



CITY OF POQUOSON
ENGINEERING

500 CITY HALL AVENUE,
POQUOSON, VIRGINIA 23662-1996
(757) 868-3025 (757) 868-3105 fax

October 2nd, 2023

David A. Taylor
Regional MS4 Coordinator, Tidewater Regional Office
Virginia Department of Environmental Quality
5636 Southern Boulevard, Virginia Beach, VA 23462
David.A.Taylor@deq.virginia.gov

Ruth Minich-Hobson
Water Permit Writer- MS4 Permits
Virginia Department of Environmental Quality
1111 East Main St, Suite 1400
Richmond VA 23218
ruth.minich-hobson@deq.virginia.gov

RE: City of Poquoson Permit Year 5 Annual Report for VAR040024

Transmitted via email

The following general information is provided in accordance with Permit Section II.E.3 Annual Report requirements:

Part 1.

D.2. Background Information

- a. Name of system, Permittee and State Permit Number: City of Poquoson MS4, Poquoson, Virginia; VAR 040024
- b. Reporting Period: Permit year 5 (fiscal year 2023): July 1, 2022-June 30, 2023. Activities planned to meet PY5 requirements and scheduled after FY 2023 are described in individual MCM descriptions and will be covered in the PY5 annual report.
- c. A signed certification is attached.

- d. Each annual reporting item as specified in an MCM in Part I E is provided in the attached status of compliance spreadsheets, with supplemental data provided in the Appendix.
- e. An evaluation of program effectiveness is provided in the attached status of compliance spreadsheets.

0.3. Requirements for permittees receiving initial coverage: N/A.

D.4. Status Report on the Implementation of the Chesapeake Bay TMDL Action Plan: This information is provided in the attached Status of Compliance spreadsheets and in the Appendix. Action plan implementation is compliant with permit requirements.

D.5. Status Report on the Implementation of Other TMDLs: Status report information on the development of Bacterial TMDL action plans in accordance with permit requirements is provided in the attached Status of Compliance spreadsheets and in the Appendix. At this time the city is implementing measures to reduce bacterial contamination of its waterways. The Action Plan will be developed and submitted to DEQ by the permit deadline. As required, additional measures will be implemented in accordance with the permit and action plan.

D.6. Separate Submittal of Annual Report and Program plan: In accordance with the permit, these documents are submitted separately. Please be advised that no citizen input was received on last year's program plan. The public is invited to comment on the program plan and annual report year-round.

C. L. General Information Related to the Program Plan:

- a. Roles and Responsibilities are found in the Status of Compliance Spreadsheets and in the Program Plan.
- b. Use of another Entity: The City of Poquoson has entered into a regional memorandum of agreement with other localities and the Hampton Roads Planning District Commission to participate in a regional stormwater program. The MOA and the annual status report on regional cooperative efforts are found in the Appendix. The City of Poquoson relies on the Hampton Roads Planning District Commission Regional Stormwater Program to satisfy or partially satisfy various educational and training requirements. Details are provided in the associated MOA, Summary of Regional Stormwater Activities, and Regional Stormwater Education program (Shagreen) annual report. The city has also entered into a credit trading agreement with the Hampton Roads Sanitation District in order to meet Bay TMDL goals. Both agreements are found in the Appendix. In addition, the City of Poquoson is a member of and relies on VPPSA for household hazardous waste collection events.
- c. Included information required by I.P.C.C. is found on the Program Plan and Status of Compliance spreadsheets.
- d. List of documents: References are incorporated into the Status of Compliance spreadsheets and the Program Plan.

C.2. Initial coverage: N/A.

C.3. The Program Plan is attached and posted on the city website.

C.4. Revisions to the Program Plan: None have been made.

C.5. Documentation of regulatory program approval is provided in the Status of Compliance spreadsheets and Appendix.

C.6. Reliance on another entity to satisfy a minimum control measure: See information provided under Club. Poquoson does not rely on another entity to satisfy all parts of any minimum control measure.

C.7. Reliance on another governmental entity regulated under 9VAC25-870-380: Poquoson only relies on a regional program operated by the Hampton Roads District Planning Commission and participated in by other regional local governments. See Club.

In accordance with Part I.E.,3. e, confirm that no additional outfalls were added to the MS4 after the City's submittal of the outfall map and table in June 2019. Therefore, no updates to these documents were made or required.

The City of Poquoson is constantly engaging its citizens on good clean water practices and how to implement our action items.

As you review this Annual Report, we hope that you notice some of this year's accomplishments. The City's sewer maintenance and improvements program continues to be successful, and there were no Sanitary Sewer Overflows (SSO's) reported this year. City inspectors performed nearly double the required dry weather screenings. As the City Engineer, I am proud of all of our staff's accomplishments in preservation and administration of good water quality practices.

Our staffing has remained the same for the reported FY. Laura Nusz acts as DEQ's point of contact for the stormwater construction permit and Chesapeake Bay Preservation Act programs. Laura's contact information is:

Laura Nusz, Environmental Compliance Officer

Laura.Nusz@poquoson-va.gov

(757)868-3040

The city would like to give its many thanks to DEQ for providing and assisting our staff in the permit process. We acknowledge the mutual goals in providing and meeting the standards set forth, and look forward to a lasting good relationship with DEQ.



Sean R. Crawford, P.E.
City Engineer

Cc:

file

Attachments: Annual Report



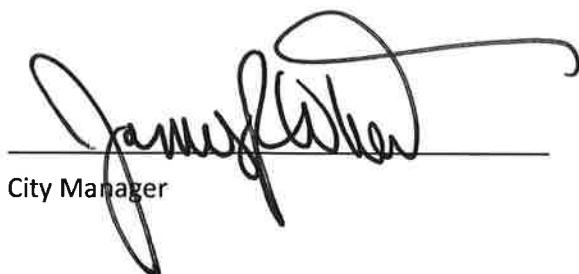
CITY OF POQUOSON

500 CITY HALL AVENUE, POQUOSON, VIRGINIA 23662-1996
(757) 868-3000 TELEPHONE (757) 868-3101 FAX

Office of the City Manager
J. Randall Wheeler

CERTIFICATION

I certify under penalty of law that this document and all attachments were prepared under my direction or supervision in accordance with a system designed to assure that qualified personnel properly gather and evaluate the information submitted. Based on my inquiry of the person or persons who manage the system, or those persons directly responsible for gathering the information, the information submitted is, to the best of my knowledge and belief, true, accurate, and complete. I am aware that there are significant penalties for submitting false information, including the possibility of fine and imprisonment for knowing violations.



City Manager

9/28/2023

Date

VAR 040024

City of Poquoson, VA

Permit Number

MS4Name

ANNUAL REPORT CONTENTS

Transmittal Memo with Status Report, Program Plan Update and Reporting Requirement Information

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Certification Statement

Fiscal Year 2023 Status of Compliance Spreadsheets

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Appendix

Notes on Report Layout and Contents

"PY" or "Permit Year" refers to the actual permit year.

"FY" or "Fiscal Year" refers to the reporting period. This report covers FY 23, or July 1, 2022-June 30, 2023.

Each BMP is covered in its own Appendix section.

Based on past communications with DEQ and in the interest of brevity, "typical" reporting forms rather than every form generated in the reporting period are provided. For example, instead of providing every monthly dry weather inspection or every monthly Public Works Yard SWPPP inspection form, typical forms are provided. The city retains all forms.

a. A list of BMPs implemented during the reporting period but not reported to the DEQ BMP Warehouse in accordance with Part I E 5 g and the estimated reduction of pollutants of concern achieved by each and reported in pounds per year;

No BMPs have been implemented but not reported to the DEQ BMP Warehouse.

b. If the permittee acquired credits during the reporting period to meet all or a portion of the required reductions in Part II A 3, A 4, or A 5, a statement that credits were acquired;

The City of Poquoson has a nutrient and sediment trading agreement with HRSD to meet this permit's load reduction requirements. Below is a table from the TMDL Action Plan showing that the credits acquired meet the load reduction requirements.

<u>Pollutant</u>	<u>Additional Load Reductions Required by June 30, 2023, lb/yr*</u>	<u>HRSD Credits Reserved by the City of Poquoson by the MOA (lb/yr)**</u>	<u>Total HRSD credits to achieve required 40% load reduction, lb/yr</u>
<u>Nitrogen</u>	<u>258.28</u>	408.52	<u>258.28</u>
<u>Phosphorus</u>	<u>67.04</u>	74.9	<u>67.04</u>
<u>Total Suspended Solids</u>	<u>21803.16</u>	23975.8	<u>21803.16</u>
<u>Note</u>	<p>*Represents the difference between reductions achieved to date and total reductions required by June 30, 2023</p>		

c. The progress, using the final design efficiency of the BMPs, toward meeting the required cumulative reductions for total nitrogen, total phosphorus, and total suspended solids;

Action	TN (lb/yr)	TP (lb/yr)	TSS (lb/yr)
BMPs	181.62	18.57	5,597.70
HRSD Credit	238.116	67.04	21803.16
Septic Conversions	66.024	0	0
Total Reduction Achieved	485.76	85.61	27,400.86
Total Required by 2028	1167.26	214.03	68,502.14
Total Reduction Remaining	681.5	128.42	41101.28

The table above shows all of the cumulative reductions since 2013 and shows the City is in compliance with the 40% reduction required by 2023.

d. A list of BMPs that are planned to be implemented during the next reporting period.

The City has no plans to implement new BMPs during the next reporting period.

Status of Compliance

Spreadsheets describing actions and status, supplemented by Appendix

City of Poquoson Annual Report

VAR# 040024

Fiscal Year 2023

Submitted to DEQ October 2nd, 2023

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status	
	Program Plan Requirements							
	Roles and responsibilities	Identify the roles and responsibilities for each department, division, and subdivision in implementing the permit, also include the written agreement for any other entities implementing parts of the Program Plan	List of roles and responsibilities, written agreement	SW Program Administrator	As needed	List of roles and responsibilities; Written agreement(s)	Compliant. The roles and responsibilities are shown in the status of compliance spreadsheets. Agreements are attached in the Appendix	
1. Public Outreach and Education								
1.1	Update Public Education and Outreach Program							
1.1a	Design a plan to educate citizens on actions they can take to reduce impacts of stormwater pollution on waterways with an emphasis on impaired waters by first identifying at least 3 high-priority water quality issues	Clearly identify at least 3 high priority water quality issues	Issues identified	askHRgreen.org Stormwater Education Subcommittee	PY1	Education and Outreach Plan	Compliant. The plan is in the Appendix.	
1.1b	Rationale for selecting each of the 3 issues	Explain the importance of each issue	Rationale identified	askHRgreen.org Stormwater Education Subcommittee	PY1	Education and Outreach Plan	Compliant. The plan is in the Appendix.	
1.1c	Provide a contact name and phone number where the public can find more information	Provide contact information	Information provided	SW Program Administrator	PY1	Locality website: https://www.ci.poquoson.va.us/278/Stormwater-Quality	Compliant. The contact information is available at the locality website listed.	
1.1d	Increase public's knowledge of hazards associated with illegal discharges and improper disposal of waste, including legal implications	Communicate hazards	Document communications	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	Education and Outreach Plan	Compliant. The plan is in the Appendix.	

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
1.1e	Target individuals or groups most likely to have significant stormwater impacts	Identify the audience for each issue	Audience identified	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	Education and Outreach Plan	Compliant. The plan is in the Appendix.
1.1f	Strategies listed in Table 1 of permit	Identify two or more strategies to address each issue	Strategies identified	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	Education and Outreach Plan	Compliant. The plan is in the Appendix.
1.1g	Schedule for communicating messaging	Document the anticipated time periods the messages will be communicated or made available to the public	Time periods documented	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	Education and Outreach Plan	Compliant. The plan is in the Appendix.
1.2	Regional Media Campaign to Address High Priority Issues						
1.2a	<i>Scoop the Poop</i> campaign	Make <i>Scoop the Poop</i> information and giveaways available where citizens receive animal licenses and at pet-related events as appropriate	Target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	askHRgreen.org Annual Report	Compliant. The plan is in the Appendix.
1.2b	Promote Lawn Care campaign	Run media campaigns and make lawn care best management practice guides available.	Target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	askHRgreen.org Annual Report	Compliant. The plan is in the Appendix.

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
1.2c	Promote FOG campaign	Participate in the askHRgreen.org regional media campaign via print, television (local municipal access, cable and local affiliate), radio, and social media	Target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	askHRgreen.org Annual Report	Compliant. The plan is in the Appendix.
1.2d	Promote Stormwater Pollution Prevention to Businesses	Participate in the askHRgreen.org regional Bay Star Businesses Program	Target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	askHRgreen.org Annual Report	Compliant. The plan is in the Appendix.
1.3	Provide for Public Participation						
1.3a	Local Outreach	Post volunteer opportunities on local website.	Number and types of events	askHRgreen.org Representative	Annually	https://www.ci.poquoson.va.us/	Compliant. The City posts volunteer opportunities on the City website and holds multiple volunteer events each year.

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
1.3b	Initiatives	Submit articles for askHRgreen.org blog or on locality website or social media for public participation in water quality improvement initiatives.	Number and types of events submitted	askHRgreen.org Representative	Annually	Public Participation Spreadsheet	Compliant. The City advertised numerous water quality events. Public Participation Spreadsheet is in the Appendix.
1.3c	Outreach	Post volunteer opportunities on askHRgreen.org calendar or on locality website	Number and types of events submitted	askHRgreen.org Representative & HRPDC Environmental Educator	Quarterly	Public Participation Spreadsheet	Compliant. Public Participation Spreadsheet contains information about each City event. The main event for outreach, the Poquoson Seafood Festival, was held for the first time since COVID.
1.3d	Distribute educational materials developed through askHRgreen.org	Distribute materials developed through askHRgreen.org to target audience in locality.	Number of materials distributed	askHRgreen.org Representative	Continuously	list of promotional items	Compliant. List of promotional items given out is available in the Appendix.
1.3e	Maintain and enhance askHRgreen.org website	Increase website visits each year	Annual askHRgreen.org website visits	HRPDC & askHRgreen.org	Permit Cycle	askHRgreen.org Annual Report	Compliant. The plan is in the Appendix.

