



July 22, 2016

**Memorandum #2016-92**

**TO: askHRgreen.org Water Awareness Subcommittee**

**BY: Katie Cullipher, Senior Environmental Education Planner**

**RE: askHRgreen.org: Water Awareness Subcommittee – July 28, 2016**

This is to call the next meeting of the **askHRgreen.org: Water Awareness Subcommittee** for **Thursday, July 28, 2016 at 9:30 a.m.** in **HRPDC Board Room A, The Regional Building, 723 Woodlake Drive, Chesapeake, VA 23320.** Comments and suggestions based on this agenda package are welcome.

The agenda for the meeting is as follows:

**1. Meeting Summary**

The meeting summary for June is attached for review and approval.

Attachment 1

**Action:** Approve the meeting summary.

**2. askHRgreen.org Events**

September 15-18 – Isle of Wight County Fair

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 October events.

**3. FY 2016-2017 Committee Planning**

The Committee will review and discuss the attached media proposal for the FY17 media budget, the PR survey that was distributed via email, and discuss the promotional opportunities proposed for FY17.

Attachment 3

**Action:** Based on discussion.

**4. Printing & Promotional Items**

The Committee will review a new water conservation rack card design, revised tap vs. bottled water rack card, and discuss how many rack cards to print.

**ACTION:** Based on discussion.

**5. Staff Reports**

HRPDC staff will provide an overview of the new askHRgreen website design:  
<https://projects.invisionapp.com/share/Z37T58VGW#/screens>

**FY16 Budget** – The final FY16 budget is attached for review.

**FY17 Budget** – The current FY17 budget is attached for review.

**FY18 askHRgreen.org Budgeting:** The Committee will discuss a new approach to funding the askHRgreen campaign for the coming fiscal year and beyond.

Attachment 5A, 5B

**ACTION:** According to discussion.

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

Krc/sl

**askHRgreen.org: Water Awareness Subcommittee:**

Molly Bertsch, HRSD  
Rhonda Bowen, HRSD  
Dan G. Clayton III, WM  
J. Arnie Francis, GL  
Latoya Henry, NO  
Jerry Hoddinott, CH  
Donna Holt, IW  
Julien W. Johnson Jr., SH  
Phillips Jones, IOW  
Harry C. Kenyon, NO  
Melissa Lindgren P.E., IW  
Albert Moor II, SU

Russell Pace, FR  
Lynn Proctor, VB  
Jack Reed, SM  
Ellen Roberts P.E., PQ  
Erica Roberts, VB  
Tammy Rojek, WM  
Rhonda Russell, SY  
Bob Speechley, PQ  
S. Mark Swilley, YK  
Erin Trimyer, PO  
Kim Wieckert, SU  
Lori Woolman, NN

**HRPDC Staff:**

Robert Crum  
Katie Cullipher  
Rebekah Eastep

Randy Keaton

**askHRgreen.org | Water Awareness Committee Meeting Summary**  
**Thursday, June 23, 2016**  
**HRPDC - Chesapeake**

**Attendees:**

Rebekah Eastep, HRPDC  
Lori Woolman, NN

Erica Roberts, VB  
LaToya Henry, NO

**1. Meeting Summary**

The May meeting summary was approved.

**2. askHRgreen.org Events**

June 7 – CMA CMG Environmental Fair

June 18 – Boardwalk Arts Family Fest, Virginia Beach – *less traffic and engagement reported*

June 25 – Olden Days, Smithfield

September 15-18 – Isle of Wight County Fair

October 4-10 – Peanut Festival, Suffolk

*October 9 –ERP RiverFest, Portsmouth*

askHRgreen.org education trailer will be transitioned to Norfolk after Olden Days.

**Action:** None.

**3. Media**

The Committee reviewed the campaign report from the Find the Magic Faucet events on May 3<sup>rd</sup>:

- The campaign ran 1.5 weeks (April 25 - May 3) and included radio ads and two radio remotes that included four live call ins during the event.
- The Committee discussed potentially doing a similar event in the future with the following changes: be more prepared for weather (indoor backup plan, rain date, etc.) and not tying the promotion so closely with Give Local 757 as it was administratively difficult for HRPDC staff and diluted both the H2O/Give Local 757 message and the value of water/conservation message.

HRPDC staff presented the FY17 Media Plan to the Directors of Utilities and received the following feedback:

- Past campaigns are relevant and well done but there is still a need to develop better action items for citizens (i.e. currently just awareness building beyond conservation).
- Would like to see more promotion of local investments in aging infrastructure projects (i.e. what projects are in progress, how much these projects cost, etc.) Not only will this help with customer perceptions (see [JD Power survey results](#)) but will also assist with understanding water/sewer rate changes
- HRPDC staff recommended doing more blog/Facebook features on local infrastructure and possibly creating regional statistics for miles of pipe replaced, total project costs, etc. The FOG Committee could likely contribute information to these types of promotions as well.

