



DO YOU
KNOW YOU



askHRgreen.org

2014-2015 Campaign Highlights

Presented by

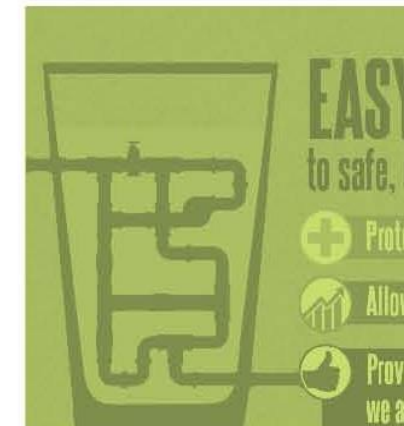
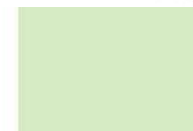
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September 17, 2015



Research Results

- ▶ askHRgreen.org awareness has increased to 18.2% which is a 6.2 point gain over 2012
- ▶ Participants who are askHRgreen.org aware are more likely to report positive behaviors and attitudes
- ▶ All reported negative behaviors have declined since 2010 with the exception of garbage disposal use
- ▶ Participants who are askHRgreen.org aware show significant declines in:
 - Drinking bottled water at home
 - Placing recyclables in the trash
 - Discarding plastic bags in the trash
 - Leaving pet waste on the ground
 - Feeding wildlife

Utility Value Comparison

- ▶ Overall, tap water and wastewater are seen as good values.
- ▶ Tap water is considered especially high value when compared to all other utilities with only 5.2% answering low value.
- ▶ While most respondents perceive wastewater to be of high or moderate value, a relatively high 15.3% see wastewater as low value.

Utility Value Comparison

- ▶ A majority of respondents were open to small price increases to accommodate system upgrades, and reading even a small explanation of why this is important greatly influenced willingness to pay more.
- ▶ 57.7% of respondents are willing to pay an extra \$1–5 per month to upgrade and sustain water systems.
- ▶ 31.9% would be willing to pay less than \$1 more per month.

