

askHRgreen.org Stormwater Education Subcommittee
Friday, April 15, 2016
HRPDC – Chesapeake

In Attendance:

Rebekah Eastep, HRPDC
Sue Kriebel, VB
David Kuzma, IOW
Lacie Nixon, SU
Paul Cuomo, JCC
Allison Watts, NN

Ivan Shelton, YC
Tammy Rojek, WM
Kim Hummel, IOW
Cris Ausink, HA
Wayne Griffin, SM
Fleta Jackson, NO

The summary for the meeting is as follows:

1. Meeting Summary

The March meeting summary was reviewed and approved.

Action: Summary approved.

2. askHRgreen.org Events

April 16 – Virginia Living Museum Earth Day, Newport News

April 21 – TCC Earth Day Event, Chesapeake

April 23 – Earth Week Event, Williamsburg

April 30 – James River Fest, Williamsburg

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

May 21 – Family Fun Fest at Chickahominy Riverfront Park, James City County

May 26-29 – Lava Festival, Suffolk

May 26 – Sensible Seafood Fest, Virginia Beach

May 27 – Blayton Elementary Spring Carnival, James City County

June 25 – Olden Days, Smithfield

September 15-18 – Isle of Wight County Fair

October 4-10 – Peanut Festival

October 9 – ERP RiverFest, Portsmouth

Norfolk Public Utilities has offered to house the trailer for 2 years starting July 1.

ACTION: Volunteers needed for EcoFest, 11 a.m. to 5 p.m. on May 7th in Norfolk.

3. Marketing & Promotions

Spring TV Media Campaign – April 4-10 – Fertilize/Soil Testing

Fertilizing/soil testing ad aired during the week of April 4-10, 2016 with an online campaign.

- Ad is available on YouTube: <https://www.youtube.com/watch?v=zKrTsuAa3IA>

- Phosphorous (not potassium) was removed from the soil testing results displayed in the original video. Cahoon & Cross team will update video to display “phosphorous” on the YouTube video for future campaigns and usage.

Scoop the poop campaign

Committee members discussed whether a spring pet waste campaign was necessary to meet permit requirements. Currently, there are no funds remaining in the FY16 media budget for the traditional spring pet waste campaign.

- Extra funds were spent this year in creating the BSH newsletter and the winter and spring editions of the BSH newsletter. However, funding can be pulled from FY17 budget to allow for a \$3,000 radio only campaign if needed to satisfy permit requirements. The campaign would utilize pickup creative from previous years so there would be no creative costs.
- Committee members reviewed the outreach requirements for Phase II localities and were asked to continue discussions with their technical staff.
- Committee reviewed the fall radio spot that incorporated both scoop the poop and proper leaf/yard waste disposal. It was proposed that this campaign could satisfy the 1.2a and 1.2b requirements in the Phase II permit making an additional campaign unnecessary.
- Final decision regarding Scoop the Poop campaign is needed at May committee meeting.

FY17 Media and Marketing Planning

The Committee reviewed the FY 16 Marketing Campaign Plan and discussed changes for FY 17.

- Priorities may change with issuing of new Phase I permits. Phase II permits already differ by locality. Focus will remain on putting energy into areas where localities can get credit for permit requirements.
- Committee members discussed using Bay Star Homes as a vehicle for committee messages (including those of other askHRgreen committees).
- Partnerships with other committees for Bay Star Homes were discussed.

Planning Advisors, Ms. Allison Watts and Mr. David Kuzma, will provide an update from the March 24th Planning Advisors meeting:

- Planning Calendar now available for all committees and overall askHRgreen planning activities: <http://bit.ly/1SzrrNg>
- Municipal Co-branding: Co-branding materials will now be available to all localities and includes name tags, email signature, rack card stickers, and PowerPoint presentation. Additional resources can be produced on demand.
- Web user survey results: Results demonstrate that the initial goal of targeting the “champion” audience was successful and moving forward the goal should be to diversify to broader audiences including bilingual, youth, urban, etc.

- Locality recognition of askHRgreen program: Localities are encouraged to continue incorporating regional resources and askHRgreen website links into the content of locality web pages, presentations, public outreach, etc.

ACTION: Committee members should discuss the spring Scoop the Poop campaign and FY17 Media and Marketing campaign with locality technical staff. HRPDC staff will provide results of web survey and additional planning advisor documents.

4. Bay Star Homes

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

- As of April 8, 2016 there are 1,710 homes registered in the program.
- Newsletter
 - Winter Newsletter sent on Feb. 18th
 - Spring Newsletter content: Scoop the Poop, grass clippings/yard debris disposal, rain gardens, native plants, events.
 - No further newsletters will be planned pending funding decisions
- Workshops
 - Grant funding for workshops should become available upon passing of the state budget. Timing for workshops would fall into FY17.
 - 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 but the Committee hopes to use the James City County Super Turf Saturday model.
- Supplies – most localities indicated that they had enough supplies at this time. Additional supplies were requested through grant funds but not approved.
- Packet pickup – HRPDC staff requested that each locality provide a stock response to BSH packet pickup inquires. Many citizens are contacting askHRgreen regarding pick up of supplies and having a canned answer on file will help assist with communicating with participants.

ACTION: HRPDC staff will request estimate of cost per newsletter to determine how to move forward with the BSH newsletter. Committee members should provide a stock response for picking up BSH materials.

5. Grants Workgroup

The grants workgroup (Allison Watts, Dave Kuzma, Sue Kriebel and Fleta Jackson) has been meeting to discuss ideas and priorities for a regional application for the [Virginia Environmental Endowment Grant](#) due in December. The Workgroup reported back on some potential project ideas including:

- Additional Bay Star Home program offerings (i.e. rain barrel workshops, soil testing, etc.) or workshops/seminars modeled after James City County Super Turf Saturday and Turf Love University
- Direct mailings (including postage costs) targeted to residential areas of watersheds with a bacterial TMDL

- Tracking of residential BMPs using the SMART Tool and partnerships with NGOs
- Fundraiser car wash connector to sanitary sewer

The Committee also reviewed the Wells Fargo Corporate Giving grant.

The Chesapeake Bay Restoration Fund grant has been approved pending the passing of the state budget. Funding will address:

- Workshops modeled after Turf Love University
- Pet Waste Stations

Action: The Grant Workgroup will continue to work on a proposal for the VEE grant.

6. Staff Reports

Coastal Virginia Magazine: Final schedule for Green Magazine content that will run in the main COVA magazine instead of the one-time supplement.

- April 2016: Green Landscaping + rain barrel and soil tips infographics
- July/August 2016: Green Scene; Green Kids; Where does it go graphic/puzzle
- Sept/October 2016: Green Scene; Green Art
- January 2017: Green Eats

Budget – The current Media & Public Relations budget is exhausted due to unplanned costs associated with Bay Star Homes (including the newsletter, web page design, kick off promotions/public relations, etc.). See discussion under marketing and promotions regarding Scoop the Poop. Money can be shifted from FY17 to accommodate the spring media campaign.

ACTION: None.

Next Committee Meeting is scheduled for Friday, May 20, 2016 in Newport News.