

What is the HRPDC?

Hampton Roads Planning District Commission

- ◆ 1 of 21 Regional Planning Agencies
- ◆ State enabled; locally created
- ◆ Commission – 44 members (28 Elected Officials and 16 Chief Administrative Officers)
- ◆ Staff – Executive Director & 42 staff
- ◆ Organization – Administration, Economics, Transportation, and Physical Planning
- ◆ Budget - \$6,000,000
- ◆ Functions – Policy, Technical Assistance, Coordination, Planning & Engineering Studies, and Education



HRPDC Environmental Programs

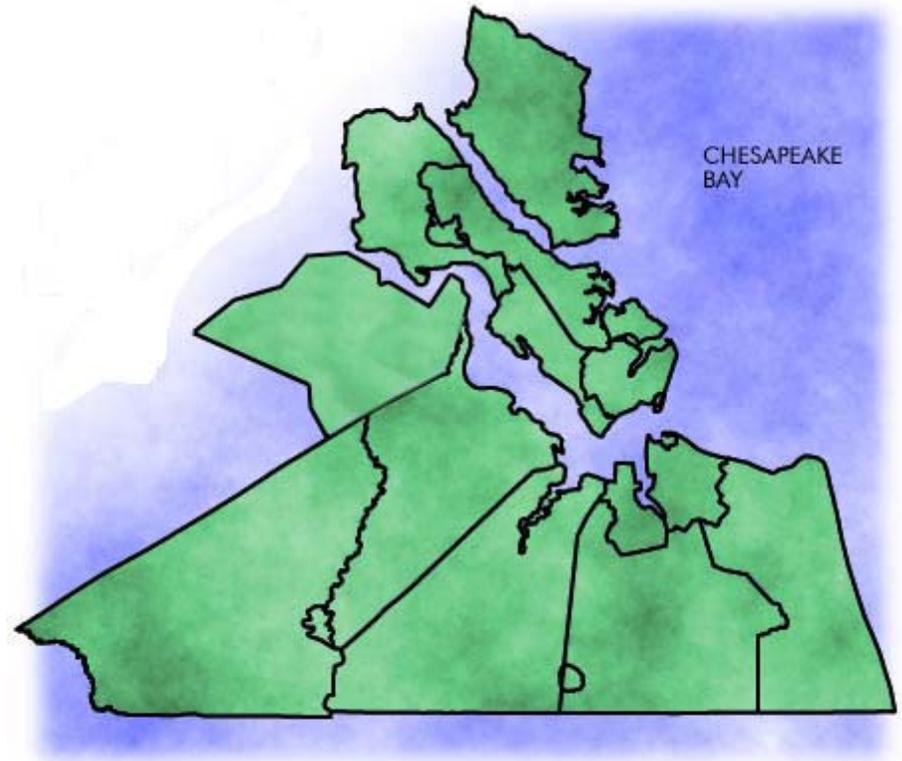
- ◆ **Comprehensive Environmental Planning Program**
 - Chesapeake Bay Program
 - Coastal Resources Management Program

- ◆ **Directors of Utilities Committee**
 - Regional Water Program
 - Regional Wastewater Program

- ◆ **Regional Stormwater Management Committee**
 - Regional Stormwater Management Program
 - Phase II Permit Program

Regional Education Initiatives in Hampton Roads

- ◆ HR WET
- ◆ HR STORM
- ◆ HR CLEAN



HR³ – HR CLEAN, HR STORM & HR WET

- **PURPOSE**

- Joint Partnership for Regional Projects

- **GOALS**

- Increase public understanding of local environmental issues

- Increase public participation in regional programs and activities.

HR³

Program Initiatives

- ◆ Mini-Grant Program
- ◆ Green\$en\$e Guide
- ◆ Educational Print Piece
- ◆ Family Activity Book
- ◆ Joint Media Packages

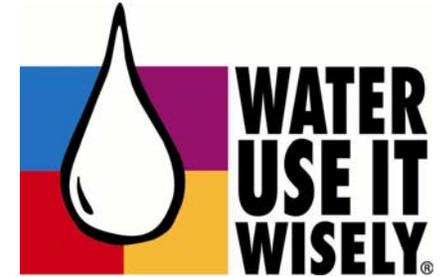


HR³ Members



- ◆ Chesapeake
- ◆ Franklin
- ◆ Gloucester
- ◆ Hampton
- ◆ Isle of Wight
- ◆ James City
- ◆ Newport News
- ◆ Norfolk
- ◆ Poquoson
- ◆ Portsmouth
- ◆ Southampton
- ◆ Suffolk
- ◆ Surry
- ◆ Virginia Beach
- ◆ Williamsburg
- ◆ York
- ◆ SPSA & VPPSA
- ◆ HRSD
- ◆ Military Installations

HR WET Hampton Roads Water Efficiency Team



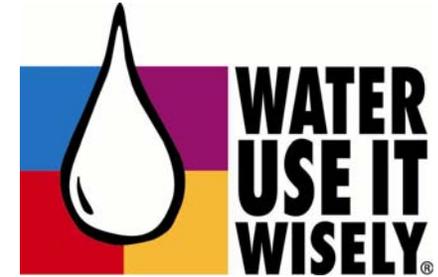
- **PURPOSE**

- Develop a regional approach to water conservation education

- **GOALS**

- Increase water conservation ethic throughout Hampton Roads
- Enhance local programs
- Provide educational materials to a variety of target audiences

