

8 responses

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Summary

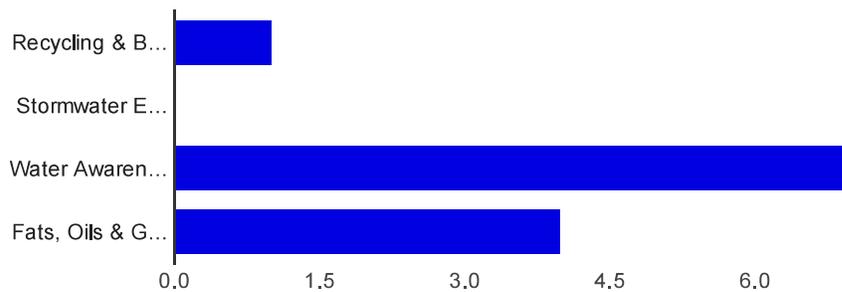
Your Name

- LaToya Henry
- Kim Wieckert
- Erica Roberts
- Jerry Hoddinott
- Lori Woolman
- Phil Jones
- Erin Trimyer
- Molly Bertsch

Your Locality

- Norfolk
- Suffolk
- Virginia Beach
- City of Chesapeake
- Newport News
- Isle of Wight County
- Portsmouth
- HRSD

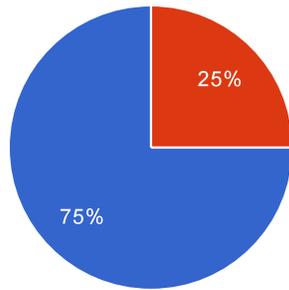
Your Committee - check all that apply



Recycling & Beautification	1	12.5%
Stormwater Education	0	0%
Water Awareness	7	87.5%
Fats, Oils & Grease	4	50%

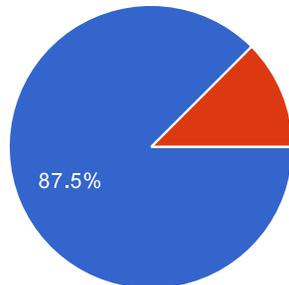
General Public Relations Strategies

Do you read the askHRgreen.org press releases that are sent to your email inbox?



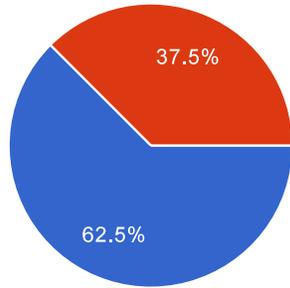
Almost Always	6	75%
Sometimes	2	25%
Rarely	0	0%
Never	0	0%
Other	0	0%

Do you read the askHRgreen.org newsletter?



Almost Always	7	87.5%
Sometimes	1	12.5%
Rarely	0	0%
Never/I do not subscribe	0	0%
Other	0	0%

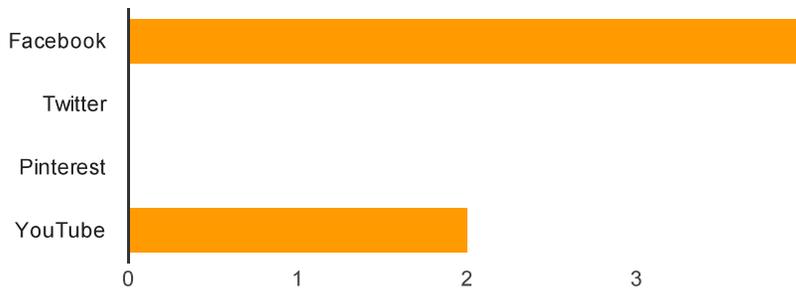
Do you follow askHRgreen.org on social media?



