



2015–2016 Stormwater Marketing Campaign Plan

Prepared by

the Hampton Roads Planning District Commission,
Cahoon & Cross, Inc., and the Stormwater Awareness Subcommittee

November, 2015

Stormwater Goals

- ▶ To reduce stormwater pollution
- ▶ To improve and protect water quality
- ▶ To educate Hampton Roads residents and businesses about what they can do to help
- ▶ To be a resource for information about stormwater pollution and issues related to regional water quality
- ▶ To aid municipalities in meeting MS4 permit requirements for public education/outreach

Stormwater Messaging

▶ Primary

- Preventing leaves and debris from entering storm drains
- Removing and disposing of pet waste properly
- Soil testing and proper fertilizing

▶ Secondary

- Litter prevention and encouraging cleanup
- Lawncare best practices
- TMDLs
- Private property BMPs
- Bay Star Homes
- Carwashing – residential & fundraisers
- Commercial outreach to likely polluters

Primary Message Strategies

- ▶ **Prevent leaves and debris from entering storm drains**
 - Develop media campaigns to educate residents age 35–64
 - Seek ways to combine messages with other askHRgreen.org committee messages
 - Include in the askHRgreen.org:
 - Public Relations
 - Develop a weather-related emergency preparedness information initiative
 - Social Media
 - Events
 - Media
 - Website
 - Promotional/educational materials
 - Regional Community Programs (BSH)

Primary Message Strategies

▶ Pet waste removal and disposal

- Develop media campaigns to educate women age 25–49
- Continue the pet waste station grant program
- Include in the askHRgreen.org:
 - Public Relations
 - Social Media
 - Events
 - Media
 - Website
 - Promotional/educational materials
 - Regional Community Programs (BSH)

Primary Message Strategies

- ▶ **Test soil and properly fertilize**
 - Develop annual media campaigns to educate residents age 25–64
 - Seek ways to combine messages with other askHRgreen.org committee messages
 - Target landscaping companies
 - Include messages in the askHRgreen.org:
 - Public Relations
 - Social Media
 - Events
 - Media
 - Website
 - Promotional/educational materials
 - Regional Community Programs (BSH)

Secondary Message Strategies

- ▶ Litter prevention and encouraging cleanup
 - Gear toward meeting MS4 permit “floatables reduction” requirement
 - Partner with Recycling & Beautification Committee on litter initiatives (CLPP, GAC, etc.)
 - Include messages in the askHRgreen.org:
 - Public Relations
 - Social Media
 - Events
 - Website
 - Promotional/educational materials
 - Regional Community Programs (BSH)

Secondary Message Strategies

▶ Lawncare best practices

- Native plants, seeding bare spots, rain gardens, rain barrels, mulch mowing, tree planting, etc.
- Include messages in the askHRgreen.org:
 - Public Relations
 - Social Media
 - Events
 - Website
 - Promotional/educational materials
 - Regional Community Programs (Bay Star Homes)

▶ TMDL

- Include messages in the askHRgreen.org:
 - Public Relations
 - Social Media
 - Events
 - Website
 - Promotional/educational materials
 - Regional Community Programs (Bay Star Homes)

Secondary Message Strategies

- ▶ Private property BMPs
 - Incorporate with TMDLs
 - Regional Community Programs (BSH)
- ▶ Bay Star Homes
 - Quarterly newsletter to participants
 - Recruitment and expansion of program offerings
 - Include messages in the askHRgreen.org:
 - Public Relations
 - Social Media
 - Events
 - Website
 - Promotional/educational materials

Secondary Message Strategies

- ▶ Car washing
 - Residential, commercial, fundraisers
 - Include messages in the askHRgreen.org:
 - Public Relations
 - Social Media
 - Events
 - Website
 - Promotional/educational materials
 - Regional Community Programs (BSH)

Secondary Message Strategies

▶ Commercial Outreach

- Targeted outreach to landscapers, construction site operators, carpet cleaning, mobile car care, business associations, etc.
- Focus on illicit discharge education and use, application and disposal of chemicals
- Include messages in the askHRgreen.org:
 - Promotional/educational materials
 - Website