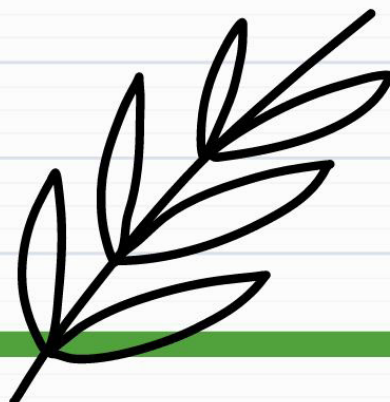
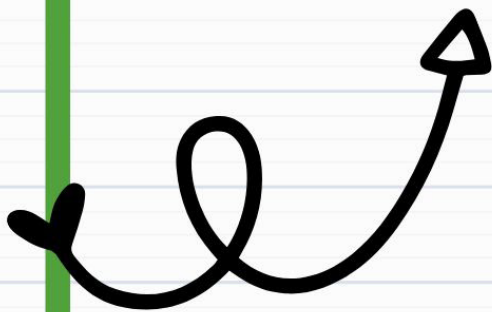


2022-2023

ANNUAL REPORT

askHRgreen.org



HAMPTON ROADS PLANNING DISTRICT COMMISSION

CHESAPEAKE

Amanda Newins
Debbie Ritter
Ella Ward
Christopher Price
Brian Solis

FRANKLIN

Gregory McLemore
Amanda Jarratt

GLOUCESTER COUNTY

Phillip Bazzani
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Steve Brown
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JAMES CITY COUNTY

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Steven Bowman
Michael Stallings

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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:

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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.

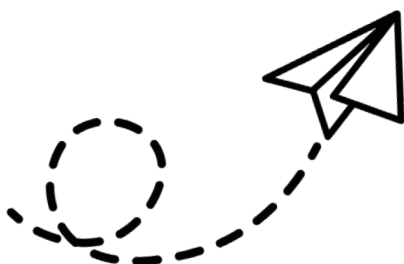
	2022-23	2021-22	2020-21	2019-20	2018-19	2017-18	2016-17	2015-16	2014-15	2013-14	2012-13	TOTAL
Visits	166,589	144,282	88,544	73,379	58,893	55,735	58,113	52,530	58,279	55,505	32,697	844,546
Unique Visitors	155,636	130,929	77,212	63,146	49,816	45,661	46,282	42,539	46,994	43,547	25,092	726,854
Pageviews	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

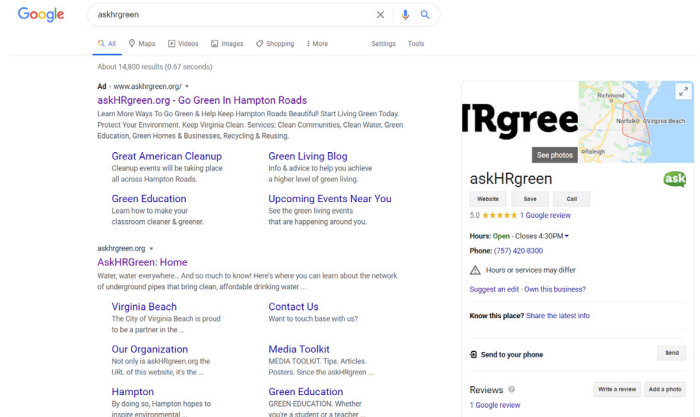


TOP TWENTY VISITED PAGES

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%.

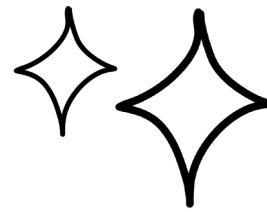


Search Engine Marketing Results

	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

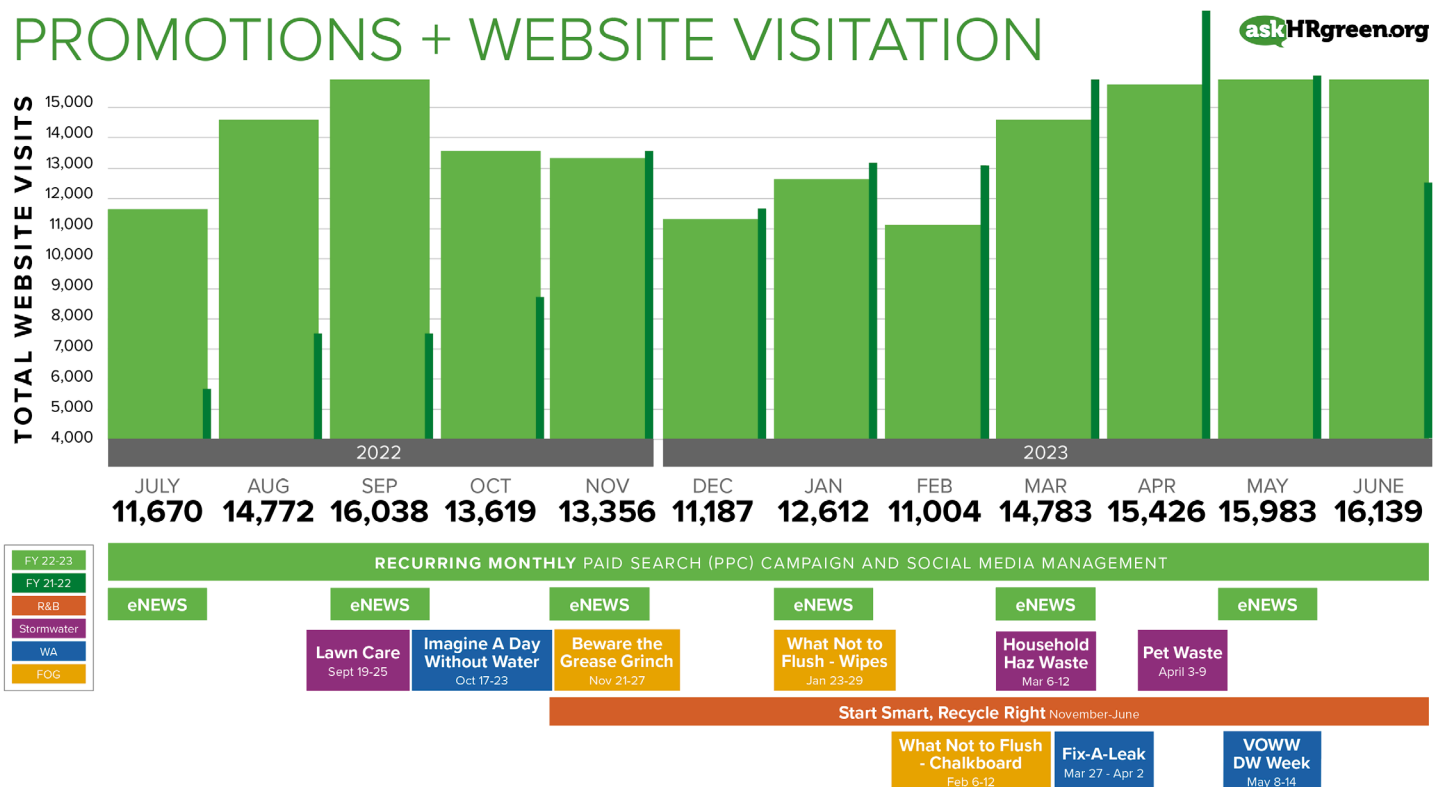
askHRgreen.org

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

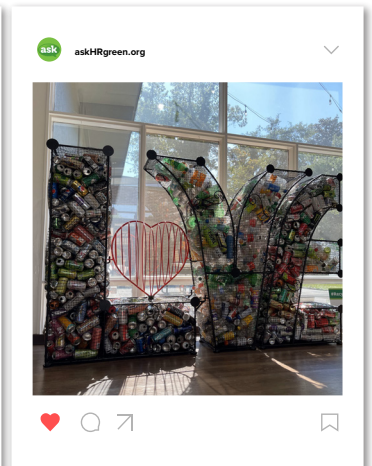
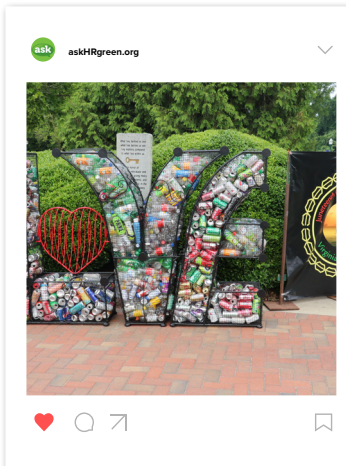
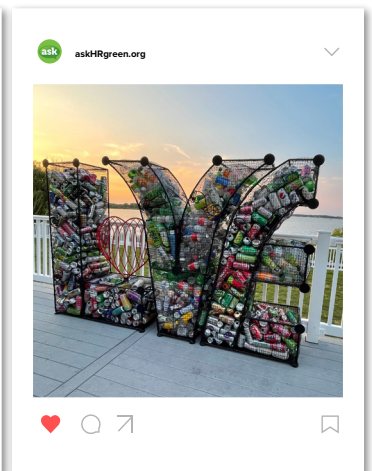
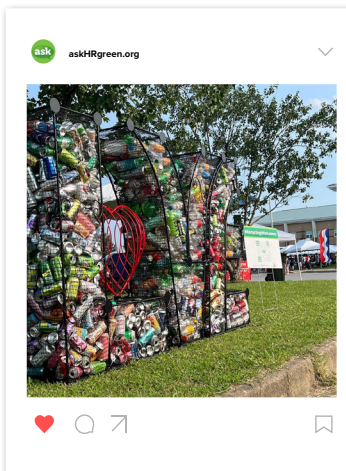
askHRgreen.org



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 sign 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.



