

CHESAPEAKE BAY RESTORATION FUND ADVISORY COMMITTEE

RETURN COMPLETED PROPOSAL TO:

Chesapeake Bay Restoration Advisory Committee
c/o Division of Legislative Services
201 North 9th Street, 2nd Floor
Richmond, Virginia 23219



Project Application Form



REQUESTING ORGANIZATION:

Name:

Address:

Federal Identification Number (FIN): (ENCLOSE FIN FORM IF NEVER RECEIVED RESTORATION GRANT)

PROJECT LEADER OR COORDINATOR:

Name: Title:

Signature: _____ Julia B. Hillegass _____

Address:
(Street) (City) (State) (Zip)

Telephone:

DESCRIPTION OF ORGANIZATION (Type of organization, purpose, past related projects, if any):

The Hampton Roads Planning District Commission (HRPDC), one of 21 Planning District Commissions in the Commonwealth of Virginia, is a regional organization representing this area's seventeen local governments. Planning District Commissions are voluntary associations and were created in 1969 pursuant to the Virginia Area Development Act and a regionally executed Charter Agreement. The HRPDC was formed in 1990 by the merger of the Southeastern Virginia Planning District Commission and the Peninsula Planning District Commission.

The purpose of planning district commissions, as set out in the Code of Virginia, Section 15.2-4207 is ...to encourage and facilitate local government cooperation and state-local cooperation in addressing on a regional basis problems of greater than local significance.

The HRPDC mission is to:

- Serve as a forum for local elected officials and chief administrators to deliberate and decide issues of regional importance;
- Provide the local governments and citizens of Hampton Roads credible and timely planning, research and analysis on matters of mutual concern; and
- Provide leadership and offer strategies and support services to other public and private, local and regional agencies, in their efforts to improve the region's quality of life.

The HRPDC serves as a resource of technical expertise to its member local governments. It provides assistance on local and regional issues pertaining to Economics, Emergency Management, Housing, Planning, and Water Resources, and provides a robust environmental education and outreach program through its Communications department.

CONTINUE DESCRIPTION OF ORGANIZATION (Type of organization, purpose, past related projects, if any):

Hampton Roads Regional Restoration Program for the Bay

The Hampton Roads region is home to many watersheds that feed into the Chesapeake Bay. Two priority areas have been identified by our local government partners to increase citizen engagement in environmental stewardship: Bay Star Homes, a residential pledge to action; and pet waste station installation and maintenance.

Currently, The Elizabeth River Project in coordination with the Cities of Norfolk, Portsmouth and parts of Chesapeake, offers the opportunity to engage in “River Star Homes” – a program that encourages residents to implement environmental initiatives on private property in order to achieve a prestigious certification through environmental stewardship. Similarly, in Virginia Beach, Lynnhaven River NOW offers its “Pearl Homes” initiative. Due to the limited scope of these programs, many neighborhoods in the Bay watershed are not served by a home stewardship program and residents have reported water quality concerns and expressed their desire to participate in a program like River Star and Pearl Homes.

In order to expand such programs across the Bay watershed in Hampton Roads, the HRPDC is proposing to expand upon Norfolk’s pilot efforts with the “Bay Star Homes” program. The program will be open to residents of Chesapeake, Franklin, Gloucester County, Hampton, Isle of Wight County, James City County, Newport News, Norfolk, Poquoson, Portsmouth, Smithfield, Southampton County, Suffolk, Virginia Beach, Williamsburg and York County.

The Regional Bay Star Homes program will:

- Educate residents to change behavior by reducing excess fertilizer application;
- Allow neighbors to function as a partner of area municipalities and take ownership of water quality improvement in their watershed;
- Assist the localities with pollution reduction that would otherwise enter the stormwater system;
- Address the regulatory requirements mandated by the Municipal Separate Stormwater Sewer System (MS4) permit for Phase I and Phase II localities.

