

askHRgreen.org | Water Awareness Committee Meeting Summary
Thursday, June 23, 2016
HRPDC - Chesapeake

Attendees:

Rebekah Eastep, HRPDC
Lori Woolman, NN

Erica Roberts, VB
LaToya Henry, NO

1. Meeting Summary

The May meeting summary was approved.

2. askHRgreen.org Events

June 7 – CMA CMG Environmental Fair

June 18 – Boardwalk Arts Family Fest, Virginia Beach – *less traffic and engagement reported*

June 25 – Olden Days, Smithfield

September 15-18 – Isle of Wight County Fair

October 4-10 – Peanut Festival, Suffolk

October 9 –ERP RiverFest, Portsmouth

askHRgreen.org education trailer will be transitioned to Norfolk after Olden Days.

Action: None.

3. Media

The Committee reviewed the campaign report from the Find the Magic Faucet events on May 3rd:

- The campaign ran 1.5 weeks (April 25 - May 3) and included radio ads and two radio remotes that included four live call ins during the event.
- The Committee discussed potentially doing a similar event in the future with the following changes: be more prepared for weather (indoor backup plan, rain date, etc.) and not tying the promotion so closely with Give Local 757 as it was administratively difficult for HRPDC staff and diluted both the H2O/Give Local 757 message and the value of water/conservation message.

HRPDC staff presented the FY17 Media Plan to the Directors of Utilities and received the following feedback:

- Past campaigns are relevant and well done but there is still a need to develop better action items for citizens (i.e. currently just awareness building beyond conservation).
- Would like to see more promotion of local investments in aging infrastructure projects (i.e. what projects are in progress, how much these projects cost, etc.) Not only will this help with customer perceptions (see [JD Power survey results](#)) but will also assist with understanding water/sewer rate changes
- HRPDC staff recommended doing more blog/Facebook features on local infrastructure and possibly creating regional statistics for miles of pipe replaced, total project costs, etc. The FOG Committee could likely contribute information to these types of promotions as well.

FY17 Media and Marketing

- Cahoon & Cross will provide a FY 17 media proposal at the July meeting.
- Upcoming meeting for Planning Advisors to see the first drafts of the website redesign.

Action: Committee members are asked to help increase promotion of local infrastructure projects.

4. Printing & Promotional Items

Cahoon & Cross are updating the Tap v. Bottled rack card and creating a new water conservation rack card based on the old Water Use It Wisely campaign. Content will be reviewed via email and at the July Committee meeting.

- Conservation Rack Card
 - One side of the rack card should address indoor conservation and the other should address outdoor conservation.
- Tap v. Bottle Water Rack Card
 - QR code and verbiage about TapIt must be removed before reprinting.
 - TapIt info can be replaced by value of water messaging such as “did you know tap water costs less than \$0.01 per gallon, etc.

Action: HRPDC staff will work with Cahoon & Cross on development of rack cards and collect printing quotes.

5. Staff Reports

Coastal Virginia Magazine Content Schedule:

- April 2016: [Green Landscaping](#) + rain barrel and soil tips infographics
- May/June: *Green scene (tap water brief)*
- July/August 2016: Green Scene; Green Kids; Where does it go graphic/puzzle Sept/October 2016: Green Scene; Green Art
- January 2017: Green Eats

FY16 Budget – The current budget was reviewed and approved. HRPDC staff explained that the media budget would be spent but invoices for work on the TV campaign had not been received.

FY17 Budget – With the exception of the Stormwater Education Committee, all askHRgreen committees have voted to keep their askHRgreen.org contribution at \$25,000 for FY17. HRPDC staff has been asked to work with Cahoon & Cross to ensure that services are divided proportionally due to the Stormwater Education reduction to \$15,000.

Next Meeting: Thursday, July 28, 2016 at 9:30 a.m. at the HRPDC office in Chesapeake.