

CHESAPEAKE BAY RESTORATION FUND GRANT

PROJECT #16-025

Hampton Roads Planning District Commission

“HAMPTON ROADS REGIONAL RESTORATION PROGRAM FOR THE BAY”

PROJECT SUMMARY:

Grant funds received for the Hampton Roads Regional Restoration Program for the Bay were used for three initiatives to improve water quality in the Chesapeake Bay watershed through citizen engagement. The first expanded Hampton Roads localities’ pilot efforts to encourage region-wide participation in the Bay Star Homes program – an outreach initiative that encourages residents to take the pledge to become a Bay “Star” by implementing various environmental practices on private property. Another stewardship initiative made free pet waste stations available to homeowners associations, property management companies, and civic leagues throughout the region. The installation and maintenance of these stations reduces water pollution from pet waste by encouraging residents to pick up after their pets. Finally, hands-on workshops were held for Hampton Roads residents to learn all about environmentally-friendly lawn care practices, techniques for tree siting and pruning, and the creation and installation of rain barrels.

PROJECT BACKGROUND AND IMPLEMENTATION:

The Hampton Roads region is home to many watersheds that feed into the Chesapeake Bay. Three components were identified by our local government partners to increase citizen engagement in environmental stewardship: Bay Star Homes, a residential pledge to action; pet waste station installation and maintenance; and workshops to educate residents on environmentally-friendly practices to improve water quality.

Bay Star Homes

Prior to the launch of Bay Star Homes region-wide, many neighborhoods in Hampton Roads (and the Bay watershed) were not served by a home stewardship program. The Regional Bay Star Homes program:

- Educates residents to change behavior by reducing excess fertilizer application;
- Allows neighbors to function as a partner of area municipalities and take ownership of water quality improvement in their watershed;
- Assists the localities with pollution reduction that would otherwise enter the stormwater system;
- Addresses the regulatory requirements mandated by the Municipal Separate Stormwater Sewer System (MS4) permit for Phase I and Phase II localities.

Outreach was conducted online and at various community events across the Hampton Roads region to encourage residents to sign up to become a Bay Star Home. Between July 1, 2016 and June 26, 2017, there were 380 new signups to the regional Bay Star Homes Program from residents in the following localities: Chesapeake, Franklin, Gloucester County, Hampton, Isle of Wight County, Newport News, Norfolk, Portsmouth, Smithfield, Suffolk, Virginia Beach, Williamsburg, and York County.

Each registrant pledged to complete a series of at least eight environmental practices on their property. Pledges related to local water quality include, but are not limited to, soil testing before fertilizing, planting trees, reducing fertilizer and pesticide use, reducing lawn size, keeping yard waste out of storm drains, scooping the poop, not feeding wildlife, and more. A welcome packet, garden flag and other educational materials are provided to each participant in the Bay Star Homes program.

We conducted a free soil testing giveaway promotion for new Bay Star Homes registrants during the months of July 2016 and October 2016. There were 42 winners for the July promotion and 35 in

October. Each winner received a letter congratulating them for being selected along with a soil test kit, instructions on how to collect the soil sample, and information on where to return the sample. Respondents' soil samples were tracked and sent off to the Virginia Cooperative Extension for analysis. They later received a personalized letter with their detailed soil test reports and an easy-to-read chart providing an overview of how their soil measured up.

Grant funding enabled the purchase of 1,600 Bay Star Homes flags for new program registrants and 950 folders for putting together welcome packets. In addition, soil testing fees and postage were paid for the homeowners who sent them in.

*See attachments for flyers, letters, and other documentation.

Pet Waste Stations

Grant funding also was used to make pet waste stations available for installation across the region. Many of our Bay sub-watersheds have listed impairments for bacteria. One method for decreasing bacteria entering the watershed is educating residents about the impact of pet waste on water quality. Scooping the poop is not only important for a clean neighborhood, it's important for our local waterways. Installing a pet waste station is one easy way to combat water pollution in communities as pet waste stations encourage residents to pick up after their pets by making it easy and convenient to do so.

Applications for free pet waste stations were made available online for homeowners associations, property management companies, and civic leagues to install pet waste stations in the Chesapeake Bay watershed. The following guidelines apply to the pet waste station grant program:

Long-term maintenance of the pet waste station(s) is the responsibility of the applicant. If any applicant does not comply with the maintenance agreement, the pet waste station(s) will be removed by our local government partners and made available to another applicant.

All neighborhoods, community groups and property managers with the ability to do the following tasks are encouraged to apply for a free pet waste station:

- Install the pet waste station within 45 days of receipt.
- Use some method of advertisement to promote the installation, purpose and use of the pet waste station to the residents of the neighborhood.
- Monitor the pet waste station regularly for the need to empty the garbage can, stock pet waste bags and garbage can liners, and order pet waste bag and garbage can liner replacements in a timely manner

In our efforts to extend and expand the Hampton Roads Regional Pet Waste Station Grant Program, grant funds were used to purchase 35 pet waste stations. In total in FY 17, 23 applications were received for the regional Pet Waste Station Grant Program managed by askHRgreen.org. As of the date of this summary, 24 stations have been installed in the Bay watershed and some applications are still in progress so installation is pending.

