

February 18, 2021

Memorandum #2021-31

TO: askHRgreen.org Water Awareness Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Water Awareness Subcommittee – February 25, 2021

The next meeting of the askHRgreen.org Water Awareness Subcommittee will be held on **Thursday, February 25, 2021 at 9:30 a.m.**

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the Subcommittee members, staff, and the general public, the askHRgreen.org Water Awareness Subcommittee meeting will be held electronically via Webex. Participants can join the meeting using the following credentials:

Join by computer: <https://hrpdc-418.my.webex.com/hrpdc-418.my/j.php?MTID=m0cb3f1f2a79e2b686733ac38ed2c25aa>

-or-

Join by phone: 1-415-655-0001

Meeting Number: 182 191 0033

Password: MxnHT7t6v7Y (69648786 from phones)

In the event you are unable to attend, please let us know. Comments and suggestions based on this agenda package are welcome. The Agenda for the meeting is as follows:

1. Meeting Summary

The meeting summary from January is attached for review and approval.

Attachment 1

Action: Approve the meeting summary.

2. askHRgreen.org Event Schedule

The current listing of events is as follows.

3/26 - 3/27	Great American Cleanup	Hampton Roads
3/27 - 3/28	2021 Daffodil Festival	Gloucester
4/10	Go Green Fest	York
6/12	HRSD Woodstock Park Project	Virginia Beach
6/19	ERP RiverFest	TBD - Chesapeake

Action: Based on discussion.

3. **Media Campaigns and Promotions**

The Committee will continue discussion of the FY21 media campaigns and promotions.

- Imagine a Day Without Water paid media campaign (October) – existing + *new creative - COMPLETED*
- Fixing Leaks paid media campaign (March 15-21) – *existing creative*
 - The Committee should discuss additional promotional opportunities for Fix a Leak Week.
- Value of Water paid media campaign (May 3-9) – *existing creative*
- Annual Drinking Water & Wastewater Professionals Day (June 30) – The Committee should discuss promotional opportunities in support of this annual day of recognition.
- askHRgreen social media branding campaign – *ongoing*

Action: Based on discussion.

4. **Printing & Promotional Items**

Committee members should make arrangements with HRPDC staff to pick up supplies (water bottle stickers, seed bookmarks, skoy cloths, etc.) as needed. Committee members should discuss the Green Learning Guide reprint and any additional print or promotional item needs at this time.

Action: Based on discussion.

5. **Roundtable**

Committee members should provide any updates or news from their local programs and discuss ongoing messaging in response to the COVID-19 pandemic.

Action: Based on discussion.

6. **Staff Reports**

Help To Others Program – HRPDC staff will provide a status update on the Help To Others Program, including February funding allocations to localities and FY21 program usage.

The current FY21 budget is attached for review.

The Digital Marketing Report from January is attached for review.

Attachment 6A, 6B

Action: Based on discussion.

Next Meeting: The next meeting is scheduled for Thursday, March 25, 2021 at 9:30am.