

askHRgreen.org



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poquoson portsmouth southampton suffolk surry virginia beach williamsburg york hrsd

Annual Report & Fiscal Year 2013

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ABSTRACT

This report provides a summary of the second year of the askHRgreen.org public outreach and education initiative. The report contains seven major sections. The first section provides background about askHRgreen.org. The second section describes campaign research. The third section provides an overview of campaign results for fiscal year 2012-2013. The fourth through seventh sections provide an overview of the individual initiatives and results from each of the four askHRgreen.org subcommittees: Stormwater Education, Recycling & Beautification, Water Awareness, and Fats, Oils and Grease Education.

ACKNOWLEDGEMENTS

This report was prepared by the Hampton Roads Planning District Commission (HRPDC) staff in cooperation with the member localities. Preparation of this report was included in the HRPDC Unified Planning Work Program for Fiscal Year 2012-2013, approved by the Commission at its Quarterly Meeting of April 19, 2012.



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about askHRgreen.org

about askHRgreen.org

askHRgreen.org was developed to help Hampton Roads residents find their inner green with just the click of a mouse. For years, the HRPDC facilitated a variety of environmental education efforts to assist localities in notifying residents and meeting regulatory requirements. Developing consistent regional messaging has always afforded localities an economy of scale that they could not otherwise achieve. Couple that with various emerging issues beginning to overlap, like sanitary sewer overflows and storm-water pollution, and we knew the time was right for the development of an umbrella brand to tie all of the messages together. askHRgreen.org began with offering just the green basics. What we found was that people then craved more information. Once you show someone an easy, green alternative, they get hooked and want to add something else. Now we make the connections for people by illustrating not just what they can do, but why they should care and how their actions impact the larger environment. askHRgreen.org is powered by the 16 cities and counties of Hampton Roads, HRSD, and the Hampton Roads Planning District Commission.

You can “like” askHRgreen.org on Facebook at Facebook.com/askHRgreen, “tweet” and “retweet” at Twitter.com/HRgreen, “tune in” at YouTube.com/HRGreenVA, and read and comment on the blog, askhrgreen.org/blog.



Dear friends and members,

askHRgreen.org turned two this year – and what a couple of fun years it has been! What began as a region-wide public awareness and education campaign is quickly becoming a local green movement among residents from Williamsburg to Virginia Beach, and from Isle of Wight County to Poquoson. This year’s success would not have been possible without the dedication and involvement of our committee members from the cities of Chesapeake, Franklin, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach and Williamsburg; the counties of Gloucester, Isle of Wight, James City, Southampton, Surry and York; and HRSD – thank you!

Julia

Julia Hillegass

Public Information & Community Affairs Administrator
Hampton Roads Planning District Commission



askHRgreen.org campaign research

In the fall of 2012, EAB Research conducted a second online survey (the first survey was conducted in fall 2010) to measure how the askHRgreen.org campaign was performing. Four-hundred residents of the region's 16 cities and counties participated in the study.

Overall, the 2012 survey revealed that the askHRgreen.org campaign has proven effective in educating and modifying the behavior of its target audiences. In addition, those who are aware of askHRgreen.org are more likely to seek information, have more knowledge and report positive behaviors. Highlights of the survey found that:

- 12% of those surveyed have heard about askHRgreen.org.
- Online was reported to be the largest source for awareness.
- 33% of "askHRgreen.org aware" respondents have visited the website.
- Overall self-perceived knowledge of local environmental issues has increased. The largest increases are among:
 - single females, under \$75,000 income
 - those aware of askHRgreen.org
- People aware of askHRgreen.org are the most frequent information seekers.

Since the 2010 benchmark study, there have been significant increases in the general use of and frequency of reusable bags as opposed to store-provided bags. Pouring fats, oils and grease down the drain or in the yard decreased 12 points from the 2010 survey, and the perceived harm rose 12 points - showing improvement in both the behavior of the action and the understanding that it is harmful.

While there were improvements in certain environmental areas, the findings revealed a "disconnect" between some behaviors and the personal impact of those actions, especially with regard to the effects of over fertilizing lawns and leaving pet waste on the ground.

- 65% of those surveyed understood that over fertilizing lawns leads to excesses of nitrogen and phosphorus in area waterways. Yet, only 7 percent of these respondents knew that this action results in discolored and foul-smelling waterways that are not desirable for swimming and boating.
- 23% of respondents who are using fertilizer are applying it 3 or more times a year.
- 55% of the people surveyed knew that leaving pet waste on the ground leads to bacteria being carried to local waterways through the storm drain. Of this total, 62% knew this would lead to contaminated waterways. Of the 62%, only 20% knew that contaminated waterways meant you couldn't swim at the beach or eat local seafood.

