

askHRgreen.org Stormwater Education Subcommittee
Friday, August 21
HRPDC - Chesapeake

In Attendance:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Alacia Nixon, SU
Ivan Shelton, YC
Fleta Jackson, NO
Paul Cuomo, JCC
Cris Ausink, HA

Allison Watts, NN
Marga Cahoon, Cahoon & Cross
David Kuzma, IOW
Kim Hummell, IOW
Wayne Griffin, SM
Kayode Aransiola, VB
Jessica Lusk, NO

The summary for the meeting is as follows:

1. Meeting Summary – The July meeting summary was approved.

2. Events and Promotions

Below are the upcoming events scheduled to date:

August 28-30 – Africana 2015, Virginia Beach Oceanfront

September 12 – RiverFest, Norfolk

September 16-21 – Isle of Wight County Fair, Windsor

September 19 – HRSLE/LRNow Fall Festival @ Brock Center, Virginia Beach

September 19 – Warhill High School Event, Williamsburg

October 3 – Arbor Day Event, Norfolk

October 8-11 – Peanut Festival, Suffolk

October 12 – Keep Hampton Roads Beautiful Golf Tournament, Chesapeake

October 24 – Hilton Fall Festival, Newport News

Need volunteers to help staff this event.

ACTION: HRPDC staff will send out a request for volunteers.

3. Media

Ms. Marga Cahoon of Cahoon & Cross led the Committee in reviewing the most recent round of research and planning the Committee's priorities for media campaigns for this fiscal year and beyond.

- This round of research contained 13 percent more people with a lawn or garden than previous rounds of research
- Survey results represent self-reporting and it has been pointed out in several areas that what people think they are doing doesn't always match up with the actual results that localities are seeing (i.e. very few people say they dispose of cigarette butts on the ground or put trash in storm drains, etc.)
- People are making the connection between a behavior and the result of that behavior, but there is an apparent lack of connection between the negative behavior and the personal affect the behavior has (i.e. people leave pet waste on the ground and they can

accurately pick the result of that behavior (bacteria is carried to local waterways) but aren't making the connection that the behavior means they cannot swim at local beaches or eat local seafood)

- Research shows a decline in feeding ducks, geese, wildlife and leaving pet waste on the ground. So few people admit to dumping leaves or liquids in storm drains that the research cannot provide any meaningful information on this topic (as has been the past in the past two rounds of research).
- Research shows that respondents know feeding wildlife, leaving pet waste on the ground and placing leaves/trash in storm drains is harmful.
- 20 percent of respondents reporting fertilizing more than three times per year.
- 79 percent of respondents had never heard of TMDL or did not feel confident that they understood what TMDL meant if they had heard of it.
- 53 percent of respondents did not know that storm drains flow directly into waterways.
- The five-year promotional analysis shows that the total media budget for campaign messages was:
 - \$47,437 – Fertilizer campaigns (need to make sure that these campaigns address over-fertilizing specifically because it's not always bad to fertilize)
 - \$21,000 – Lawn Care campaigns (including joint promotions with Water Awareness)
 - \$32,501 – Leaves Down the Drain campaigns
 - \$9,500 – Pet Waste campaigns
- HRPDC staff will distribute a survey to help craft a media priority plan for the committee. The document will provide a tool for reevaluating the program each year.
- James City County is concerned with the diluted media market in outlying areas which allow residents to identify with either Hampton Roads or another area (i.e. in James City County resident may get Richmond metro area radio/TV).

ACTION: HRPDC staff will distribute the media priority survey to committee members.

4. Bay Star Homes

The HRPDC staff provided an overview/training of the BSH database. The Committee should also discuss any issues/updates with the program:

- Locality contacts for new BSH signups (committee members should provide any updates or additions to the attached list)
- People can sign up to be a BSH participant at BayStarHomes.org which redirects here: <http://askhrgreen.org/bay-star-homes-program>
- Welcome Packet/letter sample provided
- NCR forms are available for pickup as needed for events where BSH signups are anticipated
- New flag poles (to replace the recent shipment of the wrong poles) are in route
- Other topics, areas of concern
 - Reporting: Committee members should think about what reports may be useful so that HRPDC can add them to the database.

ACTION: Committee members should request a copy of the database, if desired.

5. Promotional Items

The Committee agreed to purchase the following at the last meeting:

- Storm Drain Medallions –Localities will be billed individually for any storm drain medallions requested in the group purchase
- Reusable Bags – 5,000
- Message Pens – 10,000 – in production
- Dog Waste Bag Holders – 2,500 – back ordered until November
- Pet Waste Stations – up to 37 – Stormwater Technical Committee not ready to consider purchasing additional stations at this time

ACTION: HRPDC staff will order storm drain medallions and pet waste stations.

6. 2nd Annual Keep Hampton Roads Beautiful Golf Tournament

The Committee discussed progress and updates related to the golf tournament.

- Free Golf Giveaway Contest is now live and runs through August 31 – please help us spread the word: <http://askhrgreen.org/freegolf>
- Goals for each committee member: 1 team or 1 sponsor or 1 prize donation
- Facebook event (please sign up, share the event, and invite friends to the event): <https://www.facebook.com/events/1004855769524765/>
- Sponsor/donor contact information and tracking is here: https://docs.google.com/spreadsheets/d/1rSf5zHEloYZ0fnVwHSSe12-0Lo9nhZzn_6MAcQ_mDAo/edit?usp=sharing

ACTION: Continue promoting the golf tournament and secure at least one team, sponsor or prize.

7. National Disaster Resilience Competition

The National Disaster Resilience Competition is a grant program offered by the U.S. Department of Housing and Urban Development that will make \$1 billion available to communities that were significantly affected by natural disasters between 2011 and 2013. The goal of the program is to fund innovative resilience projects to help communities address current and future risks from storms and other extreme events. The HRPDC staff will update the Committee on the status of the state's application.

ACTION: None.

8. Staff Reports

The current budget was reviewed and approved. HRPDC staff reported that the Stormwater Technical Committee has unofficially reduced the education budget by \$10,000 for FY17. The FY17 is scheduled to be adopted at the September Regional Environmental Committee (REC) meeting.

ACTION: None.

Next Committee Meeting: Friday, September 18, 2015 in Newport News.