

**askHRgreen.org Stormwater Education Subcommittee Meeting
Friday, September 18, 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 Zoom. 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
Amy Green, YK
Jamie Durden, SU
Kim Moshier, NN
Mary Eason, CH

Garrett Feagans, PQ
Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Jill Sunderland, HRPDC

The meeting summary was as follows:

1. Meeting Summary

The Subcommittee reviewed and approved the August meeting summary.

Action: Meeting approved.

2. askHRgreen.org Outreach

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|-----------------------|---|---------------------------|
| 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 | TBD |

- Yorktown Green Market hosted the trailer for the first trailer event since the spring.
- Newport News Waterworks is now hosting the trailer.
- Sanitizing wipes and hand sanitizer have been provided on the trailer.

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

3. FY20 Media & Promotions

HRPDC staff reviewed the FY21 media priorities:

- September 28-October 4 - Leaves & Lawncare
 - Using existing creative from FY20 (chalkboard message)
 - Media plan for campaign will be sent for review
- Spring 2021 - Pet Waste
 - Using existing creative from FY19 (Poo-em)
 - Tentatively scheduled for 6/7 - 6/13
- askHRgreen social media branding campaign – ongoing

HRPDC staff have met with RCS regarding FY21 media plans and discussed ways to extend the campaigns beyond short one-week campaigns.

- RCS presented two media proposals from Wavy and WVEC. The Wavy proposal was 10 segments on the Hampton Roads Show expert segments. The WVEC proposal included on-air segments for noon and 4 pm news as well as digital support for online ads, native content, and streaming TV.
- HRPDC staff have recommended the WVEC proposal based on the extended media campaigns and audience and reaching diverse audiences through TV streaming and online news.
- Streaming radio was not included due to budgetary constraints.
- HRPDC staff will need media ambassadors to participate in upcoming interviews.

Action: HRPDC staff will provide the detailed media plans for review once finalized.

4. Regional Priorities for Stormwater Public Outreach

The Committee discussed the launch of the “Thank You for Washing Wisely” campaign:

- Lawn signs and microfiber towels have been delivered to participating locations.
- HRPDC staff will deliver window clings to CarSpa Virginia Beach locations.
- A news release is circulating which will hopefully create additional car wash partnerships.
- Confirmed car wash locations have been added to the website and a Google map at www.askHRgreen.org/carwash

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

5. Bay Star Homes & Business Program

The Bay Star Business program was promoted by Norfolk Public Utilities and several new signups results from that outreach. HRPDC staff will mail welcome packets to new BSB partners.

Action: HRPDC staff will mail welcome packets to new BSB members.

6. Printing & Promotional Items

There were no updates on revisions to the “Clean, Healthy Bay” brochure and “Hampton Roads is a Region Defined by Water” brochure at this time. This project is low priority as few outreach events are planned for the next several months.

Action: HRPDC staff will update “Clean Healthy Bay” and “Region Defined by Water” brochures and provide for Committee review.

7. Chesapeake Bay Restoration Fund Grant

HRPDC staff has prepared the FY22 CBRF grant application and provided a copy for Committee review. The application will be submitted by the September 25 deadline.

The application includes funds for pet waste stations, rain barrel workshops, and fundraiser car wash kits.

Action: HRPDC staff will submit the FY22 CBRF grant application by September 25.

8. Public Comment and Roundtable

Committee members discussed any news or relevant information regarding their local programs.

- Virginia Beach has applied the “Protect the Coast We Love the Most” sidewalk decals in spots across the city. Decal application was easy but having two people is recommended. At least three decals were removed and trashed within days of installation by unknown persons. Local Parks & Rec staff were aware of the decal installation and confirm the decals were not removed by maintenance staff. Committee members should consider this issue before selecting installation locations. Placing the decals in very visible and highly trafficked areas may reduce the likelihood of future “thefts.” The Committee may also want to consider the higher end product which is more difficult to apply but possibly harder to remove.

- Suffolk remains on a flex schedule and has been limited in outreach activities.
 - The Committee discussed lack of opportunities for outreach. Virginia Beach has been able to continue select outreach programs like door hangers and partnerships with local non-profits. Suffolk has been working on IDDE but has lost touch points in schools and with community groups. Chesapeake is putting together outreach packages for door-to-door outreach.
- Newport News will start outreach to pet-friendly hotels and motels for the pet waste station program.
- Chesapeake encourages localities to pick up pet waste stations from the regional order.

Action: Pet waste stations are available for pickup.

9. Staff Reports

Budget – The current FY21 budget was provided for review. Cost of lock repair for the trailer added to this month's expenses.

Digital Marketing Report – The August Digital Marketing Report has several errors that HRPDC staff will have RCS correct. An updated report will be provided once corrected.

FY20 askHRgreen Annual Report – HRPDC staff have provided the Annual Report for DEQ reporting. Localities were encouraged to reach out if any additional information is needed.

Action: HRPDC staff will provide an updated Digital Marketing Report.

Next Committee Meeting is scheduled for Friday, October 16, 2020.