

September 17, 2020

Memorandum # 2020-111

TO: askHRgreen.org Water Awareness Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Water Awareness Subcommittee – September 24, 2020

The next meeting of the askHRgreen.org Water Awareness Subcommittee will be held on **Thursday, September 24, 2020 at 9:30 a.m.**

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the Subcommittee members, staff, and the general public, the askHRgreen.org Water Awareness Subcommittee meeting will be held electronically via WebEx. Participants can join the meeting using the following **updated** credentials:

Join by computer: <https://hrpdc-418.my.webex.com/hrpdc-418.my/j.php?MTID=mcd7ed6c9e265b7160d0ad09e615001cc>

-or

Join by phone: +1-415-655-0001 US Toll

Meeting Number / Access Code: 126 248 8096

Password: 6gCVpKJyx43 (64287559 from phones)

In the event you are unable to attend, please let us know. Comments and suggestions based on this agenda package are welcome. The Agenda for the meeting is as follows:

1. Meeting Summary

The meeting summary from August is attached for review and approval.

Attachment 1

Action: Approve the meeting summary.

2. askHRgreen.org Event Schedule

3. The current listing of events is as follows.

9/17-9/20	Isle of Wight County Fair	Windsor
9/18 - 9/19	Great American Cleanup	Hampton Roads
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/3	Arlo's Shed Radio Promotion	Chesapeake
10/8-10/11	Suffolk Peanut Festival	Suffolk
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/10	Litter & Recycling Expo	James City County
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
3/27-3/28	2021 Daffodil Festival	Gloucester
6/19	RiverFest	TBD

Action: Based on discussion.

4. **FY21 Media Campaigns**

The following media and promotional campaigns are planned for this fiscal year:

- Imagine a Day Without Water paid media campaign (October) – *new creative*
 - The Committee will review a draft of the “love letter to essential workers” video and discuss this upcoming promotion.
- Fixing Leaks paid media campaign (March) – *existing creative*
- Value of Water paid media campaign (May 4-10) – *existing creative*
- askHRgreen social media branding campaign – *ongoing*

Action: Based on discussion.

5. **Printing & Promotional Items**

Committee members should make arrangements with HRPDC staff to pick up supplies (water bottle stickers, seed bookmarks, skoy cloths, etc.) as needed. The Committee should discuss any additional promotional or printing needs at this time. HRPDC staff will purchase two Yeti wine tumblers for a Facebook giveaway during the IADWW promotion.

Action: Based on discussion.

6. **Roundtable**

Committee members should provide any updates or news from their local programs and discuss ongoing messaging in response to the COVID-19 pandemic.

Action: Based on discussion.

7. **Staff Reports**

The current FY21 budget is attached for review.

Digital Marketing Report – The report for August is attached for review.

Attachment 7A, 7B

Action: Based on discussion.

Next Meeting: The next meeting is scheduled for Thursday, October 22, 2020.

**askHRgreen.org | Water Awareness Committee Meeting Summary
Thursday, August 27, 2020**

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the Committee members, staff, and the general public, the askHRgreen.org Water Awareness Committee meeting was held electronically via Zoom. These electronic meetings are required to complete essential business on behalf of the region. A recording of the meeting is available on the website.

Attendees:

Rachael Gaul, NO
Cyndi Masterstaff, NN
Jerry Hoddinott, CH
Tamara Clore, SU

Laura Tworek, VB
Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC

1. Meeting Summary

The July meeting summary was accepted without changes.

Action: Summary approved.

2. askHRgreen.org Event Schedule

The current listing of outreach events is as follows:

9/12	Go Green Market	Yorktown
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/3	Arlo's Shed Radio Promotion	Chesapeake
10/8-10/11	Suffolk Peanut Festival	Suffolk
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
3/27-3/28	2021 Daffodil Festival	Gloucester
6/19	RiverFest	TBD

- Locksmith will complete repairs to cabinets before the Yorktown Go Green Market.
- Newport News Waterworks staff will complete a walk-through and stock trailer leading in advance of the Yorktown Go Green Market.

Action: HRPDC staff will coordinate with Newport News Waterworks staff on pickup and delivery of the askHRgreen.org trailer.

3. FY21 Media Campaigns & Promotions

The following media and promotional campaigns are planned for this fiscal year:

- Imagine a Day Without Water paid media campaign (October) – the theme of the new creative concept is a love letter/toast to essential water utility workers.

- Call to action: “Raise a glass of water” to essential water workers, encourage a “toast” on social media (picture, video). decorate a water drop to place in your window, #LoveOurWaterWorkers (suggestions welcomed)
 - The creative will feature pictures and videos of local staff in the field or at their workplace. Each Committee member should provide about five samples to include in the video (mix of photos and video clips).
 - Video clips could include workers performing job, waving, smiling, etc. Names/titles would be great where possible., Video should be taken landscape not portrait.
 - HRPDC staff are available to assist in gathering pictures and video as needed.
 - All pictures and video clips should be collected and uploaded to DropBox by September 8.
 - Norfolk has published a water utility appreciation video. The video will be featured on social media, in newsletter, and more.
 - Committee members are interested in a poster template for use in breakrooms and offices with an employee appreciation message.
 - The Committee would also like to giveaway a pair of Yeti wine glasses on Imagine a Day Without Water to increase social media engagement.
 - The Committee discussed additional local promotions for employees like gift cards, free lunch, etc. Employee engagement might be better suited for local implementation due to differing social media/human resources policies.
- Fixing Leaks paid media campaign (March) – existing creative
 - Value of Water paid media campaign (May 4-10) – existing creative
 - askHRgreen social media branding campaign – ongoing

Action: Committee members should collect pictures or (preferably) videos of local staff performing diverse jobs and upload to DropBox by September 8th.

4. Printing & Promotional Items

The following items are available for pickup: water bottle stickers, seed bookmarks, and skoy cloths. Committee members should make arrangements with HRPDC staff to pick up supplies as needed. The Committee did not have any additional promotional or printing needs at this time.

Action: HRPDC staff will purchase two Yeti wine tumblers for Imagine a Day Without Water.

5. Roundtable

- Newport News - 66 AMI smart meters installed starting in the Lightfoot area of York County, responded to first large main shutoff, updating SOPs, working on video of Waterworks operations overview
- Norfolk - script for use by Newport News Waterworks, promoting Lake/Bay Star homes, driving traffic to askHRgreen, building new internal employee outreach and recruitment systems (would be interested in more information about software used for confidential information and electronic signatures for new water accounts and online payment)

- Suffolk - continuing to implement mobile work order system
- Chesapeake - part of citywide team to design LMS program of citywide training courses, all utility classes now virtual (quarantined staff can access the trainings to work from home instead of having to use leave), city website redesign underway, adding projects page to the website with GIS map including cost and location, staffing and manpower continues to be an issue
- Virginia Beach - e-bill redesign and testing, FOG rack card will be mailed with water bills (HRPDC staff can provide file for printing), new building workspace expected in 2021, interested in best practices for public meetings (YouTube, CDC recommendations for public events)

Action: None.

6. Staff Reports

Budget - The FY20 budget was provided for review.

Digital Marketing Report - Search traffic has continued to increase, lawncare searches increased during coronavirus closures (conversion is lower due to competition from professional providers), top organic post was the rain barrel workshops hosted by the Stormwater Education Committee, screenshots added to report to help identify creative used for paid social media posts.

Annual Report - Content approved and being designed into a report which will be sent out next week for the final review.

All Hands Meeting - Scheduled for September 17 at 10 am. HRPDC staff will review the FY20 Annual Report and discuss upcoming plans for FY21.

Great American Cleanup - Rescheduled for September 18-19, instead of large planned events, volunteers are encouraged to organize their own small neighborhood cleanups and then report results. Volunteers can sign up through the askHRgreen.org website.

Action: None.

Next Meeting: The next meeting is scheduled for Thursday, September 24, 2020.



DIGITAL MARKETING REPORT

REPORTING PERIOD

August 1 - August 31, 2020

PREPARED FOR

askHRGreen.org

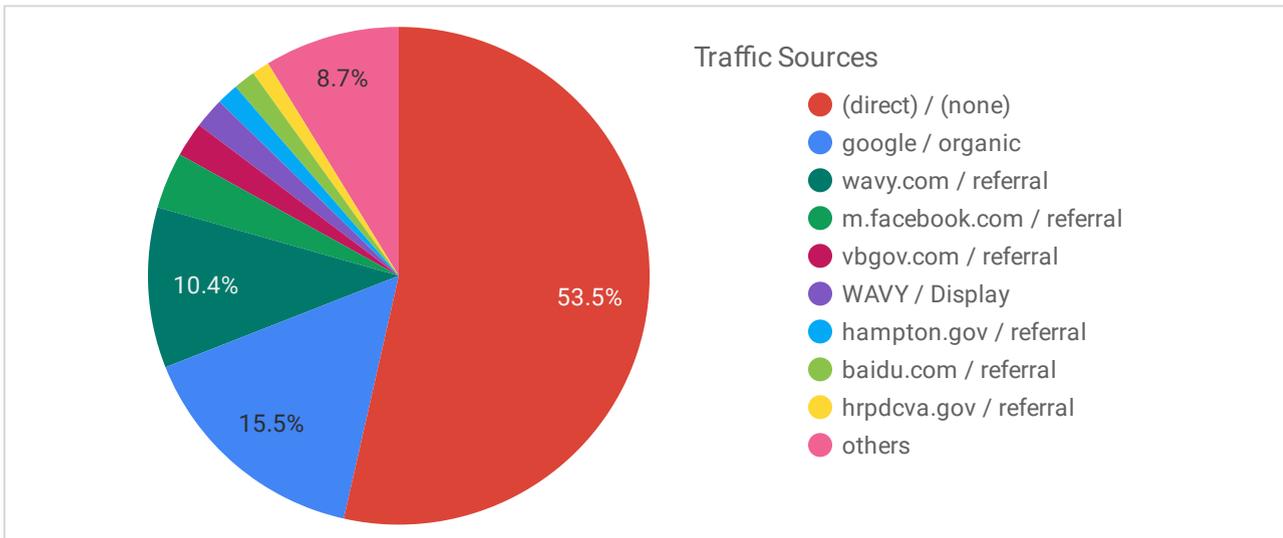
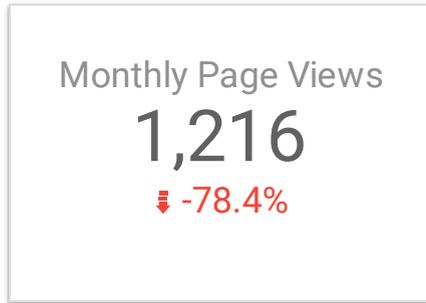
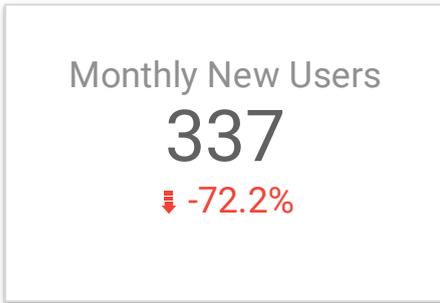
REPORTING ON

Website Activity

Social Media

PREPARED BY

Diana Richardson & Christy Klein - Digital Marketing
Professionals

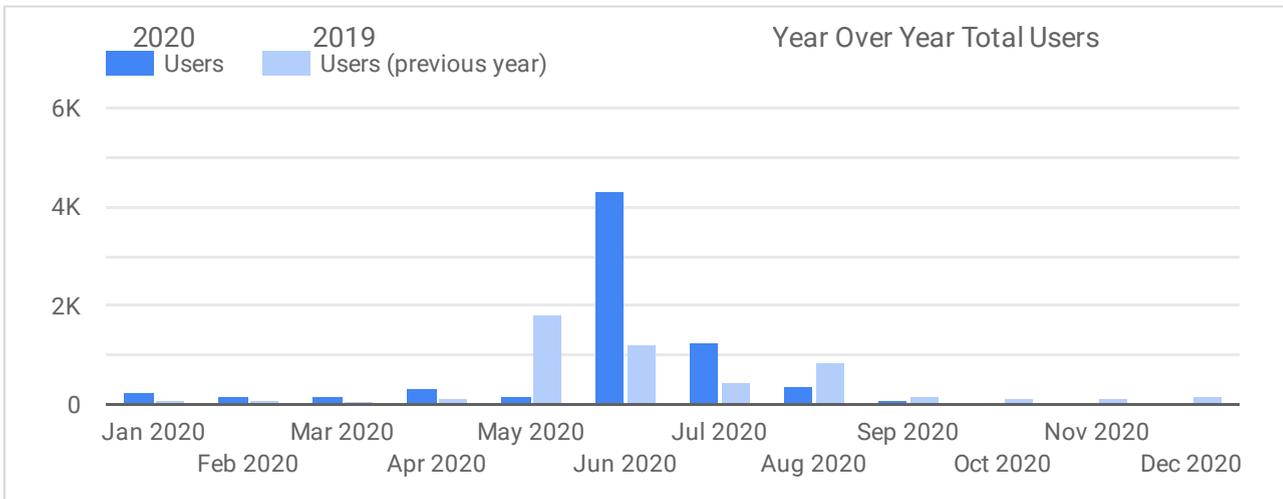


NOTES & ANALYSIS

Our overall users on the site are **up 21.11% from last year!** This bodes well for our paid and organic media continuing to drive traffic to the site.

During August, Google was the #1 driver of traffic to the website once again, though **organic traffic went up from 33.3% to 50.1%**

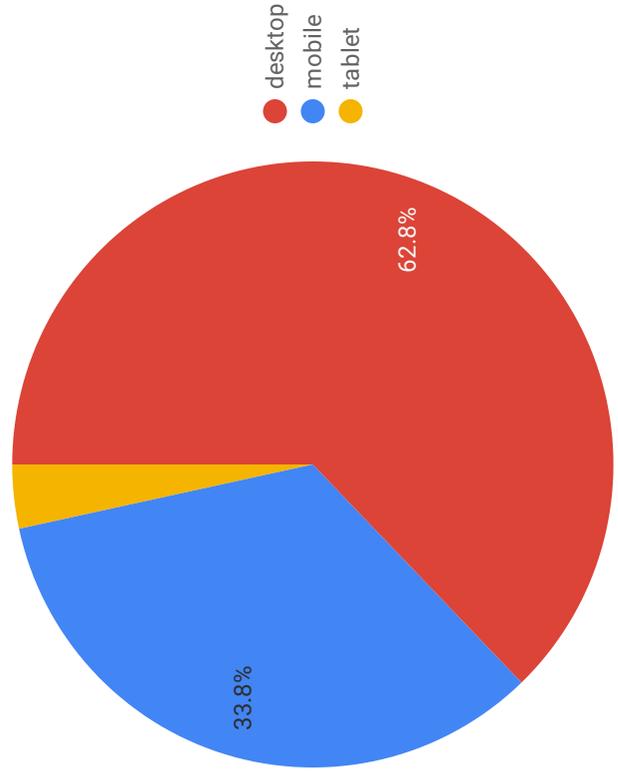
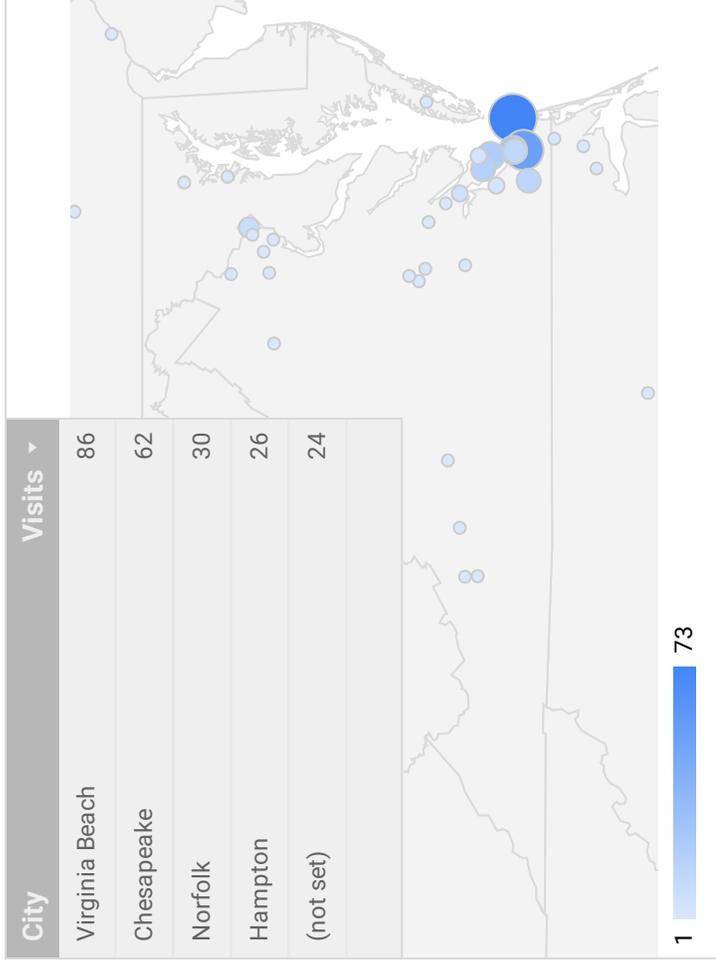
We have also seen some additional, **exciting year-over-year growth** in both users (**21.11%**) and pageviews (**7.68%**).



Top Pages	Pageviews	% Δ
/	580	-71.3% ↓
/how-do-i-get-flood-insurance/	542	-71.8% ↓
/what-do-i-need-to-know-about-...	22	-8.3% ↓
/get-flood-fluent-media-resource...	20	100.0% ↑
/do-i-need-flood-insurance/	18	-60.9% ↓
/when-should-i-get-flood-insura...	10	-58.3% ↓
/how-do-i-get-flood-insurance/#...	8	-66.7% ↓
/how-do-i-get-flood-insurance/?f...	4	-
/how-do-i-get-flood-insurance/?f...	2	-
/how-do-i-get-flood-insurance/?f...	2	-

Avg. Session Duration
00:03:11
 ↑ 9.4%

Pages / Session
2.97
 ↓ -24.6%



NOTES & ANALYSIS

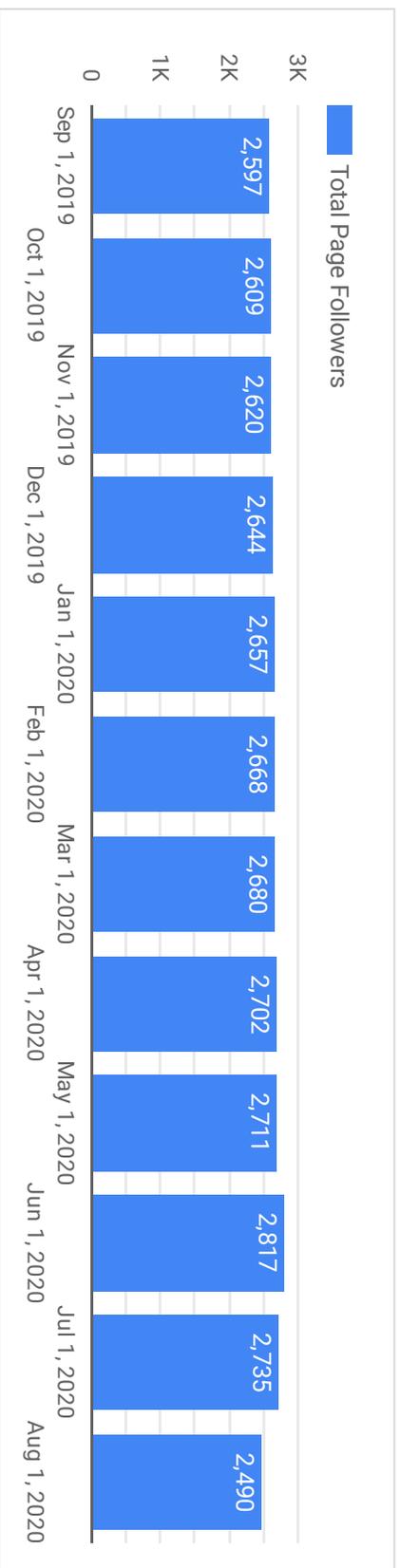
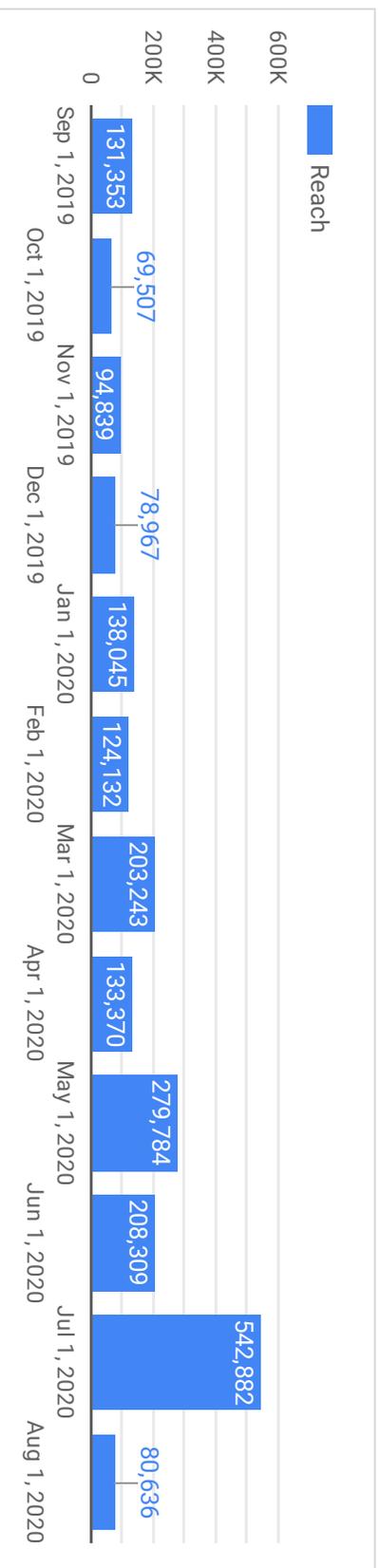
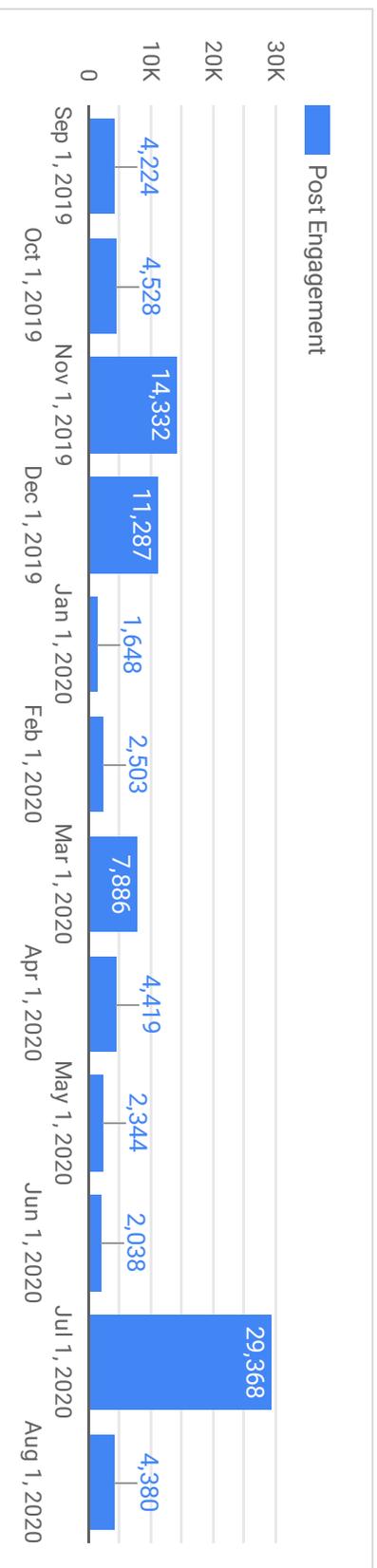
August saw a great upturn in average user session length, up **22.5%**. This time last year, our average session was 1:18. With that kind of session length, engagement rates increase 20%.

The average pages viewed per session also **increased by 7.2%**, meaning visitors are viewing more pages and viewing more valuable content.

It would appear that our most viewed pages are our lawn and garden, and recycling lookup pages. Surely many weekend warriors have taken to their backyards while being cooped up at home.

SOCIAL MEDIA / Facebook

May include Organic & Paid Traffic

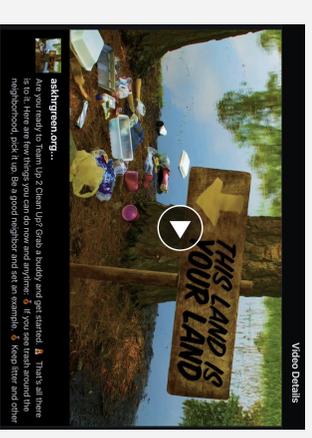


NOTES & ANALYSIS

Total Page followers **decreased by 245** during August. We are looking into possible causes and will watch this metric closely.

It is possible that Facebook inflated the data we had back in July, and now things have properly updated. We will be looking into it.

There were 17 Organic Posts and 12 Paid Ads during August. The organic post from August 26th wins the prize for most Engagements with a total of **80 clicks, comments and shares.**



SOCIAL MEDIA / Facebook

Paid Media Results

Aug 1, 2020 - Aug 31, 2020

	Campaign Name	Starts	Ends	Reach	Impressions	Total Engagements --	Engagement Rate
1.	ASK: 2020 08 Week 3 Post 2	Aug 18, 2020	Aug 22, 2020	43,424	44,164	23	0.05%
2.	ASK: 2020 08 Week 1 Post 3	Aug 5, 2020	Aug 9, 2020	46,543	46,543	20	0.04%
3.	ASK: 2020 08 Week 2 Post 3	Aug 12, 2020	Aug 16, 2020	40,296	40,668	20	0.05%
4.	ASK: 2020 08 Week 4 Post 1	Aug 24, 2020	Aug 29, 2020	44,145	4,326	19	0.44%
5.	ASK: 2020 08 Week 1 Post 2	Aug 3, 2020	Aug 7, 2020	55,129	55,129	19	0.03%
6.	ASK: 2020 08 Week 1 Post 1	Aug 1, 2020	Aug 5, 2020	61,077	61,077	17	0.03%
7.	ASK: 2020 08 Week 4 Post 3	Aug 26, 2020	Aug 31, 2020	46,296	46,402	15	0.03%
8.	ASK: 2020 08 Week 2 Post 1	Aug 10, 2020	Aug 14, 2020	47,712	48,077	14	0.03%
9.	ASK: 2020 08 Week 2 Post 2	Aug 11, 2020	Aug 15, 2020	41,611	41,742	12	0.03%
10.	ASK: 2020 08 Week 3 Post 1	Aug 17, 2020	Aug 21, 2020	42,072	42,127	9	0.02%
11.	ASK: 2020 08 Week 3 Post 3	Aug 19, 2020	Aug 23, 2020	43,065	43,121	0	0%
12.	ASK: 2020 09 TU2CU	Aug 31, 2020	Sep 17, 2020	1,351	1,363	0	0%

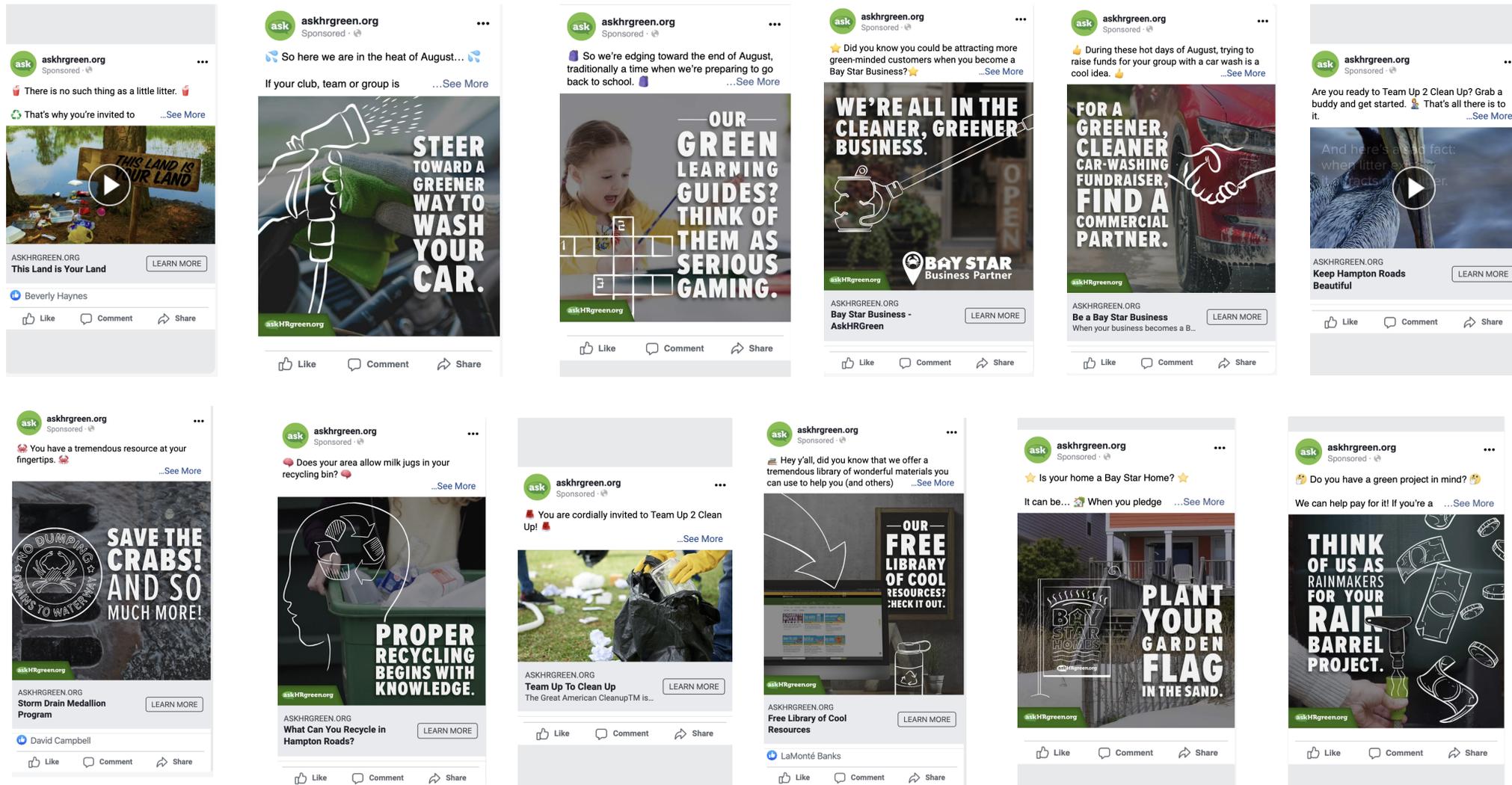
NOTES & ANALYSIS

Our Facebook and Instagram ads **reached over 427k** users during August, which is a **47% decrease** in Reach from July's campaign. This could be due in part to the number of ads run last month, and the lifting COVID restrictions, which may have pulled people away from their screens. We did, however, see another **upturn in engagement** over July, with a total of **168 likes, comments or shares on our posts**. We will be watching our reach continually for any changes that we can influence.

SOCIAL MEDIA / Facebook

Paid Social Media Posts

Aug 1, 2020 - Aug 31, 2020



NOTES

Above are the paid social media posts for the month of August in order by date.

The following pages are the paid media results, year-to-date. Highlighted in green are any posts with over 200 total engagements.

SOCIAL MEDIA / Facebook

Paid Media Results Year to Date

Jan 1, 2020 - Dec 31, 2020

Colu...	Campaign Name	Starts	Ends	Reach	Impressions	Total Engagements	Engagement Rate
1. 1	Post: Green Resolution #5	Jan 17, 2020	Jan 20, 2020	58,949	58,949	4	0.01%
2. 2	Post: Green Resolution #4	Jan 14, 2020	Jan 16, 2020	56,196	56,196	192	0.34%
3. 3	Post: Green Resolution #3	Jan 10, 2020	Jan 13, 2020	57,140	57,140	0	0%
4. 4	Post: Green Resolution #8	Jan 28, 2020	Jan 31, 2020	49,567	50,456	5	0.01%
5. 5	Post: Green Resolution #7	Jan 24, 2020	Jan 27, 2020	54,287	54,931	4	0.01%
6. 6	Post: Green Resolution #6	Jan 21, 2020	Jan 23, 2020	57,456	57,752	280	0.48%
7. 7	Post: Green Resolution #1	Jan 2, 2020	Jan 6, 2020	63,527	63,527	246	0.39%
8. 8	Post: Green Resolution #2	Jan 7, 2020	Jan 9, 2020	62,176	62,176	6	0.01%
9. 9	ASK: 2020 02 25-27: Indoor Plants	Feb 25, 2020	Feb 27, 2020	51,977	51,977	233	0.45%
10 10	ASK: 2020 02 21-24: Thrifting	Feb 21, 2020	Feb 24, 2020	54,234	54,234	213	0.39%
11 11	ASK: 2020 02 7-10: What Not To Fl...	Feb 7, 2020	Feb 10, 2020	39,924	39,924	115	0.29%
12 12	ASK: 2020 02 28-29: Winter	Feb 28, 2020	Feb 29, 2020	51,765	51,765	213	0.41%
13 13	ASK: 2020 02 4-6: Superbowl/What...	Feb 4, 2020	Feb 6, 2020	37,800	37,800	125	0.33%
14 14	ASK: 2020 02 11-13: Rechargeable ...	Feb 11, 2020	Feb 13, 2020	49,207	49,207	178	0.36%
15 15	ASK: 2020 02 14-17: Valentine's Day	Feb 14, 2020	Feb 17, 2020	53,536	53,711	170	0.32%
16 16	Ask: 2020 02 18-20: President's Day	Feb 18, 2020	Feb 20, 2020	46,159	46,159	215	0.47%
17 17	ASK: 2020 03: Fix a Leak	Mar 15, 2020	Mar 26, 2020	112,640	152,210	75	0.05%
18 18	ASK: 2020 03: TU2CU	Mar 2, 2020	Mar 13, 2020	59,280	73,381	38	0.05%
19 19	ASK: What Not To Flush	Apr 1, 2020	Apr 30, 2020	89,355	257,866	515	0.2%
20 20	ASK: VOW/DWW	May 1, 2020	May 31, 2020	215,552	466,867	488	0.1%
21 21	ASK: Pet Waste Poo-Em	Jun 1, 2020	Jun 30, 2020	232,576	466,266	696	0.15%
22 22	ASK: 2020 07 Week 5 Post 3	Jul 27, 2020	Jul 31, 2020	50,693	50,693	145	0.29%
23 23	ASK: 2020 07 Week 2 Post 1	Jul 8, 2020	Jul 12, 2020	49,975	49,975	52	0.1%
24 24	ASK: 2020 07 Week 4 Post 3	Jul 24, 2020	Jul 28, 2020	53,849	53,849	183	0.34%

SOCIAL MEDIA / Facebook

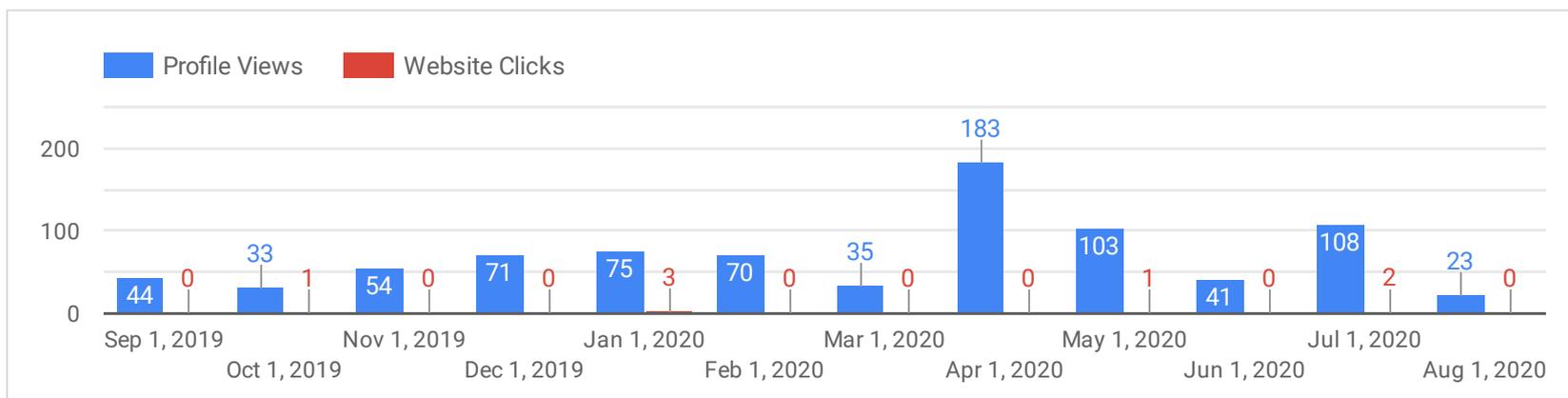
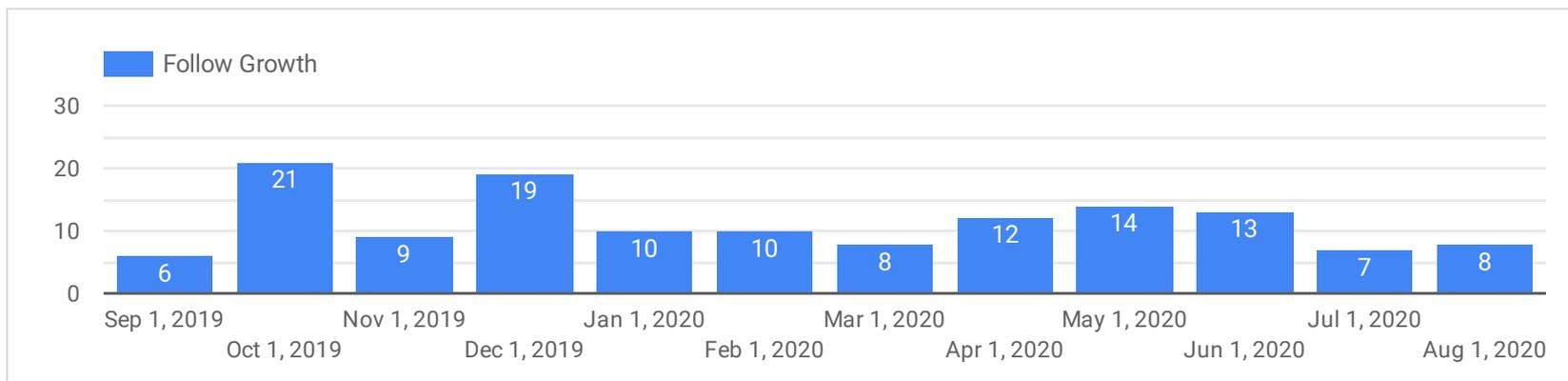
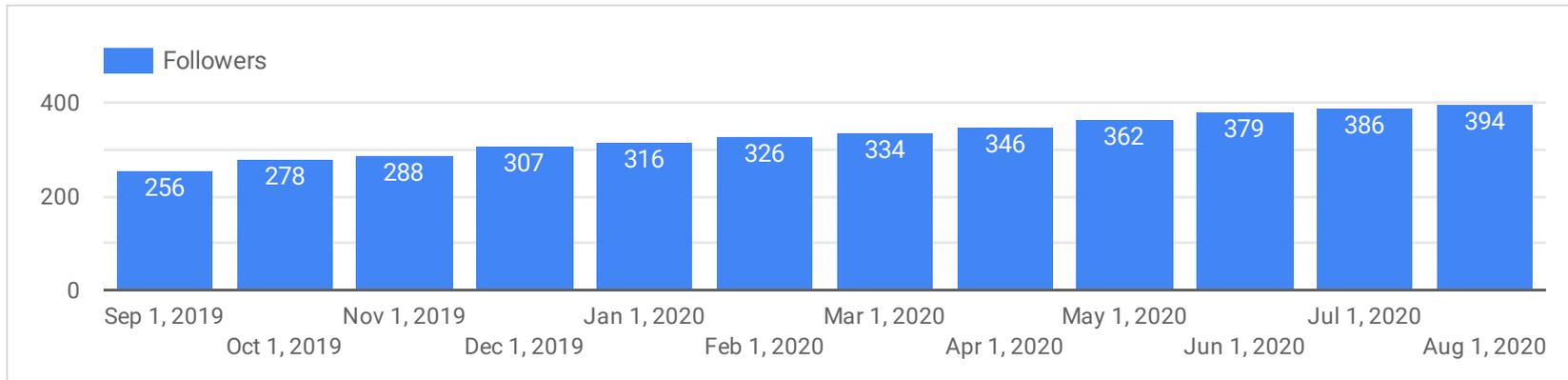
Paid Media Results Year to Date

Jan 1, 2020 - Dec 31, 2020

	C...	Campaign Name	Starts	Ends	Reach	Impressi...	Total Engagements	Engagement Rate
1.	25	ASK: 2020 07 Week 1 Post 3	Jul 3, 2020	Jul 7, 2020	59,456	59,610	110	0.18%
2.	26	ASK: 2020 07 Week 2 Post 3	Jul 1, 2020	Jul 14, 2020	44,581	44,581	67	0.15%
3.	27	ASK: 2020 07 Week 4 Post 1	Jul 31, 2020	Jul 26, 2020	49,672	49,672	154	0.31%
4.	28	ASK: 2020 07 Week 2 Post 2	Jul 9, 2020	Jul 13, 2020	57,168	572,214	186	0.03%
5.	29	ASK: 2020 07 Week 3 Post 3	Jul 17, 2020	Jul 21, 2020	39,987	39,987	124	0.31%
6.	30	ASK: 2020 07 Week 3 Post 1	Jul 15, 2020	Jul 19, 2020	49,841	49,841	156	0.31%
7.	31	ASK: 2020 07 Week 3 Post 2	Jul 16, 2020	Jul 20, 2020	49,873	49,924	145	0.29%
8.	32	ASK: 2020 07 Week 2 Post 3	Jul 10, 2020	Jul 14, 2020	44,474	44,474	76	0.17%
9.	33	ASK: 2020 07 Week 1 Post 2	Jul 2, 2020	Jul 6, 2020	63,789	63,789	189	0.3%
10.	34	ASK: 2020 07 Week 1 Post 1	Jul 1, 2020	Jul 5, 2020	51,520	52,176	168	0.32%
11.	35	ASK: 2020 07 Week 5 Post 1	Jul 27, 2020	Jul 31, 2020	47,197	47,197	90	0.19%
12.	36	ASK: 2020 07 Week 4 Post 2	Jul 23, 2020	Jul 27, 2020	56,431	56,521	166	0.29%
13.	37	ASK: 2020 07 Week 4 Post 2	Jul 27, 2020	Jul 31, 2020	47,284	47,284	87	0.18%
14.	38	ASK: 2020 08 Week 3 Post 1	Aug 17, 2020	Aug 21, 2020	42,072	42,127	9	0.02%
15.	39	ASK: 2020 08 Week 2 Post 1	Aug 10, 2020	Aug 14, 2020	47,712	48,077	14	0.03%
16.	40	ASK: 2020 08 Week 4 Post 3	Aug 26, 2020	Aug 31, 2020	46,296	46,402	15	0.03%
17.	41	ASK: 2020 08 Week 3 Post 3	Aug 19, 2020	Aug 23, 2020	43,065	43,121	0	0%
18.	42	ASK: 2020 08 Week 4 Post 2	Aug 25, 2020	Aug 30, 2020	44,344	44,687	22	0.05%
19.	43	ASK: 2020 08 Week 1 Post 3	Aug 5, 2020	Aug 9, 2020	46,543	46,543	20	0.04%
20.	44	ASK: 2020 09 TU2CU	Aug 31, 2020	Sep 17, 2020	1,351	1,363	0	0%
21.	45	ASK: 2020 08 Week 2 Post 3	Aug 12, 2020	Aug 16, 2020	40,296	40,668	20	0.05%
22.	46	ASK: 2020 08 Week 3 Post 2	Aug 18, 2020	Aug 22, 2020	43,424	44,164	23	0.05%
23.	47	ASK: 2020 08 Week 1 Post 1	Aug 1, 2020	Aug 5, 2020	61,077	61,077	17	0.03%
24.	48	ASK: 2020 08 Week 2 Post 2	Aug 11, 2020	Aug 15, 2020	41,611	41,742	12	0.03%

SOCIAL MEDIA / Instagram

May include Organic & Paid Traffic



NOTES & ANALYSIS

We saw 8 new Followers during the month of August.

There were 10 Organic Posts during August. The post with the most engagement was the post from August 4th that received 8 Engagements.



Posted : August 4, 2020 10:01 AM

👉 Do you have a green project in mind? 🌱 We can help pay for it! If you're a student, a teacher or part of a community group and you have an environmentally-themed project you want to put together, we want to help you! askHRgreen.org offers environmental education mini grants of up to \$500, which can be used to fund a portion of your project or the entire thing. Go to askHRgreen.org for more information, see project examples, and submit your application today! Litter projects? Yes! Native plant projects? Yes! What kinds of projects are you interested in? #askHRgreen #757 #hrva #hamptonroads #rainbarrelproject #rainbarrels #schoolprojects #greenprojects #environmentalproject #sustainableeducation

SOCIAL MEDIA / Google My Business

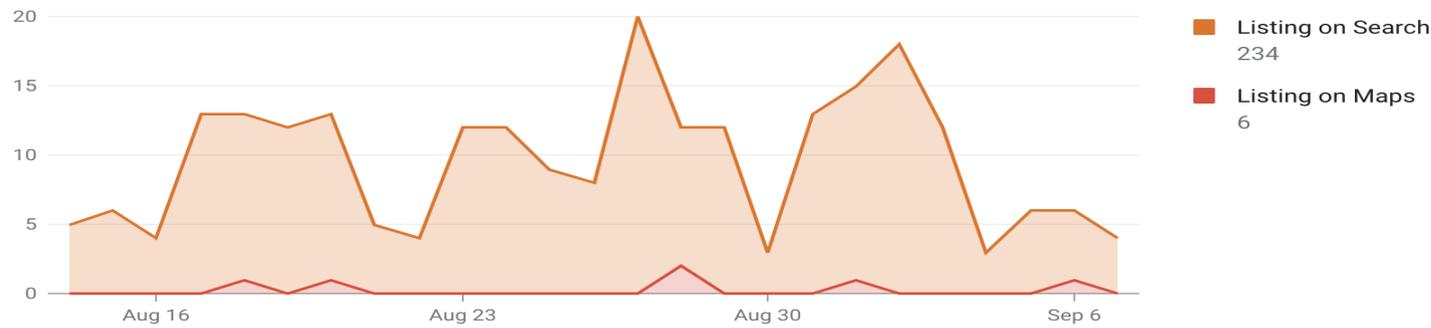
Queries	Users
1. adopt a pet	null
2. beach	null
3. bike recyclery	null
4. boat pump out service near me	null
5. charities accepting donations	null
6. chemical disposal	null
7. churches that help with diapers near ...	null
8. community clean up near me	null
9. cooking oil disposal near me	null
10. crt tv disposal near me	null

Post	Views
1. Green reads that are good reads	7
2. Turning pages leads to turning over a...	7
3. Grease Grinch	6
4. Off the driveway is the right way	5
5. For a greener, cleaner car, go to the c...	5
6. Just say no to clogs. Strain your Drain	3
7. Grease Grinch 2 (Jul 10)	3
8. There's a cleaner way to wash your car	3
9. Calculate your rate. Because anywhe...	3

NOTES & ANALYSIS

Website traffic has been consistent, even with the fluctuations in GMB activity.

Total views 240



Total actions 1

