

May 14, 2021

MEMORANDUM #2021-79

TO: askHRgreen.org: Stormwater Education Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – May 21, 2021

The next meeting of the askHRgreen.org Stormwater Education Subcommittee is scheduled for **Friday, May 21, 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 WebEx. Participants can join the meeting using the following credentials:

Join by Computer: <https://hrpdc-418.my.webex.com/hrpdc-418.my/j.php?MTID=mdbf5140cb4eebbe87cc3006eac2a9a62>

Join by Phone: 1-415-655-0001

Meeting ID: 182 327 7096

Passcode: HkYY4rGmc26 (45994746 from phones and video systems)

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 April 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.

5/15	Fix It Fair	Chesapeake
6/16	HRSD Woodstock Park Project	Virginia Beach
9/16-19	Isle of Wight County Fair	Windsor
10/6-1	Peanut Festival	Suffolk
5/15	Fix It Fair	Chesapeake

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 – *media plan approved & scheduled for 6/7 - 6/13.*
- June 2021- Clean the Bay Day Promotion – Regional sidewalk artwork decal installation. The Committee should discuss any final preparations and provide an installation update in anticipation of the launch of the campaign. A detailed listing of all locations can be found here:

https://docs.google.com/spreadsheets/d/1rm2naqJjUyjWX0R87mB4lj_EqrO_FWM5ZVOwoBgod7EM/edit#gid=0

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**

HRPDC staff will provide an update on results of the #NoButtsAboutIt campaign launch and regional Cigarette Waste Receptacle grant program in conjunction with the Recycling & Beautification Committee.

Attachment 4

Action: Based on discussion

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:

- Water Quality in Hampton Roads Brochure – The Committee will review the updated impairment map and brochure design and discuss any necessary changes - attached.
- 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: Finalize brochure edits

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 – HRPDC staff will provide an overview of the monthly digital marketing report for April.

Attachment 8A, 8B

Action: Based on discussion

Next Committee Meeting is scheduled for Friday, July 16, 2021. The regular June meeting date falls on a state holiday.