

9 responses

[View all responses](#) [Publish analytics](#)

Summary

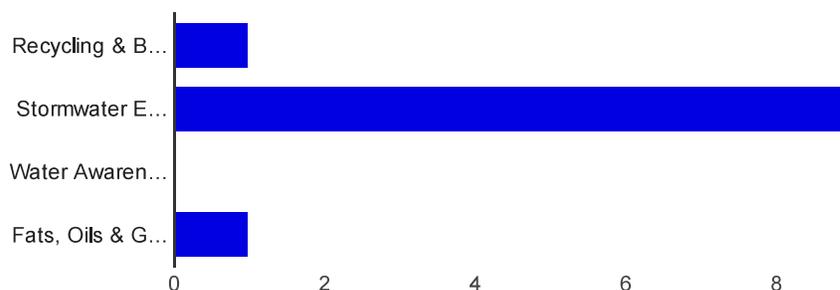
Your Name

- Allison
- David Keeling
- Fleta Jackson
- Ronald Owens
- Cris Ausink
- Aaron Small
- Paul Cuomo
- Elizabeth Vaughn

Your Locality

- Newport News
- Virginia Beach
- Suffolk
- Norfolk
- Gloucester
- Hampton
- City of Williamsburg
- JCC
- Chesapeake

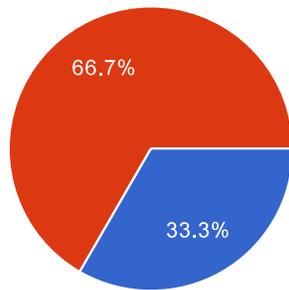
Your Committee - check all that apply



Recycling & Beautification	1	11.1%
Stormwater Education	9	100%
Water Awareness	0	0%
Fats, Oils & Grease	1	11.1%

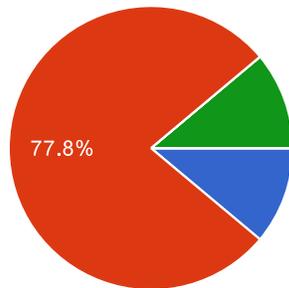
General Public Relations Strategies

Do you read the askHRgreen.org press releases that are sent to your email inbox?



Almost Always	3	33.3%
Sometimes	6	66.7%
Rarely	0	0%
Never	0	0%
Other	0	0%

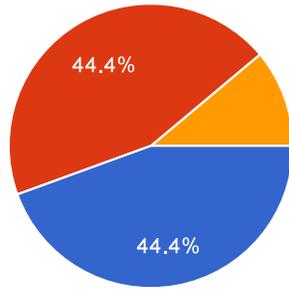
Do you read the askHRgreen.org newsletter?



Almost Always	1	11.1%
Sometimes	7	77.8%
Rarely	0	0%
Never/I do not subscribe	1	11.1%

Other 0 0%

Do you follow askHRgreen.org on social media?

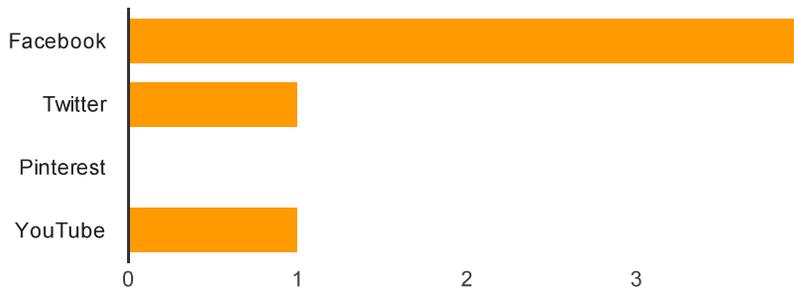


Yes	4	44.4%
No	4	44.4%
Other	1	11.1%

Other: Don't use (WM)

General Public Relations Strategies

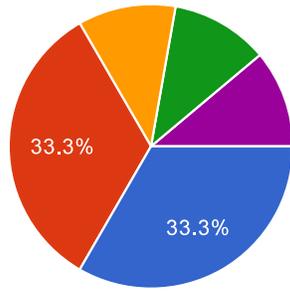
If you follow askHRgreen.org on social media, which sites do you follow?
Check all that apply.



Facebook	4	100%
Twitter	1	25%
Pinterest	0	0%
YouTube	1	25%

General Public Relations Strategies

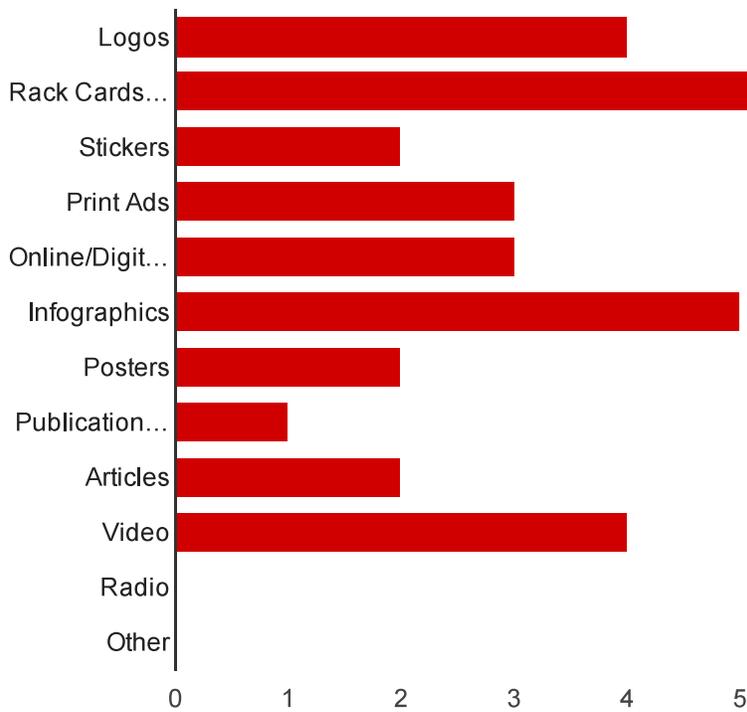
Do you use the askHRgreen.org Online Media Toolkit for accessing graphics, ads, articles, etc.?



Never 1 11.1%
 Other 1 11.1%

General Public Relations Strategies

Which askHRgreen.org Online Media Toolkit materials are most useful to you?
 Check all that apply.

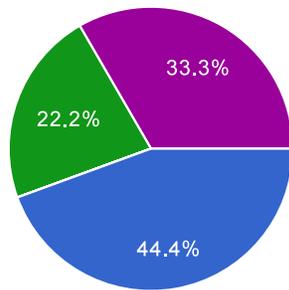


Logos 4 57.1%
 Rack Cards/Brochures 6 85.7%
 Stickers 2 28.6%
 Print Ads 3 42.9%
 Online/Digital Ads 3 42.9%
 Infographics 5 71.4%

Posters	2	28.6%
Publications & Reports	1	14.3%
Articles	2	28.6%
Video	4	57.1%
Radio	0	0%
Other	0	0%

General Public Relations Strategies

Does your locality allow you to share askHRgreen.org press materials (i.e. social media posts, media toolkit materials, press releases, etc.)?

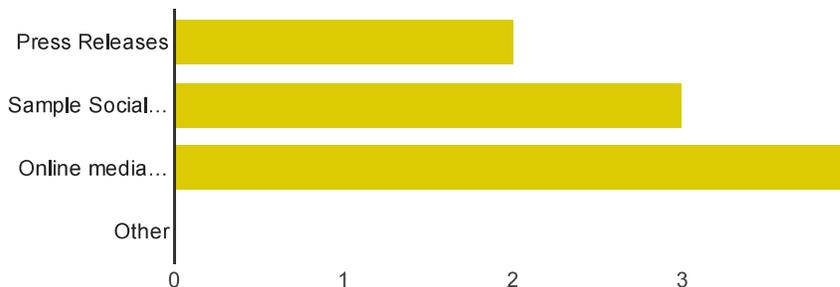


Almost Always	4	44.4%
Sometimes	0	0%
Rarely	0	0%
Never	2	22.2%
Other	3	33.3%

Other: Must go through Communications (Suffolk, Newport News), We generally repackage it into something for web, social or WCTV. (Chesapeake)

General Public Relations Strategies

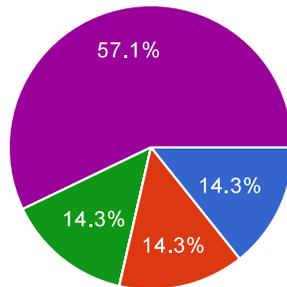
Which askHRgreen.org press materials do you share? Check all that apply.



