



**2013–14 Campaign Update  
&  
2014–15 Plan Highlights**

# Campaign Highlights

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- ▶ Conducted
  - a Search Engine Optimization program
  - a Search Engine Marketing Campaign
  - 12 themed media campaigns with creative advertising materials
  - Brand campaign
- ▶ Held media training
- ▶ Distributed 12 newsletters and hundreds of social media posts
- ▶ Contributed to the 3<sup>rd</sup> edition of Green Living
- ▶ Launched Toolbox
- ▶ Trailer appearances and events support
- ▶ Local promotions

# 2013-2014 Calendar

## 2013 - 2014 askHRgreen.org Campaign Calendar

	July 2013	Aug 2013	Sept 2013	Oct 2013	Nov 2013	Dec 2013	Jan 2014	Feb 2014	March 2014	April 2014	May 2014	June 2014
askHRgreen.org -- SEO/SEM		■	■	■	■	■	■	■	■	■	■	■
askHRgreen.org -- Branding Campaign								■	■			
Water Awareness Subcommittee						■			■	■	■	■
Fats, Oils & Grease Education Subcommittee					■			■	■	■	■	
Stormwater Education Subcommittee					■				■	■		■
Recycling & Beautification Subcommittee					■							
Green Living Newspaper Insert										■		
askHRgreen.org E-newsletter	■	■	■	■	■	■	■	■	■	■	■	■
Public Relations	■	■	■	■	■	■	■	■	■	■	■	■

# Themed Advertising Messages

- ▶ Fats, Oils & Grease Education – What Not to Flush
  - February 3–9, one week
  - Radio, online, and Facebook
  - Impressions: 571,019
  - Clicks: 1198



**PAPER TOWELS**  
**HYGIENE PRODUCTS**  
**NEW "FLUSHABLE" WIPES**

*SOME THINGS WEREN'T MEANT TO BE FLUSHED...*  
**'IT' CAME FROM BENEATH THE STREETS!**  
SEE LESS OF 'IT' ↑

**FLUSHING ANYTHING OTHER THAN 'PERSONAL BUSINESS' CAUSES BLOCKAGES & BACK-UPS**  
**PUSHING 'IT' BACK INTO YOUR HOME**

**EXPERTS SAY DO NOT FLUSH...**

 <b>ANY WIPES</b> (even the 'flushable' ones)	
 <b>PAPER TOWELS</b>	 <b>HYGIENE PRODUCTS</b>
 <b>CAT LITTER</b>	 <b>FATS, OILS, and GREASE</b>

**TO GET THE FULL REPORT ON KEEPING 'IT' WHERE IT BELONGS, JUST [askHRgreen.org](http://askHRgreen.org) ➔**

# Themed Advertising Messages

- ▶ Brand Campaign
  - February 10–March 2, three weeks
  - Radio and online
  - Impressions: 2.5 million
  - Clicks: 532

**RECYCLE MORE**  
**TRASH LESS**

YOUR SIMPLE,  
EASY GUIDE TO  
HOME RECYCLING

To brush up on your recycling knowledge and get an easy guide,  
[askHRgreen.org](http://askHRgreen.org)

**TO FLUSH,  
OR NOT  
TO FLUSH?**

?

THERE SHOULD BE  
NO QUESTION.

To find out what happens when you flush more than your personal business,  
[askHRgreen.org](http://askHRgreen.org)

**STORMWATER  
STARTS  
AT  
HOME.**

SMALL STEPS  
KEEP WATERWAYS  
CLEAN FOR  
EVERYONE.

Discover how to prevent stormwater runoff from ruining our waterways,  
[askHRgreen.org](http://askHRgreen.org)

**AN  
AMAZING  
MAZE OF  
PIPES.**

CLEAN WATER  
APPEARS, AND  
WASTEWATER  
DISAPPEARS.

To read about the amazing water infrastructure you use every day, just  
[askHRgreen.org](http://askHRgreen.org)

# Themed Advertising Messages

- ▶ Fats, Oils & Grease Education – Garbage Disposals
  - March 3–9, one week
  - Radio, online, and Facebook
  - Impressions: 586,060
  - Clicks: 1,944

TODAY'S TOPIC ON **MYTH GRINDERS:** **GARBAGE DISPOSALS** TAKE THE QUIZ

**TRUTH OR MYTH**

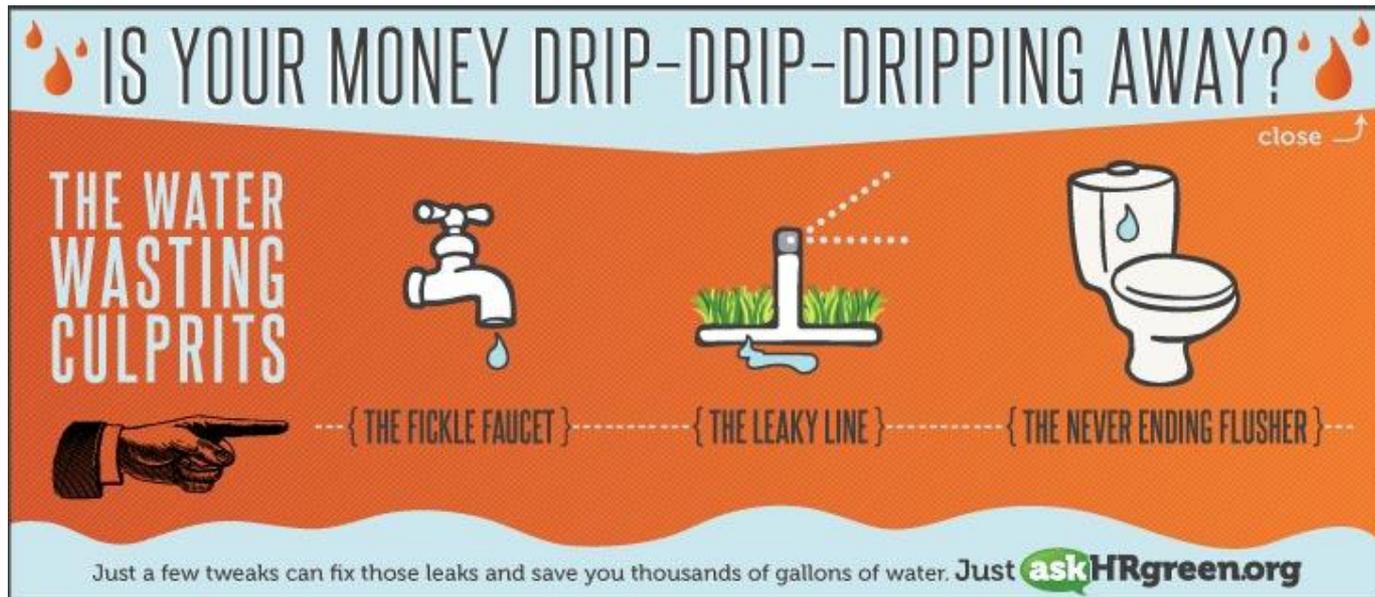
A GARBAGE DISPOSAL CAUSES CLOGGED PIPES  
TRUTH OR MYTH? ANSWER

USING A DISPOSAL IS ENVIRONMENTALLY FRIENDLY  
TRUTH OR MYTH? ANSWER

TO GET THE TRUTH & GRIND THOSE MYTHS, JUST [askHRgreen.org](http://askHRgreen.org)

# Themed Advertising Messages

- ▶ Water Awareness – Fix-a-Leak
  - March 10–23, 2 weeks
  - Radio, online, and Facebook
  - Impressions: 1.5 million
  - Clicks: 1,884



# Themed Advertising Messages

- ▶ Stormwater Education & Water Awareness – Lawncare/Outdoor Watering
  - March 24 – April 6, 2 weeks
  - Radio, online, and Facebook
  - Impressions: 1.6 million
  - Clicks: 1,934



**WORK SMARTER, NOT HARDER**  
with these lawn care & outdoor watering tips. CLOSE

LAWN CARE	WATERING
<b>1.</b> Test your soil before using fertilizer.	<b>1.</b> Plant native plants that are suited to our climate.
<b>2.</b> Seed bare spots to reduce erosion	<b>2.</b> Use compost and mulch in flower beds to help retain water.
<b>3.</b> Leave grass clippings on the lawn.	<b>3.</b> Install a rain barrel & adjust sprinklers away from paved areas.
<b>4.</b> Reduce your lawn with bigger flower beds.	<b>4.</b> Water in the morning when there's less evaporation.

To get the secrets of easy lawn care and wise outdoor watering, just [askHRgreen.org](http://askHRgreen.org)

# Themed Advertising Messages

- ▶ Water Awareness and Fats, Oils & Grease Education
  - Infrastructure
    - April 21–May 4, two weeks
    - Radio, online, and Facebook
    - Impressions: 1.3 million
    - Clicks: 1,692

**LET'S BE HONEST** close ▾

Water is there every time you turn on the faucet, take a shower or flush.

6,000 miles of pipe move → 135 MILLION gallons of water to → 1.6 MILLION people in the area daily

**IT'S NOT MAGIC**  Your water and sewer bill supports the workers, pipes, and treatment that keep everything working seamlessly.

To get the honest truth about our public water systems, just [askHRgreen.org](http://askHRgreen.org)

# Themed Advertising Messages

- ▶ Stormwater Awareness–Pet Waste
  - May 19–25, one week
  - Radio, online and Facebook
  - Impressions: 218,919
  - Clicks: 934

**BAG IT! TRASH IT!**  
**DO YOUR PART & SCOOP THE POOP**

It might be natural, but it's not safe for the environment. Learn why below ▲

When it rains, pet waste is washed into storm drains which lead directly to local waterways.

Pet waste is packed with nitrogen and bacteria, causing algae blooms and decreasing oxygen in the water.

All this harmful runoff kills aquatic life and ruins the health of local waterways.

To learn more about how pet waste affects local waterways and take the "Scoop the Poop" Pledge, just [askHRgreen.org](http://askHRgreen.org)

# Themed Advertising Messages

- ▶ Water Awareness – Tap-It
  - June 1–30, four weeks
  - Transit, radio, online, and Facebook
  - Impressions: 3.1 million
  - Web visits: 6,442

**REFILL WATER BOTTLES FOR FREE  
THROUGHOUT HAMPTON ROADS!**

Click to learn more  
and find a location  
in your area.

**TapIt** Our partnership with TapIt™ makes it  
convenient, and easy to refill your  
water bottle on the go.

**100% FREE ACCESS  
TO CLEAN TAP WATER**

**SAVE MONEY BY NOT BUYING BOTTLED WATER**

Through a network of local  
cafés and restaurants, all  
you have to do is ask.

**REDUCE PLASTIC WASTE  
IN LANDFILLS**

To find participating TapIt™ locations, just [askHRgreen.org](http://askHRgreen.org)

Download on the  
App Store

ANDROID APP ON  
Google play

# Green Living & Daily Press

- ▶ Brand, Water Awareness, FOG and Stormwater Education
  - April 23, 2014
  - Print and online
  - Impressions: 325,630

**THERE ARE SO MANY MYTHS ABOUT GREEN LIVING.**

WANT MORE **TRUTH??** JUST VISIT [askHRgreen.org](http://askHRgreen.org)

**MYTH TRUTH** "BEING GREEN IS HARD AND EXPENSIVE. BESIDES, I'M JUST ONE PERSON."  
There are 1.6 million people in Hampton Roads and if we each did a little, it would add up to a lot. The truth is that there are plenty of easy ways to go green that are equally easy on the wallet.

**MYTH TRUTH** "I DON'T NEED TO SCOOP THE POOP...IT'S 'NATURAL'."  
Rainwater carries nitrogen and bacteria from pet waste into our local waterways, making our water a cloudy, green, foul-smelling mess that lacks oxygen. This pollution causes aquatic dead zones, beach closures, fishing restrictions, and warnings on local seafood.

**MYTH TRUTH** "THOSE 'FLUSHABLE' WIPES ARE SAFE TO FLUSH."  
Products marketed as "flushable" are regularly found in clogged pipes and broken pumps throughout the sanitary sewer system. Only toilet paper, water, and human waste should be flushed down the toilet. Other items like tissues, paper towels, wipes, feminine hygiene products, and food scraps are all known to clog the lines and pumps of the sanitary sewer system.

**MYTH TRUTH** "MY LAWN NEEDS FERTILIZER EVERY SPRING."  
Fertilize out of necessity, not habit. A soil test will tell you specifically what your lawn needs so you can make the right decisions. Fertilize naturally by leaving grass clippings on your lawn.

**MYTH TRUTH** "THE GARBAGE DISPOSAL IS A GOOD WAY TO GET RID OF SCRAPS."  
Garbage disposals only break food scraps apart into smaller pieces which wash down the drain and cling to pipe walls. A buildup of gunk over time can cause blockages and sewer backups. It's always safer to put food scraps in a compost bin or trash can.

**MYTH TRUTH** "BOTTLED WATER IS BETTER THAN TAP."  
Tap water is clean, safe, convenient, and affordable. Hampton Roads drinking water is continuously tested and always meets or exceeds EPA standards for safe drinking water. Price conscious? You can fill 1,500 glasses of tap water for about the price of a single bottle of water.

**MYTH TRUTH** "CONSERVING WATER MEANS DOING WITHOUT."  
Using water wisely means not being wasteful. Turn off the faucet when brushing your teeth, take shorter showers, fix leaky toilets and faucets, and water properly and at the right time of day. You won't miss a drop, and you'll be a good steward of our most precious resource, water.