Over the next year, the askHRgreen.org team will use the survey results to make adjustments to the overall campaign to focus more on showing the connection between negative environmental behaviors and the resulting consequences, in addition to driving more people to the website.



highlights  **2012-2013**

942 Facebook Likes

**32,697 Website Visitors from
July 2012 – June 2013**

**Over 65 Million Opportunities
to See or Hear askHRgreen.org
in the Media**

**30,000 Green Learning Guides
Distributed to Sixth Graders**

**185,349 Green Living Inserts
Distributed through
The Virginian-Pilot & Daily Press**

**\$12,175 Environmental Education
Mini-grants Awarded to
31 Schools/Groups in 10 Localities**

fy 2012-2013 campaign schedule & results



Ten environmentally-themed media campaigns ran throughout FY13 for a total of 17 weeks of exposure.

Campaign	Media	jul	aug	sep	oct	nov	dec	jan	feb	mar	apr	may	jun
Garbage Disposal	R-O-FB												
Tap vs. Bottled Water	R-P-O-FB												
Fertilizer Use	R-O-FB												
Green Learning Guide	P-O												
askHRgreen.org Media	B-FB												
Thanksgiving	R-O-FB												
Electronics Recycling Events	R-FB												
Fix-a-Leak Week	R-O-FB												
Fertilizer/Outdoor Watering	R-P-O-FB												
Drinking Water Week	R-O-FB												
Green Living Newspaper Insert	P-O												
askHRgreen.org E-Newsletter													
Public Relations													
Research													
askHRgreen.org Maintenance & Updates													

Media Key: R = Radio P = Print O = Online FB = Facebook

Total Advertising Weeks		17
Impressions		
Billboard		9.8 million
Newspaper		511,992
Radio*		2.8 million
askHRgreen.org website		72,270
Online Newspaper (The Virginian-Pilot & Daily Press)		3.7 million
Facebook		26.2 million
Media Added Value		18 million
Public Relations		4.6 million
Total Media Budget		\$144,614
Total Public Relations & Creative Budget		\$73,500
Value		
Media Added Value		\$149,114
Public Relations		\$368,604
Total Exposure Value		\$755,832
Totals		
Impressions		65.7 million
Cost per Thousand Impressions		\$3.32
Return on Investment		3.5 : 1

askHRgreen.org Website Statistics	
Visits	32,697
Unique Visitors	25,092
Average Page Views	2.21
Average Time on Site	2:11
Bounce Rate	61%

askHRgreen.org E-Newsletter Statistics	
Subscribers (as of June 2013)	1,869
Total Emails Sent	19
Open Rate	13.9%
CTR (Click Through Rate)	2.0%
Bounce Rate	15.2%

*Radio projections of audience levels are based on data provided by Arbitron Research that projects the impressions within a target audience and the number of times the audience is exposed to the message.

billboards & facebook

The askHRgreen.org campaign ran billboard ads across Hampton Roads for four paid weeks. The campaign achieved full market coverage with a total of 62 billboards: 52 on the southside and 10 on the peninsula. As an added bonus, many of the billboards remained in place for eight additional weeks. To increase exposure, a Facebook ad campaign ran simultaneously.

askHRgreen.org Billboard & Facebook Campaign	
Paid Media (4 weeks)	
Billboards	
Impressions	9.8 million
Facebook	
Impressions	10.3 million
Clicks	1,656
CTR (Click Through Rate)	0.016%
Unpaid Media	
Billboards	
Added Value Impressions	18 million
Added Value	\$76,203
Overall Campaign	
Total Impressions	38 million
Total Budget	\$50,000
Total Exposure Value	\$126,203
Return on Investment	2.5 : 1
Cost per Thousand Impressions	\$1.31



green learning

In fall 2012, askHRgreen.org distributed over 21,000 Green Learning Guides to all sixth graders in Hampton Roads public schools. Written according to Virginia SOL guidelines by a team of experts who work in the region's public works and public utilities departments, Green Learning connects students to their environment by combining educational information with colorful maps, bold graphics, puzzles and fun activities. Green Learning allows students to explore watersheds and what it means to live in the Chesapeake Bay watershed; learn how to prevent stormwater pollution and identify ways to help keep waterways clean; and analyze daily water use to learn ways they can conserve resources to become environmental stewards at home and at school. The Green Learning Guide, and accompanying teacher's guide, can be downloaded online at askHRgreen.org/Green-Learning



"Thank you for producing this valuable information for our students."

Katrice Krebs

Great Bridge Middle School
Chesapeake, VA

"Incorporating green learning with science SOLs is great and I think both the teacher's guide and educational guide along with the activities is an awesome way to assist students in better understanding and retaining the information."