Yes	5	62.5%
No	3	37.5%
Other	0	0%

General Public Relations Strategies

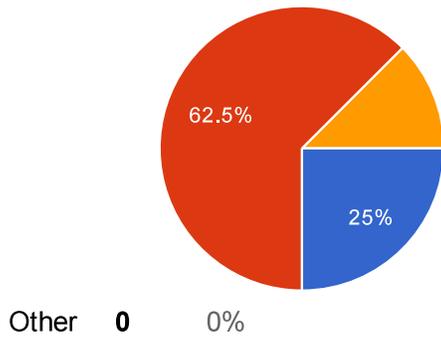
If you follow askHRgreen.org on social media, which sites do you follow?
Check all that apply.



Facebook	4	80%
Twitter	0	0%
Pinterest	0	0%
YouTube	2	40%

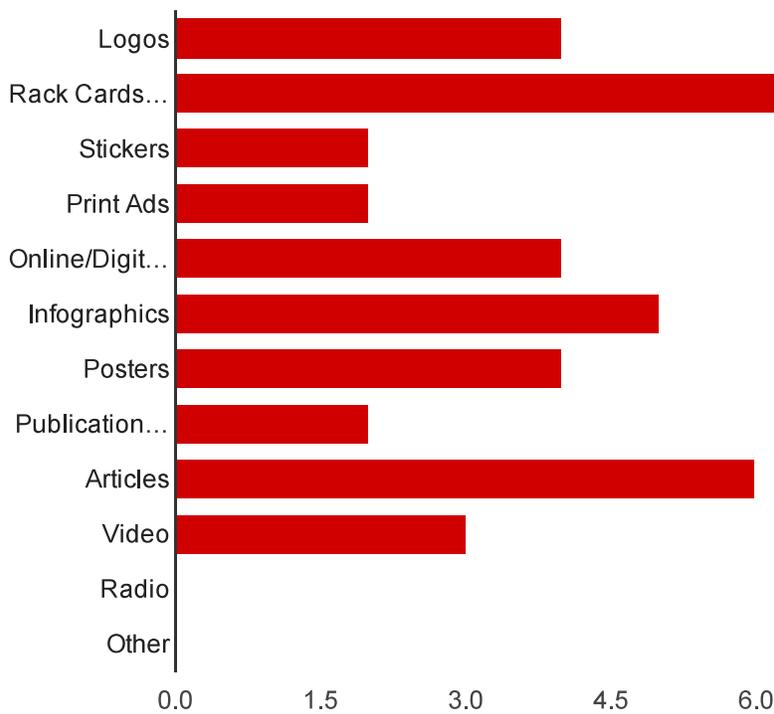
General Public Relations Strategies

Do you use the askHRgreen.org Online Media Toolkit for accessing graphics, ads, articles, etc.?



General Public Relations Strategies

Which askHRgreen.org Online Media Toolkit materials are most useful to you?
Check all that apply.

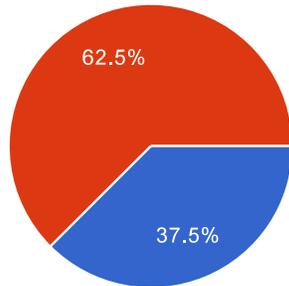


Logos	4	50%
Rack Cards/Brochures	7	87.5%
Stickers	2	25%
Print Ads	2	25%
Online/Digital Ads	4	50%
Infographics	5	62.5%
Posters	4	50%

Publications & Reports	2	25%
Articles	6	75%
Video	3	37.5%
Radio	0	0%
Other	0	0%

General Public Relations Strategies

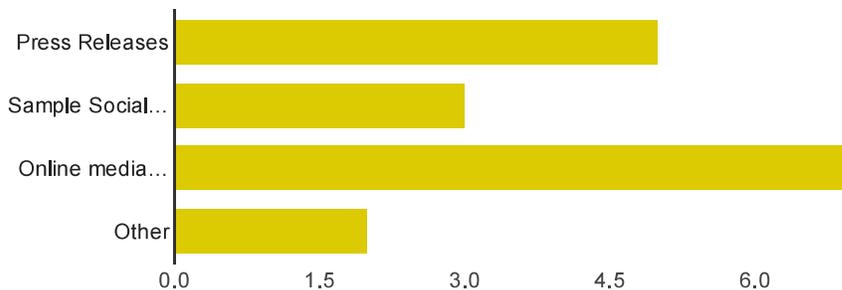
Does your locality allow you to share askHRgreen.org press materials (i.e. social media posts, media toolkit materials, press releases, etc.)?



