

askHRgreen.org | Water Awareness Committee Meeting Summary Thursday, March 25, 2021

To protect the public health and safety of the Committee members and staff, the askHRgreen.org Water Awareness Committee meeting was held electronically via WebEx. A recording of the meeting is available upon request.

Attendees:

Laura Tworek, VB
Lacie Wever, HRSD
Cyndi Masterstaff, NN
Tamara Clore, SU

Rachael Gaul, NO
Katie Cullipher, HRPDC
Rebekah Eastep, 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:

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
9/16-9/19	Isle of Wight County Fair	Windsor

The Great American Cleanup will be held this weekend, March 26-27. Over 800 volunteers are expected to participate in small cleanups throughout the region.

askHRgreen.org trailer will be restocked after Yorktown event. Cyndi would like to pick up additional water wise landscape guides to distribute at upcoming rain barrel workshops.

Norfolk supporting school reopening by providing water bottles. Water foundations cannot be used due to coronavirus safety guidelines so all students need water bottles. HRSD has provided some water bottles for Virginia Beach schools and can support other schools while supplies allow.

Action: Committee members should reserve the trailer for any upcoming events.

3. Media Campaigns & Promotions

The following media and promotional campaigns are planned for this fiscal year:

- Fixing Leaks paid media campaign (March) – existing creative
 - Norfolk and Virginia Beach distributed dye tabs to customers upon request
- Value of Water paid media campaign (May 3-9) – The Committee reviewed

existing creative for Drinking Water Week. The Committee liked the idea of adding a voiceover to the “Thank a Water Worker” video to produce a 30-second video and radio spot. Voiceover should highlight high water quality standards, testing frequency, reliability of service, additional benefits of water (health care/quality of life/fire protection/economic development).

- Virginia Drinking Water & Wastewater Professionals Day (June 30)
 - HRSD is continuing to develop plans to celebrate and recognize water workers.
 - Opportunity to develop an op-ed recognizing the region’s water workers
- April Showers Rain Barrel promotion - Committee will participate in Arlo’s Shed giveaway with 106.9 The Fox by providing a rain barrel and askHRgreen swag bag. HRPDC staff suggested doing a rain barrel giveaway for social media during the month of April (one per week). The Committee approved this promotion and the purchase of four rain barrels.
- Water Workers Recruitment - Newport News has completed a script for a recruitment video. The video concept could be expanded to highlight different jobs in the water industry with a “work for water” theme. The Committee will work together to document the different type of water jobs and identify those difficult to recruit/retain: business operations (accounting, communications, accounting, HR, customer service), engineering (construction, reservoir management), natural resources/watershed, IT/technical services, fleet management, water treatment/quality, etc.
- askHRgreen social media branding campaign – ongoing
 - Infrastructure Week (May 10-14) can be supported through use of video assets in social media branding campaign

askHRgreen.org Media Library:

<https://docs.google.com/spreadsheets/d/1uUSRAUsvqh5ZsR-mzCK0x2w-2xY-AzLAmp3sTPZIZRA/edit#gid=1803635369>

askHRgreen.org Media Asset Downloads:

<https://drive.google.com/drive/folders/151D62d0d2zX2c2hb5-ojTef7L2G0W8bu>

Action: Committee members will review new creative for Drinking Water Week via email. HRPDC staff will purchase rain barrels for April rain barrel giveaway. Committee members will work via Google Doc to identify water worker jobs.

4. Printing & Promotional Items

The following items are available for pickup: water bottle stickers, seed bookmarks, and skoy cloths.

The Committee reviewed bamboo toothbrushes as a possible promotional item. This would be an eco-friendly alternative to the plastic toothbrushes typically purchased by the Committee. Norfolk mentioned messaging could be tied to tap water’s benefits for healthy teeth.

Action: None.

5. Roundtable

- Newport News - researching new ways to reach citizens (social media ambassadors within Waterworks, podcasts, etc.), provided example of water quality report booklet, recommended VAAWWA webinar: <https://vaawwa.org/Page/webinar-strengthening-customer-relationships-through-social-media>
- HRSD - attending Government Social Media Conference: <https://www.government-social-media.com/gsmcon>
- Norfolk - updating water quality report to booklet format (adding educational information about lead, pharmaceutical, etc.)
- Virginia Beach - Fix a Leak Week dye tab distribution via Facebook, Meet our Members campaign on Facebook to increase engagement, city-wide website update planned
- Help to Others All Hands meeting held on Monday, March 22. HRPDC staff will be discussing potential changes with the Board of Directors in April including an increase to the max program assistance (currently \$250), increasing frequency of distributions from quarterly to every other month, and reviewing allocation formula (current formula is based on number of accounts plus a base allocation of \$1,000; there has been some discussion of incorporating federal poverty levels into the allocation formula).

Action: None.

6. Staff Reports

Budget - The FY21 budget was provided for review.

Digital Marketing Report - HRPDC staff reviewed the February Digital Marketing report.

Action: None.

The next committee meeting is scheduled for April, 22, 2021.