Patricia Bell

Northside Middle School
Norfolk, VA

green living

This was the second year for the *Green Living* newspaper insert. The insert was created in partnership with *The Virginian-Pilot* and included ads from local businesses in the green sector and contained over seven full pages of editorial content plus four half-page ads. The editorial content was packed with articles to get citizens thinking about how the actions they take (fertilizing lawns, raking leaves into the street, recycling, even flushing the toilet) impact the environment here in Hampton Roads. In addition, readers could:

- Explore our Hampton Roads watershed and see why the time to improve our region’s water quality is at hand.
- Go beyond the big blue bin and examine the business of recycling.
- Learn tips for keeping a “green” yard from a true garden guru, Jim Orband.
- Follow the path of water through our vast (and often forgotten) infrastructure.
- Learn why it’s time to “break up” with a common household appliance.



The insert was included in the April 17, 2013 edition of both *The Virginian-Pilot* and the *Daily Press*. In addition, members of askHRgreen.org received 10,000 overprints to distribute as needed.

Green Living 16-page Insert	
Total Circulation (Virginian-Pilot & Daily Press)	185,349
Total Readership	501,993
Online Impressions	80,002
Overprints	10,000
Total Impressions	581,995
Total Budget	\$14,862
Total Open Rate Value (based on rate card)	\$27,456
Public Relations Value	\$293,439
Total Insert Value	\$322,918
Return on Investment	22 : 1

“let’s talk green...” blog

The askHRgreen.org website features a blog written by committee members and guest bloggers covering everything from easy green tips to implement around the house to community events and local volunteer opportunities. The blog is interactive as readers are able to respond to posts with questions and comments. In FY13, askHRgreen.org bloggers published over 100 interesting posts through the “let’s talk green” blog.

askHRgreen.org e-newsletter

The askHRgreen.org e-newsletter is shared via email to media contacts and an ever-growing list of citizens whose email addresses have been collected at events and through online promotions. In FY13, 19 e-newsletters covering seasonal “green” tips, events and askHRgreen.org campaign updates were sent to 1,869 subscribers. Looking ahead to FY14, the recipient list is already up to over 2,754 subscribers.



social media

In FY13, social media was a key source for public outreach. Facebook, Twitter, YouTube, and Pinterest were all used to share information, promote the blog and upcoming events, and hold contests.



media ambassadors

This year, askHRgreen.org hosted a two-part media ambassador training for eleven team members. The training included an in-depth review of campaign messaging and the role of an ambassador, tips on how to prepare for an interview, and mock interviews with WVEC-TV Anchor LaSalle Blanks. Below is the list of askHRgreen.org media ambassadors who received the training and are now well-prepared to handle any future media inquiries:

- Chris Ausink, Hampton
- Donna Corbus, Portsmouth
- Katie Cullipher, HRPDC
- Lisa Hardy, HRPDC
- Laurie Halperin, York
- Deidre Harmon, Norfolk
- Julia Hillegass, HRPDC
- Elizabeth Vaughn, Chesapeake
- Brianna Venner, Hampton
- Lori Woolman, Newport News
- Tiffany Wright, Virginia Beach

regional events

The askHRgreen.org campaign's education and outreach efforts include representation at various regional public events throughout the year (Earth Day celebrations, fairs, home & garden shows, community days, etc.). Committee members volunteer to staff either the askHRgreen.org mobile education trailer or a table display at these events and hand out educational materials and promotional items to those in attendance. In FY13, committee members represented askHRgreen.org at 28 community events.



2012-2013 Regional Events		
7/7	VMI Community Health Day	Norfolk
7/20	Latin Fiesta	Virginia Beach
8/4	Beacon Light Civic League Berkley Reunion	Norfolk
9/8 - 9/9	Hampton Bay Days	Hampton
9/13 - 9/16	Isle of Wight County Fair	Windsor
9/23	Go Green Expo - NN Master Gardeners	Newport News
9/28 - 9/29	Hampton Roads Sustainable Living Expo	Virginia Beach
10/4 - 10/7	Peanut Festival	Suffolk
10/13	Lynnhaven River Now Annual Fall Fest	Virginia Beach
10/18	Greenbrier Intermediate Event	Chesapeake
10/20	Williamsburg Farmer's Market	Williamsburg
2/8 - 2/10	PHBA Hampton Roads Home & Garden Show	Hampton
2/16 - 2/17	Sustainable Living Fair	Norfolk
3/1 - 3/3	TBA Mid-Atlantic Home & Garden Show	Virginia Beach
3/9	Trash Bash 2.0	Virginia Beach
3/9	SEVA CA Day	Virginia Beach
3/23	Community Day @ Mack Benn Elementary	Suffolk
4/13	Williamsburg Farmer's Market	Williamsburg
4/20	Earth Day Celebration	Newport News
4/22	NASA Earth Day Event	Hampton
4/23	"Big Blue Goes Green" - ODU event	Norfolk
4/27	RiverFest	Norfolk
5/18	Hampton Environmental Summit	Hampton
5/18	Hampton Master Gardeners	Portsmouth
5/23	Sensible Seafood Festival	Virginia Beach
6/6	NASA Safety & Health Expo	Hampton
6/26	Environmental Fair at Busch Gardens Brewery	Williamsburg
6/29	Olden Days	Smithfield

mini-grant program

askHRgreen.org offers grants of up to \$500 for environmentally-themed projects in schools and with youth groups. To be eligible, the project must be in-line with one or more of the askHRgreen.org messages (waste reduction, water conservation, recycling, watershed education, soil erosion, etc.). In FY13, a total of \$12,175* was awarded to 31 schools/groups in 10 localities.