Almost Always	3	37.5%
Sometimes	5	62.5%
Rarely	0	0%
Never	0	0%
Other	0	0%

General Public Relations Strategies

Which askHRgreen.org press materials do you share? Check all that apply.



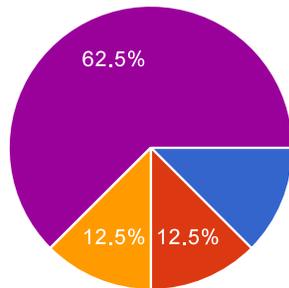
Other: Communications controls release (NN), Facebook posts (VB)

Press Releases **5** 62.5%

Sample Social Media Copy (sent with press release)	3	37.5%
Online media materials (print/digital ads, infographics, articles, videos, etc.)	7	87.5%
Other	2	25%

General Public Relations Strategies

Does your locality allow you to use the new askHRgreen.org letterhead template and other materials that are co-branded with your municipality name? (i.e. email signature, powerpoint template, stickers)



Almost Always	1	12.5%
Sometimes	1	12.5%
Rarely	1	12.5%
Never	0	0%
Other	5	62.5%

Other: Haven't used/asked to use (NO, SU, NN, PO, HRSD)

General Public Relations Strategies

Briefly explain common barriers you have experienced locally in using askHRgreen.org press materials including social media posts, press releases, media toolkit materials, etc.

None **Norfolk**

no barriers **Suffolk**

If it isn't apparent that it is an event/message that has direct impact/tie to my locality, it is frowned upon. **Virginia Beach**

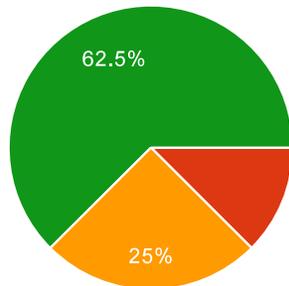
IT reviews and controls the web site - City and Department. Everything is carefully reviewed before allowed. Occasionally timely notices like protecting freezing pipes are allowed on the main page. **Chesapeake**

There is no inter-department coordination among HR Green members from our various City departments. Several City departments have members on different HR Green

committees and they also have different contacts/advisors in the City Communications Dept. I don't know if they are sharing information from their committee with their Comm. Dept. contact. And I'm not sure if I should forward only Water Awareness messages/releases or all items I receive. [Newport News](#)

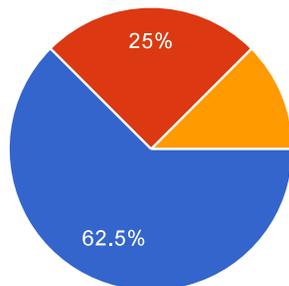
General Public Relations Strategies

Have you contributed to the askHRgreen.org blog?



Often	0	0%
Sometimes	1	12.5%
Rarely	2	25%
Never	5	62.5%
Other	0	0%

Are you willing to contribute short articles for the askHRgreen.org blog?



Yes	5	62.5%
No	2	25%
Other	1	12.5%

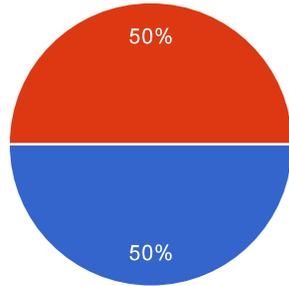
Other: On occasion, if I'm familiar with the subject matter. (Lori)

General Public Relations Strategies

Did your locality use the askHRgreen.org trailer this past year?

