

Annual Report

**Northern Virginia
Coastal Resources
Technical Assistance Program**

October 1, 2011 – September 30, 2012
NOAA Grant #NA11NOS4190122
Grant Year 2011, Task 46



In Grant Year 2010, the Northern Virginia Coastal Resources Technical Assistance Program was funded in part by the Virginia Coastal Zone Management Program at the Department of Environmental Quality, through Grant #NA10NOS4190205 of the U.S. Department of Commerce, National Oceanic and Atmospheric Administration, under the Coastal Zone Management Act of 1972, as amended.

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Northern Virginia Regional Commission

www.novaregion.org

The Voice of Northern Virginia

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*On the cover – Chesapeake Bay at sunset,
Photo by Laura Grape*

Introduction & Summary

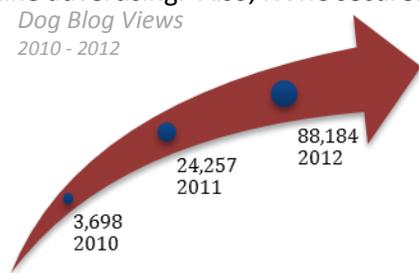
This report fulfills the product requirements set forth in the 2010 Virginia Coastal Zone Management Program Grant, Task 46 (NOAA Grant #NA10NOS4190205) for:

- Product #1 – Annual Report – NoVA Coastal Resources TA Program; and
- Product #2 – Summary of Regional Stormwater Education Campaign

Coordination and Training: NVRC hosted several opportunities for public and private planners, engineers, conservation professionals, and homeowners. The workshop topics fell under the following categories:

- *Residential Rain Gardens (October 1, 2011 and March 30, 2012)*
- *Virginia Outdoor Plan Coordination (January 25, 2012)*
- *Incentive-Based Sustainability Programs (April 16, 2012)*

Special Project: NVRC received financial and in-kind contributions from 15 partners this year, for a total budget of \$105,000. NVRC and Arlington County secured the services of Water Words That Work, LLC to manage the online component of the campaign including the Metro DC Dog Blog (www.metro-dc-dog-blog.com), Metro DC Lawn and Garden Blog (www.gardening.mwcog.org), contests, and online advertising. Also, NVRC secured Media Vision, Inc for media buying services and placement of the complementing radio ads which aired in April 2012.



In April 2012, two radio ads featuring messages on the importance of picking up pet waste and general household stormwater pollution reduction measures aired on three popular radio stations, including one Spanish speaking station a total of 236 times. These ads reached approximately 54,563 Northern Virginia residents and resulted in over 200 visits to the www.onlyrain.org website.

Campaign ads appeared on Google, Facebook, and YouTube advertisements over 16 million times, resulting in over 17,000 visits to the campaign web sites. Below is a comparison of reach per medium:

Advertising Medium	Total Impressions	Website Visits
Radio	54,563	200
Online	16,107,416	17,282

A survey conducted in July 2012 revealed that almost a third of the respondents heard the radio ads or saw the online advertisements. Of those who recalled the ads, six percent state they now pick up their pet waste more often, 15 percent state that they are more careful with fertilizer, and seven percent fertilize fewer times per year. The Partners met three times between October 2011 and September 2012 and held monthly hour-long conference calls.

EIS/EA/EIR and Permit Reviews: NVRC continues to participate in the EA/EIS and permit intergovernmental review process. Over the fiscal year, NVRC responded to 22 EA/EIS requests as part of the intergovernmental review process. As part of EIR review processes, NVRC staff met with related staff from the National Capital Planning Commission (NCPC) who are responsible for reviewing EIRs for federal facilities. The meeting resulted in NCPC's agreement to utilize information gained through the Conservation Corridors Planning in Northern Virginia project, funded by the Virginia CZM program, to identify regionally-significant natural resources that federal facility expansions and/or developments should avoid.

Special Project Summary

Northern Virginia Clean Water Partners – Regional Stormwater Education Campaign

The Regional Stormwater Education Campaign was initiated in 2003 to assist localities in leveraging funds to achieve common goals regarding stormwater education and outreach and promote consistent messages for fertilizer and pesticide use, pet waste disposal, and motor oil recycling. The campaign satisfies MS4 (Municipal Separate Storm Sewer System) Phase I and Phase II permit requirements for stormwater education and documenting changes in behavior.

The Northern Virginia Clean Water Partners enables Northern Virginia jurisdictions to pool outreach funds to conduct a regional stormwater education campaign. In recent years, the campaign has expanded to include online advertising through social networking sites and search engines, in addition to radio advertising. While the use of radio advertising has been effective in the early years of the campaign, the audience for traditional media outlets has decreased in recent years.

In April 2012, two radio ads featuring messages on the importance of picking up pet waste and general household stormwater pollution reduction measures aired on three popular radio stations, including one Spanish speaking station a total of 236 times. These ads reached approximately 54,563 Northern Virginia residents and resulted in over 200 visits to the www.onlyrain.org website.

Since July of 2011, campaign ads have appeared on Google, Facebook, and YouTube advertisements appeared over 8 million times, resulting in over 60,000 visits to the campaign web sites.

For the FY12 campaign, the campaign Partners continued to highlight the issue of pet waste with the Northern Virginia Dog Blog. The Dog Blog features interesting articles about dogs, with the message about picking up pet waste woven into the articles a specific number of times per month. With support from the advertisements, contests, and great writing and reader engagement, the Northern Virginia Dog Blog reach 1,835 subscribers. An essay contest was also run on the Blog, receiving 11 entries and resulting in 10,360 votes for the different essays, all of which included a message about the importance of picking up after your dog. Many comments have been received on the Dog Blog site and 300 site visitors completed a poll question on the Blog. (<http://www.northern-virginia-dog-blog.com/>). The OnlyRain web site (www.onlyrain.org), which was created in 2009, was enhanced for the 2011 campaign.

The Clean Water Partners also support a related Blog, the Metro DC Lawn and Garden Blog, which features messaging about reducing pollution and runoff through green gardening activities. For FY12, the Lawn and Garden Blog reached 2,712 subscribers, and hosted a Green Garden photo contest with 19 photo entries and 929 votes for the photographs.

An online ad campaign was run in the spring of 2012 on the topic of reducing fertilizer use. The campaign messages alternatives to spring fertilizing, such as Fertilize in the fall, Mow High, and Mulch Lawn Clippings. The featured banners ads are below. These banner ads received over 3 million impressions, and resulted in 1,170 clicks to a web page featuring green lawn care information.

