

August 24, 2020

MEMORANDUM #2020-99

TO: askHRgreen.org: Stormwater Education Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – August 28, 2020

The next meeting of the askHRgreen.org Stormwater Education Subcommittee is scheduled for **Friday, August 28, 2020 at 9:30 a.m.**

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the Subcommittee members, staff, and the general public, the askHRgreen.org Stormwater Education Subcommittee meeting will be held electronically via Zoom. Participants can join the meeting using the following credentials:

Join by Computer: <https://us02web.zoom.us/j/82933030505?pwd=cmUyQjhFT0JjL2poUDhGWHN1UjNxQT09>
-or-

Join by Phone: 1-929-205-6099

Meeting ID: 829 3303 0505

Passcode: 127702

In the event you are unable to attend, please let us know. Comments and suggestions based on this agenda package are welcome. The Agenda for the meeting is as follows:

1. Meeting Summary

The Committee will review the July meeting summary for approval.

Attachment 1

Action: Approve summary

2. askHRgreen.org Outreach

The current listing of events is as follows.

9/12	Go Green Market	Yorktown
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/3	Arlo's Shed Radio Promotion	Chesapeake
10/8-10/11	Suffolk Peanut Festival	Suffolk
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
3/27-3/28	2021 Daffodil Festival	Gloucester
6/19	RiverFest	TBD

*Volunteers will be needed to support attending this event.

Action: Based on discussion

3. FY21 Media Campaigns

The Committee will discuss the FY21 media plan:

- Fall 2020 - Leaves & Lawncare – using existing creative from FY20 – *tentatively scheduled for 9/28 - 10/4*
- Spring 2021 - Pet Waste – using existing creative from FY19 – *tentatively scheduled for 6/7 - 6/13*
- askHRgreen social media branding campaign – *ongoing*

Action: Based on discussion.

4. Sidewalk Decal Promotion

Virginia Beach and Norfolk may provide an update on their plans to implement a modified version of the sidewalk decal campaign for September in conjunction with the International Coastal Cleanup. The full “Every Day We Love the Bay” regional sidewalk decal campaign has been moved to the spring in conjunction with Clean the Bay Day 2021 in June.

Action: Based on discussion

5. Regional Priorities for Stormwater Public Outreach

The Committee should continue discussing regional opportunities to satisfy Phase I and II outreach priorities. The Committee will continue discussing recruitment of local commercial car wash establishments as well as outreach to cleaning companies. The lawn signs and microfiber towels are ready for distribution to participating car washes.

Action: Based on discussion.

6. Bay Star Homes & Business Program

The Committee should discuss any updates or concerns with the regional program.

Action: Based on discussion.

7. Printing and Promotional Items

The Committee should discuss any printing or promotional item needs at this time, including reordering the “Clean, Healthy Bay” brochure and “Hampton Roads is a Region Defined by Water” brochure, available for review at the link below:

<https://askhrgreen.org/wp-content/uploads/2018/03/askHRgreen-ValueOfWater-brochure.pdf>

Action: Based on discussion.

8. Chesapeake Bay Restoration Fund Grant

HRPDC staff will submit the FY19-FY20 grant summary report by the August 31 extension deadline. The Committee should discuss applying for FY21-22 funds by the September 24 deadline. The FY21 application requesting funding for pet waste stations, rain barrel workshops, and fundraiser car wash kits is attached for review.

Attachment 8

Action: Based on discussion.

9. Public Comment and Roundtable

Committee members should discuss any news or relevant information regarding their local programs.

Action: Based on discussion.

10. Staff Reports

Budget – The current FY21 budget is attached for review and discussion.

Digital Marketing Report – The July report is attached for review.

FY20 askHRgreen Annual Report – HRPDC staff will provide an update on the status of the annual report.

Attachment 10A, 10B

Action: Based on discussion.

Next Committee Meeting is scheduled for Friday, September 18, 2020.

**askHRgreen.org Stormwater Education Subcommittee Meeting
Friday, July 17, 2020**

Due to the declared a state of emergency in the Commonwealth of Virginia in response to the continued spread of novel coronavirus, or COVID-19 and to protect the public health and safety of the subcommittee members, staff, and the general public, the askHRgreen.org Stormwater Education Subcommittee meeting was held via Webex Video Conferencing. These electronic meetings are required to complete essential business on behalf of the region, and a recording of the meeting is available on the website.

Attendance:

Jamie Durden, SU
Allison Watts, NN
Tara Copeland, VB
Michelle Williams, NO
Cris Ausink, HA
Barrett Nicks, YK

Trevor Long, JCC
Dave Taylor, DEQ
Jill Sunderland, HRPDC
Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC

The meeting summary was as follows:

1. Meeting Summary

The Subcommittee reviewed and approved the June meeting summary.

Action: Meeting approved.

2. askHRgreen.org Outreach

9/12	Go Green Market	Yorktown
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/3	Arlo's Shed Radio Promotion	Chesapeake
10/8-10/11	Suffolk Peanut Festival	Suffolk
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
3/27-3/28	2021 Daffodil Festival	Gloucester
6/19	RiverFest	

- The Suffolk Peanut Festival has been cancelled.
- Newport News Waterworks will take over hosting of askHRgreen.org trailer on August 1. HRPDC staff will have cabinet locks maintenance during downtime.

- Hampton held two rain barrel workshops as part of the CBRF grant. COVID safety guidelines in place. Suffolk will be reaching out to participants on Monday to schedule pickup of rain barrel “take and make” assembly kits.
- The Recycling & Beautification Committee has planned to reschedule the Great American Cleanup for September 18-19. This coincides with International Coastal Cleanup and United Way Day of Caring. Due to COVID-19 safety precautions, the focus of the campaign will be on smaller, neighborhood cleanups instead of large organized events.

Action: None.

3. FY20 Media & Promotions

HRPDC staff reviewed the FY21 media priorities:

- Fall 2020 - Leaves & Lawn – using existing creative
- Spring 2021 - Pet Waste – using existing creative
- askHRgreen social media branding campaign – ongoing

HRPDC staff and RCS are discussing ways to extend campaigns beyond one to two-week paid media campaigns. For example, the Hampton Roads Show has a sponsored pet segment on Thursdays which could be a great opportunity for pet waste messaging.

Action: HRPDC staff will get media schedules for Committee review.

4. Sidewalk Decal Promotion

The Committee discussed the “Every Day We Love the Bay” sidewalk vinyl decal installation.

- The current plan calls for implementation in September during the International Coastal Cleanup.
- HRPDC staff proposed delaying the launch of the campaign until Clean the Bay Day 2021 (as Clean the Bay Day was the original target).
 - Newport News, Hampton, and Suffolk were all in favor of delaying the project to Clean the Bay Day to allow more time to find locations and developing a plan for installation.
 - Virginia Beach has a lot of momentum with their local partners but thinks they would be amenable to moving the promotion to June.
 - Norfolk was not present but submitted comments before the meeting saying the campaign would be a good fit with International Coastal Cleanup and would help address the rise in PPE litter.
 - James City County was flexible with either option.
 - HRPDC staff suggested that select localities could install this fall with the regional effort installing in June.

Action: HRPDC staff will follow up with the Committee via email to give all localities an opportunity to submit feedback on rescheduling the sidewalk decal promotion.

