1. Meeting Summary
The July meeting summary was accepted without changes.

Action: Summary approved.

2. askHRgreen.org Event Schedule
The current listing of outreach events is as follows:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/16 - 9/19</td>
<td>Isle of Wight County Fair</td>
<td>Windsor</td>
</tr>
<tr>
<td>10/2</td>
<td>Arbor Day</td>
<td>Norfolk</td>
</tr>
<tr>
<td>10/2</td>
<td>VB Master Gardener Fall Gardening Festival</td>
<td>Virginia Beach</td>
</tr>
<tr>
<td>10/6-10/11</td>
<td>Suffolk Peanut Festival</td>
<td>Suffolk</td>
</tr>
<tr>
<td>10/30</td>
<td>Girl Scout Gold Star Project Event</td>
<td>James City County</td>
</tr>
<tr>
<td>11/6</td>
<td>Lynnhaven River Now Fall Festival</td>
<td>Virginia Beach</td>
</tr>
<tr>
<td>1/30</td>
<td>Jammin’ Jamz</td>
<td>Norfolk</td>
</tr>
</tbody>
</table>

Mid-Atlantic Home & Garden Expo was scaled back this year but volunteers reported it was still well attended.

Suffolk will need assistance staffing the Suffolk Peanut Festival if anyone is interested.

Lynnhaven River Now Fall Festival was rescheduled to November 6th. Laura Tworek will be available to staff the trailer.

Litter and Recycling Expo rescheduled and will no longer use the trailer.

Action: Committee members should reserve the trailer for any upcoming events.
3. **FY22 Media Campaigns & Promotions**

The Committee discussed the following media campaigns.

- Imagine a Day Without Water Promotion & Media Campaign (October)
  - Media plan will be sent for review via email. Campaign will include online, radio, and possibly TV placement based on budget.
  - October 21 is the official national recognition day for IDWW.
  - HRSD may have some projects to promote for IDWW.
  - The Committee approved a giveaway to run on social media. The Committee would like to raffle off two navy Yeti coffee cups with askHRgreen imprint. The cups will tie in with the message that coffee is 99 percent water.
- Fix a Leak Week (March)
- Drinking Water Week (May)

Source Water Protection Week is next week and could be used for a social media campaign. Virginia Beach has some posts planned.

Committee members discussed Water Jam held in Virginia Beach this month. Communications presentation addressed best practices, many of which are already in use by localities and askHRgreen.org.

**Action:** HRPDC staff will coordinate a social media giveaway for Imagine a Day Without Water.

4. **Work for Water Campaign**

Virginia Beach and Newport News have coordinated with HRPDC staff and Red Chalk Studios to develop a production schedule for the Work for Water videos.

- Newport News will hold interviews on Wednesday, September 29th and Virginia Beach is scheduled for Thursday, September 30th.
- Videos will show the variety of job types available with utilities but focus on job types in high demand including customer services, laborers, and equipment operators.
- The Committee reviewed a list of sample questions for the interviews. Questions can be provided in advance; however, responses should not be scripted.

**Action:** HRPDC staff will work with Virginia Beach and Newport News to film interviews with locality staff.

5. **Printing & Promotional Items**

The stainless steel straws and bamboo toothbrushes have arrived. Committee members should discuss any additional promotional item needs and make arrangements with HRPDC staff to pick up supplies as needed.

- Dye tabs are running low. The Committee would like to order 5,000 dye tabs.
- Additional resources would be helpful for illustrating to residents the different
parts of a toilet that can fail and cause leaks.

- Norfolk could use a restocking of multiple items to support outreach events.

**Action:** HRPDC staff will order 5,000 dye tabs.

6. **Roundtable**
- *Newport News* - coordinating Work for Water production, launching new customer portal at the end of October, first anniversary of beginning the smart meter installation
- *HRSD* - interested in ideas for promoting Imagine a Day Without Water
- *Chesapeake* - mandatory connections program requires non-connected residents to connect by the end of October 2021. Utility Review Board is reviewing variances to the connection program which allows an additional two-year extension. Variances can be given for financial hardship, expense (houses sitting back from road), etc. The program began in 2015 and about 400 households are still not connected.
- Norfolk - celebrating 100th anniversary of Kristen Lentz Water Treatment Plant
- Virginia Beach - Virginia Beach tap water won the Water Jam Taste Test, calendar contest will open soon with winners announced in the spring.

**Action:** None.

7. **Staff Reports**

**FY22 Budget** - The FY22 budget was provided for review.

**August Digital Marketing Report** - HRPDC staff reviewed the digital marketing report. Paid media for recycling in August drove traffic for the website. National Oyster Day was the top performing post on Facebook.

**10th Anniversary** - In recognition of the 10th anniversary of the askHRgreen program, all four education committees have partnered on the following promotion:
- Paid partnership with Coastal Virginia Magazine (paid and editorial features throughout the year. First feature appeared in the Sept/Oct magazine, green holiday tips will be featured in the Nov/Dec magazine)
- 10th anniversary video coming soon. Video will highlight accomplishments over the last 10 years.
- HRPDC staff also provided an update on a special grant program for the anniversary:
  - Seeking corporate sponsorships will be difficult because there is no 501(c)3 status for donors.
  - An alternative proposal was presented to honor ten K-12 teachers in the region with a $1,000 prize to support environmental education at their school. Teachers could be nominated by the community, administration, colleagues, etc. and should have a strong track record of leading environmental education projects.
  - This strategy should create a strong/engaging public relations campaign and could be featured by local news, social media, Coastal
Virginia Magazine, and more.
- Award program will be promoted online, through past applicants to the askHRgreen Mini Grant program, and the Green Learning Guide distribution list.
- Nominations will be submitted through a short online form asking why this teacher should win the award.
- Each Committee will be asked to contribute to the prize funds with an offset from the Mini Grant reserve item budget. Estimated cost is $1,000-$2,000 per Committee.

**Municipal Utility Relief Fund (MURF)** - Webpage is still live with directions for residents:
- Chesapeake - shutoffs resumed about a week ago, many applications coming in for relief funding, residents having a hard time getting through the call center
- Suffolk - All funds depleted from the MURF as of yesterday, HRSD may be able to assist with extra funding
- Virginia Beach - shutoffs have resumed with several programs available to assist residents (including MURF, payment plans, etc.), residents are having a hard time getting through the call center, MURF applications will continue to receive application through Nov. 1st
- Norfolk - applications for MURF will be accepted through September 30th, mailing and calls to residents with delinquent accounts to encourage action
- HRSD - unsure of available MURF funding
- Newport News - approximately $387,000 remaining in the MURF program.

**Action:** HRPDC staff will send out an email requesting localities to review their MURF listing on the HRPDC website. The Committee approved the proposal for a teacher recognition award for the 10th anniversary celebration.

The next committee meeting is scheduled for Thursday, October 28, 2021.