Fertilize in the Fall for a Healthy Lawn and Community

Get more green lawn TIPS here:
gardening.mwcog.org



Mow High for a Healthy Lawn and Community

Get more green lawn TIPS here:
gardening.mwcog.org



Mulch Clippings for a Healthy Lawn and Community

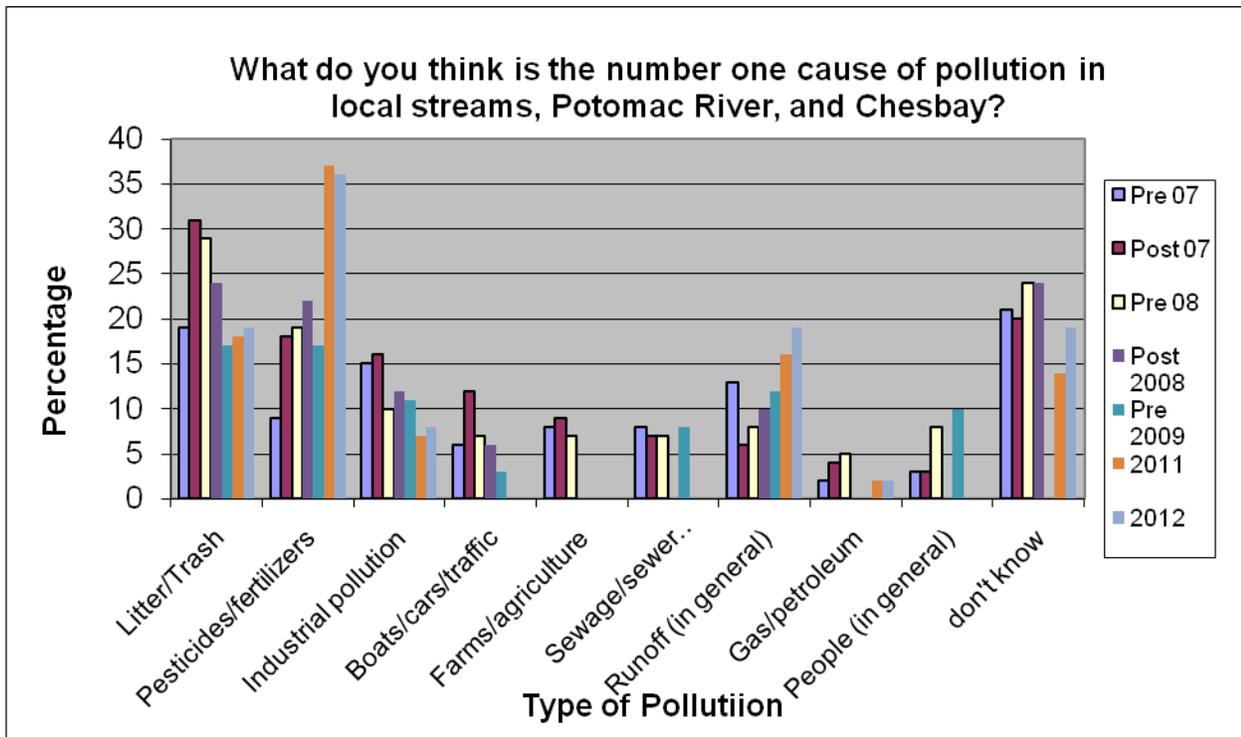
Get more green lawn TIPS here:
gardening.mwcog.org



During the summer of 2012, a survey was conducted of 500 northern Virginia residents to measure the effectiveness of the campaign. One-fourth of the respondents recalled hearing or seeing advertisements on the internet or on the radio, as compared with one-third in FY11. Of those respondents who recalled the ads, six percent state they now pick up their pet waste more often, 15 percent state that they are more careful with fertilizer, and seven percent fertilize fewer times per year.

Other interesting findings in the 2012 survey include:

- Respondents selected fertilizers and pesticides and runoff as the main causes of pollution in the Potomac River and Chesapeake Bay for the second year in a row.
- The number of respondents choosing litter or industrial pollution as the number one source of pollution decreased as compared with previous surveys.
- 42 percent of respondents knew they live in Potomac River watershed, up from 39% in 2011.
- Interestingly, almost 77 percent of people surveyed reported that they always pick up after their pet, as compared with 30 percent in previous surveys.
- Over 90 percent of residents surveyed stated that stormwater goes into the Potomac River or the Chesapeake Bay, or to local streams and rivers.



Over the last five years, survey results show that the majority of Northern Virginia residents are supportive of local governments' spending on protecting water quality. Consistently in all surveys, residents indicate that the role of individuals is important in protecting water quality. Most residents indicate that they take their vehicles to a service station to change their oil or they recycle their used motor oil. Similarly, most Northern Virginia residents pick up after their pets because they see it as the right thing to do. For both of these activities, water quality concerns do not appear to be the motivating factor for residents. The reasons for doing the correct behaviors revolve around convenience and being good neighbors.

The fact that respondents selected fertilizer and pesticides as the number one cause of water pollution is revealing, since over a third of the survey respondents stated that they fertilize their property two or more times per year. It appears there is still a gap between what people perceive as a source of pollution, and the actions they are willing to take on their own property. In the 2012 survey, there was a slight decrease in the number of people fertilizing in the spring, and a slight increase in fall fertilizing. Perhaps efforts to make good lawn care practices more convenient, coupled with the idea that Bayfriendly lawns are what good neighbors do, will continue this trend.

The total cost of the 2012 campaign is \$105,000. The campaign is funded and sponsored by 11 local governments and three independent sanitary and drinking water authorities, Doody Calls, the Northern Virginia Regional Commission, Metropolitan Washington Council of Governments, and the Virginia Coastal Zone Management Program. Doody Calls joined as the Northern Virginia Clean Water Partners first business representative, donating \$1,000 worth of service and contributing in-kind to the effort. Responses to the survey suggest that public support remains strong for local government programs that improve the quality of water in local and regional streams and rivers and the Chesapeake Bay.

Coordination and Training

Past examples include: onsite wastewater systems operations and maintenance, blue/green infrastructure planning, factors affecting the delivery of pollutants to downstream waterways, and Chesapeake Bay Local Assistance trainings. Summaries of the workshops hosted in fiscal year 2010 are below. Their corresponding agendas, attendance list, and feedback responses, if available, are provided in Appendix C.

