

**askHRgreen.org | Water Awareness Committee Meeting Summary**  
**Thursday, May 26, 2016**  
**HRPDC - Chesapeake**

**Attendees:**

Rebekah Eastep, HRPDC  
Julia Hillegass, HRPDC  
Jerry Hoddinott, CH

Lori Woolman, NN  
Erica Roberts, VB  
Kim Wieckert, SU

**1. Meeting Summary**

The April meeting summary was approved.

**2. askHRgreen.org Events**

May 7 – EcoFest, Norfolk

*May 5 – VBPU Public Service Week/Drinking Water Week – Virginia Beach - cancelled*

*May 21 – Family Fun Fest at Chickahominy Riverfront Park, James City County - cancelled*

*May 26-29 – Lava Festival, Suffolk - cancelled*

May 26 – Sensible Seafood Fest, Virginia Beach

May 27 – Blayton Elementary Spring Carnival, James City County

June 7 – CMA CMG Environmental Fair, Norfolk

June 18 – Boardwalk Arts Family Fest, Virginia Beach

June 25 – Olden Days, Smithfield

September 15-18 – Isle of Wight County Fair

October 4-10 – Peanut Festival

*October 9 –ERP RiverFest, Portsmouth – volunteers needed*

Norfolk Public Utilities has agreed to house the trailer for the next two fiscal years beginning July 1, 2016.

The Magic Faucet is now available for localities to “check out” for use at local events.

**Action:** None.

**3. Media**

The Committee discussed the Spring TV media campaign:

- Ads & Schedules
  - March 14-20: Fixing Leaks: <https://youtu.be/kHL-1iFQ-n8>
  - May 2-8: Value of Water: <https://youtu.be/jYlaoxsPkDw>
  - June 6-12: Infrastructure: <https://youtu.be/Mmf67t7cX94>
  - June 13-19: Repeat Value of water campaign
- Committee members reviewed the Fixing Leaks and Value of Water (week one) campaign reports. HRPDC staff noted that while impressions were much higher with TV, website traffic did not increase as much as it had in the past with radio/online campaigns.

The Committee discussed the Find the Magic Faucet events on May 3<sup>rd</sup>:

- Two events from 10 a.m. to 2 p.m. on May 3<sup>rd</sup>: City Center in Newport News and Mt. Trashmore in Virginia Beach supported by Max Media campaign.
- Concept was effective but rain heavily impacted attendance. The Committee agreed that it would also be better to hold it separately from the Give Local 757 event.

The Committee discussed Give Local 757/Help 2 Others promotions:

- HRPDC staff provided various resources to assist with promotions including news release, social media post, custom graphics, municipal TV slides, email content, etc.

- Donations were primarily from internal HRPDC staff. If participating next year, additional support will be required from utility departments and any personal networks.
- HRPDC staff will work to build the online presence of Help 2 Others especially on Facebook.

**Action:** None.

#### 4. FY 2016-2017 Committee Planning

The Committee approved the FY 16 Media & Marketing plan without changes for FY 17. HRPDC staff were asked to present the FY 17 plan to the Directors of Utilities.

Ms. Lori Woolman announced that she would be meeting with internal communications staff to discuss askHRgreen.org co-branding and other opportunities to support the regional campaign.

**Action:** HRPDC staff will present draft FY17 media goals to Directors of Utilities Committee.

#### 5. Water Conservation Rack Card

Chesapeake proposed that the Committee consider developing a conservation themed rack card since Water Use It Wisely brochures are now out of stock. HRPDC staff inventoried remaining rack cards and noted that the Tap v. Bottled rack cards were almost out of stock.

- Conservation Rack Card
  - The Committee voted to have Cahoon & Cross design a conservation rack card using the Water Use It Wisely content.
  - One side of the rack card should address indoor conservation and the other should address outdoor conservation.
- Tap v. Bottle Water Rack Card
  - QR code and verbiage about TapIt must be removed before reprinting.
  - TapIt info can be replaced by value of water messaging such as “did you know tap water costs less than \$0.01 per gallon, etc.

**Action:** HRPDC staff will work with Cahoon & Cross on development of rack cards.

#### 6. Staff Reports

**Coastal Virginia Magazine:** Final schedule for Green Magazine content that will run in the main COVA magazine instead of the one-time supplement.

- *May/June: Green scene (tap water brief)*
- July/August 2016: Green Scene; Green Kids; Where does it go graphic/puzzle Sept/October 2016: Green Scene; Green Art
- January 2017: Green Eats

**Budget** – The current budget was reviewed and approved.

- HRPDC staff notified the Committee that the Stormwater Education Committee had reduced their contribution to askHRgreen.org to \$15,000. The Committee
- The Committee voted to keep their askHRgreen.org contribution the same (\$25,000) but asked HRPDC staff to work with Cahoon & Cross to ensure that services are divided proportionally due to the Stormwater Education decrease.

**Action:** None.

**Next Meeting:** Thursday, June 23, 2016 at 9:30 a.m. at the HRPDC office in Chesapeake.