



YOUR GO-TO RESOURCE FOR EVERYTHING GREEN IN HAMPTON ROADS

PUBLIC EDUCATION & OUTREACH
Katie Cullipher | September 3, 2015



OVERVIEW

- askHRgreen.org FY15 Results
- Media Promotions
- Grants & Events
- Bay Star Homes
- Green Magazine

askHRgreen.org Results | Highlights

- 10 themed media campaigns with creative advertising materials
- SEO/SEM Campaigns
- Held media ambassador training and arranged 6 follow-up interviews
- Partnered with *Coastal Virginia Magazine* on *Green Magazine*
- Published the *State of Recycling in Hampton Roads* white paper
- Produced three videos and a movie theater ad
- Conducted third wave of campaign research
- Launched region-wide Bay Star Homes program

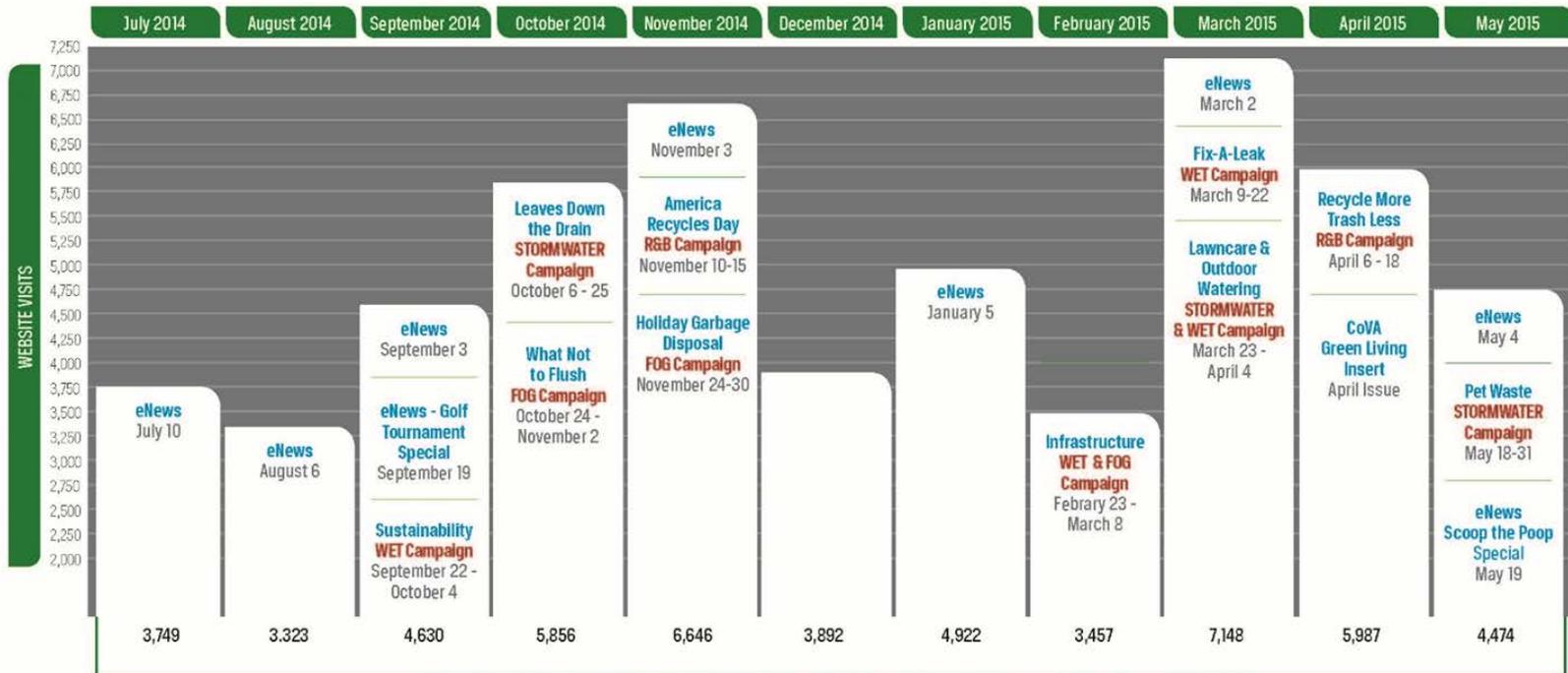
askHRgreen.org Results | Web Stats

	2011-12	2012-13	2013-14	2014-15
Visits	27,685	34,080	55,505	58,279
Unique Visitors	21,393	26,081	43,547	46,994
Pageviews	67,381	75,251	116,818	103,228
Pages per Visit	2.42	2.21	2.10	1.77
Avg. Visit Duration	2:19	2:10	1:48	1:26
Bounce Rate	61.63%	61.27%	64.37%	74.80%
% New visits	70.78%	75.50%	77.74%	79.87%

