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New Sidewalk Decals Tout Best Advice for Keeping Regional Waterways Clean

Look for #LoveTheBay messaging beginning this weekend on a sidewalk near you

(Hampton Roads, Va., May 28, 2021) – As Hampton Roads residents flock to local beaches, parks and attractions this Memorial Day weekend, they may spy colorful sidewalk decals touting: “Every day we love the bay” and “Protect the coast we love the most.”



In conjunction with an extended [Clean the Bay Day](#), May 31-June 5, askHRgreen.org litter and stormwater pollution prevention advocates are placing more than 50 sidewalk decals across the region this weekend in an effort to keep litter, harmful chemicals and debris out of local storm drains, which carry water directly to local waterways.

“We wanted to highlight everyone’s connection to our local waterways,” said Katie Cullipher, an askHRgreen.org team leader. “Clean the Bay Day happens once a year, but we’re surrounded by water here in Hampton Roads every day. Even though you may not live on the water, you’re never very far from it, and our actions can impact the Chesapeake Bay and local waterways.”

Only rain down the storm drain

Featuring a stately heron and snappy crab against a purple backdrop, the decals relay that only rain down the storm drain is acceptable to keep Hampton Roads waterways clean and safe. According to Cullipher, litter, yard waste and toxic substances from lawn chemicals can easily pollute waterways, harming the environment and wildlife that live in it or nearby. Studies have shown that litter decreases property values, impacts neighborhood satisfaction and

encourages more littering. In addition, people are more likely to litter in an area where litter is already present.

Like other organized clean-up events over the past year, Clean the Bay Day participants will have the flexibility to do a litter cleanup at any time and as much as they want during the six-day period. But there's no need to limit when—or how often—you clean up, advised Cullipher.

“Don't wait for an organized event. There are lots of ways to get involved with cleanups throughout the year. Grab a bag and take a walk. Get together with coworkers once a month to clean up an area near your office. Or host a cleanup with a youth group or family members. There are so many ways to show your love for the bay,” Cullipher said.

The decals are customized with the city or county name in which they appear. **Look for location details on the regional map available at <https://askhrgreen.org/every-day-we-love-the-bay/> to find decals near you.** For those who will be out and about this week, Cullipher suggests they snap a selfie with a picture of the decal images and share it on social sites using **#LoveTheBay**.

“Show others that loving our local waterways is something we can all do every day,” Cullipher said.

Tips for keeping local waterways clean and healthy:

- Only send rain down the storm drain.
- If you see litter, pick it up.
- Be conscientious when fertilizing your lawn and keep excess chemicals from running off and polluting local waterways.
- Always scoop the poop when walking your dog and when they “go” in your yard.
- Never blow leaves or grass clippings into the street or storm drain.
- Be a responsible boater by pumping out, not dumping out.
- Organize your own #TeamUp2Cleanup event. Find cleanup resources and more at www.askHrgreen.org/programs/team-up



About askHrgreen.org askHrgreen.org is your go-to resource for all things green in Hampton Roads – from recycling tips and pointers for keeping local waterways clean to water-saving ideas and simple steps

to make local living easy on the environment. Launched in 2011, the region-wide public awareness and education campaign is administered through the Hampton Roads Planning District Commission and powered by the following members: 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. Like askHRgreen.org on [Facebook](#), follow on [Twitter](#) and [Instagram](#), tune in to [YouTube](#) and catch the “Let’s Talk Green” [blog](#), written by a team of local experts.