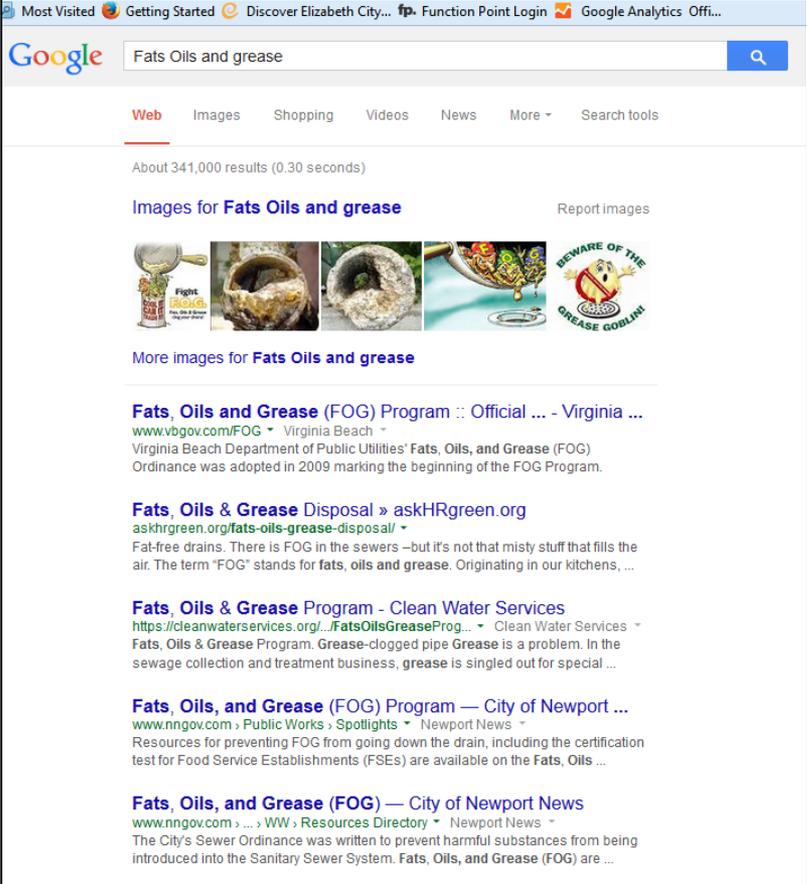
# Search Engine Optimization

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- ▶ Impressions: 238,779
- ▶ 45 weeks
- ▶ Organic search results
  - 2012–2013—8,513 clicks
  - 2013–2014—14,842 clicks
  - 57% increase
  - 81% new sessions

# Search Engine Marketing

- ▶ Ads and keywords for all committees plus askHRgreen.org
- ▶ 45 weeks
- ▶ Impressions: 403,284
- ▶ Clicks: 5,465



The screenshot shows a Google search for "Fats Oils and grease". The search bar contains the text "Fats Oils and grease" and a search icon. Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", "More", and "Search tools". The search results show "About 341,000 results (0.30 seconds)". Under the "Images" tab, there are several images related to fats, oils, and grease, including a "Fight Grease" sign, a drain clogged with grease, a close-up of a drain, a plate of food, and a "BEWARE OF THE GREASE GOBLIN" sign. Below the images, there are several search results:

- Fats, Oils and Grease (FOG) Program :: Official ... - Virginia ...**  
[www.vbgov.com/FOG](http://www.vbgov.com/FOG) - Virginia Beach  
Virginia Beach Department of Public Utilities' Fats, Oils, and Grease (FOG) Ordinance was adopted in 2009 marking the beginning of the FOG Program.
- Fats, Oils & Grease Disposal » askHRgreen.org**  
[askhrgreen.org/fats-oils-grease-disposal/](http://askhrgreen.org/fats-oils-grease-disposal/)  
Fat-free drains. There is FOG in the sewers –but it's not that misty stuff that fills the air. The term "FOG" stands for **fats, oils and grease**. Originating in our kitchens, ...
- Fats, Oils & Grease Program - Clean Water Services**  
<https://cleanwaterservices.org/.../FatsOilsGreaseProg...> - Clean Water Services  
Fats, Oils & Grease Program. Grease-clogged pipe Grease is a problem. In the sewage collection and treatment business, grease is singled out for special ...
- Fats, Oils, and Grease (FOG) Program — City of Newport ...**  
[www.nngov.com](http://www.nngov.com) > Public Works > Spotlights - Newport News  
Resources for preventing FOG from going down the drain, including the certification test for Food Service Establishments (FSEs) are available on the **Fats, Oils ...**
- Fats, Oils, and Grease (FOG) — City of Newport News**  
[www.nngov.com](http://www.nngov.com) > ... > WW > Resources Directory - Newport News  
The City's Sewer Ordinance was written to prevent harmful substances from being introduced into the Sanitary Sewer System. **Fats, Oils, and Grease (FOG)** are ...

# Top Ten Website Traffic Sources

1. Google organic: **up 70%**
2. Direct: **up 20%**
3. Facebook display
4. Google/cpc
5. Virginian–Pilot/display
6. Facebook/referral
7. E–newsletters
8. Daily Press/Display
9. Vbgov.com
10. Mobile Facebook/referral