5. Regional Priorities for Stormwater Public Outreach

The Committee discussed the launch of the car wash outreach campaign.

- HRPDC staff have ordered lawn signs and microfiber towels. The lawn signs are ready now but the microfiber towels may not arrive until late August. HRPDC staff will ask vendor to expedite the towel production, if possible.
- The hand sanitizers are also delayed until October.
- BSH clings could be used as a giveaway for the car wash program as well.
- The car wash campaign was promoted in the askHRgreen newsletter. A news release is planned as well.

The Committee reviewed the list of commercial outreach priorities and identified carpet cleaners as the last industry not addressed through Committee outreach.

- A carpet cleaning rack card was discussed but there may not be enough content for an entire rack card.
- HRPDC staff recommended possibly addressing multi-family property managers with carpet cleaning messaging and multiple other messages such as BMP maintenance, FOG management, pet waste, pet waste stations, geese management, grounds maintenance, etc.
- The same resource may work for HOAs, hotels, etc.

Action: Committee members should continue to sign up car wash locations in their localities. HRPDC staff will prepare content for a carpet cleaning resource.

6. Bay Star Homes & Business Program

There were no updates or concerns.

Action: None.

7. CBPA Outreach

HRPDC staff have been working to develop resources for askHRgreen.org website to address the CBPA and have asked the Committee whether having a printable brochure on the topic would be helpful.

- The Committee discussed providing CBPA information as part of BSH.
- Website content will include an interactive map for residents to find out if they are in the CBPA and local contacts. Cost for adding the page covered in general maintenance agreement.

- New brochure would be branded through askHRgreen and designed by RCS using the Committee budget.

Action: The Committee approved the development of a handout on the CBPA.

8. Public Comment and Roundtable

Newport News - Staff back in the office full time, Director of Engineering has retired, new staff for askHRgreen, new staff person to assist with askHRgreen programs (Alex)

James City County - digital outreach campaigns to replace traditional public outreach usually done at events

Suffolk - Staff back in the office full-time, no public outreach, scheduling rain barrel pickups.

DEQ - Dave Taylor started as MS4 Coordinator back in March, hope to sit in on meetings as possible, available for assistance if needed, complimented the job the Committee and region have done on regional stormwater education campaign

Hampton - COVID-19 crowd control at local beaches, pet waste outreach on trails and beaches

Action: None.

9. Staff Reports

Budget - The Committee reviewed the FY21 budget. Carwash supplies and pet waste have been applied to budget.

- The Stormwater Technical Committee has reviewed the FY22 budget which included an overall decrease of program funding compared to FY21. The Stormwater Technical Committee will vote on the budget at the September meeting. The Education budget stayed the same with reserve funding from the staff budget applied to aid in the overall decrease. The actual Committee education budget for FY22 will remain the same.

Outreach Resources – The Committee was reminded that toolkit resources are available to assist with local outreach campaigns. It includes graphic elements localities may use for mailings, social media, newsletters, etc.

Marketing Services Contract - RCS contract was up to renewal in FY20 but has been extended until October due to coronavirus and the ongoing RFP for HRPDC continuing services. The askHRgreen service contract was included in the continuing services agreement for multiple HRPDC contracts. RCS will still be retained but as a subcontractor. RCS services will be available via task order for any new projects that come up throughout the year for askHRgreen or HRPDC.

Digital Marketing Report - Overall traffic was down in June but pet waste campaign was the most visited page on askHRgreen.org. Many scoop the poop pledges were collected through the campaign and featured in a mini social media campaign. The Water Awareness Committee also had a hydroflask giveaway which was the most popular organic post on Facebook during June.

Action: None.

The next meeting is scheduled for Friday, August 21, 2020.

CHESAPEAKE BAY RESTORATION FUND
ADVISORY COMMITTEE



GRANT APPLICATION

Save this PDF document to your computer before filling it out.

April 2, 2019 - Version 2.1

Brief Description of Project

The description provided below is the primary basis for consideration of this application. Advisory committee staff will use this description as the official summary for committee members' review. Staff **WILL NOT** look through additional submitted materials to formulate a description of your proposed project. (Limit: 1500 Characters)

Project Budget

Amount Requested from Restoration Fund:

\$

Total Project Budget:

\$

Please provide an itemized budget describing all estimated expenditures and all sources and amounts of funding; indicate which budget items are proposed to receive restoration funding below. (Limit: 1500 Characters)

Project Schedule

Indicate when project activities will occur or specific tasks will be completed, not to exceed one year.

Project Evaluation

Describe how the project's success or effectiveness will be evaluated. (Limit: 2000 Characters)

Promotion of the License Plate

Describe plans for promoting the sale of the license plate.

EDI Payment Agreement
For Grant and Locality Payments

This agreement is entered into as of this _____ day of _____, 20____ between the Commonwealth of Virginia ("Commonwealth"), and the City/County/Town/Grantee/Locality of _____ ("GRANTEE/LOCALITY").

GRANTEE/LOCALITY hereby authorizes the Commonwealth to make payments by utilizing, at the Commonwealth's option, electronic data interchange ("EDI"). GRANTEE/LOCALITY acknowledges and agrees that the terms and conditions of all agreements between the GRANTEE/LOCALITY and the Commonwealth concerning the method and timing of payment shall be amended to the extent provided in this Agreement.

The EDI payment shall be deemed completed when the GRANTEE's/LOCALITY's Depository Institution receives or has control of the payment. The Electronic Payment Information Form is an integral part of this agreement.

If CTX is chosen, GRANTEE/LOCALITY understands and acknowledges that the Commonwealth will deliver the remittance data to GRANTEE's/LOCALITY's designated Depository Institution. If CCD+ is chosen, the Commonwealth agrees to provide the remittance data via the Internet.

The GRANTEE/LOCALITY shall provide the Commonwealth written notification of any change in the depository institution, payment instructions, or remittance data instructions at least 15 days in advance of such change. Such notification shall be delivered to the Department of Accounts via:

- E-mail to: edi@doa.virginia.gov,
- Fax to: (804) 414-9896, or
- U.S. Mail to: Virginia Department of Accounts, eCommerce Unit, P.O. Box 1971, Richmond, VA 23218-1971

A "Trading Partner Notification of Change" form can be printed from DOA's website (www.doa.virginia.gov), the changed information filled in, and the form faxed or mailed to the fax number or address above, respectively.

In the event of duplicate payment, overpayment, fraudulent payment, or payment made in error, GRANTEE/LOCALITY agrees to return any such payment to the Commonwealth, after the Commonwealth first provides information to the GRANTEE/LOCALITY documenting any duplicate payment, overpayment, fraudulent payment, or payment in error.

The Commonwealth shall be responsible for making all payments required pursuant to this Agreement and for any loss of payment prior to the point at which the GRANTEE's/LOCALITY's Depository Institution shall receive or have control of the payment, except that GRANTEE/LOCALITY shall be responsible for any loss which may arise by reason of any error, mistake, or fraud regarding the information provided herein, or any subsequent changes. Any other loss shall be borne by the Commonwealth, except to the extent that such loss arises by reason of the negligence or willful misconduct of the GRANTEE/LOCALITY. In the event that payment has not been received by GRANTEE/LOCALITY, GRANTEE/LOCALITY shall notify the Commonwealth immediately in writing and the Commonwealth shall have ten (10) business days from the date of receipt of such notice in which to make said payment. Until the expiration of that period, GRANTEE/LOCALITY agrees that it will not have or pursue any rights or remedies against the Commonwealth for any failure to make payment, including without limitation, actual, incidental, or consequential damages.