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
1.4	Participate in regional committees: askHRgreen.org and Regional Stormwater Workgroup		Maintain valid MOA	HRPDC	Every 5 years (concurrent with MS4 permit)	MOA	Compliant. MOA was renewed in 2018 and is available in the Appendix
1.4a	Regional Cooperation	Participate in the regional processes, including the Regional Stormwater Workgroup and askHRgreen.org	Number of meetings attended/Number of meetings held	SW Program Administrator	Annually	Attendance chart	Compliant. Attended 100% of meetings. See attendance chart in Appendix.
1.4b	askHRgreen.org	Participate in at least 50% of askHRgreen.org Stormwater Education Subcommittee meetings	Number of meetings attended/Number of meetings held	SW Program Administrator	Annually	Attendance chart	Compliant. Attended 80% of meetings. See attendance chart in Appendix.
1.5	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.		SW Program Administrator	Annually	Annual report	Compliant. The City was able to have their premier education event, the Poquoson Seafood Festival, for the first time since COVID. This combined with the other efforts of the City meet the requirements of the permit.

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

2. Public Involvement/Participation							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
2.1	Public Involvement						
2.1a	Develop and implement procedures for public to report illicit discharges, spills, and other environmental concerns	Implement procedures	Procedures	SW Program Administrator & IT Department	PY1	Annual report	Compliant. Procedures developed in PY1 and revised in PY5. The public can contact the City using the information provided on the Stormwater Quality website (see 2.1c). See SOPs in Appendix
2.1b	Establish methods to receive, respond to, and document public input on the MS4 program	Establish methods	Methods and documentation	SW Program Administrator & IT Department	PY1	Annual report	Compliant. The permit, program plan, annual reports, and how to provide comments are posted on the City website (see 2.1c). The Engineering department tracks and documents comments. To date, no comments have been received.
2.1c	Establish a dedicated webpage for the MS4 program that includes: 1) the MS4 permit and coverage letter, 2) Program Plan, 3) annual reports, 4) a way to report illicit discharges, and 5) methods for how the public can provide input on the Program Plan	Establish a dedicated MS4 webpage	Presence of materials on dedicated MS4 webpage	SW Program Administrator & IT Department	Before 2/1/19	Annual report	Compliant. See https://www.ci.poquoson.va.us/278/Stormwater-Quality
2.2	Public Participation						
2.2a	Offer a minimum of four local activities per year from two or more categories in Table 2	activities held from public participation, education and restoration categories.	Activities offered	SW Program Administrator	Annually	Public Participation Spreadsheet in Appendix (see BMP 1.3)	Compliant. Spreadsheet is located in the Appendix

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

2. Public Involvement/Participation							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
2.2b	Identify a metric for each public participation activity	Identify metrics	Examples include the weight of debris collected or number of participants	SW Program Administrator & activity sponsors	Annually	Public Participation Spreadsheet	Compliant. Spreadsheet is located in the Appendix
2.2c	Schedule of public participation activities	Document the anticipated time periods the activities will occur	Time periods documented	SW Program Administrator	Annually	Planned Public Participation Activities	Compliant. Spreadsheet is located in the Appendix
2.3	Evaluation and Assessment	Evaluate and assess whether the activities are beneficial to improving water quality.		SW Program Administrator	Annually	Annual report	Compliant. Permit requirements were met. City is providing more than required number of events.

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

3. Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
3.1	Storm Sewer System Map						
3.1a	MS4 service area map using the 2010 CUA	Maintain and update mapping	Updated Map	SW Program Administrator/IT Dept. (GIS)	Annually	Service area map	Compliant. No new outfalls this year. Outfall map provided in Appendix.
3.1b	MS4 outfall or point of discharge information table	Maintain and update table	Updated Table	SW Program Administrator/IT Dept. (GIS)	Annually	Information Table	Compliant. No new outfalls this year. Table included in Appendix
3.1c	Provide to DEQ a GIS-compatible shapefile of the MS4 map	Provide file	Provide to DEQ	SW Program Administrator/IT Dept. (GIS)	No later than 7/1/19	Shapefile	Compliant. Provided in PY1 prior to 7/1/19 in accordance with permit requirements

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

3. Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
3.1d	New outfalls or recently approved TMDLs	Update map and table	Updated map and table	SW Program Administrator/ IT Dept. (GIS)	No later than October 1 each year, incorporate updates through June 30	Map and information table	Compliant. No new outfalls or recently approved TMDLs in PY5.
3.1e	Provide written notification to downstream MS4s	Identify and notify, in writing, any downstream adjacent MS4 of any known physical interconnection established or discovered after permit effective date.	Develop map, Regional Stormwater Workgroup Meetings, letters	SW Program Administrator	Annually	Letters; meeting attendance	Compliant. Poquoson is downstream of all other MS4s. VDOT owns the only upstream MS4. While the City has not been contacted by VDOT, we are aware of the system and have contact information for VDOT if needed.
3.1f	Prohibit illicit discharges through ordinance	Continue implementing and enforcing the illicit discharge/stormwater ordinance.	Current Ordinance	SW Program Administrator/ Fire Dept	As necessary	City Code Section 34-207, Phobition on non-stormwater discharges	Compliant. Relevant City code section is included in the Appendix.
3.2	Dry Weather Screening (DWS)						

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

3. Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
3.2a	Maintain and implement dry weather screening protocol	Implement written dry weather field screening methodologies for IDDE. Track the outfall unique identifier, time since last precipitation event, estimated quantity of the last precipitation event, site description, whether a discharge was observed and if so, rate of discharge, and visual characteristics	Protocol	SW Program Administrator/ SW Inspector	Continuously	DWS Protocol	Compliant. See dry weather screening SOP in Appendix.
3.2b	Develop a prioritized schedule for field screening and the rationale for the prioritization	Implement the schedule and document the rationale	Schedule	SW Program Administrator/ SW Inspector	Annually	DWS Protocol	Compliant. FY 2024 plan is included in the Appendix

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

3. Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
3.2c	Field testing & outfall reconnaissance inventory (ORI)	Perform dry weather screening of a minimum of 50 outfalls (or all if < 50 outfalls in MS4)	Documentation of screening performed and results	SW Program Administrator/ SW Inspector	Annually	Summary Spreadsheet and typical form provided in Appendix. In past years DEQ reviewers asked that we include the summary and sample form rather than all forms in report. All forms available upon request.	Compliant. Summary sheet and typical screening form included in the Appendix. City inspected 122 outfalls and over 80,000 linear feet of outfall ditching. Inspection included areas prioritized area selected in PY4
3.3	IDDE program implementation						
3.3a	Maintain and implement written procedures for IDDE	Implement written IDDE procedures	Procedures	SW Program Administrator	Continuously	Procedures	Compliant. Procedure included in Appendix.
3.3b	Public IDDE Reporting	Promote & publicize IDDE reporting	Presence of contact information on website	SW Program Administrator	Continuously	Locality website	Compliant. Information on how to report IDDE is available on the Poquoson Stormwater Quality website at https://www.ci.poquoson.va.us/278/Stormwater-Quality

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

3. Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
3.3c	Prevent or minimize the discharge of hazardous substances and oil in the MS4 stormwater discharge.	Yard inspections; Develop/enhance reporting relationship with FD/Haz Mat Team; targeted education	Number of responses/ number of inspections	SW Program Administrator/ Fire Dept	Continuously	Fire Department and Inspection forms	Compliant. Example forms from responses this year and information about how the Fire Department handles illicit discharge is included in Appendix.
3.3d	IDDE activity tracking	Track illicit discharge detection and elimination activities.	Number of investigations and actions taken	SW Program Administrator/ Fire Dept	Ongoing	Illicit Discharge Response Summary	Compliant. See Appendix for summary spreadsheet.
3.3e	Continue Sanitary Sewer System improvements in coordination with SSO consent order	Continue to diagnose and correct deficiencies	Number of improvements	SW Program Administrator/ Public Utilities	Continuously	List of Improvements	Compliant. Improvements listed in Appendix.
3.4	Spill reporting						
3.4a	Report non sewer spills and releases from small MS4 operated properties that reach State waters to DEQ.	Report spills to the DEQ's Pollution Response Program (PREP), if applicable	Number of internal reports. If applicable, obtain PREP number.	SW Program Administrator/ Fire Dept	Continuously	Fire Department and Inspection forms	Compliant. See summary sheet and FD forms in Appendix.

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

3. Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
3.4b	Report Sanitary Sewer Overflows through SSORS database.	Continue to utilize SSORS to report Sanitary Sewer Overflows	Number of overflows	Public Utilities Superintendent.	Continuously	List from SSORS	Compliant. No SSOs occurred in PY5.
3.5	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.		SW Program Administrator/ Fire Dept	Annually	Annual report	Compliant. The City exceeded dry weather screening requirements. Illicit discharges this year were a mix of car accidents, contractor violations, and boat leaks. Staff from Engineering, Community Development, and the Fire Department coordinate on these issues to respond to these situations quickly and adequately.

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

4. Construction Site Storm Water Runoff Control							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
4.1a	Construction projects	Continue to implement the SWM, E&SC, & CBPA ordinances	SWM, E&SC, & CBPA Ordinance citations	SW, E&SC, & CBPA Program Administrators	Continuously	Ordinances	Compliant. SWM ordinance: https://library.municode.com/va/poquoson/codes/code_of_ordinances?nodeId=PTIICOOR_CH34EN_ARTVSTMA ESC ordinance: https://library.municode.com/va/poquoson/codes/code_of_ordinances?nodeId=PTIICOOR_CH34EN_ARTIIERSECO CBPA ordinance: https://library.municode.com/va/poquoson/codes/code_of_ordinances?nodeId=PTIICOOR_APXAZO_ARTXI.IVENMAAREMOVDI
4.1b	Confirmation statement on land disturbing activities	Statement: Land Disturbance Projects that occurred during the reporting period have been conducted in accordance with the current department standards and specifications for erosion and sediment control.	Statement	Environmental Compliance Officer	Annually	Land Disturbance Projects that occurred during the reporting period have been conducted in accordance with the current department standards and specifications for erosion and sediment control.	Compliant. Land disturbance that has occurred during the reporting period has been conducted in accordance with state and local standards and specifications for erosion and sediment control. Staff conducted multiple E&S plan reviews this year, primarily for single family homes and residential subdivisions. The City currently has 7 active construction general permits (CGP) for large residential subdivisions and commercial projects.
4.2	Compliance and Enforcement						
4.2a	Written E&SC and stormwater inspection procedures	Implement inspection procedures	Procedures	E&SC Program Administrator	Continuously	Inspection Standard Operating Procedures (E&SC; stormwater)	Compliant. See Appendix for SOPs

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

4. Construction Site Storm Water Runoff Control							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
4.2b	Written E&SC/stormwater procedures for requiring compliance through corrective action or enforcement action	Implement corrective or enforcement action procedures	Procedures	E&SC Program Administrator	Continuously	Compliance/enforcement SOPs	Compliant. See Appendix for SOPs
4.2c	Roles and responsibilities of each department, division, or subdivision in implementing the construction site SW runoff control program	Documentation	Presence of documentation	E&SC Program Administrator	Continuously	Annual Report and standard operating procedures	Compliant. See Appendix for SOPs
4.2d	VSMP and E&SC inspections	Continue to implement construction site BMP, and inspection provisions of the local Erosion and Sediment Control Ordinance.	# of inspections	E&SC Program Administrator	Annually	Summary from Environmental Compliance Officer Records	Compliant. Approximately 1,177 inspections were completed over the last fiscal year. The total permitted disturbed area within Poquoson for FY23 was 142.75 acres. The majority of the disturbed area was from large residential subdivisions.

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

4. Construction Site Storm Water Runoff Control							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
4.2e	VSMP and E&SC enforcement actions	Continue to implement enforcement provisions per local Erosion and Sediment Control Ordinance	# enforcement actions	E&SC Program Administrator	Annually	Summary from Environmental Compliance Officer Records	Compliant. 83 Notice of Repairs, 8 Notice of Violations, and 2 Stop Work Orders were issued in FY23. City staff also worked with contractors to correct numerous minor issues onsite.
4.3	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.		SW Program/E&SC Program Administrators	Annually	Annual Report	Compliant. Staff continued to inspect development/construction sites and enforced compliance with ESC/SWM laws. Large developments are currently under construction and will likely continue through PY1.

5. Post Construction Storm Water Management in New Development and Redevelopment							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
5.1	Post Construction SW Management Program						
5.1a	Local VSMP	Implement the approved VSMP	Approved VSMP	VSMP Authority Administrator	Ongoing	Approval letter issued by DEQ	Compliant. See letter in appendix.
5.1b	Stormwater Management Ordinance	Implement the stormwater criteria of the Stormwater Management Ordinance for new development and redevelopment	Stormwater Management Ordinance	SW Program Administrator	Ongoing	SWM Ordinance	Compliant. See https://library.municode.com/va/poquoson/codes/code_of_ordinances?nodeId=PTIICOOR_CH34EN_ARTVSTMA
5.2	Inspection & Maintenance Schedules for BMPs						
5.2a	Written inspection and maintenance procedures for managing locally owned BMPs	Implement procedures, inspect locally owned BMPs at least annually (or have an approved alternative schedule)	# of inspections; description of significant maintenance activities	SW Program Administrator	Ongoing	Procedures and BMP Spreadsheet /Database	Compliant. The City owns three Water Quality BMPs. These were inspected in FY 23 and are scheduled for reinspection in September 2023. See Appendix for inspection forms as well as operation and maintenance plans. The City also added multiple other BMPs that are owned and operated by other departments of the City, such as the Fire Department and EDA. These BMPs have been added to the list of yearly inspections and in future annual reports will be included in this section.