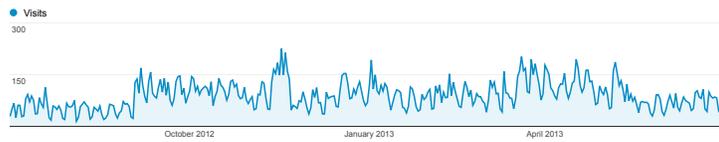


2012-2013 Environmental Education Mini-Grants

Western Branch Middle Oyster & Trout Restoration	Corporate Landing Middle School	Chesapeake	\$500
Monarch Butterfly Conservation	Ware Academy	Gloucester	\$234
Going Green	Forrest Elementary School	Hampton	\$240
Rain Barrels for Vegetable Garden	Spratley Gifted Center	Hampton	\$160
Recycling and the 3Rs	Spratley Gifted Center	Hampton	\$280
Graph How Much We Reduce	Point Option Nontraditional High School	Newport News	\$425
Oysters Saving Our Bay	Trinity Lutheran School	Newport News	\$500
South Ave Beautification	NN Green Foundation	Newport News	\$500
United Campus Ministries Beautification	United Campus Ministries - CNU	Newport News	\$500
Green Team Waterwise Gardening	Sewells Point Elementary School	Norfolk	\$500
Oyster Restoration	Norfolk Christian Lower Schools	Norfolk	\$220
Value in Vermicomposting	Oceanair Elementary School	Norfolk	\$420
Watershed Impact on Sea Turtle Survival	Azalea Gardens Middle School	Norfolk	\$275
We Care About the Earth Buttons	James Monroe Elementary School	Norfolk	\$500
Wetland Restoration Project	Booker T. Washington High School	Norfolk	\$550
Worm Watchers	Norview Middle School	Norfolk	\$420
Do the Rot Thing	Westhaven Elementary School	Portsmouth	\$420
I Speak for the Trees	The Elizabeth River Project	Portsmouth	\$500
Planting Seeds for a Healthy Watershed	Parkview Elementary	Portsmouth	\$500
Water Monitoring, Testing & Oil Spill Cleanup Methods	Smithfield Packing Company Inc. Environmental & Wastewater Division	Smithfield	\$200
Environmental Showcase	John F. Kennedy Middle School	Suffolk	\$225
Battery Recycling: Glenwood Gators Get a Charge From Helping Mother Earth	Glenwood Elementary School	Virginia Beach	\$310
Operation Oysters	Strawbridge Elementary School	Virginia Beach	\$370
Oyster Reef Restoration	Norfolk Christian Schools	Virginia Beach	\$110
Oyster Restoration	Va. Beach Middle School Environmental Club	Virginia Beach	\$450
Oysters RULE	Trantwood Elementary School	Virginia Beach	\$500
Pearls of Educational Wisdom	Linkhorn Park Elementary School	Virginia Beach	\$465
Rain Barrel for the Teaching Gardens	Bettie F. Williams Elementary School	Virginia Beach	\$95
Water Quality in the Watershed	Corporate Landing Middle School	Virginia Beach	\$420
Worms Love Our Leftovers	Bullfrogs and Butterflies	Virginia Beach	\$500
Monarch Butterfly Garden Coventry Elementary	Coventry Elementary School	Yorktown	\$437
Monarch Initiative	Youth Environmental Programs VCE-York/Poquoson	Yorktown	\$500

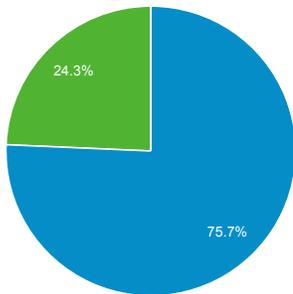
*Recycling & Beautification Subcommittee awarded \$4,699 • Stormwater Education Subcommittee awarded \$5,879 • Water Awareness Subcommittee awarded \$1,597

askHRgreen.org results



askHRgreen.org Website Statistics		
	2011-2012	2012-2013
Visits	27,424	32,697
Unique Visitors	19,920	25,092
Pageviews	67,047	72,270
Pages per Visit	2.44	2.21
Average Visit Duration	2 mins, 22 secs	2 mins, 11 secs
Bounce Rate	61.24%	61.27%
% New Visits	72.49%	75.65%

■ New Visitor ■ Returning Visitor



Top Ten Website Traffic Sources:

- Google organic
- Direct
- Pilotonline.com
- Facebook
- e-Newsletters
- VBgov.com
- Google.com
- DailyPress.com
- Bing organic
- Pinterest.com

in the news...

askHRgreen.org was all over the media in FY13. In total, we...

