

askHRgreen.org | Water Awareness Committee Meeting Summary Thursday, May 27, 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 Zoom. A recording of the meeting is available upon request.

Attendees:

Laura Tworek, VB
Cyndi Masterstaff, NN
Tamara Clore, SU

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

1. Meeting Summary

The April meeting summary was accepted without changes.

Action: Summary approved.

2. askHRgreen.org Event Schedule

The current listing of outreach events is as follows:

5/15	Fix It Fair	Chesapeake
6/16	HRSD Woodstock Park Project	Virginia Beach
7/16	TGIF event	Suffolk
8/20	TGIF event	Suffolk
9/16-19	Isle of Wight County Fair	Windsor
10/6-10/11	Suffolk Peanut Festival	Suffolk
10/9	Lynnhaven River Now Fall Festival	Virginia Beach

HRSD Woodstock Park Project - Virginia Beach may be available to help with staffing, if needed.

Lynnhaven River Now Fall Festival at Mt. Trashmore needs volunteers to staff a table display. Laura Tworek is available to volunteer.

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:

- Imagine a Day Without Water paid media campaign (October) – existing + new creative - COMPLETED
- Fixing Leaks paid media campaign (March) – existing creative - COMPLETED
- Value of Water paid media campaign (May 3-9) - COMPLETED
- April Showers Rain Barrel promotion - Four winners received rain barrels as a result of the giveaway. Over 300 new newsletter signups were received as part of the promotion
- Virginia Drinking Water & Wastewater Professionals Day (June 30)
- Work for Water campaign - RCS provided a quote for a one-minute or two-minute video which will include in-person interviews with local staff

highlighting the benefits of working for water and the most in need positions.

- The Committee identified construction laborers, customer service, and operations staff as those most difficult to recruit.
- The Committee selected a one-minute video to be more engaging online.
- Newport News Waterworks and Virginia Beach Public Utilities are available to host interviews with staff. Other localities are invited to participate, if interested. Staff selected for interviews should represent diverse audiences so all viewers feel jobs in water are a good fit for them.
- HRPDC staff will provide a DropBox link for Committee members to use in sharing existing b-roll and photos.
- askHRgreen social media branding campaign – ongoing

Action: Committee members should provide any existing b-roll or photos RCS may use in producing Work for Water video.

4. Printing & Promotional Items

HRPDC staff provided quotes for bamboo toothbrushes and stainless steel straws. There is \$13,000 remaining in the Committee's FY21 promotional item budget.

The Committee recommended purchasing 5,000 bamboo kids toothbrushes and 5,000 stainless steel straws with pouch. Additional votes will be requested via email.

The Recycling & Beautification Committee may decide to join in on the purchase of these items.

Action: HRPDC staff will request additional votes on the purchase of bamboo kids toothbrushes and stainless steel straws.

5. Roundtable

- HRSD - Lacie will be out on leave starting June 15, 70 percent vaccination goal for HRSD staff with vaccinated staff returning to work July 1, hosting event for Chesapeake-Elizabeth plant closing, planning James River Swift plant opening later this year, Suffolk Swift tours may resume this fall.
- Virginia Beach - needs 100 water bottles/seed bookmarks/green learning guides for Fairfield Elementary, celebration video as alternative to water calendar contest ceremony

Action: None.

6. Staff Reports

FY21 Budget - The FY21 budget was provided for review.

April Digital Marketing Report - HRPDC staff reviewed the April Digital Marketing report. Earth Day and lawn and garden topics topped the list for website visitation. #NoButtsAboutIt and rain barrel giveaway had the highest engagement on social media.

All Hands Meeting - HRPDC staff are hoping to plan an in-person All Hands Meeting this fall as a beginning to returning to in-person meetings.

Action: None.

The next committee meeting is scheduled for Thursday, June 24, 2021.