5.2b	Inspection and enforcement program for privately-owned BMPs	Implement program, inspect privately owned BMPs at least once every 5 years	# of inspections; # of enforcement activities	SW Program Administrator	Ongoing	BMP Spreadsheet /Database	Compliant. 40 privately and publically owned ponds are tracked and routinely inspected by either City staff or owners. The City has 29 BMP agreements with private owners for maintenance and inspection. As of June 30, 2023, four owner were considered out of date for their inspections. Enforcement action is currently underway to bring the owners into compliance. The City is also currently doing a systemic review of its BMP tracking practices and attempting find any BMPs not currently tracked by the City. The City has found a few and is attempting to find documentation as to ownership and possible Maintenance agreements. See Appendix for tacking spreadsheet.
5.2.c	BMP Maintenance Agreements	Require BMP maintenance agreements as directed by the Stormwater Management Ordinance.	# of Agreements & Inspection Schedules	SW Program Administrator	Ongoing	List of Maintenance Agreements	Compliant. 29 privately owned BMP agreements. See Appendix for tracking spreadsheet. Maintenance Agreements are designated with an M in Notes column.
5.2d	Optional - Develop and implement a progressive compliance and enforcement strategy	Develop and implement strategy	Strategy	SW Program Administrator	Ongoing	Written Strategy	Given that we are not having widespread issues with compliance, the current program appears to be working well. The program will be reevaluated in PY1.
5.3	Tracking and Reporting						
5.3a	BMP Tracking	Track all known permanent stormwater management facilities that discharge to the regulated small MS4 and submit the information listed in permit	Data as required by Permit (print & spreadsheet/ database)	SW Program Administrator	Annually	BMP Spreadsheet /Database	Compliant. No new BMPs added this year.

5.3b	Update database or spreadsheet with new BMPs	Track new permanent stormwater management facilities	Database or spreadsheet with new BMP information	SW Program Administrator	Within 30 days of date brought online	BMP Spreadsheet /Database	Compliant. No new BMPs added this year.
5.3c	Report Construction BMPs	Report BMPs installed to control post-construction runoff through the DEQ Construction SW database	Confirmation statement	SW Program Administrator	Ongoing	Confirmation statement	Compliant. No new BMPs added this year.
5.3d	Report other BMPs	Report any BMPs not included in the Construction SW database implemented between July 1 - June 30 in the DEQ BMP Warehouse	Confirmation statement	SW Program Administrator	No later than Oct. 1 each year	Confirmation statement and date information was submitted	Compliant. No new BMPs added this year.
5.4	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.		SW Program/E&SC Program Administrators	Annually	Annual Report	Compliant. The City is currently only missing inspection reports from four owners and is in the process of obtaining it. The City will continue to notify owners of their responsibility and take enforcement action if necessary. We anticipate a few new BMPs being added this PY, given current construction.

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

6. Pollution Prevention/Good Housekeeping for Facilities Owned or Operated by the Permittee							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
6.1	Operations and Maintenance Activities						
6.1a	Pollution prevention procedures at permittee-owned facilities	Continue to implement and update plans describing spill prevention and control and pollution prevention procedures for municipal facilities specifically to prevent illicit discharges	SOP(s)/ O&M Plan	SW Program Administrator/ EMS Team	Continuously	SOPs/ O&M Plan	Compliant. The SOPs are provided in the SWPPP plan. This is available on the City website at https://www.ci.poquoson.va.us/278/Stormwater-Quality
6.1b	Waste Disposal	Continue to implement and update procedures for proper waste disposal, including yard waste	SOP(s)/ O&M Plan	SW Program Administrator/ EMS Team	Continuously	SOPs/ O&M Plan	Compliant. See Landscaping Materials SOP in Appendix.
6.1c	Manage Municipal Vehicle Wash Water and Wastewater	Develop and implement procedures to prevent the discharge of municipal vehicle wash water into the MS4 without a separate VPDES permit	Procedures	Operations Personnel and Department of Utilities	Continuously	SOPs/ O&M Plan	Compliant. See Wastewater-Vehicle Washwater SOP in Appendix.

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

6. Pollution Prevention/Good Housekeeping for Facilities Owned or Operated by the Permittee							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
6.1e	Stormwater System Maintenance BMPs	Require BMPs when discharging water pumped from utility construction and maintenance activities	BMPs Used	Operations Personnel	Continuously	SOPs/ O&M Plan	Compliant. See Dewatering SOP in Appendix.
6.1f	Bulk Storage BMPs	Require BMPs for bulk storage areas (salt storage, top soil stockpiles)	BMPs Used	Operations Personnel	Continuously	SOPs/ O&M Plan	Compliant. See Bulk Storage SOP in Appendix.
6.1g	Manage Leaking Municipally-owned Leaking Vehicles	Prevent the discharge of pollutants to the MS4	BMPs Used	Operations Personnel	Continuously	SOPs/ O&M Plan	Compliant. See SWPPP.

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

6. Pollution Prevention/Good Housekeeping for Facilities Owned or Operated by the Permittee							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
6.1h	Manage Fertilizers and Pesticides	Implement procedures to ensure materials are applied in accordance with manufacturer's recommendations	Procedures	Operations Personnel	Continuously	SOPs/ O&M Plan	Compliant. Personnel applying these products are trained through their certification program. Materials stored inside.
6.2	Storm Water Pollution Prevention Plans (SWPPP)						
6.2a	High-priority facilities	Identify municipal high-priority facilities that have a high potential to discharge stormwater pollutants	# & type of high-priority facilities	SW Program Administrator	Within 12 months	List of high-priority facilities	Compliant. The City's Public Works yard houses the City garage, Public Works and Utilities Departments and their equipment and vehicles. This is the only site identified.
6.2b	SWPPP Implementation	Maintain and implement SWPPPs for identified high-priority facilities	SWPPP	SW Program Administrator	Continuously	SWPPP	Compliant. See SWPPP on website at https://www.ci.poquoson.va.us/278/Stormwater-Quality . Typical SWPP inspection form is found in the Appendix. Public Works conducts monthly inspections.
6.3	Nutrient Management Plans (NMPs)						

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

6. Pollution Prevention/Good Housekeeping for Facilities Owned or Operated by the Permittee							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
6.3a	NMP Implementation	Maintain and implement NMPs on permittee-owned lands where nutrients are applied to a contiguous area greater than one acre	NMP	SW Program Administrator & Landscape Division	Continuously	List of NMP Covered Sites	Compliant. Two sites within the City have been identified. These sites have nutrient management plans supplied by a contractor. Other City properties are less than one acre or nutrients are not applied. For example, the City does not apply nutrients at school sites. See appendix for sites identified. Full nutrient management plan available upon request.
6.3b	Avoid deicing agents	Operator shall not apply deicing agents containing urea or other forms of nitrogen or phosphorus to parking lots, roadways, and sidewalks, or other paved surfaces	Statement of non-use of nutrient containing deicing agents	Public Works Director	Annually	Statement	Compliant. Operator shall not apply deicing agents contained urea or other forms of nitrogen or phosphorus to parking lots, roadways, and sidewalks, or any other paved surfaces.
6.4	Contractors						

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

6. Pollution Prevention/Good Housekeeping for Facilities Owned or Operated by the Permittee							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
	Contractors minimize the discharge of pollutants	Provide contract language, training, SOPs, etc. to contractors to use appropriate control measures to minimize the discharge of pollutants to the MS4	Contract language, SOPs, etc.	SW Program Administrator	Continuously	Contract language, SOPs, etc.	Compliant. Contractors are required to follow SOPs and are supervised by Public Works staff to ensure compliance. See SWPPP located on City website at https://www.ci.poquoson.va.us/278/Stormwater-Quality
6.5	Employee Education & Training						
6.5a	Written training plan	Maintain and implement a training plan for applicable staff	Training Plan	SW Program Administrator	PY1	Training Plan	Compliant. Training plan is in the Appendix.
6.5b	IDDE Training for field personnel	Provide training to field personnel in the recognition and reporting of illicit discharges	# of training sessions / # employees trained	SW Program Administrator	No less than once every 24 months	Date, Attendance list, Summary of training objectives	Compliant. Training completed in July 2023.
6.5c	Streets & parking lot maintenance staff training	Provide training to Streets & Landscape Divisions for road, street & parking lot maintenance	# of training sessions / # employees trained	SW Program Administrator	No less than once every 24 months	Date, Attendance list, Summary of training objectives	Compliant. Training completed in July 2023.

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

6. Pollution Prevention/Good Housekeeping for Facilities Owned or Operated by the Permittee							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
6.5d	Good housekeeping at municipal yards	Provide training on good housekeeping and pollution prevention practices to employees working in and around maintenance, public works, or rec facilities	# of training sessions / # employees trained	SW Program Administrator	No less than once every 24 months	Date, Attendance list, Summary of training objectives	Compliant. Training completed in July 2023.
6.5e	Pesticides & herbicide certifications	Maintain certifications and training for pesticide and herbicide applicators in accordance with Virginia Pesticide Control Act and verify contractors have obtained	Certifications obtained	SW Program Administrator	Continuously	Certifications	Compliant. Three certificaitons are attached.
6.5f	E&SC & SWM Training	Ensure that plan reviewers, inspectors, and program administrators obtain the appropriate certifications as required under the Erosion and Sediment Control Law and the Stormwater Management Act and verify that contractors have obtained	Certifications obtained	E&SC Program and SW Program Administrators	Continuously	Certifications	Compliant. Four certifications are attached.
6.5g	Emergency Response employee training	Document spill management training for emergency responders	Certifications obtained	Haz-Mat officer	Annually	Certifications	Compliant. See spreadsheet in Appendix.

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

6. Pollution Prevention/Good Housekeeping for Facilities Owned or Operated by the Permittee							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
6.6	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.		SW Program Administrator	Annually	Annual report	Compliant. SOPs were updated this PY at DEQ's request. Pollution Prevention training for Public Works employees was able to be held for the first time since Covid. All trainings/certifications are accounted for.

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

TMDL Special Conditions							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
SC-1	Chesapeake Bay TMDL						
SC-1a	Update the Chesapeake Bay TMDL Action Plan	Update the Bay TMDL Action Plan to meet 40% reduction of pollutants of concern (POC)	Updated Bay TMDL Action Plan	SW Program Administrator	12 months after permit effective date	Updated Bay TMDL Action Plan	Compliant. Submitted to DEQ as required in PY1. No comments received to date.
SC-1b	Provide opportunity for public comment on the updated Bay TMDL Action Plan	Opportunity provided for public comment	Public comment period for no less than 15 days	SW Program Administrator	Prior to submittal of updated Bay TMDL Action Plan	Record of Comments	Compliant. No public comments were received. The plan remains on the City website and the Public are continuously invited to provide comments or ask questions.
SC-1c	Implement Bay TMDL Action Plan	Implement the Bay TMDL Action Plan to meet 40% of the Level 2 (L2) reductions of pollutants of concern (POC) by the end of the permit cycle	BMPs implemented	SW Program Administrator	End of PY5	Bay TMDL Action Plan	Ongoing. HRSD credit trading agreement found in appendix section 1. This agreement satisfies the Bay TMDL second period requirements. No septic tanks were disconnected this year. The City has a 99% connection rate with only 39 tanks remaining in use.
SC-2	Local TMDL						
SC-2a	Local TMDL Action Plan for TMDLs approved by EPA prior to July 1, 2013	Develop a local TMDL Action Plan	Local TMDL Action Plan	SW Program Administrator	No later than 18 months after permit effective date	Local TMDL Action Plan	N/A Poquoson only has bacterial TMDLs approved after July, 1 2013.
SC-2b	Local TMDL Action Plan for TMDLs approved by EPA on or after July 1, 2013 and prior to June 30, 2018	Develop a local TMDL Action Plan	Local TMDL Action Plan	SW Program Administrator	No later than 30 months after the permit effective date	Local TMDL Action Plan	Compliant. TMDL Action Plans developed and submitted to DEQ in May 2021. See Appendix for attached action plans.

