

**askHRgreen.org | Water Awareness Committee Meeting Summary**  
**January 23, 2020**  
**HRPDC - Chesapeake**

**Attendees:**

Lori Woolman, NN  
 Jerry Hoddinott, CH  
 Rachael Gaul, NO  
 Cindy Masterstaff, NN  
 Tamara Clore, SU

Lacie Weaver, HRSD  
 Rebekah Eastep, HRPDC  
 Katie Cullipher, HRPDC

**1. Meeting Summary**

The December meeting summary was reviewed and approved.

**Action:** Summary approved.

**2. askHRgreen.org Event Schedule**

1/25	Jam'n Jamz	Norfolk
2/8 - 2/9	Hampton Roads Home Show*	Hampton
3/7 - 3/8	Mid Atlantic Home & Outdoor Living Show*	Virginia Beach
3/27 - 3/28	Great American Cleanup*	Hampton Roads
4/4 - 4/5	Daffodil Festival	Gloucester
4/11	Go Green Market	Yorktown
4/18	Virginia Living Museum Earth Day Festival	Newport News
4/22	Poquoson Earth Day	Poquoson
TBD	<i>Newport News Ship Building Health and Safety Expo</i>	<i>Newport News</i>

Vendors for the Hampton Roads Home Show sold out this year so there is no longer space for the askHRgreen trailer.

Mid-Atlantic Home & Outdoor Living Show is still in need of volunteers.

SEVA Community Association Day on March 14th needs one volunteer to work with Laura Tworek.

Jan. 28-29 - Newport News Shipbuilding Health and Safety Expo

Engage Norfolk - February 9th - HRPDC staff can supply promo items for committee members already in attendance. HRSD would be interested in attending.

**Action:** Committee members are encouraged to reserve the trailer early for any upcoming events.

**3. FY20 Media Campaigns & Promotions**

The following media and promotional campaigns are planned for FY20:

- Fall Imagine a Day Without Water paid media campaign (October) – Completed
- Spring Fixing Leaks paid media campaign (March) – using existing video/radio/digital creative

- Spring Value of Water paid media campaign (May) – using existing video/radio/digital creative
- askHRgreen social media branding campaign – ongoing

**Action:** None.

#### 4. Printing & Promotional Items

The Committee reviewed quotes for promotional items and asked to purchase the following:  
 3,000 – water bottle stickers (1,500 of each artwork)  
 5,000 – seed bookmarks

The Committee reviewed skoy clothes as an alternative to sponges and asked for competitive bids on this or a like product. HRPDC staff should inquire about imprinting and whether individual items are packaged with product information. HRPDC staff will also present the product to the Recycling & Beautification Committee to see if they'd like to purchase any clothes.

The Committee reviewed artwork for the water bottle stickers and asked for two designs to be further developed by HRPDC staff.

**Action:** HRPDC staff will order water bottle stickers and seed bookmarks. HRPDC staff will request competitive bids on skoy cloth alternatives and finalize art for water bottle stickers.

#### 5. Roundtable

- Chesapeake - Rates raised on January 1 for first time since 2016
- Norfolk - Water main break with sink hole around Christmas, getting more involved with NextDoor to reduce need for door-to-door communication, may have customer service manager who can talk about why she gives for H2O program
- Suffolk - Paperless work order system with HRSD (currently strictly paper) go live date of May 2020, field crews will have tablets and in truck printers
- Newport News - Communications plan for AMI in development, will be joining Great American Cleanup (adopt a spot and reservoir cleanups - will send details to HRPDC staff), \$20 for 20 giving campaign (cascade of caring) through purchase of \$1 a water drops, have exceeded the \$300 goal already, donors receive raffle ticket for each water drop purchased for a chance to win lottery tickets
- HRSD - Engineers Day event following Engineers Week for students in grades 3rd to 8th, Earth Action Day in May with Ocean Lakes Environmental Science teachers highlighting environmental issues and projects
- Help to Others video production - HRPDC staff is in need of people to speak about the program from the various points of view of program staff on January 29 from 9 am to 1 pm. Questions will be sent in advance via email.

**Action:** None.

#### 6. Staff Reports

*Budget* – The current FY20 budget was provided for review.

*H2O Rebranding Update* –

- HRPDC staff provided an update on the new shareh2o.org website and the \$20 for 20 fundraising campaign. Committee members expressed an interest in having a \$20 for 20

poster to display in customer service areas and donation envelopes were distributed to those in attendance.

- New bill payment option for HRSD online bill pay customers has spiked online donation amounts.
- All Hands Meeting held with Utilities staff and Salvation Army. Participants discussed:
  - Adjusting average need of assistance as funding increases,
  - Better communication between Salvation Army and local staff when a pledge is made
  - Addressing repeat customers who use program year-after-year/allowing Salvation Army to reduce amount given each repeat visit
  - Corporate giving strategy
  - Testimonial filming

Digital Marketing Report – HRPDC staff providing the Digital Marketing Report for review.

**Action:** HRPDC staff will have a \$20 for 20 poster created and distributed; staff will also reach out to local utility and communications representatives with campaign resources for sharing.

**Action:** None.

**Next Meeting:** The next meeting is scheduled for Thursday, February 27, 2020 at the HRPDC office.