Signature: _____
Print Name: _____
Title: _____
Date: _____

**AGENCY, GRANTEE, LOCALITY, and NON-STATE AGENCY
ELECTRONIC PAYMENT INFORMATION FORM**

Agency, Grantee, Locality, or Non-State Agency Information:

Name _____
(THIS MUST BE THE NAME REGISTERED WITH THE IRS FOR THE TAXPAYER ID)

Check one: Locality ____ Grantee ____ State Agency ____ Non-state agency ____

Is another company fiscal agent for your organization? Yes ____ No ____

Purpose of Account (General, Utilities, Education, Etc.) _____

Taxpayer ID Number (include EDI suffix if pre-assigned) _____

Mailing Address (Street or P.O. Box) _____

(City) _____ (State) _____ (Zip Code) _____

Contact Person _____ E-mail _____

Area Code/Telephone No. (include extension) _____

Payment Format Desired (Required – must select one): CCD+ ____ CTX ____

Fax Telephone No. _____

Bank Information:

Name of Bank _____

Address of Bank (Street or P.O. Box) _____

(City) _____ (State) _____ (Zip Code) _____

Check one: Checking ____ Savings ____

ACH Transit Routing Number for Bank (9 digits) _____

Bank Account Number (ACH) _____ (If your bank merged in the last year, please confirm the Transit Routing Number and the Bank Account Number with them before submitting this form.)

Bank Contact Name _____ E-mail _____

Bank Area Code & Telephone Number _____

Request for Taxpayer Identification Number and Certification



Section 1 - Taxpayer Identification

<input type="checkbox"/> Social Security Number (SSN) <input type="checkbox"/> Employer Identification Number (EIN) _____	Please select the appropriate Taxpayer Identification Number (EIN or SSN) type and enter your 9 digit ID number . The EIN or SSN provided must match the name given on the "Legal Name" line to avoid backup withholding. If you do not have a Tax ID number, please reference "Specific Instructions - Section 1." If the account is in more than one name, provide the name of the individual who is recognized with the IRS as the responsible party.
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Dunn & Bradstreet Universal Numbering System (DUNS) (see instructions) _____	Legal Name: _____	
	Business Name: _____	

Entity Type	Entity Classification	Exemptions (see instructions)
<input type="checkbox"/> Individual <input type="checkbox"/> Corporation <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> S-Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> C-Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Disregarded Entity <input type="checkbox"/> Estate <input type="checkbox"/> Limited Liability Company <input type="checkbox"/> Government <input type="checkbox"/> Partnership <input type="checkbox"/> Non-Profit <input type="checkbox"/> Corporation	<input type="checkbox"/> Professional Services <input type="checkbox"/> Medical Services <input type="checkbox"/> Political Subdivision <input type="checkbox"/> Legal Services <input type="checkbox"/> Real Estate Agent <input type="checkbox"/> Joint Venture <input type="checkbox"/> VA Local Government <input type="checkbox"/> Tax Exempt Organization <input type="checkbox"/> Federal Government <input type="checkbox"/> OTH Government <input type="checkbox"/> VA State Agency <input type="checkbox"/> Other	Exempt payee code (if any): _____ (from backup withholding) Exemption from FATCA reporting code (if any): _____

Contact Information		
Legal Address: City: State : Zip Code:	Name: Email Address: Business Phone:	
Remittance Address: City: State : Zip Code:	Fax Number: Mobile Phone: Alternate Phone:	

Section 2 - Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined later in general instructions), and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions: You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See instructions titled Certification

Printed Name:		
Authorized U.S. Signature:		Date:

How to submit this application

1. Make sure this PDF document is saved to your computer.
 - Please use a PDF editing program such as Adobe Acrobat Reader or Apple Preview to fill out this application packet.
 - If you initially clicked on the link to the application packet in Google Chrome, the application packet will only be displayed in your web browser. You will be unable to save the document or submit an application.
2. Send the application to Gwen Foley by email.
3. Create a new email message addressed to gfoley@dls.virginia.gov
4. Attach your completed and saved application packet to the email and send it.
5. If you need technical assistance with the application, contact Shay Capers.
 - Email: scapers@dls.virginia.gov
 - Telephone: 804 698-1826



BUILD BETTER BRANDS

DIGITAL MARKETING REPORT

REPORTING PERIOD

July 1 - July 31, 2020

PREPARED FOR

askHRGreen.org

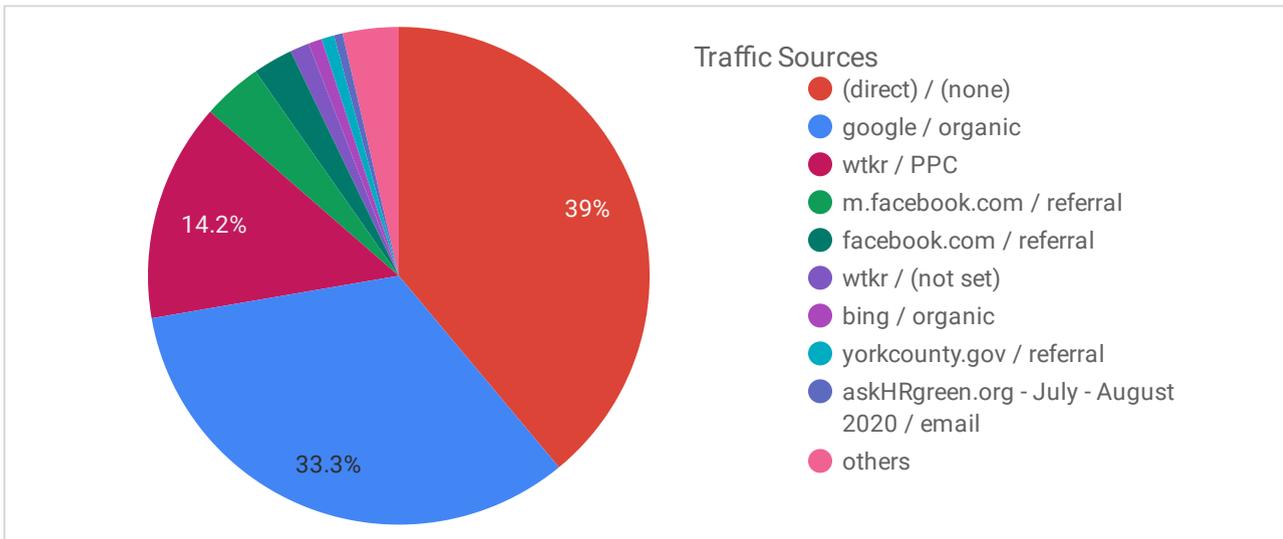
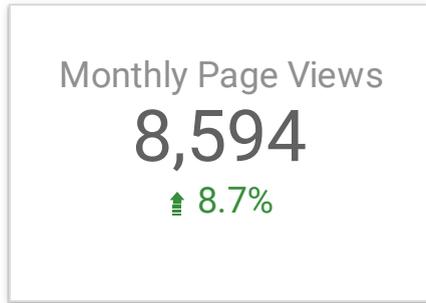
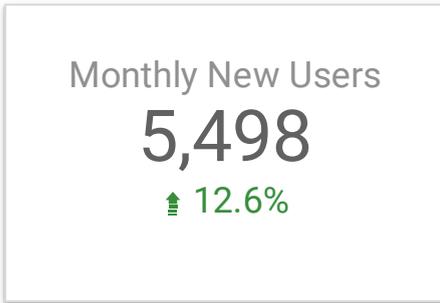
REPORTING ON