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

SC-2c	Identify the significant sources of the POC	Identify the significant sources	Sources identified	SW Program Administrator	No later than 18 or 30 months after permit effective date, as applicable	Local TMDL Action Plan	Compliant. See Action Plans included in Appendix.
SC-2d	Outreach strategy to enhance public (including staff) education on reducing bacteria discharges	Develop and implement an outreach strategy	Outreach Strategy	askHRgreen and SW Program Administrator	No later than 18 or 30 months after permit effective date, as applicable	Local TMDL Action Plan	Compliant. See Action Plans included in Appendix.
SC-2e	Schedule of anticipated actions for this permit term	Schedule of anticipated actions provided	Schedule of actions	SW Program Administrator	No later than 18 or 30 months after permit effective date, as applicable	Local TMDL Action Plan	Compliant. See Action Plans included in Appendix.
SC-2f	Public comment period for the updated Local TMDL Action Plan	Opportunity provided for public comment	Public comment period for no less than 15 days	SW Program Administrator	Prior to submittal of updated Local TMDL Action Plan	Record of Comments	Compliant. Public comment period took place in April 2021.
SC-3	Bacteria TMDL						
SC-3a	Implement at least 3 strategies from Table 5	Identify strategies	At least 3 strategies implemented	SW Program Administrator	As listed in schedule of anticipated actions	Bacteria TMDL Action Plan	Compliant. See Action Plans included in Appendix.
SC-4	Sediment, Phosphorous, and Nitrogen TMDLs						
SC-4a	Implement BMPs to reduce pollutant loads	BMPs listed in the VA BMP Clearinghouse, BMPs approved by the CBP, or using land disturbance thresholds lower than required	BMPs installed	SW Program Administrator	As listed in schedule of anticipated actions	Sediment, P, or N TMDL Action Plan	N/A Poquoson only has bacterial TMDLs approved after July, 1 2013.
SC-4b	Submit anticipated end date by which the WLA will be met	Identify anticipated end date	Submit anticipated end date	SW Program Administrator	36 months after effective date of permit	Annual report	N/A Poquoson only has bacterial TMDLs approved after July, 1 2013.
SC-5	PCB TMDLs						

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

	Develop an inventory of potentially significant sources of PCBs owned or operated by the permittee	Develop potentially significant sources inventory	Potentially significant sources identified	SW Program Administrator	As scheduled in permit	PCB TMDL Action Plan	N/A Poquoson only has bacterial TMDLs approved after July, 1 2013.
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Permit Year 5

APPENDIX

City of Poquoson Annual Report

VAR# 040024

Submitted to DEQ October 2nd, 2023

For use in the 2022-2023 permit year

BMP 1	PUBLIC OUTREACH AND EDUCATION
1.1	Education and Outreach Plan
1.2	askHRgreen.org Annual Report
1.3 & 2.2	Public Participation Spreadsheet
1.3	Promotional Items and Distribution: Regional materials provided to City and materials given away by City
1.4, SC-1c	Regional Memorandum of Understanding; HRSD regional agreement for nutrient credits for Bay TMDL; Summary of Regional Cooperation
1.4	Regional Stormwater Workgroup Attendance Chart
1.4	AskHRgreen Attendance Chart
BMP 2	PUBLIC INVOLVEMENT/PARTICIPATION
2.1	SOP for Responding to Spills
2.2	See Public Participation Sheet listed under BMP 1.3
2.2	PY1 Planned Public Participation Activities
BMP 3	ILICIT DISCHARGE DETECTION AND ELIMINATION
3.1	Service area & Outfall Map (includes City-owner Water Quality BMPs)
3.1	MS4 Outfall Information Table (includes City-owned Water Quality BMPs)
3.1	Illicit Discharge Prohibition Ordinance
3.2	Dry weather screening protocol with prioritization/scheduling; Dry weather screening standard operation procedures
3.2	Summary of screenings table; typical dry weather monthly screening form
3.3	IDDE Procedures
3.3	Hazardous Waste Spill Procedures
3.3	IDDE Summary Table
3.3	Supplemental information for spill responses.
3.3	Utility Department Report: Sanitary Sewer System Improvements
3.4	Sanitary Sewer Overflow Reports: No sanitary sewer system spills this year (therefore no forms provided)
BMP 4	CONSTRUCTION SITE STORM WATER RUNOFF CONTROL
4.1	List of FY 2023 Land Disturbance Projects
4.2	Site Inspection SOP's and E&SC /Stormwater Inspections and enforcement SOPs
4.2	Enforcement communications
4.2	Typical inspection forms
BMP 5	POST CONSTRUCTION STORM WATER MANAGEMENT
5.1	VSMP Program Approval Letter
5.2	Written inspections and maintenance procedures for managing locally owned BMPs
5.2	Privately owned BMP tracking spreadsheet
BMP 6	Good Housekeeping
6.1	Operations and Maintenance Activities SOPs
6.2	Typical Monthly SWPPP Inspection Form for High Priority Facility. Inspection forms are retained by Public Works per SWPPP.
6.3	List of NMP Covered Sites
6.5	Written Training Plan; Summary of Training Objectives
6.5	Pesticides & herbicide certifications
6.5	E&SC and Stormwater Program Certifications
6.5	Emergency Responder Haz Mat training attendance
BMP SC	Special Conditions: TMDLs
SC-1	TMDL Status Report for FY 2023
SC-1c	HRSD Nutrient Credit Agreement: Found in Appendix under BMP 1.4
SC-2	Back River and Poquoson River Bacterial TMDL Action Plans

Public Outreach and Education

Appendix

City of Poquoson Annual Report

VAR# 040024

Fiscal Year 2023

Submitted to DEQ October 2nd, 2023

<u>BMP 1</u>	<u>PUBLIC OUTREACH AND EDUCATION</u>
1.1	Education and Outreach Plan
1.2	askHRgreen.org Annual Report
1.3 & 2.2	Public Participation Spreadsheet
1.3	Promotional Items and Distribution: Regional materials provided to City and materials given away by City
1.4, SC-1c	Regional Memorandum of Understanding; HRSD regional agreement for nutrient credits for Bay TMDL; Summary of Regional Cooperation
1.4	Regional Stormwater Workgroup Attendance Chart
1.4	AskHRgreen Attendance Chart

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status	
	Program Plan Requirements							
	Roles and responsibilities	Identify the roles and responsibilities for each department, division, and subdivision in implementing the permit, also include the written agreement for any other entities implementing parts of the Program Plan	List of roles and responsibilities, written agreement	SW Program Administrator	As needed	List of roles and responsibilities; Written agreement(s)	Compliant. The roles and responsibilities are shown in the status of compliance spreadsheets. Agreements are attached in the Appendix	
1. Public Outreach and Education								
1.1	Update Public Education and Outreach Program							
1.1a	Design a plan to educate citizens on actions they can take to reduce impacts of stormwater pollution on waterways with an emphasis on impaired waters by first identifying at least 3 high-priority water quality issues	Clearly identify at least 3 high priority water quality issues	Issues identified	askHRgreen.org Stormwater Education Subcommittee	PY1	Education and Outreach Plan	Compliant. The plan is in the Appendix.	
1.1b	Rationale for selecting each of the 3 issues	Explain the importance of each issue	Rationale identified	askHRgreen.org Stormwater Education Subcommittee	PY1	Education and Outreach Plan	Compliant. The plan is in the Appendix.	
1.1c	Provide a contact name and phone number where the public can find more information	Provide contact information	Information provided	SW Program Administrator	PY1	Locality website: https://www.ci.poquoson.va.us/278/Stormwater-Quality	Compliant. The contact information is available at the locality website listed.	
1.1d	Increase public's knowledge of hazards associated with illegal discharges and improper disposal of waste, including legal implications	Communicate hazards	Document communications	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	Education and Outreach Plan	Compliant. The plan is in the Appendix.	

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
1.1e	Target individuals or groups most likely to have significant stormwater impacts	Identify the audience for each issue	Audience identified	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	Education and Outreach Plan	Compliant. The plan is in the Appendix.
1.1f	Strategies listed in Table 1 of permit	Identify two or more strategies to address each issue	Strategies identified	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	Education and Outreach Plan	Compliant. The plan is in the Appendix.
1.1g	Schedule for communicating messaging	Document the anticipated time periods the messages will be communicated or made available to the public	Time periods documented	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	Education and Outreach Plan	Compliant. The plan is in the Appendix.
1.2	Regional Media Campaign to Address High Priority Issues						
1.2a	<i>Scoop the Poop</i> campaign	Make <i>Scoop the Poop</i> information and giveaways available where citizens receive animal licenses and at pet-related events as appropriate	Target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	askHRgreen.org Annual Report	Compliant. The plan is in the Appendix.
1.2b	Promote Lawn Care campaign	Run media campaigns and make lawn care best management practice guides available.	Target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	askHRgreen.org Annual Report	Compliant. The plan is in the Appendix.

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
1.2c	Promote FOG campaign	Participate in the askHRgreen.org regional media campaign via print, television (local municipal access, cable and local affiliate), radio, and social media	Target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	askHRgreen.org Annual Report	Compliant. The plan is in the Appendix.
1.2d	Promote Stormwater Pollution Prevention to Businesses	Participate in the askHRgreen.org regional Bay Star Businesses Program	Target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	askHRgreen.org Annual Report	Compliant. The plan is in the Appendix.
1.3	Provide for Public Participation						
1.3a	Local Outreach	Post volunteer opportunities on local website.	Number and types of events	askHRgreen.org Representative	Annually	https://www.ci.poquoson.va.us/	Compliant. The City posts volunteer opportunities on the City website and holds multiple volunteer events each year.

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
1.3b	Initiatives	Submit articles for askHRgreen.org blog or on locality website or social media for public participation in water quality improvement initiatives.	Number and types of events submitted	askHRgreen.org Representative	Annually	Public Participation Spreadsheet	Compliant. The City advertised numerous water quality events. Public Participation Spreadsheet is in the Appendix.
1.3c	Outreach	Post volunteer opportunities on askHRgreen.org calendar or on locality website	Number and types of events submitted	askHRgreen.org Representative & HRPDC Environmental Educator	Quarterly	Public Participation Spreadsheet	Compliant. Public Participation Spreadsheet contains information about each City event. The main event for outreach, the Poquoson Seafood Festival, was held for the first time since COVID.
1.3d	Distribute educational materials developed through askHRgreen.org	Distribute materials developed through askHRgreen.org to target audience in locality.	Number of materials distributed	askHRgreen.org Representative	Continuously	list of promotional items	Compliant. List of promotional items given out is available in the Appendix.
1.3e	Maintain and enhance askHRgreen.org website	Increase website visits each year	Annual askHRgreen.org website visits	HRPDC & askHRgreen.org	Permit Cycle	askHRgreen.org Annual Report	Compliant. The plan is in the Appendix.

Updated MS4 Program Plan July 1, 2022 - June 30, 2023

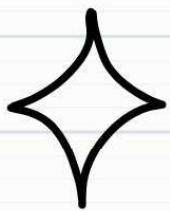
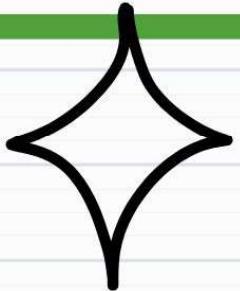
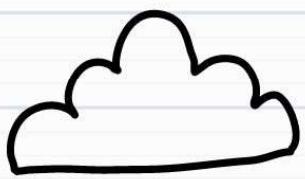
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 5 Status
1.4	Participate in regional committees: askHRgreen.org and Regional Stormwater Workgroup		Maintain valid MOA	HRPDC	Every 5 years (concurrent with MS4 permit)	MOA	Compliant. MOA was renewed in 2018 and is available in the Appendix
1.4a	Regional Cooperation	Participate in the regional processes, including the Regional Stormwater Workgroup and askHRgreen.org	Number of meetings attended/Number of meetings held	SW Program Administrator	Annually	Attendance chart	Compliant. Attended 100% of meetings. See attendance chart in Appendix.
1.4b	askHRgreen.org	Participate in at least 50% of askHRgreen.org Stormwater Education Subcommittee meetings	Number of meetings attended/Number of meetings held	SW Program Administrator	Annually	Attendance chart	Compliant. Attended 80% of meetings. See attendance chart in Appendix.
1.5	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.		SW Program Administrator	Annually	Annual report	Compliant. The City was able to have their premier education event, the Poquoson Seafood Festival, for the first time since COVID. This combined with the other efforts of the City meet the requirements of the permit.

High Priority Issues - Education and Outreach Plan

Permit Cycle: Nov. 1, 2018 - October 31, 2023

Date Updated - August 24, 2023

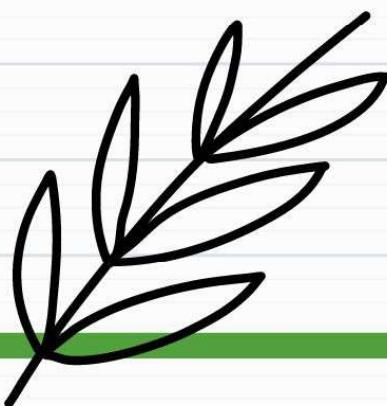
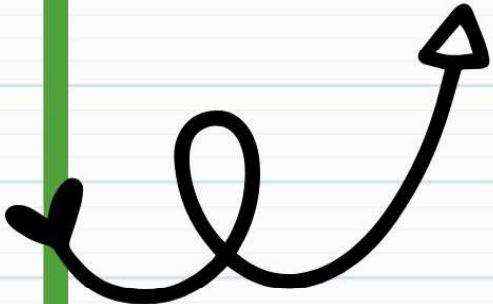
High Priority Issue		Rationale for Selecting this Issue	Target Audience	Strategies Used	Anticipated Schedule - FY23 and beyond
1	Pet Waste: Scoop the Poop	Reducing impacts to waterways with local bacteria impairments and seasonal algal blooms	Dog owners	Paid media campaign (TV, online, social media, newspapers)	April 2023 and May 2024
				askHRgreen e-newsletter and social media posts	Ongoing
				Green Learning Guides for 3rd & 6th grade SOLs	Online -ongoing
				Pet waste station grant program - 10 yr anniversary	Ongoing
				Printed brochures	Ongoing
				Promotional items - Collapsible pet water bowls, dog waste bag holders and poop emoji squeezers	Ongoing
				Scoop the Poop pledge at askHRgreen.org	Ongoing
				Information on askHRgreen.org	Ongoing
2	Lawn Care	Reducing algal blooms and nutrients concentrations in surface waters	Homeowners	Paid media campaign (TV, radio, online, social media)	September 2022 and September 2023
				askHRgreen e-newsletter and social media posts -fertilizer	Ongoing
				askHRgreen e-newsletter and social media posts -leaves and lawn debris	Ongoing
				Rainbarrel Workshops	Spring 2023
				Promotion of soil test kits	Ongoing
				"Drains to Waterways" storm drain medallions	Ongoing
				Printed brochures	Ongoing
				Promotional items - soil test kits	Ongoing
				Information on askHRgreen.org	Ongoing
3	Proper Disposal of Fats, Oils, and Greases (FOG)	Preventing sanitary sewer overflows caused by impropoer disposal of fats, oils, and grease	Restaurant owners and employees, grease haulers, and general public	Paid media campaign (TV, radio, online, social media)	November 2022
				askHRgreen e-newsletter and social media posts	Ongoing
				Training and educational resources - www.HRFOG.com	Ongoing
				Promotional items - grease can lids, sink strainers	Ongoing
				Printed brochures, children's activity books	Ongoing
				Information on askHRgreen.org	Ongoing
				Food Service Establishment & Grease Hauler Employee FOG Certification Program at www.hrfog.com	Ongoing
4	Proper disposal of used oil, batteries, and household hazardous waste (HHW)	Prevention of illicit discharges of oils and HHW	Homeowners	Paid media campaign - proper HHW storage & disposal (tv, online, social media, newspapers)	March 2023
				askHRgreen e-newsletter and social media posts	Ongoing
				Information on askHRgreen.org	Ongoing
5	Proper Disposal of Cigarette Butts	Reducing impacts on water quality	Smokers	Cigarette Waste Receptacle Program	FY 2023
				#NoButtsAboutIt campaign - larger than life model cigarette butts in public places	Ongoing
				Rack card brochures	Ongoing
				Promotional items - pocket ashtrays	Ongoing
				askHRgreen e-newsletter and social media posts	Ongoing
				Information on askHRgreen.org	Ongoing