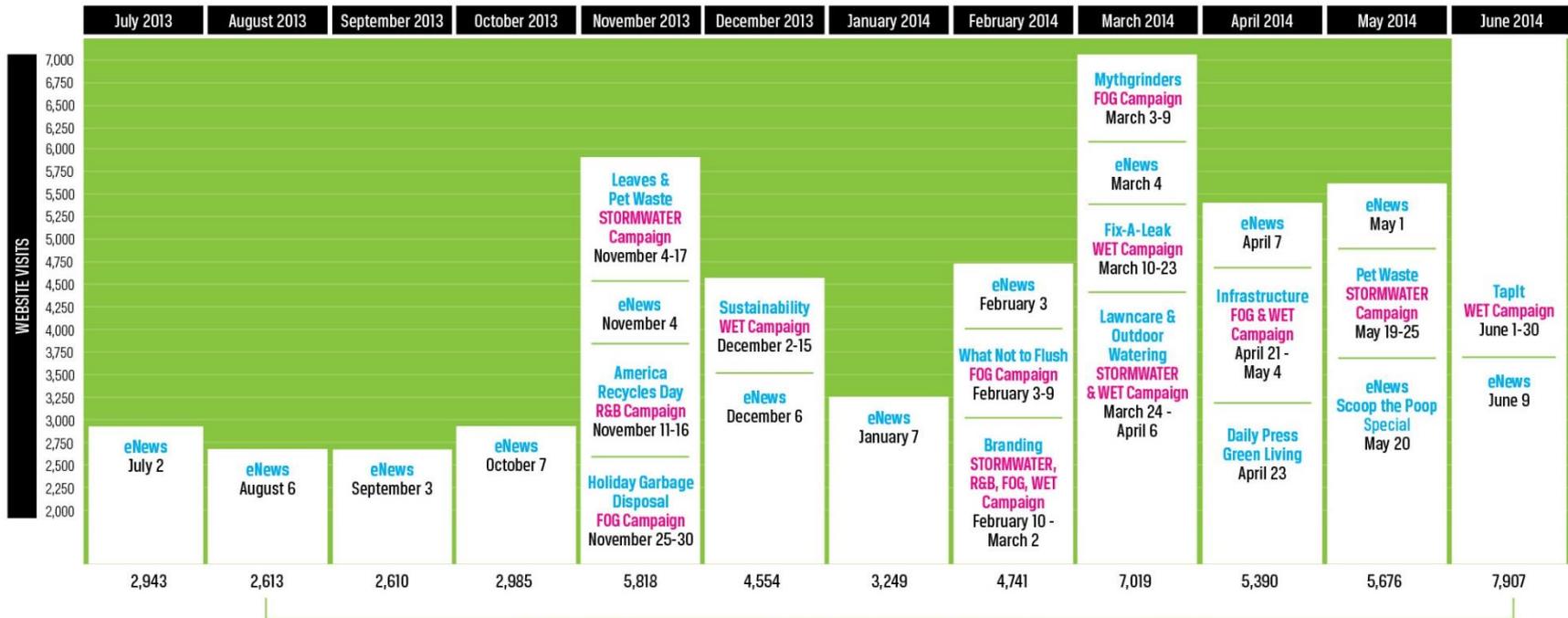
# askHRgreen.org Results

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	July - June 2011-12	July - June 2012-13	July - June 2013-14	Previous Year Comparison
<b>Visits</b>	27,685	34,080	55,505	<b>Up 63%</b>
<b>Unique Visitors</b>	21,393	26,081	43,547	<b>Up 67%</b>
<b>Pageviews</b>	67,381	75,251	116,818	<b>Up 55%</b>
<b>Pages per Visit</b>	2.42	2.21	2.10	<b>Down .11</b>
<b>Avg. Visit Duration</b>	2:19	2:10	1:48	<b>Down :22</b>
<b>Bounce Rate</b>	61.63%	61.27%	64.37%	<b>Up 3.10%</b>
<b>% New visits</b>	70.78%	75.50%	77.74%	<b>Up 2.24%</b>

**June visitation set a record for the all time high!**

# 2013-2014 Website Visitation



**June 2014 Highest Website Visitation Ever!**

# Combined Media Results

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- ▶ Paid advertising weeks: 45 consecutive
- ▶ Total advertising impressions: 17.8 million
- ▶ Total radio commercials: 3,148
- ▶ Total clicks: 41,665
- ▶ **Total Media Budget: \$179,214**
- ▶ **Total Media Added Value: \$73,715**
- ▶ **Total Media Value: \$261,631**
- ▶ **Total Media ROI: 1.5 to 1**

# Public Relations

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## ▶ Media outreach

### ◦ 15 news releases

- **Seasonal**—back to school; keep autumn leaves out of stormdrain; make kitchen grease-free zone; recycle your Christmas tree; deice right when clearing sidewalks; okay to play in dirt gardening tips
- **Events**—prescription drug take-back day, America Recycles Day, Fix-a-Leak Week, GAC
- **News and promotions**—pet waste station grants, new online toolkit, scoop-the-poop pledge, TapIt app
- **Guest columns**—landscaping tips for businesses, sewer consolidation and water awareness

# Public Relations

## ▶ Green Living contributions

WEDNESDAY, APRIL 23, 2014 SPECIAL ADVERTISING SUPPLEMENT

### What You Can Do

#### In Your Yard

**TEST BEFORE FERTILIZING**  
Soil testing tells you exactly what your lawn needs so you don't waste time or money overfertilizing and damaging your lawn. When it rains, excess fertilizer travels to storm drains and directly into local waterways, threatening water quality and aquatic life.

- Have your soil tested every three or four years.
- If the soil test shows your lawn does need fertilizer, check the weather first to make sure rain isn't in the two-day forecast.
- Keep fertilizer off paved surfaces, and never apply it to driveways, sidewalks or roadways.

**MOW PROPERLY**  
How you mow can affect the health of your lawn. Tall grass encourages deep roots and shades out some weeds. Mowing the proper technique is not only good for the environment, but good for curb appeal.

- Mow at the proper height. Newly seeded lawns should be mowed early and often, leaving 1.5 to 2.0 inches of grass height.

#### In Your Community

**GET INVOLVED**  
Small actions can have a great impact. There are plenty of ways to improve your community. You just have to be the one that's right for you.

- Join a community clean-up event and make it a family affair. The best way to encourage your kids to be good stewards of the environment is to lead by example.
- Get the whole neighborhood involved by organizing a neighborhood improvement day.
- Join the effort to mark storm drains in your community. Learn more about the askHGreen Storm Drain Medallion Program here: <http://askHgreen.org/storm-drain-medallion-program/>

#### In Your Home

**REDUCE & REUSE**  
Whenever possible, choose reusable over disposable options because the less we consume, the more we naturally conserve.

- Buy in bulk when possible to avoid excess packaging.
- Grab a reusable bottle and fill it up at the tap instead of buying a case of bottled water.
- Bring reusable bags with you on shopping trips.

**RECYCLE MORE, TRASH LESS**  
Recycling at home is one of the easiest ways to do something good for the environment. It creates jobs, saves resources, reduces landfill and conserves energy. Recycling is no-brainer but it's important to know what can and can't be tossed in the bin. Acceptable items include:

- Paper and paper products (newspapers, office paper, junk mail, flattened cardboard boxes, phone books, etc.)
- Plastic bottles with #1 or #2 on the bottom (single one-gallon milk jugs, juice bottles, soda bottles, laundry detergent bottles, salad dressing and vegetable oil containers, etc.)
- Glass bottles/jars (empty)
- Small, flat, disposable plastic cups, but **NO** plates, etc.

**FLUSH RESPONSIBLY**  
Only dispose of human waste and toilet paper in the toilet. Anything else can cause damage to your plumbing or farther down the line as wastewater makes its way to a treatment facility. Never flush the following:

- Paper towels, wipes, cotton swabs, dental floss, feminine hygiene products, diapers

**CEASE THE GREASE**  
When poured or washed down the drain, food particles, fats, oils and grease from cooking build up on pipe walls leading to blockage that can result in overflows into our homes or onto our streets and down storm drains. You can protect your pipes and our local waterways by practicing these tips in the kitchen:

**WATER WISELY**  
You can still enjoy an attractive yard while being a good water steward. It just takes a little planning.

