

**askHRgreen.org Stormwater Education Subcommittee Meeting
Friday, March 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 | Garrett Feagans, PQ |
| Tammie Clary, SM | Mary Eason, CH |
| Kim Moshier, NN | Cris Ausink, HA |
| Tara Copeland, VB | Amy Mervine, PO |
| Steve Jackson, IOW | Helen Kuhns, LRNow |
| Tara Copeland, VB | Barbara Gavin, ERP |
| Trevor Long, JCC | Katie Cullipher, HRPDC |
| Jamie Durden, SU | Rebekah Eastep, HRPDC |
| Alexandra Salcedo, NN | Jill Sunderland, HRPDC |

The meeting summary was as follows:

1. Meeting Summary

The Subcommittee reviewed and approved the February meeting summary.

Action: Meeting approved.

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

| | | |
|-------------|-----------------------------|----------------|
| 3/26 - 3/27 | Great American Cleanup | Hampton Roads |
| 4/10 | Go Green Market | Yorktown |
| 6/12 | HRSD Woodstock Park Project | Virginia Beach |
| 6/19 | ERP RiverFest | TBD |

The askHRgreen.org Recycling & Beautification will be hosting the Great American Cleanup on March 26-27. Over 700 volunteers have signed up so far to participate.

Earth Day event at Pembroke Mall planned for April 18th. A volunteer has been secured to work this event.

Isle of Wight County fair is scheduled for September 16-19, 2021.

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
 - HRPDC staff have no Scoop the Poop rack cards in stock. Committee members asked to purchase an additional 5,000 rack cards.
 - Hand sanitizers with scoop the poop messaging are also available.
 - Opportunity to reach out to local veterinary hospitals or shelters with targeted outreach.
- askHRgreen social media branding campaign – ongoing
- June 2021- Every Day We Love the Bay Sidewalk Decal Campaign
 - Planned to accompany Clean the Bay Day activities.
 - Localities were asked to identify locations for decal installation prior to the April meeting.
 - Due to lower spending on promotional items this year, the budget could support more than one decal per locality.
 - 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 requires only sweeping the area and applying the decal. No heat gun required.

Action: HRPDC staff will send spreadsheet for recording decal locations and order 5,000 rack cards.

3. Chesapeake Bay Restoration Fund Grant

The Committee was awarded \$15,000 from the Chesapeake Bay Restoration Fund Grant. Funds will be issued in May and HRPDC staff will coordinate rain barrel workshops and fundraiser car wash kits.

Action: None.

4. Cigarette Litter Prevention Outreach

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

- Cigarette waste receptacles have arrived and are available for pickup from Virginia Beach Public Works.
- Grant application has been finalized and new website page is in development.
- Additional big cigarette butts will be made by the Recycling & Beautification Committee and used in a media event to launch the #NoButtsAboutIt campaign.
- Some localities have not designated a point of contact for the grant program.
- Pocket ashtrays (600) available for additional outreach to smokers.

- Big cigarette butts included as part of the Plastic or Planet exhibit at Nauticus through April 25.

Action: Committee members should pick up cigarette waste receptacles from Virginia Beach Public Works.

5. Regional Priorities for Stormwater Public Outreach

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

- Webinar is scheduled for April 12, 2021 from 12:00 pm to 1:00 pm
- Finalized agenda was provided for Committee review
 - Intro to BMPs
 - Common BMPs for Hampton Roads - Lynnhaven River Now
 - Living Shorelines & buffers - Elizabeth River Project
 - Assistance Programs Roundtable - ERP will reach out to Shereen Hughes with Wetlands Watch to lead this section
 - Question/Answer
- Localities should submit details for any local assistance programs for inclusion in the roundtable discussion.
- HRPDC staff will develop registration information and promotional materials to distribute to all partners.
- Webinar participants will receive follow up email after the webinar with a list of local resources and information. This could include the BMP maintenance fact sheets which need some updating but provide good information about proper BMP maintenance.
- Look at updating the BMP maintenance sheets

The Committee discussed “Thank You for Washing Wisely” car wash outreach:

- Car wash outreach supplies are still available for new location sign ups or for restocking locations who are already participating.

The Committee would like to update the Water Quality in Hampton Roads outreach brochure. Maps need to be updated by HRPDC technical staff with most recent data.

Action: HRPDC staff will prepare registration and promotional materials for BMP webinar. HRPDC staff will update maps in Water Quality in Hampton Roads brochure.

6. Bay Star Homes & Business Program

HRPDC staff noted applications for both programs have been slow due to limited public outreach events. Norfolk has seen steady signups and is in need of BSH flags and flag poles. Virginia Beach could use some additional flags as well. HRPDC staff will follow up with Norfolk and Virginia Beach regarding supply availability.

New Cigarette Waste Receptacle grant program may increase signups to the program.

Action: Norfolk and Virginia Beach will receive additional BSH supplies from HRPDC as available.

7. Public Comment and Roundtable

- Virginia Beach - storm drain marking program; Parks & Rec has had an active cleanup schedule
- Isle of Wight - lots of plan reviews; hoping county fair will go forward after two years of cancellations
- Chesapeake - responding to reports of citizen dumping; scoop the poop outreach
- ERP - volunteers for restoration events; resilience lab to break ground, preparing Watershed Action Plan with assistance from localities
- Lynnhaven River Now - Brock Center will reopen to staff in June; new classroom at Brock Center is open to academy high school students; cleanups have continued throughout COVID (9,000 lbs of trash in 2020 – the most ever collected but on track to exceed that in 2021); virtual oyster roast fundraiser; Nature Journaling Workshop currently open for registration
- James City County - virtual outreach and webinars regarding shoreline stabilization and stormwater best practices; supporting James River Association with a rain barrel workshop in April.

Action: None.

8. Staff Reports

Budget – The current FY21 budget was provided for review.

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

Action: None.

Next Committee Meeting is scheduled for Friday, April 16, 2021.