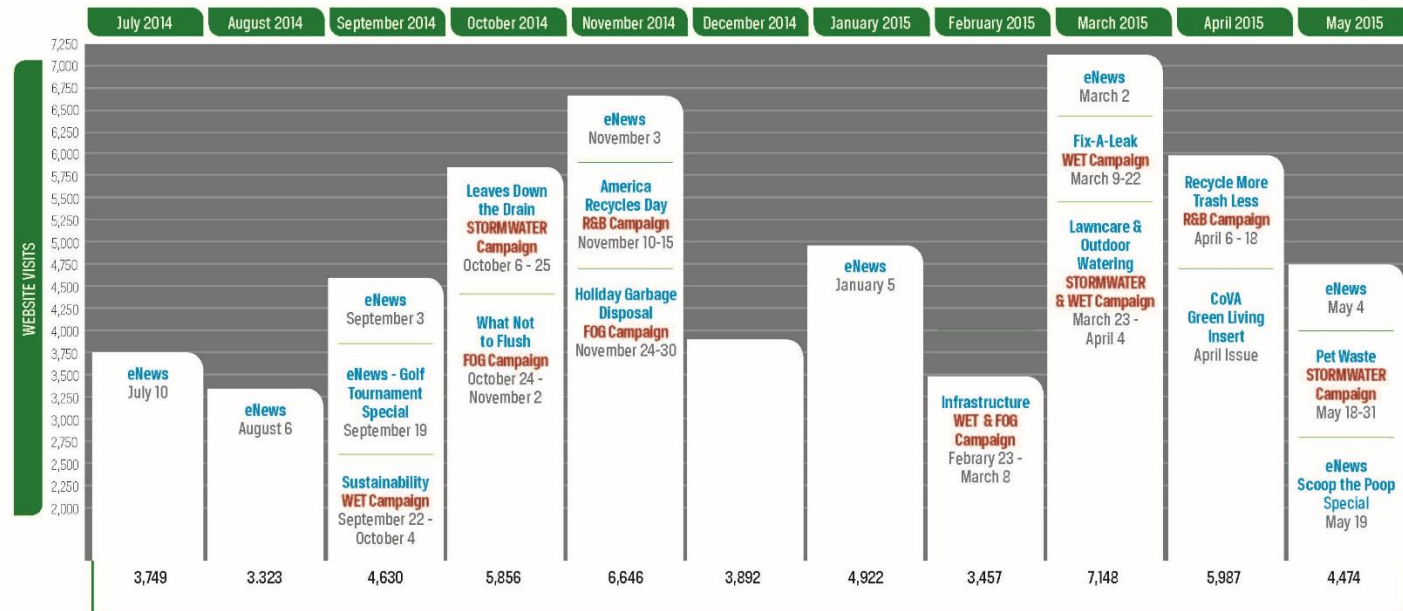
Media Campaigns

- ▶ Ten separate media campaigns
- ▶ Total market coverage
 - Search engine optimization
 - Search engine marketing
 - Online display advertising
 - Radio–13 radio stations
 - Movie theater advertising
 - Facebook display advertising
- ▶ Target audiences specific to the campaigns
- ▶ Paid advertising weeks: 52 consecutive
- ▶ Total advertising impressions: 11.96 million
- ▶ Total radio commercials: 2,958
- ▶ Total website clicks: 47,369

2014-2015 Website Visitation

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

58,279 Visitors
Up 5% from 2013-2014

Combined Media Results

- ▶ Total Media Budget: \$135,295
- ▶ Total Media Added Value: \$90,585
- ▶ Total Media Value: \$225,880
- ▶ Total Media Added Value: 2.49:1

Special Promotions

- ▶ Water Awareness – Value of Water Videos
 - Cost of a gallon of tap water
 - Gallons of tap water per person per day
 - Gallons of tap water used in HR per day
 - What does water mean to you
 - Importance of availability 24/7/365



Special Promotions

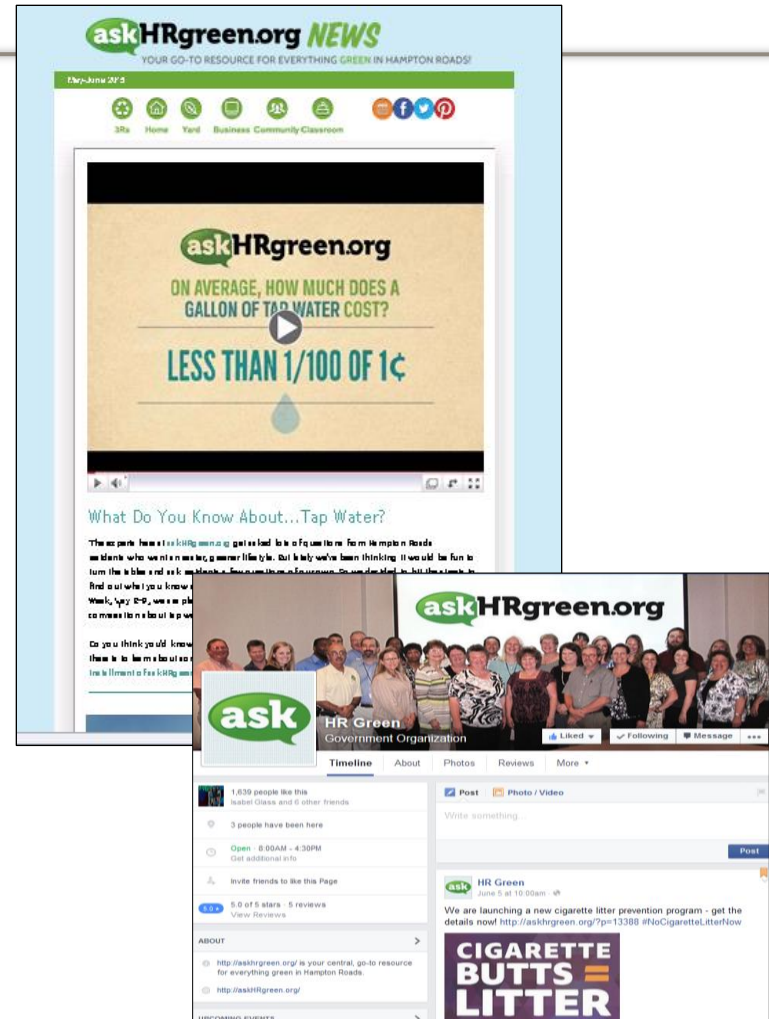
- ▶ Cigarette Litter Prevention Program
 - Seven HR localities participating
 - Keep America Beautiful grant program