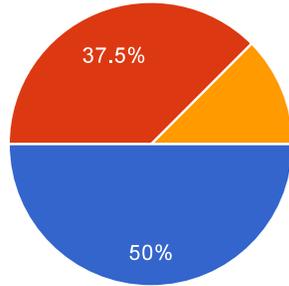
Yes	4	50%
No	4	50%

Other 0 0%



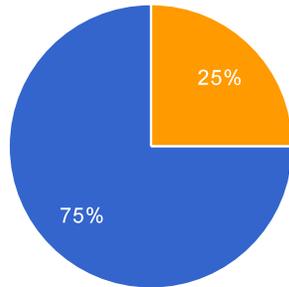
Do you have plans to use the askHRgreen.org trailer in the next year?

Yes 4 50%
 No 3 37.5%
 Other 1 12.5%



Would you be willing to assist as a trailer host for a region-wide askHRgreen.org event this year?

Yes 6 75%
 No 0 0%
 Other 2 25%

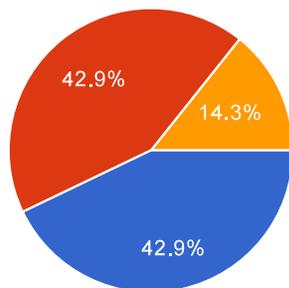


Other: We usually try to provide trailer staffing for any event we host in our service area. We might be willing to host more events if we received assistance with staffing. (NN), Probably, would need to know what that requires (PO)

General Public Relations Strategies

askHRgreen.org Media Ambassadors serve as spokespersons for committee messages and participate in radio, TV and other media interviews on behalf of askHRgreen.org. Are you (or someone on your staff) willing to be an askHRgreen.org Media Ambassador?

Yes 3 42.9%
 No 3 42.9%
 Other 1 14.3%

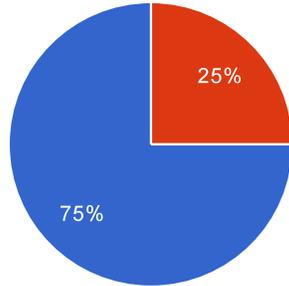


Other: Help prepare materials (CH)

Public Relations Strategies for 2016-17

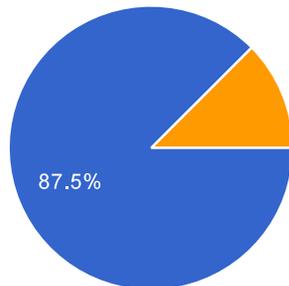
Rainy Day Sidewalk Messaging Campaign

What do you think of this idea?



Love it	6	75%
Like it	2	25%
Don't Like it	0	0%
Other	0	0%

If we were to implement this promotion, would you be willing to help with some of the behind-the-scenes planning, such as contacting city/county officials for site approval or applying the stencils?



Yes	7	87.5%
No	0	0%
Other	1	12.5%

Other: No time available (IOW)

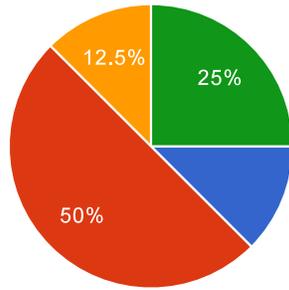
Do you have additional feedback for us about this idea?

Does it adhere quickly? If so can it be applied to vertical surfaces (like walls) without running? That would greatly increase it's versatility & visibility. **Isle of Wight**

Public Relations Strategies for 2016-17

Stormy Weather Kit

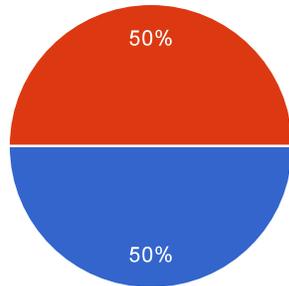
In terms of getting the word out about emergency preparedness as it relates to severe weather, what do you think of this idea?



Love it	1	12.5%
Like it	4	50%
Don't Like it	1	12.5%
Other	2	25%

Other: it would depend on messaging - all I can think is frozen pipes (VB), What's the cost versus impact of this idea. Not sure people would read or keep the booklet. Online information may work better. (PO)

If we were to implement this promotion, would you be willing to help with some of the behind-the-scenes planning and research?



Yes	4	50%
No	4	50%
Other	0	0%

Do you have additional feedback for us about this idea?

