

askHRgreen.org Stormwater Education Subcommittee Meeting
Friday, July 16, 2021
Zoom

Attendance:

Michelle Williams, NO
Jamie Durden, SU
Tara Copeland, VB
Kim Moshier, NN
Alexandra Salcedo, NN
Garrett Feagans, PQ
Steven Jackson, IW

Travis Rhodes, YC
Kevin Landry, GL
Helen Kuhns, LRNOW
Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Jill Sunderland, HRPDC

The meeting summary was as follows:

1. Meeting Summary

The Subcommittee reviewed and approved the May meeting summary. There was no meeting in June.

Action: Meeting approved.

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

7/16	TGIF	Suffolk
7/21	YNot WINDsday	Virginia Beach
8/20	TGIF	Suffolk
9/16 - 9/19	Isle of Wight County Fair	Windsor
10/2/2021	Arbor Day	Norfolk
10/2/2021	VB Master Gardener Fall Gardening Festival	Virginia Beach
10/6-10/11	Suffolk Peanut Festival	Suffolk
10/9/21	Lynnhaven River Now Fall Festival	Virginia Beach
11/5	Litter & Recycling Expo	James City County

HRPDC staff will be requesting volunteers to work the Mid-Atlantic Home & Outdoor Living Show on September 11-12 from 10 am to 6 pm daily.

Action: Committee members are encouraged to reserve trailer for any upcoming events.

3. FY22 Media Campaigns & Promotions

The Committee discussed priorities for media campaigns and promotions in the new fiscal year and reviewed existing creative assets. Below is a listing of FY21 campaigns and a link to a Google Drive file of creative assets available.

- Fall Leaves & Lawncare Media Campaign
- Spring Pet Waste Media Campaign
- June Clean the Bay Day Promotion
- Media asset library:
https://drive.google.com/drive/folders/1ZIV3OEOHYAPBVtoFxCuYz_rymX4p_8Wo

The Committee discussed the following media priorities for FY22.

- Suffolk recommended possibly creating new creative in this budget year since there is some reserve funding.
- Norfolk would like to see a new pet waste message emphasizing backyard pickup as the core message.
- Virginia Beach would like additional time to brainstorm outreach priorities.
- Other messaging priorities discussed included understanding impervious surface and wetlands in new development, benefits of planting trees (possible tree giveaway this fall), “leave the leaves” fall leaf campaign, residential household hazardous waste storage and disposal (tie to hurricane season/flooding, possible partnership with askHRgreen Recycling & Beautification Committee), understanding BMPs and residential best practices via educational signage in neighborhoods (metal placards/QR code).
- Regional priority list includes opportunity to promote litter prevention and volunteer opportunities.

HRPDC staff discussed the 10th Anniversary askHRgreen campaign.

- The proposal includes a \$10,000 budget split evenly between the four environmental education committees (\$2,500 each). The campaign would include:
 - One-minute video highlighting facts/figures of the impact of askHRgreen over the last 10 years.
 - Sponsorship with Coastal Virginia magazine to include large presence (half-page sponsorship, overprints, newsletter, etc.) in September/October issue and smaller presence (1/6-page ad, newsletter banner ads) in 4 additional issues covering FY22 calendar.
 - HRPDC staff would also like to pursue a special 10th anniversary community improvement grant program in partnership with local businesses. Organizations could apply to green or beautify their community. Workgroup may be needed to development grant guidelines, identify partners, etc.

Action: HRPDC staff will discuss FY22 priorities with RCS and research signage options for BMPs and/or pet waste stations. Committee members should speak locally about FY22 priorities and be prepared for further discussions at the August meeting.

4. Chesapeake Bay Restoration Fund Grant

The Committee was awarded \$15,000 from the Chesapeake Bay Restoration Fund Grant. HRPDC staff provided a draft budget for Committee review. The proposed projects include carwash kits, pet waste stations, and rain barrel workshops.

In order to determine the appropriate distribution of budget, HRPDC staff should send an email request to confirm the number of carwash kits for each locality. Each locality may have one to two kits. Localities should also indicate whether or not they would be interested in holding a rain barrel workshop. Excess funds can be used towards the purchase of additional pet waste stations.

Action: HRPDC staff will send an email to confirm carwash kit needs and hosts for rain barrel workshops.

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 has been finalized and 5,000 brochures are on order. They should arrive in the next week.
- 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
 - The Committee discussed a coordinated promotion with the launch of carwash kits to create a larger carwash messaging campaign in the fall.

Action: None.

6. Bay Star Homes & Business Program

The Committee discussed any questions or concerns regarding the Bay Star Homes or Bay Star Business programs.

- Norfolk is in need of BSH supplies. HRPDC staff can supply a small number of flags, poles, and folders.
- HRPDC staff will plan to send out a fall BSH newsletter.
- Tree and/or rain barrel giveaway was discussed for this fall. Lynnhaven River Now can help with tree selection and Norfolk could potentially assist with procurement. This campaign could promote both native trees and the benefits of tree planting.

Action: None.

7. Public Comment and Roundtable

- **Lynnhaven River Now** – Green Run outreach/partnership opportunity (buffers, BMPs, outreach), SPAT preschooler program

- **Norfolk** – looking to use educational signage to educate the public about the purpose of residential ponds.

Action: None.

8. Staff Reports

FY21 Budget – The current FY22 budget was provided for review. Reserve funds will not be finalized until September. Promotional item budget is available for any upcoming needs.

June Digital Marketing Report - The report was provided for Committee review. The pet waste campaign and pond algae info were among the top visited webpages for June. Chesapeake Bay Awareness Week was the top performing post on Facebook in June.

HRPDC offices are now open and HRDPDC Board meeting was held in-person for July. HRPDC staff will be looking into hybrid meetings and an in-person All Hands meeting this fall.

Action: None.

Next Committee Meeting is scheduled for August 20, 2021.