

askHRgreen.org | Water Awareness Committee Meeting Summary
Thursday, October 27, 2016
HRPDC - Chesapeake

Attendees:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Lori Woolman, NN
Erica Roberts, VB
LaToya Henry, NO

Kim Wieckert, SU
Jerry Hoddinott, CH
Donna Holt, IOW
Molly Bertsch, HRSD

1. Meeting Summary

The September meeting summary was approved.

2. askHRgreen.org Events

October 22 – Lynnhaven River Now Fall Festival & Hampton Roads Sustainable Living Expo, Virginia Beach

Action: Committee members were encouraged to schedule 2017 events as soon as event information becomes available.

3. Media & Promotions

The Committee continued discussing the Rainy Day Sidewalk campaign:

- HRPDC staff would like to create a workgroup with members from each locality to help identify the right locations in each city/county, gaining approvals from the various authorities and applying the stencils when the time comes.
- HRPDC staff has received approval from DEQ and HRSD on the safety of the product.
- The estimate provided for the project included the purchase of the Rainworks product. The Stormwater Education Committee has asked that procuring the product be assigned to HRPDC staff not Cahoon & Cross to save money and allow for individual localities or committees to purchase additional product as desired.
- The Committee previously identified multiple messages for the sidewalk campaign. However, the estimate from Cahoon & Cross includes only two messages so the Committee was asked to narrow the scope of their messages and determined that infrastructure and value of water should be the overarching themes for the specific message suggestions:
 - Infrastructure
 - Play on the fact that pipes/infrastructure are “out of sight, out of mind”
 - Reuse the “it’s not magic” infrastructure message
 - Investing in infrastructure is investing in future generations
 - Value of water
 - No water No _____ (examples: No Water No Coffee, No Water No Food, etc.)
 - It’s not just water message (example: fire protection, economic development, etc.)
 - Which could you live without? (comparison with tap water cost and cell phone).

Action: HRPDC staff will work with Cahoon & Cross to further develop the Rainy Day Sidewalk campaign. Committee members should consider joining the workgroup as a representative for their city or county.

4. Printing & Promotional Items

The Committee reviewed quotes for promotional ideas and decided to purchase the following items:

- House clip magnets (blue) – 5,000
- Koozies (maroon, navy, turquoise, neon blue, spruce) – 2,500
- Shower timers (blue) – 1,000
- Silicone folding cups (will check on variety of colors allowed) – 3,000

The Committee requested quotes for additional items: imprinted ponchos, tattoos

Action: HRPDC staff will place order for promotional items and request quotes for additional items.

5. H2O Promotion

The Committee continued to discuss ways to promote/encourage donations to the H2O Program.

- HRPDC has distributed graphics with stats updated through the end of FY16
- Other potential collateral that has been discussed including:
 - News release
 - Banner graphics for website – will be customized upon request
 - Thanksgiving promotion – “Thankful for water”
 - Christmas/New Year giving
 - Spring fundraising push around Drinking Water Week
 - Stock e-newsletter and social media posts
- Increasing online donations is a goal of the Directors’ of Utilities (DUCs). The DUCs have even discussed funding the program more regularly with carryover budget funds. Occasionally in the past, the DUCs have made larger donations to the program when carryover funds exist.
- Envelope campaign will run November through January (low volume but high dollar amounts)

Action: HRPDC staff will continue to work on materials to promote H2O.

6. Mini Grant

The Committee reviewed and approved the funding for the “To Our Schoolyard Watershed and Beyond.”

Action: HRPDC staff will award mini-grant project.

7. Staff Reports

Budget – The current FY17 budget was reviewed.

Directors’ of Utilities Budget Forecasts – The DUCs are looking at five year budget forecasts and may begin discussions the HR WET program budget. Potential budget reductions could result. Committee members were encouraged to discuss funding changes with their Director and notify HRPDC staff if there are additional questions or information that HRPDC can provide to aid the discussions.

Action: None.

Next Meeting: Thursday, December 8, 2016 at 9:30 a.m. at the HRPDC office in Chesapeake.