

**askHRgreen.org Stormwater Education Subcommittee**  
**Friday, May 20, 2016**  
**Warwick Room – Newport News City Center**

**In Attendance:**

Rebekah Eastep, HRPDC  
JoAnna Ripley  
Paul Cuomo, JCC  
Allison Watts, NN  
Ivan Shelton, YC  
Tammy Rojek, WM

Kim Hummel, IOW  
Fleta Jackson, NO  
Sue Kriebel, VB  
Julia Hillegass, HRPDC  
Wayne Jones, SU

The summary for the meeting is as follows:

**1. Meeting Summary**

The April meeting summary was reviewed and approved.

**Action:** Summary approved.

**2. askHRgreen.org Events**

May 3 – Drinking Water Week/H2O Give Local 757 Day, Southside & Peninsula  
May 7 – EcoFest, Norfolk  
May 5 – VBPU Public Service Week/Drinking Water Week – Virginia Beach - *cancelled*  
May 21 – Family Fun Fest at Chickahominy Riverfront Park - *cancelled*  
May 26-29 – Lava Festival, Suffolk – *cancelled/venue moved*  
May 26 – Sensible Seafood Fest, Virginia Beach  
May 27 – Blayton Elementary Spring Carnival, James City County  
June 7 – CMA CGM Environmental Fair, Norfolk  
June 25 – Olden Days, Smithfield  
September 15-18 – Isle of Wight County Fair  
October 4-10 – Peanut Festival  
*October 9 –ERP RiverFest, Portsmouth- volunteers needed*

**ACTION:** None.

**3. Marketing & Promotions**

***Spring media campaign***

Committee members reviewed and discussed the campaign report from the spring soil testing TV campaign.

- HRPDC staff discussed with the Committee that while impressions are much higher with TV campaigns, the website traffic did not increase like we've seen with radio and online campaigns.

- Added value included an appearance on The Hampton Roads Show with media ambassador Elizabeth Vaughn representing Stormwater Education: <http://wavy.com/2016/04/11/conserves-and-protect-water/>
- The Committee suggested not using TV in the future because it results in less trackable stats (i.e. website traffic, etc.) which are stronger for permit reporting.
- Due to the error that ran in the TV ad (potassium v. phosphorus), the Committee is asking for a minimum 72 hour review period for all future promotions.

### ***Scoop the poop campaign***

Committee members reviewed the public education requirement for the new Phase I and existing Phase II permits. The Committee also reviewed the reach and frequency of the fall Leaves and Pet waste campaign that showed a pet waste message was delivered to 39 percent of women, age 18-49 (the target audience identified in the Phase II permit). Based on meeting the permit requirements with the fall campaign, the Committee voted not to run a supplementary Scoop the Poop campaign.

### ***FY 17 Media and Marketing Planning & Budget***

The Committee made changes to the FY 17 Media & Marketing Campaign Plan approved at the April meeting. Committee members asked that the specific “soil testing” message be replaced with a generic “lawn care best practices” to match the Phase II permit requirements. Likewise lawn care was removed as a secondary message.

The Committee approved a FY 17 committee budget including \$25,000 for media and public relations.

**ACTION:** HRPDC staff will update the FY 17 Media and Marketing plan and budget.

## **4. Bay Star Homes**

The Committee had an opportunity to discuss any updates/concerns with the program.

- Newsletter
  - Open rates are very high – twice the average open rate for newsletters (15 percent v. 32 percent). This demonstrates a very engaged BSH audience and demonstrates that the newsletter is effective.
  - Budget overages in FY 16 are a result of the BSH newsletter. No additional newsletters will be created unless requested by the Committee. The Committee asked that HRPDC staff begin managing the BSH newsletter internally.
- Workshops
  - Grant funding for workshops and pet waste stations was approved and should be planned for fall 2016.
- Supplies – HRPDC staff were asked to remove “flag poles” from the BSH website because some localities are making these optional/running low. The Committee asked for flag pole quotes to review at the June meeting.

**ACTION:** HRPDC staff will remove reference to flag poles on BSH webpage and obtain quotes for purchasing flag poles.

## 5. Grants Workgroup

The Committee discussed project requirements of the Chesapeake Bay Restoration Fund grant. \$10,000 in funding was awarded to address:

- Workshops modeled after Turf Love University
  - Workshops will be in partnership with groups such as the master gardeners and will take place on the peninsula and southside.
  - Additional program details to be determined
- Pet Waste Stations
  - No flags or flag poles were approved for purchase

The grants workgroup has had no further meetings regarding a regional application to the [Virginia Environmental Endowment Grant](#) due in December.

**Action:** HRPDC staff will provide grant guidelines for Committee review.

## 6. Staff Reports

**Budget** – The Committee reviewed the line item budget analysis provided by Cahoon & Cross. Even with unplanned overages, the Committee should still have around \$6,000 in carryover going into FY 17. The Committee asked to review all invoices from FY 16 and see more detail added to the invoices in FY17.

**Chesapeake Bay Awareness Week (June 4-12)** – HRPDC staff presented the concept of a social media campaign for Chesapeake Bay Awareness Week created by the Chesapeake Bay Program. The Committee recommended a photo blog highlighting the importance of the Bay and what's being done locally to address water quality.

**ACTION:** Committee members should send in photos with captions for use in the photo blog/social media campaign for Chesapeake Bay Awareness Week.

**Next Committee Meeting** is scheduled for Friday, June 17, 2016 at HRPDC.