2022-2023

ANNUAL REPORT

askHRgreen.org



EE23-01

HAMPTON ROADS PLANNING DISTRICT COMMISSION

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Debbie Ritter
Ella Ward
Christopher Price
Brian Solis

POQUOSON

Gordon Helsel
Randall Wheeler

FRANKLIN

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NEWPORT NEWS

Phillip Jones
Cleon Long
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NORFOLK

Kenneth Alexander
Courtney Doyle
Andria McClellan
Danica Royster
Patrick Roberts

WILLIAMSBURG

Douglas Pons, Chair
Andrew Trivette

YORK COUNTY

Sheila Noll
Neil Morgan

Robert A. Crum, Jr., Executive Director/ Secretary

Report Documentation

TITLE:

askHRgreen.org Annual Report for Fiscal Year 2022-2023

REPORT DATE

September 2023

GRANT/SPONSORING AGENCY

Local Funds

AUTHORS:

Katie Cullipher

Rebekah Eastep

ORGANIZATION NAME,**ADDRESS AND TELEPHONE**

Hampton Roads Planning District Commission

723 Woodlake Drive

Chesapeake, Virginia 23320

(757) 420-8300

www.hrpdcva.gov

ABSTRACT

The Hampton Roads Planning District Commission (HRPDC) is one of 21 Planning District Commissions in the Commonwealth of Virginia and is a regional organization representing the 17 local governments of the Hampton Roads area. This report provides an overview of the askHRgreen.org regional public outreach program and campaign results for fiscal year 2022-2023. It also provides an overview of the individual initiatives and results from each of the four askHRgreen.org environmental education committees: Recycling and Beautification, Stormwater Education, Water Awareness, and Fats, Oils & Grease Education.

ACKNOWLEDGEMENTS

This report was prepared by the HRPDC staff in cooperation with the member localities. Preparation of this report was included in the HRPDC Work Program for Fiscal Year 2023, approved by the Commission in May 2022.

About askHRgreen.org

Launched in 2011, askHRgreen.org is more than just a robust website; it is an award-winning comprehensive public outreach initiative. The program combines traditional and social media with grassroots outreach efforts to not only educate but inspire residents of Hampton Roads to make changes that have a positive impact on the environment. By combining local expertise and leveraging economies of scale, the askHRgreen.org program is able to help local jurisdictions fulfill requirements of MS4 stormwater permits, groundwater withdrawal permits, and state consent orders to reduce sanitary sewer overflows. For citizens, it has become a “one-stop shop” to find answers, resources, and inspiration for a cleaner, greener Hampton Roads. From water-wise landscaping ideas and pointers for preventing water pollution to recycling tips and simple ways to prevent sewer overflows, all you have to do is askHRgreen.org.

Financial support for askHRgreen.org is made possible by the following member localities and agencies: the cities of Chesapeake, Franklin, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach and Williamsburg; the counties of Gloucester, Isle of Wight, James City, Southampton, Surry and York; the town of Smithfield and HRSD. Members of locality staff and HRSD comprise four askHRgreen.org committees who meet monthly to develop and implement the regional program.

Recycling and Beautification Committee - A coalition of local government staff members from across Hampton Roads who are working together to share ideas and pool resources for various education programs tailored towards community beautification, litter prevention, waste reduction, and recycling education. This group has been working cooperatively since 1981.

Fats, Oils, and Grease (FOG) Education Committee - A coalition of local government staff members working together with HRSD to protect wastewater infrastructure, reduce sanitary sewer overflows, and improve local water quality. The Committee shares both technical resources and educational strategies to prevent improper disposal of fats, oils, and grease. This cooperative effort has been underway since 2007 when 13 of the region's localities and HRSD entered into the Regional Special Order by Consent with the Virginia Department of Environmental Quality.



Water Awareness Committee - Regional public utilities staff members working together to educate citizens about aging infrastructure, the value of tap water, and the importance of water conservation. This cooperative effort assists localities in meeting education requirements of water supply and ground water permits as well as increasing public awareness of the vital role water plays in the quality of life of Hampton Roads and the need to conserve it.

Stormwater Education Committee - A cooperative partnership of the region's 17 member jurisdictions which has served as a formal adjunct to the required public information component of the Virginia Pollution Discharge Elimination System Permits (VPDES) for Phase I and Phase II Municipal Separate Storm Sewer Systems (MS4) since 1997. Local government staff members work together to share ideas and pool resources for various education programs and outreach initiatives -tailored to stormwater pollution prevention.



2022-2023 by the numbers



@askHRgreen

3,041



@askHRgreen

659



eNews Subscribers

6,744

over **24 million** opportunities to  see or hear about askHRgreen.org



166,589 visits to askHRgreen.org

community events with over
205,154 people in attendance



BAY STAR PROGRAMS

3,824 homes  **79 businesses** 

 **3,572** students impacted by **\$4,289** in environmental education mini grants



\$13,500 grant funding for special projects

Website Analytics

The askHRgreen.org website continues to be the cornerstone of our outreach efforts where campaign news and events are featured prominently and content is delivered seamlessly to users on all types of devices. In FY23, we saw a 15% increase in website traffic over FY22

and a 9% increase in webpage views. The majority of web traffic continues to be new visitors, demonstrating the growing awareness and effectiveness of our outreach efforts.

	2022-23	2021-22	2020-21	2019-20	2018-19	2017-18	2016-17	2015-16	2014-15	2013-14	2012-13	TOTAL
Visits	166,589	144,282	88,544	73,379	58,893	55,735	58,113	52,530	58,279	55,505	32,697	844,546
Unique Visitors	155,636	130,929	77,212	63,146	49,816	45,661	46,282	42,539	46,994	43,547	25,092	726,854
Pageviews	206,511	188,867	125,529	117,463	86,538	93,589	92,681	93,177	103,228	116,818	72,270	1,296,671
Pages per Visit	1.24	1.31	1.42	1.60	1.47	1.68	1.59	1.77	1.77	2.10	2.21	
Average Visit Duration	0:28	0:38	0:55	1:02	1:03	1:27	1:12	1:32	1:26	1:48	2:10	
Bounce Rate	89%	87%	83%	79%	81%	77.31%	79.07%	74.92%	74.80%	64.37%	61.27%	
% New Visits	93%	90%	87%	86%	84%	81.48%	79.62%	80.44%	79.87%	77.74%	75.50%	
Mobile Devices	75%	71%	57%	58%	57%	54%	53%	40%	39%	34%	5,100	
Desktop Devices	25%	29%	43%	42%	43%	46%	47%	60%	61%	66%	27,597	

**AVERAGE
566 PAGES
VIEWED/DAY**

Even after last year's tremendous growth, our traffic continues to go up, with a 15% increase over FY21-22. Again, the majority of traffic continues to be new visitors, and with 10 campaigns (one eight months long), we're continuing to attract new audiences and grow awareness.

Top Website Traffic Sources & Pages Visited

53.66% Direct

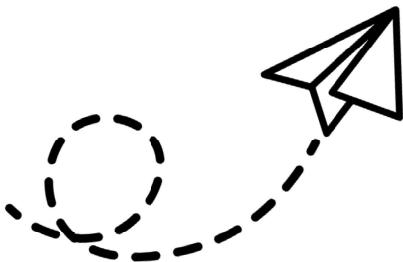
23.29% Organic Search

18.82% Other (Paid Search)

2.60% Social

1.62% Referral

0.01% Email

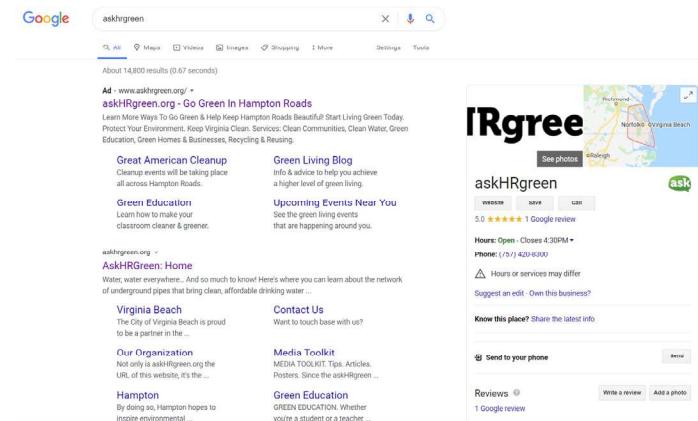


TOP TWENTY VISITED PAGES

12,610	My Bookmarks
10,185	Home
8,859	Good to Know/Do: Recycling Lookup
6,155	Good to Know/Do: Recycling Donating
4,913	Good to Know/Do: Start Smart, Recycle Right
4,861	Good to Know/Do: Recycling Lookup - Virginia Beach
3,580	Events
3,416	Good to Know/Do: Plant Native Plants
3,123	Blog Article: The One Thing You Can't Live Without
3,085	Good to Know/Do: Single-Use Plastic
2,615	Good to Know/Do: Illegal Dumping
2,540	Program: Great American Cleanup
2,376	Good to Know/Do: How to Dispose of Household Hazardous Waste
2,215	Good to Know/Do: Recycling Lookup - Norfolk
2,125	Good to Know/Do: Lawn & Garden Best Practices
2,092	Good to Know/Do: Battery Disposal
2,072	Good to Know/Do: Recycling Lookup - Chesapeake
1,908	Good to Know/Do: Living on the Water
1,878	Good to Know/Do: Recycling Lookup - Hampton
1,833	Good to Know/Do: Recycling Lookup - Newport News

Search Engine Marketing

The askHRgreen.org Search Engine Marketing (SEM) program employs Google pay-per-click advertising to increase traffic to the website. By bidding on select keywords and phrases, our ads direct search traffic to relevant content on the askHRgreen.org website. In FY23, we had more than 216,000 Google search impressions. Those searches drove over 20,000 clicks to relevant content on the askHRgreen.org website. That equates to an incredible click-thru-rate (CTR) of 9.28%.

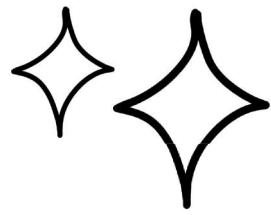


Search Engine Marketing Results

	2022-23	2021-22	2020-21	2019-20	2018-19	2017-18	2016-17
Impressions	216,247	274,428	376,459	342,690	210,695	169,140	107,920
Clicks	20,040	21,771	16,103	12,449	11,087	7,330	4,226
Click Thru Rate (CTR)	9.28%	7.93%	4.28%	3.63%	5.26%	4.33%	3.92%

Top 10 Keyword Ad Groups

	Impressions	Clicks	Click Thru Rate
Recycling at Home	54,659	5,106	10.05%
Native Plants	49,712	3,021	4.22%
Electronics Disposal	32,771	5,927	15.15%
Lawn Care	31,235	1,636	3.81%
Tap Water	8,055	412	6.63%
Battery Disposal	7,480	1,133	10.64%
Medication Disposal	6,191	1,075	12.41%
TMDL	3,666	52	2.56%
Fertilizer Tips	3,322	177	2.79%
Soil Testing	3,164	177	4.56%

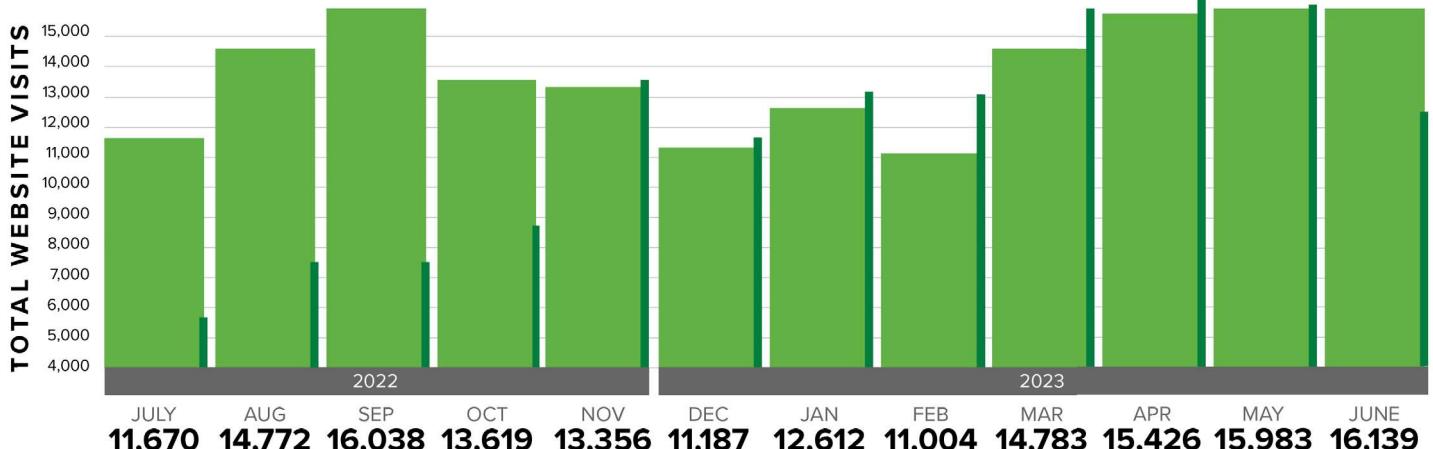


2022-2023 ACTIVITY CALENDAR

COMMITTEE	CAMPAIGN	MEDIA	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
STORMWATER	Lawn Care	TV, R, O, S												
WATER AWARENESS	Imagine A Day Without Water	TV, AT, R, O, S												
R&B	Start Smart, Recycle Right	TV, AT, PV, R, O, S												
FOG	Grease Grinch	TV, R, O, S												
FOG	What Not To Flush - Wipes	TV, AT, R, O, S												
FOG	What Not To Flush - Chalkboard	TV, AT, R, O, S												
STORMWATER	Household Hazardous Waste	AT, O, S												
WATER AWARENESS	Fix-A-Leak	TV, AT, R, O, S												
STORMWATER	Pet Waste - In Your Yard	AT, O, S												
WATER AWARENESS	VOWW / Drinking Water Week	TV, AT, R, O, S												
ALL	askHRgreen.org Newsletters	E												
ALL	Public Relations													
ALL	Social Media Management													
ALL	Search Engine Marketing													
ALL	askHRgreen.org Blog Articles													