	Press Releases	2	33.3%
	Sample Social Media Copy (sent with press release)	3	50%
	Online media materials (print/digital ads, infographics, articles, videos, etc.)	4	66.7%
	Other	0	0%

General Public Relations Strategies

Does your locality allow you to use the new askHRgreen.org letterhead template and other materials that are co-branded with your municipality name? (i.e. email signature, powerpoint template, stickers)



Almost Always	1	14.3%
Sometimes	1	14.3%
Rarely	0	0%
Never	1	14.3%
Other	4	57.1%

Other: Must go through Communications (Suffolk), Never asked (Hampton), Never (NO), We haven't yet but I don't see it as an issue in certain circumstances

General Public Relations Strategies

Briefly explain common barriers you have experienced locally in using askHRgreen.org press materials including social media posts, press releases, media toolkit materials, etc.

I have no authority to share anything on City's social media, and I also have limited ability to print off the print materials from the media toolkit. Anything I want to print off in bulk/color has to go through a rigorous administrative process and I have to supply a charge code. Our city's print shop doesn't do anything for free. **Newport News**

See response to previous question. Also we are not allowed autonomy in press releases, or social media posts. We are however allowed a fair bit of latitude in our other giveaways at events where we would use much of the print material what is in the media toolkit. **Suffolk**

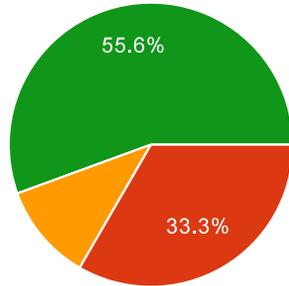
Norfolk will not promote through a 3rd party. We have to brand as Norfolk when I use them they tend to work as planned **Newport News**

None locally. Biggest issue is not applicability to local issues. **Williamsburg**

June: generally Norfolk-specific; we have strict branding guidelines. Must obtain permission from our Dept of Communications to utilize messaging.

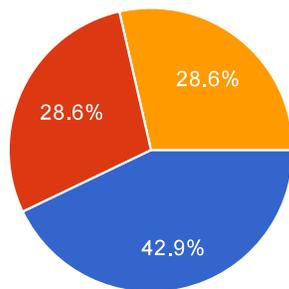
General Public Relations Strategies

Have you contributed to the askHRgreen.org blog?



Often	0	0%
Sometimes	3	33.3%
Rarely	1	11.1%
Never	5	55.6%
Other	0	0%

Are you willing to contribute short articles for the askHRgreen.org blog?



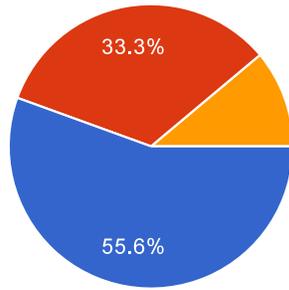
Yes	3	42.9%
No	2	28.6%
Other	2	28.6%

Other: Depends on the topic (SU, NN)

General Public Relations Strategies

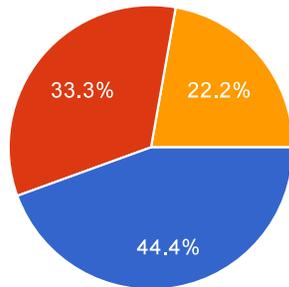
Did your locality use the askHRgreen.org trailer this past year?

Yes	5	55.6%
No	3	33.3%
Other	1	11.1%



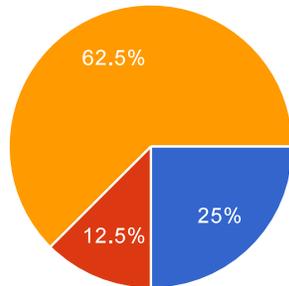
Willing to be a trailer in the next year?

Yes	4	44.4%
No	3	33.3%
Other	2	22.2%



Would you be willing to assist as a trailer host for a region-wide askHRgreen.org event this year?