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



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. And you might read up on that while you take a potty 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 the 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 out” litter grabbers, 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!](#)

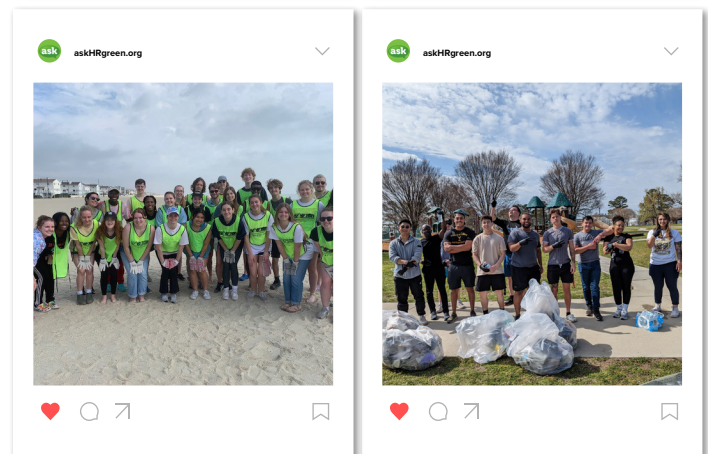
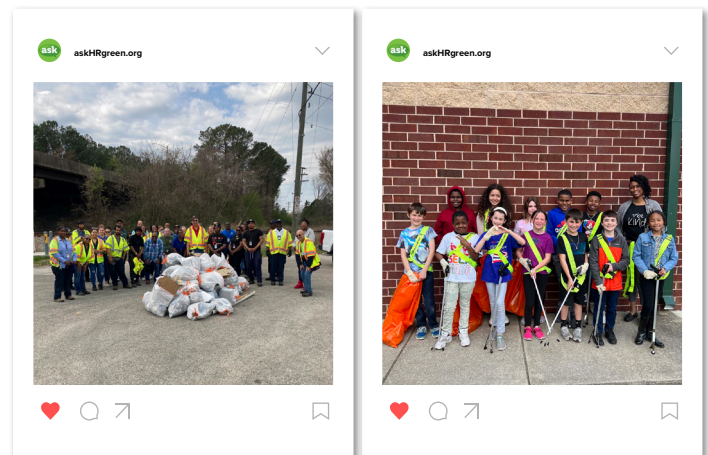
12

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!

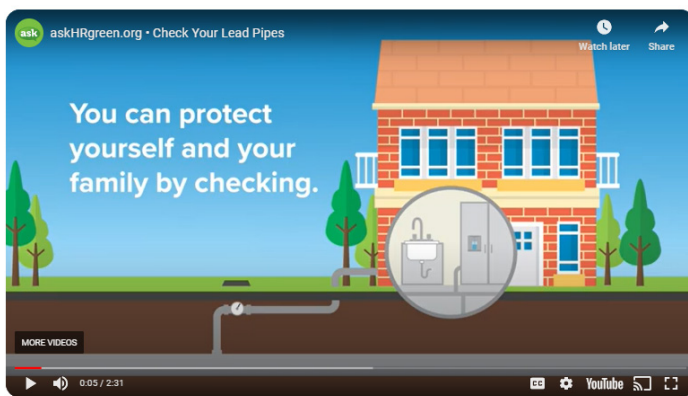
Great American Cleanup

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!



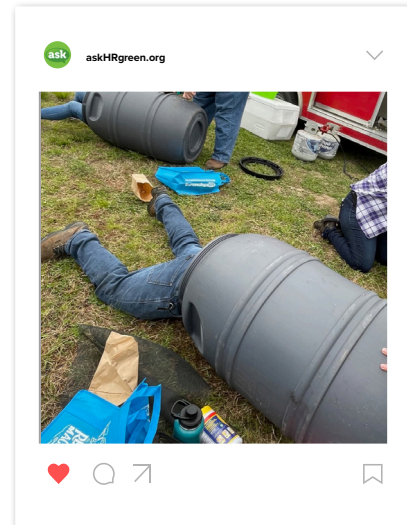
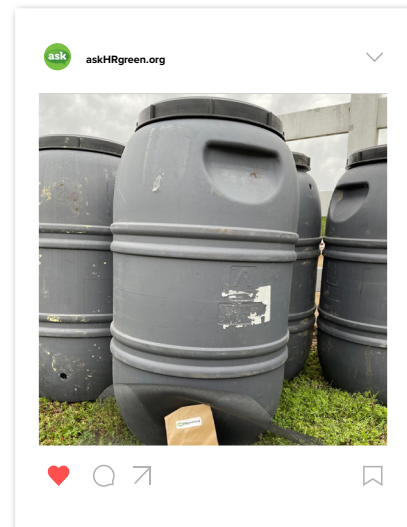
Drinking Water Regulations

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

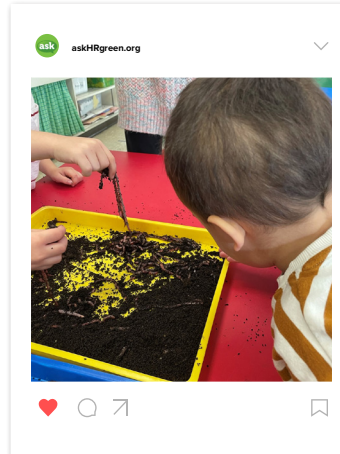
Student Outreach

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	

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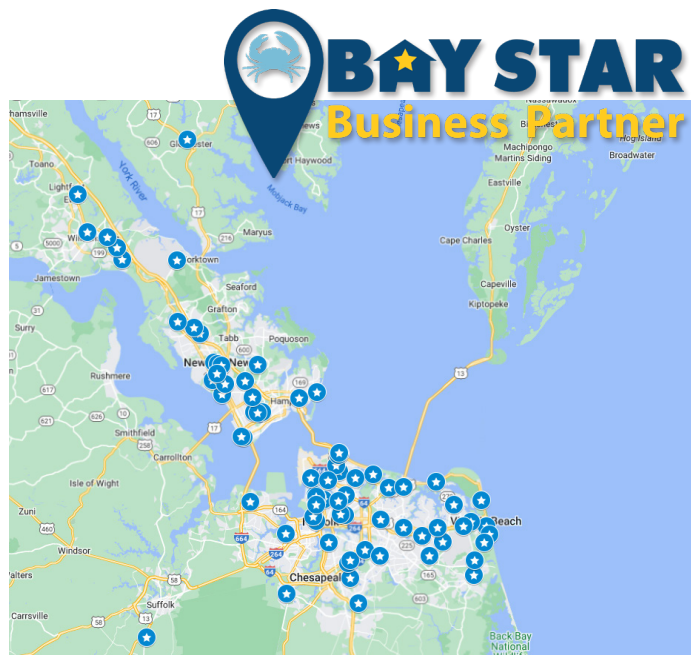


Business Outreach

Bay Star Business Program

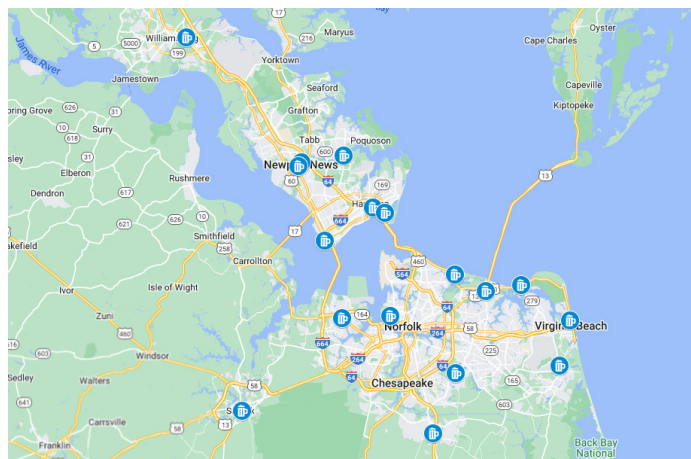
Launched in 2018 by the Stormwater Education Committee, the Bay Star Business program engages the Hampton Roads business community in protecting local water quality and other environmental stewardship activities. Businesses can sign up online by pledging to implement environmental practices such as conserving 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.

