

September 2, 2020

**Memorandum #2020-105**

**TO: askHRgreen.org: Recycling and Beautification Subcommittee**

**BY: Katie Cullipher, Principal Environmental Education Planner**

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting  
September 8, 2020**

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting is scheduled for **Tuesday, September 8, 2020 at 11:00 a.m.** The agenda is attached.

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: Recycling and Beautification Subcommittee meeting will be held electronically via Webex. Participants can join the meeting using the following credentials:

**Join by computer:** <https://pdc-tpo-staff.my.webex.com/pdc-tpo-staff.my/j.php?MTID=m1999dce49f90850fb23a5430c088c0a6>

-or-

**Join by phone:** 1-408-418-9388  
**Meeting Number:** 126 265 4672  
**Password:** recycle (7329253 from phones)

**Please RSVP by Monday, September 7, 2020.** R&B Subcommittee meetings require representation from at least five member-jurisdictions.

**Public comments** and suggestions based on this agenda package should be submitted in advance to [kcullipher@hrpdcva.gov](mailto:kcullipher@hrpdcva.gov).

Attachments

RE/cm

**askHRgreen.org: Recycling and Beautification Subcommittee:**

John C. Barnes, VB  
Dan Baxter, NN  
Kathy Bew-Jones, SM  
Debbie Blanton, HA  
Jason Brown, CH  
Michael Etheridge, IW  
Deborah Everitt, NN  
Tonya Ford, VB  
Megan Hale, CH  
Laurie Halperin, YK  
Jim Hill, JC  
Evie Insley, PQ  
Fleta Jackson, NO

Wayne Jones, SU  
Samantha McNeil, YK  
Robin Moore, SU  
Russell Pace, FR  
Kristi Rines, VB  
Tammy Rojek, WM  
Erin Rountree, SU  
Craig Simmons, VB  
Sarah Sterzing, NO  
Amos Taylor, PO  
Elisabeth Wilkins, GL  
Bodina Wright, PQ

**askHRgreen.org: Recycling and Beautification Subcommittee Copy:**

Shannon L. Alexander, A-NPDC  
Michael G. Baum, KVB  
Joe Benedetto, RDS  
Brittany Collins, SPSA  
Roger Fournier, Goodwill

Tracy Hofmeyer, VPPSA  
Mike Kelley, SPSA  
Esi Langston, NO  
Kathy Russell, TFC Recycling  
Henry Strickland, SPSA

**HRPDC Staff:**

Robert Crum  
Katie Cullipher

Keith Cannady  
Rebekah Eastep

**AGENDA**  
**MEETING OF THE**  
**ASKHRGREEN.ORG: RECYCLING & BEAUTIFICATION SUBCOMMITTEE**  
**SEPTEMBER 8, 2020**  
**11:00 AM**

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: Recycling and Beautification Subcommittee meeting will be held electronically via Webex.

*The purpose of the R&B Subcommittee shall be to promote litter control, recycling, beautification and general environmental awareness through educational projects designed to reach all sectors of our regional community.*

**1. Public Comments**

**2. Meeting Summary**

The summary of the August 11 meeting is attached for review and approval. Summary highlights include:

- GAC Events - The GAC event flyer, website, and form were updated to reflect the new focus on individual cleanups instead of large organized events. HRPDC staff will put together sample social media posts for the Committee to use in social media promotion, agreed to use #TeamUp2CleanUp regionally. A short video explaining the process could be shared via social media to assist in explaining the process for this year's cleanup and encourage individual/small group-led cleanups, need to create a way to encourage and collect cleanup results/photo submissions.
- Recycling Outreach – video concepts will be available for review at the September meeting with the goal to launch in November for ARD with the new year as the backup launch date. Wayne Jones is leading an effort to develop a recycling survey for residents and the Committee discussed questions/methodology for that.
- Grants – HRPDC staff is working with DEQ staff on submission of the regional application for the competitive litter & recycling grant, Isle of Wight has partnered with HRPDC as the lead locality on that application. A small subset of committee members will get together to build the large-scale cigarette butts in early September.
- Budget – HRPDC staff provided a draft FY22 budget for review and feedback. There were no proposed changes and the budget will be sent out for review via email for further discussion in September and approval via email thereafter. Per the bylaws, the budget must be approved unanimously.

Attachment 2

**Action:** Approve summary

### 3. askHRgreen.org Outreach Events

The current listing of events is as follows.

9/12	Go Green Market	Yorktown
<del>9/17-9/20</del>	<del>Isle of Wight County Fair</del>	<del>Windsor</del>
<del>10/3</del>	<del>Virginia Beach Master Gardeners Fall Gardening Festival*</del>	<del>Virginia Beach</del>
10/3	Arlo's Shed Radio Promotion	Chesapeake
<del>10/8-10/11</del>	<del>Suffolk Peanut Festival</del>	<del>Suffolk</del>
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

**Action:** Based on discussion

### 4. Great American Cleanup 2020

The Committee should continue to discuss final coordination and promotion of GAC Team Up 2 Clean Up events planned for September 18-19.

**Action:** Based on discussion

### 5. Recycling Outreach

The Committee will review and discuss the attached "Waste Not, Recycle Right" recycling campaign and video series overview. The Committee should provide direction on the overall theme and creative approach and respond to requests for needed information/resources. The Committee should also review and discuss the revised residential recycling survey created by Wayne Jones with input from other Committee members.

Attachment 5A, 5B

**Action:** Based on discussion

### 6. Grants

DEQ Competitive Litter Prevention & Recycling Grant – HRPDC staff will provide an update on the regional recycling project grant application submitted in July.

KVB 30-in-30 Grant – The large-scale cigarette butt building workshop day will take place at the HRPDC office on Wednesday, September 9.

**Action:** Based on discussion

## **7. FY22 Budget**

The Committee will discuss the draft FY22 budget and approval process. Per the bylaws, the annual Committee budget must be approved unanimously and approval is needed by the end of September.

Attachment 7

**Action:** The Committee will

## **8. Staff Reports**

The current FY21 budget is attached for review.

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

*FY20 askHRgreen Annual Report* – The final draft of the annual report is attached for review.

A *virtual askHRgreen All Hands meeting* is scheduled for September 17<sup>th</sup> at 10:00 AM.

Attachment 8A, 8B, 8C

**Action:** Based on discussion

## **9. Roundtable Discussion & Locality Updates**

**Next Committee Meeting** – The next regularly scheduled meeting is October 13.

**askHRgreen.org Recycling & Beautification Committee Meeting  
Tuesday, August 11, 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 committee members, staff, and the general public, the askHRgreen.org Recycling & Beautification Committee 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:**

Samantha McNeil, YK	Wayne Jones, SU
Craig Simmons, VB	Fleta Jackson, NO
Esi Langston, NO	Debbie Blanton, HA
Megan Hale, CH	Elisabeth Wilkins, GL
Mike Baum, KVB	Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC	

The meeting summary is as follows:

**1. Public Comments**

There were no public comments.

**Action:** None.

**2. Summary**

The Committee reviewed and approved the Committee meeting summary for July.

**Action:** Approved.

**3. askHRgreen.org Outreach Events**

9/12	Go Green Market	Yorktown
<del>9/17-9/20</del>	<del>Isle of Wight County Fair</del>	<del>Windsor</del>
<del>10/3</del>	<del>Virginia Beach Master Gardeners Fall Gardening Festival*</del>	<del>Virginia Beach</del>
10/3	Arlo's Shed Radio Promotion	Chesapeake
<del>10/8-10/11</del>	<del>Suffolk Peanut Festival</del>	<del>Suffolk</del>
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

Many events have been cancelled for the fall. York County will still be able to host the trailer at the Go Green Market and will follow up with additional details.

Newport News Waterworks will take over hosting the trailer as of September.

**Action:** Committee members are encouraged to provide updates to the event calendar as new information becomes available.

#### 4. Great American Cleanup 2020

The Committee discussed the Great American Cleanup planned for September 18-19.

- HRPDC staff have updated the event flyer, website, and form to reflect the new focus on individual cleanups instead of large organized events. Website campaign page needs the form added.
- Earth Day Network was interested in a partnership to support marketing and supplies for GAC but their funding was not approved and new guidelines for cleanups might complicate Committee outreach plans.
- Organized events:
  - Chesapeake will hold a Chesapeake Recycles Day event on Sept. 19 but will encourage Adopt teams to clean up for the event. Opportunities for small volunteer groups exist for cleaning local parks. Megan will provide locations to add to Google doc. Chesapeake will provide supplies to volunteers as needed.
  - Norfolk has two locations planned for events: Ocean View (AM and PM events) and Boward Park. No more than 10 volunteers per team working on different projects. Clean Bingo game (volunteers complete game card by completing tasks such as 15 minute trash pickup, read an environmental book, etc. and receive reusable item as prize for participating) and smaller cleanup events will be promoted to the public. Providing hand sanitizer, gloves and supplies for cleanup volunteers.
  - Virginia Beach will not hold organized events. Volunteers who register through the website are encouraged to organize their own cleanup and submit results and pictures after the cleanup is completed. Supplies cannot be provided because staff is not currently in the office. Also, trash bags from cleanups could not be picked up by trucks that are already overwhelmed with increased residential and yard waste collection. Will be reaching out via NextDoor to engage neighborhoods and HOAs.
  - Suffolk will be holding a recycling drive on Sept. 19th, no large cleanup events planned but Adopt teams will be engaged, may hold supply pick up events at locations across the city to make supplies accessible to residents who many want to cleanup during the GAC weekend.
  - Gloucester will hold Clean Gloucester Day on Sept. 19 to hand out litter kits to volunteers and engaging civic groups to participate. Will use hashtag #CleanGlo
  - York County will not be hosting any large cleanups, but promoting individual efforts for September 18-19 via social media.
- Suffolk, Hampton, Norfolk, Chesapeake, Gloucester, will provide supplies to volunteers. HRPDC staff can serve as a distribution point for any supplies needed by volunteers.
- Volunteers can be encouraged to fill a bag of their own litter.