Website Activity

Social Media

PREPARED BY

Diana Richardson & Christy Klein - Digital Marketing Professionals

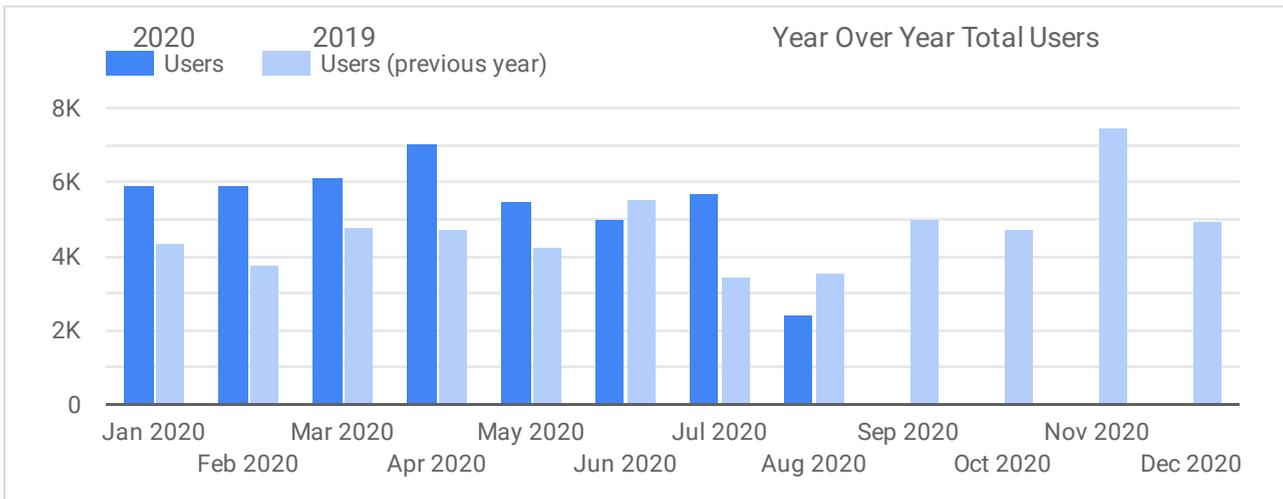


NOTES & ANALYSIS

And we're back! With some lovely **Month-Over-Month increases** compared to June.

During June, Google was the #1 driver over traffic to the website, but we can see that **Direct Traffic was the #1 source** during July.

Year-Over-Year visitors to the website are **up by 64.5%** – Let's keep rockin' and rollin'!



WEBSITE ENGAGEMENT

Jul 1, 2020 - Jul 31, 2020

Top Pages	Pageviews	% Δ
/	2,269	370.7% ↑
/gtk-gtd/lawn-garden-best-pract...	449	-13.8% ↓
/algae-lets-get-rid-scum/	310	3.7% ↑
/summer2020/	295	-
/disposable-diaper-liners-flush-fl...	268	-6.0% ↓
/events-happenings/	247	-30.2% ↓
/gtk-gtd/electronics-recycling-d...	193	-30.3% ↓
/gtk-gtd/recycling-lookup/newp...	166	472.4% ↑
/programs/great-american-clea...	162	500.0% ↑
/gtk-gtd/illegal-dumping/	153	18.6% ↑

Avg. Session Duration

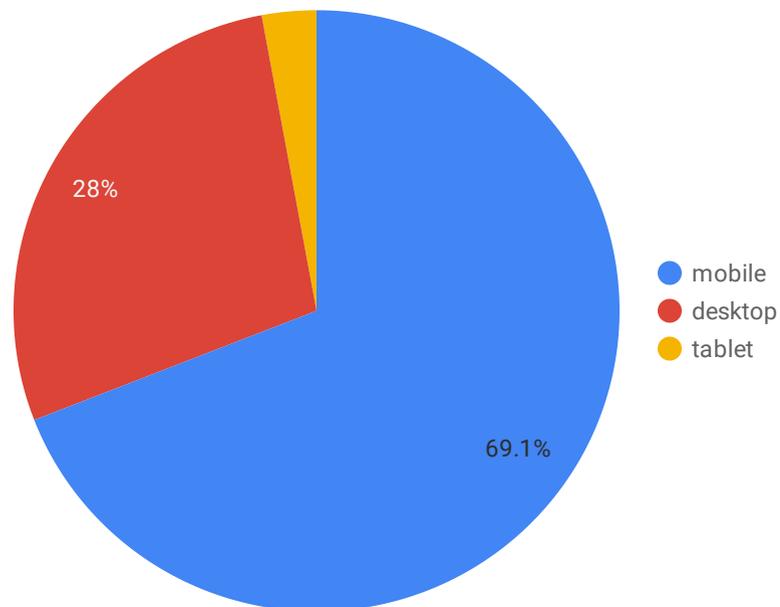
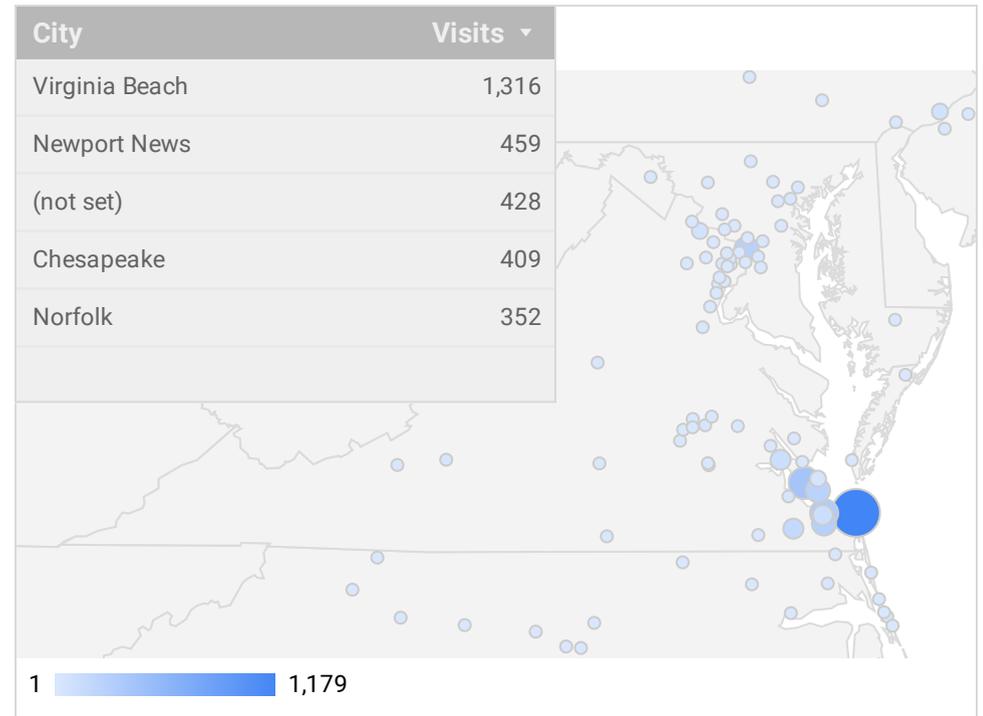
00:00:43