Residential Rain Gardens - Beautifying Your Yard for Clean Water

NVRC co-hosted two Beautifying Your Yard for Clean Water workshops on building a small-scale rain garden before 45 people, including local government representatives. The workshops were held at the main campus of



Marymount University and at the Fairlington Community Center in Arlington, VA. Through the workshops, 68 participants learned how to design, build, landscape, and maintain small-scale residential rain gardens. These workshops have proven to be instrumental in providing technical expertise and resources to support the application of innovative stormwater management practices on private properties. Additionally, the workshops serve to educate local government staff on designing residential rain gardens. Directors of public works departments, local stormwater engineers, land use planners, and other local staff participated in one of the two workshops that occurred during this reporting period. Over three-quarters of all participants

who provided feedback stated that they will move forward with placing a rain garden on their properties. These workshops support efforts to improve habitat and reduce stormwater-related pollution.

www.novaregion.org/raingardens

Virginia Outdoor Plan Coordination

To assist the Virginia Department of Conservation and Recreation in the preparation of the 2013 Virginia Outdoor Plan, NVRC hosted two public meetings to discuss priority conservation and recreation needs and interests in Northern Virginia. Over 30 local government staff and the general public attended these meetings. The workshop resulted in a list of projects that DCR planners may consider for inclusion in the VOP. Included in the list are the regional priority conservation corridors identified through the Conservation Corridors Planning Project in Northern Virginia. The workshop supported the Department's interests in increasing awareness of the plan and incorporating projects that are of local and regional significance. NVRC staff continue to work with DCR in developing the regional section of the plan and serving as a member of the Technical Advisory Committee.

Incentive-Based Sustainability Programs

Local governments are beginning to explore ways of engaging residents by providing inexpensive incentives to implement stormwater management solutions on their property. On April 16, 2012, the Northern Virginia Regional Commission hosted a workshop to engage diverse representatives from the government, non-profit, and university settings and discuss opportunities for partnering with residents. This workshop provided an overview of three case studies from the D.C. Metropolitan area of incentive-based programs and resulted in a summary of the benefits, data/information needs, and challenges, and finally opportunities and recommendations for localities to consider. A summary of this workshop is provided as Appendix C.

Intergovernmental Reviews

Over the fiscal year, NVRC responded to 40 EA/EIS requests as part of the intergovernmental review process. As part of EIR review processes, NVRC staff met with related staff from the National Capital Planning Commission (NCPC) who are responsible for reviewing EIRs for federal facilities. The meeting resulted in NCPC's agreement to utilize information gained through the Conservation Corridors Planning in Northern Virginia project, funded by the Virginia CZM program, to identify regionally-significant natural resources that federal facility expansions and/or developments should avoid.

Additional Coordination

NVRC continues to support state and local groups engaged in watershed planning initiatives, tributary strategies, and other Chesapeake Bay-related efforts including the following projects:

- *Coastal Planning District Commissions Planning Meetings*
 - March 28, 2011
 - July 7, 2011
- *Virginia Coastal Policy Team Meetings*
 - September 17, 2012
- *Virginia Outdoor Plan Technical Advisory Committee Meetings*
 - Date
 - Date
 - Date
- *Blue-Green Infrastructure Workshop*
 - September 27, 2012

NVRC staff participates in and supports the implementation of meetings and conferences for the following organizations that meet quarterly:

- *Potomac Watershed Roundtable*

A regional government – citizen forum whose purpose is to promote collaboration and cooperation on environmental concerns, especially water quality issues, among the various local governments and stakeholder interest groups residing within the Virginia side of the middle and lower Potomac River watershed. Meetings attended took place in October 2011, January, April, and July 2012.
- *Northern Virginia Urban Forestry Roundtable*

Citizen members of tree boards and commissions, elected officials, urban foresters and arborists, landscape architects, builders, developers, and planners desiring to enhance and protect Virginia's urban forest. Meeting attended took place in February, May, and September 2012.

Appendix A

Northern Virginia Clean Water Partners

Summary of Regional Stormwater Education Campaign



WORKING TOGETHER FOR HEALTHY STREAMS AND RIVERS

Northern Virginia Clean Water Partners

2012 Summary

About the Partnership

The Northern Virginia Clean Water Partners is a multi-disciplined group of local governments, drinking water and sanitation authorities, and individual businesses working together to address the common issues surrounding pollution prevention, stormwater management, and source water protection.

The primary goal of the partnership is to reduce stormwater-related pollution from entering local waterways.

To meet this goal, the Partners work together to:

- Educate the region's residents on simple ways to reduce pollution around their homes,
- Monitor changes in behavior through surveys and other data collection techniques, and
- Pilot new cost-effective opportunities for public outreach and education.

Members include stormwater program managers, Municipal Separate Storm Sewer System (MS4) Permit managers, communication directors, public information officers, water quality compliance specialists, and environmental planners.

Membership is voluntary. However, the partnership provides a cost-effective means to meet mandatory state and federal stormwater requirements. By working together the partners are able to leverage their available funds to develop and place bi-lingual products with common messages and themes, thereby extending their individual reach.

Regional Stormwater Education Campaign

The Regional Stormwater Education Campaign was initiated in 2003 to assist localities in leveraging funds to achieve common goals regarding stormwater education and outreach and promote consistent messages for fertilizer and pesticide use, pet waste disposal, and motor oil recycling.

The campaign satisfied MS4 (Municipal Separate Storm Sewer System) Phase I and Phase II permit requirements for stormwater education and documenting changes in behavior.

For more information visit www.onlyrain.org



Partners

The Partnership is open to any municipal government in and around Northern Virginia. A full list of the organizations participating in the 2012 campaign year is provided on the back of this summary.



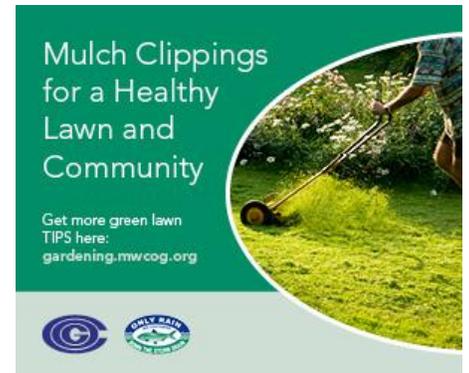
Overview of Campaign Efforts

Throughout the campaign year, the Partners made the following efforts to increase the reach of their messages:

- Expanded the partnership and the campaign reach into D.C. and Maryland by aligning with the Community Engagement Campaign, managed by the Metropolitan Washington Council of Governments.
- Supported two Metro DC-wide blogs that target dog owners and residential gardeners.
- Transferred the blogs to a Blogger platform, managed by Google.
- Ran four online quizzes and contests to encourage new blog readers and to further promote campaign messages.
- Conducted an online poll survey of 500 Northern Virginia residents took place to determine the effectiveness of the blog and ads, to reveal any changes in behavior, and to aid in directing the future efforts of the campaign.