FY17 Media and Marketing

- Cahoon & Cross will provide a FY 17 media proposal at the July meeting.
- Upcoming meeting for Planning Advisors to see the first drafts of the website redesign.

**Action:** Committee members are asked to help increase promotion of local infrastructure projects.

#### 4. Printing & Promotional Items

Cahoon & Cross are updating the Tap v. Bottled rack card and creating a new water conservation rack card based on the old Water Use It Wisely campaign. Content will be reviewed via email and at the July Committee meeting.

- Conservation Rack Card
  - One side of the rack card should address indoor conservation and the other should address outdoor conservation.
- Tap v. Bottle Water Rack Card
  - QR code and verbiage about TapIt must be removed before reprinting.
  - TapIt info can be replaced by value of water messaging such as “did you know tap water costs less than \$0.01 per gallon, etc.

**Action:** HRPDC staff will work with Cahoon & Cross on development of rack cards and collect printing quotes.

#### 5. Staff Reports

##### Coastal Virginia Magazine Content Schedule:

- April 2016: [Green Landscaping](#) + rain barrel and soil tips infographics
- May/June: *Green scene (tap water brief)*
- July/August 2016: Green Scene; Green Kids; Where does it go graphic/puzzle Sept/October 2016: Green Scene; Green Art
- January 2017: Green Eats

**FY16 Budget** – The current budget was reviewed and approved. HRPDC staff explained that the media budget would be spent but invoices for work on the TV campaign had not been received.

**FY17 Budget** – With the exception of the Stormwater Education Committee, all askHRgreen committees have voted to keep their askHRgreen.org contribution at \$25,000 for FY17. HRPDC staff has been asked to work with Cahoon & Cross to ensure that services are divided proportionally due to the Stormwater Education reduction to \$15,000.

**Next Meeting:** Thursday, July 28, 2016 at 9:30 a.m. at the HRPDC office in Chesapeake.



Hampton Roads Planning District Commission  
askHRgreen.org 2016-2017 Media Planning Budgets and Schedule  
July 8, 2016

Dates		No. of Weeks	askHRgreen.org	R&B	Stormwater	FOG	Water Awareness	Target Audience	Creative Advertising	Media
	<b>Budget</b>		\$ 15,000	\$ 32,500	\$ 25,000	\$ 34,000	\$ 50,000			
7/1/15-12/31/15	SEM Campaign	26	\$ 7,500		\$ 2,500			Adults 18-64		Google, Yahoo
1/1/16-6/30/16	SEM Campaign	26	\$ 7,500		\$ 2,500			Adults 18-64		Google, Yahoo
Fall/Spring	Litter Prevention			\$ 11,250				TBD	develop campaign based on Alice Furguson Foundation campaign	TBD
Spring	Contamination--what not to recycle at curbside			\$ 16,250				Adults 25-54	new	TBD
Fall	RMTL			\$ 5,000				Adults 25-54	new: develop video	Online and social media
Fall	Leaves down the drain				\$ 10,000			Adults 35-64, Adults 18+	pick up	Radio, online and social media
Fall/Spring	Pet waste removal and disposal--can combine with leaves and lawncare best practices?							Women 25-49, Adults 18+, what does permit say???		Radio, online and social media
Spring	Lawncare best practices				\$ 10,000			Men 35+, Adults 25-54	pick up	Radio, online and social media
Fall	What Not to Flush					\$ 13,750		Women 25-54	pick up	Movie theater, radio, FB, native, online display
Fall	Holiday FOG down the drain include garbage disposal					\$ 6,500		Adults 25-64	pick up or new	Radio, FB, Native, online display,
Spring	FOG down the drain--center around football playoffs--include garbage disposal					\$ 13,750		Adults 25-64	pick up	Television, Online and social media
Spring	Fix a Leak						\$ 16,666	Adults 25-64	pick up	Television, Online and social media
Fall/Spring	Value of Water						\$ 16,666	Adults 25-64	pick up	Television, Online and social media
Fall/Spring	Infrastructure						\$ 16,666	Adults 25-54	pick up	Television, Online and social media
	Creative support included in each budget line item									
	<b>Total</b>	<b>0</b>	<b>\$ 15,000</b>	<b>\$ 32,500</b>	<b>\$ 25,000</b>	<b>\$ 34,000</b>	<b>\$ 49,998</b>			
	<b>Remainder</b>		<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 2</b>			