Yes	2	25%
No	1	12.5%
Other	5	62.5%

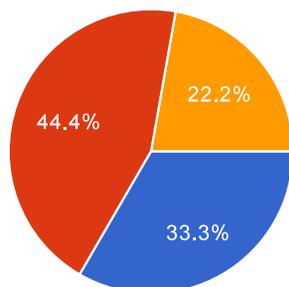


Other: Depends (SU, NN, GL, WM)

General Public Relations Strategies

askHRgreen.org Media Ambassadors serve as spokespersons for committee messages and participate in radio, TV and other media interviews on behalf of askHRgreen.org. Are you (or someone on your staff) willing to be an askHRgreen.org Media Ambassador?

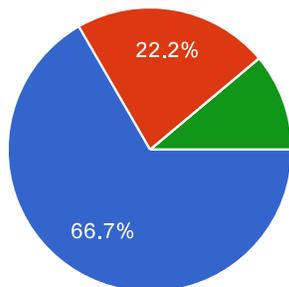
Yes	3	33.3%
No	4	44.4%
Other	2	22.2%



Public Relations Strategies for 2016-17

Rainy Day Sidewalk Messaging Campaign

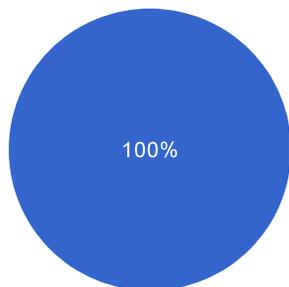
What do you think of this idea?



Love it	6	66.7%
Like it	2	22.2%
Don't Like it	0	0%
Other	1	11.1%

Other: Don't have high pedestrian populations like in big cities (HA), Need more information (June)

If we were to implement this promotion, would you be willing to help with some of the behind-the-scenes planning, such as contacting city/county officials for site approval or applying the stencils?



Yes	9	100%
No	0	0%
Other	0	0%

June: Depends

Do you have additional feedback for us about this idea?

I like the idea of incorporating the askHRgreen.org and city's co-branded logo into this. **Newport News** Might take some convincing to get approval from higher ups. That said, I think it is **Suffolk** innovative and a great idea, and I would be willing to do what I can to get the necessary approvals.

What is cost? **WM**

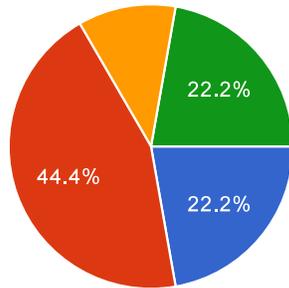
This would be so cool! **CH**

June: Who will maintain? What is in the chemical? Seems to go against "Only Rain Down the Storm Drain" idea once the chemical washes off due to normal wear and tear. May promote graffiti.

Public Relations Strategies for 2016-17

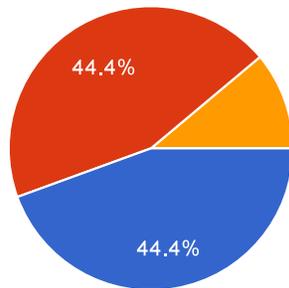
Stormy Weather Kit

In terms of getting the word out about emergency preparedness as it relates to severe weather, what do you think of this idea?



Love it	2	22.2%	
Like it	4	44.4%	
Don't Like it	1	11.1%	
Other	2	22.2%	Other: Neutral (NO), Our locality already does this (HA)

If we were to implement this promotion, would you be willing to help with some of the behind-the-scenes planning and research?



Yes	4	44.4%
No	4	44.4%
Other	1	11.1%

Do you have additional feedback for us about this idea?

Do I think storm preparedness is important? Yes. Do I think that storm preparedness relates much to our stormwater permit requirements? No. If I'm missing that connection, please fill me in! **Newport News**

We need to focus on storm water pollution issues.. **Suffolk**

Each locality has Emergency Management plans that are catered to their specific populations. Newport News and Hampton have CERT teams- Citizen Emergency

Response Team already in place. News media both TV & radio do public service announcements saying the same things. No need to duplicate. **Hampton**

Idea is okay but redundant with other EM prep ideas. Could be costly. **Williamsburg**

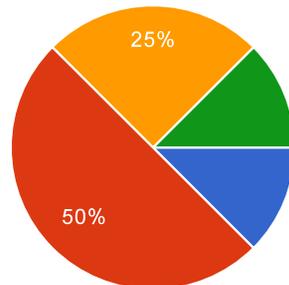
This would be great to coordinate with local emergency management folks. I'm sure they'd support this **Chesapeake**

June: This is not a environmental message. Most municipalities already have this under their Emergency Management group or VA DEM.