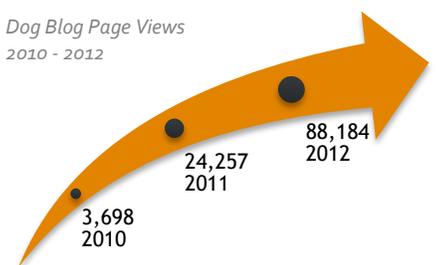
- In April 2012, two radio ads featuring messages on the importance of picking up pet waste and general household stormwater pollution reduction measures aired on three popular radio stations, including one Spanish speaking station a total of 236 times. These ads reached approximately 54,563 Northern Virginia residents and resulted in over 200 visits to the www.onlyrain.org website
- Conducted mini-campaign featuring banner ads that promote alternatives to chemical fertilizer use. ➤



Accomplishments (9/14/2011 - 8/31/2012)

- 16,107,416** Online Advertising Impressions*
- 88,184** Blog and Facebook Page Views**
- 54,563** Estimated Reach of Radio Ads
- 16,286** Online Interactions***
- 4,725** Email/RSS Subscribers, Facebook Fans, and Twitter Followers
- 500** Online Annual Survey Responses

Dog Blog Page Views 2010 - 2012



*Impressions are the number of times an ad appeared on a single computer screen.

**Page Views indicate the number of visitors to the blog and Facebook pages.

***Online Interactions include comments, poll entries, contest activity, "likes," etc.



Main cause of water pollution...

For the second year in a row, the majority of survey respondents stated fertilizers and pesticides as the main cause of pollution in the Potomac River and Chesapeake Bay.



Where stormwater goes...

Over 90 percent of Northern Virginia residents surveyed stated that stormwater goes to the Potomac River, the Chesapeake Bay, or to local streams and rivers.



97%

Stated the actions of individuals in protecting water quality in local streams, the Potomac River, and the Chesapeake Bay is important.



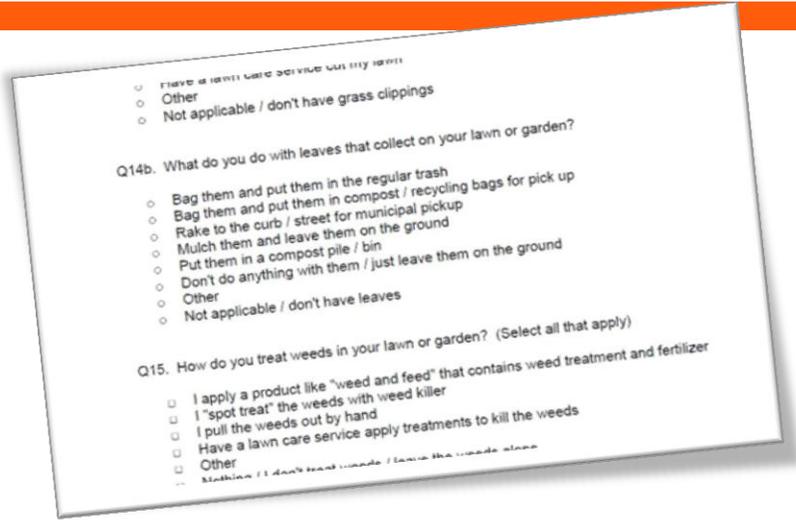
73%

Would be more likely to take actions to reduce the amounts of pollutants they personally put into storm drains, after learning that polluted water runoff is the number one cause of local water pollution.



95%

Believe it is important for local governments to spend more money on protecting water quality.



Annual Survey Highlights

To assist in determining the effectiveness of the campaign at increasing awareness and changing behaviors, after each campaign year, the Partners conduct an online annual survey of 500 Northern Virginia residents.

Findings in the 2012 survey include:

- ➔ One-fourth of the respondents recalled hearing or seeing advertisements on the internet or on the radio.
- ➔ Of those who recalled the ads, six percent state they now pick up their pet waste more often, 15 percent state that they are more careful with fertilizer, and seven percent fertilize fewer times per year
- ➔ The number of respondents choosing litter or industrial pollution as the number one source of pollution decreased as compared with previous surveys.
- ➔ Forty-two percent of respondents knew they live in Potomac River watershed, up from 39 percent in 2011.
- ➔ Interestingly, almost 77 percent of people surveyed reported that they always pick up after their pet, as compared with 30 percent in previous surveys.
- ➔ More than half of the respondents (57%) prefer to receive information from online sources. Newspaper (18%) and television (16%) were the next two information sources.

Understanding Behaviors

In addition to capturing responses to questions regarding the effectiveness of the campaign, this year's survey honed in on the current behaviors of Northern Virginia residents as they relate to pet waste management, lawn care, and motor oil disposal. Responses to these questions support the development of future messages and targeted promotion.

Dog owners are motivated to pick up their pet's waste because "It's what good neighbors do" or "They don't want to step in it." They believe that dog waste disposal stations are (or would be) useful.

A third of the lawn and garden owners fertilize their lawns two or more times per year; an equal number never fertilize their lawns. One in ten fertilize once in the fall. Sixty percent pull their weeds by hand, while others "spot treat" or have a lawn care service apply treatments.

Two new questions related to rain barrels and rain gardens were added to the survey to better understand how they are applied across the region. Among those who heard of a rain barrel, seven percent reported using one at home, while four percent of the respondents have both heard of a rain garden and have one at home.

The majority of Northern Virginia residents take their vehicle to a service station to change their oil (85%) or take used oil to a gas station or hazmat facility for recycling (12%). Only one percent of Northern Virginians store used motor oil in their garage or place it in the trash

Contest Winners

3rd Annual Dog Blog Essay Contest

Based on the success of the 2010 and 2011 "Wag Your Words" Essay Contests, the Partners repeated the effort. Eleven non-profit organizations submitted an entry into the "Bark Your Piece" contest, which resulted in 10,360 votes.

Congratulations to the following shelters and charities who received \$5,000 in grants to use toward veterinary care, spaying and neutering, dog food, and pet owner education:

1st Place: "It's All about Respect"
Oldies but Goodies Cocker Spaniel Rescue

2nd Place: "A Howl for Change"
Homeward Trails

3rd Place: "Got Responsibility?"
Pet Assistance League of Virginia

Green Gardeners Photo Contest

In partnership with the members of the Community Engagement Campaign, the partners co-hosted a photo contest. Participants were asked to submit photos reflecting eco-friendly landscaping practices.