- Issued 15 news releases.
- Facilitated 16 print and online articles.
- Participated in 15 television interviews.
- Achieved a total publicity value of \$368,604.





recycling & beautification subcommittee

The Recycling and Beautification Subcommittee is a coalition of local government staff members working together to share ideas and pool resources for various education programs tailored to beautification, litter prevention and recycling education.

Focal Area: Electronics Recycling

Target Audience: Adults; Age 18+

The proper management and handling of unwanted electronics continued as a campaign message again in FY13. Two electronics recycling events (one on the southside, one on the peninsula) were held in conjunction with Keep America Beautiful's "America Recycles Day." The Peninsula event was held at The Home Depot in Newport News on Monday, November 12. The Southside event was held on Saturday, November 17 in Virginia Beach. The Arc of the Virginia Peninsula and Synergy Recycling donated their time to provide free electronic recycling, and Stealth Shredding donated its time to provide free document shredding services. Special effort was given again this year to reach out to small businesses.

askHRgreen.org

**INVITES YOU TO GIVE YOUR
UNWANTED ELECTRONICS
A PROPER SEND-OFF!**



MARK YOUR CALENDAR FOR THESE FREE ELECTRONICS RECYCLING EVENTS:

Virginia Beach Collection Site Results

- 250 vehicles
- 15,000 pounds of electronics
- 8,000 pounds of paper

Newport News Collection Site Results

- 156 vehicles
- 12,773 pounds of electronics
- 4,000 pounds of paper

This year Cox Conserves partnered with our electronics recycling efforts by providing a \$20,000 media schedule at no charge. As a result, Cox aired 1,105 30-second TV spots over nine weeks to promote responsible electronics recycling in Hampton Roads.

Electronics Recycling Events Media & Public Relations

Paid Media (0.5 weeks)

Radio	
Impressions	103,311
Reach	30.3%
Frequency	4.4
Facebook	
Impressions	1,269,593
Clicks	257
CTR (Clickthrough Rate)	0.020%

Unpaid Media

Added Value	NA
Added Value Impressions	NA
Articles and Interviews	5
Public Relations Impressions	222,968
Public Relations Value (unpaid coverage)	\$1,905

Overall Campaign

Total Impressions	1,622,872
Total Budget	\$2,500
Total Exposure Value	\$4,405
Return on Investment	1.76 : 1
Cost per Thousand Impressions	\$1.54

Focal Area: Christmas Tree Recycling

Target Audience: Entire Hampton Roads Community

The majority of localities in Hampton Roads provide Christmas tree pickup and recycling. In FY13, askHRgreen.org helped to get the word out about each locality's

service by issuing a news release, featuring the information prominently on the website, and promoting it via Facebook. The information was well received by the media as it was featured in both *The Virginian-Pilot* and *AltDaily* and broadcast on the WVEC-TV 13 News 12 p.m. newscast and WAVY-TV 10 News 6 p.m. newscast, for a total public relations exposure value of \$7,590.



Focal Area: Great American Cleanup™

Target Audience: Entire Hampton Roads Community

askHRgreen.org supported and promoted the Great American Cleanup efforts taking place across Hampton Roads from April through June 2013 by issuing news releases, featuring the information prominently on the website and events calendar, promoting the local events via Facebook, and taking part in television interviews on Suffolk TV-8's "On the Scene" program, Norfolk TV-48's "Norfolk Perspectives," and WVEC-TV 13's "Dialogue" for a total public relations exposure value of \$3,000.





stormwater education subcommittee

The Stormwater Education Subcommittee is a cooperative partnership of the region's sixteen member cities and counties. This cooperative effort has been underway since 1997 as a formal adjunct to the required public information component of the Virginia Pollution Discharge Elimination System Permits (VPDES) for Phase I and Phase II Municipal Separate Storm Sewer Systems (MS4). Local government staff members work together to share ideas and pool resources for various education programs tailored to stormwater pollution prevention.

Focal Area: Pet Waste

Target Audience: Women; Age 18-49; Not College Graduates

In an effort to educate Hampton Roads' dog owners on the importance of picking up after their pets, a rack card was developed and produced in FY13. The "Poop! Bag it! Trash it!" rack cards, along with dog waste bag holders, were distributed at various community events in FY13, particularly those that were identified as dog-friendly. They were also delivered to animal shelters and veterinarian offices for distribution.



Focal Area: Lawn Care**Target Audience:** Men; Age 35-64; College Graduates; All Household Income Ranges

Based on the target audience information from the fall 2010 survey, the subcommittee ran the "Fall Yard Challenge" radio and online campaign from October 1-14, 2012. The promotions reminded people to "know their grass and test their soil before fertilizing, and that stormwater runoff washes fertilizer chemicals into waterways, killing aquatic life.

**Focal Area:** Lawn Care**Target Audience:** Adults; Age 25-54

The Stormwater Education Subcommittee also partnered with the Water Awareness Subcommittee in the spring of FY13 to promote green landscaping practices and smart outdoor watering tips. This joint media campaign combined radio and online ads that ran for two weeks from March 25 through April 7, 2013. The campaign combined a 60-second radio spot with Facebook ads and banner placements on pilotonline.com and dailypress.com.

**Fall Fertilizer Media & Public Relations****Paid Media (2 weeks)**

Radio

Impressions	372,240
Reach	34.6%
Frequency	3.7

Online Newspaper (The Virginian-Pilot & Daily Press)

Impressions	564,482
Clicks	1,145
CTR (Clickthrough Rate)	0.20%

Facebook

Impressions	2,512,365
Clicks	456
CTR (Clickthrough Rate)	0.018%

Unpaid Media

Added Value	\$9,180
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Overall Campaign

Total Impressions	3,452,192
Total Budget	\$12,000
Total Exposure Value	\$21,180
Return on Investment	1.77 : 1
Cost per Thousand Impressions	\$3.48

Spring Landscaping Media & Public Relations**Paid Media (2 weeks)**

Radio

Impressions	645,000
Reach	26.2%
Frequency	4.1

Online Newspaper (The Virginian-Pilot & Daily Press)

Impressions	702,708
Clicks	1,513
CTR (Clickthrough Rate)	0.22%

Facebook

Impressions	2,081,357
Clicks	447
CTR (Clickthrough Rate)	0.02%

Unpaid Media

Added Value	\$8,196
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Overall Campaign

Total Impressions	3,438,661
Total Budget	\$15,001
Total Exposure Value	\$23,197
Return on Investment	1.55 : 1
Cost per Thousand Impressions	\$4.36



Focal Area: Only Rain Down the Storm Drain
Target Audience: Entire Hampton Roads Community

There are thousands of storm drains across Hampton Roads that all lead directly to our waterways. To help remind people that “only rain belongs down the drain,” the subcommittee has been recruiting schools and volunteer groups of all ages to mark storm drains with medallions that say “No Dumping: Leads To Waterway.” The program includes medallions, adhesive, a lesson plan and PowerPoint presentation about stormwater and how individual actions affect our local waterways. Each group is required to work with their locality’s committee member to select the storm drains for marking. This also allows the locality to record where the medallions have been placed. This fiscal year, 460 medallions (23 boxes of 20) were distributed through the askHRgreen.org storm drain medallion program.

- **Newport News: 140 medallions**
- **Norfolk: 100 medallions**
- **Portsmouth: 180 medallions**
- **York County: 40 medallions**
- **Virginia Beach: 688 medallions***



**The City and Virginia Beach Clean Community Commission operate a separate Storm Drain Marker Program designed to improve public awareness of the environmental effects of dumping in storm drains and the resulting water quality issues. In FY13, volunteers in Virginia Beach marked 688 storm drains with watershed-specific medallions through that program.*





water awareness subcommittee

The Water Awareness Subcommittee is an education committee comprising local government staff members who are committed to promoting and educating citizens about the value of tap water and the importance of being good water stewards. This cooperative effort to promote conservation assists localities in meeting requirements of various water supply and ground water permits.

Focal Area: Water Efficiency

Target Audience: Adults; Age 18-49; Household Income < \$75,000

The Water Awareness Subcommittee continues to promote wise water use in a variety of ways. Members participate in numerous regional community events throughout the year to promote conservation by talking to the public and distributing promotional items such as rain gauges and 5-minute shower timers as well as educational “Water, Use It Wisely” brochures and Water Wise Landscaping Guides.

In FY13, the subcommittee sponsored a media campaign combining radio and online ads that ran during the fifth annual National Fix a Leak Week, March 18-24, 2013. The campaign combined a 60-second radio spot with Facebook ads and banner placements on pilotonline.com and dailypress.com. In response to a news release issued by askHRgreen.org, the Fix a Leak Week campaign was also featured in a special interview segment on WAVY TV/Fox 43’s The Hampton Roads Show on March 20, 2013.



