

# 10 responses

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## Summary

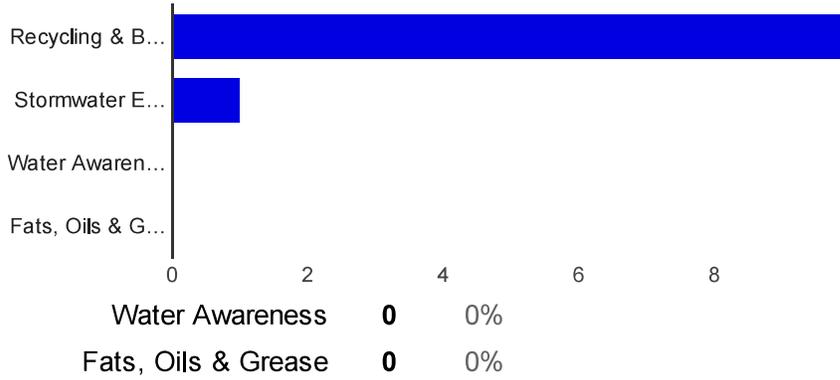
### Your Name

Dawn Oleksy  
Elizabeth Vaughn  
Ralph Anderson  
Kathy Bew Jones  
Debbie Blanton  
Wayne Jones  
Allyson Kelly  
Rene' Moring  
Craig Simmons  
City of Norfolk

### Your Locality

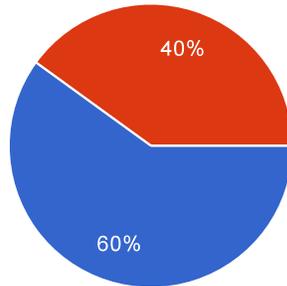
James City County  
Chesapeake  
Isle of Wight  
Smithfield  
Hampton  
Suffolk  
Chesapeake PRT  
Gloucester County  
Virginia Beach  
Norfolk

### Your Committee - check all that apply



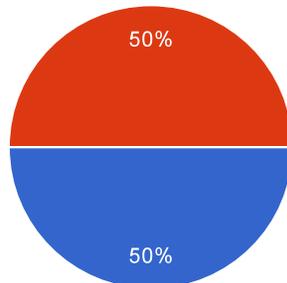
### General Public Relations Strategies

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



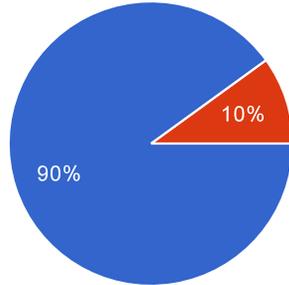
Almost Always	6	60%
Sometimes	4	40%
Rarely	0	0%
Never	0	0%
Other	0	0%

Do you read the askHRgreen.org newsletter?



Almost Always	5	50%
Sometimes	5	50%
Rarely	0	0%
Never/I do not subscribe	0	0%
Other	0	0%

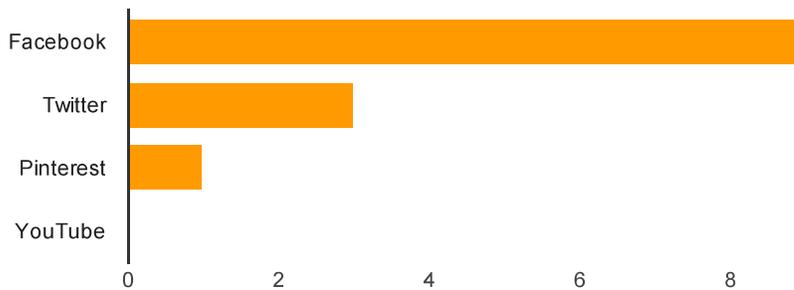
### Do you follow askHRgreen.org on social media?



Yes	9	90%
No	1	10%
Other	0	0%

## General Public Relations Strategies

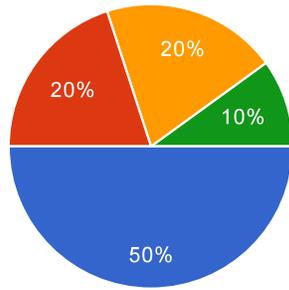
If you follow askHRgreen.org on social media, which sites do you follow?  
Check all that apply.



Facebook	9	100%
Twitter	3	33.3%
Pinterest	1	11.1%
YouTube	0	0%

## General Public Relations Strategies

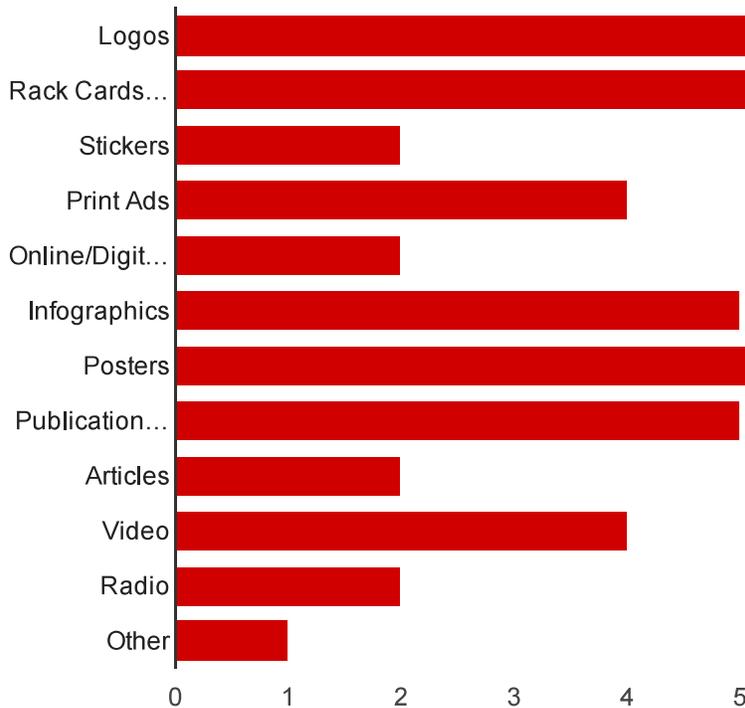
Do you use the askHRgreen.org Online Media Toolkit for accessing graphics, ads, articles, etc.?



Often	5	50%
Sometimes	2	20%
Rarely	2	20%
Never	1	10%
Other	0	0%

## General Public Relations Strategies

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

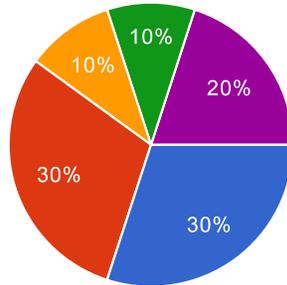


Logos	6	66.7%
Rack Cards/Brochures	6	66.7%
Stickers	2	22.2%
Print Ads	4	44.4%
Online/Digital Ads	2	22.2%
Infographics	5	55.6%
Posters	6	66.7%
Publications & Reports	5	55.6%
Articles	2	22.2%

Video	4	44.4%	Other: Debbie Blanton (I almost ALWAYS share the materials you post on Facebook, because that's where I am most of the time).
Radio	2	22.2%	
Other	1	11.1%	

## General Public Relations Strategies

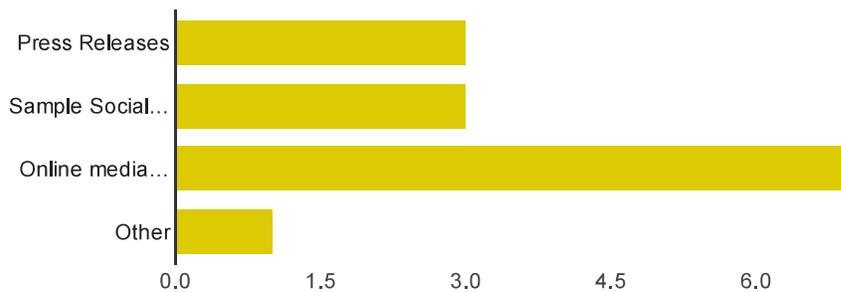
Does your locality allow you to share askHRgreen.org press materials (i.e. social media posts, media toolkit materials, press releases, etc.)?



Almost Always	3	30%	Other: Both from Chesapeake: Liz Vaughn(We generally repackage it into something for web, social or WCTV) & Allyson Kelly (Not sure - just started in May.)
Sometimes	3	30%	
Rarely	1	10%	
Never	1	10%	
Other	2	20%	

## General Public Relations Strategies

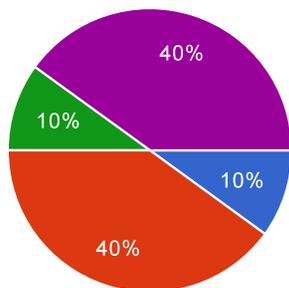
Which askHRgreen.org press materials do you share? Check all that apply.