- Need to create a way for volunteers to submit photos and collect results. A regional hashtag should be used to help collect volunteer info and photos. The Committee determined to use #TeamUp2CleanUp along with/in addition to any other specific hashtags.
- HRPDC staff recommended adding a regional Clean Bingo game from Norfolk's template to include as a Great American Cleanup activity.
- HRPDC staff will put together sample social media posts for the Committee to use in social media promotion. A short video explaining the process could be shared via social media to assist in explaining the process for this year's cleanup and encourage signups.

**Action:** Committee members should reach out to permit holders and core volunteers to encourage cleanups on September 18-19. HRPDC will continue to develop outreach materials such as a news release and social media assets.

## 5. Recycling Outreach

Video/campaign concepts should be available at the September meeting. For scheduling purposes, the goal would be to launch the campaign for America Recycles Day (November 15) but HRPDC recommended a backup strategy of New Year's if the review and editing process pushes the timeline of video/campaign production.

Wayne Jones has led a workgroup of Committee members on creating a curbside recycling survey to help gauge recycling knowledge of residents in Hampton Roads. Survey will be hosted on the askHRgreen.org website as a quiz and promoted via social media, newsletters, websites, etc. The survey could also be hosted in paper format to be collected at events.

- Survey should be kept short to remain engaging with residents, make it a quiz format instead of regular survey.
- Add question about whether they have access to curbside recycling.
- Regarding plastic packaging, the choices are too detailed. Recommendation to simplify the number of options and provide the correct option as "all bottles and jugs."
- Specify type of to go container in list of items.
- Add plastic bags, yard waste, clothing. Remove tissue. Remove clothing as its own question.
- Can the right and wrong answers be provided at the end of the quiz with a score so the quiz doesn't become too long.
- Add module for local contacts after the quiz is completed.
- Add question for gender.
- Add locality listing instead of zip code to help with analyzing data.
- Add question about bagging recyclables and how to recycle plastic bags (i.e. which of the following statements are true about plastic bag recycling: it's ok to bag my recyclables, plastic bags can only be recycled at drop off sites, plastic bags are recyclable in curbside recycling containers).

**Actions:** HRPDC staff will update the residential recycling survey and distribute it to the Committee and RCS.

## 6. Grants Update

DEQ Competitive Litter Grant - HRPDC staff is working with DEQ to submit an application to support the back to basics recycling video series. There were complications with submitting the application because DEQ requires an individual locality to be designated as the primary agency on a competitive grant application. This primary locality cannot have another active competitive grant application. Isle of Wight County stepped up to serve as the primary, but DEQ is still working to get the portal to accept the application. DEQ staff have confirmed that the application has been accepted for consideration despite the technical difficulties on their end.

KVB 30-in-30 Grant – HRPDC staff have received approval to hold a workshop at the HRPDC offices outside on the back patio. HRPDC staff will procure supplies and schedule a date in conjunction with a Suffolk artist for the workshop hopefully during the first week(s) of September. About 5-6 people would be needed and allowed to attend. For outreach, the butts can go on tour around Hampton Roads for a photo shoot to create photos to use in a social media campaign. Local media could be invited to see them in a particular place when the news release is issued. Committee members were encouraged to get approval for locations so there is no negative pushback about the perception of litter in high profile locations.

**Action:** Committee members should compile a few notable locations where “Big Butts” photos could be taken for the social media and public relations campaign.

## 7. Staff Reports

*Budget* - The Committee reviewed the current FY21 & proposed FY22 budgets. The proposed budget is flat, but few locality allocations were slightly altered from FY21 due to population changes. Reserve funds are available to offset the allocation if Committee members are in need of assistance due to coronavirus budget constraints. Per the bylaws, there should be a written record of all localities approving the budget and overall participation in the program so the budget draft will be distributed via email for any final discussion at the September meeting and final approval via email. Also per the bylaws, the budget must be approved unanimously.

Cutlery sets have arrived and are available for pickup. Please contact HRPDC staff to coordinate a pickup time. Virginia Beach noted that in the future, they can assist other localities with excess promotional items due to the overabundance of supplies they tend to receive.

**Actions:** Committee members should review the budget internally and submit comments prior to the September meeting.

## 8. Roundtable Discussion & Locality Updates

- Keep Virginia Beautiful - KVB is offering free litter kits and would love help promoting with followers, CLPP is giving away free pocket ashtrays (or other promotional items for signing the pledge and urns to interested business establishments.

**Actions:** None.

**Next Committee Meeting** – The next regularly scheduled meeting is September 8, 2020.

# RECYCLING OUTREACH

## Three-Video Series Planning

### Recycling Outreach Program

Nov. 15 America Recycles Day

*R&B Committee meets September 8, October 13, November 10*

#### PRODUCTION SCHEDULE

September 8: present name, logo, plans for videos, list of needs

September 22: need approval on plan, content requested, and schedule interview/video shoot

November 10: videos produced for committee review/approval

#### INSPIRATION RESOURCES

- [James City County's info video](#) – like how they covered the contamination topic
- [I Want To Be Recycled](#), website
- [I Want to Be Recycled](#), video/plastic bottle
- [I Want to Be Recycled](#), video/bench

#### PROGRAM ELEMENTS

- **Name Idea:** Waste Not, Recycle Right
- **Logo**
- **Three Videos**
  - Journey of Recycling
  - Back to Basics
  - Contamination
- **Overall CTA:** askHRgreen.org Recycling Lookup Tool
- **Website:** update/change RMTL page

## VIDEO 1: Journey of Recycling

*Video will comprise of both live-action footage (supplied and/or filmed on-site of local recycler\*), stock b-roll footage, 2D motion graphics, voice-over, music.*

*\*Will need access to recycler to interview/film*

### JOURNEY

Step 1: Citizen / role and responsibility

Step 2: Collected by Area Recycler / sorting, packaging, sending to Processors

Step 3: Processors break down recycled products into raw materials

Step 4: Manufacturers use raw materials to make new products

### CONTENT NEEDED

- Who are the area recyclers we need to mention?
  - Do they have footage we can use? (James City County's video has TFC footage)
  - Will we have access to interview a recycler/expert on camera and film on-site?
- From area recyclers, are we identifying where recyclable materials go, specifically, or in general?
- What are the raw materials created and how long does it take to go from recyclable back to raw material?
- What are examples of products created from raw materials we need to mention?
- Who are the local product manufacturers/producers of products made from recyclables? Do they have footage we can use?
  - Anheuser-Busch
  - Ball Metal Beverage Packaging
  - ??
- What are the Hampton Roads financial costs/impact numbers?

## VIDEO 2: Back to Basics

*Video will comprise of live-action footage of local recycler process (supplied local recycler and/or filmed on-site\*), stock b-roll footage, 2D motion graphics, voice-over, music.*

*\*Will need access to recycler to interview/film*

- Address confusion and contamination problem
- Reduce, Reuse and THEN Recycle
- Paper, Metal Cans, Plastic Bottles, Glass Bottles
- Always recyclable, everywhere

### VIDEO 3: Issue of Contamination

*Video will comprise of live-action footage of local recycler process (supplied local recycler and/or filmed on-site\*), stock b-roll footage, 2D motion graphics, voice-over, music.*

*\*Will need access to recycler to interview/film*

Contaminants include food waste, plastic bags, styrofoam, tangles, household plastics

#### CONTENT NEEDED

- Do area recyclers have video footage we can use?
- Will we have access to interview a recycler/expert on camera and film on-site?
  - Identify what are contaminants
  - Identify problems contamination causes
  - How could they do their job better/more efficiently/more economically if we rectify this issue?
- What are the financial and/or other repercussions to managing current levels of contamination?
- What are the benefits to the Citizen for paying being aware of this issue?



## Recycling IQ

### What do you know about Curbside Recycling at home in Hampton Roads

The majority of us have curbside recycling or access to a convenient center for our recyclable items. We want to find out how much you know about recycling at home. What can and what can't be recycled in either your curbside recycling bin or at the local Waste Management Convenient Center. ?

Formatted: Font: 16 pt, Not Bold

#### Do you recycle at home?

Yes, I recycle curbside.

Yes, I take recyclables to a convenience center.

No (if no, please explain why not).

Formatted: Font: 12 pt

Formatted: Font: 12 pt

Formatted: Font: 12 pt

Formatted: Font: 16 pt, Bold

Formatted: Font: 12 pt

Formatted: Font: 12 pt

Formatted: Font: 12 pt

#### What best describes your recycling habits at home:

I recycle everything I can, including items I am not 100% sure are acceptable.

I am careful to recycle only those items that I know are accepted by my local program.

No (if no, please explain why not).

**Commented [KC1]:** I am thinking this question may need to be adjusted or split into two. If they choose the first response, we have no way of knowing whether they really know what is acceptable. Maybe it is:

Do you recycle at home?

Yes, I recycle curbside

Yes, I take recyclables to a convenience center

No (if no, please explain why not)

Yes, I am careful to place only acceptable items in the recycling bin.

