

askHRgreen.org Stormwater Education Subcommittee Meeting
Friday, August 20, 2021
Zoom

Attendance:

Jamie Durden, SU
Tara Copeland, VB
Robin Benedict, JCC
Steven Jackson, IW
Kevin Landry, GL
Alexandra Salcedo, NN
Cris Ausink, HA

Jamie Durden, SU
Tammie Clary, SM
Helen Kuhns, LRNOW
Jill Sunderland, HRPDC
Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC

The meeting summary was as follows:

1. Meeting Summary

The Subcommittee reviewed and approved the July meeting summary.

Action: Meeting approved.

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

8/20	TGIF	Suffolk
9/11 - 9/12	Mid Atlantic Home & Outdoor Living Show*	Virginia Beach
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	Lynnhaven River Now Fall Festival	Virginia Beach
11/5	Litter and Recycling Expo	James City County

Volunteers are needed for Sunday afternoon at the Mid-Atlantic Home & Outdoor Living Show, September 11-12 at the Virginia Beach Convention Center.

Lynnhaven River Now Fall Festival has been rescheduled to November 6th at Mt. Trashmore. This may conflict with the Litter & Recycling Expo but HRPDC staff will look into logistics.

Action: Volunteers are needed for the Mid-Atlantic Home & Outdoor Living Show.

3. FY22 Media Campaigns & Promotions

The Committee discussed priorities for media campaigns and promotions in the new fiscal year.

- Paid media
 - New creative: pet waste messaging focused on backyard pickup - spring/summer 2022
 - Residents don't realize they should also scoop the poop in their own back yard.
 - Emphasize the health issues of pet waste to humans (i.e. bacteria, disease, odor for neighborhood, etc.)
 - Could tie in rainy day messaging - "Before it rains, scoop the poop. Only rain down the drain"
 - WHRO Scoop Dog video from Green Beats – would there be a partnership opportunity or at minimum share on social media
 - Fall leaves & lawn care – Pickup of chalkboard-style campaign
 - Approved by the Committee to run fall 2021
 - New creative: Household hazardous waste storage & disposal – flexible timing, possibly early spring with "spring cleaning" theme
 - Message points: dangers of lithium battery disposal/fires, don't dump liquids (oil, paint) outside or in storm drains, proper storage of liquids (off the ground, inside)
 - May be an opportunity to partner with the Recycling & Beautification Committee
- Promotions & Outreach
 - Benefits of planting trees – possible fall tree giveaway using promotional items
 - Lynnhaven River Now can help with tree selection
 - Promotion could run on social media in late October/early November for optimal planting time
 - Understanding BMPs and residential best practices via neighborhood signage/messaging

Action: HRPDC staff will discuss FY22 media and promotional priorities with RCS.

4. Chesapeake Bay Restoration Fund Grant

The Committee was awarded \$15,000 from the Chesapeake Bay Restoration Fund Grant. HRPDC staff sent emails requesting localities indicate their interest in fundraiser car wash kits and rain barrel workshops. The pet waste stations will be ordered during August to take advantage of a buy one, get one free promotion. Delivery location for the

- Car wash kits - Newport News, Norfolk, Portsmouth, Virginia Beach, Williamsburg, Hampton

- The Committee would like to order one extra for regional use.
- HRPDC staff will also work to develop promotional materials for car wash kits including instructional video, handouts, flyers, etc.
- Could also be tied in with mini grant funding – schools can make their own kits
- Rain barrel workshops - Newport News, Hampton, Suffolk, Chesapeake
 - James City County/Williamsburg are also interested
- Pet waste stations
 - HRPDC working on finding delivery locations - one on Southside, one on peninsula
 - Localities may order extra, if desired

Action: HRPDC staff will order car wash kits and pet waste stations.

5. Promotional Items

The new “Water Quality in Hampton Roads” brochures have arrived and are available for pickup. Also available are Scoop the Poop rack cards and hand sanitizers for those who have not yet picked them up. There were no additional promotional items discussed at this time.

Action: Committee members should pickup printed materials and hand sanitizer.

6. Bay Star Homes & Business Program

There were no questions or concerns regarding the Bay Star Homes or Bay Star Business programs.

Action: None.

7. Public Comment and Roundtable

- Virginia Beach - Kathleen Sullivan with Virginia-Dare Soil Water District has requested assistance promoting the Virginia Conservation Assistance Program. Funds are available for residential BMPs (permeable pavers, rain gardens, etc.). and issued as reimbursements for individual projects. Chesapeake residents are eligible for funding as well. Tara can provide content for a blog post for the askHRgreen.org website.
 - Soil Water Conservation Districts are only in certain localities. Some may not have the administrative support to process an influx of applications. Localities were encouraged to work with their districts on outreach.
- Hampton - outreach at Pet Day with Farmers Market
- Chesapeake - staff back in the office, working on annual report, influx of education questions/concerns from residents as they are home more, Autumn Fest at the Chesapeake Arboretum.

Action: HRPDC staff will help promote the VCAP program for the Virginia-Dare Soil Conservation District on askHRgreen.org.

8. Staff Reports

FY21 Budget – The current FY22 budget was provided for review. Chesapeake Bay Restoration Fund grant budget will be added to Committee budget. Reserve funds will not be finalized until September.

- Stormwater Technical Committee is reviewing the FY23 budget which includes a flat budget for the FY23 with a \$5,000 contribution from reserves to offset locality contributions.

July Digital Marketing Report - The Committee reviewed the July Digital Marketing report. Car washing and storm prep tips were among the top posts for social media. The newsletter had a 22 percent open rate with 5 percent click rate.

Annual Report - HRPDC staff will send the FY21 Annual Report draft for Committee review. Of note, COVID-19 social distancing drove up interest in lawn care topics in Google search and website visitation as people stayed home and worked in their yard more during FY21.

Action: Committee members should review the draft FY21 Annual Report.

Next Committee Meeting is scheduled for September 17, 2021.