15,000 grant for pet waste stations, rain barrel workshops, and fundraiser car wash kits.

Action: Based on discussion.

4. Cigarette Litter Prevention Outreach

Committee members will discuss the campaign launch plan for the #NoButtsAboutIt initiative and the regional Cigarette Waste Receptacle grant program in conjunction with the Recycling & Beautification Committee. Attached is the draft grant application for review.

Attachment 4

5. Regional Priorities for Stormwater Public Outreach

The Committee should continue discussing regional opportunities to satisfy Phase I and II public outreach requirements. Current initiatives include:

- Virtual Workshops to promote residential BMPs – Draft outline attached as prepared by Michelle Williams.
- Expansion/recruitment for the “Thank You for Washing Wisely” campaign. Confirmed car wash locations to date can be found online here: www.askHRgreen.org/carwash.

Attachment 5

Action: Based on discussion.

6. Bay Star Homes & Business Program

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

Action: Based on discussion.

7. Public Comment and Roundtable

Committee members should discuss any news or relevant information regarding their local programs.

Action: Based on discussion.

8. Staff Reports

Budget – The current FY21 budget is attached for review and discussion.

Digital Marketing Report – The January report is attached for review.

Attachment 8A, 8B

Action: Based on discussion.

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