

**askHRgreen.org Stormwater Education Subcommittee Meeting
Friday, January 15, 2021**

Due to the declared a state of emergency in the Commonwealth of Virginia in response to the continued spread of novel coronavirus, or COVID-19 and to protect the public health and safety of the subcommittee members, staff, and the general public, the askHRgreen.org Stormwater Education Subcommittee meeting was held via WebEx. These electronic meetings are required to complete essential business on behalf of the region, and a recording of the meeting is available on the website.

Attendance:

Michelle Williams, NO
Tammie Clary, SM
Kim Moshier, NN
Garrett Feagans, PQ
Jamie Durden, SU
Cris Ausink, HA
Tara Copeland, VB
Jamie Durden, SU

Cris Ausink, HA
Megan Moore, PO
Brittany Collins, PO
Mike Woolson, JCC
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 December 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
4/10	Go Green Market	Yorktown
6/19	RiverFest	TBD

Great American Cleanup registration is now open. The focus again this year will be on small groups of volunteers cleaning an area of their choosing.

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- Clean the Bay Day Promotion – Sidewalk decal regional installation
 - Localities should begin to confirm locations and seek approvals for installing decals during May. Locations should have high visibility and good foot traffic.
 - Virginia Beach and Norfolk installed a few decals for International Coastal Cleanup this fall and had some issues with decals being peeled up by unknown individuals.
 - HRT is allowing Keep Norfolk Beautiful to install decals at bus stops in Norfolk. Norfolk can share contact information if other localities would like to reach out for permission to install decals at bus stops in their locality.
 - HRT will be launching a new app, a call line for reporting bus stop litter, and a new adopt a stop program to promote cleanups.
 - HRPDC staff recommended discussing possible signage promotion with HRT buses/bus stops.
 - Newport News looking into installing decals at campground area.
- askHRgreen social media branding campaign – ongoing

Action: HRPDC staff will send out the spreadsheet of proposed locations for decal installation.

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.

Multiple localities have expressed interest in holding rain barrel workshops. HRPDC staff provided an update on the cost of holding rain barrel workshops without assistance from grant funds. Each rain barrel and assembly kit costs about \$37 and would be supplemented by a registration fee of about \$20-\$25 per person. Localities would be responsible for any difference at a cost of \$10-\$15 per barrel.

Action: None.

4. Cigarette Litter Prevention Outreach

HRPDC staff provided an overview of the #NoButtsAboutIt cigarette litter awareness campaign from the Recycling & Beautification Committee. The Committee reviewed pricing and discussed administration of a regional Cigarette Waste Receptacle grant program.

- Program would be co-promoted with the #NoButtsAboutIt campaign launch
- Receptacles would be marked with a decal including an askHRgreen logo and cigarette litter messaging.

- The Recycling & Beautification Committee reviewed two proposed receptacles and recommended the Ceasefire option which was slightly cheaper. They recommended purchasing 100 receptacles for a cost of \$5,300 split equally between the Committees.
- Each locality would be responsible for storing their own receptacles and reviewing applications much like the pet waste station grant program. Committee members from respective committees will need to discuss who will take the lead in receiving and processing applications.
- Grant recipients will be responsible for maintaining their stations like the pet waste station grant program.
- Monitoring and follow-up may differ by each locality (i.e. scans, education, etc.).

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 regional opportunities to satisfy Phase I and II public outreach requirements.

- Illicit Discharge Outreach - HRPDC staff prepared a one-pager for cleaning companies tips based on the content prepared by the Committee. The Committee had previously determined not to print these as rack cards, but the new formatting still allows them to be an easily printed handout, when needed.
- Virtual workshops - Norfolk has prepared a draft outline of topics to include in the workshop. The Committee would need to find some speakers to assist on various topics. Partners could include ERP, LRNow, Wetlands Watch, etc. Presentation will be recorded to put onto YouTube.
- HRPDC staff have discussed a virtual FAQ series with short videos covering hot topics from all Committees. These videos could be posted on social media as an educational outreach tool.
- Chesapeake Stormwater Network released a series of videos on Watershed Hacks which may be a good resource to review for video structure, content, etc.

Committee members should continue recruitment efforts for the “Thank You for Washing Wisely” campaign. Confirmed car wash locations to date can be found online here: www.askHRgreen.org/carwash.

Action: The Committee will develop content for virtual outreach initiatives in 2021.

6. Bay Star Homes & Business Program

There were no updates or concerns from the Committee.

- Newport News plans social media promotion for the program.
- HRPDC staff can include the program in social media outreach as well.

Action: None.

7. Printing & Promotional Items

Clean, Healthy Bay brochures and hand sanitizer are available for pickup. Hand sanitizer does have expiration date so localities may want to partner with vet clinics, animal shelters, etc. for handing out supplies if there are no other outreach opportunities.

6th Grade Green Learning Guide - HRPDC has no printed copies left in stock of the 6th Grade Green Learning Guide and staff recommended a reprinting. Currently, the mini grant program is experiencing extremely low demand and could be used to support the reprinting for outreach purposes.

- The reprint is not intended to support distribution to all schools like in past printings, but rather as an outreach tool during presentations and events targeted at a middle school audience.
- The askHRgreen Recycling & Beautification Committee has agreed to this recommendation. The remaining three committees also need to agree to the purchase because the mini grant budget is funded by all committees.

Action: Committee members may pick up supplies as needed. The Committee approved the use of mini grant funds to support the purchase of 5,000 Green Learning Guides.

8. Public Comment and Roundtable

- Norfolk - Sail Nauticus outreach: tour of pump stations/CCTV demo/boats made with trash collected from river
- LRNow - Landscape for Life course for homeowners (once weekly for 5 weeks, \$140)

Action: None.

9. Staff Reports

Budget – The current FY21 budget was provided for review. There is budget available to support any promotional item needs the Committee might have this year.

Digital Marketing Report – The Digital Marketing Report was provided for review.

Action: None.

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