Bay Star Business Partners	
City/County	Number
Chesapeake	6
Gloucester	2
Hampton	8
James City County	2
Newport News	14
Norfolk	20
Portsmouth	1
Suffolk	2
Virginia Beach	20
Williamsburg	1
York	3
Total	79



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.

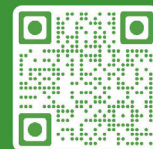
Apply for a free Cigarette Waste Receptacle for your business.

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.

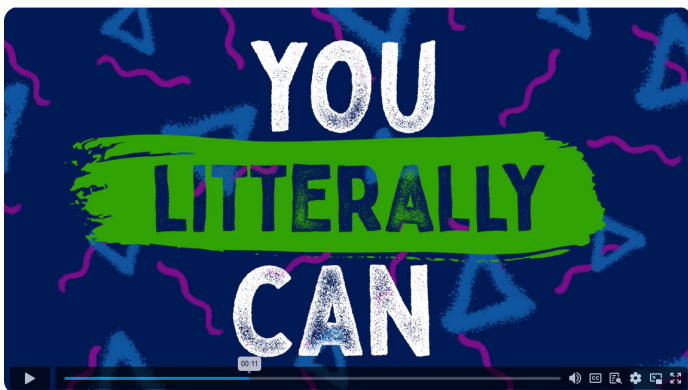
Outreach Materials. Lendable litter kits are available in various locations across Hampton Roads to make organizing cleanups easy for community groups, businesses, and neighborhood associations. The kits include trash bags, gloves, litter grabbers, safety vests, and buckets. As part of the “You Litterally 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.

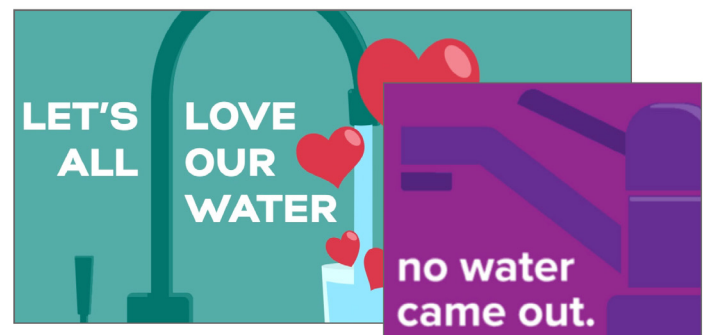
Public Relations. Public relations supported the what not to flush topic with articles in the Virginian-Pilot, Daily Press, and askHRgreen.org newsletter.

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

Promotional Campaigns

campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.



Outreach Materials. The Water Awareness Committee distributed numerous promotional items to help residents conserve water including rain gauges, shower timers, toilet leak detection dye tablets, and seed bookmarks.

Public Relations. Public relations support this topic with 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. Water conservation messages included finding and fixing household leaks, outdoor conservation practices including rain barrels, indoor water conservation tips, and waterwise/native landscaping.

Storm Drains & Illicit Discharges

The Stormwater Education Committee educates the public about the negative impacts of illicit discharges on local water quality. The foundation of this focal area is the general “only rain down the drain” message which incorporates multiple different topics including litter, household hazardous waste, car washing, yard waste disposal, pool maintenance, and more.

Paid Media. The committee ran a one-week media campaign from March 6 to March 12 on proper storage and disposal of HHW. The campaign used existing creative that encourages residents to store chemicals safely and return old or unwanted chemicals to a HHW facility. The campaign included digital television, digital display

ads with retargeting, and social media. Throughout the year, storm drain topics were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.



Outreach Materials. The committee maintains a comprehensive library of brochures and rack cards addressing best management practices for preventing both commercial and residential illicit discharges. In FY23, the committee developed a pool maintenance rack card to help address illicit discharges from improper pool draining and maintenance. The committee also translated two rack cards, commercial landscaping and pool maintenance, into Spanish to be more inclusive of diverse populations in these industries. The committee also continues to promote the storm drain marking program and received three applications in FY23. Many more storm drain medallion projects were completed by individual localities with askHRgreen.org providing procurement support.

Public Relations. Public relations supported this focal area through news releases and articles in the Virginian-Pilot, Daily Press, and askHRgreen.org newsletter.

Social Media. Information about storm drains and the “only rain down the drain” message were also featured in the Facebook branding campaign, increasing the number of users who see this content on Facebook and Instagram. Organic and branded outreach topics included car washing tips, proper disposal of HHW, litter prevention and marine debris.

Cigarette Waste Receptacle Grant Program. In

Promotional Campaigns

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.

Pet Waste

Pet waste continued to be a top message priority for the Stormwater Education Committee in FY23. It's often considered rude when pet owners do not clean up after their pet, but many people aren't aware pet waste contains harmful bacteria that contaminates local waterways through stormwater runoff. The committee addressed this message priority in the following ways:

Paid Media. The committee ran a one-week media campaign from April 3 to April 9. The new campaign creative was a pickup of the scoop the poop jingle emphasizing scooping the poop even at home in our own yards. This campaign addresses the common misconception that it's ok to leave pet waste in private yards. The campaign featured digital television, digital display ads with retargeting, and social media. Throughout the year, pet waste messages were also included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.



Outreach Materials. The committee distributed scoop the poop rack cards, dog waste bag holders, collapsible pet water bowls, and poop emoji squeezers to support the pet waste message.

Public Relations. Public relations supported this focal area through news releases and articles in the Virginian-Pilot, Daily Press, and askHRgreen.org newsletter.

Social Media. Pet waste messages were also featured in the Facebook and Instagram branding campaign. Branded and organic social media posts were targeted towards pet owners and specifically promoted scooping the poop in your own yard.

Scoop the Poop Pledge. Though not promoted heavily in FY23, there were 58 new pledges via the online Scoop the Poop pledge on askHRgreen.org.

Pet Waste Station Grant Program. The askHRgreen.org Pet Waste Station Grant Program celebrated its tenth year of operation in FY23. The program provides free pet waste stations to help neighborhood associations, community groups, and property management companies properly manage pet waste in public spaces. Approved applicants agree to maintain the stations by emptying the trash and replacing bags as needed. Since the launch of the program, 502 free pet waste stations have been provided to neighborhoods across Hampton Roads. Of those, 42 were awarded during FY23. The community investment from this program has reached over \$85,000 since the launch of the program with most pet waste stations purchased through the Chesapeake Bay Restoration Fund Grant.



New Pet Waste Stations in FY23

Gloucester	2
Hampton	4
Newport News	6
Norfolk	5
Suffolk	9
Virginia Beach	10
York County	6
	42

Lawn Care & Fertilizer

The Stormwater Education Committee promotes proper lawn care and fertilizing practices to address local water quality concerns. The practices promoted through the committee include keeping yard debris out of storm drains, soil testing prior to fertilizing, mulch mowing grass and leaves, planting more trees or native plants, among many others.

Promotional Campaigns

Paid Media. The committee picked up an existing chalkboard art inspired media campaign for a one-week campaign from September 19 to September 25. The campaign included traditional television, radio, digital display ads with retargeting, an appearance on the Hampton Roads Show and Coast Live, and social media. The campaign explains the negative water quality impacts of blowing leaves and grass clippings into storm drains while promoting mulch mowing and soil testing. A variety of lawn care topics are also included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.



Outreach Materials. The committee maintains a supply of brochures and rack cards focusing on lawn care best practices and distributes free soil test kits along with an informative soil testing brochure. There is also a specific rack card geared towards commercial landscapers and Southeastern Virginia Native Plant Guides available for distribution.

Public Relations. Soil testing and other lawn care best management practices are commonly included in various public relations strategies throughout the year including news releases and articles in the Virginian-Pilot, Daily Press, and askHRgreen.org newsletter. The Bay Star Homes program is another important tool for encouraging residents to use waterway-friendly lawn care practices.

Social Media. Lawn care and fertilizing tips are also featured routinely in the Facebook branding campaign, increasing the number of users who see this content on Facebook and Instagram. Facebook and Instagram were utilized for sharing a variety of best management practices including soil testing, keeping yard waste out of storm drains, replacing turf grass with native plants, mulch mowing, and installing rain barrels. The lawn care

quiz on the askHRgreen.org website was also promoted on social media and received 38 completed responses in FY23.

Rain Barrel Workshops. The committee hosted rain barrel workshops in Spring 2023. In total, seven workshops were held with a total of 90 rain barrels distributed to the community in both in-person and curbside “take and make” formats. Workshop host localities included Chesapeake, Hampton, James City County, Newport News, Suffolk, and York County.