FEEL LIKE THERE ARE MANY OTHERS ALREADY PUBLISHED **Suffolk**

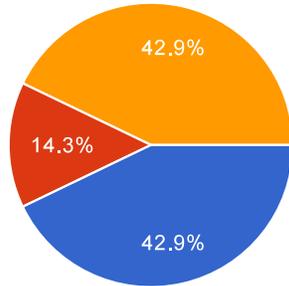
Prior to a hurricane, please remind people that they can store their own tap water instead of buying bottled water. It would also be helpful to provide information on how to disinfect water (if needed) after a storm. Please see me for storage/disinfection tips. **Newport News**

While preparedness is important, we should focus on areas no one else does. A lot of money and resources are already spent by other agencies & NGOs on preparedness, usually around storm season. Retailers do too because of financial incentive, which we do not have. And they can write off the advertising expense on their taxes. We should conserve our funding for projects only we are doing. **Isle of Wight**

Water Awareness Strategies for 2016-17

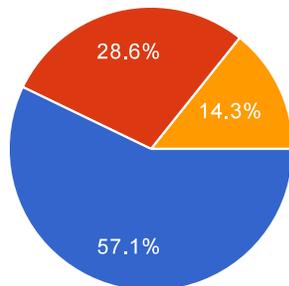
Tap Water Taste Test

In terms of getting the word out about your primary VOW message, what do you think of this idea?



Love it	3	42.9%
Like it	1	14.3%
Don't Like it	3	42.9%
Other	0	0%

If we were to implement this promotion, would you be able to assist with setting up the booth and serving as a taste test host the day of the event?



Yes	4	57.1%
No	2	28.6%
Other	1	14.3%

Other: Perhaps. It would depend on the day/date/length of the event. (NN)

Do you have additional feedback for us about this idea?

It's not a bad idea, but I don't think Norfolk would be interested in participating in a taste test. **Norfolk**

In addition to significant planning and coordination, these events will require prior approval by the locality whose water is being "tasted." Please carefully consider staffing demands for this campaign before implementation. **Newport News**

In my experience, two of the chief complaints about tap water are the Chlorine/chloramine taste, and the taste that results from seasonal algae-bloom (a few times a year it "tastes like dirt" according to customers). By contrast, these flavors are absent from most bottled water due to micro-filtering & added minerals. Folks who use bottled water are not accustomed to tap water for this reason. A taste test would

essentially place tap water's most perceptible disadvantage against bottled water's top selling point. If the intention is to prove there is "no perceptible difference" between them, I believe it could back-fire. Such a test, while well intentioned, could reinforce to the public that bottled water tastes better, which is counter-productive to our goal. **Isle of Wight**

Pick Your Favorites!

- Strategy Ranking**
 1 - Rainy Day Sidewalk Messaging
 2 - Tap Water Taste Test
 3 - Stormy Weather Kit

Rainy Day Sidewalk Messaging [Please rank each idea from favorite to least favorite.]



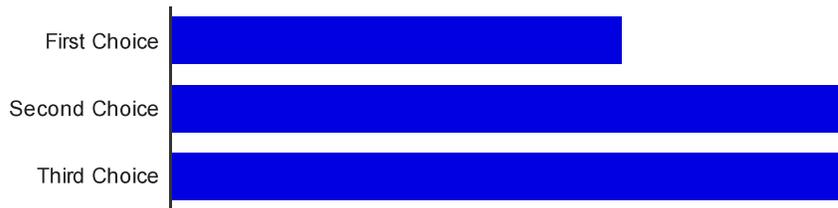
First Choice	6	75%
Second Choice	2	25%
Third Choice	0	0%

Stormy Weather Kit [Please rank each idea from favorite to least favorite.]