askHRgreen.org Results | Web Stats

Hampton Roads Planning District Commission 2014-2015 askHRgreen.org Campaign

MONTHLY PROMOTIONS & WEBSITE VISITATION June 16, 2015



SEARCH ENGINE OPTIMIZATION AND SEARCH ENGINE MARKETING July 1, 2014 - June 30, 2015

askHRgreen.org Results | SEO

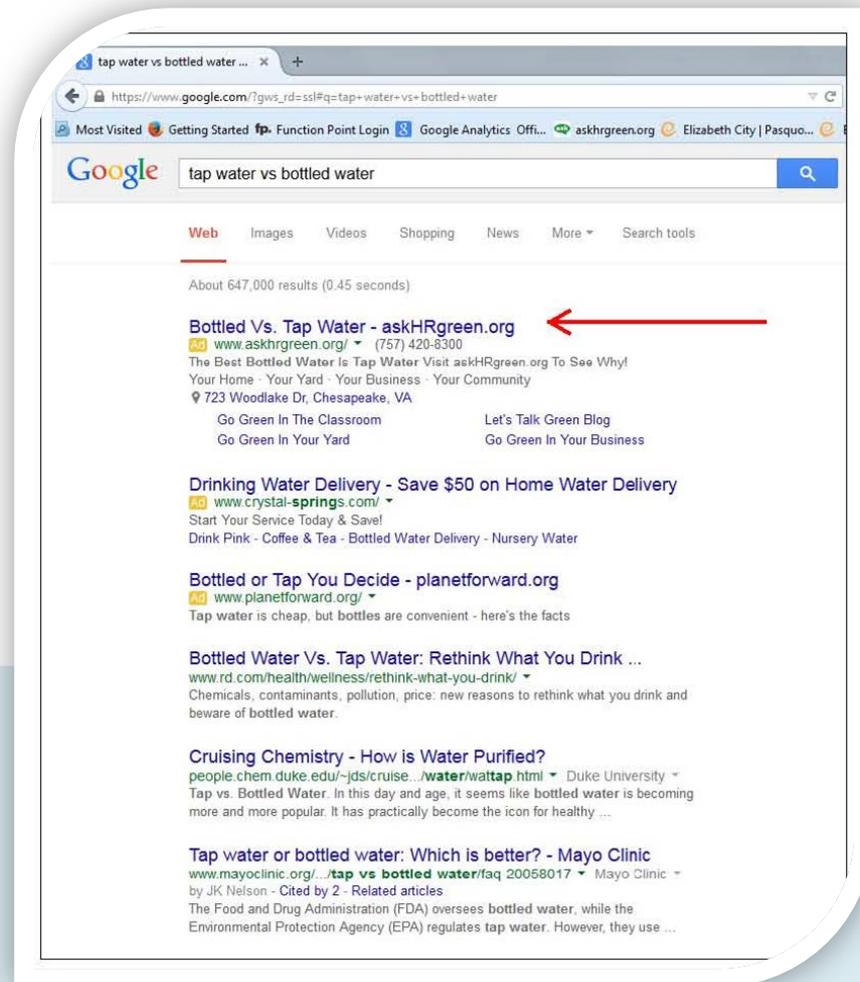
Search Engine Optimization (SEO)

- Impressions: 255,206
- 10 months
- Organic search results
 - 2012-2013 — 8,513 clicks
 - 2013-2014 — 14,842 clicks
 - 2014-2015 — 20,637 clicks
 - 39% increase

askHRgreen.org Results | SEM

Search Engine Marketing (SEM)

- Ads and keywords for all committees plus askHRgreen.org
- 12 months
- Impressions: 329,983
- Clicks: 5,879



askHRgreen.org Results

Combined Media Results

- Total advertising weeks: 52 consecutive
- Total impressions: 16.1 million
- Total Budget: \$248,312
- Total Campaign/Exposure Value: \$646,893
- Return on Investment: 2.6:1

Total Advertising Weeks	52
Impressions	
Coastal Virginia Magazine	221,000
Radio	7.66 million
Online Newspaper	1.59 million
Movie Theater Advertising	219,033
Search Engine Marketing (SEM)	308,126
Search Engine Optimization (SEO)	255,206
Facebook	1.48 million
Public Relations	4.08 million
Added Value	238,924
Budget	
Media	\$135,295
Public Relations	\$25,012
Creative & Web Development	\$65,670
Consulting	\$5,000
Research	\$17,335
Value	
Media Added Value	\$90,585
Public Relations Value	\$102,665
Total Publicity Value (PR Value x3)	\$307,995
Totals	
Impressions	16.1 million
Budget	\$248,312
Campaign/Exposure Value	\$646,893
Cost per Thousand Impressions	\$15.42
Return on Investment	2.6 : 1

IN THE MEDIA

- Stormwater – Leaves Down the Drain (and Pet Waste)
- Radio, online, and Facebook
- October 6 - 25, 3 weeks
- Impressions: 1,527,780
- Clicks: 3,357

Target Audience	Adults 35-64
Reach	61.6%
Frequency	4.0



ARE YOU ABOUT TO **BLOW IT** AND NOT EVEN **KNOW IT?** CLOSE

Find out how to safely get rid of fall leaves.