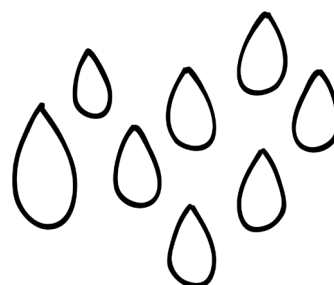


BAY STAR HOMES RAIN BARREL WORKSHOPS

Register at
askHRgreen.org/workshops

Rain barrels protect local water quality, conserve water, and can help save money on your water bill. Don't miss this opportunity to build a rain barrel for just \$25.

11 APRIL NEWPORT NEWS 6 PM	22 APRIL CHESAPEAKE 9 AM
15 APRIL HAMPTON 9 AM	22 APRIL WILLIAMSBURG 3 PM
20 APRIL YORK COUNTY 2 PM	JUST \$25 PER RAIN BARREL!



2022-2023 MEDIA

SEPTEMBER 19-25 “Lawn Care”

Radio, TV, digital display, social media

1,163,658 Impressions

1,007 Clicks/Actions/Engagements

BUDGET: \$9,220 | VALUE: \$25,398 | CPM: \$7.92 | ROI: 2.75:1

OCTOBER 17-23 “Imagine a Day Without Water”

Radio, TV, digital display, streaming TV, social media

1,031,235 Impressions

829 Clicks/Actions/Engagements

BUDGET: \$10,920 | VALUE: \$13,620 | CPM: \$10.59 | ROI: 1.25:1

NOVEMBER 1 - JUNE 30 “Start Smart, Recycle Right”

Radio, TV, digital display, streaming TV, video pre-roll, social media

11,670,657 Impressions

60,593 Clicks/Actions/Engagements

BUDGET: \$65,245 | VALUE: \$200,402 | CPM: \$5.59 | ROI: 3.07:1

NOVEMBER 21-27 “Holiday Grease Grinch”

Radio, TV, digital display, social media

1,267,264 Impressions

2,071 Clicks/Actions/Engagements

BUDGET: \$9,980 | VALUE: \$17,028 | CPM: \$7.88 | ROI: 1.71:1

JANUARY 23-29 “What Not to Flush: Wipes”

Radio, TV, digital display, social media

793,329 Impressions

553 Clicks/Actions/Engagements

BUDGET: \$13,900 | VALUE: \$29,230 | CPM: \$17.52 | ROI: 2.10:1

FEBRUARY 6-12 “What Not to Flush: Chalkboard Toilet”

Radio, streaming TV, digital display, social media

760,907 Impressions

431 Clicks/Actions/Engagements

BUDGET: \$7,920 | VALUE: \$27,525 | CPM: \$10.41 | ROI: 3.48:1

MARCH 6-12 “Household Hazardous Waste”

TV, digital display, mobile display, social media

570,811 Impressions

1,026 Clicks/Actions/Engagements

BUDGET: \$5,920 | VALUE: \$14,570 | CPM: \$10.37 | ROI: 2.46:1

MARCH 20-26 “Fix-a-Leak”

Radio, TV, streaming TV, digital display, social media

1,163,240 Impressions

742 Clicks/Actions/Engagements

BUDGET: \$16,900 | VALUE: \$31,946 | CPM: \$14.53 | ROI: 1.89:1

APRIL 3-9 “Pet Waste”

Streaming TV, digital display, mobile display, social media

524,511 Impressions

1,677 Clicks/Actions/Engagements

BUDGET: \$5,920 | VALUE: \$8,057 | CPM: \$11.29 | ROI: 1.36:1

MAY 8-14 “Value of Water”

Radio, TV, streaming TV, digital display, social media

1,115,556 Impressions

1,161 Clicks/Actions/Engagements

BUDGET: \$10,920 | VALUE: \$26,392 | CPM: \$9.79 | ROI: 2.42:1

Public Relations Activities

Date	Media Outlet	Topic	Length	Circ/Imp	PR Value
Friday, July 28, 2022	The Flagship News	Keep your summer getaway easy on the environment with a Hampton Roads staycation	1,017 words	40,000	\$1,800.00
Wednesday, August 03, 2022	The Hampton Roads Messenger	Staycation: Keep summer break easy on the environment and wallet	30 column inches	1,000	\$900.00
Saturday, August 20, 2022	The Virginian-Pilot - askHRgreen.org guest column	Tips for going green while going on vacation, contributors Katie Cullipher, Rebekah Eastep	41.5 column inches	219,079	\$20,215.50
Saturday, August 20, 2022	The Daily Press - askHRgreen.org guest column	Tips for going green while going on vacation, contributors Katie Cullipher, Rebekah Eastep	41.5 column inches	95,728	\$2,490.00
Saturday, August 20, 2022	Our Community Now Website	Tips for going green while on vacation	N/A	3,000	\$450.00
Saturday, August 20, 2022	Barometer Website	Tips for going green while on vacation	N/A	3,000	\$450.00
Saturday, August 27, 2022	The Independent Messenger, Emporia, Va.	AskHRgreen.org seeks artists with a love for recycling for public art display	567 words	4,788	\$621.00
Monday, August 29, 2022	The Hampton Roads Messenger	Seeking artists with a LOVE for recycling	30 column inches	1,000	\$900.00
Thursday, September 1, 2022	The Virginian-Pilot	Artists needed for LOVE recycling project	27.5 column inches	219,079	\$13,395.00
Thursday, September 1, 2022	The Daily Press	Artists needed for LOVE recycling project	27.5 column inches	95,728	\$1,650.00
Thursday, September 1, 2022	City of Newport News "The Bulletin Post" newsletter	Seeking artists with a LOVE for recycling	270 words	3,000	NA
Tuesday, August 16, 2022	City of Portsmouth, press release posted	AskHRgreen.org seeks artists with a love for recycling for public art display	N/A	3,000	NA
Tuesday, August 16, 2022	Norfolk Arts @ArtsNorfolk FB/ Insta/Twitter	AskHRgreen.org seeks artists with a love for recycling for public art display	N/A	10,000	NA
Tuesday, August 16, 2022	Norfolk Arts Website	National Opportunities arts listing	N/A	10,000	NA
Tuesday, August 16, 2022	TFC Recycling LinkedIn	AskHRgreen.org seeks artists with a love for recycling for public art display	N/A	NA	NA
Tuesday, August 16, 2022	CODA Works	Call for artists notice/link to blog	N/A	NA	NA
Tuesday, August 16, 2022	Utah Dept. of Cultural and Community Engagement	Public art program opportunities	N/A	NA	NA
Saturday, September 10, 2022	The Virginian-Pilot - askHRgreen.org column	Tips to nurture your students' environmental awareness	42 column inches	219,079	\$20,458.50
Saturday, September 10, 2022	The Daily Press - askHRgreen.org column	Tips to nurture your students' environmental awareness	42 column inches	95,728	2,520
Monday, September 19, 2022	The Hampton Roads Messenger	Try "rewilding" with native plants in your lawn and garden	60 column inches	1,000	\$1,500.00
Thursday, September 22, 2022	The Flagship	Go wild with native plants in your lawn and garden this fall	60 column inches	40,000	\$1,800.00
Saturday, October 15, 2022	The Virginian-Pilot - askHRgreen.org guest column	Can you imagine a day without water?	34 column inches	219,079	\$16,562.25
Saturday, October 15, 2022	The Daily Press - askHRgreen.org guest column	Can you imagine a day without water?	34 column inches	95,728	\$2,040.00
Wednesday, October 19, 2022	WAVY Hampton Roads Show	Imagine a day without water	3:25 minutes	12,000	\$3,000.00
Thursday, October 20, 2022	WTKR Coast Live	Imagine a day without water	5:12 minutes	12,000	\$3,000.00
Wednesday, October 26, 2022	The Roanoke Times	Don't add to the jack-o-landfill	36 column inches	163,000	\$6,186.00
Wednesday, October 26, 2022	Yahoo Sports	Don't add to the jack-o-landfill	36 column inches	NA	NA
Monday, October 31, 2022	The Virginian-Pilot	Don't add to the jack-o-landfill	36 column inches	219,079	\$17,535.00
Monday, October 31, 2022	The Daily Press	Don't add to the jack-o-landfill	36 column inches	95,728	\$2,160.00
Saturday, December 17, 2022	The Virginian-Pilot - askHRgreen.org guest column	Celebrate the season simply with green holiday solutions	36 column inches	219,079	\$17,535.00
Saturday, December 17, 2022	The Daily Press - askHRgreen.org guest column	Celebrate the season simply with green holiday solutions	36 column inches	95,728	\$2,160.00
Saturday, December 24, 2022	The Virginian-Pilot - askHRgreen.org guest column	Be mindful of recycling during your holiday cleanup	62 column inches	219,079	\$30,201.00
Saturday, December 24, 2022	The Daily Press - askHRgreen.org guest column	Be mindful of recycling during your holiday cleanup	62 column inches	95,728	\$3,720.00
Tuesday, December 27, 2022	The Suffolk News-Herald	Wrap up the holidays with recycling tips from askHRgreen.org	461 words	10,431	\$1,500.00

