

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: _____

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 Comprehensive Bay Education & Outreach Program

The Hampton Roads region is home to many watersheds that feed into the Chesapeake Bay. Several priority areas have been identified by our local government partners to increase engagement in environmental stewardship by a variety of audiences. The first is Bay Star Homes, a residential pledge open to all residents (and soon, all businesses) of Hampton Roads. The second initiative is a regional pet waste station grant program for homeowner associations and civic leagues. Finally, two student engagement initiatives have also been identified: a regional mini-grant program open to all teachers and leaders working with youth K-12 and a Green Learning Education Guide targeted at elementary-aged students.

Bay Star Homes

The HRPDC is proposing to continue to expand the regional Bay Star Homes program that is now available to all 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 strives to:

- 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) permits for Phase I and Phase II localities.

Participants currently register for Bay Star Homes at local events or online at askHRgreen.org/BayStarHomes. Registrants are then added to 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 additional practices such as rain barrels, living shorelines, rain gardens, etc. A welcome packet, garden flag or window cling, and other educational materials are provided to each new registrant.

As part of the continued regional expansion of Bay Star Homes, participants will be invited to attend Bay-Friendly Landscaping Workshops that will be held on both the southside and peninsula (at least two workshops). Local experts would conduct seminars on a variety of topics, including:

native landscaping and water conservation, rain barrels, rooftop disconnects, reducing fertilizer use, etc. The workshops will also help clarify the connection between stormwater infrastructure and local waterways, including the Chesapeake Bay.

Participants in the workshops will each receive a free Bay-friendly native plant/shrub and free soil testing/analysis. In addition to indicating whether their lawn is in need of fertilizer, the soil tests are a great opportunity to educate residents on the issue of over-fertilization and the detrimental impact it has on local waterways. A rain barrel would also be raffled off at each workshop for one lucky participant.

Another expansion of the Bay Star Homes program is the launch of "Bay Star Businesses." Outreach will be conducted to recruit businesses to take the pledge to protect our waterways by taking steps similar to residents participating in the program. Businesses could then proudly advertise to their patrons with a window cling/decal that they are a Bay Star Business that is doing their part for a cleaner Chesapeake Bay.

Pet Waste Stations

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. The program also involves the community in sharing the pet waste message and encouraging residents to advocate to their peers on the topic. They are one small thing a community can do to help keep our local waterways clean.

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:
 - Garbage can is emptied when full
 - Pet waste bags are stocked and available for use

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

Green Learning Guide: “Clean Waterways Start With You”

HRPDC, through its environmental education initiative, askHRgreen.org, would like to develop a Green Learning Guide for elementary students in the region. The guide would be themed around clean waterways and pollution prevention in a way that resonates with an elementary school audience and would build on the success of the Green Learning Guide previously developed for middle school students in Hampton Roads:

<http://askhrgreen.org/wp-content/uploads/2012/11/Green-Learning-Educational-Guide1.pdf>

The decision to develop a guide for elementary students was based on requests from educators who utilize the current Green Learning Guide and other various askHRgreen.org education resources. The guides will be distributed electronically to all public elementary schools in Hampton Roads as well as private schools and home schoolers. It would also remain available to the general public for download through the askHRgreen.org website.

The new guide would teach students about the value of water, the importance of caring for local waterways, and simple ways they can make a difference while also meeting appropriate elementary science Standards of Learning, including:

- Scientific Investigation, Reasoning & Logic
- Life Processes
- Living Systems
- Interrelationships in the Earth/Space Systems
- Earth Patterns, Cycles & Changes
- Earth Resources

Environmental Education Mini Grant Program

askHRgreen.org currently offers an environmental education mini grant program open to all Hampton Roads school teachers and youth leaders and organizations working with youth (K-12). The mini-grant program offers funding up to a maximum of \$500 for various environmentally-themed projects. Because of recent funding structure changes, stormwater projects have not been funded in the program’s FY16 and FY17 budgets. Funding from the Chesapeake Bay Restoration Fund would allow HRPDC to once again offer mini-grants for stormwater projects (rain gardens, rain barrel installations, oyster restoration projects, etc.) through this great program.

Applications to the mini grant program are accepted on an on-going basis through the askHRgreen.org website and are reviewed and voted on monthly by locality partners. Upon completion of a group’s project, the applicant must then submit a project summary form with expense receipts. Photos and/or videos of the completed project are strongly encouraged.