↓ -11.6%

Pages / Session

1.36

↓ -3.4%

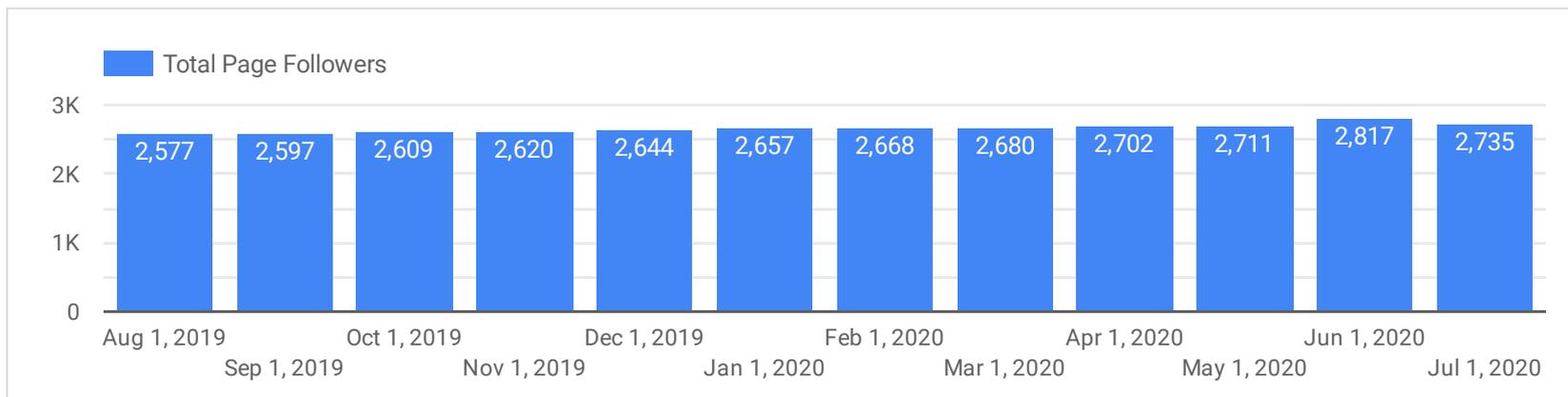
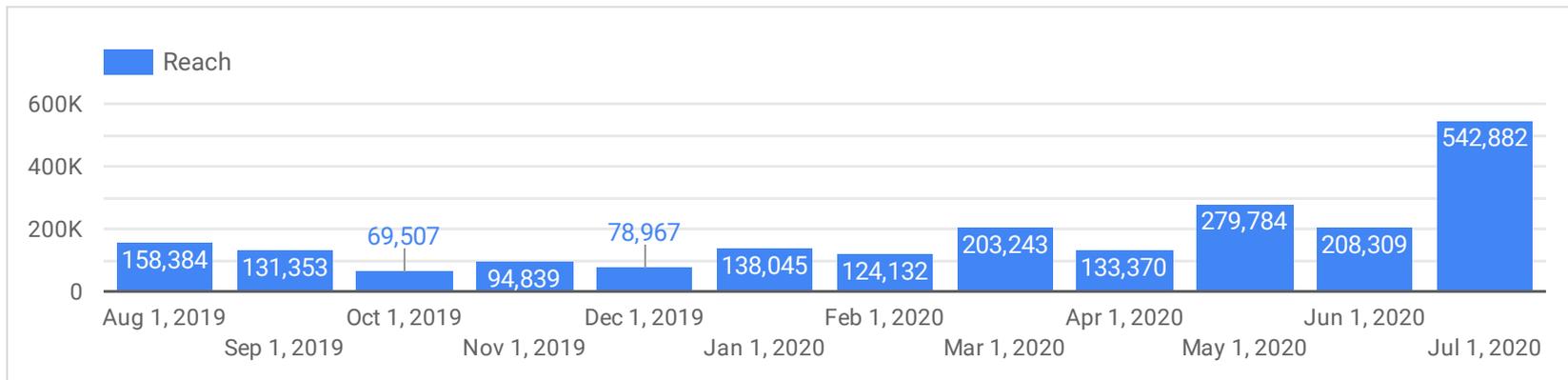
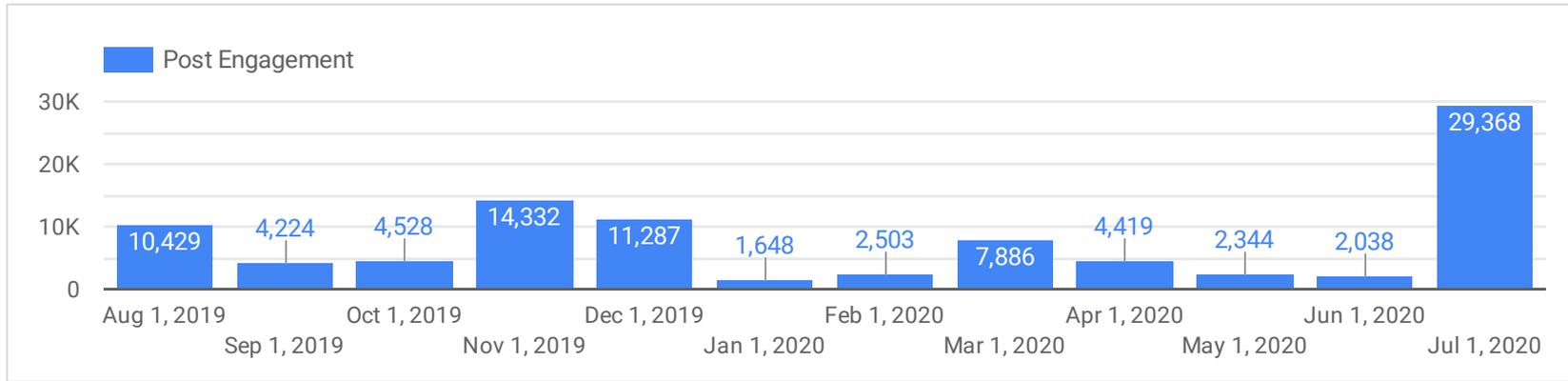


NOTES & ANALYSIS

It's so interesting that "gardening best practices" was the #1 page visited during July. We promoted gardening messaging in our June social media posts, and encouraged people to get outside in July, trying to tap into what people are interested in and tackling during these COVID times. Looks like our insight was spot on.

SOCIAL MEDIA / Facebook

May include Organic & Paid Traffic



NOTES & ANALYSIS

Total Page followers **decreased by 82** during July. We did however, see a dramatic increase in engagement.

There were 12 Organic Posts and 15 Paid Ads during July. The organic post from July 23rd wins the prize for most Engagements with a total of **47 clicks, comments and shares**.



