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

1. Meeting Summary
The September meeting summary was accepted without changes.

Action: Summary approved.

2. askHRgreen.org Event Schedule
The current listing of outreach events is as follows:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/10</td>
<td>Sensible Seafood Fest – Rescheduled</td>
<td>Virginia Beach</td>
</tr>
<tr>
<td>3/27-3/28</td>
<td>2021 Daffodil Festival</td>
<td>Gloucester</td>
</tr>
<tr>
<td>6/19</td>
<td>ERP RiverFest</td>
<td>TBD</td>
</tr>
</tbody>
</table>

- HRPDC staff continue to work with DMV to receive a copy of the askHRgreen.org trailer reservation.
- Newport News Waterworks staff checked and tightened the cabinets on the askHRgreen trailer.
- Chesapeake Public Utilities was able to have a departmental picnic with boxed lunches and social distancing in place.

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)
  - Love Our Water Workers campaign running on radio, video and social media
  - Facebook campaign to giveaway two sets of YETI tumblers to those who thank/tag an essential worker.
- 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
WVEC promotion schedule:

- Two 30-second commercials during Day Break news for “Environmental Friday. This is their top news hour.
- 10 spots promoting Environmental Friday segment.
- Includes streaming and pre-roll on website video.
- Each campaign duration extended to about three weeks through this promotion with WVEC.

The Committee discussed other potential outreach plans:

- Lead gooseneck replacement project – Chesapeake to begin grant program in future (details TBD) and would be interested in public communications resources used by other localities. Newport News Waterworks did not receive funding assistance for grant program but does have plans to replace lead goosenecks (less than 1,000 system-wide). Infographic could be helpful explaining the following: how/why lines should be flushed post installation, why is replacement needed, understanding replacement responsibility (utility v. owner).
- Resuming cutoffs for non-payment – Newport News has begun to discuss a public communications strategy for when cutoffs for non-payment resume. HRPDC staff recommended each utility pull customer data to determine typical balance, whether H2O program would be applicable, what (if any) changes to Help 2 Others program might be considered to be most effective in assisting the community (customer payment caps, eligibility, max pledge, etc.), locality-specific listings of additional assistance programs (human services, CARES Act assistance programs, etc.). HRSD is also working on pilot program for payment plans for delinquent bills.
- Thankful for tap water messaging during the holidays. Research giveaway campaigns to tie in with “blessing” residents during the holidays.
- Holiday giving campaign for Help to Others.

**Action:** Imagine a Day Without Water campaign summary report expected at next meeting. Committee members should gather COVID-19 water utility assistance program information.

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.

**Action:** None.

5. **Roundtable**

- Chesapeake - positive feedback regarding “Thank You” posters for water workers, recommends outdoor/social distanced events for staff morale.
- Newport News - about 100 employee Thank You posters, used posters on mirrors to reflect thanks to all staff, picked up IDWW national campaign assists for additional messaging, social media blitz for IDWW highlighting water usage
throughout the day, source to tap and recruitment videos in production for HR/training.

- HRSD – discussed social media channels and scheduler apps, virtual outreach and SWIFT virtual tour (invited by HPRDC staff to present at an upcoming Regional Environmental Committee meeting), EPA event for SWIFT funding.
- Virginia Beach - new call center phone system launched to reduce wait times by allowing callers to do a virtual hold (call back) and increased automated self-services.
- Suffolk - in second week of mobile work order system being live with a paper backup until system is ironed out, outreach to encourage applications to the COVID-19 relief.

**Action:** None.

6. **Staff Reports**

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

**Digital Marketing Report** - Traffic up over August due to Stormwater Leaves & Lawn Care media campaign running during September. Recycling & Disposal tool continues to be a popular asset to the website. Great American Cleanup held in September.

**Action:** None.

The November and December meetings are cancelled and replaced with one meeting at 9:30 am on December 10, 2020.