

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

Attendees:

Rebekah Eastep, HRPDC
Lori Woolman, NN
Erica Roberts, VB

LaToya Henry, NO
Brent Werlein, VB

1. Meeting Summary

The July meeting summary was approved.

2. askHRgreen.org Events

September 15-18 – Isle of Wight County Fair

September 24 – VBMG Fall Gardening Festival, Virginia Beach

September 29 – CNU Farmer’s Market, Newport News

October 4-10 – Peanut Festival, Suffolk

October 9 –ERP RiverFest, Portsmouth

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

Action: Volunteers needed for upcoming fall events.

3. Media & Promotions

HRPDC staff provided the results of the Public Relations Survey and FY 17 promotions:

- There were consistent challenges with committee members across all four committees in distributing information due to local marketing and communications requirements.
- The Rainy Day Sidewalk promotion was ranked highest by all Committees.
 - HRPDC staff recommended forming a Rainy Day Sidewalk work group to investigate locations, approvals, logistics, and messages.
 - HRSD and DEQ have been asked to review the chemicals in the spray to make sure they do not violate health and safety standards for local water resources. HRSD has expressed that the product would be safe for wastewater systems.
- This campaign can be funded through the askHRgreen contribution for all committees except the Stormwater Education Committee due to the reduced contribution to the askHRgreen campaign in FY17.

Action: HRPDC staff will work with Cahoon & Cross to further develop the Rainy Day Sidewalk campaign.

4. Printing & Promotional Items

The Committee reviewed the revised water conservation rack card design and revised tap vs. bottled water rack card.

- The Committee approved the rack cards as edited and decided to order 5,000 for tap vs. bottled water and 10,000 for conservation.

The Committee discussed promotional items to purchase in FY 17. HRPDC staff will request quotes for the following items and quantities.

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| • Shower timers – 1,000 & 2,500 | • Koozies – 2,500 |
| • Collapsible Cups – 3,000 & 5,000 | • Dog water bowls (collapsible) – 1,000 & 2,500 |
| • House magnets – 3,000 & 5,000 | |

Action: HRPDC staff will order rack cards, conduct an inventory of existing materials and get quotes for promotional items.

5. H2O Promotion

The Committee continued to discuss ways to promote/encourage donations to the H2O Program. HRPDC staff can provide rack cards, donation envelopes, web graphics, and locality-specific materials as needed.

- Envelope donations to the program are down and online donations are increasing. However, online donations are much smaller, on average, than the envelope donations. Increasing online donations is a goal of the Directors' of Utilities.
- Directors' of Utilities have given a one-time donation to H2O from carryover funds in the Water Quality Report budget.
- The Committee discussed other tools that would be useful for promoting the program to customers locally including a draft newsletter article and a website graphic.

Action: HRPDC staff will send out H2O presentation and locality specific graphics with updated numbers through FY16.

6. Staff Reports

Budget – The current FY17 budget was reviewed. The Committee also reviewed the FY18 askHRgreen budget and SOW. The general approach to askHRgreen.org will change to include only a base buy in for the most limited services. Additional services will be available on demand (through Cahoon & Cross) and paid for directly from the Committee budget.

Mini-Grant Application – The Committee reviewed the Native Habitat-Pollinators, Pathways and Prevention mini-grant and agreed to split the funding with the Recycling & Beautification Committee (\$250 each).

Website – HRPDC staff will distribute a content document via email for Committee members to review and provide feedback on any changes to existing web content that is to be migrated to the new website.

Save the Date – An all-hands askHRgreen meeting will be held on September 29, 2016 at 1:30 PM at the HRPDC office in Chesapeake.

Annual Report – HRPDC staff is working on compiling data for the annual report.

Action: Annual Report will be sent for all Committees to review.

Next Meeting: Thursday, August 25, 2016 at 9:30 a.m. at the HRPDC office in Chesapeake.