

askHRgreen.org | Water Awareness Committee Meeting Summary
Thursday, September 22, 2016
HRPDC - Chesapeake

Attendees:

Rebekah Eastep, HRPDC
Lori Woolman, NN

Erica Roberts, VB
LaToya Henry, NO

1. Meeting Summary

The August meeting summary was approved.

2. askHRgreen.org Events

September 24 – VBMG Fall Gardening Festival, Virginia Beach

September 29 – CNU Farmer’s Market, Newport News

October 2 – Family Day at St. Jerome’s, Newport News

October 4-10 – Peanut Festival, Suffolk

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

Water Jam Conference held in Virginia Beach. Included many interesting breakout sessions and a tap v. bottled water taste test challenge (results were about equal between tap and bottled).

Virginia Beach Utilities has offered to improve the magic faucet by adding more support for the tubing.

Action: None.

3. Media & Promotions

HRPDC staff has not provided a media plan because all Committee promotions are planned for the spring due to the fall election season.

The Committee discussed 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 is still awaiting approval from DEQ staff on the safety of the product. HRSD has already stated that the product is safe if handled properly before drying.
- The Committee began to discuss possible messages to include in the campaign:
 - Play on the fact that pipes/infrastructure are “out of sight, out of mind”
 - Reuse the “it’s not magic” infrastructure message
 - Outdoor water tips
 - 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.)
 - Investing in infrastructure is investing in future generations
 - 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.

4. Printing & Promotional Items

Due to recent weather, HRPDC staff was not able to complete an inventory of the items in storage. Promotional items can be revisited at the October meeting.

Rack cards have been ordered:

- 10,000 Conservation
- 5,000 Value of Water

Action: HRPDC staff will provide quotes for requested items at October meeting.

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.

- 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 localities promoting the program to customers including:
 - Locality specific posters updated through the end of FY 16
 - 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

Action: HRPDC staff will begin working on new H2O promotions.

6. Staff Reports

Budget – The current FY17 budget was reviewed. New charges included the design charges for the two new rack cards and a mini-grant.

Annual Report – the report has been distributed via email. Committee members should review and provide feedback as soon as possible.

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

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

Next Meeting: Thursday, October 27, 2016 at 9:30 a.m. at the HRPDC office in Chesapeake.