

askHRgreen.org Stormwater Education Subcommittee Meeting Friday, July 17, 2020

Due to the declared a state of emergency in the Commonwealth of Virginia in response to the continued spread of novel coronavirus, or COVID-19 and to protect the public health and safety of the subcommittee members, staff, and the general public, the askHRgreen.org Stormwater Education Subcommittee meeting was held via Webex Video Conferencing. These electronic meetings are required to complete essential business on behalf of the region, and a recording of the meeting is available on the website.

Attendance:

Jamie Durden, SU

Allison Watts, NN

Tara Copeland, VB

Michelle Williams, NO

Cris Ausink, HA

Barrett Nicks, YK

Trevor Long, JCC

Dave Taylor, DEQ

Jill Sunderland, HRPDC

Katie Cullipher, HRPDC

Rebekah Eastep, HRPDC

The meeting summary was as follows:

1. Meeting Summary

The Subcommittee reviewed and approved the June meeting summary.

Action: Meeting approved.

2. askHRgreen.org Outreach

9/12	Go Green Market	Yorktown
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/3	Arlo's Shed Radio Promotion	Chesapeake
10/8-10/11	Suffolk Peanut Festival	Suffolk
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
3/27-3/28	2021 Daffodil Festival	Gloucester
6/19	RiverFest	

- The Suffolk Peanut Festival has been cancelled.
- Newport News Waterworks will take over hosting of askHRgreen.org trailer on August 1. HRPDC staff will have cabinet locks maintenance during downtime.

- Hampton held two rain barrel workshops as part of the CBRF grant. COVID safety guidelines in place. Suffolk will be reaching out to participants on Monday to schedule pickup of rain barrel “take and make” assembly kits.
- The Recycling & Beautification Committee has planned to reschedule the Great American Cleanup for September 18-19. This coincides with International Coastal Cleanup and United Way Day of Caring. Due to COVID-19 safety precautions, the focus of the campaign will be on smaller, neighborhood cleanups instead of large organized events.

Action: None.

3. FY20 Media & Promotions

HRPDC staff reviewed the FY21 media priorities:

- Fall 2020 - Leaves & Lawn – using existing creative
- Spring 2021 - Pet Waste – using existing creative
- askHRgreen social media branding campaign – ongoing

HRPDC staff and RCS are discussing ways to extend campaigns beyond one to two-week paid media campaigns. For example, the Hampton Roads Show has a sponsored pet segment on Thursdays which could be a great opportunity for pet waste messaging.

Action: HRPDC staff will get media schedules for Committee review.

4. Sidewalk Decal Promotion

The Committee discussed the “Every Day We Love the Bay” sidewalk vinyl decal installation.

- The current plan calls for implementation in September during the International Coastal Cleanup.
- HRPDC staff proposed delaying the launch of the campaign until Clean the Bay Day 2021 (as Clean the Bay Day was the original target).
 - Newport News, Hampton, and Suffolk were all in favor of delaying the project to Clean the Bay Day to allow more time to find locations and developing a plan for installation.
 - Virginia Beach has a lot of momentum with their local partners but thinks they would be amenable to moving the promotion to June.
 - Norfolk was not present but submitted comments before the meeting saying the campaign would be a good fit with International Coastal Cleanup and would help address the rise in PPE litter.
 - James City County was flexible with either option.
 - HRPDC staff suggested that select localities could install this fall with the regional effort installing in June.

Action: HRPDC staff will follow up with the Committee via email to give all localities an opportunity to submit feedback on rescheduling the sidewalk decal promotion.

5. Regional Priorities for Stormwater Public Outreach

The Committee discussed the launch of the car wash outreach campaign.

- HRPDC staff have ordered lawn signs and microfiber towels. The lawn signs are ready now but the microfiber towels may not arrive until late August. HRPDC staff will ask vendor to expedite the towel production, if possible.
- The hand sanitizers are also delayed until October.
- BSH clings could be used as a giveaway for the car wash program as well.
- The car wash campaign was promoted in the askHRgreen newsletter. A news release is planned as well.

The Committee reviewed the list of commercial outreach priorities and identified carpet cleaners as the last industry not addressed through Committee outreach.

- A carpet cleaning rack card was discussed but there may not be enough content for an entire rack card.
- HRPDC staff recommended possibly addressing multi-family property managers with carpet cleaning messaging and multiple other messages such as BMP maintenance, FOG management, pet waste, pet waste stations, geese management, grounds maintenance, etc.
- The same resource may work for HOAs, hotels, etc.

Action: Committee members should continue to sign up car wash locations in their localities. HRPDC staff will prepare content for a carpet cleaning resource.

6. Bay Star Homes & Business Program

There were no updates or concerns.

Action: None.

7. CBPA Outreach

HRPDC staff have been working to develop resources for askHRgreen.org website to address the CBPA and have asked the Committee whether having a printable brochure on the topic would be helpful.

- The Committee discussed providing CBPA information as part of BSH.
- Website content will include an interactive map for residents to find out if they are in the CBPA and local contacts. Cost for adding the page covered in general maintenance agreement.

- New brochure would be branded through askHRgreen and designed by RCS using the Committee budget.

Action: The Committee approved the development of a handout on the CBPA.

8. Public Comment and Roundtable

Newport News - Staff back in the office full time, Director of Engineering has retired, new staff for askHRgreen, new staff person to assist with askHRgreen programs (Alex)

James City County - digital outreach campaigns to replace traditional public outreach usually done at events

Suffolk - Staff back in the office full-time, no public outreach, scheduling rain barrel pickups.

DEQ - Dave Taylor started as MS4 Coordinator back in March, hope to sit in on meetings as possible, available for assistance if needed, complimented the job the Committee and region have done on regional stormwater education campaign

Hampton - COVID-19 crowd control at local beaches, pet waste outreach on trails and beaches

Action: None.

9. Staff Reports

Budget - The Committee reviewed the FY21 budget. Carwash supplies and pet waste have been applied to budget.

- The Stormwater Technical Committee has reviewed the FY22 budget which included an overall decrease of program funding compared to FY21. The Stormwater Technical Committee will vote on the budget at the September meeting. The Education budget stayed the same with reserve funding from the staff budget applied to aid in the overall decrease. The actual Committee education budget for FY22 will remain the same.

Outreach Resources – The Committee was reminded that toolkit resources are available to assist with local outreach campaigns. It includes graphic elements localities may use for mailings, social media, newsletters, etc.

Marketing Services Contract - RCS contract was up to renewal in FY20 but has been extended until October due to coronavirus and the ongoing RFP for HRPDC continuing services. The askHRgreen service contract was included in the continuing services agreement for multiple HRPDC contracts. RCS will still be retained but as a subcontractor. RCS services will be available via task order for any new projects that come up throughout the year for askHRgreen or HRPDC.

Digital Marketing Report - Overall traffic was down in June but pet waste campaign was the most visited page on askHRgreen.org. Many scoop the poop pledges were collected through the campaign and featured in a mini social media campaign. The Water Awareness Committee also had a hydroflask giveaway which was the most popular organic post on Facebook during June.

Action: None.

The next meeting is scheduled for Friday, August 21, 2020.

DRAFT