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

PROJECT BUDGET:

Amount Requested from Restoration Fund	\$ 22,600.00
Total Project Budget	\$ 53,186.00

(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 Items	Units	Cost per unit (\$)	Cost (\$)
Bay Star Homes			
12" x 18" Bay Star Homes Flags	1,000	\$1.17	\$1,170.00
Bay Star Home/Business Welcome Packets	1,000	\$0.80	\$800.00
Bay Star Business Clings/Decals	1,000	\$0.50	\$500.00
Printed Materials (pledge forms)	5,000	\$0.31	\$1,500.00
Soil Sample Lab Processing Fee	50-100	\$10.00	\$1,000.00
Soil Sample Postage	50-100	\$1.20	\$120.00
Native Plants/Shrubs	50-100	\$5.00-\$10.00	\$1,000.00
Rain Barrels	2-4	\$60.00	\$240.00
<i>Staff Time (in-kind@ avg. burdened rate)</i>	<i>208 hours</i>	<i>\$58.00(avg.)</i>	<i>\$12,064.00</i>
<i>(database maintenance, tracking, reporting, workshop facilitation 52 weeks @ 4 hours per week)</i>			
Pet Waste Station Grant Program			
Pet Waste Stations	30	\$159.00	\$4,770.00
<i>Pet Waste Stations (purchased in kind)</i>	<i>18</i>	<i>\$159.00</i>	<i>\$2,862.00</i>
<i>Staff Time (in-kind@ avg. burdened rate)</i>	<i>30</i>	<i>\$58.00(avg.)</i>	<i>\$1,740.00</i>
Environmental Education Mini-grants			
10 or more projects @ \$500 or less	10+	\$500.00 or less	\$5,000.00
<i>Staff Time (in-kind@ avg. burdened rate)</i>	<i>40 hours</i>	<i>\$58.00(avg.)</i>	<i>\$2,320.00</i>
Green Learning Guide			
Creative/Design		\$6,500.00	\$6,500.00
<i>Staff Time (in-kind@ avg. burdened rate)</i>	<i>200 hours</i>	<i>\$58.00(avg.)</i>	<i>\$11,600.00</i>

May 2017 Media blitz of grant receipt and programs/initiatives underway through HRPDC/askHRgreen.org: Bay Star Homes/Businesses, Pet Waste Station Grants, Environmental Education Mini Grants, and Green Learning Guide utilizing public relations, social media, e-newsletters, etc.

Green Learning Guide:

May 2017 Convene resource team of traditional and non-traditional education partners to identify water quality content for Green Learning Guide. Catalogue priority subject matter to corresponding Standards of Learning, as outlined in application.

Jun-Sep 2017 Develop Green Learning Guide content, visuals, infographics, maps, glossary, etc. and develop corresponding teacher's guide. Review with resource team.

Oct/Nov 2017 Publish Green Learning Guide and distribute electronically to schools.

Bay Star Homes:

Fall17/Spring18 Homeowner Workshops for peninsula and southside; soil testing analysis and free native plant/shrubs for participants; rain barrel giveaways.

Fall17/Spring18 Follow-up with workshop participants regarding new practices installed or new applicant to program.

Bay Star Homes, Pet Waste Station Grants, Mini Grants:

Ongoing Applications for Bay Star Homes, Pet Waste Station Grants, and Environmental Education Mini Grants accepted online.

Locality partners follow-up with Bay Star Homes/Business registrants to deliver welcome packets, flags, decals, and educational materials.

Locality partners follow-up with pet waste station applicants in their localities regarding placement and delivery.

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

Ongoing

HRPDC staff and locality partners review and vote on funding Environmental Education Mini Grant applications.

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

Green Learning Guide:

An advisory team of traditional and non-traditional educators will assist in evaluating the information for correlation with the Virginia Science Standards of Learning referenced above. We feel this is vital to ensure classroom implementation of the piece. Previous pieces have been extremely well received by the area school systems when accompanied by corresponding teachers' guides with follow-up activities and an outline of VA SOL requirements.

The resource will remain available via our website, askHRgreen.org. Its use and downloads can be tracked there for measures of long-term success. The original Green Learning Guide, geared to middle school (sixth grade), is one of the most often downloaded items on our website.

Environmental Education Mini Grants:

One measure of success will be an increase in applications to the mini grant program for stormwater-themed projects. Another measure will be the project summaries submitted upon completion of the projects and total number of students impacted by the mini grants. The program should fund a diverse mix of projects including those that impact an entire student body and others that may focus on a small group of at-risk students.

Pet Waste Stations:

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 a detailed needs assessment, installation and maintenance planning, as well as an opportunity for further engagement with the organization via askHRgreen.org and the locality.

Bay Star Homes:

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 and businesses

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

that sign up for the Bay Star program, the number of residents that attend workshops, the number of soil tests completed, and the number of native plants distributed.

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: