

## askHRgreen.org | Water Awareness Committee Meeting Summary Thursday, December 10, 2020

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the Committee members, staff, and the general public, the askHRgreen.org Water Awareness Committee meeting was held electronically via Zoom. These electronic meetings are required to complete essential business on behalf of the region. A recording of the meeting is available upon request.

### Attendees:

Jerry Hoddinott, CH  
Laura Tworek, VB  
Lacie Wever, HRSD  
Cyndi Masterstaff, NN  
Tamara Clore, SU  
Katie Cullipher, HRPDC

### 1. Meeting Summary

The October meeting summary was accepted without changes.

**Action:** Summary approved.

### 2. askHRgreen.org Event Schedule

The current listing of outreach events is as follows:

3/26 - 3/27	Great American Cleanup	Hampton Roads
3/27 - 3/28	2021 Daffodil Festival	Gloucester
6/19	ERP RiverFest	TBD

HRPDC staff have an appointment with DMV scheduled for January to receive a copy of the askHRgreen.org trailer registration.

**Action:** Committee members should reserve the trailer for any upcoming events.

### 3. FY21 Media Campaigns & Promotions

The following media and promotional campaigns are planned for this fiscal year:

- Imagine a Day Without Water paid media campaign (October) - *completed*
- Fixing Leaks paid media campaign (March) – existing creative
- Value of Water paid media campaign (May 4-10) – existing creative
- askHRgreen social media branding campaign – ongoing

COVID Municipal Utility Relief Program:

- The Committee reviewed the following draft outreach materials:
  - :60 radio script
  - :30 video
  - News release
  - Social media missives

- Edits will be incorporated into the final drafts and circulated via email for a final round of review.
- Directors of Utilities Committee meets Friday (12/11) morning to discuss final messaging/coordination, cutoff dates, hang tags, etc.
- EDRP – HRPDC staff will follow up with directors of utilities regarding any regional outreach needs regarding repayment plan communications for utility customers.

**Action:** HRPDC staff will follow up with the Committee via email with revised outreach materials.

#### 4. Printing & Promotional Items

The following items are available for pickup: water bottle stickers, seed bookmarks, and sky cloths. Committee members should make arrangements with HRPDC staff to pick up supplies as needed. There were no additional promotional item needs at this time. The Committee may want to consider a group purchase in the future of 6<sup>th</sup> grade green learning guides to have a supply on hand (in addition to the 3<sup>rd</sup> grade guides) for future events.

**Action:** None.

#### 5. Roundtable

- Chesapeake – Erin Trimeyer will soon become new assistant director.
- HRSD – Slowly getting access restored – now have email access but not email history; the SWIFT virtual tour is now live at HRSD.com/swift.
- Virginia Beach – Calendars are in the print shop anticipated by Christmas; e-bill redesign going live in January; planning for the following outreach for municipal utility relief program:
  - Outbound calls to eligible residential accounts
  - Door hangers for non-residential accounts
  - Letters to all eligible accounts & possibly postcards
  - Bill messages
- Newport News – working on video production; experiencing pipes breaking due to the colder temperatures; plan to share utility relief program details via social media; finished 1,524 smart meter installations and testing – mass deployment planned to begin in March.

**Action:** None.

#### 6. Staff Reports

*Budget* - The FY21 budget was provided for review.

**Action:** None.

The next committee meeting is scheduled for January 28, 2021.