

askHRgreen.org | Water Awareness Committee Meeting Summary
Thursday, April 25, 2019
HRPDC - Chesapeake

Attendees:

Katie Cullipher, HRPDC
 Jerry Hoddinott, CH
 Lori Woolman, NN
 Laura Tworek, VB

Tamara Clore, SU
 Rachael Gaul, NO

1. Meeting Summary

The March meeting summary was reviewed and approved.

Action: Summary approved.

2. askHRgreen.org Event Schedule

4/27	Celebrate the Park	Newport News
4/27	Community Empowerment Day	Newport News
4/28	Stand Up Rally and Expo	Williamsburg
5/3-5/4	Team Up 2 Clean Up - Great American Cleanup Events	All of Hampton Roads
5/8	City of Virginia Beach Public Utilities Employee Picnic	Virginia Beach
5/11	Virginia Landscapes Exhibition at the Peninsula Fine Arts Center	Newport News
5/16	Sensible Seafood Fest	Virginia Beach
5/18	Family Day at Newport News Shipyard*	Newport News
5/23	City of Virginia Beach Public Works Employee Picnic	Virginia Beach
5/31	CARE and Wellness day	Chesapeake
6/23	Elizabeth River Fest*	Virginia Beach
9/28	Bow Creek Block Party	Virginia Beach
10/10 - 10/13	Peanut Festival	Suffolk
10/12	Lynnhaven River Now Fall Festival*	Virginia Beach

*askHRgreen.org participation in the Newport News Family Day event has been cancelled due to lack of availability and lack of details from the event organizers. We have adequate coverage for Elizabeth River Fest and no longer need additional volunteers.

Trailer Updates

Trailer repairs and the new wrap are scheduled for late May/early June when there is a break in trailer events.

Action: None.

3. Media & Promotions

The current FY19 media plan was reviewed

- Imagine a Day Without Water (Oct. 8-14) – *complete*
- Fix a Leak Week (March 18-24) – *completed, the Committee reviewed results from this campaign. There were a total of 1.16 million impressions between online and radio and 833 web actions (clicks, likes, shares, comments, etc.) completed.*
- Value of Water (Drinking Water Week) – “water is life” themed video
 - The new creative was approved via email.

- askHRgreen.org Social Media Brand Awareness Campaign – ongoing campaigns to boost presence on Facebook and Instagram.
- Imagine a Day Without Water 2019 – The Committee discussed doing this campaign again in the fall once more partnering with coffee shops and breweries. Coasters and coffee sleeves should be ordered sooner than later.

Action: None.

4. Printing & Promotional Items

The reusable straws and new leak detection brochures have arrived and are available for pickup as needed.

Action: Committee members should arrange pickup with HRPDC staff. Staff will look into ordering more coffee sleeves and coasters for the May meeting.

5. Roundtable

- Chesapeake – Recently completed the Aqua VA takeover in April. Residents in Indian River section of the city will now have city water and adequate fire protection for the first time.
- Newport News – Employing mobile workforce for meter readers, AMI is continuing and they will have remove turn on/off capabilities; SWAP files (re: petroleum tanks) - working with DEQ and HRPDC to gather data and verify info on potential sources of contamination as part of the Source Water Protection Program. Lead Service Line Removal Project – resolution passed by Council in April for approval for grant to help residents with replacement costs. Doing hydrologic modeling and taking two tanks offline that are no longer needed.
- Suffolk – Drinking Water Week display will be in the customer service lobby; no rate increase for water and sewer in the next budget.
- Virginia Beach – Had three first place winners in the Utility Rodeo; working on student version of “No wipes in the pipes;” Drinking Water Week – Water Awareness Calendar Contest ceremony and artwork will be displayed in the customer service lobby. The city recently partnered with Waze and has a city department liaison for traffic updates.
- Norfolk – Poster contest entries on display at city hall for Drinking Water Week; Utility Rodeo (hosted in Norfolk) finished up yesterday.

Action: None.

6. Staff Reports

Budget – The FY19 budget was reviewed.

Digital Marketing Report – HRPDC staff will provided an overview of the digital marketing report for March. The Committee’s “fixing leaks” campaign was in the top 10 pages visited.

Action: None.

Next Meeting: The next meeting is scheduled for Thursday, May 23, 2019 at the HRPDC office in Chesapeake.