- Water early in the day when it is cooler and less water is lost to evaporation.
- Adjust sprinklers to avoid watering driveways, sidewalks and streets.
- Install a rain barrel to collect and reuse rain water.

**PLANT NATIVE PLANTS**  
Native plants lower water use and require less fertilizer than



A systematic approach aims to protect the environment.

BY JULIA B. HILLEGASS

Recent sewer consolidation efforts and the Virginia Stormwater Management Act are two key developments that, in the long run, will benefit both the environment and our localities. The sanitary sewer and stormwater systems aren't sexy topics, but their effect on water quality where we live, work and play on the water are important.

Hampton Roads localities recently formed an enhanced partnership with the Hampton Roads Sanitation District that will improve the sanitary sewer system. That system takes water from our homes when we flush the commode, shower or run water down the drains. The improvements streamline maintenance and make economic sense. The full consolidation of the region's sanitary sewer system assets and operations will save the region nearly \$1 billion over the next 30 years. HRSD, the wastewater treatment utility serving 17 cities and counties in southeast Virginia, will pursue a regional approach to satisfy federal and state mandates to reduce sanitary sewer overflows caused by wet weather.

Local governments own and operate the network of pipelines and pump stations that collect wastewater from homes and businesses. These flows are carried through large pipes owned by HRSD to its treatment plants, where the wastewater is treated so it can be safely returned to local waterways. Monitoring has shown where the most rainwater enters each system. Rather than requiring each locality to perform costly work on its system, a regional approach will allow HRSD to replace local pipelines to let

in the most extra water. This will reduce the amount of pipeline work required and focus spending in areas that need the most help.

Also, sanitary sewer system improvements in the past several years have reduced the number of sanitary sewer overflows. Such overflows may reach waterways, introducing raw sewage into rivers, streams and bays. In turn, this can harm aquatic life and close beaches.

The other drains to maintain are storm drains, which carry rainwater from our homes and streets through curbside stormwater openings and street grates. Unlike the sanitary sewer system, stormwater runoff isn't treated and flows directly to our rivers, streams and bays. Everything we do every day affects stormwater—walking our pets, caring for lawns and gardens, cleaning the house, maintaining vehicles and shopping.

Localities have long been working to improve water quality. That pond in your subdivision was likely put there to collect stormwater runoff and allow nutrient-laden sediment to settle to the bottom, where the cleaner rainwater is released into the nearest natural water body.

We are fortunate to be surrounded by an incredible array of natural resources. Our job is to take care of them as best we can by making small, but cumulative, choices. Learn more ways to make easy, significant changes at [askHgreen.org](http://askHgreen.org).

*Julia B. Hillegass is the public information and community affairs administrator for the Hampton Roads Planning District Commission and askHgreen.org team leader.*

WEDNESDAY, APRIL 23, 2014 SPECIAL ADVERTISING SUPPLEMENT

### Teach Them Well AND THEY'LL LEAD THE WAY

BY VICTORIA HECHT

Nina Dywick wasn't born until a decade after the first Earth Day in 1970, but she's gained 20 million Americans to rally for clean lands and waterways. By the 20th anniversary, when the observance went global with 200 million people rising their support for a healthy environment, Dywick was a young girl unaware of the movement, though her family did employ one "green" practice: for the money savings, not eco-consciousness.

"We didn't even recycle... there was no such thing when we lived," Dywick said. "I do remember, though, that we didn't use a lot of plastic bottles. That's because her grandmother canned foods, so every glass jar and bottle was rinsed and reused for that purpose, she said.)

"Today, though, the Norfolk woman is determined that daughters Tessa, 13, and Kaycee, 5, respect the Earth and their impact on it.

After becoming a mother, Dywick said, her concern turned not only to her children, but the planet they'd inherit. She began by reusing old gift cards, cereal boxes, tape rolls and "anything that could have glue and paper stuck to them" for their crafts and projects. Eventually, the family began eschewing plastic bottles, preservative-packed foods and commercial cleaning products in favor of more natural foods and homemade personal-care and cleaning products that use simple ingredients, including vinegar, baking soda, essential oils, citrus peel and Febreze soap. Tessa and Kaycee sometimes help their mom mix the cleaning and personal-care items.

And if the glass bottles is use for these things are previously "loved," said Dywick, who uses the eco-friendly cleaning products not only at home, but in her business, Happy Hearts Cleaning. Conservation can be taught to children early, said Katie Cullipher, senior environmental education planner for the Hampton Roads Planning District Commission, the organization behind askHGreen.org, an environmental stewardship public awareness program and website for the 16 cities and counties served by the commission.

Water consumption is a good place to begin

"Teach kids to take shorter showers right from the start," Cullipher said. "After all, if they never get used to taking long showers, they won't have to unlearn bad habits."

Also, she said instruct kids to turn off the faucet while brushing teeth.

Cullipher and Robekah Eastep, the commission's environmental planner, offered five ideas for raising eco-forward-thinking kids.

**Lead by example.** —"It's much easier to practice good habits and lead by example than to explain the negative consequences of bad habits," Eastep said.

**Get to know the outdoors.** —"Take children for walks and camping trips, or to visit zoos and aquariums. If they've never been able to connect with nature in some way, how can they be expected to care about protecting it?" Cullipher said.

**Reuse. Then reuse some more.** —"The days when it's right by reusing things that others might consider garbage. For example, for easy organizers they cover old boxes with pretty paper rather than buying new plastic bins and

boxes reuse dishes. "No straw and reuse produce. Don't green paint to color the fabric. Use hand soap. Don't use paper napkins. We grow up! Tessa & Savannah grade. Julia Victoria Hecht, victori@askHgreen.org

# Public Relations

## ▶ Media relations coverage



## The Virginian-Pilot



**JAMESETTA M. WALKER**  
BETWEEN THRIVING  
AND SURVIVING

### YOU CAN PAY MORE ON YOUR CREDIT CARD BILL, BUT YOU CAN'T DECIDE WHERE THE MONEY GOES

"I'M OVERDUE to pull from the mailing, so I'm doing that today as well as sharing a few other resourceful tips. Read on.

Dear Jamesetta,  
I paid the minimum amount on a credit card and wrote a separate check toward the principal with a note attached instructing where to apply the extra money. But they applied the total amount of both checks to the balance of the credit card. What did I do wrong?  
—Sharon Mayo, Virginia Beach

I'm sorry to say that you did no more than write to the Man in the Moon with a directive on how to apply your payment. It has no effect. That's because credit card accounts do not operate like a mortgage does. Credit card companies are guided on payment allocation by the Credit CARD Act of 2009. Any amount of your payment beyond the minimum is allocated to the balance with the highest interest rate. It's important to know this if you have a credit card with different interest rates. For example, you may have an interest rate for a balance transfer, another interest rate for a cash advance and yet another for new purchases.

