

**askHRgreen.org Stormwater Education Subcommittee Meeting  
Friday, April 16, 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	Dave Kuzma, IOW
Tammie Clary, SM	Allison Watts, NN
Jamie Durden, SU	Kim Moshier, NN
Ron Owens, GL	Katie Cullipher, HRPDC
Tara Copeland, VB	Rebekah Eastep, HRPDC
Trevor Long, JCC	Jill Sunderland, HRPDC
Cassie Cordova, JCC	

The meeting summary was as follows:

**1. Meeting Summary**

The Subcommittee reviewed and approved the March meeting summary.

**Action:** Meeting approved.

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

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

- HRPDC staff will replace expired hand sanitizer on the askHRgreen trailer. New hand sanitizer purchased by the Committee this fall are available for pickup at the HRPDC office.
- Fix It Fair at the Western Branch Community Center planned for May 15<sup>th</sup>. Residents can bring broken items for free repair.
- RiverFest has officially been cancelled for 2021.
- Suffolk would like to reserve the trailer for Peanut Festival, October 6-11

The Committee reviewed the FY21 media plan:

- Fall 2020 - Leaves & Lawncare Media Campaign – 9/28 - 10/4 - *complete*

- Spring 2021 - Pet Waste Media Campaign
  - The Committee reviewed the draft media plan. The campaign will use existing Poo-em creative and run from 6/7 - 6/13
  - Includes TV, radio, and digital/social media promotions
  - FM99/106.9 The Fox “My pet rocks” contest
  - Interview with Mike Arlo - recorded in-person at the studio, Tara Copeland with Virginia Beach is interested in representing the Committee in this media interview
- 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. Eight localities have indicated an interest in participating with a total need of 32 decals.
  - Decals are custom to the city/county so Committee members must opt in to receive decals.
  - Decal application is fairly simple and requires only sweeping the area and applying the decal. No heat gun required.
- April Showers Rain Barrel Giveaway - The askHRgreen.org Water Awareness Committee is giving away four rain barrels for those who sign up for the newsletter during April.

**Action:** Committee members should confirm number of decals needed for the Every Day We Love the Bay Sidewalk campaign and pickup hand sanitizer, if needed.

### 3. Chesapeake Bay Restoration Fund Grant

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

The Committee should begin considering what projects could be submitted for consideration in the next grant cycle (September).

**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.

- Grant application and new website page have been finalized.

- Additional big cigarette butts will be made by the Recycling & Beautification Committee and used in a media event to launch the #NoButtsAboutIt campaign on April 30<sup>th</sup>.
- All localities should pick up receptacles and designate a local contact person for processing cigarette waste receptacle grant applications. Program will be administered like the pet waste station grant program where localities review and approve applications as they come in.

**Action:** Committee members are asked to pickup cigarette waste receptacles if they have not done so already.

## 5. Regional Priorities for Stormwater Public Outreach

The Committee results of the Rain-Wise Yards & Landscapes Webinar

- Webinar held on April 12, 2021 from 12:00 pm to 1:00 pm
- Webinar agenda & presenters:
  - Intro to BMPs - City of Norfolk
  - Common BMPs for Hampton Roads - Lynnhaven River Now
  - Living Shorelines & buffers - Elizabeth River Project
  - Assistance Programs & Resources - Wetlands Water
  - Question/Answer
- About 60 total registrations with 30 participating live
- All who registered for the webinar received a follow up email which included a recording of the webinar, presentations, and presenter contact information. HRPDC staff will share the follow up email with the full Committee.
- Brief survey of webinar participants did not have many responses but showed there was interest in additional webinars. The Committee should think about additional topics to feature in future webinars.

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.
- Gloucester would like to pick up some supplies.

The Committee would like to update the Water Quality in Hampton Roads outreach brochure. HRPDC technical staff have completed updating the water impairments map. The Committee will review the content at the May meeting.

**Action:** HRPDC staff will send follow up information from Rain-Wise Yards & Landscaping webinar.

## 6. Bay Star Homes & Business Program

HRPDC staff noted applications for both programs have been slow due to limited public outreach events. One new Bay Star Business application has come in for Newport News.

**Action:** HRPDC staff will send welcome packet to new BSB participant.

## **7. Public Comment and Roundtable**

- Suffolk - in the office but not focusing on education due to social distancing
- Gloucester - in the office but also not able to do much education
- Newport News - staff still working remotely, limited education opportunities
- James City County - staff back in the office, Cassie Cordova joining the Committee for James City County, some virtual outreach through webinars
- Smithfield - office has remained open, looking forward to the decal campaign
- Norfolk - staff are in the office on rotation, 80 125-gallon rain barrels to give away to Norfolk residents

**Action:** None.

## **8. Staff Reports**

*FY21 Budget* – The current FY21 budget was provided for review. Clean Healthy Bay brochures have arrived and are available for pick up.

*FY22 Draft Budget* - HRPDC presented a draft budget for FY22. About \$10,000 of media budget goes towards the Google SEM campaign and askHRgreen social media branding campaign (Facebook, Instagram). There was no objection to adopting the draft FY22 budget as the final FY22 budget.

*March Digital Marketing Report* – The Digital Marketing Report was provided for review. Great American Cleanup drove a lot of traffic to the website. March-April newsletter had a 17 percent open rate with 7 percent click-through rate.

**Action:** None.

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