



askHRgreen.org
YOUR GO-TO RESOURCE FOR EVERYTHING GREEN IN HAMPTON ROADS

PUBLIC EDUCATION & OUTREACH UPDATE
Katie Cullipher | March 2, 2016



Spring TV Media Campaign

Five 30-sec TV ads

- Fixing Leaks
- FOG/What Not to Flush
- Value of Water
- Infrastructure
- Fertilizer/Soil Testing

Airing for a total five weeks between March 14 & June 19

- WVEC-13 & WGNT27
- Wavy-10 & FOX43



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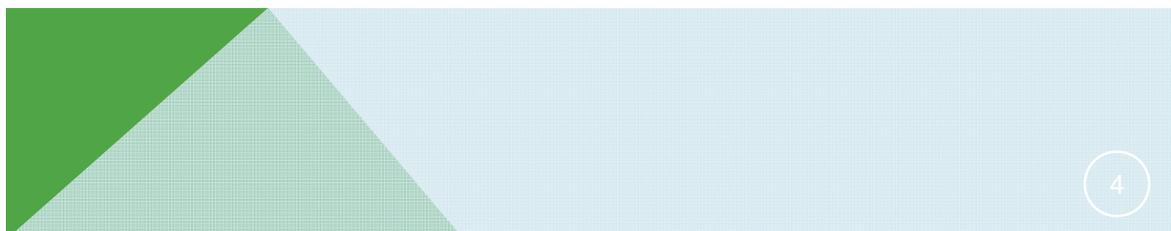
Coastal Virginia Magazine Partnership

- Second year of partnership
- COVA staff conducted interviews, developed content and provided photography
- askHRgreen.org content will be featured in April and 3-4 additional issues
- Printed copies of articles will be available after final run



Give Local 757

- 24-hr day of giving on Tuesday, May 3
- Working with all localities to help raise funds for H2O Program
- Online donations accept through givelocal757.org
- Coordinating fundraising efforts with Drinking Water Week activities



Drinking Water Week 2016

Find the Magic Faucet Promotion

- Two locations - southside & peninsula – May 3?
- Those who find the site receive DWW goodie bag
- Promoting the idea that “it’s not magic...it takes lots of people & infrastructure to keep water flowing 24/7/365 etc...”
- Encouraging people to donate to H2O for Give Local 757
- Promotional support from local radio stations



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FOG Website Enhancements

- **Completed the transition from AECOM to CH2M**
- **CH2M currently working on development initiatives with remaining funds for FY16**
 - Data cleanup
 - Administrative enhancement features
 - User accessibility

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