Saturday, February 11, 2023	The Virginian-Pilot - askHRgreen.org guest column	Know the cleanup plays for your game day graze	36 column inches	219,079	\$30,198.00
Saturday, February 11, 2023	The Daily Press - askHRgreen.org guest column	Know the cleanup plays for your game day graze	36 column inches	95,728	\$2,160.00
Friday, February 17, 2023	WTKR-TV Erin Miller report with Lacie Wever	Remember that wipe you flushed down the toilet?	4:16 minutes	80,000	\$1,500.00
Saturday, March 04, 2023	Suffolk News-Herald	Suffolk prepares for another Great American Cleanup	293 words	10,431	\$1,200.00
Friday, March 10, 2023	WYDaily.com	Volunteers needed for Great American Cleanup	100 words	30,000	\$900.00
Wednesday, April 12, 2023	WTKR-TV Erin Miller report with Katie Cullipher	Recycle your own electronics for free	3:21 minutes	80,000	\$1,500.00
Monday, April 17, 2023	Keep Virginia Beautiful	More LOVE for the environment online report	N/A	1,000	\$900.00
Thursday, April 20, 2023	The Virginian-Pilot - guest opinion column	Help communities stay clean and green this Earth Day	20 column inches	219,079	\$9,741.00
Thursday, April 20, 2023	The Daily Press - guest opinion column	Help communities stay clean and green this Earth Day	20 column inches	95,728	\$1,200.00
Thursday, April 20, 2023	WAVY-TV News	Love students weld LOVE sign to remind you to recycle	2:13 minutes	80,000	\$1,500.00
Friday, April 21, 2023	WHRO Public Media News	Recyclable LOVE sign welded by Suffolk Students with travel around Hampton Roads	1:07 minutes	Waiting for data	
Friday, April 21, 2023	The Suffolk News-Herald	Welding students share their LOVE for recycling	500 words + photo	10,431	\$2,250.00
Monday, April 24, 2023	Chesapeake Bay magazine	High school welders create Virginia LOVE sign with recyclables	326 words + photo	Waiting for data	
Thursday, May 04, 2023	The Flagship News	Handy online guide shows where to safely dispose of HHW	415 words	40,000	\$900.00
Wednesday, May 10, 2023	WTKR-TV Zak Dalhiemer report with Katie Cullipher	Drinking water week, a look at what goes into having clean drinking water	2:26 minutes	12,000	\$3,000.00
				3,494,344	\$231,698.25

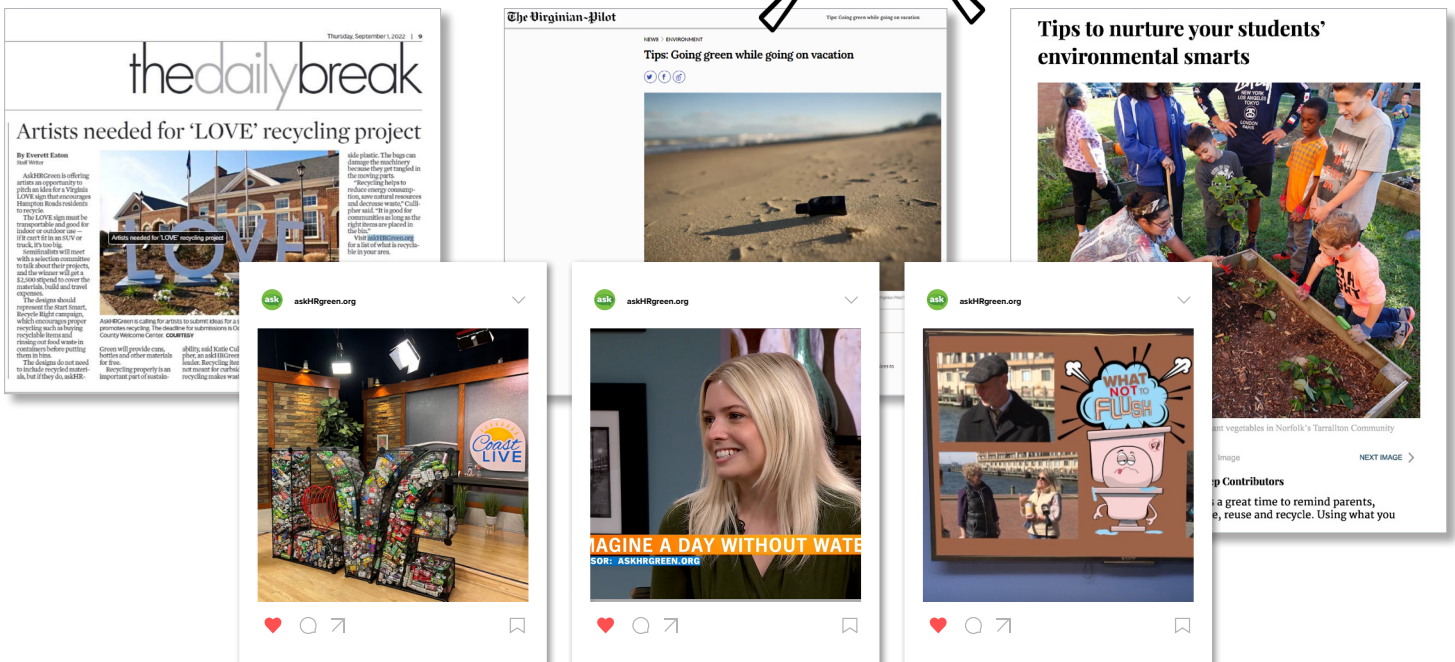
Total circulation or audience 3,494,344

Total articles and interviews 49

Total PR budget \$11,885

Total publicity value \$231,698

Return on Investment (ROI) 19.5:1



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Combined Media + Web Results

PAID ADVERTISING WEEKS	52 consecutive
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TOTAL IMPRESSIONS	25,218,189
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TOTAL VIDEO VIEWS	573,225
-------------------	---------

TOTAL CLICKS/ACTIONS/ENGAGEMENTS	97,425
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TOTAL PROMOTIONAL CAMPAIGN BUDGET	\$226,850
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TOTAL MEDIA ADDED VALUE	\$166,766
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TOTAL EXPOSURE VALUE	\$625,314
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RETURN ON INVESTMENT (ROI)	2.76:1
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Terms

added value

Earned but unpaid advertising value.

ad group

In Search Engine Marketing (SEM), an ad group contains one or more ads which target a shared set of keywords.

average position

A ranking system that determines where your search engine marketing ad will display on a web search results page (i.e. top of page v. bottom of page).

bounce rate

The percentage of visitors who enter the site and “bounce” (leave the site) rather than continue viewing other pages within the same site.

click through rate (CTR)

A way of measuring online advertising. The CTR of an advertisement is defined as the number of clicks on an ad divided by its impressions, expressed as a percentage.

cost-per-click (CPC)

The cost associated with a person clicking on a display ad in search engine marketing.

exposure value

The combination of advertising cost, added value, and public relations value.

frequency

The number of times an individual (among the target audience) is exposed to the message.

impressions

The number of times an advertisement or public relations placement can be seen or heard by an audience.

public relations value

The equivalent advertising cost of a public relations article, interview, internet placement, etc. times three. Because a public relations placement has a higher value with an audience than advertising, it is assigned a higher value.

reach

The number or percentage of people within the target audience who are exposed to an advertising message at least once over a specific period of time.

search engine marketing (SEM)

The process of attracting traffic to a website from search engine results pages on a pay-per-click basis.



search engine marketing (SEO)

The process of improving the quality of a website so that it appears higher in natural (“organic”) search results.

unique visitors (users)

The number of people who visit a website within a specific period of time. If they visit more than one time within the period, their initial visit as well as their subsequent visits are counted as sessions. A user may have one session or multiple sessions.