I don't know whether the card you paid on has balances with different interest rates. If it does not, that makes it all the more futile to write separate checks. If you are able to pay more than the minimum, save time, ink and a check and make a single payment. The money goes to the balance just the same.



Free pet-waste disposal system  
It's really, really irksome to encounter pet waste while out enjoying a stroll or playing in a park. And it becomes downright maddening to find the unwelcome package left on your lawn by wayward dogs and their unscrupulous owners. Besides that, pet poop is a contaminant.

Neighborhood associations, civic groups, property managers and any other alliance that has an interest in maintaining a clean community can apply to receive a free pet waste station from AskHRgreen.org. The retail cost of one of these stations hovers around \$200. The stations are being made available thanks to a grant.

The pre-assembled waste station includes a post, sign, hardware, 400 dog waste bags and 50 can liners. All you have to do is install it, and from that point on, regularly empty the can and ensure liners are on hand. The deal can't be beat!

Another hack for PayPal shipping  
Last week I outlined the steps of creating a reduced-cost, prepaid Postal Service or UPS shipping label via PayPal. The feature explained what works if both the package sender and receiver have PayPal money transfer accounts.

I got some feedback from reader Elizabeth Dale about a way within PayPal to generate a Postal Service shipping label that doesn't require the package receiver to have an account. It's an unheralded perk on the site that merely requires selecting the option of "multi-order shipping." It's found by clicking the "My Account" tab. After doing that, look in the right-hand column under "My account tools." After selecting "multi-order shipping," you can either import information about the receiver or create the shipping information. A label can be created without filling out information about a product order.

The feature may look cumbersome at first, but the multi-order shipping approach is a win-win. It both saves time and eliminates the hassle of the package receiver first sending money so that you can create a shipping label to mail your goods.

See how much is gained when you share resourceful tips? Keep them coming, please.

## Tidewater Women

APRIL 2014

outdoors

### Spring Gardening 101

**A**ttention weekend warriors! It's almost time to fire up those weed trimmers, pull out the gardening trowels, and hit the local home and garden stores for all the springtime lawn and garden must-haves. Before you head out, here are seven good-to-do tips from the lawn and garden experts at askHRgreen:

**1. Get Your Soil Tested** - Why buy water-polluting fertilizer if you don't need it? A soil test provides a list of recommendations for soil amendments to help you make the right decisions for your spring lawn.

**2. Seed Bare Spots** - Bare spots aren't just bad for curb appeal, they allow dirt to get carried away with rainwater and cloud up aquatic habitats. They're also an indicator that something is wrong with your turf. To fix bare spots, test your soil, consider soil amendments, and investigate other ground cover options that might do better in your yard.

**3. Plant More Plants** - Trees, shrubs and perennials beautify your yard and reduce water pollution more than grass. A bonus—you won't have as much grass to mow when you replace lawn with flower beds and trees. Go all out and choose native plants which are adapted to thrive in our climate. They also require less water and fertilizer throughout the year.

**4. Water Wisely** - There's so much you can do to conserve water while you are watering! Watering in the morning when the sun is low and temperatures are cooler minimizes evaporation by 30 percent. Make sure your sprinklers aren't watering your driveway to maximize efficiency. And for free water, install a rain barrel to collect rainwater for your downspouts to use for all your outdoor water needs.

**5. Mulch to Perfection** - Cover your flowerbeds with 2 inches of mulch. It helps to prevent soil erosion, seals in moisture, and reduces weeds.

**6. Clean Up Your Mess** - When your outdoor work is complete, make sure you clean up the right way. Leaves and yard waste should always be composted or disposed of in accordance with your locality's requirements (bagging, placement, etc.). Also, if you have applied fertilizer, make sure none has fallen onto hard surfaces like sidewalks and driveways. Sweep fertilizer back into your yard to minimize water pollution.

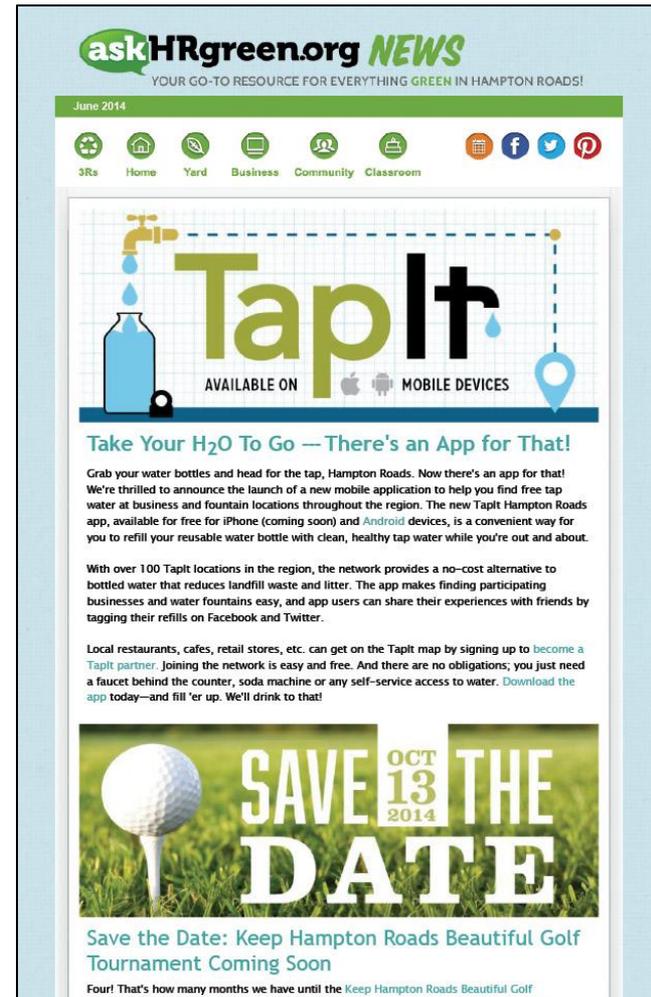
**7. Ask The Pros** - If you're not a do-it-yourselfer and prefer to have someone else maintain your landscape, do your homework before hiring a contractor. Make sure his services do not harm the environment or local waterways. ▶

For a list of right questions to ask your lawn care provider, visit [www.askHRgreen.org](http://www.askHRgreen.org)

# Public Relations

## ▶ E-News

- 12 + 1 special issues
- #7 referral source
- 4,183 subscribers



**askHRgreen.org NEWS**  
YOUR GO-TO RESOURCE FOR EVERYTHING GREEN IN HAMPTON ROADS!

June 2014

3Rs Home Yard Business Community Classroom

# TapIt

AVAILABLE ON   MOBILE DEVICES

### Take Your H<sub>2</sub>O To Go — There's an App for That!

Grab your water bottles and head for the tap, Hampton Roads. Now there's an app for that! We're thrilled to announce the launch of a new mobile application to help you find free tap water at business and fountain locations throughout the region. The new TapIt Hampton Roads app, available for free for iPhone (coming soon) and Android devices, is a convenient way for you to refill your reusable water bottle with clean, healthy tap water while you're out and about.

