

askHRgreen.org | Water Awareness Committee Meeting Summary
Thursday, August 27, 2015
HRPDC - Chesapeake

Attendees:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Lori Woolman, NN

Jerry Hoddinott, CH
Erica Roberts, VB
Marga Cahoon, Cahoon & Cross

1. Meeting Summary

The July meeting summary was approved

2. askHRgreen.org Events

September 12 – RiverFest, Norfolk

- The trailer will not attend due to lack of volunteers but Norfolk committee members will incorporate askHRgreen materials into those displays

September 16-21 – Isle of Wight County Fair, Windsor

September 19 – HRSLE/LRNow Fall Festival @ Brock Center, Virginia Beach

September 19 – Warhill High School Event, Williamsburg

October 3 – Arbor Day Event, Norfolk

October 8-11 – Peanut Festival, Suffolk

October 12 – Keep Hampton Roads Beautiful Golf Tournament, Chesapeake

October 24 – Hilton Fall Festival, Newport News

Action: None.

3. Research & Media Planning

Ms. Marga Cahoon of Cahoon & Cross lead the Committee in reviewing the most recent round of research and planning the Committee's priorities for media campaigns for this fiscal year.

- Survey results represent self-reporting and it has been pointed out in several areas that what people think they are doing doesn't always match up with the actual results that localities are seeing (i.e. people say they recycle more than what localities see in terms of participation, very few people say they dispose of cigarette butts on the ground, etc.)
- People are making the connection between a behavior and the result of that behavior, but there is an apparent lack of connection between the negative behavior and the personal affect the behavior has (i.e. people leave pet waste on the ground and they can accurately pick the result of that behavior (bacteria is carried to local waterways) but aren't making the connection that the behavior means they cannot swim at local beaches or eat local seafood)
- Allowing leaking faucets or running toilets to go unrepaired has a low self-reporting rate which makes the measure insignificant.
- Noticeable decline in drinking primarily bottled water at home especially among those who were aware of askHRgreen.org. This is especially significant since the national trend is an increase in drinking bottled water.
- Tap water and wastewater ranked as a good value among similar utilities such as gas, power, cable, etc.
- The target audience for those not drinking tap water include women 18-34 who are not married or college educated and have a household income of less than \$75k. Taste is the primary reason for this group to not drink tap water.
- Taste, health/safety and convenience are all top reasons for not drinking tap water.

- 45 percent of participants were willing to pay a little more to invest in water infrastructure. After reading an educational blurb about aging infrastructure, 46 percent were more willing to pay more and 31 percent were unchanged. Most participants were willing to pay an extra \$5 or less per month to invest in water infrastructure.
- Media spending over the past 5 years has been concentrated mostly in the areas of the value of water and Fix a Leak Week. Spending for outdoor watering is deceptively low due to partnerships with the Stormwater Education Committee on several outdoor lawn care themed campaigns.
- A survey for media planning will be distributed to all committee members to help establish committee goals, campaigns priorities, messages and tactics. The results will be compiled into a planning document for guiding committee activities.

What Do You Know About Tap Water Campaign

What Do You Know About Tap Water campaign: HRPDC staff provided an update on the status of the Tribune Media/WTKR 6-week campaign combining targeted and retargeted display, Facebook, Twitter, YouTube, and native content ads.

- Marga Cahoon presented the halfway results from Tribune Media:
 - This campaign strategy is on course to be comparable with traditional radio/online display for impressions but is expected to deliver higher website visitation at a lower cost.
 - Complete results will be reported to at the conclusion of the campaign.
 - Total impressions to date: 465,003
 - Total clicks to website to date: 3,258
 - YouTube video views to date: 482
 - YouTube ad complete views: 8,909
 - Received banner display ads and pre-roll video ads as added value.
- Videos can be viewed via the following links:
 - https://www.youtube.com/watch?v=6WznU7_JmFY
 - <https://www.youtube.com/watch?v=DgG9ckCSf9w>
 - <https://www.youtube.com/watch?v=96Z7Fw6E2uM>

Action: HRPDC staff will distribute survey to committee members to help establish goals, campaign priorities, messages and tactics for FY16 and beyond.

4. 2nd Annual Keep Hampton Roads Beautiful Golf Tournament

The Committee discussed progress and updates related to the golf tournament.

- Free Golf Giveaway Contest is now live and runs through August 31 – please help us spread the word: <http://askhrgreen.org/freegolf>
- Goals for each committee member: 1 team or 1 sponsor or 1 prize donation
- Facebook event (please sign up, share the event, and invite friends to the event): <https://www.facebook.com/events/1004855769524765/>
- Sponsor/donor contact information and tracking is here: https://docs.google.com/spreadsheets/d/1rSf5zHEloYZ0fnVwHSSe12-0Lo9nhZzn_6MAcQ_mDAo/edit?usp=sharing

Action: Committee members are asked to promote the free team giveaway and secure at least one sponsor, team or prize.

5. Promotional Items

The Committee agreed to purchase the following items:

- Reusable bags – 10,000 – *order placed*
- Message pens – 2,500 – *need to develop messages – will send out via email*
- Measuring spoons – 2,500
- Measuring cups – 1,000
- Silicone collapsible cups – 2,500
- Toothpaste Squeeze – 2,500
- Hose nozzles – 500
- Showerheads - 50

Action: HRPDC staff will order above listed promotional items and propose infrastructure messaging to include on the message pen.

6. Mini Grants

The Committee approved the following mini-grant applications:

- Growing Partnerships – Chesapeake Public Schools
- All a Flutter with Birds and Butterflies – Spratley Gifted Center

Action: HRPDC staff will award mini grants.

7. National Disaster Resilience Competition

The National Disaster Resilience Competition is a grant program offered by the U.S. Department of Housing and Urban Development that will make \$1 billion available to communities that were significantly affected by natural disasters between 2011 and 2013. The goal of the program is to fund innovative resilience projects to help communities address current and future risks from storms and other extreme events. The HRPDC staff will update the Committee on the status of the state's application.

Action: None.

8. Staff Reports

Budget – The current budget was reviewed and approved.

- \$25,000 moved for askHRgreen budget
- U-Haul invoices quarterly

The next Committee meeting is scheduled for **Thursday, September 24, 2015** at 9:30 a.m. at the HRPDC office in Chesapeake.