Participants will register via an online registration form (<http://askhrgreen.org/baystarhomes/>), creating a regional and local database of environmental stewards and their associated civic leagues for further targeted outreach. Each registrant must pledge to complete a series of environmental practices on their property. Pledges related to local water quality include, but are not limited to, soil testing before fertilizing, planting trees, reducing fertilizer and pesticide use, reducing lawn size, keeping yard waste out of storm drains, scooping the poop, not feeding wildlife, and more. Local partners will be able to provide references and resources for more complex practices such as living shorelines, rain gardens, etc. A welcome packet, garden flag and other educational materials will also be provided to each participant.

Workshops will be held for southside and peninsula residents modeled after the successful “Turf Love University” and “Super Turf Saturday” programs currently utilized by James City County in partnership with the Virginia Cooperative Extension. Local experts would conduct seminars on all aspects of lawn care including how to produce healthy lawns while reducing fertilizer, pesticide, and insecticide use. Other workshop topics may include native landscaping, water conservation, rooftop disconnects, and urban nutrient management. The workshops will also help clarify the connection between stormwater infrastructure and local waterways, including the Chesapeake Bay.

Many of our Bay sub-watersheds have listed impairments for bacteria. One method for decreasing bacteria entering the watershed is educating residents about the impact of pet waste on water quality. Pet waste stations encourage residents to pick up after their pets by making it easy and convenient to do so. They are also one small thing a community can do to help keep our local waterways clean.

Scooping the poop is not only important for a clean neighborhood, it’s important for our local waterways. When pet waste is not picked up, it becomes a major source of pollution in our water. Rainwater carries nitrogen and bacteria from pet waste into our storm drains and directly into our rivers, lakes, and streams. This excess nitrogen and bacteria transform the water into a cloudy, green, foul-smelling mess that lacks oxygen and becomes an aquatic dead zone. The same pollution is responsible for beach closures, fishing restrictions and warnings on eating local seafood. Installing a pet waste station is one easy way to combat water pollution in your community.

A homeowners association, property management company or civic league can apply online via <http://askhrgreen.org/pet-waste-station-grant-online-application/> Bay Restoration Funds would solely be used for pet waste stations in the Chesapeake Bay watershed and will be tracked via the online registration and associated database. Long-term maintenance of the pet waste station(s) is the responsibility of the applicant. If an applicant does not comply with the maintenance agreement, the pet waste station(s) will be removed by our local government partners and made available to another applicant.

All neighborhoods, community groups and property managers with the ability to do the following tasks are encouraged to apply for a free pet waste station.

- Install the pet waste station within 45 days of receipt.
- Use some method of advertisement to promote the installation, purpose and use of the pet waste station to the residents of the neighborhood.
- Monitor the pet waste station regularly for the following items:
 - o Garbage can is emptied when full
 - o Pet waste bags are stocked and available for use

CONTINUE BRIEF DESCRIPTION OF PROJECT (Background, needs, goals and objectives, location, activities and participants):

- o Garbage can liners are stocked and available for use
- o Pet waste bag replacements are ordered in a timely manner
- o Garbage can liners are ordered in a timely manner

CONTINUE BRIEF DESCRIPTION OF PROJECT (Background, needs, goals and objectives, location, activities and participants):

PROJECT BUDGET:

Amount Requested from Restoration Fund	\$ 18,420.00
Total Project Budget	\$ 29,640.00

(Please provide an itemized budget describing all estimated expenditures, all sources and amounts of funding; designate what budget items are proposed to receive restoration funding.)