With over 100 TapIt locations in the region, the network provides a no-cost alternative to bottled water that reduces landfill waste and litter. The app makes finding participating businesses and water fountains easy, and app users can share their experiences with friends by tagging their refills on Facebook and Twitter.

Local restaurants, cafes, retail stores, etc. can get on the TapIt map by signing up to become a TapIt partner. Joining the network is easy and free. And there are no obligations; you just need a faucet behind the counter, soda machine or any self-service access to water. Download the app today—and fill 'er up. We'll drink to that!

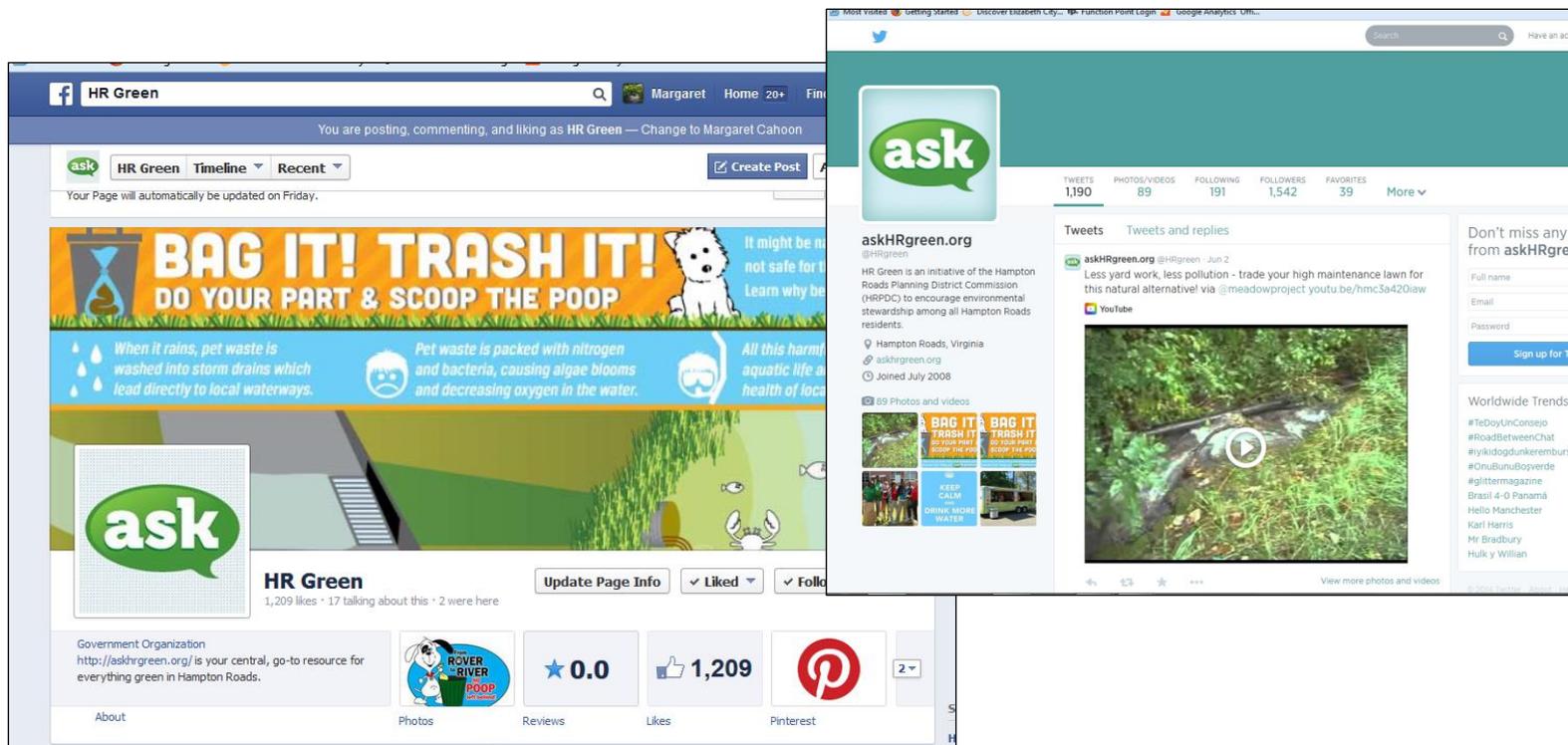
## SAVE <sup>OCT 13</sup> 2014 THE DATE

### Save the Date: Keep Hampton Roads Beautiful Golf Tournament Coming Soon

Four! That's how many months we have until the Keep Hampton Roads Beautiful Golf

# Public Relations

- ▶ Social Media
  - Facebook #6 referral source on the Website



# askHRgreen.org Blog

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## ▶ Bloggers

- Sarah Crawford
- Katie Cullipher
- Rebekah Eastep
- Julia Hillegass
- Fleta Jackson
- Quwanita Jefferson
- Elizabeth Vaughn



# Public Relations Results

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- ▶ Total Public Relations budget: \$15,565
- ▶ Total circulation or audience: 1.6 million
- ▶ Total articles and interviews: 21
- ▶ Total publicity value: \$83,656
- ▶ Total Public Relations ROI: 5.4 to 1

# Events

- ▶ askHRgreen participated in 36 regional events in FY 14
  - 18 trailer appearances, 18 table displays
  - Up from 28 events in FY 13
- ▶ Collected 1,143 newsletter signups
- ▶ Total newsletter subscribers: 4,183



# Co-Promotions

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- ▶ Virginia Museum of Contemporary Art
  - Found askHRgreen through Google search for local environmental organizations
  - Provided permanent presence in the Art Lab from February 7<sup>th</sup> – April 27<sup>th</sup>
    - Recycling & Beautification “What to Recycle” poster in the Art Lab
    - Rack cards handed out to visitors