MEDIA KEY / **TV** = Broadcast TV **AT** = Advanced TV **PV** = Preroll Video **R** = Radio **P** = Print **O** = Online **S** = Social Media **E** = Email **OD** = Outdoor

PROMOTIONS + WEBSITE VISITATION



FY 22-23
FY 21-22
R&B
Stormwater
WA
FOG

RECURRING MONTHLY PAID SEARCH (PPC) CAMPAIGN AND SOCIAL MEDIA MANAGEMENT

eNEWS	eNEWS	eNEWS	eNEWS	eNEWS	eNEWS	eNEWS
Lawn Care Sept 19-25	Imagine A Day Without Water Oct 17-23	Beware the Grease Grinch Nov 21-27	What Not to Flush - Wipes Jan 23-29	Household Haz Waste Mar 6-12	Pet Waste April 3-9	

Start Smart, Recycle Right November-June

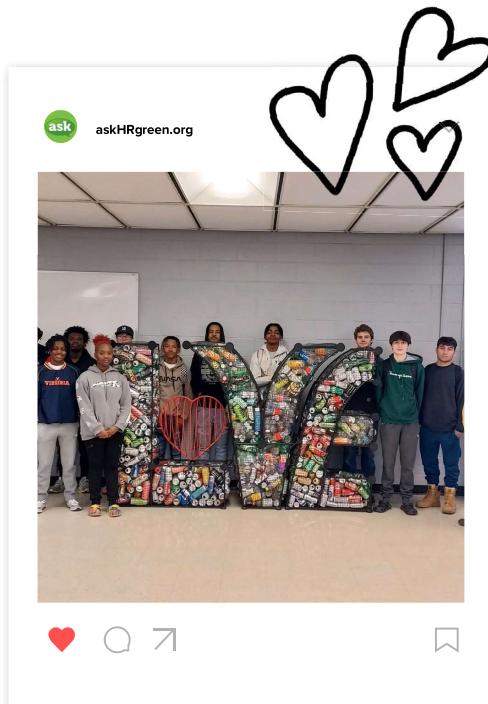
What Not to Flush - Chalkboard Feb 6-12	Fix-A-Leak Mar 27 - Apr 2
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VOWW DW Week May 8-14

Spreading LOVE Around Hampton Roads

Inspired by the iconic Virginia LOVE signs, askHRgreen.org and partner TFC Recycling placed a call for artists in the fall of 2022 to find a local talent to create a recycling-themed LOVE sign as part of the “Start Smart, Recycle Right” public awareness campaign. The Start Smart, Recycle Right campaign encourages residents to create less waste and recycle only those items accepted in their local recycling program – most often paper, plastic bottles, and metal cans. Tom Shirk and his students from Suffolk Public Schools’ College & Career Academy at Pruden were selected as the winning team for this unique art challenge. They received a \$2,500 stipend to cover costs for materials along with recyclable materials to complete the sculpture.

Mr. Shirk and his students welded materials to create their LOVE letters and included a beautiful red heart-shaped O to bring it all together. The final 8'x5' see-through design was filled with recyclable beverage cans and plastic bottles and secured with a lightweight mesh to tie the whole concept together. The LOVE sig is now traveling across Hampton Roads making stops at local events and is on display in public places to help inspire meaningful conversations about the importance of recycling right. You can follow the LOVE sign and find out where it will stop next at askhrgreen.org/recycling-is-for-lovers.



Thursday, September 1, 2022 | 9

the daily break

Artists needed for 'LOVE' recycling project

By Everett Eaton
Staff Writer

AskHRgreen is offering artists an opportunity to pitch an idea for a Virginia LOVE sign that encourages Hampton Roads residents to recycle.

The LOVE sign must be transportable and good for indoor or outdoor use – if it can fit in a SUV or truck, it's too big.

Finalists will meet with a selection committee to talk about their ideas, and the winner will get a \$2,500 stipend to cover the materials, build and travel expenses.

The designs should represent the Start Smart, Recycle Right campaign, which encourages proper recycling such as buying recyclable items and rinsing out food waste in containers before putting them in bins.

The designs do not need to include recycled materials, but if they do, askHR-

side plastic. The bags can damage the machinery because they get tangled in the recycling parts.

“Recycling helps to reduce energy consumption, save natural resources and decrease waste,” Callahan said. “It’s better for communities as long as the right items are placed in the bin.”

Visit askhrgreen.org for a list of what is recyclable in your area.

Everett Eaton, 262-902-7896, everett.eaton@virginianmedia.com

HOW TO SUBMIT
Online proposals can be sent via email to askhrgreen@hrpva.gov. Mailed or delivered to 7200 University Boulevard, Chesapeake, 23320.

Deadline: 2 p.m., Oct. 7
Winner announcement: Nov. 1
Project completion deadline: March 31, 2023

Community Outreach

Events

askHRgreen.org has a strong public engagement program which consists of participating in local community events throughout the year. The focal point of this participation is the askHRgreen.org educational trailer. The askHRgreen.org trailer has become a sought-after addition to many community events and a trusted resource for event organizers and guests alike. The benefit of having the askHRgreen.org trailer is that it comes filled with a variety of resources from informational brochures to eco-themed promotional items such as reusable shopping bags, sink strainers, shower timers, dog waste bag holders, and more. In FY23, events finally reached the pre-pandemic norm and the askHRgreen.org team was able to participate in 26 diverse community events. In total, 200,154 people had the opportunity to see askHRgreen.org at an event in their community with most events utilizing the askHRgreen.org trailer.



2022-2023 Community Events			Estimated Attendance
7/22	TGIF Summer Series	Suffolk	700
8/19	TGIF Summer Series	Suffolk	400
9/15-9/18	Isle of Wight County Fair	Windsor	32,455
9/24	VBMG Fall Gardening Festival	Virginia Beach	1,800
9/27-9/28	Virginia Marine Debris Summit	Virginia Beach	100
10/5-10/9	Peanut Festival	Suffolk	100,000
10/14-10/16	Poquoson Seafood Festival	Poquoson	45,000
10/29	Lynnhaven River Now Treetopia	Virginia Beach	500
11/5	Mariners' Park Fall Festival	Newport News	3,000
11/10	Virginia Beach Public Works	Virginia Beach	550
11/19	Litter & Recycling Expo	James City County	159
1/7-1/8	Hampton Roads Home Show	Hampton	4,000
1/28-1/29	Mid Atlantic Home & Outdoor Living Show	Virginia Beach	5,000
3/20	Norfolk Stormwater Day	Norfolk	125
3/21-3/22	Virginia Green Travel Conference	Chesapeake	220
4/8	Yorktown Go Green Market	Yorktown	600
4/15	Tradition Brewing Earth Day	Newport News	125
4/15	Hiddenwood Presbyterian Spring Festival	Newport News	150
4/19	NASA Earth Day	Hampton	75
4/22	Virginia Living Museum Earth Day	Newport News	970
4/22	Earth Day at Mount Trashmore	Virginia Beach	2,200
4/28	Anheuser Busch Environmental Fair	James City County	300
5/2	APWA Convention Equipment Rodeo	Hampton	250
5/20	Virginia Zoo Party for the Planet	Norfolk	1,400
5/20-5/21	Tidewater Comicon	Virginia Beach	5,000
6/2	Newport News Waterworks Safety Day	Newport News	75
Total			205,154



Bay Star Homes

The Bay Star Homes program grew by 131 participants in FY23 bringing the total number of participants to 3,824. Residents participating in the Bay Star Homes program pledge to use at least eight environmentally-friendly practices in their homes. This includes changing environmentally-harmful behaviors and proactively implementing stormwater management practices such as rain barrels, rain gardens, and downspout disconnects on their private property. Other pledges address issues like waste reduction, water conservation, and conserving energy. Participants in the program get early access to special askHRgreen.org programs including the very popular rain barrel workshops.

FY23 Bay Star Homes Registrants	
City/County	Number
Chesapeake	7
Franklin	1
Hampton	8
Isle of Wight	1
James City	1
Newport News	21
Norfolk	66
Poquoson	2
Portsmouth	2
Suffolk	3
Virginia Beach	11
Williamsburg	2
York	6
Total	131



Total Bay Star Homes Registrants

City/County	Number
Chesapeake	172
Franklin	14
Gloucester	18
Hampton	138
Isle of Wight	13
James City	18
Newport News	304
Norfolk	2,546
Poquoson	19
Portsmouth	45
Smithfield	12
Southampton	4
Suffolk	153
Surry	3
Virginia Beach	270
Williamsburg	7
York	88
Total	3,824

**Be a part of our
Bay Star Home program!
Pledge to make greener choices at home,
in the yard and in our community.**



Community Outreach

Greening Up in 2023

At askHRgreen.org, we believe that being green should be an everyday thing—not just an Earth Day thing. On January 1, we invited residents to “Green Up” in 2023 by making a commitment to live a greener life every day, every month, every year. To help inspire people throughout the year to renew their dedication to a cleaner, greener lifestyle, we created a checklist at askHRgreen.org/green-up. These monthly themes ran January through June and they will continue to be incorporated into our newsletters and social media campaigns throughout the 2023 calendar year.

01

January: Start Smart, Recycle Right

Make this the year to “Start Smart, Recycle Right” by selecting products with less packaging (or packaging that you know is accepted for recycling) and knowing which items are recyclable in your community. Use our handy [Recycling & Disposal Lookup Tool](#) as a guide.

02

February: Make Your Home Flush-Friendly

To be flush-friendly, you need to know what not to flush. As you might read up on that while you take a poopy break during the Superbowl halftime. Some things you should never flush include tissues, paper towels and wipes, even if they say they’re flushable! Are you a Toilet Trooper or a Party Pooper? [Take this fun quiz](#) and find out!

03

March: Keep Your Community Clean

Register for a Great American Cleanup (March 24-25) event near you. Or rally your neighbors and plan your own project. Need help? Through our “Team Up 2 Clean Up” program, you can “check in” after gathering trash bags and safety equipment for your team’s use. (By the way you can put together a Team Up 2 Clean Up group and check out this equipment any time of the year.)

04

April: Make Your Yard Stormwater-Smart

April showers bring...Well, you know! Assess your lawn and garden areas to see if stormwater runoff is causing erosion or standing water. Native trees, shrubs and perennials will look great while stabilizing your soil. Take a look at the [Native Plants for Southeastern Virginia Guide](#) for inspiration.

05

May: Safely Dispose of Household Hazardous Waste

Spring cleaning? Set aside any hazardous household waste products (old paint cans, fluorescent bulbs, motor oil, etc.) to take to a safe HHW collection site. Look for local disposal resources and collection events at askHRgreen.org/hhw.

06

June: Fix Household Water Leaks

Your money may be drip, drip, dripping away and you don't know it! This month, find out how to [run down common household water leaks](#) such as dripping faucets, leaky showerheads and worn-out toilet flaps, and learn how to fix them. It's easy and will mean more money saved and less water wasted.

07

July: Choose to Refuse Single-Use Plastics

Millions worldwide will participate in Plastic Free July. Will you accept the challenge? [Single-use plastics](#) last for decades, yet they are used for just minutes and thrown away. Going “strawless” will help protect wildlife from ingesting this litter, while keeping our area “beachy” clean.

08

August: Support Green Learning in Schools

Spread the word to a teacher or youth group leader you know about our [askHRgreen.org Environmental Education Mini-Grant Program](#). Grants of up to \$500 are available for funding green-based student projects. They will love you for recommending it!

09

September: Make Back-to-School as Green as Can Be

Make back-to-school easier on the environment by using what you have on hand and making smart buying choices. Make an “educated” decision and [check out our tips!](#)

10

October: Thank a Water Worker

Drink up! Water that is. And give thanks to our hardworking water workers that it flows without fail through your pipes. [Imagine a Day without Water](#), October 19, addresses the importance of maintaining the water and wastewater systems that bring a steady flow of water to keep Hampton Roads humming.

11

November: Keep the Grease Grinch at Bay

Keep the plumber off your holiday guest list, by knowing how to dispose of Thanksgiving leftovers and food scraps. Avoid kitchen sink backups by pouring standing grease in a can, freezing it, and then tossing it in the trash. And don't forget to scrape leftovers in the garbage or compost bin. Need more tips? [Here you go!](#)

12

December: Reduce Holiday Waste

Being a conscientious consumer during this peak waste-generating month could be the single greatest gift you give to the environment. Check our [Green Holiday Guide](#) for ideas on everything from shopping and entertaining to gift ideas and how to wrap them!

Great American Cleanup

The askHRgreen.org Recycling & Beautification Committee once again collaborated regionally to host the Hampton Roads Great American Cleanup (GAC). A part of the committee’s “Team Up 2 Clean Up” initiative, GAC engages the public and business community to get involved in litter cleanup and beautification projects throughout the region. The two-day cleanup initiative has grown every year and had another record-breaking year in FY23. This year’s cleanup, held on March 24-25, attracted more than 2,400 volunteers from around Hampton Roads. Working together, volunteers cleared a combined 2,805 bags of litter and 429 tires from roadways, tree lines, neighborhoods, parks, and waterways. That’s an estimated 47 tons of trash found and removed from public spaces. From James City County and Gloucester to Suffolk and Virginia Beach, volunteers came together across the region to make a difference and it showed!