Yes, I recycle everything including items I am not 100% sure are acceptable.

No. Please specify,

What best describes your recycling habits at home:  
I recycle everything I can, including items I am not 100% sure are acceptable

I am careful to recycle only those items that I know are accepted by my local program



**What happens ~~after the truck picks up your~~ to my recycling?**

It is burneded for energy.

It is sorted and sold as raw material.

It goes to a landfill.

~~It is shipped to another country.~~ I'm not sure

**~~Can you put clothing in your~~ Can you put plastic bags in your recycling bin? [show image of a single plastic grocery bag and bagged recyclables]**

Yes

No

~~Don't know~~ I'm not sure

**~~Which of these~~ Select all of the items that CANNOT be disposed of in your recycling bin?**



Solo-Cup

Glossy Magazine

Plastic Bag/Clothing

Milk Carton

AA-Battery

Cell Phone

Cereal-Box

Aluminum can



**Can you put Do Styrofoam materials/containers belong in your recycling bin?**

Yes

No

Don't know/I'm not sure

**Can you recycle a pizza box?**

Yes, the whole box.

Yes, but only the clean part of the box that is not greasy.

No, it cannot be recycled; it goes in the trash.



~~Which of these~~ **Select all of the items that CAN be disposed of in your recycling bin recycled?**

- |                            |                                 |
|----------------------------|---------------------------------|
| <del>Tissue</del>          | <a href="#">Solo Cup</a>        |
| Newspaper                  | <a href="#">Glossy Magazine</a> |
| Plastic Toys               | <a href="#">Clothing</a>        |
| Glass Bottle               | <a href="#">Milk Carton</a>     |
| Plastic Ketchup Bottle     | <a href="#">AA Battery</a>      |
| Empty Soup Can             | <a href="#">Cell Phone</a>      |
| Plastic Water bottle       | <a href="#">Cereal Box</a>      |
| Food Waste                 | <a href="#">Aluminum Can</a>    |
| <del>Lawn/yard waste</del> |                                 |

~~Restaurant to-go Styrofoam take-out containers~~

**Plastic packaging usually has a triangle symbol on the bottom with a number in the center [show sample image]. Can you put a plastic item packaging with this symbol in your recycling bin?**

If it has a triangle symbol, it can go in my recycling bin.

I think it depends on the number inside the triangle, but I'm not sure.

I don't look for a triangle symbol because ~~all~~ only plastic bottles and jugs can be recycled.

~~I look for the triangle and if it has a #1 or #2, I place in my recycling bin.~~

~~I look for the triangle and if it has a #1 or #2 and is a bottle or jug I place in my recycling bin.~~



What is your home zip code Where do you live?

[city/county drop-down menu with "other" option for those outside HR]

### Gender

- Male
- Female
- Prefer not to answer

Formatted: Font: 12 pt, Not Bold

Formatted: List Paragraph, Bulleted + Level: 1 + Aligned at: 0.25" + Indent at: 0.5"

Formatted: Font: 12 pt

Which range describes your age? Suggest condensing this to have a few less options

- ~~Under 12 years old~~
- ~~12-17 years old~~ Under 18
- ~~18-24 years old~~
- ~~25-34 years old~~
- ~~35-44 years old~~
- ~~45-54 years old~~
- ~~55-64 years old~~
- ~~65-74 years old~~
- 75 years or older

What is your annual household income?



- Less than \$20,000
- \$20,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more

**Who is (are) the most frequent recycler(s) in your household?**

~~Adult female(s), Adult Male(s), Child(ren), Everyone recycles, No one recycles.~~

**Commented [KC2]:** Not sure if we said to keep this since we are asking the gender question

**askHRgreen.org Recycling & Beautification Committee  
FY22 Budget - Draft**

No increase in staff or direct budget line items from FY21; Equal distribution of \$1000 promo item base allocation; Locality contributions subsidized by one-time use of \$8,000 of reserve funds.

Jurisdiction	Population	Percent	239500 Admin/Ed Staff*	239600 Direct (promo item base allocation)	239600 Direct (askHRgreen, media, materials)	Reserve Funds to offset locality contribution	Total FY22 Committee Budget	Total FY22 Locality Contribution	Difference From FY21 Locality Contribution	Votes
Chesapeake	245,745	14.21%	\$7,106	\$59	\$9,096	(\$1,137)	\$16,261	\$15,124	\$115	
Franklin	8,261	0.48%	\$239	\$59	\$306	(\$38)	\$603	\$565	(\$3)	
Gloucester	37,090	2.15%	\$1,073	\$59	\$1,373	(\$172)	\$2,504	\$2,333	(\$6)	
Hampton	135,753	7.85%	\$3,926	\$59	\$5,025	(\$628)	\$9,009	\$8,381	\$8	
Isle of Wight	29,174	1.69%	\$844	\$59	\$1,080	(\$135)	\$1,982	\$1,847	\$8	
James City	75,907	4.39%	\$2,195	\$59	\$2,810	(\$351)	\$5,063	\$4,712	\$4	
Newport News	181,000	10.47%	\$5,234	\$59	\$6,699	(\$837)	\$11,992	\$11,155	(\$7)	
Norfolk	245,054	14.17%	\$7,086	\$59	\$9,070	(\$1,134)	\$16,215	\$15,081	(\$42)	
Poquoson	12,395	0.72%	\$358	\$59	\$459	(\$57)	\$876	\$819	\$5	
Portsmouth	94,581	5.47%	\$2,735	\$59	\$3,501	(\$438)	\$6,295	\$5,857	(\$23)	
Smithfield	8,475	0.49%	\$245	\$59	\$314	(\$39)	\$618	\$578	\$2	
Southampton	17,855	1.03%	\$516	\$59	\$661	(\$83)	\$1,236	\$1,153	\$0	
Suffolk	93,825	5.43%	\$2,713	\$59	\$3,473	(\$434)	\$6,245	\$5,811	\$68	
Surry	6,561	0.38%	\$190	\$59	\$243	(\$30)	\$491	\$461	(\$1)	
Virginia Beach	452,643	26.18%	\$13,089	\$59	\$16,754	(\$2,094)	\$29,902	\$27,807	(\$47)	
Williamsburg	15,383	0.89%	\$445	\$59	\$569	(\$71)	\$1,073	\$1,002	\$12	
York	69,407	4.01%	\$2,007	\$59	\$2,569	(\$321)	\$4,635	\$4,314	\$42	
<b>Region</b>	<b>1,729,109</b>	<b>100.00%</b>	<b>\$50,000</b>	<b>\$1,000</b>	<b>\$64,000</b>	<b>(\$8,000)</b>	<b>\$115,000</b>	<b>\$107,000</b>	<b>\$134</b>	

As of August 1, 2020, the Recycling & Beautification Committee has approximately \$20,200 in reserve funding.

\*Includes staff time, hospitality, webinars, conference calls, training, travel.

Budget is based on the July 1, 2019 population estimates for cities and counties from Weldon Cooper Center. (Published on January 27, 2020)

Smithfield's population based on United States Census Bureau 2019 Population Estimate.

Smithfield's population was subtracted from Isle of Wight County's population.





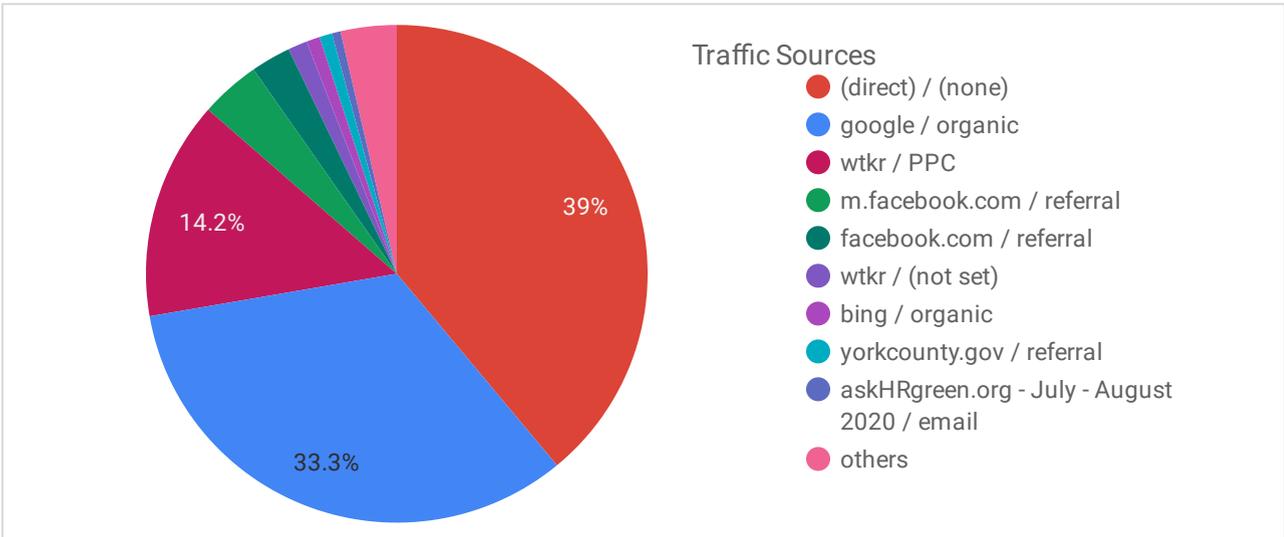
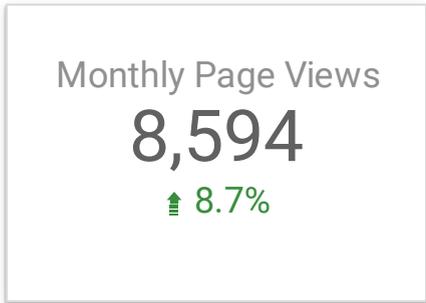
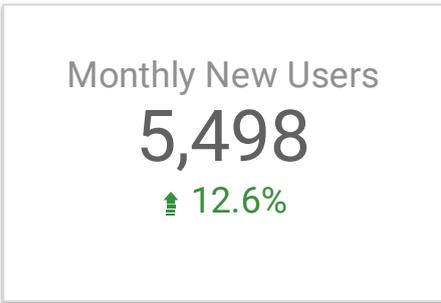
## DIGITAL MARKETING REPORT

