



2016 Water Awareness Marketing Campaign Plan

Prepared by

the Hampton Roads Planning District Commission,
Cahoon & Cross, Inc., and the Water Awareness Subcommittee
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Water Awareness Goals

- ▶ To develop awareness of
 - The importance of tap water
 - The value and affordability of tap water
 - Aging infrastructure
 - Sources of tap water/source water protection
 - Wise water use

Message Priorities

▶ Primary

- Aging infrastructure
- Value of tap water (as a service & affordability)
- Wise water use
 - Fixing leaks
 - Indoor water-saving practices
 - Outdoor watering best practices

▶ Secondary

- Source water protection
- Choosing tap water over bottled

Primary Message Strategies

▶ Aging Infrastructure

- Develop media campaigns targeting residents age 25–54
- Seek ways to combine messages with other askHRgreen.org committee messages
- Include messages in the askHRgreen.org:
 - Public Relations
 - Social Media
 - Events
 - Media
 - Website
 - Promotional/Educational Materials

Primary Message Strategies

- ▶ Value of Water (as a service & affordability)
 - Develop media campaigns targeting residents age 25–54
 - Seek ways to combine messages with other askHRgreen.org committee messages
 - Include messages in the askHRgreen.org:
 - Public Relations
 - Social Media
 - Events
 - Media
 - Website
 - Promotional/Educational Materials

Primary Message Strategies

- ▶ Wise Water Use (fixing leaks, indoor & outdoor)
 - Develop media campaigns targeting residents age 25–54
 - Seek ways to combine messages with other askHRgreen.org committee messages
 - Include messages in the askHRgreen.org:
 - Public Relations
 - Social Media
 - Events
 - Media
 - Website
 - Promotional/Educational Materials

Secondary Message Strategies

- ▶ Source Water Protection
 - Seek ways to combine messages with other sub-committee messages.
 - Include messages in the askHRgreen.org:
 - Public Relations
 - Develop a weather-related emergency preparedness information initiative in cooperation with Stormwater
 - Social Media
 - Events
 - Website
 - Promotional/Educational Materials

Secondary Message Strategies

- ▶ Choosing Tap Water Over Bottled
 - Include messages in the askHRgreen.org:
 - Public Relations
 - Saves money
 - Fewer plastic bottles are good for the environment Social Media
 - Events
 - Website
 - Promotional/Educational Materials
 - TapIt Program