

Hampton Roads Planning District Commission
askHRgreen.org 2016-2017 Budget
August 2, 2016

askHRgreen.org Campaign Budget							
2016-2017							
askHRgreen.org Budget		\$ 90,000	Stormwater	Water	FOG	R&B	Total
Job #							
1891	Media	\$ 14,824		\$ 4,941	\$ 4,941	\$ 4,941	\$ 14,824
	52-week Search Engine Marketing campaign provided by Pilot Media for committees including FOG, Water Awareness and Recycling & Beautification (\$4,941.18 per committee). Includes quarterly reports, presentations, and media buying services.						
	Public Relations	\$ 20,203					
1889	Strategy & Management	\$ 4,950		\$ 1,650	\$ 1,650	\$ 1,650	\$ 4,950
	Includes public relations planning and strategy, meeting preparation and presentations and public relations evaluation. 45 hours public relations services						
1898	Media & Community Relations	\$ 4,950		\$ 1,650	\$ 1,650	\$ 1,650	\$ 4,950
	Public relations media and community outreach. Includes news release development for six releases each requiring writing, editing, approval and submission coordination, distribution to media/committees, social media missives, media follow-up, interview coordination and management, and talking points development. Locality presentation development and media ambassador training is included. Stormwater will not be featured in any news releases; however, they will share in the media ambassador program and the locality presentation. 45 public relations hours						
1899	Newsletters & Publications	\$ 5,265	\$ 1,316	\$ 1,316	\$ 1,316	\$ 1,316	\$ 5,265
	Conceptualizing and production of six e-newsletters including writing, editing, approval process management, creative design, Constant Contact fees and list maintenance. All committees will have featured content. 9 hours public relations services and 36 hours creative design services						
1900	Promotions	\$ 5,038		\$ 1,679	\$ 1,679	\$ 1,679	\$ 5,038
	Special promotion to promote the askHRgreen.org campaign Includes writing, editing, coordination and creative design support. Stormwater will not share in the joint promotion. 35 public relations hours, 10 creative design hours						
	Creative	\$ 49,774					
1890	Creative Support	\$ 8,313	\$ 2,017	\$ 2,099	\$ 2,099	\$ 2,099	\$ 8,313
	Includes meetings and presentations, website updates, website programming as required, creative design support for the campaign, and Website hosting by Scarlett's Web. Services cover all four committees. 70 hours of creative services						
1897	New Mobile Responsive Website	\$ 41,461	\$ 10,365	\$ 10,365	\$ 10,365	\$ 10,365	\$ 41,461
	Research, strategy (brand, user, content management), design and development for the new mobile-responsive askHRgreen.org website. Includes project management, research and strategy development, design, content creation and production, digital implementation, client training and expenses. The total budget for the responsive website is \$89,757.50 and the remainder will be expensed in the 2017-2018 budget.						
1888	Consulting and Management	\$ 5,200	\$ 1,300	\$ 1,300	\$ 1,300	\$ 1,300	\$ 5,200
	Includes research, strategic campaign planning and analysis, promotional reporting, website reports, campaign evaluations, presentation development, twelve client planning meetings, two all-hands meetings, two planning advisor meetings, presentations and budget projections. Services cover all four committees. 40 hours						
Total askHRgreen.org		\$ 90,000	\$ 14,999	\$ 25,000	\$ 25,000	\$ 25,000	\$ 90,000



**Hampton Roads Planning District Commission
2016-17 Stormwater Education Committee Budget**

July 23, 2016

Job Nos.	askHRgreen.org	Dates	No. of Weeks	Budget
1894	Stormwater Education Budget			\$ 25,000.00
	Search Engine Marketing	Jul 1 - June 30	52	\$ 4,941.18
	52-week search engine marketing campaign provided by Pilot Media for the Stormwater Committee. Includes quarterly reports, presentations, and media buying services.			
	Leaves Down the Darin/Pet waste	Nov 14-26	2	\$ 9,500.00
	Radio, online and social media targeting Adults 35-64 and Adults 18+. Pick up "About to Blow It" native content ad from Fall 2015, "Don't Blow it" audience targeted display ad and coordinated Facebook. Pick up Fall Clean-up Quiz and coordinated slider on website. Includes media buying services and promotional report.			
	Lawncare	Mar 27-Apr 9	2	\$ 9,500.00
	Radio, online and social media targeting Men 35+ and Adults 25-54 including radio spot, and Facebook. Pick up "Three Reasons Why You Should Stop & Think Before Fertilizing" and "To These 6 Tips You Must Adhere..." campaign materials. Includes media buying services and promotional report.			
	Total Media			\$ 23,941.18
	Creative Support			\$ 950.00
	Includes preparation and traffic of ads to media, loading Website sliders and quiz, 8 hours.			
	Total Stormwater Education			\$ 24,891.18

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askHRgreen.org Campaign Budget DRAFT							
2017-2018							
askHRgreen.org Budget			Stormwater	Water	FOG	R&B	Total
Job #							
	Public Relations	\$ 15,165					
	Strategy & Management	\$ 4,950	\$ 1,238	\$ 1,238	\$ 1,238	\$ 1,238	\$ 4,950
	Includes public relations planning and strategy, meeting preparation and presentations and public relations evaluation. 45 hours public relations services						
	Media & Community Relations	\$ 4,950	\$ 1,238	\$ 1,238	\$ 1,238	\$ 1,238	\$ 4,950
	Public relations media and community outreach. Includes news release development for six releases each requiring writing, editing, approval and submission coordination, distribution to media/committees, social media missives, media follow-up, interview coordination and management, and talking points development. Media ambassador training is included. 45 public relations hours						
	Newsletters & Publications	\$ 5,265	\$ 1,316	\$ 1,316	\$ 1,316	\$ 1,316	\$ 5,265
	Conceptualizing and production of six e-newsletters including writing, editing, approval process management, creative design, Constant Contact fees and list maintenance. All committees will have featured content. 9 hours public relations services and 36 hours creative design services						
	Creative	\$ 56,604					
	Creative Support	\$ 8,313	\$ 2,078	\$ 2,078	\$ 2,078	\$ 2,078	\$ 8,313
	Includes meetings and presentations, website updates, website programming as required, creative design support for the campaign, and Website hosting by Scarlett's Web. Services cover all four committees. 70 hours of creative services						
	New Mobile Responsive Website	\$ 48,292	\$ 12,073	\$ 12,073	\$ 12,073	\$ 12,073	\$ 48,292
	Development and launch of new mobile-responsive askHRgreen.org website. Includes project management, design, content creation and production, digital implementation, client training and expenses.						
	Consulting	\$ 5,200	\$ 1,300	\$ 1,300	\$ 1,300	\$ 1,300	\$ 5,200
	Includes research, strategic campaign planning and analysis, promotional reporting, website reports, campaign evaluations, presentation development, twelve client planning meetings, two all-hands meetings, two planning advisor meetings, presentations and budget projections. Services cover all four committees. 40 hours consulting services						
	Total askHRgreen.org	\$ 76,969	\$ 19,242	\$ 19,242	\$ 19,242	\$ 19,242	\$ 76,969