

askHRgreen.org | Water Awareness Committee Meeting Summary
May 28, 2020
Zoom Online Meeting

Attendees:

Laura Tworek, VB
Lacie Wever, HRSD
Cyndi Masterstaff, NNWW

Jerry Hoddinott, CH
Katie Cullipher, HRPDC

1. Meeting Summary

The February meeting summary was accepted without changes.

Action: Summary approved.

2. askHRgreen.org Event Schedule

The current listing of outreach events is as follows:

9/12	Go Green Market	Yorktown
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/3	Arlo's Shed Radio Promotion	Chesapeake
10/8-10/11	Suffolk Peanut Festival	Suffolk
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
TBD	SEVA CAI Community Association Day	Virginia Beach

Action: HRPDC staff will update support of the Arlo's Shed promotion to just an event sponsorship. NNWW may be able to provide the rain barrel for the giveaway and that will be paired with a hydro flask and askHRgreen swag bag.

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 16-22) - Completed
- Spring Value of Water paid media campaign (May 4-10) – Completed
- askHRgreen social media branding campaign – ongoing

Water Flushing Video – The Committee discussed the script and storyboard sent out for the line flushing video. There were no additional changes to the content so it was approved to move forward to production.

Imagine a Day Without Water 2020 – The Committee discussed partnering again with local coffee shops and breweries in October and whether that would still be a viable promotion given the situation with COVID-19. Lacie suggested modifying the messaging to “Imagine a Day Without *Clean* Water” as an option to consider. The Committee agreed to continue the discussion at the June meeting and come prepared to provide any other suggestions or ideas for a regional promotion.

Action: HRPDC staff will coordinate with Red Chalk Studios on production of the flushing video.

4. Printing & Promotional Items

The Committee agreed to continue with the purchase of 5,000 seed bookmarks and 1,000 skoy cloths as planned. HRPDC staff will place the order.

The Committee would like to do a social media contest to giveaway a Hydroflask for “Global Refill Day” in June.

Action: HRPDC staff will order skoy clothes and seed bookmarks and make preparations for the giveaway.

5. Roundtable

- **Chesapeake** – They are “open” with limited access for the public, staff remains teleworking while field workers continue normal operations with safety measures in place. Celebrated Drinking Water Week with a city proclamation.
- **Newport News Water Works** – City buildings remain closed to the public with only limited access for employees on certain days. Moving forward with AMI communications, including demo with city elected officials and utilities staff. Continuing social media campaign adapted from Louisville Water highlighting workers using the theme “we’re here because the work never stops and neither do we.”
- **Virginia Beach** – Celebrated Drinking Water Week with daily posts on social media and stainless steel reusable straw giveaway that received increased engagement. Staff who are able continue to work remotely.
- **HRSD** – Staff who can will continue to telework until Labor Day; working on staff appreciation activities like requesting people to send selfies wearing masks. Continuing social media and education planning creating school/lesson plan resources.

Action: None.

6. Staff Reports

Budget – The current FY20 budget was provided for review. The Committee also approved a draft FY21 budget, keeping allocations the same as FY20.

H2O Update – HRPDC staff shared information pertaining to outreach to The Salvation Army branches during COVID-19, easing requirements for applicants seeking assistance. HRSD online donations were up in April, most likely in response to a heightened awareness of the need to help people impacted financially by the pandemic.

Digital Marketing Report – HRPDC staff providing the Digital Marketing Reports for March and April online activity.

askHRgreen Trailer Hosting – June marks the end of Suffolk’s two-year agreement hosting and transporting the askHRgreen education trailer. Previously, it was hosted by Norfolk, Portsmouth, Virginia Beach and Chesapeake. It will be time for another locality to take over as of July 1. Jerry volunteered to ask about Chesapeake hosting again. HRPDC staff will look up the specific dates the various localities have hosted in the past and will coordinate with the group about who may be up next to host.

Action: HRPDC staff will send out trailer hosting information.

Next Meeting: The next meeting is scheduled for Thursday, June 25, 2020 via WebEx.