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2016-2017 Stormwater Marketing Campaign Plan

Prepared by

the Hampton Roads Planning District Commission,

Cahoon & Cross, Inc., and the Stormwater Awareness Subcommittee

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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
  - Testing soil and properly fertilizing
- **Secondary**
  - Litter prevention and encouraging cleanup
  - TMDLs
  - Private property BMPs
  - Bay Star Homes
  - Carwashing – residential & fundraisers
  - Commercial outreach to likely polluters

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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)

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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)

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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)

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Secondary Message Strategies

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

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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

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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