Qualifying photos were then moved into a voting round, where site visitors could vote for their favorite photo. Approximately 930 votes were cast.

Congratulations to the following individuals who received a tremendous prize package, featuring gardening supplies.

1st Place: Nancy Striniste of Arlington, VA

2nd Place: Gemma Evans of College Park, MD



Nancy Striniste's home in Arlington County, VA features a living rooftop, rain garden, rain chain, rain barrel, native vegetation, and other playful elements that stir the imagination.

2012 Northern Virginia Clean Water Partners

Fairfax County | Arlington County | Loudoun County | Stafford County | Fairfax Water | City of Alexandria | Loudoun Water | Alexandria Sanitation Authority | City of Fairfax | Town of Herndon | City of Falls Church | Town of Leesburg | Town of Vienna | Town of Dumfries | Doody Calls | Northern Virginia Regional Commission | MWCOC | Virginia Coastal Zone Management Program

Thank you to our campaign management team:

Water Words That Work, LLC
Right On Time Media, Inc
Amplitude Research, Inc

Summary prepared by NVRC on behalf of the Partners

3060 Williams Drive, Suite 510
Fairfax, VA 22031
info@novaregion.org


Northern Virginia Regional Commission

Only Rain
Down the
Drain

www.onlyrain.org

Appendix B

Northern Virginia Clean Water Partners Planning Meeting Summaries

Northern Virginia Clean Water Partners

PLANNING MEETING SUMMARY

February 3, 2012
12:30 – 1:30 pm

In Attendance:

Steve Plante	Loudoun County	steve.plante@loudoun.gov
Jesse Maines	City of Alexandria	jesse.maines@alexandriava.gov
Jeremy Hassan	City of Alexandria	Jeremy.hassan@alexandria.gov
Jen McDonnell	Arlington County	jmcdonnell@arlingtonva.us
Carole Ann Barth	Prince Georges County, MD	cabarth@co.pg.md.us
Richard West	Town of Dumfries	rwest@dumfriesva.gov
David Jensen	Doody Calls	djensen@doodycalls.com
Steve Hubble	Stafford County	shubble@co.stafford.va.us
Aileen Winquist	Arlington County	awinquist@arlingtonva.us
Irene Haske*	Fairfax County	Irene.haske@fairfaxcounty.gov
Laura Grape	NVRC	lgrape@novaregion.org

**via conference call*

The purpose of this meeting was to discuss and plan for the radio and survey campaign elements and review the schedule for the remainder of the fiscal year.

Updates:

Partner News:

- ◆ Steve Hubble may not be able to join the Partners at future meetings, due to competing work efforts. However, he would like to remain on the distribution list and stated he will continue to try and engage some of the other jurisdictions in and around Stafford to participate.
- ◆ Laura Grape will be on maternity leave in the summer. Will strive to get the full campaign report together for the Partners in early-September, for incorporation into relevant MS4 reports.

Campaign Website:

- ◆ The campaign's website domain name - onlyrain.org - has been renewed for another two years.

Broadening Reach:

- ◆ Laura was contacted by Van Metre Company who saw the Pet Waste postcard developed by the Partners several years ago. They would like to share it with their tenants. Laura is awaiting confirmation from the corporate headquarters.
- ◆ Dave Jensen recommended getting in contact with the Washington Metropolitan Chapter of the Community Association Institute (CAI) for additional ways of broadening the Partners reach to community and homeowners associations. He passed out business cards, which included the following information:

Washington Metropolitan Chapter
Community Association Institute
703-750-3644 (Phone)
703-941-1740 (Fax)

info@caidc.org

7600 Leesburg Pike, Suite 100 West
Falls Church, VA 22043

www.caidc.org

- ◆ Doody Calls is considering initiating an award program for communities that go above and beyond the normal pet waste management strategies. This effort seemed well received by the Partners. This program could be broadened through participation with the CAI.
- ◆ Additionally, Dave offered to have the Doody Calls team update the Pet Waste postcard, if that is of interest.

Action Items:

Radio Ads

- ◆ Irene Haske offered to support this effort.
- ◆ Laura is in contact with Right on Time Media, scheduling meeting in February (will coordinate with Irene)
- ◆ Focus ad topics on Pet Waste (Dog Beep, for sure) and Fertilizer, to coincide with mini-campaign (search NPS Tool Box, if we don't find one there, use one of our other fallbacks – Talking stormdrain or Hillmans)
- ◆ Partners requested looking for PSA and other added value opportunities on WTOP and NPR, since running ads on these stations is expensive. Partners will ask RoTM to pull together the best mix of radio stations to meet our target audience – i.e. biggest bang for the buck.

Survey

- ◆ Aileen Winquist offered to take the lead in reviewing the survey. Possible revisions may include:
 - More detailed questions regarding fertilizer use.

Schedule

- ◆ Run radio ads in mid-March/April, before people get to the store.

Promotional Materials

- ◆ Dave Jensen will have the promo person that Doody Calls uses contact Laura to pursue the purchase of doggie bandanas and pet waste bag dispensers.

Contributions

- ◆ Laura will directly invoice Stafford County and the City of Alexandria, as soon as possible.
- ◆ Laura will send out a revised goal contribution amount based on updated census data.

Next Steps

- ◆ Laura to schedule next planning meeting with joint campaign meeting.
- ◆ Laura will create a QR code for the campaign, which will link back to the onlyrain.org website.
- ◆ Dave Jensen and Laura will meet to discuss how the campaign can support Doody Calls and vice versa.

Joint Campaign Meeting Summary

Regional Community Engagement Campaign and Northern Virginia Clean Water Partners

Wednesday May 9, 2012

11 am – 12:30 pm

A joint meeting was held between the Northern Virginia Clean Water Partners and the Community Engagement Campaign, managed by the Metropolitan Washington Council of Governments. A formal summary of the meeting was not prepared. However, below are the general results of the discussion.

Branding and visuals related to messages

We are all Potomac – prevent pollution, protect resource

- Issue of lack of connection to rivers? People don't see connection
- Chesapeake Bay preservation from the other end of the pipe.
- Staff at water utilities – this is what we do to protect water
- "I drink the water"
- We are all Potomac

Other Considerations:

1. Tap It – using tap water is safe and good for you
2. Use water wisely and treat water wisely. Conserve and fix infrastructure.
3. Source protection – we are all Potomac
4. What we do – we are local utilities and we do this

Measuring Success

EPA suggests reaching 10% of the population: 6 million people in metro area – 10% is 600,000

Behavior change – permits require documentation

Twitter feed – followers?