Press Releases	3	37.5%
Sample Social Media Copy (sent with press release)	3	37.5%
Online media materials (print/digital ads, infographics, articles, videos, etc.)	7	87.5%

## 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)**



Frequency	Count	Percentage	Comments
Almost Always	1	10%	Other: We haven't yet but I don't see it as an issue in certain circumstances. (Liz Vaughn) I've never asked, but I've never been stopped. (Debbie Blanton)
Sometimes	4	40%	I think they would allow us but we haven't really had a need to use the type of items listed. (Wayne Jones)
Rarely	0	0%	
Never	1	10%	
Other	4	40%	

## 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.**

My locality just prefers that we add information particular to JCC

None

I haven't experienced much, if anything, in the way of barriers. I don't ALWAYS repost because sometimes I've been posting a lot and it's more related to other communities. On the whole, though, I usually repost almost everything.

Having to send public communications through our media department is sometimes a barrier, however, our media department always try to support us unless it doesn't fit with their own department rules.

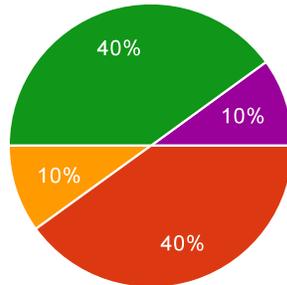
I have not experienced any since I started in May.

Information needs to be Norfolk specific. Our media folks may take releases and edit content for the City specific items. We are also required to go through our

Communications group for permission.

## General Public Relations Strategies

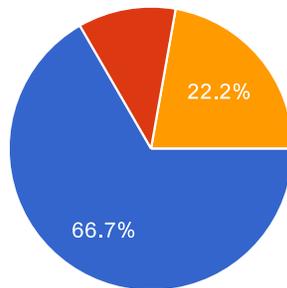
Have you contributed to the askHRgreen.org blog?



Often	0	0%
Sometimes	4	40%
Rarely	1	10%
Never	4	40%
Other	1	10%

Other: Not for a long time (Debbie Blanton)

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

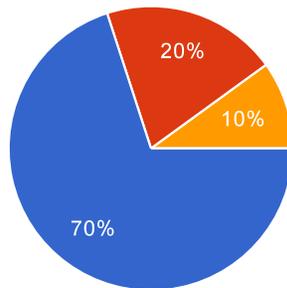


Yes	6	66.7%
No	1	11.1%
Other	2	22.2%

Other: Unsure/Not at this time

## General Public Relations Strategies

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

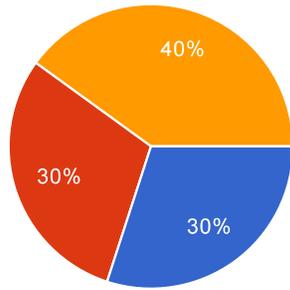


Yes	7	70%
No	2	20%
Other	1	10%

Other: Unsure - Chesapeake

Do you have plans to use the askHRgreen.org trailer in the next year?

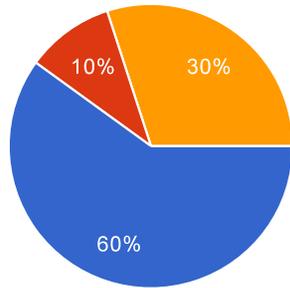
Yes	3	30%
No	3	30%



Other 4 40%

Other: Maybe - Chesapeake x2, Smithfield, Virginia Beach

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

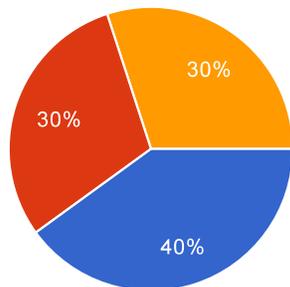


Yes 6 60%  
No 1 10%  
Other 3 30%

Other: Maybe - Isle of Wight, Smithfield, Gloucester

## 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 4 40%  
No 3 30%  
Other 3 30%

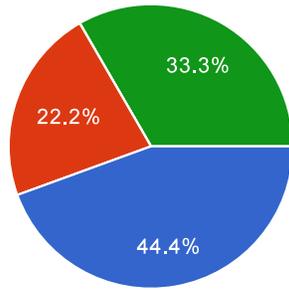
Other: Unsure - Smithfield

Yes - Liz Vaughn, Debbie Blanton, Wayne Jones, Norfolk/Virginia Beach

## Public Relations Strategies for 2016-17

### Rainy Day Sidewalk Messaging Campaign

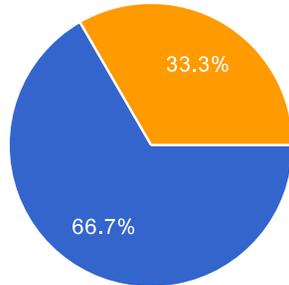
What do you think of this idea?