Stormwater Strategies for 2016-17

Rake it, Bag it, Mulch it

In terms of getting the word out about your primary “keep leaves out of the storm drain” message, what do you think of this idea?



Love it	1	12.5%	
Like it	4	50%	
Don't Like it	2	25%	
Other	1	12.5%	Other: Legality (HA)

Do you have additional feedback for us about this idea?

This seems like it would be harder to implement than the rain stenciling, but would get the askHRgreen.org messaging into a new environment (a commercial store). **Newport News**
what about co-branding bio-degradable leaf bags? like the paper yard waste bags. **Suffolk**

I am not sure it is worth the logistic and coordination challenges. Each locality would be invested differently. I feel like the tips attached to the rakes would just end up in the trash.... **Norfolk**

Great idea to promote this at local home & garden stores! The little mom & pop stores will miss out on it because of the cost. **Hampton**

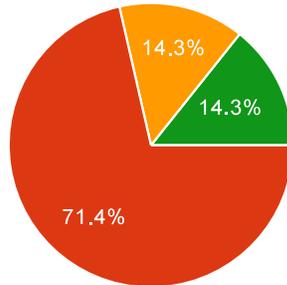
Won't work for us. We don't bag leaves but instead vacuum pickup at curbside. **Williamsburg**

going to be a tough sell in the big box stores **JCC**

Stormwater Strategies for 2016-17

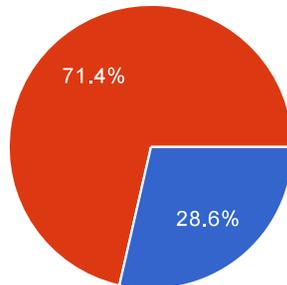
Beyond the Pail - Alternatives to Car Wash Fundraisers

In terms of getting the word out about your secondary car washing message, what do you think of this idea?



Love it	0	0%
Like it	5	71.4%
Don't Like it	1	14.3%
Other	1	14.3%

If we were to implement this promotion, would you be willing to help with some of the behind-the-scenes planning and research?



Yes	2	28.6%
No	5	71.4%
Other	0	0%

Do you have additional feedback for us about this idea?

I'm having trouble picturing this one in its final form. If the guidebook is overly vague, charity groups will just default to what's easiest: the charity car wash. **Newport News**

Is it worth looking into a regional storm drain sump pump lending program for those who

insist on continuing with charity car washes? **Suffolk**

I feel like we have this already with the car washing flyer. We can offer options for car washes but it is up to the groups to design and plan their own event. I am not sure how this works. I do like the title of "Beyond the Pail". But other than that I do not feel this idea merits more time or design. We can generate a list of options in-house.

I rarely see a car wash fund raiser. Maybe other localities have more. Rather spend \$ elsewhere. . .maybe residential car washing or mobile car washing businesses. **Norfolk**

