

AGENDA NOTE – HRPDC EXECUTIVE COMMITTEE MEETING

ITEM #13: HR GREEN PROGRAM BRIEFING

SUBJECT:

The new HR Green Campaign has been initiated and the website, www.askHRgreen.org, is now live.

BACKGROUND:

The regional environmental education committees (HR WET, HR STORM, HR FOG, and HR CLEAN) have been working together on more cohesive messages under the umbrella brand of HR Green. To date, they have conducted regional social marketing research and message testing, developed social media tools including a regional blog, Facebook, Twitter, and YouTube accounts, and launched a new website: www.askHRgreen.org.

Ms. Julia Hillegass, HRPDC's Public Information and Community Affairs Administrator, will brief the Commission on the launch of the new HR Green Campaign and website.

RECOMMENDED ACTION:

This briefing provided for background informational purposes and provides the HRPDC Board members the opportunity to provide staff with comments and/or questions.

STAFF COMMENTARY:

The HRPDC staff provided an overview of the research results at the May 19, 2011 HRPDC Executive Committee Meeting.