SOCIAL MEDIA / Facebook

Paid Media Results

Jul 1, 2020 - Jul 31, 2020

	Campaign Name	Starts	Ends	Reach	Impressions	Total Engagements --	Engagement Rate
1.	ASK: 2020 07 Week 1 Post 2	Jul 2, 2020	Jul 6, 2020	63,789	63,789	189	0.3%
2.	ASK: 2020 07 Week 2 Post 2	Jul 9, 2020	Jul 13, 2020	57,168	572,214	186	0.03%
3.	ASK: 2020 07 Week 4 Post 3	Jul 24, 2020	Jul 28, 2020	53,849	53,849	183	0.34%
4.	ASK: 2020 07 Week 1 Post 1	Jul 1, 2020	Jul 5, 2020	51,520	52,176	168	0.32%
5.	ASK: 2020 07 Week 4 Post 2	Jul 23, 2020	Jul 27, 2020	56,431	56,521	166	0.29%
6.	ASK: 2020 07 Week 3 Post 1	Jul 15, 2020	Jul 19, 2020	49,841	49,841	156	0.31%
7.	ASK: 2020 07 Week 4 Post 1	Jul 31, 2020	Jul 26, 2020	49,672	49,672	154	0.31%
8.	ASK: 2020 07 Week 5 Post 3	Jul 27, 2020	Jul 31, 2020	50,693	50,693	145	0.29%
9.	ASK: 2020 07 Week 3 Post 2	Jul 16, 2020	Jul 20, 2020	49,873	49,924	145	0.29%
10.	ASK: 2020 07 Week 3 Post 3	Jul 17, 2020	Jul 21, 2020	39,987	39,987	124	0.31%
11.	ASK: 2020 07 Week 1 Post 3	Jul 3, 2020	Jul 7, 2020	59,456	59,610	110	0.18%
12.	ASK: 2020 07 Week 5 Post 1	Jul 27, 2020	Jul 31, 2020	47,197	47,197	90	0.19%
13.	ASK: 2020 07 Week 4 Post 2	Jul 27, 2020	Jul 31, 2020	47,284	47,284	87	0.18%
14.	ASK: 2020 07 Week 2 Post 3	Jul 10, 2020	Jul 14, 2020	44,474	44,474	76	0.17%
15.	ASK: 2020 07 Week 2 Post 3	Jul 1, 2020	Jul 14, 2020	44,581	44,581	67	0.15%

NOTES & ANALYSIS

Our Facebook and Instagram ads **reached over 815k** users during July, which is an **251% increase** in Reach over June's campaign. We also saw an increase in average Engagement Rate—June averaged 0.15% Engagement Rate and July averaged 0.24% — that's a terrific increase.

SOCIAL MEDIA / Facebook

Paid Media Results

Jul 1, 2020 - Jul 31, 2020

askhrgreen.org
Sponsored · Paid for by askHRgreen

Oh, the joy of dining out! 🍴 These days, though, the pandemic has changed how we eat out. And while we may not be able to ...See More

GET TAKE-OUT CONTAINERS YOU CAN "TAKE OUT" TO THE RECYCLING BIN.

ASKHRGREEN.ORG
For a cleaner, greener Hampton Roads

LEARN MORE

askhrgreen.org
Sponsored · Paid for by askHRgreen

With more cooking 🍳 in the kitchen comes more cleaning in the kitchen. Which means dealing with the scraps and shreds ...See More

JUST SAY NO TO CLOGS. STRAIN YOUR DRAIN.

ASKHRGREEN.ORG
For a cleaner, greener Hampton Roads

LEARN MORE

askhrgreen.org
Sponsored · Paid for by askHRgreen

We're adding to our askhrgreen.org summer reading list, and we thought we'd pass along these inspiring fictional ...See More

THE EARTH IS AN OPEN BOOK.

ASKHRGREEN.ORG
For a cleaner, greener Hampton Roads

LEARN MORE

askhrgreen.org
Sponsored · Paid for by askHRgreen

So we think we can say with confidence that we've all upped our online shopping game, right? 📦 And while it's been so ...See More

THINK OUTSIDE THE BOX. RECYCLE YOUR CARDBOARD PROPERLY.

ASKHRGREEN.ORG
For a cleaner, greener Hampton Roads

LEARN MORE

askhrgreen.org
Sponsored · Paid for by askHRgreen

As our askhrgreen.org summer reading list continues 📖, we have more suggestions for the "green" readers out there. (And ...See More)

TURNING PAGES LEADS TO TURNING OVER A NEW LEAF.

ASKHRGREEN.ORG
For a cleaner, greener Hampton Roads

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So it's a hot 🌞 July 🌞 day, perfect for washing your car. You park it in the driveway, pull out your detergent, the hose and a ...See More

OFF THE DRIVEWAY IS THE RIGHT WAY.

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It's that time of year when many of us like to relax with a good book in our hands. 📖 ...See More

GREEN READS THAT ARE GOOD READS.

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Does it rain 🌧 where you live or work? Anywhere it can rain, it can flood. Which means no matter how close you are to a ...See More

USE THE FLOOD RISK CALCULATOR TO ESTIMATE YOUR RATE.

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Protect your home
Here's where you'll find everything you need to know ...

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We're about to give you a fantastic excuse for getting out of a summer chore. 🧽 ...See More

FOR A GREENER, CLEANER CAR, GO TO THE CAR WASH.

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What can you do to make washing your car a greener, cleaner activity? 🧽 ...See More

THERE'S A CLEANER WAY TO WASH YOUR CAR.

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While we get together (a responsible six-foot apart, mind you) to celebrate our Independence, we want to remind ...See More

CELEBRATE YOUR FREEDOM FROM NON-REUSABLE PRODUCTS!

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Here's where you'll find everything you need to know ...

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With all the joy and delight we have living near so many waterways 🌊 here in Hampton Roads, we also have the high risk of ...See More

CALCULATE YOUR RATE. BECAUSE ANYWHERE IT CAN RAIN, IT CAN FLOOD.

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Protect your home
Here's where you'll find everything you need to know ...

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As our askhrgreen.org summer reading list continues 📖, we have more suggestions for the "green" readers out there. (And ...See More)

TURNING PAGES LEADS TO TURNING OVER A NEW LEAF.