Community Outreach

Drinking Water Regulations

In December 2021, the Environmental Protection Agency (EPA) announced plans to take additional steps to address the potential for lead to enter drinking water through household plumbing. Drinking water that leaves the water treatment plant is free of lead. However, lead is sometimes present in the pipes of homes built prior to 1986 and can introduce lead into a home's water supply. In FY23, the Water Awareness Committee was created a new informational video and webpage to help residents understand their home's potential for lead plumbing, how to check for lead pipes, and strategies for minimizing potential exposure to lead. The information is available online at askHRgreen.org/leadpipes.



Rain Barrel Workshops

The Stormwater Education Committee hosted rain barrel workshops in the spring of 2023. These popular workshops routinely sell out in a matter of days due to the low cost of just \$25 per rain barrel. By offering these workshops across the region, askHRgreen.org is able to provide affordable access to this water-saving best practice. Rain barrels reduce the amount of runoff flowing to the stormwater system while also providing residents with a free source of water for outdoor use. In total, seven workshops were held across the region with a total of 90 rain barrels distributed to the community in both in-person and curbside "take and make" formats. Workshops were held in the following localities: Chesapeake, Hampton, James City County, Newport News, Suffolk, and York County.



Student Outreach

Green Star Teachers

As part of the askHRgreen.org 10th anniversary celebration in FY22, we were able to celebrate local educators with our Green Star Teachers Awards. With the support of HRSD, 10 finalists were chosen in March 2022 and awarded \$1,000 to use for a green-themed classroom project of their choice. The winning submissions included educators from across the region who involved their students in planting community gardens, organizing school recycling programs, conducting field trips to the landfill and planting trees on school grounds. During FY23, teachers began implementing their new projects and we are pleased to share the results from five of the projects that were completed by the end of FY23.

Michele Ferrel

Kilgore Gifted Center, Hampton

Ms. Ferrel promoted environmental stewardship throughout the school by having students maintain the schoolyard habitat including a vegetable garden, rain barrels, butterfly garden, and pollinator garden. Students loved being outside and getting their hands dirty.



Pamela Hall

Carrollton Elementary School, Isle of Wight County

Ms. Hall worked with students to engineer solutions to real-life problems while learning about renewable energy. Third grade students worked in teams to engineer wind

turbines to light up a barn, solve agricultural problems with renewable resources, and design sustainable communities.



Charlie Morse

Williamsburg Community Growers, Williamsburg-James City County

Mr. Morse worked with William & Mary intern Eli Fulcher to develop a composting system for food scraps. This included two 3-bin containers for housing 2,000 worms, a technique using macerated and composted pre-consumer food scraps and local leaves and a heating system for maintaining a healthy working environment for the worms. Mr. Morse also developed a lesson to be used with elementary students and tested the lesson with third through fifth grade students from J. Blaine Blayton Elementary School in James City County.



Student Outreach

Kathleen (Kathy) Shambo

Southside STEM Academy at Campostella, Norfolk

Ms. Shambo established an eco-club at Southside STEM Academy to maintain the native plant garden at the school. Students planted seeds, repaired existing planters, and organized an Earth Day school yard litter cleanup for the entire 5th grade. The club also participated in regular litter pickups throughout the year.



Melissa Powell-Riedl

Paul Burbank Elementary School, Hampton

Ms. Powell-Riedl increased the growing area of the school garden with more raised beds for vegetables in an outdoor classroom setting that is accessible to more students. Both students and staff have enjoyed the expanded garden area and some classes utilize the space daily.



to all of our Green Star teachers

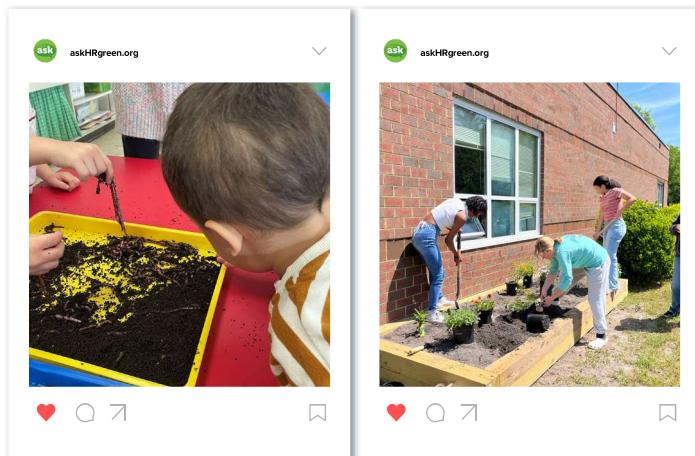
Student Outreach

Environmental Education Mini Grant Program

Supporting environmental education in the classroom continues to be a priority of askHRgreen.org. The Environmental Education Mini Grant Program offers all Hampton Roads teachers, youth leaders, or organizations working with youth (K-12) grants of up to \$500 to fund environmentally-themed projects.

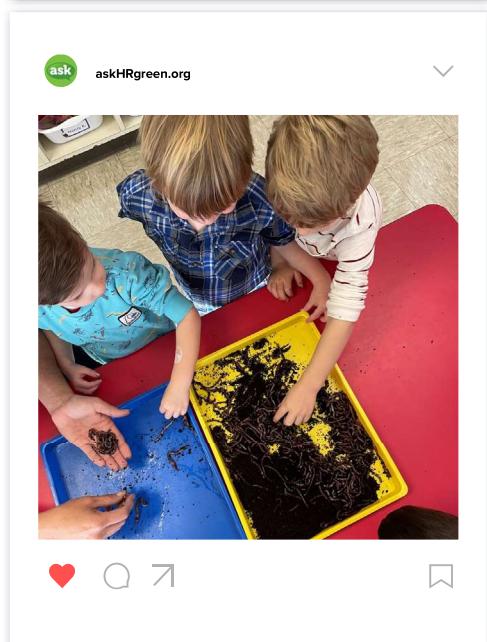
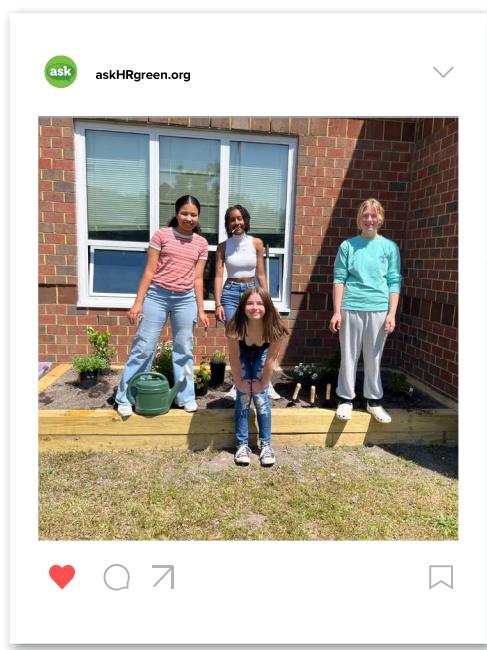
In FY 2022-2023, askHRgreen.org was able to fund 9 mini grant projects for a total of \$4,289.63. Through these initiatives, young learners had more access to "green" books, started recycling programs, cultivated community gardens, learned about vermicomposting, native plants and habitat creation, conducted schoolwide cleanups and beautified spaces. These meaningful experiences are sure to foster a sense of connection between our environment and tomorrow's leaders. In total, more than 3,500 students

were impacted by the mini grant program in FY23. To learn a little more about each of these exciting projects, please see Appendix B.



FY23 Environmental Education Mini Grant Projects

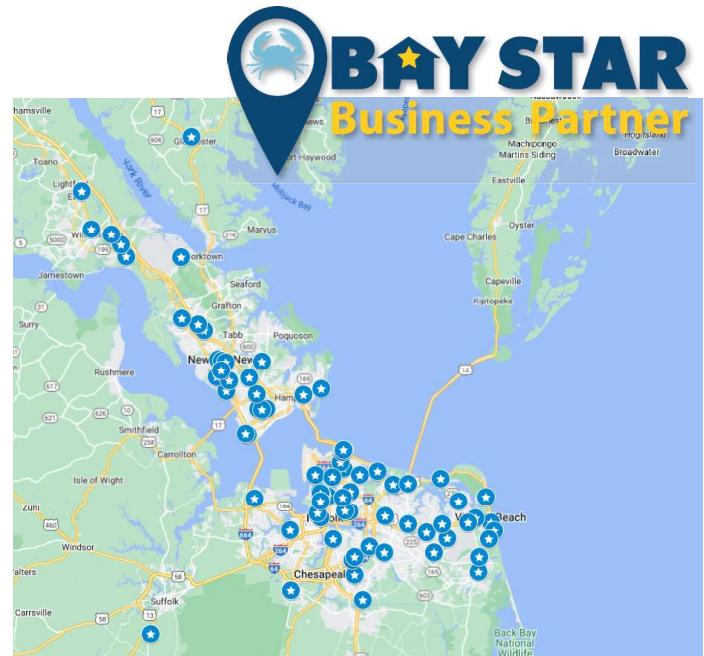
Project	Students	School/Organization	City/County	Grant
School Garden	400	Kingston Elementary School	Virginia Beach	\$500.00
Vermicomposting	32	Parish Day School	Virginia Beach	\$310.00
Ocean Pollution Starts on Land	510	Hermitage Elementary School – Ecology Club	Virginia Beach	\$500.00
Meaningful Watershed Experience	80	Walsingham Academy	Williamsburg	\$480.00
Native Trees	109	Norfolk Academy	Norfolk	\$500.00
Save the Bees	15	Hugo Owens Middle School	Chesapeake	\$500.00
Cultivating Crops and Connections	not available	King's Grant Elementary	Virginia Beach	\$499.63
Recycling in the Classroom	1766	Bethel High School	Hampton	\$500.00
Native Plant and Pollinator-Friendly Garden	660	Great Bridge Primary School	Chesapeake	\$500.00
3,572				\$4,289.63



Business Outreach

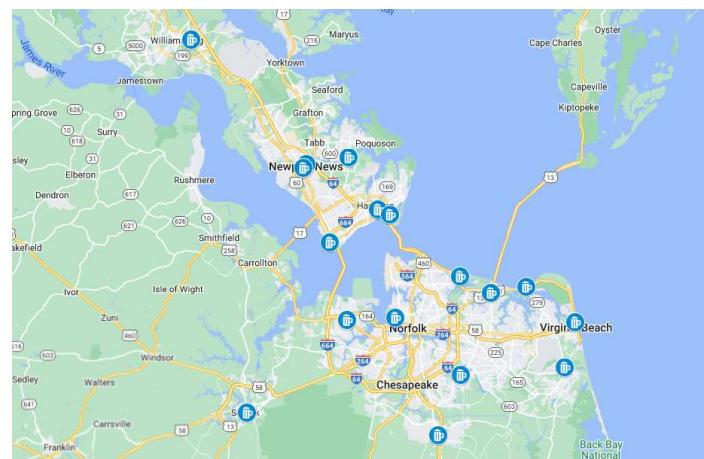
Bay Star Business Program

Launched in 2018 by the Stormwater Education Committee, the Bay Star Business program engages the Hampton Roads business community in protecting local water quality and other environmental stewardship activities. Businesses can sign up online by pledging to implement environmental practices such as conserving water, recycling, cleaning up and preventing litter, properly maintaining company vehicles, and more. There is no cost to join and most program pledges are no- or low-cost changes that make business more efficient. Participating businesses receive a welcome packet filled with relevant environmental information and Bay Star Business window clings to display in their business or on company vehicles. Participating businesses are also recognized through the askHRgreen.org website and social media accounts. Community recognition is an incentive for local businesses and an easy way for consumers in the region to identify eco-friendly businesses. In FY23, the Bay Star Business program added 5 new partners for a total of 79 participants. The program attracts a large variety of businesses including multi-family housing communities, contractors, retail establishments, restaurants, salons, and marinas.



Imagine a Day Without Water

Celebrated each October, Imagine a Day Without Water is a national outreach campaign designed to highlight all the ways we use water each day. In FY23, the Water Awareness Committee promoted Imagine a Day Without Water by partnering with 17 local breweries to distribute specially-themed pint glass sleeves on October 20th and while supplies lasted. Participating breweries also received trivia night materials and a social media toolkit. To further promote the event, the committee hosted a social media contest to give away two trendy tumblers for anyone who registered for the newsletter. A total of 122 people signed up through the promotion.



Business Outreach



Fats, Oils, and Grease (FOG) Commercial Training and Certification Program

The regional FOG Training and Certification program is designed to educate local food service workers and grease haulers on how to prevent sanitary sewer backups caused by improper handling and disposal of fats, oils, and grease. FOG certification requirements vary by locality, but the free training and certification programs are available to the public at HRFOG.com.

The HRFOG.com website serves as a regional hub for food service employees and grease haulers to review training documents and complete certification exams to comply with local FOG ordinances. It also hosts helpful educational resources like signs and brochures and additional guidance documents for local FOG programs. The website was developed in 2012 as a custom build but more robust and user-friendly testing platforms now exist as “out of the box” solutions. The Committee worked much of the year to document the technical requirements for the website and testing process as well as administrative functions. These technical requirements were used to select TalentLMS as the new online training and certification platform. Data migration and web development work began in FY23 and the new and improved training website is scheduled to launch in early FY24 to ensure a better user experience for those individuals who are required to take the regional FOG certification program. The site will also give administrative users better access to data and reporting features.