Additional Metrics – social interaction

- Retweets
- Shares
- Blogs

What are the key messages?

- Water conservation – drought
- Source Water Protection
- Stormwater Pollution Prevention

How do we get the word out?

- Look at costs of different types of media
- Can partners help and leverage getting message out
- Home page connected to twitter feed
- RSS feed from web page
- Cross marketing of blogs

Benefits of working together

- Consistent messages from various sources
- People hear same message more times
- Cost effective
- Economies of scale

Challenges

- Combining priorities when there are different priorities

Clean Water Partners – Campaign Planning Meeting Summary July 16, 2012

Attendees:

Aileen Winquist, Arlington County
Jen McDonnell, Arlington County
Irene Haske, Fairfax County
Jeremy Hassan, City of Alexandria
David Jensen, Doody Calls

Jeanne Bailey, Fairfax Water
Heidi Bonnaffon, Council of Governments
Douglas Day, Town of Herndon
Richard West, Town of Dumfries
Steve Plante, Loudoun County

Campaign Update

Aileen provided a review of the background of the Clean Water Partners campaign and an update on the recent campaign activities. The Dog Blog has had 31,950 page views since November and currently has 1835 subscribers. An essay contest was held for the Dog Blog in the spring, resulting in 8136 votes/likes. The Garden Blog has 33,426 page views since November and currently has 2712 subscribers. A photo contest was held for the Garden Blog resulting in 929 votes for the photos.

A mini-campaign on fertilizer was held from April – July timeframe. Three different banner ads were created, with messages on fertilizing in the fall, mowing high, and recycling grass clippings. The “fertilize in the fall” banner ad received over 2 million impressions, the mulch grass clippings received 1 million impressions, and the mow high ad had over 350,000 impressions. These ads received a total 1170 clicks, taking the user to a web page on green lawn care practices.

Aileen also reviewed some of the historical survey data from the campaign.

Key Messages for Campaign

The group re-visited the key messages for the campaign, which are reducing fertilizer use, picking up after your pet, and not dumping motor oil. Aileen inquired if these are still the most important key messages for the jurisdictions? These are pollution prevention messages, but is there a need to have any messaging related to reducing runoff in light of new Stormwater permit requirements?

Richard West from Dumfries mentioned that another important issue for their jurisdiction is to educate residents to not put grass clippings and leaves in the street, where they can get washed into the storm drain. In addition, the issue of RPA buffers and adding or expanding the buffers is an important issue for Dumfries.

Another attendee mentioned that the issue of Household Hazardous Waste, and proper disposal of these types of items was an important issue for their jurisdiction.

Jeremy Hassan from Alexandria noted that mobile car washing operations are becoming more of an issue in Alexandria. This is somewhat of a gray area, because individual household car washing is exempt in the stormwater permit, but the mobile car wash businesses come to a street and offer car wash services to all the homes, resulting in much more runoff than a single household washing a car.

Jeanne Bailey from Fairfax Water noted that the pollution prevention messages are still key messages for their organization.

Dave Jensen with Doody Calls noted that they are getting increased requests from HOAs and residential communities for assistance with keeping common areas clean. Dave also noted that there has been an increase nationally in the number of households with dogs, from 48% to 65%.

The group decided that it might be good to add in a runoff reduction message with some of the pollution prevention messages.

Blog Discussion

Aileen noted that after working with Water Words that Work (WWTW) for three years, it was time for NVRC and the partners to re-bid the communications services contract. WWTW informed Laura and Aileen that they would most likely not be bidding on the new contract. Given this information, the partners needed to decide on a plan for the Blogs. If WWTW would no longer be managing the Blogs, the partners would either need to take over managing the Blogs, or discontinue them. The COG Community Engagement Campaign, which runs the Garden Blog, decided at their July meeting to discontinue the Garden Blog.

Upon discussion, the partners decided to discontinue the Dog Blog as well. Some partners noted that the number of page views and subscribers did not justify the expense for the Blogs (which each cost approximately \$30,000/year between the blogger fees and advertising/contest fees). In addition, the numbers were not sufficient to reach the several million residents we have in the partner jurisdictions.

Campaign Planning

Jeanne Bailey mentioned that she had recently met with Heather Cleary from Comcast Spotlight, which handles advertising for Comcast, Cox, DirectTV, DISH, and VerizonFIOS. They offer online and television advertising on many major channels, such as ESPN, Animal Planet, History Channel, Discovery Channel, and other networks that would be useful given our target audience. Their web site receives 13 million hits per month (because they are an internet service provider), and they are consistently in the top 10 of web sites in the DC Metro area. Heather mentioned that Comcast has an extensive research department with access to reports on TV viewership, radio listenership, etc (such as the Neilson ratings and the Scarborough report), and that she would be happy to help our group answer any research questions that we have. Aileen, Heidi and Jeanne had a follow up meeting with Heather and requested a sample advertising proposal for our group.

It was noted that the campaign partners should make a concerted effort to push out the campaign messages and materials through their own channels, such as including the banners ad on locality web sites where feasible. We will make more of an effort to do this in the future.

Irene noted that the fertilizer banner ad could be made into a small rack card, which is a small half page handout to be used at events. Aileen also reminded the group about the pet waste post cards, which are handy to give out at events or to provide to local vet and animal shelters to give to their clients.

Irene asked if we had considered using newspaper advertising or possibly a weekly column in a local paper. She mentioned that she knows the publisher of the Connection newspapers and could inquire about a regular feature such as a weekly column or "Clean Water Tip".

Richard West from Dumfries also noted that their elected officials have recently highlighted the need to have materials available in multiple formats, for those residents who may not have internet access.

Review draft of annual survey questionnaire

Aileen noted that it was time to do the annual survey for the campaign. The group reviewed the draft questionnaire, which is similar to last year's questionnaire. Aileen added a couple questions about rain gardens and rain barrels, to see how many residents are familiar with those practices. Jeremy suggested adding a question about car washing activities. The group decided to add a question about how people prefer to receive information (television, internet, newspaper, etc). Dave Jensen suggested adding a question about pet waste stations, and if people think they are useful in keeping their community clean.

Jen suggested adding the survey questionnaire into Survey Monkey, which Arlington has a subscription to, so that we could circulate it more widely and get additional input from residents. Dave Jensen with Doody Calls noted that they are working with 300 communities and they could circulate the survey link to those groups.