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Here's one house guest you never want to invite over: The Grease Grinch! 🧹 He's that nasty clog that gets into your pipes ...See More

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Like Comment Share

SOCIAL MEDIA / Facebook

Paid Media Results

Jan 1, 2020 - Dec 31, 2020

Col...	Campaign Name	Starts	Ends	Reach	Impressions	Total Engagements	Engagement Rate	
1.	1	Post: Green Resolution #5	Jan 17, 2020	Jan 20, 2020	58,949	58,949	4	0.01%
2.	2	Post: Green Resolution #4	Jan 14, 2020	Jan 16, 2020	56,196	56,196	192	0.34%
3.	3	Post: Green Resolution #3	Jan 10, 2020	Jan 13, 2020	57,140	57,140	0	0%
4.	4	Post: Green Resolution #8	Jan 28, 2020	Jan 31, 2020	49,567	50,456	5	0.01%
5.	5	Post: Green Resolution #7	Jan 24, 2020	Jan 27, 2020	54,287	54,931	4	0.01%
6.	6	Post: Green Resolution #6	Jan 21, 2020	Jan 23, 2020	57,456	57,752	280	0.48%
7.	7	Post: Green Resolution #1	Jan 2, 2020	Jan 6, 2020	63,527	63,527	246	0.39%
8.	8	Post: Green Resolution #2	Jan 7, 2020	Jan 9, 2020	62,176	62,176	6	0.01%
9.	9	ASK: 2020 02 25-27: Indoor Plants	Feb 25, 2020	Feb 27, 2020	51,977	51,977	233	0.45%
10.	10	ASK: 2020 02 21-24: Thrifting	Feb 21, 2020	Feb 24, 2020	54,234	54,234	213	0.39%
11.	11	ASK: 2020 02 7-10: What Not To ...	Feb 7, 2020	Feb 10, 2020	39,924	39,924	115	0.29%
12.	12	ASK: 2020 02 28-29: Winter	Feb 28, 2020	Feb 29, 2020	51,765	51,765	213	0.41%
13.	13	ASK: 2020 02 4-6: Superbowl/Wh...	Feb 4, 2020	Feb 6, 2020	37,800	37,800	125	0.33%
14.	14	ASK: 2020 02 11-13: Rechargeabl...	Feb 11, 2020	Feb 13, 2020	49,207	49,207	178	0.36%
15.	15	ASK: 2020 02 14-17: Valentine's ...	Feb 14, 2020	Feb 17, 2020	53,536	53,711	170	0.32%
16.	16	Ask: 2020 02 18-20: President's D...	Feb 18, 2020	Feb 20, 2020	46,159	46,159	215	0.47%
17.	17	ASK: 2020 03: Fix a Leak	Mar 15, 2020	Mar 26, 2020	112,640	152,210	75	0.05%
18.	18	ASK: 2020 03: TU2CU	Mar 2, 2020	Mar 13, 2020	59,280	73,381	38	0.05%
19.	19	ASK: What Not To Flush	Apr 1, 2020	Apr 30, 2020	89,355	257,866	515	0.2%
20.	20	ASK: VOW/DWW	May 1, 2020	May 31, 2020	215,552	466,867	488	0.1%
21.	21	ASK: Pet Waste Poo-Em	Jun 1, 2020	Jun 30, 2020	232,576	466,266	696	0.15%
22.	22	ASK: 2020 07 Week 5 Post 3	Jul 27, 2020	Jul 31, 2020	50,693	50,693	145	0.29%
23.	23	ASK: 2020 07 Week 2 Post 1	Jul 8, 2020	Jul 12, 2020	49,975	49,975	52	0.1%
24.	24	ASK: 2020 07 Week 4 Post 3	Jul 24, 2020	Jul 28, 2020	53,849	53,849	183	0.34%

SOCIAL MEDIA / Facebook

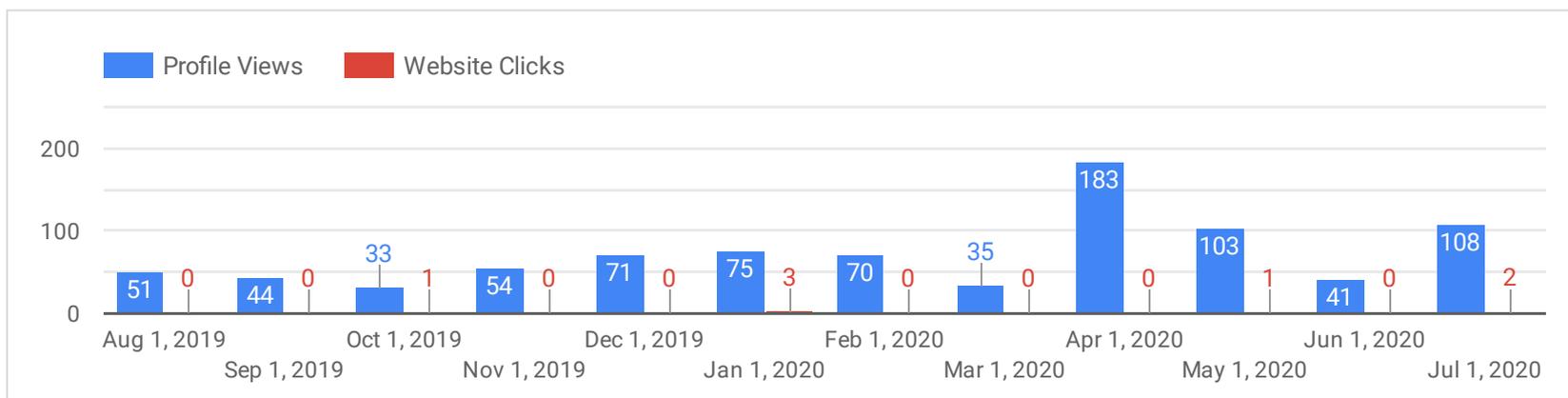
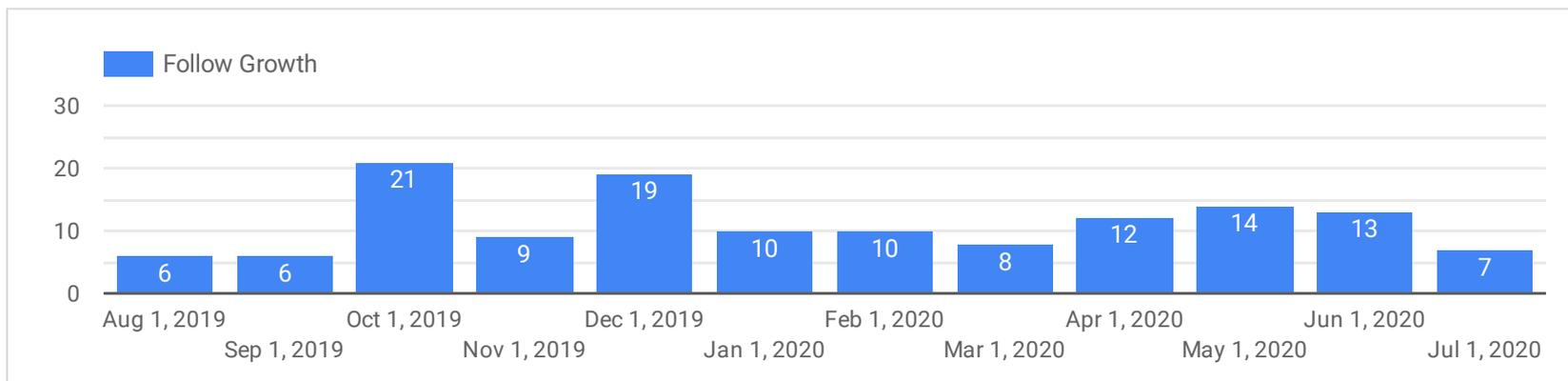
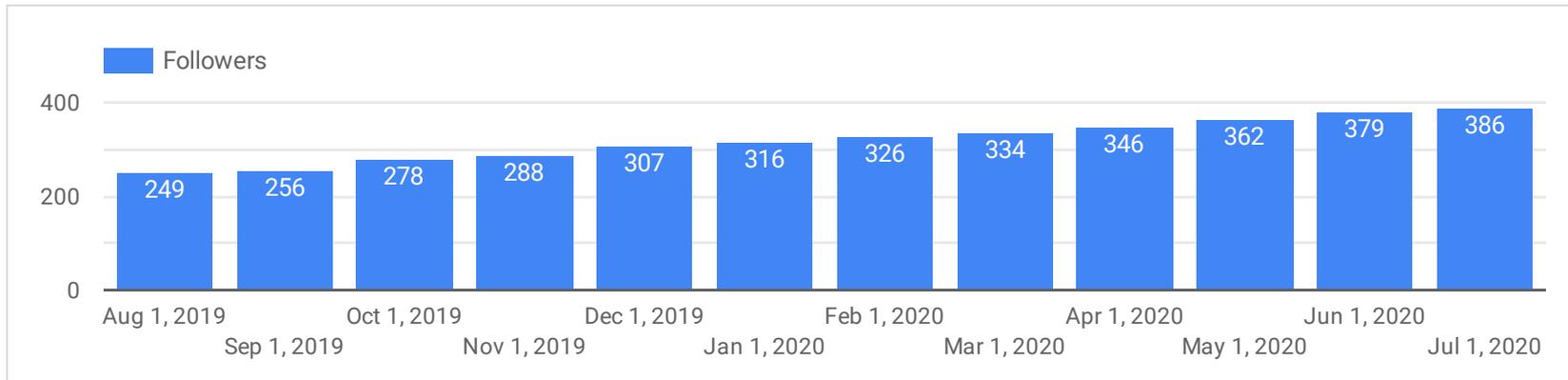
Paid Media Results