Business Outreach

Cigarette Waste Receptacle Grant Program

The Cigarette Waste Receptacle Grant Program was launched in May 2021 as a partnership between the Recycling & Beautification Committee and the Stormwater Education Committee. This community grant program offers free cigarette waste receptacles to businesses and other facilities experiencing a cigarette litter problem. Based on research from Keep America Beautiful, the proper placement of a cigarette waste receptacle at

transition points in the community (i.e. walking from a car into a business location) is strongly correlated with a decrease in cigarette litter. It seems that when made easy and convenient, smokers often make the right choice to dispose of their cigarette butts properly. The grant program requires the awardee to install and regularly maintain the cigarette waste receptacle. To date, 167 free cigarette waste receptacles have been distributed to a diverse mix of businesses in Hampton Roads. Of those awards, 105 receptacles were distributed to 64 facilities in FY23.



**Apply for a
free Cigarette
Waste Receptacle
for your business.**

Cigarette butts are The. Most. Littered. Items. When they're tossed on the ground, they damage your business's curb appeal and contribute to community litter and water pollution.

askHRgreen.org offers grants for a FREE cigarette waste receptacle to all businesses in Hampton Roads with the ability to install, monitor, and maintain the receptacle at their establishment.

Make it easier to properly discard their cigarette butts. **Apply for a FREE cigarette waste receptacle for your business.**

askHRgreen.org /cigarette-receptacle-grant



Promotional Campaigns

Waste Reduction & Recycling

The Recycling & Beautification Committee promotes waste reduction and quality recycling in Hampton Roads. The foundation for these efforts is the Start Smart, Recycle Right (SSRR) campaign. Launched in January 2021, the SSRR campaign encourages consumers to “start smart” with their consumer choices and recycle only the items accepted by their local recycling program. The campaign includes a dedicated webpage, online recycling and disposal lookup tool, a video series, and an interactive recycling quiz. In FY23, the committee was pleased to be joined in partnership by TFC Recycling who pledged a dollar-for-dollar match for media spending for up to three years to expand recycling education in Hampton Roads.

Paid Media. Through the TFC Recycling partnership, the committee was able to purchase eight months of ongoing campaign coverage for the SSRR campaign. The campaign launched on November 22 and ran through June 30. The campaign included traditional and digital streaming TV, radio, digital display ads with retargeting, social media, a radio interview, and three appearances on Coast Live. The campaign had concentrated periods of media coverage during the months of November, February, and April. Throughout the year, specific messages about recycling and waste reduction were included in the Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

Outreach Materials. The committee used banner displays and rack card distribution to communicate with the public about recycling basics and contamination. The rack cards were also made available in Spanish for reach Spanish-speaking audiences. The LOVE sign constructed from recyclables also toured the southside of Hampton Roads in FY23 with additional locations planned in FY24.

Public Relations. Public relations efforts supported recycling and waste reduction through news releases and articles in the Virginian-Pilot, Daily Press, and askHRgreen.org newsletter.

Social Media. We engaged with the community via Facebook and Instagram. Outreach included sharing organic and branded posts on recycling basics, avoiding recycling contamination, waste free living, composting, recycling facts, and more.

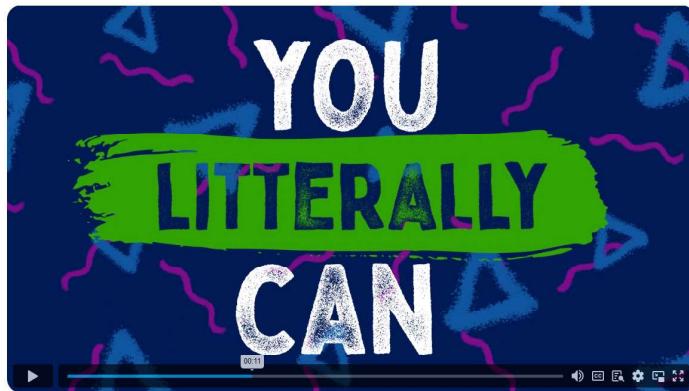


Promotional Campaigns

Litter Prevention

The Recycling & Beautification Committee has an ongoing priority of decreasing the amount of community litter through both litter prevention and litter cleanups. For several years, the committee has utilized the Team Up 2 Clean Up program to engage residents, businesses, and community organizations in the cleanup portion of this goal. The program matches interested volunteers with the resources needed to lead a community cleanup including lendable litter kits available at libraries or recreation centers in most localities across Hampton Roads. Each March, the committee hosts the Hampton Roads Great American Cleanup. In FY23, we continued to see engagement rise with 2,423 volunteers and 95,353 pounds of litter recovered from 200 project sites across Hampton Roads. The increased turnout for FY23 can be attributed in large part to the Suffolk Citywide Challenge.

New in FY23, was the creation of a litter prevention campaign called "You Litterally Can." The campaign was developed through a Department of Environmental Quality grant for recycling and litter prevention. The campaign explains that the public "litterally can" prevent litter with simple litter prevention strategies such as not overfilling trash cans, cleaning up after using public spaces and facilities, securing loads, and not tossing litter from the car. It also speaks to specialized audiences for cigarette waste and balloon releases and highlights the harmful impacts on wildlife. The campaign combines an emphasis on personal responsibility with the negative impacts litter has in our communities and on wildlife. Included in the campaign are eight short social media videos highlighting different sources of litter and one 30-second video combining the messages together into



a single resource. Supporting posters, bumper stickers, and children's stickers were also created and purchased to help spread the message offline during community events.

Paid Media. Throughout the year, specific messages about litter prevention were included in the Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

Outreach Materials. Lendable litter kits are available in various locations across Hampton Roads to make organizing cleanups easy for community groups, businesses, and neighborhood associations. The kits include trash bags, gloves, litter grabbers, safety vests, and buckets. As part of the "You Litterally Can" campaign, posters, bumper stickers, and children's stickers were created to distribute at community events.

Public Relations. Public relations outreach about litter prevention and cleanups was conducted via news releases and articles in the Virginian-Pilot, Daily Press, and askHRgreen.org newsletter.

Social Media. We engaged with the community via Facebook and Instagram. Organic and branded outreach topics included cleanup recruitment, cleanup results, litter prevention strategies, and seasonal reminders.

Cigarette Litter Prevention

The Recycling and Beautification Committee continued to educate the public about cigarette litter in FY23. Cigarette litter is particularly harmful in Hampton Roads as cigarette butts are easily swept into storm drains and out to local waterways where they become marine debris. To raise awareness about the harmfulness of cigarette litter, the committee displays larger-than-life model cigarette butts in public spaces through the #NoButtsAboutIt campaign. The displays are a great way to communicate the big impact this small piece of litter has on the environment. The committee also provides real-world solutions for cigarette litter by distributing cigarette waste receptacles through the Cigarette Waste Receptacle grant program. In FY23, the committee applied to receive free wall mount ash receptacles from Keep America Beautiful and

Promotional Campaigns

was awarded 100 free receptacles to distribute through the grant program.

Paid Media. Throughout the year, specific messages about cigarette litter were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

Outreach Materials. Cigarette litter rack cards and pocket ashtrays were made available for distribution at local events.



Public Relations. Cigarette litter prevention was featured in the askHRgreen.org newsletter.

Social Media. We engaged with the community via Facebook and Instagram to educate smokers on the proper disposal of cigarette butts and the general harmfulness of cigarette litter.

Cigarette Waste Receptacle Grant Program. In partnership with the Stormwater Education Committee, 167 free cigarette waste receptacles have been distributed to a diverse mix of businesses in Hampton Roads. Of those awards, 105 receptacles were distributed to 64 locations in FY23.

Fats, Oils & Grease (FOG) Disposal

The FOG Committee works to reduce sanitary sewer overflows (SSO) through public education on the proper disposal of fats, oils, and grease (FOG). When FOG is rinsed into household drains, there is a potential for damaging pipes on both the private and public sides of the sanitary sewer system. The committee encourages residents to can the grease, scrape plates into the trash, catch food scraps with a sink strainer, and recycle fryer oil. While FOG prevention is a year-round concern, this outreach priority is promoted heavily during the holiday seasons from November to December. This focal area was addressed with the following strategies:

Paid Media. There was a one-week “Grease Grinch” campaign that ran November 21 to November 27. The campaign included traditional television, radio, digital display ads with retargeting, and social media. Throughout the year, specific FOG messages were included in the Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.



Outreach Materials. The committee continued to distribute relevant promotional items including sink strainers, grease can lids, children's activity books, and brochures.

Public Relations. Public relations supported FOG education topics through articles in the Virginian-Pilot, Daily Press, and askHRgreen.org newsletter.

Social Media. We engaged with the community via Facebook and Instagram. Outreach topics included organic and branded posts on protecting pipes from FOG damage, canning the grease, and using a sink strainer to catch food scraps.

Promotional Campaigns

What Not to Flush

Another cause of sanitary sewer overflows is improper flushing. Sanitary sewers were designed to handle human waste and toilet paper. However, it is common for the public to treat the toilet as a trash can sending everything from personal hygiene products, so-called flushable wipes, dental floss, cotton swabs, and more down the drain. The FOG Committee has a comprehensive public education effort to discourage improper flushing with a specific focus on wipes.

Paid Media. There were two “What Not to Flush” media campaigns in FY23. The first campaign ran for one week, January 23 to January 29 on traditional and digital television, radio, digital display ads with retargeting, and social media. The creative for this campaign was newly developed in FY23 and features a clog monster made of not-so-flushable wipes. A second campaign ran February 6 to February 12. The campaign was a pickup of a chalkboard-style animation walking viewers through the items that should not be flushed and explains how backups can occur on both the public and private side of the sewer system. The campaign included traditional and digital television, radio, digital display ads and retargeting, and social media. Throughout the year, specific what not to flush messages were included in the Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.



Outreach Materials. The committee continued to distribute toilet stress squeezers, “what not to flush” stickers, and brochures in support of this message.

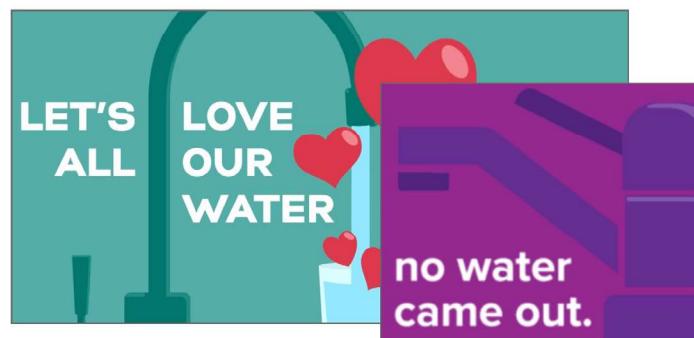
Public Relations. Public relations supported the what not to flush topic with articles in the Virginian-Pilot, Daily Press, and askHRgreen.org newsletter.

Social Media. We engaged with the community via Facebook and Instagram. Outreach topics included organic and branded posts on National Drug Takeback Day, World Toilet Day, the myth of flushable wipes, and the new clog monster character.

Communicating the Value of Water

The Water Awareness Committee has an ongoing priority of communicating the value of water to Hampton Roads residents. Tap water is most often seen as a practical convenience to residents but it also powers business, healthcare, fire protection, sanitation, and quality of life in Hampton Roads. Water is a hot shower but also helps firefighters keep the community safe. It quenches thirst but also enables businesses and hospitals to complete their important work. The committee communicated the importance of water in the following ways:

Paid Media. The committee ran a one-week media campaign from October 17 to October 23 as part of the national Imagine a Day Without Water campaign on October 20. The ad creative was a pickup campaign featuring a catchy poem and vibrant graphics to describe everything we'd miss on a “waterless” day. The campaign ran on traditional television, radio, digital display ads with retargeting, an appearance on the Hampton Roads Show and Coast Live, and social media. Throughout the year, specific messages about tap water were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.



Promotional Campaigns

Outreach Materials. The committee continued to distribute a variety of promotional items including reusable water bottles, mood pencils, toothbrushes, koozies, and more.

Public Relations. Public relations supported the value of water message through news releases and articles in the Virginian-Pilot, Daily Press, and askHRgreen.org newsletter.

Social Media. We engaged with the community via Facebook and Instagram. Outreach topics included organic and branded posts about gratitude for water, drinking tap over bottled water, and the importance of investing in water infrastructure.

Imagine a Day Without Water. The committee partnered with 17 breweries to distribute Imagine a Day Without Water branded pint glass sleeves and hosted a social media giveaway which resulted in 122 new newsletter signups.



Careers in the Water Industry

Public water utilities across the region have a shared challenge with hiring and retaining staff due to tumultuous economic recovery of the COVID-19 pandemic. Vacancies for essential roles have been difficult to fill in fields such as customer service, administrative support, construction, and equipment operators. To help promote professions in the water industry, the committee developed the Work for Water campaign in FY22 and continued the campaign in FY23. The campaign encourages prospective job seekers in Hampton Roads to consider a career with a local water utility. The creative includes interviews with current utility employees discussing why they love working for water. Committee members have also used these assets locally as recruitment tools.

Paid Media. The committee ran a one-week media campaign from May 8 to May 14 celebrating water workers for national Drinking Water Week. The campaign utilized the existing “thank a water worker” creative which

also highlights the importance of water infrastructure. The campaign included traditional and digital television, radio, digital display ads with retargeting, and social media.



Public Relations. Public relations support included articles in the askHRgreen.org newsletter.

Social Media. Relevant messages were shared via Facebook and Instagram both organically and through the askHRgreen branding campaign.

Water Conservation

Water conservation is a messaging priority for the Water Awareness Committee. According to the EPA, household leaks account for nearly 10,000 gallons of water wasted each year. Leaky toilets are one common culprit of water waste and generally have simple DIY fixes. Fixing leaks is important for water conservation but also has benefits for reducing water bills for the region's ratepayers. In addition to fixing leaks, the committee has a comprehensive catalogue of indoor and outdoor water conservation measures that are prominently featured throughout the year.

Paid Media. The committee ran a one-week media campaign from March 27 to April 2 promoting fixing leaks. The campaign utilized new creative which focused on the amount of water wasted by a leaking faucet. The campaign ran on traditional and digital television, radio, digital display ads with retargeting, and social media. Throughout the year, specific messages about water conservation were included in our Google SEM