Not sure if this is any different that what we've been doing. **Williamsburg**

Strategy Ranking

1 - Rainy Day Sidewalk Messaging

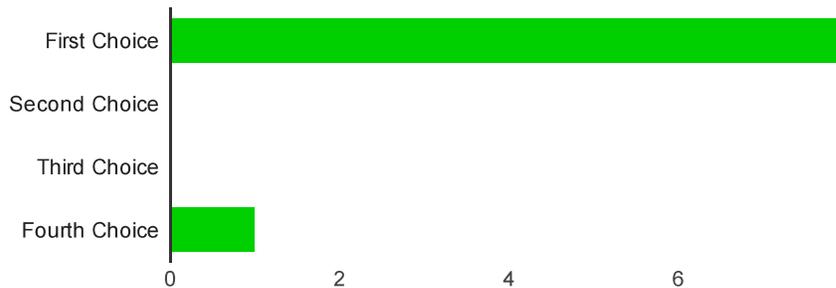
2 - Rack, Bag, Mulch

3 - Stormy Weather Kit

4 - Beyond the Pail

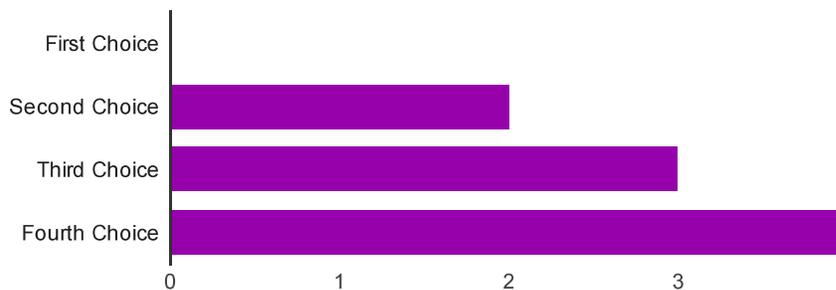
Pick Your Favorites!

Rainy Day Sidewalk Messaging [Please rank each idea from favorite to least favorite.]



First Choice	8	88.9%
Second Choice	0	0%
Third Choice	0	0%
Fourth Choice	1	11.1%

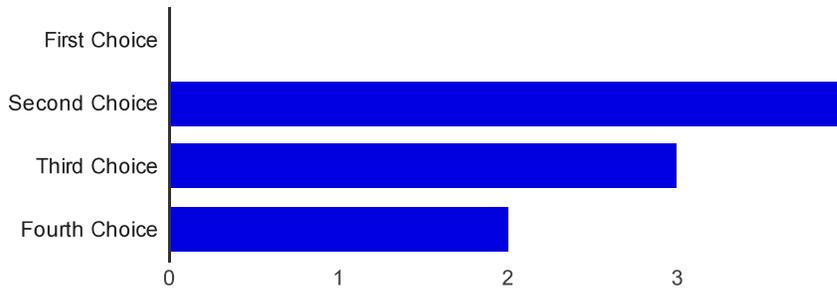
Stormy Weather Kit [Please rank each idea from favorite to least favorite.]



First Choice	0	0%
Second Choice	2	22.2%

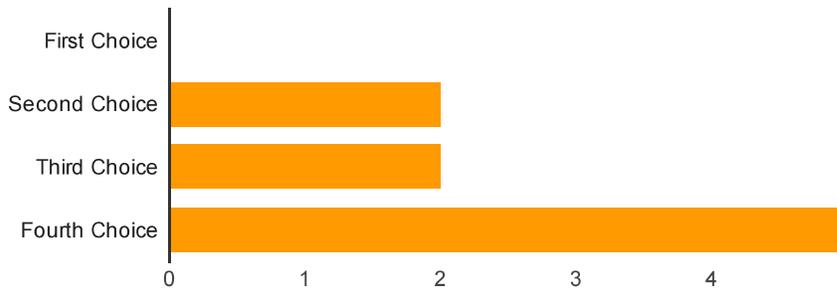
Third Choice **3** 33.3%
 Fourth Choice **4** 44.4%

Rake it, Bag it, Mulch it [Please rank each idea from favorite to least favorite.]



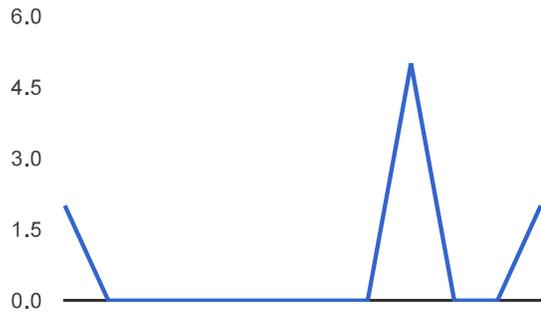
First Choice **0** 0%
 Second Choice **4** 44.4%
 Third Choice **3** 33.3%
 Fourth Choice **2** 22.2%

Beyond the Pail - Alternatives to Car Wash Fundraisers [Please rank each idea from favorite to least favorite.]



First Choice **0** 0%
 Second Choice **2** 22.2%
 Third Choice **2** 22.2%
 Fourth Choice **5** 55.6%

Number of daily responses



askHRgreen.org Public Relations Survey

Thank you for taking a few minutes to complete this askHRgreen.org Public Relations Survey. The results of this survey will be used to guide decisions about promotional ideas and planning for the 2016-2017 fiscal year. Let's get started!

