

**askHRgreen.org | Water Awareness Committee Meeting Summary**  
**Thursday, April 26, 2018**  
**HRPDC - Chesapeake**

**Attendees:**

Katie Cullipher, HRPDC

Beth Vandell, HRPDC

Rebekah Eastep, HRPDC

Jerry Hoddinott, CH

Lori Woolman, NN

Kim Wieckert, SU

Zhaquayle Floyd, Norfolk resident

**1. Meeting Summary**

The February meeting summary was approved. The March meeting was cancelled.

**Action:** Summary approved.

**2. askHRgreen.org Events**

April 28 – Community Empowerment Day, Newport News

May 9 – Public Service Week/DWW Celebration, Virginia Beach

May 24 – Sensible Seafood Festival, Virginia Beach

May 31 – Public Works Annual Picnic, Virginia Beach

June 2 – Celebrate the Park (Mariners Museum), Newport News

June 30 – Olden Days, Smithfield

August 25 – Bufflow Family & Friends Community Day, Chesapeake

September 13-16 – Isle of Wight County Fair, Windsor

September 15 – Elizabeth River Fest, Chesapeake\*

September 22-23 – Bay Days, Hampton\*

October 4-7 – Peanut Festival, Suffolk

\*Volunteers needed for this event.

- Quotes for trailer repairs planned for May/June

**Action:** HRPDC staff will get quotes for trailer repairs.

**3. Media & Promotions**

Value of Water media campaign – May 7-13 – Pickup of existing creative (“What’s the Full Picture” and girl telling her father about infrastructure). HRPDC staff can follow up with specific stations and number of spots.

Write as Rain Campaign

- The stencil vendor has a 4-6 week production schedule so it would be a rush to get everything in place for the campaign before school is out for summer break. For that reason the workgroup determined it would be best to move the campaign to the fall.
- RCS has provided stencil designs for review but with the new timeline, HRPDC staff recommended rethinking the messages and stencils to see if there is a creative way to increase interaction and engagement through both designs and additional PR support.
- There will be only one stencil per Committee for this campaign. Hopefully each participating locality can have their own set of stencils.
- Committee members were encouraged to join the workgroup or consult with the representative from their locality. Another workgroup meeting will be scheduled in May.

Search Engine Marketing – HRPDC staff are pleased with the results of the SEM campaign after the change in management. Users are clicking more often and staying longer on the site. Also due to the updated website.

**Action:** Committee members are invited to join the Write as Rain workgroup.

#### 4. Printing & Promotional Items

The Committee reviewed a current listing of inventory and did not see anything that needed to be reordered at this time. The Committee would like to consider purchasing more water bottles in FY19.

Black-eyed Susan seed packets have arrived and available for use at upcoming events.

**Action:** Committee members should pick up seed packets as needed.

#### 5. Roundtable

- Newport News – working towards total lead elimination from water lines, AMI project continues to move forward, no rate increases this year, Lift Up program had limited success due to problems retaining participants, Lift Up participants did find value in the program when they participated, monthly billing to begin in July.
- Suffolk – will take over responsibility for storing and delivering the trailer starting July 1, Kim asked HRPDC staff to provide contact information for the Norfolk driver so specific details could be discussed with the Suffolk driver
- The Committee decided to provide \$50 gift cards to the Norfolk Utilities truck driver who has been delivering the trailer as well as Adrienne Sawyer who assisted in the creation of the Green Learning Guide.
- Erica Roberts has taken a new position with Virginia Beach Utilities and will no longer serve on the askHRgreen.org Water Awareness Committee. Her positions as a media ambassador and Green Learning workgroup representative are both open to any interested committees members.
- Mass water cutoffs – Detroit water preparing for more water shutoffs partially due to gentrification.
- Bay Star Business program being launched by Stormwater Education Committee. This is an extension of the Bay Star Home program based on a similar “pledge” method. Businesses will not be monitored for compliance.

#### 6. Staff Reports

*Budget* – The current budget was reviewed and accepted as presented.

*Green Learning Guide* – The first draft is ready for review by the Green Learning workgroup. After those edits are made a second draft will be shared with all Committees. Printing is still TBD. Printing options include funding in FY19 budget or finding a printing sponsor in exchange for attribution.

**Action:** Green Learning draft should be shared at the May meeting.

**Next meeting: Thursday, May 24, 2018 at the HRPDC office in Chesapeake.**