Love it	4	44.4%
Like it	2	22.2%
Don't Like it	0	0%
Other	3	33.3%

Other: I love it, but I'm not sure the folks above me would. I would be willing to ask. (Debbie Blanton) Would work in very select areas with pedestrian traffic. (Wayne Jones) More information needed (Norfolk)

**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	6	66.7%
No	0	0%
Other	3	33.3%

Other: Maybe - Smithfield, Virginia Beach, Norfolk

**Do you have additional feedback for us about this idea?**

This would be so cool! Chesapeake

Not at this time Smithfield

The only question I have is does it affect the aging/weathering of the concrete? In ten years time, for example, would all the rest of the concrete be weathered away and the stenciled area still in good shape (or vice versa)? Hampton

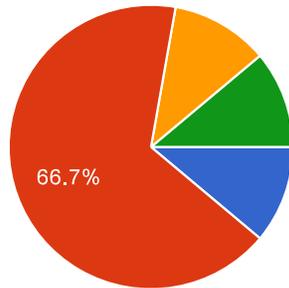
I like the out of the box thinking and would like to see more of this - flash mob, street theatre, sand stamping, a mini music festival of our own with eco friendly food vendors and local artists etc... just some ideas. Suffolk

This is counter to "Only Rain Down the Storm drain". Who maintains long term and does it promote graffiti? What are environmental impacts? Norfolk

**Public Relations Strategies for 2016-17**

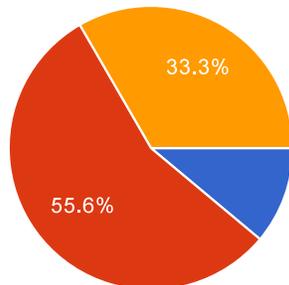
# Stormy Weather Kit

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	1	11.1%	Other: I find there is already so much business and government messages out there speaking to emergency preparedness. (Wayne Jones)
Like it	6	66.7%	
Don't Like it	1	11.1%	
Other	1	11.1%	

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



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

Other: Maybe - Smithfield, Gloucester, Virginia Beach

Do you have additional feedback for us about this idea?

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

Not at this time Smithfield

Good idea, just not my thing. Hampton

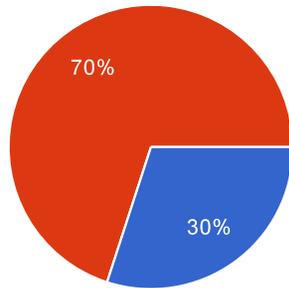
Would this be similar to VDOT's Virginia Hurricane Preparedness Guide? Virginia Beach

Not necessary. Norfolk

## R&B Strategies for 2016-17

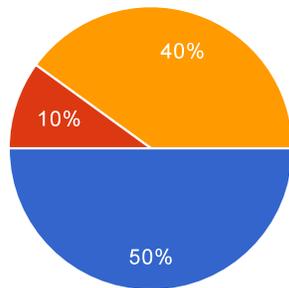
# Let's Talk Trash Recycling Audit Media Event

**In terms of getting the word out about your primary contamination message, what do you think of this idea?**



Love it	3	30%
Like it	7	70%
Don't Like it	0	0%
Other	0	0%

**If we were to implement this promotion, would you be willing to help with some of the behind-the-scenes planning and encourage media in your locality to attend?**



Yes	5	50%
No	1	10%
Other	4	40%

Other: Maybe - Smithfield, Gloucester, Virginia Beach  
Norfolk - Further discussion requested

**Aside from the media, are there leaders in your locality who would benefit from attending such an event? If so, who?**

Maybe community leaders like civic leaders or school reps? Chesapeake

Yes, because we care Smithfield

Oh yes! I think City Council, the City Manager's Office, Neighborhood Commission, neighborhood association leaders, school officials, the list is endless. Hampton