Fix a Leak Week

Fix a Leak Week Media & Public Relations**Paid Media (1 week)**

Radio	
Impressions	225,850
Reach	15.4%
Frequency	2.1
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	354,986
Clicks	651
CTR (Clickthrough Rate)	0.18%
Facebook	
Impressions	1,273,742
Clicks	255
CTR (Clickthrough Rate)	0.02%
Unpaid Media	
Added Value	\$2,959
Overall Campaign	
Total Impressions	1,856,668
Total Budget	\$7,760
Total Exposure Value	\$10,719
Return on Investment	1.38 : 1
Cost per Thousand Impressions	\$4.18

FY13 to promote green landscaping practices and smart outdoor watering tips. This joint media campaign combined radio and online ads that ran for two weeks from March 25 through April 7, 2013. The campaign combined a 60-second radio spot with Facebook ads and banner placements on pilotonline.com and dailypress.com.

Spring Landscaping Media & Public Relations**Paid Media (2 weeks)**

Radio	
Impressions	645,000
Reach	26.2%
Frequency	4.1
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	702,708
Clicks	1,513
CTR (Clickthrough Rate)	0.22%
Facebook	
Impressions	2,081,357
Clicks	447
CTR (Clickthrough Rate)	0.02%
Unpaid Media	
Added Value	\$8,196
Overall Campaign	
Total Impressions	3,438,661
Total Budget	\$15,001
Total Exposure Value	\$23,197
Return on Investment	1.55 : 1
Cost per Thousand Impressions	\$4.36



Focal Area: Value of Tap Water

Target Audience: Adults; Age 25-54

Focal Area: Value of Tap Water

Target Audience: Women; Age 25-49

The Water Awareness Subcommittee also partnered with the Stormwater Education Subcommittee in the spring of

In FY13, the Water Awareness Subcommittee continued promoting the “value of tap water” message to the residents of Hampton Roads. The message was two-fold: educating people on the benefits of choosing tap water over bottled water and the importance of maintaining the public water infrastructure that cleans and delivers our most precious resource. The subcommittee sponsored two media campaigns to promote both messages. The Tap vs. Bottled Water promotion ran for two weeks from September 17-30, 2012 and combined a 60-second radio spot with Facebook

ads and banner placements on pilotonline.com and dailypress.com.

Tap vs. Bottled Water Media & Public Relations	
Paid Media (2 weeks)	
Radio	
Impressions	397,500
Reach	47.8%
Frequency	3.1
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	624,106
Clicks	846
CTR (Clickthrough Rate)	0.14%
Facebook	
Impressions	2,735,137
Clicks	521
CTR (Clickthrough Rate)	0.019%
Unpaid Media	
Added Value	\$10,612
Overall Campaign	
Total Impressions	3,759,380
Total Budget	\$14,736
Total Exposure Value	\$25,348
Return on Investment	1.72 : 1
Cost per Thousand Impressions	\$3.92

Value of Water/Infrastructure Media & Public Relations	
Paid Media (1 week)	
Radio	
Impressions	240,770
Reach	16.8%
Frequency	2.3
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	360,006
Clicks	623
CTR (Clickthrough Rate)	0.17%
Facebook	
Impressions	1,626,624
Clicks	312
CTR (Clickthrough Rate)	0.019%
Unpaid Media	
Added Value	\$3,135
Overall Campaign	
Total Impressions	2,229,248
Total Budget	\$7,500
Total Exposure Value	\$10,635
Return on Investment	1.42 : 1
Cost per Thousand Impressions	\$3.36

Focal Area: Value of Tap Water

Target Audience: Adults; Age 25-54;
Household Income < \$75,000

The Value of Water/Infrastructure Sustainability promotion ran during Drinking Water Week from May 6-12, 2013 combining a 60-second radio spot with Facebook ads and banner placements on pilotonline.com and dailypress.com

IS WHAT YOU SEE WHAT YOU GET?

WATER GET THE FULL PICTURE!

Learn about our aging water infrastructure and what it takes to maintain it askHRgreen.org



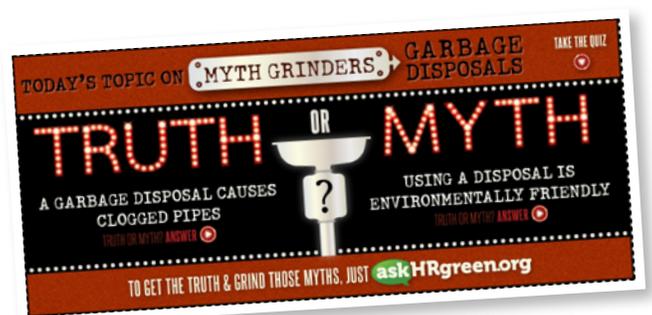
fats, oils and grease (fog) education subcommittee

The Fats, Oils and Grease Education Subcommittee is a coalition of local government staff members and HRSD working together to share ideas and pool resources for various education programs tailored to prevent sanitary sewer overflows and backups caused by improper disposal of fats, oils and grease. This cooperative effort has been underway since 2007 when 13 of the region's localities and HRSD entered into the Regional Special Order by Consent with the Virginia Department of Environmental Quality.

