

askHRgreen.org | Water Awareness Committee Meeting Summary
Thursday, October 22, 2015
HRPDC - Chesapeake

Attendees:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Lori Woolman, NN
Jerry Hoddinott, CH

Erica Roberts, VB
Kim Wieckert, SU
Latoya Henry, NO

1. Meeting Summary

The September meeting summary was approved

2. askHRgreen.org Events

November 15 – America Recycles Day events around the region

Action: None.

3. Media Planning

HRPDC staff reviewed the media priorities identified at the September meeting:

- The Committee would like to craft a strong connection to drinking water as an environmental issue. Suggestions included source water protection (although for some localities parts of their watersheds are outside of the PDC region), and conservation.
- The Committee would like to work on a better call to action to include in public outreach.
- The Committee and the Stormwater Education Committee would both like to continue the joint media campaign on spring outdoor lawn care tips.
- Top message: aging infrastructure, value of tap water to the community, affordability of tap water when compared to other household utility bills.

Action: None.

4. 2nd Annual Keep Hampton Roads Beautiful Golf Tournament

The Committee discussed the results of the golf tournament.

- Another successful tournament hosted on October 12th – about 40 players.
- Final proceeds are not yet available but will be provided by Keep Virginia Beautiful and split between all four askHRgreen education committees.
- Keep Virginia Beautiful is not interested in continuing the tournament due to soliciting constraints on askHRgreen committee members, pricing and competition from other similarly timed tournaments in the region.

Action: None.

5. Promotional Items

The Committee agreed to join the FOG Education Committee in the purchase of mood wristbands. The FOG Education Committee be purchase 10,000 and this Committee will purchase 2,500.

- Items on Order:
 - Reusable bags – 10,000 – *estimated arrival December*
 - Message pens – 2,500
 - Measuring cups – 1,000

- Silicone collapsible cups – 2,500
- Wristbands – 2,500
- Items Now Available:
 - Toothpaste Squeeze – 2,500
 - Hose nozzles – 500
 - Showerheads – 50
 - Measuring spoons – 2,500

Action: HRPDC staff will order mood wristbands.

6. Staff Reports

Budget – The current budget was reviewed and approved.

Give Local 757 – The Help 2 Others (H2O) program will be participating in the Give Local 757 program, a 24 hour giving campaign. The campaign will occur on May 3, 2016 and all utilities will be asked to promote the donation campaign in conjunction with Drinking Water Week.

- Newport News will be launching a pilot assistance program modeled from the National League of Cities’ LIFT-UP program. The program includes financial literacy education through incentives and workshops for those who have a history of not staying current with their water bill. Human Services will be involved with referring candidates to the program.
- Virginia Beach will share information with the Committee on their local assistance program.

Committee Attendance – HRPDC staff discussed committee attendance and representation with the Directors of Utilities. The Directors asked that HRPDC staff verify the accuracy of the committee distribution list.

askHRgreen.org Strategic Planning –The Executive Planning Committee continues to work with Cahoon & Cross and HRPDC staff on the five year strategic plan. Representatives Erica Roberts (VB) and Lori Woolman (NN) updated the Committee on the following:

- Executive Planning Committee gives committees more direct participation in the askHRgreen brand and overall campaign
- More tools for committee members to use in supporting the regional program through local resources (news releases, cross promotions, campaign calendars, etc.)
- Website redesign will be primary focus through 2017 – first stage will be design and web content inventory.
- Website will move away from being informational and towards a human-centric storytelling approach that will inspire behavior change
- Researching new media and messaging opportunities – at times it will be less about clicks and more about getting a message out

Action: All Committee members were invited to attend an All Hands meeting on December 15th at 11:30 for the presentation of the five year askHRgreen strategic plan.

Upcoming Meetings:

The regularly scheduled November and December meetings will be cancelled due to the Thanksgiving and Christmas holidays. A holiday brunch potluck is scheduled for **Thursday, December 10, 2015** at 9:30 a.m. at HRPDC in Chesapeake. A sign-up sheet will be distributed in early December.