**Do you have additional feedback for us about this idea?**

Not at this time Smithfield

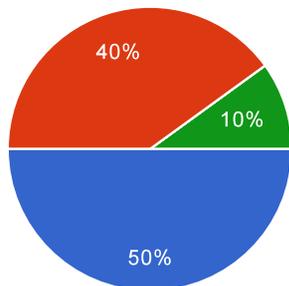
I would be glad to help with this to the extent that I can. Hampton

Hand on sort with media would be ideal. Host at a municipality not a MRF. Norfolk

## R&B Strategies for 2016-17

## Plastic Bag Forgiveness Day

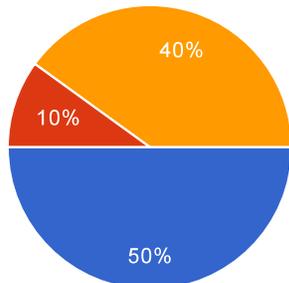
In terms of getting the word out about your secondary plastic bag message, what do you think of this idea?



Love it	5	50%
Like it	4	40%
Don't Like it	0	0%
Other	1	10%

Other: We already do this at our ARD/NRD.  
(Norfolk)

If we were to implement this promotion, would you be able to take part in "Plastic Bag Forgiveness Day" events in selected localities?



Yes	5	50%
No	1	10%
Other	4	40%

Other: Maybe (Smithfield, Gloucester), If it's in Hampton I can do it.(Hampton), We already do this at our ARD/NRD.(Norfolk)

Do you have suggestions on ways we might improve this promotion to make it more engaging and exciting?

Not at this time **Smithfield**

Maybe add a drawing for a donated prize, like a dinner for two at a local restaurant (or more than one). **Hampton**

Bay Star Homes Pledge under "conserve resources" is to only use reusable bags.

Engage the regional committee working on this topic and elected officials. **Norfolk**

Do you have additional feedback for us about this idea?

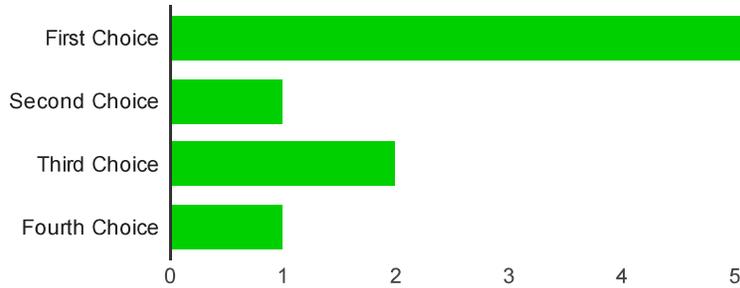
Not at this time **Smithfield**

Great idea! **Hampton**

Add to the legislative package the recommendation to create a plastic bag fee or ban. **Norfolk**

## Pick Your Favorites!

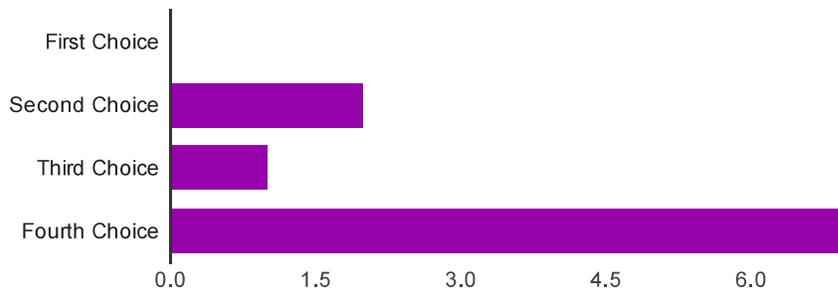
### Rainy Day Sidewalk Messaging [Please rank each idea from favorite to least favorite.]



Strategy Ranking:

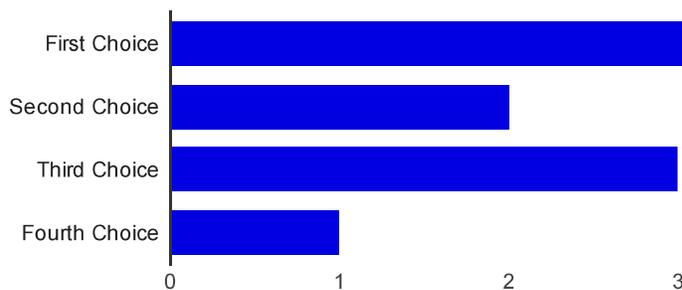
- 1 - Rainy Day Sidewalk
- 2 - Let's Talk Trash
- 3 - Plastic Bag Forgiveness
- 4 - Stormy Weather Kit

