

AGENDA NOTE – HRPDC EXECUTIVE COMMITTEE MEETING

ITEM #6: askHRgreen.org SURVEY RESULTS

SUBJECT:

AskHRgreen.org Survey Results and FY 14 Campaign Recommendations.

BACKGROUND:

The Environmental Education Committees facilitated by the HRPDC have been rebranded under the umbrella brand of askHRgreen.org with a comprehensive website and media plan which has been implemented. This year, phase two of the marketing research was completed.

Margaret Cahoon of Cahoon & Cross will provide an overview of the findings and provide recommendations for the FY 2014 campaign.

RECOMMENDED ACTION:

For information purposes only.