

askHRgreen.org | Water Awareness Committee Meeting Summary
Thursday, January 26, 2017
HRPDC - Chesapeake

Attendees:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Lori Woolman, NN

LaToya Henry, NO
Donna Holt, IOW
Jerry Hoddinott, CH

1. Meeting Summary

The December meeting summary was approved.

2. askHRgreen.org Events

February 11-12 – Hampton Roads Home Show, Hampton Convention Center

- Newport News Waterworks can help staff event
- The Committee decided to purchase electricity for this event using the promotional item budget. Being in the dark has hampered interest and outreach in previous years.

March 11 – Community Association Day, Virginia Beach

April 2 – Wings & Things Spring Fling, Hoffer Creek Wildlife Preserve

April 22 – Virginia Living Museum Earth Day Event, Newport News

June 24 – Olden Days, Smithfield

Newport News Waterworks will not need the trailer for the One City Marathon this year.

HRPDC staff will follow-up with Virginia Beach Utilities regarding the Mid-Atlantic Home & Garden Show in Virginia Beach.

Action: HRPDC staff will secure power for Hampton Roads Home Show.

3. Media & Promotions

Rainy Day Sidewalk Campaign

The Committee continued discussing the Rainy Day Sidewalk campaign:

- There will now only be one stencil size (24"x40") but each committee will receive three messages. One universal hashtag will be used to tie together all committee messages.
- The Committee reviewed the draft messages and approved the following:
 - Your morning coffee starts with tap water.
 - Your morning shower starts with tap water.
 - Every morning starts with tap water.
- The workgroup will meet January 26th to further discuss logistics, approvals, etc.

Media Schedule

The Committee reviewed the spring media campaign schedule which includes:

- March 20-26 – Fix a Leak (TV, targeted display, native content ads, Facebook, WTKR.com)
- May 8-14 – Value of Water (TV, targeted display, native content ads, Facebook, WTKR.com)
- May 22-28 – Infrastructure (TV, targeted display, native content ads, Facebook, WTKR.com)

Action: Rainy Day Sidewalk campaign messages and spring media plan were approved.

4. Printing & Promotional Items

Artwork has been approved for the temporary tattoos and they have been ordered. The following items have arrived and are now available for events: koozies, shower timers, house clip magnets, silicone collapsible cups, ponchos.

The Committee discussed and approved ordering another trivia wheel as a joint purchase with the other three committees.

Action: The Committee approved purchasing a second trivia wheel for no more than \$50.

5. H2O Promotion

The Committee continued to discuss ways to promote/encourage donations to the H2O Program.

- Newport News and Norfolk have promoted the program through newsletter articles. The Committee would like to see donation data to see if local outreach had an impact.
- HRPDC has registered H2O to participate in Give Local 757 again in 2017. A two part approach was suggested: building audience in advance of GL757 and tools for promoting donations on May 9th.
- The Committee discussed the following promotional ideas: HRSD bill messages, toolkit to provide to committee members and communications staff, etc.

Action: HRPDC staff will continue to work on resources for helping localities promote H2O.

6. Mini Grants

The Committee discussed the Project of the Year award which has been awarded to the Water Bottle Refilling Station project at York High School.

- HRPDC staff will present school/teachers with award at HRPDC meeting on Feb. 16th
- The Committee was asked to approve a \$100 prize to be awarded to York High School.
- Award renamed the “Environmental Action Award” so that the program can be expanded to include citizen or commercial recognition in future years (if needed).

Action: The Committee approved a \$100 prize to be awarded to York High School.

7. Staff Reports

Budget – The current FY17 budget was reviewed.

Website Redesign –Lori Woolman and Erica Roberts have reviewed the Water Awareness content and asked that the Committee discuss the future of the TapIt program.

- The Committee decided not to include TapIt in the launch of the new website but would like to reevaluate after the launch to see what new features could be developed.
- Planning advisors will meet again to discuss progress and develop functionality and content for new locality centered pages on the site.

Action: HRPDC staff will remove TapIt program information from website content and toolkit resources.

Next Meeting: Thursday, February 23, 2017 at the HRPDC office in Chesapeake.