**HR WET Program Annual Budget: \$97,000**

Media			Printing		Promotional Items			Mini-Grants			Trailer Maintenance & Storage		askHRgreen.org - C&C	
Budgeted Amount:			<b>\$60,000</b>		Budgeted Amount			<b>\$30,000</b>			Budgeted Amount		<b>\$25,000</b>	
Budgeted Amount:			<b>\$8,000</b>		Budgeted Amount			<b>\$4,000</b>			Budgeted Amount		<b>\$1,000</b>	
Promotion/Campaign	Dates	Amount	Item	Amount	Item	Quantity	Amount	School/Group	Date	Amount	Vendor	Amount	Vendor	Amount
Meida Buy - WTKR YouTube	Aug	\$7,500.05	Transfer to media for Magic Faucet promo	\$7,500.00	Reusable Bags	10,000	\$7,160.00	Growing Partnerships - CPS	Aug-15	\$196.00	U-Haul	\$259.90	Transfer to askHRgreen fund	\$25,000.00
Markeing & Creative Design (video campaign)	Aug	\$2,093.75			Message Pens	2,500	\$1,800.00	All a Flutter with Birds & Butterflies - Spratley Gifted Center	Aug-15	\$500.00	U-Haul	\$259.90		
Creative Design/Video Production	Aug	\$625.00			Measuring Spoons	2,500	\$1,399.58	Carolyn Bernard Stadium Renewal Project - Grassfield HS	Sep-15	\$250.00	U-Haul	\$259.90		
Marketing & Creative Design	Nov-Dec	\$942.50			Measuring Cups	1,000	\$908.10	Water Bottle Refilling Station - York HS	Jan-16	\$250.00				
Marketing & Creative Design	Feb	\$1,112.50			Silicone collapsible cups	2,500	\$3,165.00	Lifecycle Garden - Barron Elementary	Mar-16	\$250.00				
Media Buy - Fix a Leak Week TV Campaign	Mar	\$9,270.21			Toothpaste squeeze	2,500	\$1,020.31	Willoughby Science Pond	Apr-16	\$500.00				
Marketing & Creative Design	March	\$596.88			Hose nozzles	500	\$1,321.50							
Media Buy - Fix a Leak Week Online	March	\$1,700.00			Showerheads	50	\$187.50							
Creative/Design	May	\$480.27			Mood bracelets	2,500	\$745.00							
Creative - faucet promo & video development	June	\$5,491.22			Seed Bookmarks	5,000	\$2,323.83							
Media Buy - Magic Faucet Promo - radio	May	\$7,500.00			Magic Faucet	1	\$2,743.38							
Media Buy - value of water TV & online	May	\$10,970.21												
Transfer from printing for Magic Faucet promo	na	-\$7,500.00												
Media Buy - Infrastructure TV 2 wks	May	\$21,940.42												
<b>Budgeted Amount</b>		<b>\$60,000.00</b>		<b>\$8,000.00</b>	<b>Budget</b>		<b>\$30,000.00</b>	<b>Budget</b>		<b>\$3,500.00</b>	<b>Budgeted</b>	<b>\$1,000.00</b>	<b>Budgeted</b>	<b>\$25,000.00</b>
<b>YTD Expenditures</b>		<b>\$62,723.01</b>		<b>\$7,500.00</b>	<b>YTD</b>		<b>\$22,774.20</b>	<b>YTD</b>		<b>\$1,946.00</b>	<b>YTD</b>	<b>\$779.70</b>	<b>YTD</b>	<b>\$25,000.00</b>
<b>Balance</b>		<b>-\$2,723.01</b>		<b>\$500.00</b>	<b>Balance</b>		<b>\$7,225.80</b>	<b>Balance</b>		<b>\$1,554.00</b>	<b>Balance</b>	<b>\$220.30</b>	<b>Balance</b>	<b>\$0.00</b>

FY16 Budgeted Funds	\$97,000.00
Carryover	\$43,514.52
Golf Tournament Proceeds	\$886.07
<b>Total Funds</b>	<b>\$141,400.59</b>

FY 16 Budgeted Expenses	\$128,000.00
Actual Spending to date:	\$120,722.91

HR WET Program Annual Budget: **\$97,000**

Media			Printing		Promotional Items			Mini-Grants			Trailer Maintenance & Storage		askHRgreen.org - C&C				
Budgeted Amount: <b>\$50,000</b>			Budgeted Amount <b>\$5,000</b>		Budgeted Amount <b>\$20,000</b>			Budgeted Amount: <b>\$4,000</b>			Budgeted Amount <b>\$1,000</b>		Budgeted Amount <b>\$25,000</b>				
Promotion/Campaign	Dates	Amount	Item	Amount	Item	Quantity	Amount	School/Group	Date	Amount	Vendor	Amount	Vendor	Amount			
													Transfer to askHRgreen fund	\$25,000.00			
Budgeted Amount		\$50,000.00	Budget		\$5,000.00	Budget		\$20,000.00	Budget		\$3,500.00	Budgeted		\$1,000.00	Budgeted		\$25,000.00
YTD Expenditures		\$0.00	YTD		\$0.00	YTD		\$0.00	YTD		\$0.00	YTD		\$0.00	YTD		\$25,000.00
Balance		\$50,000.00	Balance		\$5,000.00	Balance		\$20,000.00	Balance		\$3,500.00	Balance		\$1,000.00	Balance		\$0.00

FY17 Budgeted Funds \$97,000.00  
 Carryover\* **\$27,555.45** *\*as of July 8, 2016*  
 Total Funds \$124,555.45  
  
 FY 17 Budgeted Expenses \$105,000.00  
 Actual Spending to date: \$25,000.00