* Required

1. Your Name

.....

2. Your Locality

.....

3. Your Committee - check all that apply

Check all that apply.

- Recycling & Beautification
- Stormwater Education
- Water Awareness
- Fats, Oils & Grease

General Public Relations Strategies

This section will cover general askHRgreen.org Public Relations strategies. They are relevant to all four education committees. Please answer the questions below and add your thoughts in the "other" boxes when needed.

4. Do you read the askHRgreen.org press releases that are sent to your email inbox?

Mark only one oval.

- Almost Always
- Sometimes
- Rarely
- Never
- Other:

5. Do you read the askHRgreen.org newsletter?*Mark only one oval.*

- Almost Always
- Sometimes
- Rarely
- Never/I do not subscribe
- Other:

6. Do you follow askHRgreen.org on social media?*Mark only one oval.*

- Yes
- No *Skip to question 8.*
- Other:

General Public Relations Strategies

Social Media

7. If you follow askHRgreen.org on social media, which sites do you follow? Check all that apply.*Check all that apply.*

- Facebook
- Twitter
- Pinterest
- YouTube

General Public Relations Strategies

Press Materials

8. Do you use the askHRgreen.org Online Media Toolkit for accessing graphics, ads, articles, etc.?*Mark only one oval.*

- Often
- Sometimes
- Rarely
- Never *Skip to question 10.*
- Other:

General Public Relations Strategies

Press Materials

9. Which askHRgreen.org Online Media Toolkit materials are most useful to you? Check all that apply.

Check all that apply.

- Logos
- Rack Cards/Brochures
- Stickers
- Print Ads
- Online/Digital Ads
- Infographics
- Posters
- Publications & Reports
- Articles
- Video
- Radio
- Other:

General Public Relations Strategies

Press Materials

10. Does your locality allow you to share askHRgreen.org press materials (i.e. social media posts, media toolkit materials, press releases, etc.)?

Mark only one oval.

- Almost Always
- Sometimes
- Rarely
- Never *Skip to question 12.*
- Other:

General Public Relations Strategies

Press Materials

11. Which askHRgreen.org press materials do you share? Check all that apply.

Check all that apply.

- Press Releases
- Sample Social Media Copy (sent with press release)
- Online media materials (print/digital ads, infographics, articles, videos, etc.)
- Other:

General Public Relations Strategies

Brand Relations

12. Does your locality allow you to use the new askHRgreen.org letterhead template and other materials that are co-branded with your municipality name? (i.e. email signature, powerpoint template, stickers)

Mark only one oval.

- Almost Always
- Sometimes
- Rarely
- Never
- Other:

General Public Relations Strategies

Brand Relations

13. Briefly explain common barriers you have experienced locally in using askHRgreen.org press materials including social media posts, press releases, media toolkit materials, etc.

.....

.....

.....

.....

.....

General Public Relations Strategies

askHRgreen.org "Let's Talk Green" Blog

14. Have you contributed to the askHRgreen.org blog?

Mark only one oval.

- Often
- Sometimes
- Rarely
- Never
- Other:

15. Are you willing to contribute short articles for the askHRgreen.org blog?

Mark only one oval.

- Yes
- No
- Other:

General Public Relations Strategies

askHRgreen.org Trailer

16. Did your locality use the askHRgreen.org trailer this past year?*Mark only one oval.*

- Yes
- No
- Other:

17. Do you have plans to use the askHRgreen.org trailer in the next year?*Mark only one oval.*

- Yes
- No
- Other:

18. Would you be willing to assist as a trailer host for a region-wide askHRgreen.org event this year?*Mark only one oval.*

- Yes
- No
- Other:

General Public Relations Strategies**Media Ambassador Program****19. askHRgreen.org Media Ambassadors serve as spokespersons for committee messages and participate in radio, TV and other media interviews on behalf of askHRgreen.org. Are you (or someone on your staff) willing to be an askHRgreen.org Media Ambassador?***Mark only one oval.*

- Yes
- No
- Other:

Public Relations Strategies for 2016-17

This section will cover specific askHRgreen.org Public Relations proposals for committee feedback. These proposals are relevant to all four askHRgreen.org education committees. Please answer the questions below and add your thoughts in the "other" boxes when needed.