HR WET



Program Initiatives

- ◆ Diverse Media Campaign
- ◆ Mini-Grant Program
- ◆ K – 5 Multimedia Curriculum
- ◆ Citizen Surveys & Focus Groups
- ◆ National Campaign: Water – Use It Wisely
- ◆ Mobile Education Trailer & Give Aways
- ◆ Business & Industry Guide (Green\$en\$e Guide)
- ◆ Website: hrwet.org

HR STORM

FROM THE HOMEFRONT TO THE WATERFRONT



CLEAN WATERWAYS BEGIN WITH YOU

- **PURPOSE**

- Develop a common approach to stormwater education

- **GOALS**

- Increase public understanding of stormwater issues
- Enhance local programs
- Increase public participation in activities to reduce stormwater pollution

HR STORM



Program Initiatives

- ◆ Diverse Media Campaign
- ◆ Publications
- ◆ Scoop the Poop Educational Program
- ◆ Focus Groups
- ◆ Give Away Items
- ◆ EcoMasters Curriculum Package
- ◆ Website: hrstorm.org
- ◆ Info Line: 58-STORM



HR CLEAN



- ◆ Website:
www.hrclean.org

HR CLEAN



- **PURPOSE**

- Develop a common approach to litter prevention and recycling

- **GOALS**

- Establish a regional awareness
- Measure the impact of the campaign
- Increase cost efficiency of program delivery

History of HR CLEAN



- ◆ The HRCCS Lunch Bunch (Late 1980's – 1999)



Financial Challenges Facing HRCCS Members

- ◆ **Reduced and limited state funding**
- ◆ **State Office of Litter Control dissolved in 1996 - Lack of state coordination**
- ◆ **Differing local purchasing & accounting policies**
- ◆ **Competition for same advertising dollars**

History of HR CLEAN

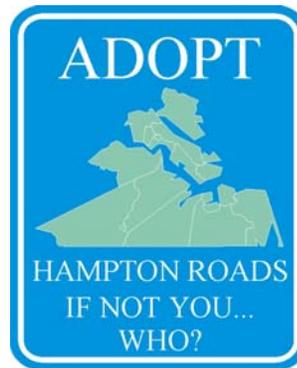


HRCCS members unified and approached the region's Chief Administrative Officers for support which included funding of the new regional environmental initiative, HR CLEAN.

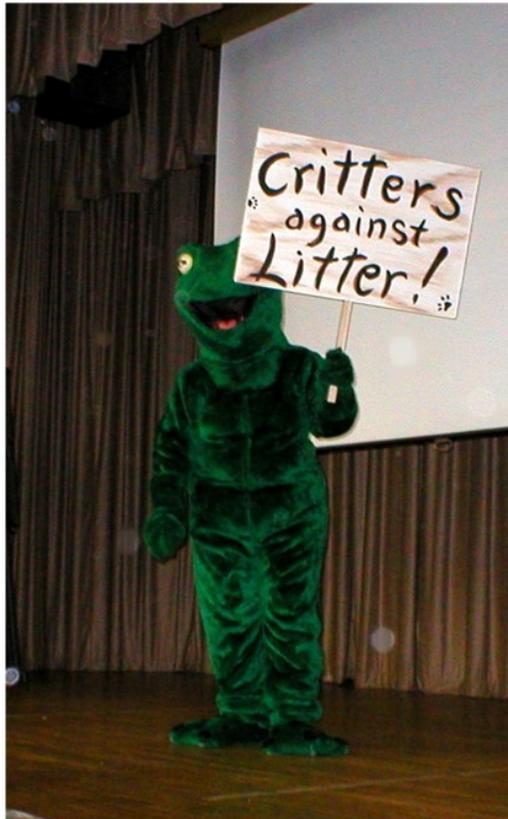
HR CLEAN: Here & Now



◆ HR CLEAN (1999-Present)



HR CLEAN Program Initiatives



HR CLEAN Program Initiatives



HR CLEAN Budget



- ◆ **\$42,000 : Television and Radio Ads - Production and Air time**
- ◆ **\$8,000: Educational/Awareness materials**
- ◆ **\$30,000: HRPDC Staff Support & Administration**

Pros & Cons of Regionalism

PROS

- ◆ Pooled financial resources
- ◆ Networking benefits
- ◆ Staff support
- ◆ Unified & Consistent Message

CONS

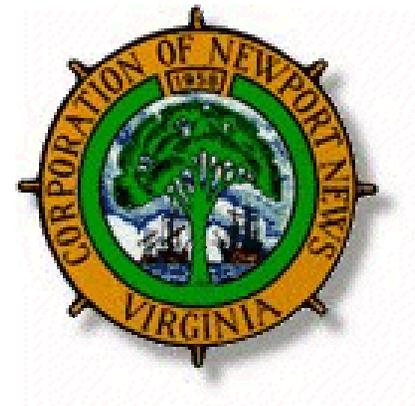
- ◆ One voice amongst many
- ◆ Tight budget constraints
- ◆ Capturing effectiveness of efforts

Regional Environmental Education Initiatives

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www.hrclean.org