Search Engine Marketing Results
July 2022 - June 2023

 		SEM REPORT FOR 2022-2023			
AD GROUP	IMPRESSIONS	CLICKS	CTR		
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%		
Great American Cleanup	2,642	174	4.58%		
Rain Barrels	1,986	138	4.57%		
Fats, Oil, Grease Disposal	1,932	143	6.79%		
askHRgreen.org General	1,754	579	26.75%		
Plastic Bag Recycling	1,507	136	8.46%		
Pet Waste	1,209	49	1.66%		
Disposable Diaper Liners	1,201	6	0.53%		
Find/Fix Leaks	1,116	6	0.21%		
Team Up 2 Clean Up	664	39	3.09%		
Water Conservation	611	21	4.42%		
Food Disposal	565	1	0.05%		
Rain Garden	354	12	2.16%		
Environmental Education	210	10	5.24%		
Stormwater	111	0	0		
Recycling at School	51	0	0		
Yard Waste Disposal	46	2	7.58%		
Green Learning	13	0	0		
Bay Star Business	11	3	27.27%		
Bay Star Homes	9	5	55.56%		
America Recycles Day	0	0	0		
Pet Waste Station Grant Program	0	0	0		
TOTAL	216,247	20,040	7.48%		

Appendix B



Summary for FY23 Environmental Education Mini-Grants

Total Projects Funded in FY23: 9
 FY23 Mini Grant Budget: \$16,338.14
 Total Grant Funds Awarded: \$4,289.63

Name of Project	Number of Students	School/Facility	City/County	Awarded
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
Projects that will carry over to FY24				
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

Projects continued from FY22

Name of Project	Number of Students	School/Facility	City/County	Awarded
Rain Garden and Bee Hive	40	Hague School	Norfolk	\$500.00
Recycling in the Classroom	420	Catholic Highschool	Virginia Beach	\$500.00
Community Mural	350	Machen Elementary	Hampton	\$500.00
Recycling in the Classroom	90	Phoebus High School	Hampton	\$500.00
Recycling and the 3Rs	500	Mary Peake Elementary	Hampton	\$241.71

Project	School Garden Project
Recipient	Kingston Elementary School
Locality	Virginia Beach
Award	\$500.00

Project Description: To start a children's garden with native plants, flowers, vegetables and pollinators. To encourage learning through a discovery process that will increase students' understanding in science by connecting them to nature, plants, and gardens by creating habitats, including a pollinator garden. Kingston is just beginning our first garden area. We are installing four to six 4' by 6' raised beds gardens. Our beds will be in mostly sun.

Some examples of native plants we will seek from local farms/gardens include: wild hydrangea, swamp or common milkwood, bee balm, common yarrow, butterfly weed, joe-pye weed, cone flower. The plants we get will depend on what is available locally, and the time of the year. We hope to obtain drought tolerant plants as well. We will look at the planting guidelines on your website to support and attract native plants and animals/insects.

The students will dig, plant, weed, water, harvest, compost as necessary. All student activity will be under the supervision by teachers and other adults. No insecticides or chemical pesticides will be used on the beds. During the school year, beds will be maintained by students. During the summer months, all maintenance/harvest/watering will be done by school families, the Garden Guardians, which is part of the Kingston PTA, and under the supervision of the School Garden Team, including myself.

Project Outcome: Our new outdoor school garden is successfully build and started. Kingston students in grades K-5 planned the placement of the beds and several features of our new garden. We have over 500 students and every grade level participated in the planting of the beds, using the gloves we bought with the askHRgreen.org funds. As well, we bought a shed to store all the garden gear. Now we are growing strawbettiars, squash, green peppers, and herbs and flowers and have a pollinator ned. The project supports VA SOLS for all grade levels in science, math and reading, as well as social emotional goals (plant life cycle, animal/insect life cycle, recycling, water cycle, seasons, weather patterns, measuring, incorporating literature about plands and gardens.

What did the students enjoy the most about this project? The students enjoyed all aspects of the outdoor garden. They really enjoyed the hands-on aspect of the outdoor garden. The students enjoyed planting different kind of plants and then over time seeing what has grown. They enjoy waterung and getting wet. They also enjoy tasting the herbs (parsley and mint). Mainly the students enjoyed the hands-on learning aspect of the ongoing projet and soving real-world problems.

How could a similar project be improved? Next time, we would buy a different hose for watering the beds that are located far awat from the water spigot. We noticed the retractable hose puls the tripot irrigation over, so we might get a regular hose for watering plats. The retractable hose works well for the beds that are located near the spigot.



Project	Vermicomposting
Recipient	Parish Day School
Locality	Virginia Beach
Award	\$310.00

Project Description: Two four-year-old classes will be responsible for maintaining the worm bin. Using their scraps from lunch and leaves from our playground (and additional purchased supplies to keep a 1-1 ratio) they will feed the worms and observe worm behavior. We would like to promote putting less food waste into the trash cans. We will learn about how worms eat and tunnel to create aerated soil and how the worm tea is produced. Using the resulting composted soil and tea in our garden, we will demonstrate how we can make our own healthy soil for the plants on our playground and in our vegetable and flower beds.

Project Outcome: The project aligned with our Virginia Early Learning and Development Standards CDI.1h & CDI.1i. We have enjoyed maintaining the worm bin, measuring the worms and are waiting for more worm tea to add to our garden in the spring.

What did the students enjoy the most about this project? They enjoyed touching the worms, feeding them, and keeping the soil moist.

How could a similar project be improved? Some of the worms escaped when we first started because the container was not secured on top. Not much to improve because they are so self-sufficient.



Project	Ocean Pollution Starts on Land
Recipient	Hermitage Elementary School – Ecology Club
Locality	Virginia Beach
Award	\$500.00

Project Description: We created a "green" shelf in our school library last year with the funds from the askHRgreen mini grant. We purchased 36 new hardcover books to stock our green shelf. We would like to purchase more books for this shelf to expand our collection of environmental books. We do schoolwide beach cleanups each month and spotlight our green books on our morning news show. The books are purchased for students in grades kindergarten through 5th. These books encourage our students & their families to join local cleanups and to do their part to be a solution to the pollution problem. Our Ecology Club is made up of 5th graders who participate in oyster restoration, growing wetlands grasses, & they love to read to classes throughout the year.

The Hermitage Elementary school zone includes 3.5 miles of coastline along the Chesapeake Bay. The Ecology Club sponsors monthly beach cleanups as well as educating and encouraging others to help with the pollution problem. Our families enjoy playing at the beaches along the Bay. We want them to take ownership and protect our coast. By reading our books, we hope to develop an understanding that ocean pollution starts on land. The plastic water bottles and single use plastic bags that are casually tossed on the ground, more often than not, find their way into the Bay. These plastics, along with others, are consumed by sea life, with many animals dying from the debris in the water. We believe our students will be the change we want to see in the world and by having a variety of books available, they will teach others to also make a difference

Project Outcome: With the \$500 from the askHRgreen mini grant, we were able to purchase books to expand our "green" shelf. Students in grades K~5 are able to check out the books to share with their families. Our Ecology Club members have read dozens of books from the shelf to our K~3 classes. These books are filled with information about ocean pollution and the impacts on sealife. Many of the books are about beach cleanups. We hold a beach cleanup once a month at Chick's Beach. We also have cleanup kits available for families that want to clean up at different times. Students are really starting to make the connection of the books and participating in the cleanups.

What did the students enjoy the most about this project? The Ecology Club consists of 20 5th graders and they really enjoyed reading these books and sharing their knowledge with the lower grades. They often ask when can they read to another class. The "green" shelf books are very popular with all grade

levels. There are several chapter books for the older students and the children have been checking them out.

How could a similar project be improved? This project is wonderful. We hope to expand our "green" shelf with more books. We are hoping to get the older students to write book reviews to display on the shelf so others will know what made the book interesting. We would love to support local authors and have them come in to share their books with our classes. By adding local authors, we can really get the children excited about reading.



Project	Meaningful Watershed Experience
Recipient	Walsingham Academy
Locality	Williamsburg
Award	\$480.00

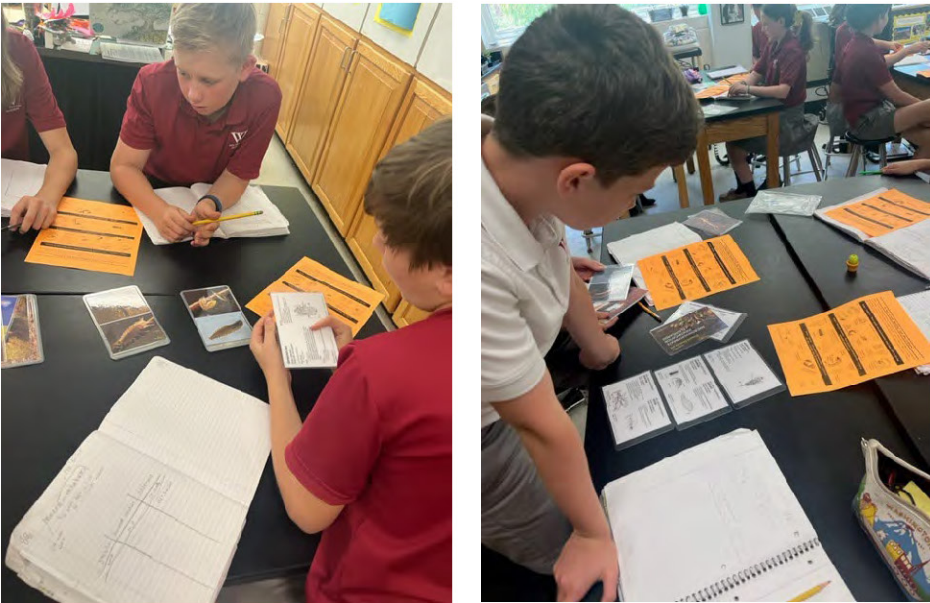
Project Description: Meaningful Watershed Educational Experiences (MWees) are hands-on programming expectations that ensure students understand their impact and realize their personal power to make changes in their local community. This funding will help students understand how water moves through the Chesapeake Bay Watershed and explore ways the health of the ecosystem can be impacted by human interactions.

