

askHRgreen.org | Water Awareness Committee Meeting Summary
Thursday, March 28, 2019
HRPDC - Chesapeake

Attendees:

Katie Cullipher, HRPDC
 Rebekah Eastep, HRPDC
 Lacie Wever, HRSD
 Jerry Hoddinott, CH

Lori Woolman, NN
 Laura Tworek, VB
 Tamara Clore, SU
 Rachael Gaul, NO

1. Meeting Summary

The February meeting summary was reviewed and approved.

Action: Summary approved.

2. askHRgreen.org Event Schedule

4/6	Hampton Touch a Truck	Hampton
4/6	Southern Chesapeake Community Day	Chesapeake
4/6-4/7	Williamsburg Home Show	Williamsburg
4/14	Wings & Things Spring Fling	Portsmouth
4/18	Norfolk Naval Shipyard Earth Day Fair	Norfolk
4/20	Virginia Living Museum Earth Day	Newport News
4/22	TCC Cares	Chesapeake
4/23	VA AWWA 30th Annual Water Distribution Seminar and Utility Rodeo	Norfolk
4/27	Celebrate the Park	Newport News
4/27	Community Empowerment Day	Newport News
4/28	Stand Up Rally and Expo	Williamsburg
5/3-5/4	Team Up 2 Clean Up - Great American Cleanup	All of Hampton Roads
5/8	City of Virginia Beach Public Utilities Employee Picnic	Virginia Beach
5/11	Virginia Landscapes Exhibition at the Peninsula Fine Arts Center	Newport News
5/23	City of Virginia Beach Public Works Employee Picnic	Virginia Beach
5/31	CARE and Wellness day	Chesapeake
6/23	Elizabeth River Fest*	Virginia Beach
10/10 - 10/13	Peanut Festival	Suffolk
10/12	Lynnhaven River Now Fall Festival	Virginia Beach

Trailer Updates

The Committee reviewed draft designs for the trailer wrap and discussed feedback from the other committees. The Committee supported design option one and the feedback collected from the other Committees.

Action: HRPDC staff will request changes to design option one for the trailer wrap.

3. Media & Promotions

The current FY19 media plan was reviewed

- Imagine a Day Without Water (Oct. 8-14) – *complete*
- Fix a Leak Week (March 18-24) – *completed, campaign report to follow*
- Value of Water (Drinking Water Week) – “water is life” themed video
 - New creative will be sent via email for review

- askHRgreen.org Social Media Brand Awareness Campaign – ongoing campaigns to boost presence on Facebook and Instagram.

Action: HRPDC staff will send Drinking Water Week campaign creative for review.

4. Printing & Promotional Items

Committee members approved the leak detection brochure with edits. The Committee recommended purchasing 5,000 brochures once approved.

Action: HRPDC staff will finalize brochure and order 5,000.

5. Roundtable

- Regional Communications
 - There is an opportunity to work on a regional response to inquiries regarding fluoride in tap water.
 - Another topic for a regional response would be Contaminants of Emerging Concern
 - Lab staff and customer service reps would have prepared responses when discussing issues with by the public.
- Help to Others Logo – The Directors of Utilities have deferred to communications staff for input on the new logo. New logos will be sent to the Committee via email for review.
- Chesapeake – Aqua Virginia purchase will add 500 new customers, water videos will be played in city hall for DWW, rate change coming in January 2020, AWWA benchmarking
- Norfolk – Water Quality Report includes value of water infographic, monitoring public concerns regarding changes to the CWA and issues surrounding lead
- HRSD – busy with outreach events, Infrastructure Week (May 13-20), Earth Action Day with Ocean Lakes High School, open house for middle and high school teachers at SWIFT
- Infrastructure Week – The Committee discussed highlighting larger scale infrastructure projects and emergency repairs, possibly featuring crews or staff involved
- Straw Free Earth Day – the Recycling & Beautification Committee are partnering with Keep It Beachy Clean to ask restaurants to give up plastic straws for Earth Day.
- Newport News – AMI project continues, Water Quality Report ready to print and distribute, looking to revamp DWW offerings next year to possibly include job shadowing, employee appreciation awards, open house event with displays by each division (open to the public), etc.

Action: HRPDC staff will send Help 2 Others logos for review.

6. Staff Reports

Budget – The FY19 budget was reviewed.

Digital Marketing Report – HRPDC staff will provide an overview of the digital marketing report for February.

Action: None.

Next Meeting: The next meeting is scheduled for Thursday, March 28, 2019 at the HRPDC office in Chesapeake.