askHRgreen.org Stormwater Education Subcommittee Meeting  
Friday, October 16, 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. 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:
Tara Copeland, VB  
Cris Ausink, HA  
Michelle Williams, NO  
Heather Baggett, SU  
Alexandra Salcedo, NN  
David Taylor, DEQ  
Katie Cullipher, HRPDC  
Rebekah Eastep, HRPDC

The meeting summary was as follows:

1. Meeting Summary
The Subcommittee reviewed and approved the October meeting summary.

Action: Meeting approved.

2. askHRgreen.org Outreach

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>10/8-10/11</td>
<td>Suffolk Peanut Festival</td>
<td>Suffolk</td>
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<td>10/10</td>
<td>Litter &amp; Recycling Expo</td>
<td>James City County</td>
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<td>10/16-10/18</td>
<td>Poquoson Seafood Festival</td>
<td>Poquoson</td>
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<td>3/27-3/28</td>
<td>2021 Daffodil Festival</td>
<td>Gloucester</td>
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<td>6/19</td>
<td>ERP RiverFest</td>
<td>TBD</td>
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- askHRgreen.org trailer hosted by James City County at the Litter & Recycling Expo but outreach was limited by weather
- Outreach opportunities have been limited although some localities have been able to participate in local trunk or treat events.
- HRPDC staff is working to obtain copy of registration for the askHRgreen.org trailer from DMV.
**Action:** Committee members were encouraged to contact HRPDC staff for any support needed for events or community outreach.

3. **FY20 Media & Promotions**  
The Committee continued to discuss the FY21 media plan and will review the schedule and campaign details from Red Chalk Studios.  
- Fall 2020 - Leaves & Lawncare – using existing creative – 9/28 - 10/4  
  - Campaign results will be available at the next meeting.  
- Spring 2021 - Pet Waste – using existing creative – scheduled for 6/7 - 6/13  
- askHRgreen social media branding campaign – ongoing

**WVEC promotion schedule:**  
- Major campaigns  
  - Two 30-second commercials during DayBreak news for “Environmental Friday. This is their top news hour.  
  - 10 spots promoting Environmental Friday segment  
  - Creative to be developed by station  
  - Includes streaming and pre-roll on website video  
- Each campaign duration extended to about three weeks through this promotion with WVEC

**Action:** None.

4. **Regional Priorities for Stormwater Public Outreach**  
The Committee discussed the launch of the “Thank You for Washing Wisely” campaign:  
- Newport News plans to run an article promoting the program in the Newport News Now newsletter.  
- Virginia Beach locations are still in need of supplies, HRPDC staff will coordinate with Virginia Beach.  
- A press release about the initiative was issued.  
- Confirmed car wash locations have been added to the website and a Google map at [www.askHRgreen.org/carwash](http://www.askHRgreen.org/carwash)  
- There are supplies remaining to recruit additional locations.

**Action:** Committee members should continue to recruit local car wash partners for the “Thank You for Washing Wisely” campaign.

5. **Bay Star Homes & Business Program**  
HRPDC staff recommended sending out a fall newsletter to Bay Star Homes participants. Proposed topics include:  
- Scoop the poop  
- Low impact school lunches blog
• FOG messaging for Thanksgiving
• Lawn care & leaf disposal
• America Recycles Day

**Action:** HRPDC staff will create a fall BSH newsletter for distribution.

### 6. Printing & Promotional Items
HRPDC staff have updated the Clean, Healthy Bay Starts at Home brochure and provided for Committee review. HRPDC staff currently have no copies of the brochure remaining in inventory. The Committee has previously approved the purchase of 5,000 brochures.

**Action:** Committee members were asked to provide a final review and proofreading of the Clean, Healthy Bay brochure via email.

### 7. Public Comment and Roundtable

- **DEQ** - Encouraging virtual events to be mixed into the public education programs as the pandemic’s effects continue to put a damper on the ability to hold public events.
- **Newport News** – Staff are reaching out to pet-friendly hotels to hopefully start getting more pet waste stations out. Will use citywide email to promote the Thank You for Washing Wisely campaign.

**Action:** None.

### 8. Staff Reports

**Budget** – The current FY21 budget was provided for review.

**Digital Marketing Report** – The September Digital Marketing Report was provided for review.

**Pet waste stations** - Committee members were asked to pick up pet waste stations from Chesapeake at their earliest convenience. Appointments can be set directly with Mary Eason.

**Action:** Committee members should contact Mary Eason to pick up pet waste stations.

**Next Committee Meeting is scheduled for Friday, November 20, 2020**