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**

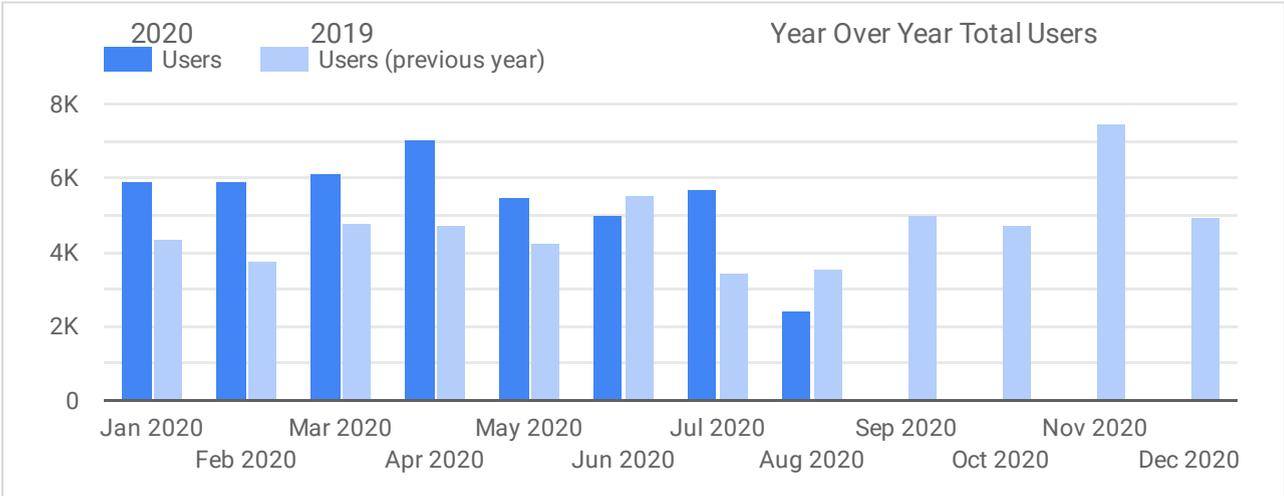
And we're back! With some lovely **Month-Over-Month increases** compared to June.

---

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

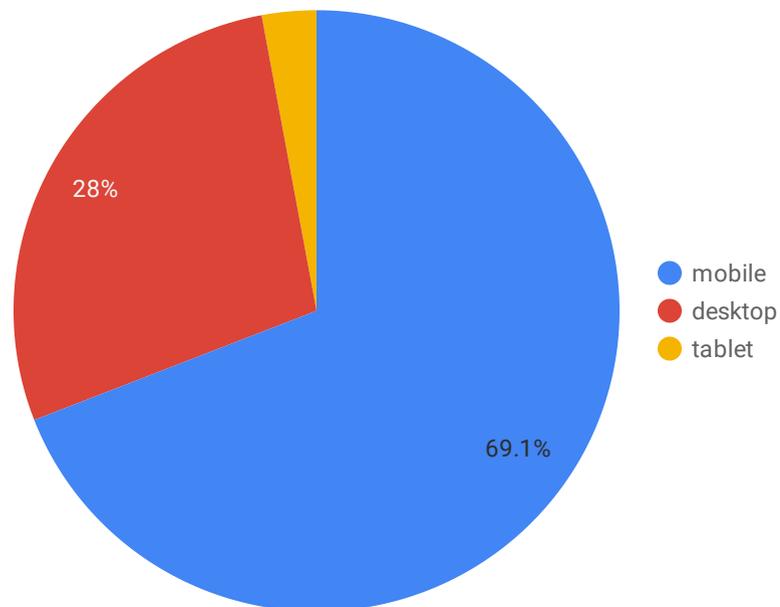
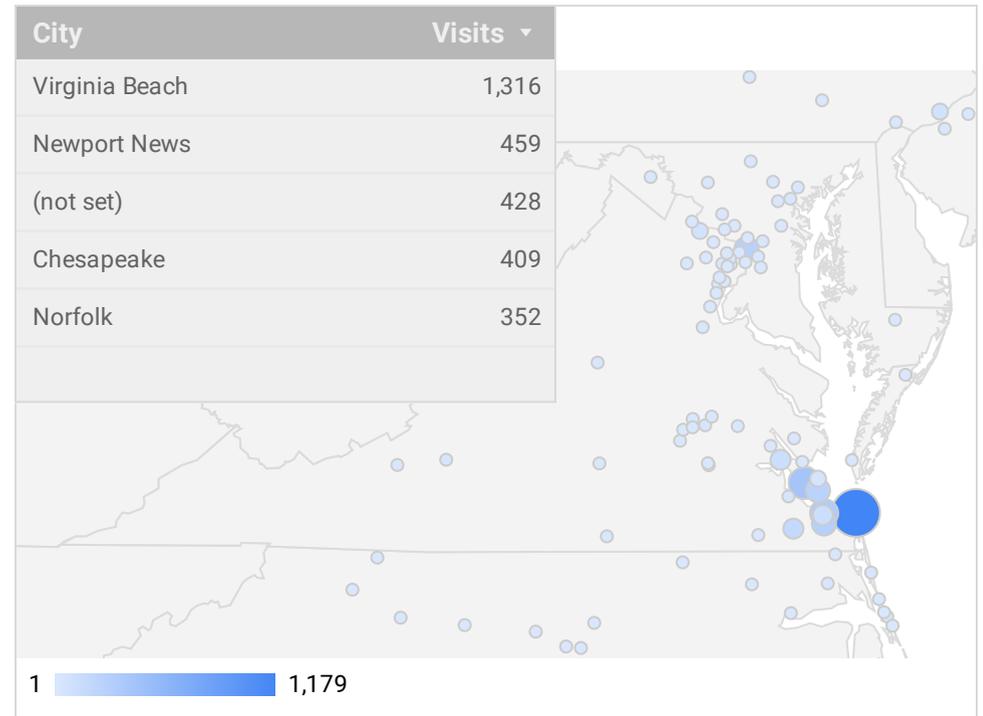
00:00:43

