

askHRgreen.org | Water Awareness Committee Meeting Summary
Thursday, June 28, 2018
HRPDC - Chesapeake

Attendees:

Katie Cullipher, HRPDC
Beth Vandell, HRPDC
Rebekah Eastep, HRPDC

Jerry Hoddinott, CH
Lori Woolman, NN
Laura Tworek, VB

1. Meeting Summary

The May meeting summary was reviewed and approved.

Action: Summary approved.

2. askHRgreen.org Events

June 30 – Olden Days, Smithfield

August 25 – Bufflow Family & Friends Community Day, Chesapeake*

September 8 – Newport News Go Green Festival

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

*Need volunteers to staff event.

- First quote for trailer repairs is complete. Two additional quotes will be required and are planned for July. There have been difficulties scheduling appointments with the businesses.
- Suffolk Public Utilities will be hosting the trailer starting July 1.

Action: HRPDC staff will get quotes for trailer repairs and send out a request for volunteers.

3. Media & Promotions

Search Engine Marketing

Results for SEM campaign have improved significantly since the move to a mobile-friendly website and the new management of the account with WTKR. All SEM ads and key words were recreated by HRPDC staff and WTKR with the relaunch of the campaign.

“What Do You Know” video

- The Committee reviewed the storyboard and script for the new video focused on fixing leaks and had no changes.

Write as Rain Campaign

- The campaign will target schools and plan to launch in the back to school timeframe.
- Final stencils were shared with the Committee. Six sets of stencils are in production. There will be three sets for the peninsula and three sets for the southside so implementation should be easier and with less wear and tear on the stencils.
- “Share It” stencil with a camera icon is a separate stencil that will encourage engagement on social media.
- The workgroup is developing social media contest to encourage engagement:
 - A contest will be held asking people to post on Facebook and Instagram either with a stencil or a photo/video of doing something green.

- Random winners will be selected weekly for four weeks
- Prize packages appealing to teens are needed – tickets to movies, Busch Gardens, concerts, etc.
- Contest will be promoted online and via flyers at the stencil sites.

Action: HRPDC staff will continue work on Write as Rain with the workgroup.

4. Printing & Promotional Items

HRPDC staff has ordered 5,000 seed bookmarks which will be applied toward the FY19 budget. The Committee also reviewed water bottle quotes for a FY19 purchase.

- HRPDC staff provided two styles at a price point under \$1 with inside delivery available. HRPDC staff would like to avoid deliveries to U-Haul whenever possible.
- The Committee wanted to see more options including:
 - Dishwasher safe
 - Cup holder friendly
 - Multiple color bottles with same one color imprint
 - Smaller quantities – requote based on price breaks and move the price point up a bit since fewer will be ordered
- The Committee asked HRPDC staff to stock remaining water bottles on the trailer to help free up room for a new purchase.

Action: HRPDC staff will get additional quotes for water bottles for consideration at the July meeting.

5. Roundtable

- Newport News – going to monthly billing starting July 1, Phase II of AMI project continues, new Assistant Director hired, no rate increase for FY19 but there was a slight increase from sales for the first time in decades.
- Chesapeake – Wellness Day event held for public and employees, a newly proposed communications staff position would serve multiple departments including Utilities and Public works.
- Virginia Beach – Laura Tworek has replaced Erica Roberts at VBPU, currently working on outreach regarding high water bills.

6. Staff Reports

FY18 Budget – The final FY18 budget was reviewed and accepted as presented.

FY19 Budget – HRPDC staff reviewed the FY19 budget with the Committee and there were no suggested changes.

Green Learning Guide –

- Newport News felt that the drinking water-related content was a little light compared with the stormwater focus. HRPDC staff explained limitations on content including grant funding supporting half the project budget and fitting with third grade SOLs.
- HRPDC staff will be reaching out to potential printing sponsors in an attempt to get copies printed for each third grader in the FY19 school year.
- Newport News has printed copies of the sixth grade guide that can be provided for regional use.

Mini-grants

- The new process for evaluating projects (started in FY18) has worked very well and has streamlined the process for applicants, committees, and HRPDC staff.
- Butterfly garden project in Virginia Beach recently recognized in Virginian Pilot article.

Tours

- HRSD has offered to take askHRgreen committee members on tours of the new SWIFT facility in North Suffolk. HRPDC staff will follow up via email with potential dates.
- Newport News can arrange a tour of the Lee Hall Treatment Plant.

Action: HRPDC staff will schedule SWIFT tour(s).

Next Meeting: The next meeting is scheduled for Thursday, July 26, 2018 at the HRPDC office in Chesapeake.