2016 Water Awareness Marketing Campaign Plan

Prepared by

the Hampton Roads Planning District Commission,

Cahoon & Cross, Inc., and the Water Awareness Subcommittee

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Attachment 4

Water Awareness Goals

- To develop awareness of
  - The importance of tap water
  - The value and affordability of tap water
  - Aging infrastructure
  - Sources of tap water/source water protection
  - Wise water use

Attachment 4

askHRgreen.org

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

Attachment 4

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Primary Message Strategies

- Aging Infrastructure
  - Develop media campaigns targeting residents age 25-54
  - Seek ways to combine messages with other askHRgreen.org committee messages
  - Include messages in the askHRgreen.org:
    - Public Relations
    - Social Media
    - Events
    - Media
    - Website
    - Promotional/Educational Materials

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Primary Message Strategies

- Value of Water (as a service & affordability)
  - Develop media campaigns targeting residents age 25-54
  - Seek ways to combine messages with other askHRgreen.org committee messages
  - Include messages in the askHRgreen.org:
    - Public Relations
    - Social Media
    - Events
    - Media
    - Website
    - Promotional/Educational Materials

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Primary Message Strategies

- Wise Water Use (fixing leaks, indoor & outdoor)
  - Develop media campaigns targeting residents age 25-54
  - Seek ways to combine messages with other askHRgreen.org committee messages
  - Include messages in the askHRgreen.org:
    - Public Relations
    - Social Media
    - Events
    - Media
    - Website
    - Promotional/Educational Materials

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Secondary Message Strategies

- Source Water Protection
  - Seek ways to combine messages with other sub-committee messages.
  - Include messages in the askHRgreen.org:
    - Public Relations
      - Develop a weather-related emergency preparedness information initiative in cooperation with Stormwater
    - Social Media
    - Events
    - Website
    - Promotional/Educational Materials

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Secondary Message Strategies

- Choosing Tap Water Over Bottled
  - Include messages in the askHRgreen.org:
    - Public Relations
      - Saves money
      - Fewer plastic bottles are good for the environment Social Media
    - Events
    - Website
    - Promotional/Educational Materials
    - TapIt Program

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