↓ -11.6%

Pages / Session

1.36

↓ -3.4%

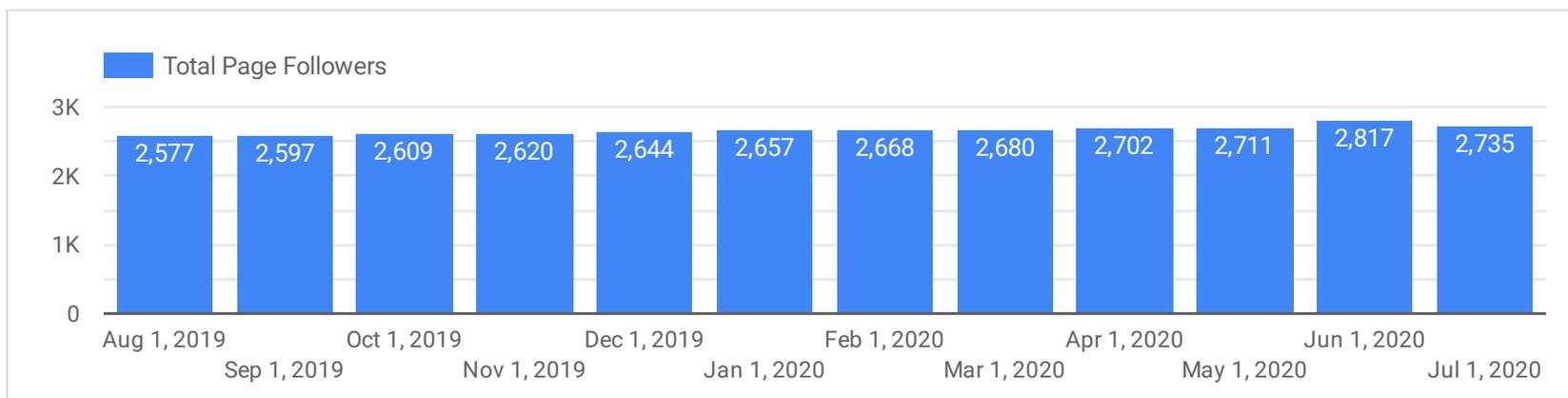
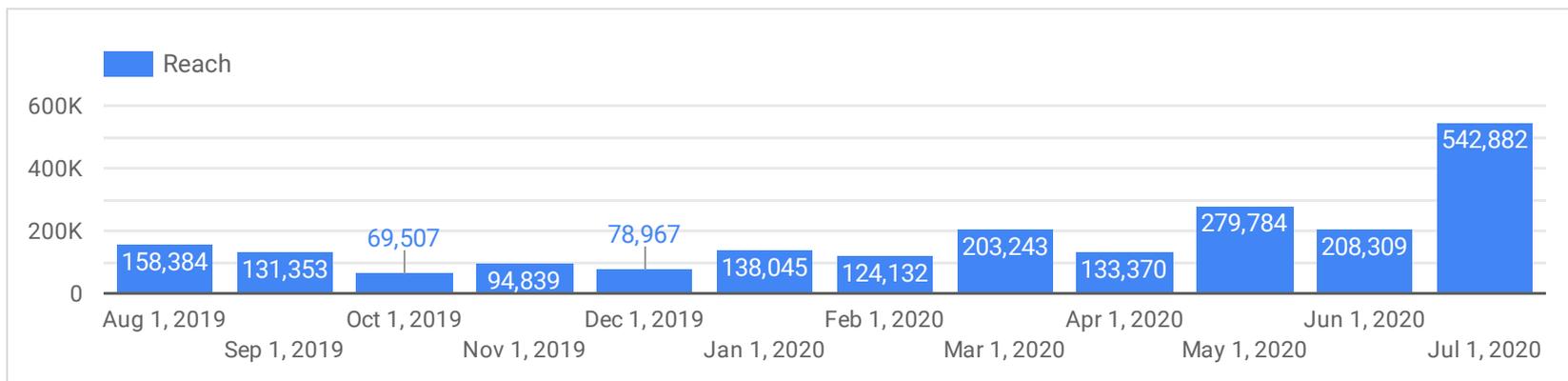
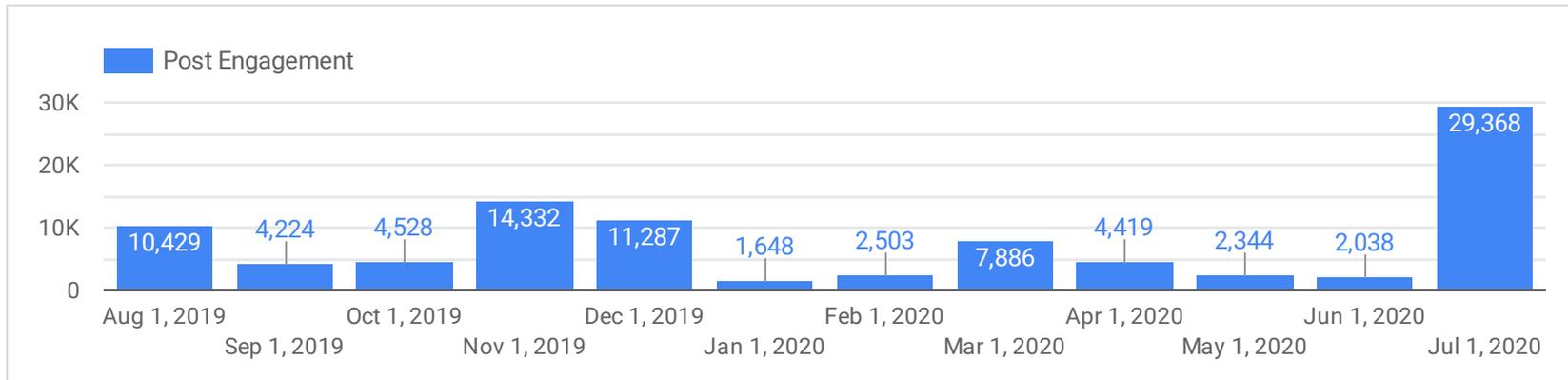


## NOTES & ANALYSIS

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

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

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

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

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

ASKHRGREEN.ORG  
For a cleaner, greener Hampton Roads

LEARN MORE

askhrgreen.org  
Sponsored · Paid for by askHRgreen

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

ASKHRGREEN.ORG  
For a cleaner, greener Hampton Roads

LEARN MORE

askhrgreen.org  
Sponsored · Paid for by askHRgreen

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

ASKHRGREEN.ORG  
For a cleaner, greener Hampton Roads

LEARN MORE

askhrgreen.org  
Sponsored · Paid for by askHRgreen

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

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

LEARN MORE

askhrgreen.org  
Sponsored · Paid for by askHRgreen

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

ASKHRGREEN.ORG  
For a cleaner, greener Hampton Roads

LEARN MORE

askhrgreen.org  
Sponsored · Paid for by askHRgreen

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

ASKHRGREEN.ORG  
For a cleaner, greener Hampton Roads

LEARN MORE

askhrgreen.org  
Sponsored · Paid for by askHRgreen

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

ASKHRGREEN.ORG  
For a cleaner, greener Hampton Roads  
Here's where you'll find everything you need to know a...

LEARN MORE

askhrgreen.org  
Sponsored · Paid for by askHRgreen

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

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

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

ASKHRGREEN.ORG  
For a cleaner, greener Hampton Roads

LEARN MORE

askhrgreen.org  
Sponsored · Paid for by askHRgreen

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

ASKHRGREEN.ORG  
For a cleaner, greener Hampton Roads

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

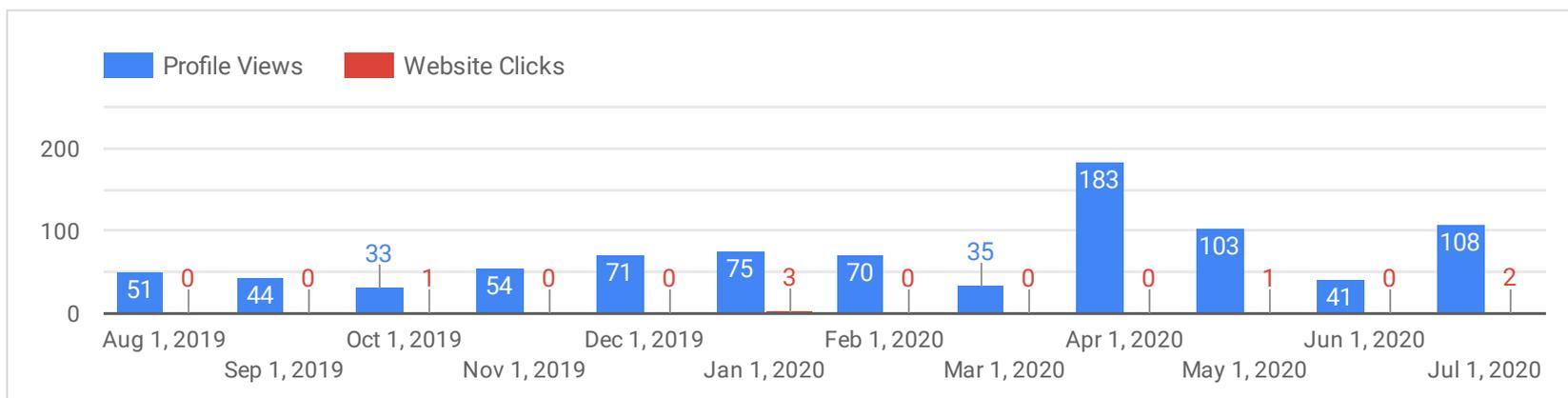
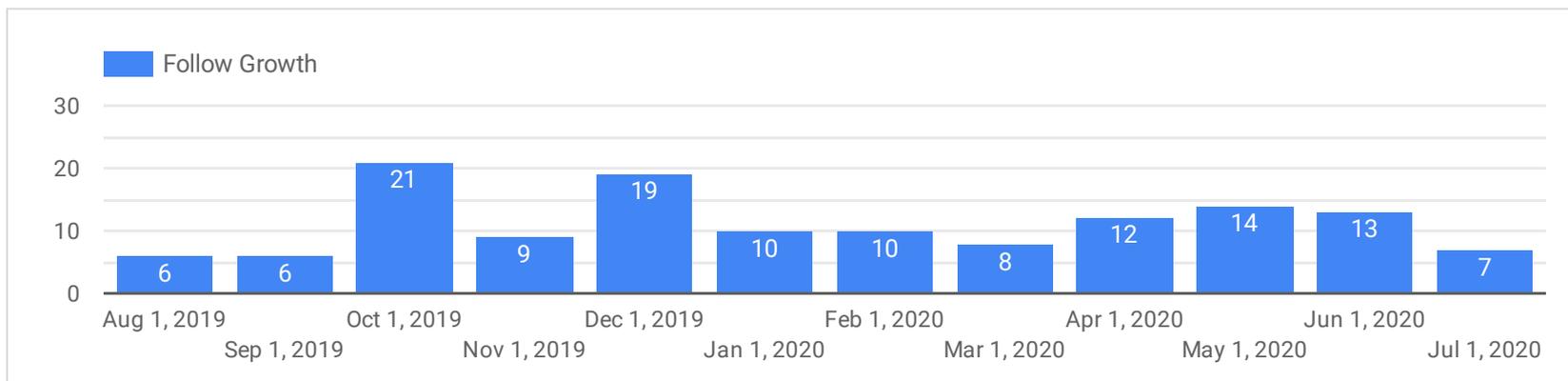
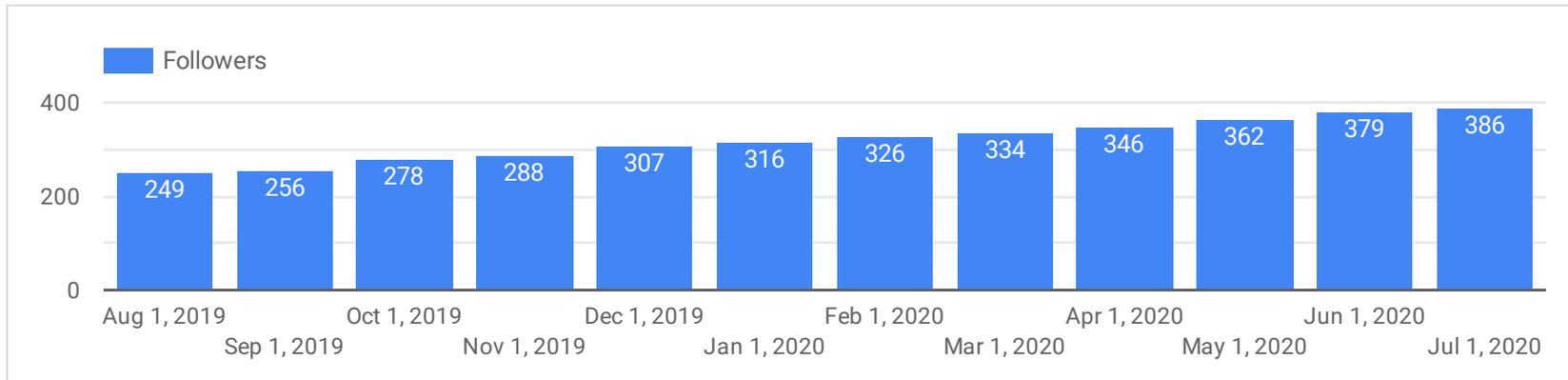
## Paid Media Results

