

askHRgreen.org | Water Awareness Committee Meeting Summary
Thursday, October 25, 2018
HRPDC - Chesapeake

Attendees:

Katie Cullipher, HRPDC
Beth Vandell, HRPDC
Rebekah Eastep, HRPDC
Jerry Hoddinott, CH

Lori Woolman, NN
Laura Tworek, VB
Lacie Weaver, HRSD
Kim Wieckert, SU

1. Meeting Summary

The September meeting summary was reviewed and approved.

Action: Summary approved.

2. askHRgreen.org Events

The current listing of scheduled events is as follows:

October 19-25 – HII Environment, Health & Safety Expo, Newport News

- Great turnout with lots of BSH signups

October 29 – Hampton Roads Chamber Mega Mixer, Virginia Beach

November 3 – Litter & Recycling Expo, James City County

- Final trailer event for the year

November 8 – Canon Safety & Environmental Fair, Newport News

November 13 – Anthem Eco Fair, Virginia Beach

November 15 – Anthem Eco Fair, Norfolk

Action: None.

3. Media & Promotions

Write as Rain Campaign

- Social media contest is underway asking people to post photos on Facebook or Instagram either with a stencil or showing an eco-friendly behavior.
 - Due to lack of rain, HRPDC staff is promoting shares of any environmentally-friendly behavior as an alternative for entering the contest.
- Stencils in place throughout the region to bring awareness and will remain in place for several months of use before they begin to fade.
- Project will be featured in the Virginian-Pilot tabs.

The Committee reviewed the draft FY19 media plan:

- Imagine a Day Without Water (Oct. 8-14) – *complete*
- Fix a Leak Week (March 18-24) – leak detection video plus new radio/digital
- Value of water (Drinking Water Week) – “water is life” video plus new radio/digital
- askHRgreen.org Brand Awareness campaign – this campaign will help build followers on Facebook and Instagram by promoting askHRgreen as a brand. Strategy is currently under development.
- Search Engine Marketing – split between all four Committees.

Action: Committee members should continue to promote the Write as Rain campaign. HRPDC staff will pass along edits to the leaky toilets video.

4. Imagine a Day Without Water

The Committee recapped the success of the October 10 “Imagine a Day Without Water” promotion.

- HRPC staff provided screenshots from social media successes including shares by participating partners, local media outlets, and national campaign coordinator, *The Value of Water Campaign*.
- The promotion was well-received by partners across the region. All who were approached in person agreed to participate. Social media was also a successful recruitment tool.
- The Committee was interested in repeating the promotion next year. There are some coffee sleeves remaining to support future promotions.

Action: HRPDC staff should send thank you notes to all participating partners.

5. Printing & Promotional Items

Committee members picked up water bottles and discussed plans for ordering Green Learning Guides:

- Final proof from printer was reviewed by the Committee.
- HRPDC staff are working on a strategy for distributing guides to schools.

Action: HRPDC staff will research strategies for distributing Green Learning Guides.

6. Roundtable

- Virginia Beach – calendar in production, Norfolk contract renewal
- Suffolk – looking into increased support for Help to Others
- Newport News – AMI project continues, new online services being offered
- HRSD – busy with school tours of SWIFT facility, interested in social media trainings if anyone has recommendations (Virginia Government Communicators and Hampton Roads Chapter of American Marketing Association discussed).
- Chesapeake – Aqua Virginia purchase pending, enforcing bill payment
- The Committee discussed congressional discussions of biannual or quarterly water quality reporting requirements.

Action: None.

7. Staff Reports

Budget – The FY19 budget was reviewed. U-Haul storage cost will be increasing slightly.

Retirement – Long time Committee member Harry Kenyon will retire at the end of October.

Help 2 Others – West Cary Group will meet with Directors of Utilities on November 7 and an all hands meeting for H2O participants (Utilities, Salvation Army, HRSD) will be scheduled for late November. HRPDC staff strongly recommended participation from all participants.

Action: HRPDC staff will schedule a Help to Others meeting.

Next Meeting: The next meeting falls on Thanksgiving so the Committee agreed to reschedule for Thursday, December 13, 2018 at 11:30 at the HRPDC office in Chesapeake. Lunch will be provided.