

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

Attendees:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Jerry Hoddinott, CH
Lori Woolman, NN

Kim Wieckert, SU
Donna Holt, IOW
Erica Roberts, VB
Ellen McBride, RCS

1. Meeting Summary

The March meeting summary was approved.

2. askHRgreen.org Events

April 22 – Virginia Living Museum Earth Day Event, Newport News
April 22 – Community Empowerment Fair, Newport News
April 28 – JBB Elementary School Spring Event, Williamsburg
May 6 – Norfolk Utilities Employee Appreciation Event
May 10 – Virginia Beach Public Utilities Public Service Week & DWW Celebration
May 25 – Sensible Seafood Festival, Virginia Beach
June 3 – Clean the Bay Day Event, Virginia Beach
June 8 – NASA Langley Safety & Health Expo, Hampton
June 24 – Olden Days, Smithfield
September 14-17 – Isle of Wight County Fair, Windsor
September 30 – James River Fest, Williamsburg
October 5-8 – Peanut Festival, Suffolk

Action: Reserve trailer early for any upcoming events.

3. Media & Promotions

Rainy Day Sidewalk Campaign

- An official reveal and press conference was held before the April HRPDC meeting with Ella Ward (CH) and Michael Hippel (JCC). The Hampton Roads Show was on-site to film a segment that will air in the coming weeks.
- Katie Cullipher will appear on the April 24th “Coast Live” program on WTKR.
- Southside Daily and Pilot Media have both committed to stories on the project.
- Promotional resources (news release, social media postings, etc.) have been provided to committee members for local promotion in newsletters, on municipal TV, etc.)
- HRPDC staff is developing a video that will be shared on social media.
- Portsmouth, Isle of Wight, Smithfield and Chesapeake still waiting to apply stencils. There should be product remaining if localities have locations scouted out for a second round of applications.

Media Schedule

The Committee reviewed the spring media campaign schedule which includes:

- March 20-26 – Fix a Leak – Campaign report to follow
- May 8-14 – Value of Water – HRPDC staff producing native ad copy for campaign
- May 22-28 – Infrastructure – HRPDC staff producing native ad copy for campaign

Action: Committee members were encouraged to use promotional resources to promote the rainy day sidewalk campaign within their locality.

4. Printing & Promotional Items

The Committee reviewed quotes for purchasing reusable bags in FY18.

- Based on pricing, it was determined that reordering the current reusable bags would be preferable to switching to a higher priced bag made of recycled content.
- The Committee will plan on purchasing 10,000 reusable bags (scaling downward if necessary to keep total purchase from all committees under 20,000 bags).
- HRPDC staff will be discussing the reusable bag purchase with all Committees during May committee meetings.

The Committee also agreed to purchase 1,000 Black-Eyed Susan seed packets along with the Stormwater Education Committee purchase of 5,000 seed packets.

Action: HRPDC staff will order seed packets and discuss order of reusable bags with other committees.

5. H2O Promotion – Give Local 757

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

- HRPDC staff is working together with HRSD to improve donations through featured homepage icon, bill messages, etc.
- Envelope donations are down 20 percent while online giving is up 20 percent. Online donations come in smaller amounts, therefore donations to the program are down.
- HRPDC staff have provided a toolkit of resources to help promote H2O and the Give Local 757 program including flyers, social media posts, graphics, etc.
 - Committee members requested a copy of the flyer with locality specific stats featured in the center.
- Newport News Lift Up Program has been awarded to a third party contractor that will implement financial literacy programs for citizens with difficulty paying their water bills. In return for participating, citizens will have an opportunity to have fees waived from their account/bill.

Action: Committee members should promote donations to Help to Others for Give Local 757.

6. Staff Reports

Budget – The current FY17 budget was reviewed.

Mini grant – The Committee approved splitting the Booker T. Washington School Learning mini grant with the Recycling & Beautification Committee (\$250 each). The Committee asked that the following recommendations be made for the project:

- Only purchasing native plants
- Using landscape guide and Hampton Roads Native Plant Guide as reference documents
- Have students discuss the water cycle and water as a limited resource.

Printing – The Committee discussed participating in the reprinting the Hampton Roads Native Plant Guide as well as a special askHRgreen COVA Green Magazine.

- The Committee requested an opportunity to review the content included in COVA Green Magazine before making a final determination on whether or not to print.

- The Committee was generally supportive of reprinting the native plant guides but needs the final pricing before making a purchasing decision.
- The Committee would like other askHRgreen Committees to consider splitting the cost to print both items.

Action: HRPDC staff will request content of Green Magazine and discuss printing of both resources with appropriate Committees.

Next Meeting: Thursday, May 25, 2017 at the HRPDC office in Chesapeake.