Jan 1, 2020 - Dec 31, 2020

	C...	Campaign Name	Starts	Ends	Reach	Impressi...	Total Engagements	Engagement Rate
1.	25	ASK: 2020 07 Week 1 Post 3	Jul 3, 2020	Jul 7, 2020	59,456	59,610	110	0.18%
2.	26	ASK: 2020 07 Week 2 Post 3	Jul 1, 2020	Jul 14, 2020	44,581	44,581	67	0.15%
3.	27	ASK: 2020 07 Week 4 Post 1	Jul 31, 2020	Jul 26, 2020	49,672	49,672	154	0.31%
4.	28	ASK: 2020 07 Week 2 Post 2	Jul 9, 2020	Jul 13, 2020	57,168	572,214	186	0.03%
5.	29	ASK: 2020 07 Week 3 Post 3	Jul 17, 2020	Jul 21, 2020	39,987	39,987	124	0.31%
6.	30	ASK: 2020 07 Week 3 Post 1	Jul 15, 2020	Jul 19, 2020	49,841	49,841	156	0.31%
7.	31	ASK: 2020 07 Week 3 Post 2	Jul 16, 2020	Jul 20, 2020	49,873	49,924	145	0.29%
8.	32	ASK: 2020 07 Week 2 Post 3	Jul 10, 2020	Jul 14, 2020	44,474	44,474	76	0.17%
9.	33	ASK: 2020 07 Week 1 Post 2	Jul 2, 2020	Jul 6, 2020	63,789	63,789	189	0.3%
10.	34	ASK: 2020 07 Week 1 Post 1	Jul 1, 2020	Jul 5, 2020	51,520	52,176	168	0.32%
11.	35	ASK: 2020 07 Week 5 Post 1	Jul 27, 2020	Jul 31, 2020	47,197	47,197	90	0.19%
12.	36	ASK: 2020 07 Week 4 Post 2	Jul 23, 2020	Jul 27, 2020	56,431	56,521	166	0.29%
13.	37	ASK: 2020 07 Week 4 Post 2	Jul 27, 2020	Jul 31, 2020	47,284	47,284	87	0.18%

SOCIAL MEDIA / Instagram

May include Organic & Paid Traffic



NOTES & ANALYSIS

We saw 7 new Followers during the month of July.

There were 13 Organic Posts during July. The post with the most engagement was the post from July 3rd that received 9 Engagements.



Posted : July 3, 2020 9:01 AM

🇺🇸 While we get together (a responsible six-feet apart, mind you) to celebrate our Independence, we want to remind you that as you cook out 🍷 and wave your red, white and blue, be sure to practice good recycling activities! Here are some ideas: 🗑️ Use washable plates and cups 🍴 Set out cloth napkins 🗑️ Offer reusable straws (or go strawless!) 🍏 Make table arrangements out of fruits and veggies ♻️ Recycle all suitable paper, glass and metal Love your country and help keep it safe and clean! What's your favorite way to entertain while practicing reducing, reusing and recycling? #ask-HRgreen #757 #hamptonroads #july-fourth2020 #independenceday #fourthofjuly #redwhiteblue #fourthofjulyfun #july4th

SOCIAL MEDIA / Google My Business

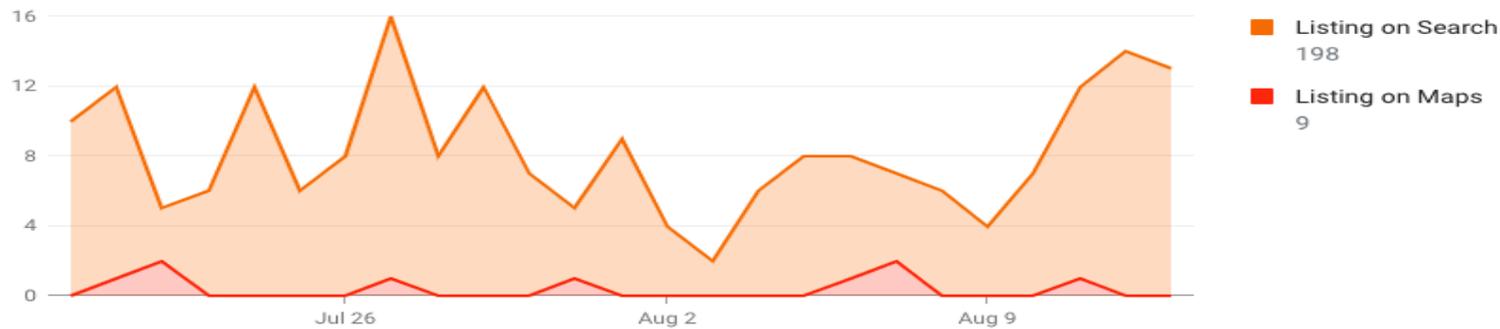
Queries	Users
1. adopt a pet	null
2. beach	null
3. bike recyclery	null
4. boat pump out service near me	null
5. charities accepting donations	null
6. chemical disposal	null
7. churches that help with diapers near ...	null
8. community clean up near me	null
9. cooking oil disposal near me	null
10. crt tv disposal near me	null

Post	Views
1. Green reads that are good reads	7
2. Turning pages leads to turning over a...	7
3. Grease Grinch	6
4. Off the driveway is the right way	5
5. For a greener, cleaner car, go to the c...	5
6. Just say no to clogs. Strain your Drain	3
7. Grease Grinch 2 (Jul 10)	3
8. There's a cleaner way to wash your car	3
9. Calculate your rate. Because anywhe...	3

NOTES & ANALYSIS

We are continuing to see a dip in GMB activity, which isn't overly concerning since overall website traffic is up.

Total views 207



1 month

Total actions 5