Project Outcome: Meaningful Watershed Experiences (MWees) are essential components of the Virginia Standards of Learning. Despite being an independent school, Walsingham Academy meets and exceeds all VA SOL requirements throughout each grade level. The funds provided by this grant afforded the 5th grade students invaluable opportunities to clearly understand how water travels through the Chesapeake Bay Watershed and to see first-hand how easily the ecosystem is impacted by human interactions. The novel purchased with this grant helped integrate Language Arts skills and helped students develop additional empathy for community members that live and work on the Chesapeake Bay.

What did the students enjoy the most about this project? The students were most overjoyed about getting out into the environment. Students utilized the Learning Garden during the "Journey of a Water Droplet" activity and created their beaded bracelets as they modeled how a water droplet can get caught in different parts of the Watershed on its way to the Chesapeake Bay. Students utilized local water samples to explore leaf packs and practice classification of macroinvertebrates using the purchased

identification cards. Additional outdoor exploration included, investigating life in an oyster reef marsh and exploring organisms in a Chesapeake Bay tributary (York River). Another most enjoyable component was collecting the invertebrates from the school's Learning Garden for use in the choice chambers (habitat investigation).

How could a similar project be improved? The concepts and activities added through grant funding has enriched the lives of each participant. In the future, additional leaf pack collection sites could be utilized to offer students a broader perspective of the organisms inhabiting smaller tributaries. I would also like to expand our water sampling capabilities to include comparison studies of water quality indicators in salt versus fresh water.



Project	Native Trees
Recipient	Norfolk Academy
Locality	Norfolk
Award	\$500.00

Project Description: We will purchase 100 native bareroot seedling Dogwood trees from the Virginia Dept. of Forestry nursery and plant them in 2.5 gallon pots using soil comprised of purchased compost and perlite. 4th grade students will pot the seedlings in Spring 2023, maintain them at our school garden area (weed and water) for a year and take them home for planting in the spring of 2024.

Project Outcome: 88 4th grade students potted 100 bare-root dogwood tree seedlings into 2-gallon planter pots on March 30, 2023. We will care for and monitor the trees for 1-year and then send them home with students who have a signed form stating that the home has a place to plant the tree. Monitoring will entail counting mortality and tallest height. We will graph the average height and record the number of living trees at the start (April 4), and at the end of May after leaf out and fall of 2023. Photosynthesis is a major concept for 4th grade science, and we will refer to the trees often.

What did the students enjoy the most about this project? Students enjoy getting to pot the trees and help the Earth as I review all of the many ways that trees help the environment and get them very excited

for the project. Students are always excited to “get stuff”, and they look forward to taking a tree home. 100 seedlings in our school courtyard are a great example of “doing it”. By that I mean it’s one thing to talk about environmental issues, but far better to do something to help.

How could a similar project be improved? Upon suggestion by askHRgreen.org, I stopped by Mcdonald’s Garden Center and found the re-use planting pots shed where I found 15 pots that would work for this project. I ordered more soil than needed, but we will use the extra to top off the raised bed vegetable gardens here at school. Soil is money in the bank 😊. We could have planted in smaller planter pots this year because the dogwood seedlings were smaller than the redbud seedlings that we planted in previous years. The larger pots will help in the long run because they will provide a more stable environment for the growing seedlings. I hope to do this project again next year so that we have seedlings that are 1-year old for the students to compare to the new bare-root seedlings.

Project	Save the Bees
Recipient	Hugo Owens Middle School
Locality	Chesapeake
Award	\$500.00

Project Description: Our environmental club at Hugo Owens Middle School would like to build a pollinator garden on school grounds to provide habitat to migratory pollinators and increase the availability of native pollinating plants. Pollinating populations have been in decline worldwide, and our club members firmly believe that in order to strengthen ecosystems, we are responsible for maintaining biodiversity and offsetting habitat loss through replanting and maintaining pollinator gardens.

Project Outcome: The finished garden has been attracting pollinators. The students learned about plant care and growth, the importance of providing habitat to increase biodiversity, and what plants attract pollinators. SOLs that were covered are 6.1, LS 1 and PS 1 - asking questions and defining problems, and planning and carrying out investigations; LS 9 investigating the relationships between ecosystem dynamics and human activity; LS 11 investigating and understanding that populations of organisms change over time due to environmental factors; LS 7 investigating abiotic and biotic factors in ecosystems; LS 4 chemical processes of energy transfer important to life including photosynthesis as the foundation of food webs; and PS 5 energy is transferred and transformed.

What did the students enjoy the most about this project? The students enjoyed working with the plants and learning about the importance of diversity of plant populations to support other living things in ecosystems. They enjoyed learning different gardening techniques and building something that the school community can enjoy and benefit from.

How could a similar project be improved? We could include more education on the different species of plants, add a website with information on the garden for schoolwide educational purposes.



Project	Cultivating Crops and Connections
Recipient	King's Grant Elementary
Locality	Virginia Beach
Award	\$499.63

Project Description: Kings Grant Elementary is starting a garden club for students in 3rd through 5th grade. Students will be learning about sustainability and cooking through hands-on experiences while forming relationships with their peers. This grant will help us bring more attention to sustainability

practices for our entire school of 500 students, and it will allow all grade levels, K-5, access to observing the natural growth of plants from seeds to vegetables.

Project Outcome: Thank you for funding this grant! We purchased items we can use from year to year. About 40 students planted, watered, and weeded our garden. Students were educated on plant structures, the life cycle of a plant, and plants' needs. Students planted their own seeds to take home. Plant markers were created using the 3-D printer.

Local volunteers, owner of the CROP foundation and the owner of The Commune, a farm-to-table restaurant, demonstrated best culinary practices for food prep and educated students about the value of compost in our garden.

Different grade levels and academic abilities were grouped together to work on real-world problems at our school of littering and tree vandalism. Students made posters about taking care of our school grounds including the trees, flowers, and garden that help make the school grounds beautiful and that help prevent erosion. Posters about banning the release of balloons and recycling/reusing were also created. Students hung the posters where they felt they would best be seen by their peers.

What did the students enjoy the most about this project? Students loved working together to make salsa. Students cut up vegetables and enjoyed eating the salsa with chips. Students even chopped up and added mustard greens with the cilantro. Another time, one of our volunteers brought and cooked up a few vegetables for the students and then made a strawberry dessert that the students enjoyed.

How could a similar project be improved? We need to get plants in the garden earlier this upcoming year so students can harvest the vegetables. We would like to have a spring (for K-2) and fall (for 3-5) garden club. A longterm goal is to put fresh vegetables in the cafeteria for all students to taste.



Project	Recycling in the Classroom
Recipient	Bethel High School
Locality	Hampton
Award	500.00

Project Description: Our school does not currently have a school-based recycling program. We would like to add bins to the classrooms that are eager to recycle. The SPED students are recycling plastic film (Trex) currently and would like to add curbside collection to the list. We have 18 SPED students total between two functional classes that will participate in this program. Teachers have already submitted their input to

order recycle bins for their classrooms. So far, 32 teachers have responded and are willing to take part in this pilot program

Project Outcome:

What did the students enjoy the most about this project?

How could a similar project be improved?

**Project will carry over to FY24*

Project	Native Plant and Pollinator-Friendly Garden
Recipient	Great Bridge Primary School
Locality	Chesapeake
Award	\$500.00

Project Description: Chesapeake is one of the fastest-growing cities in the Hampton Roads region of southeastern Virginia. Protecting our native habitats, plants, and species will become increasingly important in the years to come. Our project is to provide native plants to pollinators such as bees and butterflies while providing hands-on learning opportunities for our students. Creating outdoor learning spaces using native plants will not only educate our students but will teach them responsibility in caring for local habitats and the environment. Startup materials will be purchased locally and long-term maintenance will be provided by various student groups.

Great Bridge Primary School opened its doors to a brand new school in 2019. The building was built specifically to encourage outdoor learning activities and STEM/STEAM integrated lessons. Post-COVID, our teachers and students are now able to begin the journey of adding outdoor learning labs including native plant and pollinator gardens to our campus.