Rainy Day Sidewalk Messaging Campaign

Here's how it works: targeting well-populated Hampton Roads cityscapes, key campaign messages are applied to sidewalk surfaces, using stencils and an eco-friendly applicant. The messages "magically" appear when it rains or water is applied to the message area. The promotion could be supported with media relations and the development of a video series that captures the reactions of passersbys as they see the messages come to life. (Sample video

available at <https://www.youtube.com/watch?v=CBwpON6HIR8>)

20. What do you think of this idea?

Mark only one oval.

- Love it
- Like it
- Don't Like it
- Other:

21. If we were to implement this promotion, would you be willing to help with some of the behind-the-scenes planning, such as contacting city/county officials for site approval or applying the stencils?

Mark only one oval.

- Yes
- No
- Other:

22. Do you have additional feedback for us about this idea?

.....

.....

.....

.....

.....

Public Relations Strategies for 2016-17

Stormy Weather Kit

To encourage residents to prepare their homes and yards in advance of severe weather, askHRgreen.org is looking to develop a "Stormy Weather Kit" in the future for Hampton Roads residents. This small booklet (with a weatherproof cover) would contain quick-and-easy seasonal tips for battening down the hatches before heavy rain or winter weather events. "Neither rain, sleet, snow nor hail will stop askHRgreen.org from emergency preparedness!" This promotion could be conducted in partnership with other askHRgreen.org committees, which carry similar messaging.

23. In terms of getting the word out about emergency preparedness as it relates to severe weather, what do you think of this idea?

Mark only one oval.

- Love it
- Like it
- Don't Like it
- Other:

24. If we were to implement this promotion, would you be willing to help with some of the behind-the-scenes planning and research?

Mark only one oval.

- Yes
- No
- Other:

25. Do you have additional feedback for us about this idea?

.....

.....

.....

.....

.....

Stormwater Strategies for 2016-17

This section will cover specific askHRgreen.org Public Relations proposals for committee feedback. These proposals are being presented to only the Stormwater committee. Please answer the questions below and add your thoughts in the "other" boxes when needed.

*Due to reductions in the askHRgreen contribution from the committee budget, please remember that funding of these promotions must come directly from the Stormwater Education budget (carryover or printing/promotional items).

Rake it, Bag it, Mulch it

To promote your "keep leaves out of the storm drain" message, we'd like your opinion on a future fall promotion conducted in partnership with a local home and garden store to encourage residents to put leaves in their proper place. For this Rake it/mulch it/bag it" promotion, the retail partner would feature and sell an askHRgreen.org co-branded rake with a product tag featuring stormwater pollution prevention tips. In addition, the store would feature posters and point-of-purchase collateral to reinforce the messaging.

26. In terms of getting the word out about your primary “keep leaves out of the storm drain” message, what do you think of this idea?

Mark only one oval.

- Love it
- Like it
- Don't Like it
- Other:

27. Do you have additional feedback for us about this idea?

.....

.....

.....

.....

.....

Stormwater Strategies for 2016-17

Beyond the Pail - Alternatives to Car Wash Fundraisers

As a way to divert residents from hosting charity car wash events using improper water disposal, askHRgreen.org is considering a future promotional publication, “Beyond the Pail – Alternatives to Car Wash Fundraisers.” These guidelines would offer student and group fundraising options other than the ubiquitous car wash charity event, such as selling commercial car wash gift certificates; an auction of individually decorated rain barrels; sales of mulch and native bedding plants; small electronics recycling drives; reusable water bottle sales (with the organizer’s logo); Fair Trade coffee and chocolates sales; and more.

28. In terms of getting the word out about your secondary car washing message, what do you think of this idea?

Mark only one oval.

- Love it
- Like it
- Don't Like it
- Other:

29. If we were to implement this promotion, would you be willing to help with some of the behind-the-scenes planning and research?

Mark only one oval.

- Yes
- No
- Other:

30. Do you have additional feedback for us about this idea?

.....

.....

.....

.....

.....

Pick Your Favorites!

31. Please rank each idea from favorite to least favorite. *

Mark only one oval per row.

	First Choice	Second Choice	Third Choice	Fourth Choice
Rainy Day Sidewalk Messaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stormy Weather Kit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rake it, Bag it, Mulch it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beyond the Pail - Alternatives to Car Wash Fundraisers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