Neighborhood/Group	Locality	# Housing Units	Watershed	Pet Waste Stations Issued
Townhomes at Meridian Parkside	Newport News	138	Pagan-James	2
Riverside Community Civic Association	Newport News	916	Pagan-James	1

Chelsea at Lee Hall	Newport News	223	Pagan-James	2
East Ocean View Civic League	Norfolk	1000	Lower Chesapeake Bay	pending
Willoughby Civic League	Norfolk	NA	Lynnhaven River - Lower Chesapeake Bay	pending
Pinewell	Norfolk	300	Lynnhaven River - Lower Chesapeake Bay	1
Meadowbrook/Church	Norfolk	100	Elizabeth River	1
Harbour View Owners Association	Suffolk	1475	Nansemond River	1
Nansemond River Estates	Suffolk	150	Nansemond River	1
Woodlake North	Suffolk	95	Nansemond River	1
Harbour Breeze Estates Phase One	Suffolk	67	Nansemond River	1
Harbour Breeze Estates Phase One	Suffolk	67	Nansemond River	1
Wexford Downs	Suffolk	170	Nansemond River	1
Bennett's Creek Square Property Owners Associations	Suffolk	186	Nansemond River	1
Virginia Beach SPCA	Virginia Beach	Commercial	Lynnhaven River - Lower Chesapeake Bay	1
Virginia Beach Farmers Market	Virginia Beach	Commercial	Lynnhaven River - Lower Chesapeake Bay	2
Abingdon Village Homes Association	Virginia Beach	266	Elizabeth River	1
Windsor Woods	Virginia Beach	23000	Lynnhaven River - Lower Chesapeake Bay	2
Strawbridge Elementary School	Virginia Beach	50	Chesapeake Bay	1
Winders Pond Homes Association	York	72	Back River -Lower Chesapeake Bay	3
Yorkshire Downs Master Association	York County	412	Back River -Lower Chesapeake Bay	pending
Summer's Crossing HOA	York County	13	Pagan-James	pending

Workshops

Three workshops were held for southside and peninsula residents featuring local water quality experts. The workshop topics included soil testing, environmentally-friendly lawncare practices, techniques for tree siting and pruning, and rain barrels. The workshops helped clarify the connection between stormwater infrastructure and local waterways, including the Chesapeake Bay.

Plant Smarter: Landscaping & Lawncare for the Peninsula

The “Plant Smarter: Landscaping and Lawncare for the Peninsula” workshop was conducted in partnership with the City of Hampton and the City of Newport News on March 23, 2017 at Sandy Bottom Nature Park in Hampton. There, 36 participants learned about soil testing, environmentally-friendly methods for lawncare, and techniques for tree siting and pruning. Participants received Eastern redbud seedlings (a total of 66 seedlings were given away), askHRgreen.org informational brochures, DCR brochures on native plants and invasive species, and information on additional upcoming opportunities, including rain barrel workshops and native plant sales.

Grant funds were used to purchase 50 Eastern Red Bud seedlings as giveaways for workshop participants (50 additional seedlings were given to us from the vendor for free for a total of 100 seedlings). The additional 34 seedlings were given away at subsequent rain barrel workshops and civic league meetings in the City of Hampton in March and early April.

Rain Barrel Workshops

The rain barrel workshops were conducted in partnership with The City of Suffolk on May 20, 2017 at The Suffolk Art Gallery and on June 10, 2017 at Bennetts Creek Park in Suffolk. The workshops hosted a total of 74 participants and 37 rain barrels were given away. As a result of the workshops, the City of Suffolk was also able to create this “How-to” video shared via YouTube to assist others in creating their own rain barrels: <https://youtu.be/1QYo9N6HQeg>.

Grant funds were used to purchase 40 rain barrels and assembly kits for workshop participants. Of the remaining three rain barrels, one was donated to John Yeates Middle School in Suffolk for their learning garden and the other two will go to Healthy Suffolk for their community program.

*See attachments for flyers and other documentation.

GRANT PURCHASES:

Expense Item	Qty	Unit Price	Grant Funds	HRPDC Funds
Bay Star Homes Materials				
12x18 BSH Flags	1,600	\$ 1.17	\$ 1,872.00	
BSH Presentation Folders	2,500	\$ 0.55	\$ 523.00	\$ 852.00
BSH Flag Poles	1,600	\$ 3.92	\$ -	\$ 6,272.00
Pet Waste Stations				
Pet Waste Stations	35	\$ 159.00	\$ 5,565.00	
Soil Testing				
Soil Testing Postage	41	\$ 1.15	\$ 47.15	
Soil Testing Postage	15	\$ 0.67	\$ 10.12	
Soil Testing Postage	19	\$ 0.68	\$ 12.83	
Soil Testing Postage	6	\$ 9.57	\$ 9.54	
Soil Testing Postage	1	\$ 7.60	\$ 7.60	
Soil Testing Processing - VT	6	\$ 10.00	\$ 60.00	
Soil Testing Processing - VT	2	\$ 10.00	\$ 20.00	
Workshops				
Eastern Red Bud Trees - Missouri Dept Cons	50	\$ 0.79	\$ 39.25	
Eastern Red Bud Trees	50	\$ -	\$ -	<i>donation</i>
Rain barrels - Longwood University - CVW	40	\$ 20.00	\$ 800.00	
Rain barrel kits	40	\$ 13.00	\$ 520.00	
Rain barrel shipping - pickup - UHAUL rental	1	\$ 225.03	\$ 225.03	
Rain barrel pickup - gas for UHAUL (invoiced by Suffolk)	1	\$ 54.93	\$ 54.93	
Rain barrel workshop supplies - adhesive (invoiced by Suffolk)	1	\$ 35.10	\$ 35.10	
Total			\$ 9,801.55	\$ 7,124.00
Remaining Grant Funds (of \$10,000 total) to be returned to CBRF			\$ 198.45	

*See attachments for receipts.