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

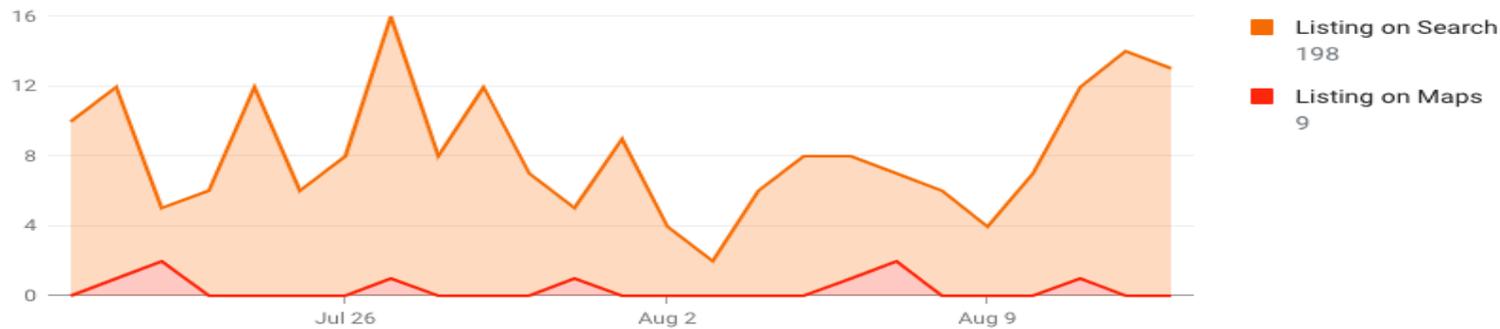
Queries	Users
1. adopt a pet	null
2. beach	null
3. bike recyclery	null
4. boat pump out service near me	null
5. charities accepting donations	null
6. chemical disposal	null
7. churches that help with diapers near ...	null
8. community clean up near me	null
9. cooking oil disposal near me	null
10. crt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

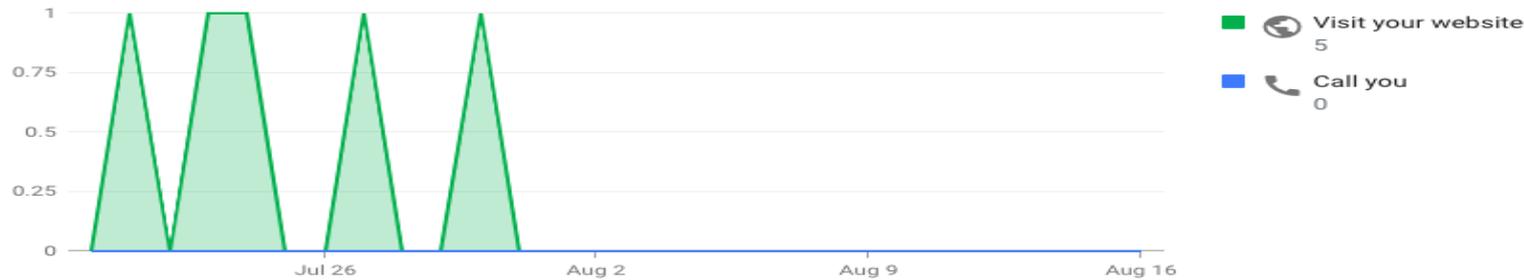
We are continuing to see a dip in GMB activity, which isn't overly concerning since overall website traffic is up.

Total views 207



1 month

Total actions 5



# ANNUAL REPORT

FISCAL YEAR 2019-2020



EE20-01

**HAMPTON ROADS PLANNING DISTRICT COMMISSION**

**CHESAPEAKE**

Steven Best  
Robert Geis  
Debbie Ritter  
Ella Ward  
Christopher Price

**FRANKLIN**

Frank Rabil  
Amanda Jarratt

**GLOUCESTER COUNTY**

Phillip Bazzani  
Brent Fedors

**HAMPTON**

Steve Brown  
Donnie Tuck  
Mary Bunting

**ISLE OF WIGHT COUNTY**

William McCarty  
Randy Keaton, Treasurer

**JAMES CITY COUNTY**

Michael Hipple, Chair  
Scott Stevens

**NEWPORT NEWS**

David Jenkins  
McKinley Price  
Cynthia Rohlf

**NORFOLK**

Kenneth Alexander  
Courtney Doyle  
Mamie Johnson  
Andria McClellan, Vice-Chair  
Larry Filer

**POQUOSON**

Eugene Hunt  
Randall Wheeler

**PORTSMOUTH**

John Rowe  
Lydia Pettis Patton

**SMITHFIELD**

Carter Williams  
Michael Stallings

**SOUTHAMPTON COUNTY**

William Gillette  
Michael Johnson

**SUFFOLK**

Leroy Bennett  
Patrick Roberts

**SURRY COUNTY**

Robert Elliott  
Melissa Rollins

**VIRGINIA BEACH**

Robert Dyer  
Barbara Henley  
Louis Jones  
Guy Tower  
Rosemary Wilson  
Sabrina Wooten  
Patrick Duhaney

**WILLIAMSBURG**

Vacant  
Andrew Trivette

**YORK COUNTY**

Sheila Noll  
Neil Morgan

Robert A. Crum, Jr., Executive Director / Secretary

**PROJECT STAFF**

W. Keith Cannady	Deputy Executive Director
Shernita L. Bethea	Housing and Human Services Administrator
Katie R. Cullipher	Principal Environmental Education Planner
Greg C. Grootendorst	Chief Economist
Whitney S. Katchmark	Principal Water Resources Engineer
Kendall L. Miller	Administrator, Office of Community Affairs and Civil Rights
John A. Sadler	Emergency Management Administrator
Krista Lauro	Administrative Assistant II
Cynthia A. Mulkey	Administrative Assistant II
Christopher W. Vaigueur	Assistant General Services Manager

## Report Documentation

**TITLE:**

askHRgreen.org Annual Report for Fiscal Year 2019-2020

**REPORT DATE**

September 2020

**GRANT/SPONSORING AGENCY**

Local Funds

**AUTHORS:**

Katie Cullipher  
Rebekah Eastep

**ORGANIZATION NAME,****ADDRESS AND TELEPHONE**

Hampton Roads Planning District Commission  
723 Woodlake Drive  
Chesapeake, Virginia 23320  
(757) 420-8300  
[www.hrpdcva.gov](http://www.hrpdcva.gov)

**ABSTRACT**

The Hampton Roads Planning District Commission (HRPDC) is one of 21 Planning District Commissions in the Commonwealth of Virginia and is a regional organization representing the 17 local governments of the Hampton Roads area. This report provides an overview of the askHRgreen.org regional public outreach program and campaign results for fiscal year 2019-2020. It also provides an overview of the individual initiatives and results from each of the four askHRgreen.org environmental education committees: Recycling and Beautification, Stormwater Education, Water Awareness, and Fats, Oils & Grease Education.

**ACKNOWLEDGEMENTS**

This report was prepared by the HRPDC staff in cooperation with the member localities. Preparation of this report was included in the HRPDC Work Program for Fiscal Year 2020, approved by the Commission in May 2019.

## About askHRgreen.org

---

Launched in 2011, askHRgreen.org is more than just a robust website; it is an award-winning comprehensive public outreach initiative. The program combines traditional and social media with grassroots outreach efforts to not only educate, but inspire residents of Hampton Roads to make changes that have a positive impact on the environment. By combining local expertise and taking advantage of economies of scale, the askHRgreen.org program is able to help local jurisdictions fulfill requirements of MS4 permits, groundwater withdrawal permits, and state consent orders to reduce sanitary sewer overflows. For citizens, it has become a “one-stop shop” to find answers, resources, and inspiration for a cleaner, greener Hampton Roads. From earth-friendly landscaping ideas and pointers for keeping local waterways clean to recycling tips and simple steps to make local living easy on the environment, all you have to do is askHRgreen.org.