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



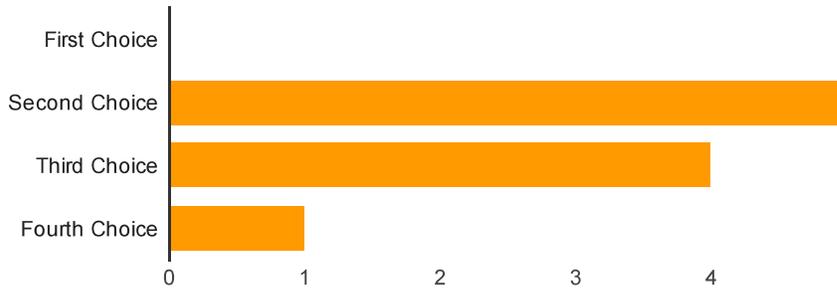
First Choice	0	0%
Second Choice	2	20%
Third Choice	1	10%
Fourth Choice	7	70%

### Let's Talk Trash Recycling Audit Media Event [Please rank each idea from favorite to least favorite.]



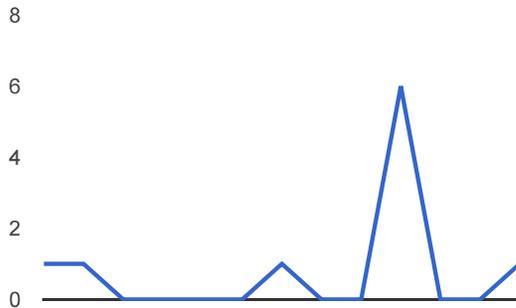
First Choice	4	40%
Second Choice	2	20%
Third Choice	3	30%
Fourth Choice	1	10%

**Plastic Bag Forgiveness Day [Please rank each idea from favorite to least favorite.]**



First Choice	0	0%
Second Choice	5	50%
Third Choice	4	40%
Fourth Choice	1	10%

**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.

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## 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**

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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?**

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## **Public Relations Strategies for 2016-17**

### **Stormy Weather Kit**

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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?

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### R&B 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 Recycling & Beautification committee. Please answer the questions below and add your thoughts in the "other" boxes when needed.

### Let's Talk Trash Recycling Audit Media Event

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As a way to promote your primary contamination message, askHRgreen.org is considering hosting a "Let's Talk Trash" Recycling Audit Media Event, to which local reporters would be invited to see, touch and report on contamination issues in the region and address why it's important to keep trash out of the recycling stream. The event would be held on or close to America Recycles Day, Nov. 15, or in concert with the R&B Curbside Contamination project that is being planned.

26. In terms of getting the word out about your primary contamination message, what do you think of this idea?

Mark only one oval.

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

27. If we were to implement this promotion, would you be willing to help with some of the behind-the-scenes planning and encourage media in your locality to attend?

Mark only one oval.

- Yes
- No
- Other: .....

28. Aside from the media, are there leaders in your locality who would benefit from attending such an event? If so, who?

.....

.....

.....

.....

.....

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

.....

.....

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### R&B 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 Recycling & Beautification committee. Please answer the questions below and add your thoughts in the "other" boxes when needed.

### Plastic Bag Forgiveness Day

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As a way to promote your secondary message of plastic bag contamination, askHRgreen.org is considering the return of the "Plastic Bag Forgiveness Day" event that we managed in 2011. Sponsored by A Bag's Life, this public education campaign engages residents about the

importance of recycling plastic bags, films and wraps instead of tossing them in the trash or recycling bin. For the 2011 promotion, askHRgreen.org offered residents a “second chance to do right by the environment” when they turned in five plastic bags or more at appointed collection sites on the Peninsula and Southside. Reusable tote bags and other giveaways were given to those who participated in the drive, and the event was covered by the local media.

**30. In terms of getting the word out about your secondary plastic bag message, what do you think of this idea?**

*Mark only one oval.*

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

**31. If we were to implement this promotion, would you be able to take part in “Plastic Bag Forgiveness Day” events in selected localities?**

*Mark only one oval.*

- Yes
- No
- Other: .....

**32. Do you have suggestions on ways we might improve this promotion to make it more engaging and exciting?**

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

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**Pick Your Favorites!**

**34. 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"/>
Let's Talk Trash Recycling Audit Media Event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plastic Bag Forgiveness Day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

