

askHRgreen.org | Water Awareness Committee Meeting Summary
Thursday, February 23, 2017
HRPDC - Chesapeake

Attendees:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
LaToya Henry, NO
Donna Holt, IOW

Jerry Hoddinott, CH
Molly Bertsch, HRSD
Erica Roberts, VB
Kim Wieckert, SU

1. Meeting Summary

The January meeting summary was approved.

2. askHRgreen.org Events

March 11 – Community Association Day, Virginia Beach
March 25-26 – Williamsburg Home Show
April 2 – Wings & Things Hoffer Creek Festival, Portsmouth
April 22 – Virginia Living Museum Earth Day Event, Newport News
April 28 – JBB Elementary School Event, Williamsburg
May 6 – Utilities Employee Appreciation Event, Norfolk
June 8 – NASA Health & Safety Expo, Hampton
June 24 – Olden Days, Smithfield
September 30 – James RiverFest, Williamsburg
October 5-8 – Peanut Festival, Suffolk

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

Action: Reserve trailer early for any upcoming events.

3. Media & Promotions

Rainy Day Sidewalk Campaign

- HRPDC provided an update on the rainy day sidewalk campaign. Final stencil designs approved via email for all four committees. Final stencils incorporate a new font for all designs to tighten up letter spacing.
- HRPDC provided an update from the January 26th Rainy Day Sidewalk Campaign Workgroup meeting:
 - All Committees will receive three 24" x 40" messages (total 12 messages)
 - Possible locations have been identified but need to be prioritized to include only 12 message applications per locality.
 - Each Committee will purchase four bottles of invisible spray and localities may order extra if desired. Localities may purchase extra bottles if desired.
 - Plans to apply stencils beginning in March.
- Committee members were encouraged to work with the project lead for their locality.
- The Committee began to discuss promotional ideas including Earth Day features, HRPDC Commission reveal video, water gun or rainy day scavenger hunt, producing map of locations, catalog on Rainworks website, 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)

HRPDC staff will be working on creating the native ad copy included in the campaigns.

Action: HRPDC staff will continue working on the Rainy Day Sidewalk campaign and native ad copy for upcoming media campaigns.

4. Printing & Promotional Items

The temporary tattoos have arrived and are now available with the rest of these items: koozies, shower timers, house clip magnets, silicone collapsible cups, ponchos. Another trivia wheel has also been ordered but has not yet arrived.

Action: Committee members should request promotional items needed for upcoming events.

5. H2O Promotion

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

- The Directors' of Utilities continue to talk about affordability on a regular basis.
- HRPDC staff is working together with HRSD to improve donations through featured homepage icon, bill messages, etc.
- 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.
 - HRPDC staff will produce a toolkit of resources to help promote H2O and the Give Local 757 program.
 - Committee members were encouraged to ensure that the H2O program logo and information were included on the individual utility homepages

Action: Committee members should notify HRPDC staff of any helpful resources for promoting H2O locally.

6. Staff Reports

Budget – The current FY17 budget was reviewed.

Website Redesign – Lori Woolman and Erica Roberts have completed a review of the Water Awareness content. They will next participate in a Planning Advisor meeting to provide input on what information will be included on the locality specific pages. Additional information will be shared with the full Committee at the March meeting.

Mini-grant Application

- The Committee reviewed the Willoughby Flower Garden project and determined that they would like the following additional information for voting on the project: plant list, summer maintenance plans, and specific conservation education topics.
- The Environmental Impact Awards were presented to the winning teachers at the February Commission meeting.

Green Learning Guide – The Stormwater Education Committee has been awarded funds to produce a new Green Learning Guide in 2017-18. The guide will not be printed in hard copy. Planning will begin this summer and focus on elementary-aged students.

Coastal Virginia Magazine – Coverage should be wrapping up. HRPDC staff will revisit request to have a printed booklet of the articles produced for askHRgreen.

20th Anniversary of HR WET – The Committee celebrated the 20th Anniversary of the Committee. Jerry Hoddinott will write a blog post commemorating the anniversary.

Action: HRPDC staff will request additional information for Willoughby Flower Garden mini-grant project.

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