Other Items

Dave Jensen noted that The Community Association Institute might be a good group for the Partners to work with. They have a regional conference once a year and training sessions for community managers and residents. Aileen noted that the group would investigate the possibility of doing a booth at their March conference, or possibly a training session.

Dave also noted that the average amount of dog poop per day from one dog is 0.42 pounds, slightly higher than the 0.3 pound estimate that we have been using.

Aileen reminded the group about the Pollution Prevention packet of fact sheets that Arlington County created to target businesses and property managers. There is a version of the fact sheets with the Only Rain logo for the partners to use. The fact sheets are online (with the Arlington logo), but Aileen can provide the other version to any jurisdiction that would like them:

<http://www.arlingtonva.us/departments/EnvironmentalServices/Sustainability/page63334.aspx>

Next Steps

Aileen stated that she would summarize the discussion from the meeting today and send it out to the group.

Aileen also said she would re-send the pet waste postcard and the pollution prevention fact sheets.

Aileen and Heidi would discuss with Eric how to discontinue the Blogs, while preserving the web pages online.

Aileen will add the new survey questions to the survey questionnaire, and move forward with conducting the survey.

Aileen said that she would take the input from today and come up with a draft campaign plan for the next year, and the group could meet again in September/October timeframe when Laura Grape is back from maternity leave, to review the plan.

Appendix C

Incentive-Based Sustainability Programs Workshop Summary

Incentive-Based Programs

April 16, 2012 Workshop Summary



Northern Virginia Regional Commission

April 2012

info@novaregion.org

Introduction

Significant water quality improvements for the Chesapeake Bay will require voluntary programs, efforts, and projects that address private land. For decades, water quality improvement programs and watershed planning efforts focused on providing the most benefits on public lands. However, even with full implementation of new facilities, retrofits, and impervious cover reduction on public lands, only a small percentage of the overall stormwater quality and quantity goals can be addressed.

Regulatory programs use impervious cover as a surrogate measuring stormwater runoff – the more impervious cover an area has the more stormwater runoff it produces. Therefore, many Municipal Separate Storm Sewer System (MS4) permits and the Chesapeake Bay TMDL are requiring localities to reduce their total amount of impervious coverage by retrofitting portions of roadways, parking lots, and other hard surfaces. If local governments focus these initiatives on public lands alone, they will not meet their regulatory obligations. However, they cannot force private citizens to implement practices on their existing properties.

Local governments are beginning to explore ways of engaging residents by providing inexpensive incentives to implement stormwater management solutions on their property. On April 16, 2012, the Northern Virginia Regional Commission hosted a workshop to engage diverse representatives from the government, non-profit, and university settings and discuss opportunities for partnering with residents.

This summary provides an overview of three case studies from the D.C. Metropolitan area of incentive-based programs, a summary of the benefits, data/information needs, and challenges, and finally opportunities and recommendations for localities to consider.



Presentations from the April 16, 2012 workshop and additional resources are available online at: www.novaregion.org/index.aspx?NID=409.

Incentive-Based Programs

Incentive-based programs provide financial or recognition motivations for residents and/or private businesses to change behaviors.

There are many public engagement programs that exist in the D.C. Metropolitan area that support stormwater management and pollution prevention efforts. This summary highlights the following three local government programs that exemplify incentive-based solutions:

- Arlington Green Games
- Arlington County StormwaterWise Landscape Program
- Montgomery County RainScapes

As presenters discussed their various programs, several best practices and lessons-learned emerged that may be particularly interesting to organizations that may consider establishing similar programs. This section provides an overview of these ideas.

Best Practices

- **Engage non-profit sector partners.** Two of the programs rely on a 3rd party for technical support and/or financial management and oversight of the programs. For the StormwaterWise Program, Arlington County staff provide technical expertise in support of project review, report preparation, and follow-up.
- **Ensure there is a clear tie to a local goal or regulation.** The Green Games is an extension of Arlington's FreshAIRE program to engage the private sector in reducing greenhouse gas emissions and improving energy efficiency. Both the StormwaterWise and RainScapes programs support permit requirements for stormwater management and water quality improvements.
- **Provide trainings.** Along with the financial and/or recognition awards, each program offers a series of workshops, trainings, and/or one-on-one consultations to ensure that participants have the opportunity to receive information and resources to make their efforts successful.

Case Studies Descriptions

Arlington Green Games

The Arlington Green Games is a friendly competition for commercial property owners/managers and office tenants to reduce costs while reducing their emissions. The year-long competition pits buildings against buildings and offices against offices in the race for business gold. The highly interactive program incorporates trainings, best practices, and technical assistance.

www.arlingtongreengames.com

Arlington County StormwaterWise Landscape Program

The Arlington StormwaterWise Landscape Program provides County residents and business owners with funding to install small-scale practices that will reduce stormwater runoff from their property. Through a lottery system, 40 applicants will be selected for the program pilot in 2012. County staff will conduct a stormwater assessment of each program participant's property. Participants will receive a written report with a property map, a list of site-specific recommendations for reducing stormwater runoff, and appropriate references as needed.

www.arlingtonva.us/stormwaterwise

Montgomery County RainScapes

The RainScapes program promotes and implements projects on residential, institutional, and commercial properties to reduce stormwater pollution. The County offers technical and financial assistance (in the form of rebates) to encourage property owners to implement eligible RainScapes techniques on their property.

www.rainscapes.org

- **Conduct pre- and post- project assessments to measure success.**

Each program measures the success of the projects that are implemented. For example, participants in the Arlington Green Games completed a self-assessment at the beginning and end of the performance period (one year) to calculate their energy reduction, water use reduction, waste diversion, and tenant engagement. The Montgomery County RainScapes program measures their return on investment as the cost per gallon treated.

Measuring Success

- # of applicants
- # of completed projects
- type and quality of projects implemented
- sf of impervious area removed
- sf of impervious area treated
- sf converted from lawn to conservation landscaping
- #/roster of landscape professionals identified/involved in program implementation
- # of website hits including after case studies are posted
- # of additional recommendations implemented at the property owner's expense




www.arlingtonva.us/stormwaterwise

- **Use available web and app-technology.** The StormwaterWise program purchased an iPad to conduct field assessments, thereby saving time and money in translating paper maps and notes into digital format. RainScapes is exploring the potential application of available iPhone and iPad apps for a similar purpose.