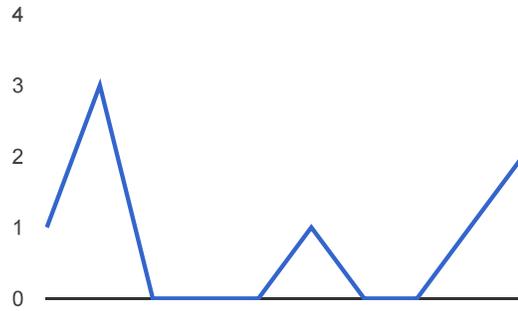


First Choice	0	0%
Second Choice	3	37.5%
Third Choice	5	62.5%

Tap Water Taste Test [Please rank each idea from favorite to least favorite.]



Number of daily responses



askHRgreen.org Public Relations Survey

Thank you for taking a few minutes to complete this askHRgreen.org Public Relations Survey. The results of this survey will be used to guide decisions about promotional ideas and planning for the 2016-2017 fiscal year. Let's get started!

* Required

1. Your Name

.....

2. Your Locality

.....

3. Your Committee - check all that apply

Check all that apply.

- Recycling & Beautification
- Stormwater Education
- Water Awareness
- Fats, Oils & Grease

General Public Relations Strategies

This section will cover general askHRgreen.org Public Relations strategies. They are relevant to all four education committees. Please answer the questions below and add your thoughts in the "other" boxes when needed.

4. Do you read the askHRgreen.org press releases that are sent to your email inbox?

Mark only one oval.

- Almost Always
- Sometimes
- Rarely
- Never
- Other:

5. Do you read the askHRgreen.org newsletter?*Mark only one oval.*

- Almost Always
- Sometimes
- Rarely
- Never/I do not subscribe
- Other:

6. Do you follow askHRgreen.org on social media?*Mark only one oval.*

- Yes
- No *Skip to question 8.*
- Other:

General Public Relations Strategies

Social Media

7. If you follow askHRgreen.org on social media, which sites do you follow? Check all that apply.*Check all that apply.*

- Facebook
- Twitter
- Pinterest
- YouTube

General Public Relations Strategies

Press Materials

8. Do you use the askHRgreen.org Online Media Toolkit for accessing graphics, ads, articles, etc.?*Mark only one oval.*

- Often
- Sometimes
- Rarely
- Never *Skip to question 10.*
- Other:

General Public Relations Strategies

Press Materials

9. Which askHRgreen.org Online Media Toolkit materials are most useful to you? Check all that apply.

Check all that apply.

- Logos
- Rack Cards/Brochures
- Stickers
- Print Ads
- Online/Digital Ads
- Infographics
- Posters
- Publications & Reports
- Articles
- Video
- Radio
- Other:

General Public Relations Strategies

Press Materials

10. Does your locality allow you to share askHRgreen.org press materials (i.e. social media posts, media toolkit materials, press releases, etc.)?

Mark only one oval.

- Almost Always
- Sometimes
- Rarely
- Never *Skip to question 12.*
- Other:

General Public Relations Strategies

Press Materials

11. Which askHRgreen.org press materials do you share? Check all that apply.

Check all that apply.

- Press Releases
- Sample Social Media Copy (sent with press release)
- Online media materials (print/digital ads, infographics, articles, videos, etc.)
- Other:

General Public Relations Strategies

Brand Relations

12. Does your locality allow you to use the new askHRgreen.org letterhead template and other materials that are co-branded with your municipality name? (i.e. email signature, powerpoint template, stickers)

Mark only one oval.

- Almost Always
- Sometimes
- Rarely
- Never
- Other:

General Public Relations Strategies

Brand Relations

13. Briefly explain common barriers you have experienced locally in using askHRgreen.org press materials including social media posts, press releases, media toolkit materials, etc.

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General Public Relations Strategies

askHRgreen.org "Let's Talk Green" Blog

14. Have you contributed to the askHRgreen.org blog?

Mark only one oval.

- Often
- Sometimes
- Rarely
- Never
- Other:

15. Are you willing to contribute short articles for the askHRgreen.org blog?

Mark only one oval.

