

askHRgreen.org | Water Awareness Committee Meeting Summary Thursday, August 27, 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 on the website.

Attendees:

Rachael Gaul, NO
Cyndi Masterstaff, NN
Jerry Hoddinott, CH
Tamara Clore, SU

Laura Tworek, VB
Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC

1. Meeting Summary

The July meeting summary was accepted without changes.

Action: Summary approved.

2. askHRgreen.org Event Schedule

The current listing of outreach events is as follows:

9/12	Go Green Market	Yorktown
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/3	Arlo's Shed Radio Promotion	Chesapeake
10/8-10/11	Suffolk Peanut Festival	Suffolk
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
3/27-3/28	2021 Daffodil Festival	Gloucester
6/19	RiverFest	TBD

- Locksmith will complete repairs to cabinets before the Yorktown Go Green Market.
- Newport News Waterworks staff will complete a walk-through and stock trailer leading in advance of the Yorktown Go Green Market.

Action: HRPDC staff will coordinate with Newport News Waterworks staff on pickup and delivery of the askHRgreen.org trailer.

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) – the theme of

the new creative concept is a love letter/toast to essential water utility workers.

- Call to action: “Raise a glass of water” to essential water workers, encourage a “toast” on social media (picture, video). decorate a water drop to place in your window, #LoveOurWaterWorkers (suggestions welcomed)
 - The creative will feature pictures and videos of local staff in the field or at their workplace. Each Committee member should provide about five samples to include in the video (mix of photos and video clips).
 - Video clips could include workers performing job, waving, smiling, etc. Names/titles would be great where possible., Video should be taken landscape not portrait.
 - HRPDC staff are available to assist in gathering pictures and video as needed.
 - All pictures and video clips should be collected and uploaded to DropBox by September 8.
 - Norfolk has published a water utility appreciation video. The video will be featured on social media, in newsletter, and more.
 - Committee members are interested in a poster template for use in breakrooms and offices with an employee appreciation message.
 - The Committee would also like to giveaway a pair of Yeti wine glasses on Imagine a Day Without Water to increase social media engagement.
 - The Committee discussed additional local promotions for employees like gift cards, free lunch, etc. Employee engagement might be better suited for local implementation due to differing social media/human resources policies.
- 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

Action: Committee members should collect pictures or (preferably) videos of local staff performing diverse jobs and upload to DropBox by September 8th.

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. The Committee did not have any additional promotional or printing needs at this time.

Action: HRPDC staff will purchase two Yeti wine tumblers for Imagine a Day Without Water.

5. Roundtable

- Newport News - 66 AMI smart meters installed starting in the Lightfoot area of York County, responded to first large main shutoff, updating SOPs, working on video of Waterworks operations overview
- Norfolk - script for use by Newport News Waterworks, promoting Lake/Bay Star homes, driving traffic to askHRgreen, building new internal employee

outreach and recruitment systems (would be interested in more information about software used for confidential information and electronic signatures for new water accounts and online payment)

- Suffolk - continuing to implement mobile work order system
- Chesapeake - part of citywide team to design LMS program of citywide training courses, all utility classes now virtual (quarantined staff can access the trainings to work from home instead of having to use leave), city website redesign underway, adding projects page to the website with GIS map including cost and location, staffing and manpower continues to be an issue
- Virginia Beach - e-bill redesign and testing, FOG rack card will be mailed with water bills (HRPDC staff can provide file for printing), new building workspace expected in 2021, interested in best practices for public meetings (YouTube, CDC recommendations for public events)

Action: None.

6. Staff Reports

Budget - The FY20 budget was provided for review.

Digital Marketing Report - Search traffic has continued to increase, lawncare searches increased during coronavirus closures (conversion is lower due to competition from professional providers), top organic post was the rain barrel workshops hosted by the Stormwater Education Committee, screenshots added to report to help identify creative used for paid social media posts.

Annual Report - Content approved and being designed into a report which will be sent out next week for the final review.

All Hands Meeting - Scheduled for September 17 at 10 am. HRPDC staff will review the FY20 Annual Report and discuss upcoming plans for FY21.

Great American Cleanup - Rescheduled for September 18-19, instead of large planned events, volunteers are encouraged to organize their own small neighborhood cleanups and then report results. Volunteers can sign up through the askHRgreen.org website.

Action: None.

Next Meeting: The next meeting is scheduled for Thursday, September 24, 2020.