

askHRgreen.org | Water Awareness Committee Meeting Summary
Thursday, April 28, 2016
HRPDC - Chesapeake

Attendees:

Rebekah Eastep, HRPDC
Julia Hillegass, HRPDC
Jerry Hoddinott, CH
Lori Woolman, NN

Erica Roberts, VB
Melissa Lindgren, IOW
Phil Jones, IOW
Kim Wieckert, SU

1. Meeting Summary

The March meeting summary was approved.

2. askHRgreen.org Events

April 16 – Virginia Living Museum Earth Day, Newport News

April 21 – TCC Earth Day Event, Chesapeake

April 23 – Earth Week Event, Williamsburg - cancelled

April 30 – James River Fest, Williamsburg

May 3 – Drinking Water Week/H2O Give Local 757 Day, Southside & Peninsula

May 7 – EcoFest, Norfolk

May 5 – VBPU Public Service Week/Drinking Water Week – Virginia Beach

May 21 – Family Fun Fest at Chickahominy Riverfront Park, James City County

May 26-29 – Lava Festival, Suffolk - cancelled

May 26 – Sensible Seafood Fest, Virginia Beach

May 27 – Blayton Elementary Spring Carnival, James City County

June 25 – Olden Days, Smithfield

September 15-18 – Isle of Wight County Fair

October 4-10 – Peanut Festival

October 9 –ERP RiverFest, Portsmouth

Norfolk Public Utilities has agreed to house the trailer for the next two fiscal years beginning July 1, 2016.

Action: Volunteers needed for EcoFest on May 7th.

3. Media

The Committee discussed the Spring TV media campaign:

- Ads & Schedules
 - March 14-20: Fixing Leaks: <https://youtu.be/kHL-1iFQ-n8>
 - May 2-8: Value of Water: <https://youtu.be/jYlaoxsPkDw>
 - June 6-12: Infrastructure: <https://youtu.be/Mmf67t7cX94>
 - June 13-19: Repeat Value of water campaign
- Committee members were encouraged to use ads on municipal TV or by embedding them in websites, sharing on social media, etc.

The Committee discussed preparations for the Find the Magic Faucet events on May 2nd:

- Promotions on Max Media for Drinking Water Week/Give Local 757
- Two events from 10 a.m. to 2 p.m. on May 3rd: City Center in Newport News and Mt. Trashmore in Virginia Beach
- Committee purchased magic faucet – arrived broken but vendor is overnighting a new piece. Faucet will be stored in the HRPDC storage units and may be checked out for locality events as needed.

The Committee discussed Give Local 757/Help 2 Others promotions:

- Support needed for promoting day of giving on May 3rd for Help 2 Others. Help 2 Others provides one-time assistance to families in crisis who need help maintaining access to water or wastewater services.
- HRPDC staff has prepared various resources to assist with promotions including news release, social media post, custom graphics, municipal TV slides, email content, etc.
- Committee members were asked to request any additional resources they may need for promoting Give Local 757/Help 2 Others.

Action: Committee members are asked to promote the Magic Faucet events and donations to Help 2 Others on May 3rd.

4. FY 2016-2017 Committee Planning

The Committee reviewed the goals and strategies from the FY 16 Media & Marketing plan and discussed any changes for the FY 17 plan. While the Committee had no changes to the plan, they requested that HRPDC staff present the plan to the Directors of Utilities at the June meeting to get additional feedback.

Planning Advisor, Ms. Lori Woolman, provided an update from the March 24th Planning Advisors meeting:

- Planning Calendar now available and can be viewed by anyone [here](#).
- Municipal Co-branding. Cobranded materials for each locality will be distributed soon.
- Web user survey results. Target demographic has been reached for first phase of campaign. Moving forward askHRgreen will try to diversify and reach new audiences.
 - The Committee asked about maintaining separate desktop/mobile websites.
- Locality recognition of askHRgreen program. Localities were encouraged to include askHRgreen.org materials on homepages, social media, events, etc.
- Committee members were urged to discuss any suggestions or concerns with the Planning Advisors.

Action: HRPDC staff will present draft FY17 media goals to Directors of Utilities Committee.

5. Mini Grant Application

The Committee approved the Willoughby Science Pond application with the condition that the teacher incorporates water conservation and drought tolerant plants into the project.

Action: HRPDC staff will award grant.

6. Staff Reports

Budget – The current budget was reviewed and approved. HRPDC staff will add \$250 for mini grant approved at February meeting.

Infrastructure Week (May 16-20) – Each Committee is asked to submit a blog post regarding their infrastructure and how it impacts local quality of life. Erica Roberts volunteered to write the blog.

Action: Erica Roberts will write drinking water infrastructure blog.

Next Meeting: Thursday, May 26, 2016 at 9:30 a.m. at the HRPDC office in Chesapeake.