- Yes
- No
- Other:

General Public Relations Strategies

askHRgreen.org Trailer

16. Did your locality use the askHRgreen.org trailer this past year?*Mark only one oval.*

- Yes
- No
- Other:

17. Do you have plans to use the askHRgreen.org trailer in the next year?*Mark only one oval.*

- Yes
- No
- Other:

18. Would you be willing to assist as a trailer host for a region-wide askHRgreen.org event this year?*Mark only one oval.*

- Yes
- No
- Other:

General Public Relations Strategies**Media Ambassador Program****19. askHRgreen.org Media Ambassadors serve as spokespersons for committee messages and participate in radio, TV and other media interviews on behalf of askHRgreen.org. Are you (or someone on your staff) willing to be an askHRgreen.org Media Ambassador?***Mark only one oval.*

- Yes
- No
- Other:

Public Relations Strategies for 2016-17

This section will cover specific askHRgreen.org Public Relations proposals for committee feedback. These proposals are relevant to all four askHRgreen.org education committees. Please answer the questions below and add your thoughts in the "other" boxes when needed.

Rainy Day Sidewalk Messaging Campaign

Here's how it works: targeting well-populated Hampton Roads cityscapes, key campaign messages are applied to sidewalk surfaces, using stencils and an eco-friendly applicant. The messages "magically" appear when it rains or water is applied to the message area. The promotion could be supported with media relations and the development of a video series that captures the reactions of passersbys as they see the messages come to life. (Sample video

available at <https://www.youtube.com/watch?v=CBwpON6HIR8>)

20. What do you think of this idea?

Mark only one oval.

- Love it
- Like it
- Don't Like it
- Other:

21. If we were to implement this promotion, would you be willing to help with some of the behind-the-scenes planning, such as contacting city/county officials for site approval or applying the stencils?

Mark only one oval.

- Yes
- No
- Other:

22. Do you have additional feedback for us about this idea?

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.....

.....

Public Relations Strategies for 2016-17

Stormy Weather Kit

To encourage residents to prepare their homes and yards in advance of severe weather, askHRgreen.org is looking to develop a "Stormy Weather Kit" in the future for Hampton Roads residents. This small booklet (with a weatherproof cover) would contain quick-and-easy seasonal tips for battening down the hatches before heavy rain or winter weather events. "Neither rain, sleet, snow nor hail will stop askHRgreen.org from emergency preparedness!" This promotion could be conducted in partnership with other askHRgreen.org committees, which carry similar messaging.

23. In terms of getting the word out about emergency preparedness as it relates to severe weather, what do you think of this idea?

Mark only one oval.

- Love it
- Like it
- Don't Like it
- Other:

24. If we were to implement this promotion, would you be willing to help with some of the behind-the-scenes planning and research?

Mark only one oval.

- Yes
- No
- Other:

25. Do you have additional feedback for us about this idea?

.....

.....

.....

.....

.....

Water Awareness Strategies for 2016-17

This section will cover specific askHRgreen.org Public Relations proposals for committee feedback. These proposals are being presented to only the Water Awareness committee. Please answer the questions below and add your thoughts in the "other" boxes when needed.

Tap Water Taste Test

As a way to promote the VOW message as it relates to drinking water, askHRgreen.org is considering hosting pop-up Tap Water Taste Test events at selected sites across the region. Passersby would be invited to see if they can taste the difference between tap and bottled water. The Magic Faucet would be used as a backdrop, and askHRgreen.org would consider implementing these happenings at existing, well-populated regional events.

26. In terms of getting the word out about your primary VOW message, what do you think of this idea?

Mark only one oval.

- Love it
- Like it
- Don't Like it
- Other:

27. **If we were to implement this promotion, would you be able to assist with setting up the booth and serving as a taste test host the day of the event?**

Mark only one oval.

- Yes
- No
- Other:

28. **Do you have additional feedback for us about this idea?**

.....

.....

.....

.....

.....

Pick Your Favorites!

29. **Please rank each idea from favorite to least favorite. ***

Mark only one oval per row.

	First Choice	Second Choice	Third Choice
Rainy Day Sidewalk Messaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stormy Weather Kit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tap Water Taste Test	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