Public Relations

► Media Outreach

- Distributed 11 news releases
- Issued 9 e-newsletters
 - Total newsletter subscribers: 5,184
 - #9 in referrals to Website
- Blog: 80 posts
- Posted social media messaging
 - Facebook: 1,644 likes
 - Twitter: 1,666 followers



Publications

- ▶ *Green Magazine* in partnership with *Coastal Virginia Magazine*
 - 24 page lifestyle supplement produced at no cost to askHRgreen.org
 - 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



Publications

- ▶ *State of Recycling in Hampton Roads*
 - Informed stakeholder audiences
 - Used for media relations



Public Relations Results

- ▶ Total impressions: over 4 million
- ▶ Total articles and interviews: 32
- ▶ Total Budget: \$25,012
- ▶ Total publicity value: \$307,996
- ▶ Total ROI: 12.31:1

BayStar Homes Regionwide Launch

- ▶ Recognition of residents who pledge to avoid behaviors harmful to waterways
- ▶ 649 registered
- ▶ Website promotion
- ▶ Online application
- ▶ HRPDC managing
 - Tracking
 - Reporting

The screenshot displays the 'askHRgreen.org' website interface. At the top, there's a navigation bar with links for 'YOUR SITE', 'YOUR HOME', 'YOUR YARD', 'YOUR BUSINESS', 'YOUR COMMUNITY', and 'YOUR CLASSROOM'. Below this, a search bar asks 'You have questions? We have answers! Ask away...'. The main content area features a 'BAY STAR HOMES PROGRAM' section with a 'Pledge to become a BAY STAR HOME' graphic. Text below explains that small steps add up and that the program aims to reduce waterway pollution. A 'GOOD TO KNOW' section mentions that the region is surrounded by water and that the program's goal is to protect and restore waterways. A 'GOOD TO DO' section provides instructions on how to pledge, including completing a registration form and displaying a Bay Star Homes flag. The registration form includes fields for Name (First and Last), House Number, Street Name, Name of Neighborhood, City/Country (pre-filled with Chesapeake), Zip Code, Email, and Phone Number. Below the form, there's a 'Grow Green' section with a checklist of actions: Get soil tested before fertilizing, Reduce lawn area and convert to planted beds, Choose native plants and avoid invasive species, Plant a tree, Reduce fertilizer and pesticide usage, Compost leaves and grass clippings or use proper disposal methods, and Mow the mower blades on three inches. A note on the right says 'Pick at least 2, but check all the steps you intend to take.' On the right side of the page, there are several promotional banners: 'LOOKS LIKE PUM' (UPPSA Household Chemical & Electronics Collection 13 Jun 2015), 'WORK SMARTER, NOT HARDER' (with these lawn care & outdoor watering tips), and 'REDUCE YOUR WASTE' (CUT DOWN ON THE DIRECTORIES).

Mini Grants

- ▶ Grants of up to \$500 for environmentally-themed projects
- ▶ Eligibility
 - School teachers K-12
 - Youth Leaders
 - Organizations working with youth
 - Must be tied to at least one askHRgreen.org focal area
- ▶ 31 grants awarded in 9 localities
- ▶ Reached 6,985 students



Events

- ▶ askHRgreen participated in 32 regional events in FY 15
 - 20 trailer appearances
 - 12 table displays
- ▶ Collected 1,382 newsletter signups
- ▶ Total newsletter subscribers: 5,184



Co-Promotions

- ▶ Save the Date: Keep Hampton Roads Beautiful Golf Tournament
 - Monday, October 12, 2015 @ Greenbrier Country Club
 - Co-promotion with Keep Virginia Beautiful
 - Sign your foursome up today!



Total 2014–15 Campaign Results

- ▶ Total website visitation: 58,279
- ▶ Total new visitors: 46,546 up 7.82%
- ▶ Total impressions: 16,098,525
- ▶ Total Budget: \$248,312
- ▶ Total Exposure value: \$646,893
- ▶ Total ROI: 2.61:1