

askHRgreen.org | Water Awareness Committee Meeting Summary
Thursday, September 24, 2015
HRPDC - Chesapeake

Attendees:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Lori Woolman, NN
Jerry Hoddinott, CH

Erica Roberts, VB
Kim Wieckert, SU
Latoya Henry, NO

1. Meeting Summary

The August meeting summary was approved

2. askHRgreen.org Events

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

Broken cabinets and locks in the trailer have been repaired by City of Portsmouth.

Action: None.

3. Water Awareness Committee Member Survey

The HRPDC staff reviewed results from the recent planning survey that was sent out via email. Response rate for the survey was low, but results were used as a baseline for discussing media priorities the coming year(s).

- The Committee would like to craft a strong connection to drinking water as an environmental issue. Suggestions included source water protection (although for some localities parts of their watersheds are outside of the PDC region), and conservation.
- The Committee would like to work on a better call to action to include in public outreach.
- The Committee and the Stormwater Education Committee would both like to continue the joint media campaign on spring outdoor lawn care tips.
- Top message: aging infrastructure, value of tap water to the community, affordability of tap water when compared to other household utility bills.

Action: HRPDC staff will work with Cahoon & Cross to develop media strategy.

4. Media & Promotions

HRPDC staff provided the campaign results from the Tribune Media/WTKR 6-week *What Do You Know About Tap Water* campaign combining targeted and retargeted display, Facebook, Twitter, YouTube, and native content ads.

- Campaign received more exposure for the same price as traditional campaigns (radio/Pilot online/Daily Press online)
- This campaign strategy shifts goal away from website clicks and towards getting the message out (i.e. a person can receive the message by watching a video or reading a “sponsored” news story on WTKR without redirecting to the askHRgreen website).
- *What Do you Know About Tap Water* series 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: None.

5. 2nd Annual Keep Hampton Roads Beautiful Golf Tournament

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

- 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
- Friends and family discount - \$125 including Go Green package
- Request for volunteers will be sent via email – most help needed in the morning for setup and registration.

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

6. Promotional Items

The Committee agreed to purchase the following items:

- Items on Order:
 - Reusable bags – 10,000 – *estimated arrival December*
 - Message pens – 2,500
 - Measuring cups – 1,000
 - Silicone collapsible cups – 2,500
- Items Now Available:
 - Toothpaste Squeeze – 2,500
 - Hose nozzles – 500
 - Showerheads – 50
 - Measuring spoons – 2,500

The following messages were selected for the message pens:

- Water is Life
- Fix Household Leaks to Save Water
- Choose Tap Over Bottled Water
- Don't Take Water for Granted
- Value Water, Value Our Future
- Use Water Wisely

The FOG Education Committee suggested a joint purchase of mood bracelets as a giveaway item for kids.

Action: HRPDC staff will request quotes for mood bracelets. Committee members may pick up promotional items as needed.

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.

Annual Report is now available online at the following link:

<http://askhrgreen.org/wp-content/uploads/2011/06/askHRgreen-FY15-Annual-Report.pdf>

Five Year Marketing Strategic Plan continues with Cahoon & Cross and members of the Executive Planning Committee. The Executive Planning Committee is made up of two representatives from each committee. Water Awareness is represented by Erica Roberts (VB) and Lori Woolman (NN).

Action: None.

Upcoming Meetings:

- The next Committee meeting is scheduled for **Thursday, October 22, 2015** at 9:30 a.m. at the **HRPDC** office in Chesapeake.
- The regularly scheduled November and December meetings will be cancelled due to the Thanksgiving and Christmas holidays. A holiday brunch potluck is scheduled for **Thursday, December 10, 2015** at 9:30 a.m. at HRPDC in Chesapeake. A sign-up sheet will be distributed in early December.