Financial support for askHRgreen.org is made possible by the following member localities and agencies: the cities of Chesapeake, Franklin, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach and Williamsburg; the counties of Gloucester, Isle of Wight, James City, Southampton, Surry and York; the town of Smithfield and HRSD. Members of local staff and HRSD comprise four askHRgreen.org committees who meet monthly to develop and implement the regional program.

***Recycling and Beautification Committee*** - A coalition of local government staff members from across Hampton Roads who are working together to share ideas and pool resources for various education programs tailored towards community beautification, litter prevention, waste reduction, and recycling education. This group has been working cooperatively since 1981.

***Fats, Oils, and Grease (FOG) Education Committee*** - A coalition of local government staff members working together with HRSD to protect wastewater infrastructure, reduce sanitary sewer overflows, and improve local water quality. The Committee shares both technical resources and educational strategies to prevent improper disposal of fats, oils, and grease. This cooperative effort has been underway since 2007 when 13 of the region's localities and

*HRSD entered into the Regional Special Order by Consent with the Virginia Department of Environmental Quality.*

***Water Awareness Committee*** - Regional public utilities staff members who work together to educate citizens about aging infrastructure, the value of tap water, and the importance of water conservation. This cooperative effort to promote the vital role water plays in the quality of life of Hampton Roads and the need to conserve it assists localities in meeting requirements of various locality goals as well as water supply and ground water permit education requirements.

***Stormwater Education Committee*** - A cooperative partnership of the region's seventeen member cities and counties which has served as a formal adjunct to the required public information component of the Virginia Pollution Discharge Elimination System Permits (VPDES) for Phase I and Phase II Municipal Separate Storm Sewer Systems (MS4) since 1997. Local government staff members work together to share ideas and pool resources for various education programs tailored to stormwater pollution prevention.

### **A message about COVID-19**

Like nearly every other operation around the globe, our askHRgreen.org public outreach program felt the impacts of the COVID-19 pandemic in FY20. Special events were cancelled, planned promotions were put on hold, and we shifted our focus to virtual outreach as much as possible. As people stayed home, waste reduction and responsible disposal practices became a major theme in communications. Public interest in gardening and landscaping surged. The pomp and circumstance that would have surrounded the 50th anniversary of Earth Day in April was replaced with “Fifty Ways to Celebrate Earth Day While Social Distancing.” And as schools shut down and remote learning began, askHRgreen.org published weekly virtual lesson plans to keep students at all levels engaged in environmental education principles. Despite the challenges, our regional team members continued to work together to find new, innovative ways to encourage the citizens of Hampton Roads to implement green practices in their daily lives...even in these most uncertain times.

# HIGHLIGHTS

fourteen million *opportunities* to see or hear about askHRgreen.org 

 73,379 visitors to askHRgreen.org

19 *community events* with over 86,000 people in attendance 

## BAY STAR PROGRAMS

 3,383 homes  50 businesses

 8,096 students impacted by \$10,073 in environmental education mini grants

awarded 33 *pet waste disposal stations* impacting in neighborhoods across the region 

 Launched interactive *recycling lookup tool*

\$8,000 *grant funds* received for special projects



@askHRgreen  
2,730



@HRgreen  
1,686



@askHRgreen  
389



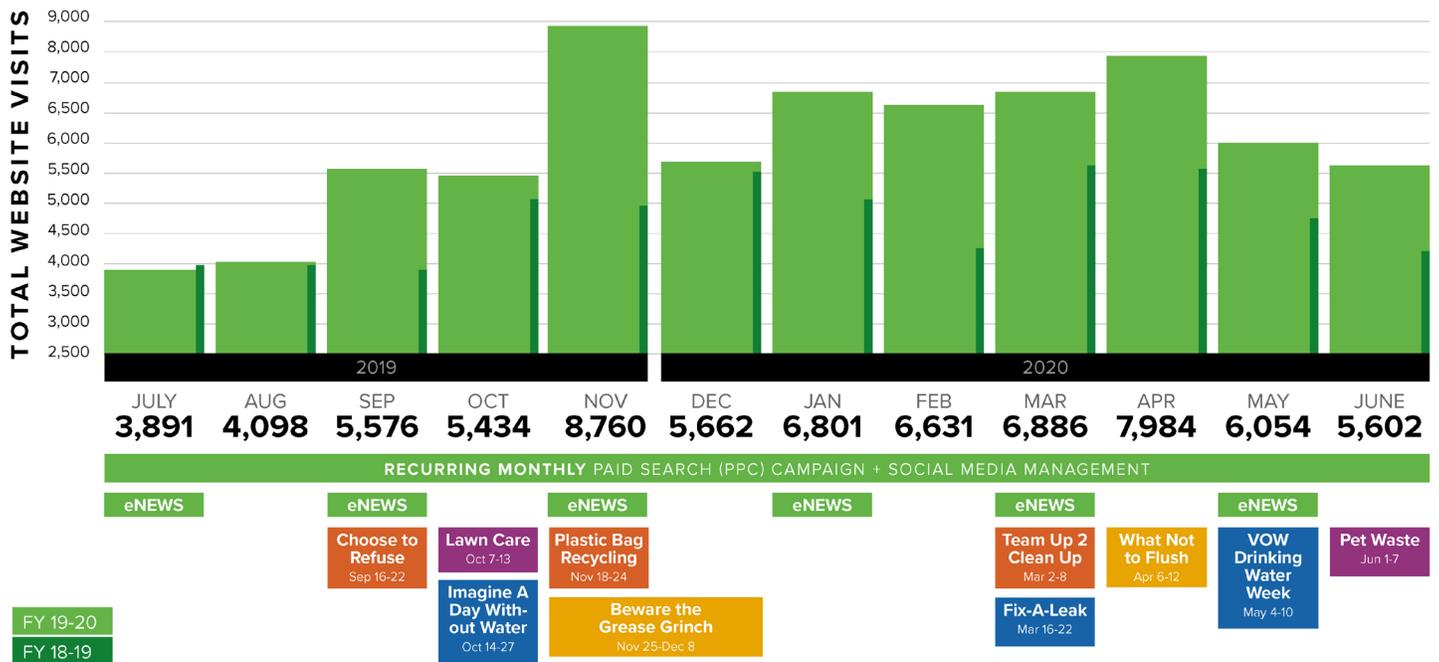
eNews Subscribers  
6,537

# 2019-2020 Media Calendar

COMMITTEE	CAMPAIGN	MEDIA	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
R&B	Choose to Refuse	R, O, S												
STORMWATER	Lawn Care	PV, R, O, S												
WATER AWARENESS	Imagine A Day Without Water	PV, R, O, S												
R&B	Plastic Bags	PV, R, O, S												
FOG	Grease Grinch	PV, R, O, S												
R&B	Team Up 2 Clean Up	R, S												
WATER AWARENESS	Fix-A-Leak	PV, R, O, S												
FOG	What Not To Flush	PV, R, O, S												
WATER AWARENESS	Drinking Water Week	AT, PV, R, O, S												
STORMWATER	Pet Waste	AT, PV, R, O, S												
ALL	askHRgreen.org Newsletters	E												
ALL	Public Relations													
ALL	Social Media Management													
ALL	Search Engine Marketing													
ALL	askHRgreen.org Blog Articles													

MEDIA KEY / **AT** = Advanced TV **PV** = Preroll Video **R** = Radio **P** = Print **O** = Online **S** = Social Media **E** = Email **OD** = Outdoor

## Promotions & Website Traffic



## Website Analytics

The askHRgreen.org website continues to be the cornerstone of our outreach efforts where campaign news and events are featured prominently and content is delivered seamlessly to users on all types of devices. In FY20, we saw a 25% increase in website traffic over FY19

and a 36% increase in webpage views – up to over 117,000. The majority of web traffic continues to be new visitors, demonstrating the growing awareness and effectiveness of our outreach efforts.

	2019-20	2018-19	2017-18	2016-17	2015-16	2014-15
Visits	<b>73,379</b>	58,893	55,735	58,113	52,530	58,279
Unique Visitors	<b>63,146</b>	49,816	45,661	46,282	42,539	46,994
Pageviews	<b>117,463</b>	86,538	93,589	92,681	93,177	103,228
Pages per Visit	<b>1.60</b>	1.47	1.68	1.59	1.77	1.77
Average Visit Duration	<b>1:02</b>	1:03	1:27	1:12	1:32	1:26
Bounce Rate	<b>79%</b>	81%	77%	79%	75%	75%
% New Visits	<b>86%</b>	84%	81%	80%	80%	80%
Mobile Devices	<b>58%</b>	57%	54%	53%	40%	39%
Desktop Devices	<b>42%</b>	43%	46%	47%	60%	61%

**AVERAGE  
322 PAGES  
VIEWED/DAY**

We achieved a **25%** increase in traffic over FY18-19, and have the highest number of pageviews ever! The majority of traffic continues to be new visitors, demonstrating the growing awareness of our efforts.

