

**askHRgreen.org Rainy Day Sidewalk Campaign Workgroup**  
**Thursday, January 26, 2017**  
**HRPDC - Chesapeake**

**In Attendance:**

Katie Cullipher, HRPDC  
Rebekah Eastep, HRPDC  
Allyson Kelly, CH (R&B)  
Allison Watts, NN (Storm)  
Ivan Shelton, YK (Storm)

Paul Cuomo, JCC (Storm)  
Regina Duncan, HA (FOG)  
Sarah Crawford, HRSD (FOG)  
Brent Werlein, VB (FOG)

The summary for the meeting is as follows:

**1. Status Update**

- All Committees will receive three stencils – each with a different message.
- Stencil size 24"x40"
- 12 stencils total for the campaign plus a separate hashtag stencil to add to each design.

**2. Location Options**

- Each locality reported back on possible locations and brainstormed with the group about other possible locations:
  - **Chesapeake:** City Hall, City Park, Northwest River Park, Lakeside Park, Elizabeth River Park, Destination Park, HRPDC offices
  - **Gloucester:** Downtown (Daffodil Festival – April 1-2)
  - **Hampton:** Peninsula Town Center, Ruppert Sargeant Building, Air and Space Museum?, Hampton University, Thomas Nelson University, Phoebus
  - **Isle of Wight:** TBD with assistance of HRPDC
  - **James City County:** Recreation Center, Croaker Library, Govt Center?, Newtown Shopping Center?
  - **Newport News:** Doris Miller Community Center, Denbigh Community Center, Brittingham-Midtown Community Center, City Center Fountain Area, City Hall?, Virginia Living Museum?, Christopher Newport University
  - **Norfolk:** ODU, NSU, Botanical Gardens?, Zoo?, Bus Depot?, Scope?, Chrysler Hall?, Waterside/Nauticus?
  - **Portsmouth:** Paradise Creek Nature Park, Sidewalk in front of Courts, Ponds at Greenwood Drive, Churchland Academy, Douglass Park ES, Norcum High School, HRT Bus Stops along Cavalier Blvd, Ferry landing in Downtown, High Street (Children's Museum)?, Portsmouth Naval Hospital & neighboring park?, Ntelos Pavillion?
  - **Poquoson:** TBD with assistance of HRPDC
  - **Smithfield:** TBD with assistance of HRPDC – Main Street?, Smithfield Center?, Windsor Castle Park?
  - **Suffolk:** Harbor View?, Downtown Suffolk?, City Hall/Library?

- **Virginia Beach:** MOCA, Convention Center, Town Center, Oceanfront, City Hall, TCC Student Center, Trashmore, The Vibe District, Aquarium, Lynnhaven Mall, HRSD main office, HRT Bus Depot?, Kempsville Rec Center?, Libraries & Schools, VB Amphitheater?
- **Williamsburg:** TBD with assistance of HRPDC – William & Mary?
- **York:** Yorktown Beach, Victory Center, Tabb Elementary, Yorktown Arch, Marquis Shopping Center
- **HRSD:** Will work on partnerships with other MS4 permittees such as local universities

### 3. Feedback regarding approvals and permissions

- Most workgroup members reported that they are working with local leaders to gain permission and approval to apply stencils.
- Some local leaders are holding off on approval until they receive:
  - Stencil designs/messages – available for review in February
  - Stencil sizes – available now 24"x40"

### 4. Logistics

- Committees will each purchase four 16 oz. bottles of product. Each bottle is estimated to cover about 10 stencils. (\$130 per bottle – HRPDC will check on bulk pricing)
- Localities may purchase additional product if desired.
- HRPDC will create a schedule for applying the stencils location-by-location
- Weather must be dry for 24 hours for stencil to be applied

### 5. Implementation Timeline

- Approve messages and stencil artwork – January/February
- Production of stencils – March
- Begin application of stencils – March/April (depending on weather)
- Launch and public relations – on or around Earth Day (April 22<sup>nd</sup>)

### 6. Next Steps

- Localities should work with properties to determine where stencils would be applied in each location (placement and number).
- Localities should prioritize their locations. Priority locations may be completed first and secondary after all other localities have applied stencils in priority areas.
- HRPDC staff should continue work on development of a promotional plan (i.e. media coverage, news release, social media strategy, etc.).
- HRPDC staff will contact Rainworks regarding purchasing of product.