

AGENDA NOTE - HRPDC EXECUTIVE COMMITTEE MEETING

ITEM #13: HRGREEN PROGRAM BRIEFING

SUBJECT:

HRGreen's regional social marketing research will be presented to brief Commissioners on environmental attitudes and behaviors in Hampton Roads.

BACKGROUND:

The regional environmental education committees (HR WET, HR STORM, HR FOG and HR CLEAN) have begun to work together on more cohesive messages under the umbrella brand of HRGreen. Together, they have conducted some regional social marketing research, developed and tested a variety of messages and launched a regional environmental blog and Facebook page.

Ms. Julia Hillegass, HRPDC's Public Information and Community Affairs Administrator, will brief the Commission on the research results.

The HR Green Campaign will be formally introduced at the June 2011 Executive Committee meeting.

RECOMMENDED ACTIONS:

This briefing provided for background informational purposes.