Leaves **CLOG** storm drains which causes **FLOODING**.
And if not removed, **ROTTING** leaves cause **ALGAE**
BLOOMS THAT HARM local fish and crab populations.

SO

RAKE 'EM BAG 'EM
MULCH 'EM COMPOST 'EM

However you get rid of fall leaves, make sure you **KEEP THEM OUT OF THE STORM DRAIN.**

For more mindful yard maintenance tips, just askHRgreen.org »

IN THE MEDIA

- Fats, Oils & Grease – What Not To Flush
- Movie theater, radio, online, and Facebook
- October 24 – November 2, one week
- Impressions: 265,000
- Clicks:1,566

Target Audience	Women 25-54
Reach	46.0%
Frequency	1.7



IN THE MEDIA

- Fats, Oils & Grease – Holiday FOG & Garbage Disposal
- Radio, online, and Facebook
- November 24 - 30, one week
- Impressions: 412,100
- Clicks: 2,277

Target Audience	Adults 35-64
Reach	28.3%
Frequency	2.3

FOR A **Clog-Free Season...**
GIVE YOUR *disposal* a holiday!

Get the straight scoop on keeping pipes clog-free

▲ ▲ CLOSE ▲ ▲

Disposals just chop scraps into tiny pieces that cause costly blockages & backups

- 1 SCRAPE AND WIPE PLATES**
Remove the leftovers and grease before they even hit the sink.
- 2 STRAIN THE BITS THAT REMAIN**
Catch the rest before they go down the drain and toss them in the trash.
- 3 FREEZE GREASE AND TRASH IT**
Pour grease and oils in an empty can and trash it when it's solid and cool.

For more tips to keep drains clear and enjoy a clog-free season, just askHRgreen.org

IN THE MEDIA

- Stormwater & Water Awareness – Lawn Care/Outdoor Watering
- Radio, online, and Facebook
- March 23 – April 4, 2 weeks
- Impressions: 741,000
- Clicks: 2,922

Target Audience	Adults 25-64
Reach	43.8%
Frequency	2.8

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

LAWN CARE

1. Test your soil before using fertilizer.
2. Seed bare spots to reduce erosion
3. Leave grass clippings on the lawn.
4. Reduce your lawn with bigger flower beds.

WATERING

1. Plant native plants that are suited to our climate.
2. Use compost and mulch in flower beds to help retain water.
3. Install a rain barrel & adjust sprinklers away from paved areas.
4. Water in the morning when there's less evaporation.

To get the secrets of easy lawn care and wise outdoor watering, just askHRgreen.org

IN THE MEDIA

- Stormwater – Pet Waste
- Radio, online and Facebook
- May 18 - 31, two weeks
- Impressions: 684,088
- Clicks: 990

Target Audience	Women 25-49
Reach	22.0%
Frequency	6.2

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

GRANTS, EVENTS

- askHRgreen.org participated in 32 regional events in FY 15
- Environmental Education Mini Grants: 31 awarded totaling \$13,211 reaching more than 6,985 students in 9 localities
- Pet Waste Stations: 96 stations installed in 13 localities
- Storm Drain Medallions: 560 medallions placed across the region



BAY STAR HOMES

Launched regional Bay Star Homes

- Developed regional database maintained by HRPDC and available locally for ease of tracking
- Participants can register online at BayStarHomes.org or askHRgreen.org/BayStarHomes
- 649 participants as of June 2015
- 890 participants as of September 1
- Widespread promotion to come in FY16



Chesapeake	15
Hampton	3
Newport News	27
Norfolk	801
Poquoson	1
Portsmouth	3
Smithfield	1
Suffolk	4
Virginia Beach	32
Williamsburg	1
York	2

GREEN MAGAZINE

- Green Magazine in partnership with Coastal Virginia Magazine
- 24-page lifestyle supplement produced at no cost to askHRgreen.org
- Committees provided expertise and recommended homeowners and projects to feature
- COVA staff conducted interviews, developed content and provided photography
- 7,500 copies were provided to localities to use for education and outreach
- 32,000 copies mailed to households in HR
- Advertising value: \$65,668

QUESTIONS? JUST  **askHRgreen.org**