

April 7, 2021

MEMORANDUM #2021-59

TO: askHRgreen.org: Stormwater Education Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – April 16, 2021

The next meeting of the askHRgreen.org Stormwater Education Subcommittee is scheduled for **Friday, April 16, 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/88373872495?pwd=Rm8wUDIYK2M5bW50MmlrREovaThDUT09>

Join by Phone: 1-301-715-8592

Meeting ID: 883 7387 2495

Passcode: 567073

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 March 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.

4/10	Go Green Market	Yorktown
4/18	Earth Day Green Market	Virginia Beach
6/16	HRSD Woodstock Park Project	Virginia Beach
6/19	RiverFest	TBD
9/16-19	Isle of Wight County Fair	Windsor

Media campaigns and promotions are as follows:

- askHRgreen social media branding campaign – *ongoing*
- 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*. The Committee should review and approve the media schedule (attached).
- June 2021- Clean the Bay Day Promotion – Regional sidewalk artwork decal installation. The Committee should be prepared to finalize their list of decal locations for each participating locality. A detailed listing as of the date of this agenda can be found here:
https://docs.google.com/spreadsheets/d/1rm2naqJjUyjWX0R87mB4lj_EqrO_FWM5ZVOwoBgod7EM/edit#gid=0

Attachment 2

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.

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 Workshop to promote residential BMPs – The Committee will discuss the Rain-wise Yards & Landscaping webinar hosted on Monday, April 12. Event details can be found here: <https://askhrgreen.org/bshwebinar/>
- 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.
- Water Quality in Hampton Roads Brochure – HRPDC staff will provide an update on mapping updates to this brochure.

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. Also attached is a draft FY22 budget for the Committee to review. The Committee should make any adjustments to budget allocations and approve.

Attachment 8A, 8B

Action: Based on discussion.

Next Committee Meeting is scheduled for Friday, May 21, 2021.