# Co-Promotions

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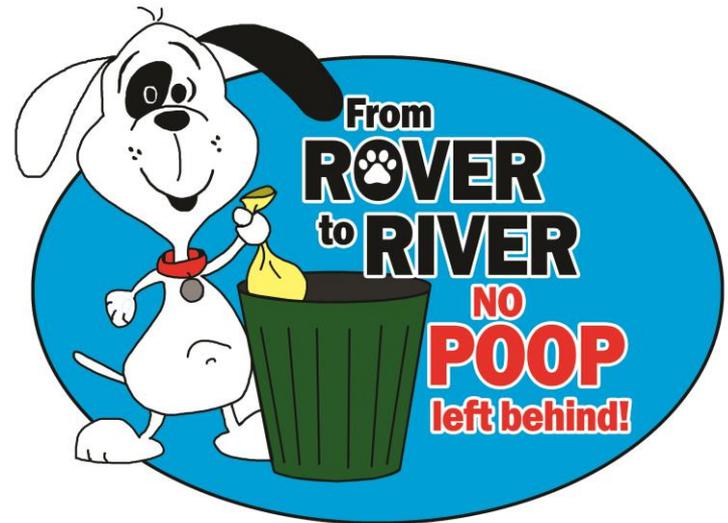
- ▶ Virginia Museum of Contemporary Art
  - Plastic Bag Exchange Event during closing weekend of the exhibit
  - Invitation to future partnerships – Boardwalk Art Festival (June 14)



# Co-Promotions

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- ▶ From Rover to River, No Poop Left Behind
  - Partnership lead by Rob Blizzard, Norfolk SPCA/Lead Hampton Roads
  - Partnership included askHRgreen and 19 local animal welfare and watershed protection groups including:
    - Chesapeake Animal Services Unit
    - Chesapeake Bay Foundation
    - Chesapeake Humane Society
    - Elizabeth River Project
    - Heritage Humane society
    - Hoffer Creek Wildlife Foundation
    - James River Association
    - Lead Hampton Roads Class of 2014
    - Lynnhaven River Now
    - Nansemond river Preservation Alliance
    - Norfolk animal Care and Adoption Center
    - Norfolk SPCA
    - Peninsula SPCA
    - People for the Ethical treatment of Animals
    - Portsmouth Humane society
    - Virginia Beach animal Care and Adoption Center
    - Virginia Beach SPCA



# Co-Promotions

- ▶ From Rover to River, No Poop Left Behind
  - Over 60,981 emails were sent out as part of the coordinated e-blast
  - 545 people signed the online “Scoop the Poop” pledge during the 4-day promotion



# Co-Promotions

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- ▶ Save the Date: Inaugural Keep Hampton Roads Beautiful Golf Tournament
  - Monday, October 13, 2014 @ Greenbrier Country Club
  - Co-promotion with Keep Virginia Beautiful



# Grassroots Participation

## ► Tool Box



The screenshot shows the askHRgreen.org website interface. At the top, there is a navigation bar with the logo, a newsletter sign-up field, social media icons, and buttons for 'UPCOMING EVENTS' and 'LET'S TALK GREEN'. Below this is a search bar with the text 'You have questions? We have answers! Ask away...' and a 'GO' button. A secondary navigation bar features icons and labels for 'YOUR 3RS', 'YOUR HOME', 'YOUR YARD', 'YOUR BUSINESS', 'YOUR COMMUNITY', and 'YOUR CLASSROOM'. The main content area features a large graphic with the text 'askHRgreen.org ONLINE MEDIA TOOLKIT' and an illustration of a wooden toolbox filled with various media icons. Below the graphic, there is a section titled 'IT'S FUN TO SHARE!' followed by a paragraph of text describing the toolkit's purpose and availability. At the bottom, there is a list of categories: 'LOGOS', 'RACK CARDS', 'BROCHURES', 'STICKERS', 'PRINT ADS', 'DIGITAL ADS', 'INFOGRAPHICS', 'POSTERS', 'BILLBOARDS', 'PUBLICATIONS', 'ARTICLES', and 'RADIO'. Two example logos are shown: 'askHRgreen.org Logo' and 'Recycle More, Trash Less Logo'.

**askHRgreen.org** Sign up for our eNewsletter   [f](#) [t](#) [v](#) [p](#) [r](#) [s](#) [UPCOMING EVENTS](#) [LET'S TALK GREEN](#)

You have questions? We have answers! Ask away...   [Advanced Search](#)

[YOUR 3RS](#) [YOUR HOME](#) [YOUR YARD](#) [YOUR BUSINESS](#) [YOUR COMMUNITY](#) [YOUR CLASSROOM](#)

**askHRgreen.org**  
**ONLINE MEDIA TOOLKIT**

**IT'S FUN TO SHARE!** Brochures. Tips. Articles. Posters. Since the askHRgreen.org public awareness and education campaign was launched, we've developed an array of helpful materials filled with simple steps residents can take to find their "inner green," while protecting our beautiful Hampton Roads environment. These tools are now available to you! From rack cards to radio spots, you'll find everything you need in this handy-dandy online tool kit. Designed for sharing, these materials are especially useful for civic leagues, community groups, home owners associations, schools, clubs, businesses and any organization with an interest in improving neighborhoods and communities. Simply download and distribute. We appreciate your spreading the word!

[LOGOS](#) || [RACK CARDS](#) || [BROCHURES](#) || [STICKERS](#) || [PRINT ADS](#) || [DIGITAL ADS](#) || [INFOGRAPHICS](#) || [POSTERS](#) || [BILLBOARDS](#) || [PUBLICATIONS](#) || [ARTICLES](#) || [RADIO](#)

Logos

[askHRgreen.org Logo](#) [Recycle More, Trash Less Logo](#)

# Committee Member Experience

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- ▶ Donna Corbis
- ▶ Deidre Harmon
- ▶ Fleta Jackson
- ▶ Elizabeth Vaughn
- ▶ Brian Wilson
- ▶ Lori Woolman

# Total 2013-14 Campaign Results

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- ▶ Total website visitation: Up 63%
- ▶ Total website visitation: 55,505
- ▶ Total new visitors: 43,547
- ▶ Total impressions: 19.5 million
- ▶ Total budget: \$274,452
- ▶ Total exposure value: \$440,525
- ▶ Total ROI: 1.61 to 1

# What's Next for 2014-2015?

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## ▶ Goals

- Establish askHRgreen.org as the regional go-to Website for environmental information
- Continue to build awareness
- Drive new visitors to the Website
- Encourage previous visitors to return
- Assess campaign through research

# What's Next for 2014-2015?

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## ▶ Media Strategies

- Search Engine Optimization
- Search Engine Marketing
- Website Analysis and Reporting to monitor and change the campaign to reach the largest audience
- Use committee campaigns to build awareness and target specific audiences with specific messages

# 2014–2015 Campaign

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- ▶ Creative support
- ▶ Website
  - Annual security analysis
  - Continue to update and add content
- ▶ Public Relations
  - E-newsletters
  - News releases
  - Media interviews
  - Social media
- ▶ Evaluation research scheduled for January, 2015

# 2014–2015 askHRgreen.org Budget

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▶ Media:	\$	25,000	25%
▶ Public Relations:	\$	22,700	23%
▶ Creative Development:	\$	30,000	30%
▶ Research:	\$	17,300	17%
▶ Consulting:	\$	5,000	5%
▶ Total:	\$	100,000	100%

Questions?