Expense Item	Units	Cost per unit (\$)	Cost (\$)
12" x 18" Bay Star Homes Flags	1,000	\$2.85	\$2,850.00
Flag Poles	1,000	\$4.00	\$4,000.00
Bay Star Homes Welcome Packets	1,000	\$0.80	\$800.00
Printed Materials (rack cards)	5,000	\$0.10	\$500.00
Soil Sample Lab Processing Fee	100	\$10.00	\$1,000.00
Soil Sample Postage	100	\$1.20	\$120.00
Professional Staff Pay for Workshops <i>(two 4-hr workshops)</i>	8 hours	\$150.00	\$1,200.00
Pet Waste Stations	50	\$159	\$7,950.00
Pet Waste Stations (purchased in kind)	30	\$159	\$4,770.00
Short term Storage (in kind)	2 months	\$125	\$250.00
<i>Facility Rental for Workshop (in-kind)</i>	<i>2 locations</i>	<i>\$500.00</i>	<i>\$1,000.00</i>
<i>Administrative Staff Time (in-kind)</i> <i>(database maintenance, tracking, reporting, workshop facilitation 52 weeks @ 4 hours per week)</i>	<i>208 hours</i>	<i>\$25.00(avg.)</i>	<i>\$5,200.00</i>

PROJECT SCHEDULE (Indicate when project activities will occur or specific tasks will be completed, not to exceed one year):

April 2016	Hard launch of Bay Star Homes program via media blitz utilizing traditional media, public relations, social media, e-newsletters, etc. through askHRgreen.org
	Media blitz of Pet Waste Station Grants utilizing traditional media, public relations, social media, e-newsletters, etc. through askHRgreen.org
Ongoing	Applications for both initiatives accepted via online databases.
Ongoing	Locality partners follow-up with welcome packets, flags and educational materials for Bay Star Homes participants.
	Locality partners follow-up with Pet Waste Station applicants in their localities regarding placement and delivery.
Fall 2016	Homeowner Workshops (2) for peninsula and southside; highlight fall planting priorities, soil testing, proper fertilization, native plants, downspout disconnection, erosion control and right plant, right place.
Fall 2016	Follow-up with workshop participants regarding new practices installed or new applicant to program.

CONTINUE PROJECT SCHEDULE (Indicate when project activities will occur or specific tasks will be completed, not to exceed one year):

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DESCRIBE HOW THE PROJECT'S SUCCESS OR EFFECTIVENESS WILL BE EVALUATED:

To participate in the program, applicants must register online at:
<http://askhrgreen.org/pet-waste-station-grant-online-application/>
Or complete the following form and submit it via mail to HRPDC:
http://askhrgreen.org/wp-content/uploads/2014/08/askHRgreen-Pet-Waste-Station_Application_Form_v2.pdf

The project's success will be evaluated by the number of applications to the Pet Waste Station Grant program, distribution of the stations across the watersheds of the Chesapeake Bay and successful installation and maintenance of the stations by the applicants. The application requires detailed needs assessment, installation and maintenance planning, as well as an opportunity for further engagement with the organization via askHRgreen.org and the locality.

To participate in the Bay Star Homes program, area residents must register online at:
<http://askhrgreen.org/baystarhomes/>

Participants can also register in person at the HRPDC office or at local community events where signups are collected.

The project's success will be evaluated by the number of residents that sign up for the Bay Star Homes program, the number of soil tests completed, the number of residents that attend workshops and improved knowledge of the individuals that completed surveys both before and after educational workshops and as a result of participating in the program. We will also encourage feedback and reports from residents regarding pollution and water quality concerns in their watersheds.

The registration interface features a variety of initiatives that residents will pledge to fulfill in order to become part of "Bay Star Homes". HRPDC staff will track the number of residents committed to these initiatives. All records will be maintained in a database for reporting and future referencing.

CONTINUE DESCRIBING HOW THE PROJECT'S SUCCESS OR EFFECTIVENESS WILL BE EVALUATED:

DESCRIBE PLANS FOR PROMOTING THE SALE OF THE LICENSE PLATE:

- Funding attribution on project materials and news releases
- Project updates via askHRgreen.org and HRPDC blog and social media that include details on purchasing plates, tax deduction and benefits of buying the plates
- Links to DMV site with information about the Chesapeake Bay plates on askHRgreen.org and HRPDC.gov
 - <http://www.dmv.state.va.us/exec/#vehicle/splates/info.asp?idnm=CB>

CONTINUE DESCRIBING PLANS FOR PROMOTING THE SALE OF THE LICENSE PLATE: