

March 19, 2020

Memorandum #2020-46

TO: askHRgreen.org Water Awareness Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Water Awareness Subcommittee – March 26, 2020

This is to call the next meeting of the **askHRgreen.org: Water Awareness Subcommittee** for **Thursday, March 26, 2020 at 11:15 a.m.** The meeting will be held via conference call and participants should dial **855-497-7286**. Comments and suggestions based on this agenda package are welcome.

The agenda for the meeting is as follows:

1. Meeting Summary

The meeting summary for February is attached for review and approval.

Attachment 1

Action: Approve the meeting summary.

2. askHRgreen.org Event Schedule

The current listing of outreach events is as follows. All April events are presumed to be canceled, but may be pending notification.

4/18	Virginia Living Museum Earth Day Festival	Newport News
4/21	TCC Cares Earth Day	Chesapeake
4/22	Poquoson Earth Day	Poquoson
4/22	Great Bridge High School Earth Day	Chesapeake
4/22	NSA Hampton Roads Headquarters Earth Day event	Norfolk
4/23	NSA Portsmouth Earth Day Event	Portsmouth
4/25	Paradise Creek Earth & Arbor Day	Portsmouth
4/25	Spring Fling	Hampton
4/25	Arlo's Shed Radio Promotion	Chesapeake
5/7	Sensible Seafood Fest	Virginia Beach
6/13	RiverFest*	Chesapeake
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach

**Will need volunteers for this event if it is not canceled.*

Action: Based on discussion.

3. FY20 Media Campaigns & Promotions

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

- Imagine a Day Without Water paid media campaign (October) – *completed*
- Spring Fixing Leaks paid media campaign (March 16-22) – *completed*.
- Spring Value of Water paid media campaign (May 4-10) – using existing video/radio/digital creative
- askHRgreen social media branding campaign – *ongoing*

Action: Based on discussion.

4. Printing & Promotional Items

Water bottle stickers and skoy cloths are on order. The Committee should discuss any additional supplies needed at this time.

Action: Based on discussion.

5. Roundtable

Committee members should provide any updates or news from their local programs and discuss messaging in response to the current climate in response to the COVID-19 pandemic. Potential messaging/topics to discuss include:

- Educational opportunities/resources for students at home
- Conservation & water consumption
- H2O – assistance & donations
- Employees – keeping things running smoothly
- Water Quality – health & safety of this precious resource
- What Not to Flush – crossover messaging with FOG Committee

Action: Based on discussion.

6. Staff Reports

H2O Rebranding Update – HRPDC staff will provide an update on the revised branding video.

The current **FY20 budget** is attached for review. The **Monthly Digital Marketing Report** and **Social Media Strategy** are also attached.

Attachment 6A, 6B, 6C

Action: Based on discussion.

Next Meeting: The next meeting/conference call is scheduled for Thursday, April 23, 2020.