

askHRgreen.org | Water Awareness Committee Meeting Summary
Thursday, March 26, 2015
City Center – Newport News

Attendees:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Jerry Hoddinott, CH
Deidre Harmon, NO

Beth Davis, JCSA
Lori Woolman, NN

1. Meeting Summary

The January meeting summary was approved. The February meeting was cancelled due to inclement weather.

2. askHRgreen.org Events

Below are the upcoming events scheduled to date:

March 15 – One City Marathon, Newport News
March 28 – SEVA CAI CA Day, Virginia Beach
April 18 – Earth Day at Virginia Living Museum, Newport News
April 22 – TCC CARES Earth Day Celebration, Chesapeake
April 24 – Booker T. Washington Middle School Go Green Program, Newport News
May 2 – Eco Fair, Norfolk – *volunteers needed*
May 9 – Culpepper Landing Earth Day Event, Chesapeake
May 21 – Sensible Seafood FEST, Virginia Beach – *2 volunteers needed*
May 29 – Blayton Elementary School, Williamsburg
June 18 – NASA Langley Health & Wellness Fair, Hampton
June 27 – Olden Days, Smithfield
September 11-13 – Hampton Bay Days, Hampton
September 12 – RiverFest, Norfolk
September 16-21 – Isle of Wight County Fair, Windsor
October 8-11 – Peanut Festival, Suffolk
October 12 – Keep Hampton Roads Beautiful Golf Tournament*

**Still need 1-2 volunteers from each askHRgreen.org subcommittee to sit on the KHRB Golf Tournament Executive Committee*

Action: HRPDC staff will send out requests for volunteers.

3. Media

The Committee discussed FY15 media schedule:

- September 22 – October 4: Sustainability radio, online, Facebook
- February 23 – March 8: Infrastructure (joint campaign with FOG) radio, online, Facebook
- March 9-22: Fix a Leak Week radio, online, Facebook
- March 23 – April 4: Lawncare/Outdoor Watering (joint campaign with Stormwater) radio, online, Facebook

Action: None.

4. Research – Wave 3 Survey

The Committee primarily agreed with the suggested changes from the research professional. The Committee also drafted an educational blurb to include in the survey that will help gauge the effectiveness of committee messaging.

Action: HRPDC staff will finalize survey edits with research firm.

5. TapIt

HRPDC staff provided an update on the TapIt program and app. Cahoon & Cross and Red Chalk Studios developed three options for the Committee to consider in moving forward with the TapIt program. The Committee discussed each option and determined to proceed with option 2 which will postpone fixes to the TapIt program until the entire askHRgreen.org website migrates to a mobile-friendly version.

- **Solution 1:** Implementation of new page on CURRENT askHRgreen.org to include overview of program, partner list, 240 locations pinned on interactive Google Map - \$3,125-\$3,750
- **Solution 2:** Implementation of Google Map on MOBILE VERSION of askHRgreen.org - wait until the mobile version of the site is built with the same features as option #1 – no cost
- **Solution 3:** Design & build responsive (works seamlessly on mobile and desktop, like RCS website) microsite for this program only - \$5,625-6,250

Action: Updates to the TapIt program will be put on hold until changes can be included in the overall askHRgreen.org mobile-friendly project, which will be a priority during FY16.

6. Drinking Water Week Video Series

The Committee reviewed the storyboard for the “Jaywalking” style Drinking Water Week video that was discussed at the January meeting. This storyboard is based on the questions that were submitted to the Committee and approved via email.

- The Committee liked the story boards and suggested the following changes to the draft video copy:
 - Combine question 1 and question 2 in one video: *How many gallons of tap water does the average person use per day? How many gallons of tap water are used in Hampton Roads each day?*
 - Remove question 4 as it is logistically difficult to address all of the drinking water sources in Hampton Roads: *Where does your water come from?*
- The Committee would like to produce 3 one-to-two minute videos at an estimated \$10,000 (max) budget. HRPDC staff will present final quote for Committee approval.

Action: HRPDC staff will continue to work with Cahoon & Cross to develop the video series.

7. Staff Reports

- The budget was approved as presented.
- The Committee approved the mini-grant application for Newport News Family YMCA Habitat Project in the amount of \$250.
- RFP for services provided by Cahoon & Cross is now advertised. The RFP committee will be working with applicants and reviewing submissions in April/May.
- Keep Hampton Roads Beautiful Golf Tournament: Interested individuals are invited to serve on the planning committee. Proceeds will be split between the four askHRgreen

education committees. The Golf Tournament Planning committee will need help collecting contact lists, sponsors golfers and prizes including municipal attractions.

Action: Committee members are encouraged to send golf tournament contacts and prize ideas to HRPDC staff.

Next Meeting – Thursday, April 23, 2015 at 9:30 a.m. at the **HRPDC office in Chesapeake.**