

## askHRgreen.org | Water Awareness Committee Meeting Summary Thursday, September 24, 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 WebEx. 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:

Jerry Hoddinott, CH  
Laura Tworek, VB  
Rachael Gaul, NO  
Lacie Wever, HRSD

Cyndi Masterstaff, NN  
Tamara Clore, SU  
Katie Cullipher, HRPDC  
Rebekah Eastep, HRPDC

### 1. Meeting Summary

The August 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
<del>9/17-9/20</del>	<del>Isle of Wight County Fair</del>	<del>Windsor</del>
<del>10/3</del>	<del>Virginia Beach Master Gardeners Fall Gardening Festival*</del>	<del>Virginia Beach</del>
10/3	Arlo's Shed Radio Promotion	Chesapeake
<del>10/8-10/11</del>	<del>Suffolk Peanut Festival</del>	<del>Suffolk</del>
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

- Newport News Waterworks is now hosting the askHRgreen trailer and completed their first trailer delivery to the Go Green Market in Yorktown.
- Poquoson Seafood Festival has officially been cancelled.

**Action:** None.

### 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 Committee reviewed two video options for the “Love Our Water Workers” campaign.
  - The Committee selected the “lighthearted” backing track over the “percussion” version.
  - The Committee discussed whether to keep the employee names on screen since names aren’t available for all employees. The Committee recommended keeping the names for a personal touch.
  - The Committee would like a poster template where local pictures could be easily adapted (i.e. Canva or PowerPoint). Posters would be displayed in employee break areas and workspaces. Social media graphics would be helpful as well.
- HRPDC staff have met with RCS regarding FY21 media plans and discussed ways to extend the campaigns beyond short one or two-week campaigns.
  - RCS presented two media proposals with Wavy and WVEC.
  - The Wavy proposal was 10 segments on the Hampton Roads Show expert segments. The WVEC proposal included on-air segments for noon and 4 pm news as well as digital support for online ads, native content, and streaming TV.
  - HRPDC staff have recommended the WVEC proposal based on the extended media campaigns and audience and reaching diverse audiences including TV streaming and online news. Streaming radio was not included due to budgetary constraints.
- askHRgreen social media branding campaign – ongoing

**Action:** HRPDC staff will finalize the “Love Our Water Workers” campaign with RCS.

### 4. Printing & Promotional Items

The following items are available for pickup: water bottle stickers, seed bookmarks, and skoy cloths. Committee members should make arrangements with HRPDC staff to pick up supplies as needed. The Committee discussed any additional promotional or printing needs at this time.

HRPDC staff will purchase two Yeti wine tumblers for Imagine a Day Without Water in October.

**Action:** None.

### 5. Roundtable

- Virginia Beach - moving to new office in January
- Chesapeake - monitoring guidance for possible dates to begin collecting delinquent account balances.
- Help to Others program - donations are up but program usage is down. Decline attributed to lack of water shutoffs and lack of in-person evaluations from

Salvation Army. Waived copayment requirement for receiving program funds at this time.

- Norfolk - also preparing for resuming water shutoffs, encouraging customers to use local programs (CARES Act/H2O) and to make partial payments to keep balances down, focusing on FOG messaging for the fall
- Newport News - also preparing communications for resuming water shutoffs, have received sample outreach materials from Kansas water authority communications staff regarding the restart of water shutoffs, AWWA National Conference, customer service center remains closed, working on recruitment and orientation videos for human resources
- HRSD - has not received CARES Act funding, rebranding jobs for water quality division, virtual outreach plan including what activities can be included,
- Suffolk - pandemic relief program for water/wastewater customers through Social Services through December or until funds are exhausted (up to \$200 per bill for water/wastewater accounts, up to \$100 per bill for water only accounts), mobile work order system to go live in early October along with an update to billing system

**Action:** None.

## 6. Staff Reports

Budget - The FY21 budget was provided for review. Payment for trailer lock servicing was added to the September budget.

Digital Marketing Report - Errors in report will be corrected and new report resent to the Committee.

**Action:** None.

**Next Meeting:** The next meeting is scheduled for Thursday, October 22, 2020.