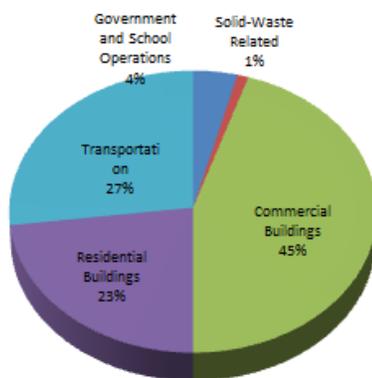
Incentive-based program case studies, at-a-glance.

		
<p>Arlington County Green Games</p> <ul style="list-style-type: none"> • Recognition Program • Property Managers & Office Tenants • ICLEI - Local Govts for Sustainability • Supports FreshAIRE initiative • Maintenance not required 	<p>Arlington County StormwaterWise Landscapes</p> <ul style="list-style-type: none"> • Grant Program • Property Owners & Homeowner Assoc. • Arlingtonians for a Cleaner Environment • \$44,000 • \$40,000 in grants • Supports MS4 permit 	<p>Montgomery County RainScapes</p> <ul style="list-style-type: none"> • Rebate Program • Residential, Institution & Commercial Properties • Currently no non-profit support • \$389,000 • \$100,000 in rebates • Supports MS4 permit

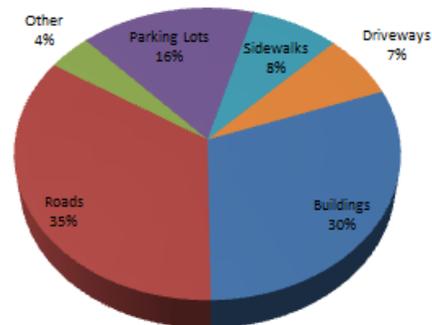
Lessons-Learned

- **Program approval may take a long time.** Each program took roughly 12 – 18 months to get approval before it could move forward on recruiting participants. Both the StormwaterWise and RainScapes programs were able to justify their purpose by explaining their value in meeting MS4 permit requirements for outreach. Additionally, it supports compliance for required reductions in impervious cover percentages across the respective jurisdictions and that reducing the percentages solely on public lands will not be sufficient to meet goals.

Percent GHG Emissions by Sector



Percent Imperviousness by Type



- **Marketing.** Develop materials that can be easily modified by participants. The Arlington Green Games developed eye-catching posters that participants could customize to feature their unique efforts and contacts.
- **Engage & communicate with participants often.** Each case study program stresses the importance of engaging current and prospective participants. Frequent communication and training opportunities will serve as motivation for participants as well as serve to make them aware of potential concerns and opportunities that may arise.
- **Significant time and resources are necessary to manage an incentive-based program.** Presenters stated that at the onset of their programs that they underestimated the amount of time it takes to manage and implement the program. For example, the development of the Arlington Green Games website, which includes customization and private log-ins was difficult, long, and pricey. Presenters noted that outreach and maintaining contact with potential and existing participants, hosting trainings and consultations were other aspects of the program that are particularly time consuming.

Discussion

Participants at the April 16, 2012 had an opportunity to discuss opportunities for implementing incentive-based programs in support of meeting the Chesapeake Bay Phase II Watershed Implementation Plan.

The plan references local strategies that could be supported by engaging private property owners through incentive-based programming. Two strategies that particularly relate to this includes:

- Consider how to incentivize implementation of privately funded BMP retrofits to achieve WIP baseline goals and provide cost effective nutrient trading opportunities.
- Encourage local organizations to develop residential BMPs and buffer restorations. Partner with local groups to help establish a loan or incentive program for residential water quality improvements including nutrient management planning on residential properties.

Initial Reactions

Participants discussed that the Chesapeake Bay Phase II WIP acknowledges that it is necessary to reach out to the broader population and implement projects on private property to meet reduction goals. Several non-regulatory government programs, including the Virginia Cooperative Extension and the Soil and Water Conservation Districts, have lawn care and stormwater programs that could also support local governments in meeting these reductions..

Benefits of Incentive-Based Programs

Participants identified the following benefits that an incentive-based program could provide:

- Support for future programs through outreach and communication.
- Increase stakeholders will increase the public value on stormwater management.
- Build the green economy and industry through increased demands for supplies, plants, and other materials.
- Could provide mutual public relations for business and local government sectors.
- Provide resources and input for school curricula.
- Build trust and relationships between the public and their government.
- Makes residents feel like they are getting something (resources, information, financial resources, etc).

Perceived Challenges

- Programmatic funding may not be available.
- Number of retrofits required on private property to make an impact is unknown.
- Dillion rule consideration and local authorities needed in order to get credit for these programs through the WIP program.
- Maintenance, performance warranties, inspections, and disclosure to new residents.
- Need to reduce complexity of planting sites and plans to meet needs to participants.

Additional Data and Information Needs

To better support the development of an incentive-based program, participants identified the following data and information needs:

Data Needs

- Costs and types of iPad and iPhone apps that could support site assessments.
- Examples of project tracking databases, ensure compatibility with state database (NEIN)
 - Montgomery County

Information Needs and Questions

- Breakdown of program administrative costs.
- Common project specifications (ex. Use DCR standards and/or work as a region to establish regionally-specific standards.
- Pros and cons of re-applicants, and engaging HOAs and faith-based communities.
- How do existing programs verify project effectiveness? Inspections? Enforcement?
- Is it possible to get credit for voluntary programs?
- What are the existing programs available through VCE/SWCDs?

Opportunities

There was general consensus that if there is region-wide approval of incentive-based solutions that are accepted by the state and EPA it will help localities move forward with such programs. Wetlands Watch offered to share their 150 page report on incentive-based opportunities that they are developing for the Hampton Roads Planning District Commission, which provides additional case studies and insights into programs.

Additionally, several roles were identified for various organizations, including:

Organization	Potential Roles
State Agencies <i>Regulatory</i>	Compliance with WIP requirements Database development Funding
Regional Commissions <i>Advisory</i>	Templates Return on Investment calculations Communication material development
Local Governments <i>Implementation Oversight</i>	Outreach and education Funding Reporting
Non-profits/Virginia Cooperative Extension/ Soil and Water Conservation Districts <i>Management</i>	Program management Data gathering Research/Monitoring

Overall, incentive-based programs have potential for supporting local governments in meeting their regulatory requirements for reducing imperviousness and improving water quality.



The April 16, 2012 Incentive-Based Sustainability Programs workshop was hosted by the Northern Virginia Regional Commission. The mission of NVRC's Coastal Technical Assistance Program is to develop and promote best practices and collaboration to address coastal and environmental-related concerns.

Summary prepared by Laura Grape & Samantha Kinzer

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