Students will research and identify native plants using various educational tools including Chromebooks and PebbleGo databases, and, discover what native plants will be pollinators for our local bees, butterflies, and birds. Using the results of their research, students will engage in the design, planning, and planting of a native plant garden. Chromebooks (Google Sheets) will be used in designing and planning the size (width and length) of the garden. Particular attention will be given to those native plants to attract the Monarch Butterfly, a local but endangered favorite.

Students will create and produce Google Slide Presentations to educate others on the importance of maintaining native plants and fostering successive generations of endangered species.

When planting season begins, students will determine the area and perimeter of the raised garden bed. Students will measure and weigh as we add composted materials to our beds and use composted materials to plant and grow native plants. During this process, students will be observing, tracking, and measuring our plants. Compost is an excellent additive for increasing organic matter in our soil.

Project Outcome:

What did the students enjoy the most about this project?

How could a similar project be improved?

**Project will carry over to FY24*

Project	Rain Garden and Bee Hive
Recipient	Hague School
Locality	Norfolk
Award	\$500.00

Project Description: The Hague School proposes the construction of a rain garden and rain catchment / reuse system to be developed behind the school, alongside the brick walls facing our parking lot. Under the guidance of a master gardener, students and staff cleared rocks, weeds, and vegetation from these areas and prepared the ground for the installation of 4 raised garden boxes each measuring 4 ft x 8ft x 10ft. Wood borders were installed and the beds were filled with organic soil. On the corner of the back patio, closest to the planned beds, a 125 gallon rain barrel will be installed beside the downspout and the downspout will be redirected to capture rain. The Elizabeth River Project granted us funding to cover the cost of the rain barrel. We are seeking funding to pay for the downspout redirection to the barrel and for plants to go into the gardens as well as trees and pollinator friendly plants, as we have acquired a bee hive and plan to care for an apiary on school grounds. We would like to plant tomatoes, cucumbers, pumpkins, peppers, and other vegetables and fruits. In regions around the front and sides of the school, students will plant pomegranate trees, fig trees, and native species of trees that are flood tolerant.

Project Outcome: The Hague School's student environmentalist club installed plants in the box beds behind our school. Students did research to choose vegetables that would grow in fall and winter, determined how many plants to purchase, and budgeted accordingly (math and environmental science learning). They planted cabbage, broccoli, kale, and horseradish. The plants are flourishing. The director of the Ghent Farmer's Market spoke to our students about collaborating with the community. Hague Beekeepers met to assemble an apiary donated to the school by the Norfolk Bee Keepers Association. They are prepared to introduce bees to the apiary this spring. This connects to learning goals in Biology and Environmental Science.

What did the students enjoy the most about this project? Students enjoyed working as a team and gained satisfaction from watching the plants grow. They are excited about the prospect of building on this project in the coming years. They enjoy stepping outside during breaks in the school day to check on the garden, weed beds, and water. They were surprised by how the garden beds have held up against the high flood waters around our school and realized that the richness of the soil, resulting from the flooding, has created good conditions for the growth of vegetables. The students who constructed the apiary most enjoyed using tools and problem-solving during the building process. Students have enjoyed learning about the environmental benefits bees provide.

How could a similar project be improved? Students overestimated the number of plants needed for the beds for fall, so were left with a surplus. It took us longer than we expected to organize and recruit students to join the garden project. As a result, we were not able to plant until late in the season. We ended with a remaining \$131.08 left from the grant and we would like to apply those funds toward buying plants for spring planting. Ideally, we will have spring and summer plants in the ground before the summer so that we start the school year with a "crop" that will get students motivated to plant earlier in the fall season.



Project	Recycling in the Classroom
Recipient	Catholic High School
Locality	Virginia Beach
Award	\$500.00

Project Description: Catholic High School will add recycling bins to classrooms, the cafeteria, and common indoor and outdoor areas on campus to expand recycling at CHS. CHS currently only recycles cardboard.

Project Outcomes: The project involved purchasing 40 recycling bins, one for each classroom at Catholic High School (CHS). The bins were purchased on May 10, 2022. The school was only recycling cardboard before these bins were purchased. The bins were placed in each classroom and the school developed a new recycling contract with the recycling company and pay an additional monthly fee to have weekly recycling instead of every other week. The students made posters and placed them around the school in October. The students would like the school to also recycle glass bottles and aluminum cans, but the school said it is an additional fee to recycle these items and they are not able/willing to pay that fee at this time. We are exploring other options, such as having volunteers haul the cans & bottles to the recycling center.

The 40 bins cost \$316.73. There is still \$183.27 remaining.

What did the students enjoy the most about this project? The students enjoyed making the posters to help educate the students at CHS about the importance of recycling.

How could a similar project be improved? This project was a first step in getting Catholic High School to expand its recycling program. There is still much room for improvement. The Environmental Crusader Club would like to explore how the school can begin recycling plastic bottles and aluminum cans. We hope to spend the remaining \$183.27 on recycling bins for aluminium cans and plastic bottles and will explore ways to incorporate these into the current recycling program at CHS.



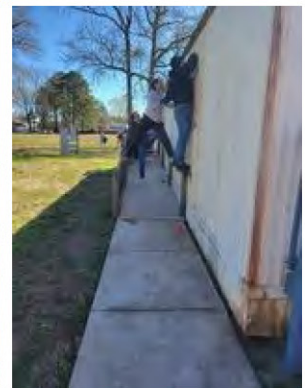
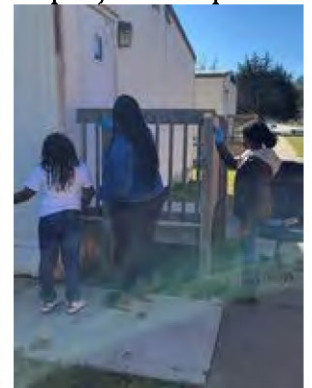
Project	Community Mural
Recipient	Machen Elementary
Locality	Hampton
Award	\$350.00

Project Description: The aim of the project is to beautify one of the temporary buildings that are outside of our main school building. It currently houses our music classes and is used every day, but the outside of the building is faded, peeling, and rusty. Since it sits on what is a community park when school is not in session, we would like to organize a project with our students to design and paint a mural on the side of the building facing the park.

Project Outcome: This project was aimed at a school beautification project for our Machen after school program. We have a trailer that faces our playground and public park that was quite an eyesore and not a very welcoming part of our school. We wanted to make it something bright and beautiful!

What did the students enjoy the most about this project? The students enjoyed getting their hands dirty and getting involved in all phases of this project. It was great to see them get more excited as the project has neared completion. It truly is a symbol of their hard work and working together throughout the end of their year on Saturdays and after school for a common goal.

How could a similar project be improved? It was much more time consuming than originally anticipated, and also a little more costly. Weather definitely played a role in delaying our completion of the project, and we still have a few things to get it to be the way we want it to be. Similar projects could be improved by involving more students, having more adult help, getting the community more involved, anything that would help speed up the process and shorten the timeline of getting the project completed.





Project	Recycling in the Classroom
Recipient	Phoebus High School
Locality	Hampton
Award	\$500.00

Project Description: Our school will add recycling bins to classrooms to increase the amount of recycling captured in our school's recycling program. Our school currently only has recycling available in the cafeteria and common areas

Project Outcome: The project involved purchasing 40 recycling bins, one for each classroom at Catholic High School (CHS). The bins were purchased on May 10, 2022. The school was only recycling cardboard before these bins were purchased. The bins were placed in each classroom and the school developed a new recycling contract with the recycling company and pay an additional monthly fee to have weekly recycling instead of every other week. The students made posters and placed them around the school in October. The students would like the school to also recycle glass bottles and aluminum cans, but the school said it is an additional fee to recycle these items and they are not able/willing to pay that fee at this time. We are exploring other options, such as having volunteers haul the cans & bottles to the recycling center.

The 40 bins cost \$316.73. There is still \$183.27 remaining.

What did the students enjoy the most about this project? The students enjoyed making the posters to help educate the students at CHS about the importance of recycling.

How could a similar project be improved? This project was a first step in getting Catholic High School to expand its recycling program. There is still much room for improvement. The Environmental

Crusader Club would like to explore how the school can begin recycling plastic bottles and aluminum cans. We hope to spend the remaining \$183.27 on recycling bins for aluminium cans and plastic bottles and will explore ways to incorporate these into the current recycling program at CHS.



Project	Recycling and the 3Rs
Recipient	Mary Peake Elementary
Locality	Hampton
Award	\$241.71

Project Description: The project will be the first step towards recycling in our school. We will begin with paper recycling and place blue bins in each classroom. Our goal is to have this project serve as a springboard to additional recycling and composting projects.

Project Outcome:

What did the students enjoy the most about this project?
How could a similar project be improved?

**We are still waiting on documentation from this applicant.*