

Water Awareness – FY17 Message Priorities

- ▶ Primary
 - Aging infrastructure
 - Value of tap water (as a service & affordability)
 - Wise water use
 - Fixing leaks
 - Indoor water-saving practices
 - Outdoor watering best practices
- ▶ Secondary
 - Source water protection
 - Choosing tap water over bottled

 askHRgreen.org



FOG Education – FY17 Message Priorities

- ▶ To prevent costly infrastructure repairs because of fats, oils and grease going down drains in commercial establishments and residences
- ▶ To prevent costly infrastructure damage due to materials flushed down toilets
- ▶ To encourage residents to reduce garbage disposal use which may lead to clogged pipes

 askHRgreen.org



Spring TV Campaign

- ▶ Ads playing for total of 5 weeks on WAVY/FOX43 and WVEC/MyTVZ
- ▶ Fixing Leaks:
<https://www.youtube.com/watch?v=kHL-1iFQ-n8>
- ▶ Value of Water (2 weeks)
<https://youtu.be/jYlaoxsPkDw?t=11s>
- ▶ Infrastructure:
<https://youtu.be/Mmf67t7cX94?t=10s>
- ▶ FOG/What Not to Flush
https://youtu.be/Dzngtf5-_a8?t=10s

 **askHRgreen.org**

