

askHRgreen.org Stormwater Education Subcommittee
Friday, September 18
York Room at City Center – Newport News

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
Kim Hummel, IOW
Sue Kriebel, VB
Sherry Coffey, PQ
Wayne Jones, SU

The summary for the meeting is as follows:

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

2. Events and Promotions

Below are the upcoming events scheduled to date:

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

ACTION: None.

3. Stormwater Committee Member Survey

HRPDC staff reviewed results from the recent planning survey that was sent out via email. Survey results helped the Committee craft a media priority plan for the Committee for the coming year(s).

- Top media priorities included:
 - Scoop the Poop
 - Keeping leaves/debris/yard waste, etc. out of storm drains
 - Soil testing and proper fertilizing – continue partnering with Water Awareness committee on spring lawn care campaign.
- Lesser priorities that will be promoted through the blog, e-newsletter, website and other low cost methods include:
 - Targeting business and commercial outreach for BMPs and proper handling and disposal of lawn chemicals
 - Litter cleanups and prevention as it relates to the “floatables reduction”
 - Residential/fundraiser car washes
- The preferred media tactics continue to be marketing materials, regional media campaigns and outreach events. More community cleanups and restoration

projects should be considered in the future. It's important to note that there was low interest in continuing mini-grants, research and storm drain medallions.

Other discussion items included:

- Previous benchmarking research has helped establish target audiences but there are no immediate plans for additional research.
- The Committee reviewed the Phase II permit requirements for public education and outreach and discussed the previous assumption that Phase I and Phase II public education and outreach requirements were going to be the same once new permits were issued to Phase I localities.
- Permit compliance for both Phase I and Phase II localities will continue to be the main priority of all committee actions.
- FY17 budget will be reduced by \$10,000 to offset costs for Water Resources technical staff at HRPDC. HRPDC staff suggested pursuing grant funding for pet waste stations and an enhanced Bay Star Homes program that would include soil testing and workshops like Turf Love University and/or Turf Love Saturday. A grant application is also being submitted for a new Green Learning education guide.
- HRPDC staff and Cahoon & Cross are looking for ways to increase locality co-branding and promotion of the media campaigns at the local level.
- Looking into native content ads with video as was successful for the Water Awareness Committee this fall.

ACTION: HRPDC staff will provide media priorities to Cahoon & Cross for media planning and submit grant applications for pet waste stations and Bay Star Homes.

4. Bay Star Homes

All supplies have arrived and are now available for pickup. This includes flag, flag poles, folders and NCR forms. The database is also ready and available for use by the localities. Committee members who have a local copy of the BSH database discussed any questions or problems with the import process.

- 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 can be used for outreach at community events
- Reporting: Committee members should think about what reports may be useful so that HRPDC can add them to the database.

ACTION: Please contact HRPDC staff if you need assistance with the Bay Star Homes database.

5. 2nd Annual Keep Hampton Roads Beautiful Golf Tournament

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

- 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: Committee members should continue to work towards securing at least one team, prize or sponsor. Golfers and hole signs are in most need.

6. Promotional Items

The Committee has submitted requests to purchase the following items:

- Storm Drain Medallions – *on order for Portsmouth/Isle of Wight*
 - One additional box of medallions was located in storage and will be used to sustain the program
- Reusable Bags – 5,000 – *on order*
- Message Pens – 10,000 – *available for pickup as of 9/29*
- 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, however the Committee voted to move forward with this purchase (7-support, 3-oppose)

The Committee requested that HRPDC staff obtain quotes for the following items:

- Gold fish packets with custom label
- Custom labels for DIY goldfish packets
- Hand sanitizer with key chain to accompany dog waste bag holders.
- Gardening pad with key chain insert

ACTION: HRPDC staff will obtain quotes for the Committee to consider at the October meeting.

7. 2nd Annual Keep Hampton Roads Beautiful Golf Tournament

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

8. 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.

9. Staff Reports

Budget - The current budget was reviewed and approved.

Annual Report – The final version of the Annual Report is now available online at the link shown below. HRPDC staff will be providing an Annual Report supplement beginning next fiscal year that will clearly outline how each Phase II permit requirement was met using data provided in the Annual Report.

<http://askhrgreen.org/wp-content/uploads/2011/06/askHRgreen-FY15-Annual-Report.pdf>

Rain Barrel Maintenance Fact Sheet – Committee members are asked to provide feedback from technical staff and submit edits or suggestions to HRPDC staff.

ACTION: Review Rain Barrel fact sheet and send changes to HRPDC staff.

Next Committee Meeting: Friday, October 16, 2015 in Chesapeake.