Focal Area: Garbage Disposal Use

Target Audience: Women; Age 35-64

In FY13, the FOG Education Subcommittee continued to discourage the use of garbage disposals and encourage best management practices for cleaning up in the kitchen. The "Myth Grinders" radio and online campaign was developed to help break the myth that garbage disposals are a kitchen necessity and educate residents about the harm they cause to sanitary sewer pipes. The Myth Busters promotion ran for two weeks from September 3-16, 2012 and combined a 60-second radio spot with Facebook ads and banner placements on pilotonline.com and dailypress.com.



Garbage Disposal Media & Public Relations**Paid Media (2 weeks)**

Radio	
Impressions	367,600
Reach	36.5%
Frequency	3.1
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	663,868
Clicks	1,357
CTR (Clickthrough Rate)	0.20%
Facebook	
Impressions	2,923,228
Clicks	624
CTR (Clickthrough Rate)	0.02%
Unpaid Media	
Added Value	\$12,601
Overall Campaign	
Total Impressions	3,957,723
Total Budget	\$12,752
Total Exposure Value	\$25,353
Return on Investment	1.99 : 1
Cost per Thousand Impressions	\$3.22

FOG Thanksgiving Media & Public Relations**Paid Media (1 week)**

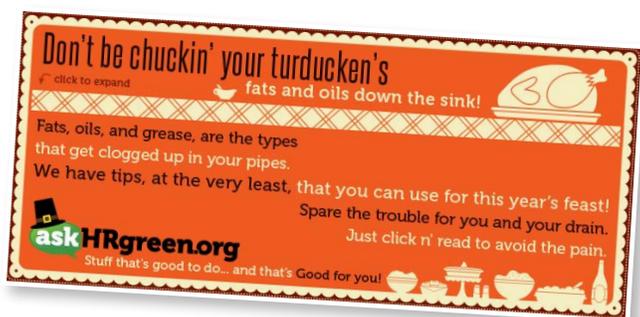
Radio	
Impressions	426,790
Reach	25.5%
Frequency	4.8
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	331,058
Clicks	831
CTR (Clickthrough Rate)	0.25%
Facebook	
Impressions	1,456,396
Clicks	271
CTR (Clickthrough Rate)	0.02%
Unpaid Media	
Added Value	\$7,340
Overall Campaign	
Total Impressions	2,214,244
Total Budget	\$7,501
Total Exposure Value	\$14,841
Return on Investment	1.98 : 1
Cost per Thousand Impressions	\$3.39

Focal Area: Fats, Oils and Grease Disposal**Target Audience:** Women; Age 35-64**Focal Area:** FOG Regional Training Program**Target Audience:** Food Service Establishment Employees and Grease Haulers

The FOG Education Subcommittee sponsored a radio and online campaign in November to highlight best management practices for cleaning up in the kitchen. The Thanksgiving-themed promotion used humor to educate the public about the fats, oils and grease associated with holiday cooking and the harmful blockages and backups that can result from improper disposal. The campaign aired from November 17-21, 2012 and combined a 60-second radio spot with Facebook ads and banner placements on pilotonline.com and dailypress.com.

In FY13, the FOG Education Subcommittee launched www.HRFOG.com, a new online tool for regional FOG training and certification. The website was designed to help localities inform and train individuals working in the food service industry on proper maintenance of grease control devices and the harmful effects of FOG on the region's sanitary sewer systems. Certification is required by FOG ordinances in some Hampton Roads localities and the new site offers two programs at no cost: one for food service establishment employees and another for grease haulers.

In addition to the free certification programs, the website also provides a wealth of training materials and resources from detailed presentations and step-by-step instructional guides, to posters and educational brochures that can be downloaded and printed.





glossary of terms

added value

Earned but unpaid advertising value.

bounce rate

The percentage of visitors who enter the site and “bounce” (leave the site) rather than continue viewing other pages within the same site.

ctr (clickthrough rate)

A way of measuring online advertising. The CTR of an advertisement is defined as the number of clicks on an ad divided by its impressions, expressed as a percentage.

exposure value

The combination of advertising cost and public relations value.

frequency

The number of times an individual (among the target audience) is exposed to the message.

impression

The number of times an advertisement or public relations placement can be seen or heard by an audience.

public relations value

The equivalent advertising cost of a public relations article, interview, internet placement, etc. times three. Because a public relations placement has a higher value with an audience than advertising, it is assigned a higher value.

reach

The number or percentage of people within the target audience who are exposed to an advertising message at least once over a specific period of time.

unique visitors

A measure of the amount of unique people who visit a site, or click on a link in a given amount of time. While a single person could tally multiple page views by reloading a page, it will still count as a single unique visitor.