## Top Website Traffic Sources & Pages Visited

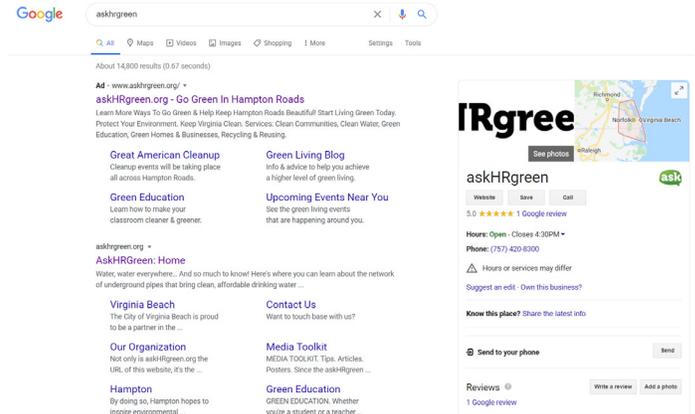
**36.45%** Google Organic Search  
**25.59%** Direct **+3%**  
**22.77%** Paid  
**15.87%** Pay-Per-Click (SEM)  
**6.9%** Digital Ads (Media Campaigns)  
**4.56%** Facebook  
**1.24%** Bing  
**1.04%** PilotOnline.com

### TOP TWENTY VISITED PAGES

9,877 [Home](#) **+4%** pageviews  
5,945 Good to Know/Do: [Recycling Lookup Brand New Tool!](#)  
3,830 [Events](#) **+17%** pageviews  
3,739 Blog Article: [Disposable/Flushable diaper liners](#) **+11%** pageviews  
2,779 Good to Know/Do: [Electronics Recycling](#) **+15%** pageviews  
2,054 Good to Know/Do: [Recycling Lookup - Virginia Beach](#)  
2,032 Good to Know/Do: [Lawn & Garden Best Practices](#) **+86%**  
1,868 Good to Know/Do: [Battery Disposal](#) **+23%** pageviews  
1,762 [Blog](#) **+75%** pageviews  
1,708 Campaign: [Choose to Refuse Single-Use Plastics](#) **+55%** pageviews  
1,537 Programs: [Great American Cleanup](#) **+10%** pageviews  
1,523 Good to Know/Do: [Plant Native Plants](#) **+39%** pageviews  
1,499 Blog Article: [50 Ways to Celebrate Earth Day](#)  
1,291 Knowledge Center: [Recycling/Reusing](#)  
1,271 Good to Know/Do: [Recycling at Home](#)  
1,225 Good to Know/Do: [Plastic Bag Recycling](#)  
1,224 Programs: [Bay Star Homes](#)  
1,176 Good to Know/Do: [Fat-Free Drains](#)

## Search Engine Marketing

The askHRgreen.org Search Engine Marketing (SEM) program employs Google pay-per-click advertising to increase traffic to the website. By bidding on select keywords and phrases, our ads direct search traffic to relevant content on the askHRgreen.org website. In FY20, we had more than 340,000 Google search impressions – up 63% over FY19. Those searches drove over 12,000 clicks to relevant content on the askHRgreen.org website. Our electronics disposal and recycling topics routinely lead the campaign in terms of impressions and clicks, but in FY20, we saw a substantial spike in search traffic for lawncare-related keywords - 62,000 ad impressions in that category between March and June. The stay-at-home orders in place during that time may have contributed to the increase. See appendix A for the full SEM campaign report for FY20.



## Search Engine Marketing Results

	2019-20	2018-19	2017-18	2016-17	
Impressions	<b>342,690</b>	210,695	169,140	107,920	<b>+63%</b>
Clicks	<b>12,449</b>	11,087	7,330	4,226	<b>+12%</b>
Click Thru Rate (CTR)	<b>3.63%</b>	5.26%	4.33%	3.92%	

## Top 10 Keyword Ad Groups

	Impressions	Clicks	Impression Share	Click Thru Rate
Electronics Disposal	25,719	2,516	75%	9.78%
Recycling At Home	40,245	1,540	61%	3.83%
Native Plants	38,189	1,246	35%	3.26%
Lawn Care	67,630	1,012	55%	1.50%
Battery Disposal	12,353	1,006	69%	8.14%
Reduce Reuse Recycle	13,040	904	81%	6.93%
TMDL	12,800	680	62%	5.31%
AskHRGreen General	3,198	563	81%	17.60%
Medication Disposal	6,322	541	79%	8.56%
Plastic Bag Recycling	5,675	361	62%	6.36%

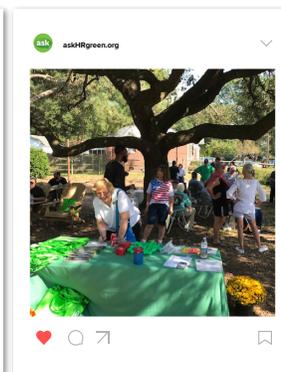
# Community Outreach

## Events

AskHRgreen.org is invited to attend a multitude of community events each year. These events serve as a vital opportunity for our regional committee members to interact with residents and visitors to Hampton Roads. The events span a variety of themes from eco-events to employee appreciation days, regional fairs, concerts, and more. Although some events have an environmental focus, many others appeal to the general public and allow interaction with new audiences who may be learning about eco-friendly behaviors for the very first time. The recently updated askHRgreen.org mobile outreach and education trailer is an important engagement tool for these events. Volunteers staff the trailer at special events and distribute a variety of resources from informational brochures and rack cards to reusable shopping bags, stainless steel straws, rain gauges, and a variety of other eco-themed promotional items. In addition, attendance at these events puts askHRgreen.org messages in front of large audiences.

In FY20, we had the opportunity to interact with more than 86,000 event goers across the Hampton Roads region. Due to COVID-19, our spring and early summer events were cancelled, but we look forward to more outreach events once these types of large gatherings can resume.

2019-2020 Community Events			Estimated Attendance
8/9	TGIF Summer Concert Series	Suffolk	3,000
9/7	Go Green Expo	Newport News	1,100
9/12	Isle of Wight County Fair	Windsor	35,170
9/14	Community Engagement Event @ VB Sportsplex	Virginia Beach	4,000
9/19	Third Thursdays Live at City Center	Newport News	150
9/28	Bow Creek Block Party	Virginia Beach	130
9/28	Roland Park Civic League Fall Cookout	Norfolk	70
10/3	CNU Farmer's Market	Newport News	100
10/10 -	Peanut Festival	Suffolk	25,000
10/10	CNU Farmer's Market	Newport News	50
10/12	Lynnhaven River Now Fall Festival	Virginia Beach	3,000
10/12	Great Bridge High School Craft Show	Chesapeake	500
10/24	Public Works Fall Picnic	Virginia Beach	520
11/12	Anthem Eco Fair	Virginia Beach	150
11/14	Anthem Eco Fair	Norfolk	250
1/13 - 1/16	Mid Atlantic Horticulture Short Course & Home Gardener Day	Norfolk	762
1/25	Jam'n Jamz	Norfolk	500
1/28 - 1/29	Newport News Shipbuilding Health and Safety Expo	Newport News	4,076
3/7 - 3/8	Mid Atlantic Home & Outdoor Living Show	Virginia Beach	8,125
4/4 - 4/5	<i>Daffodil Festival</i>	<i>Gloucester</i>	<i>Cancelled</i>
4/11	<i>Go Green Market</i>	<i>Yorktown</i>	<i>Cancelled</i>
4/18	<i>Virginia Living Museum Earth Day Festival</i>	<i>Newport News</i>	<i>Cancelled</i>
4/21	<i>TCC Cares Earth Day</i>	<i>Chesapeake</i>	<i>Cancelled</i>
4/22	<i>Poquoson Earth Day</i>	<i>Poquoson</i>	<i>Cancelled</i>
4/22	<i>Great Bridge High School Earth Day</i>	<i>Chesapeake</i>	<i>Cancelled</i>
4/22	<i>NSA Hampton Roads Headquarters Earth Day event</i>	<i>Norfolk</i>	<i>Cancelled</i>
4/23	<i>NSA Portsmouth Earth Day Event</i>	<i>Portsmouth</i>	<i>Cancelled</i>
4/25	<i>Paradise Creek Earth &amp; Arbor Day</i>	<i>Portsmouth</i>	<i>Cancelled</i>
4/25	<i>12th Annual Community Empowerment Fair</i>	<i>Newport News</i>	<i>Cancelled</i>
4/25	<i>Spring Fling</i>	<i>Hampton</i>	<i>Cancelled</i>



## Bay Star Homes

FY20 was the fourth year of operation for the Bay Star Homes program. This community-based recognition program encourages residents to avoid environmentally-harmful behaviors in their home and be proactive about using voluntary stormwater management practices such as rain barrels, rain gardens, and downspout disconnects on their private property. Residents pledge to do at least eight environmentally-friendly practices as part of the program. Pledges include stormwater best practices as well as other desirable behaviors such as waste reduction, water conservation and energy reduction. In FY20, the total number of participating households for the Bay Star Homes program rose to 3,383, an increase of 279 new households over the previous year.

Bay Star Homes Registrants	
City/County	Number
Chesapeake	149
Franklin	13
Gloucester	19
Hampton	119
Isle of Wight	9
James City	12
Newport News	229
Norfolk	2301
Poquoson	17
Portsmouth	39
Smithfield	13
Southampton	4
Suffolk	139
Surry	3
Virginia Beach	236
Williamsburg	8
York	72
<b>Total</b>	<b>3,383</b>



## Great American Cleanup

For a second year, the askHRgreen.org Recycling & Beautification Committee worked together to clean up and beautify Hampton Roads through the Great American Cleanup (GAC). A part of the committee's "Team Up 2 Clean Up" initiative, GAC engages the public and business community to get involved in beautification projects throughout the region. For FY20, Friday, March 27 and Saturday, March 28 were designated as the regional GAC dates. Over 350 volunteers, including businesses and military commands, signed up to participate in a variety of events during the two-day initiative. Planned projects included neighborhood cleanups, sprucing up local parks, removing litter from roads and waterways, mulching and weeding community gardens, and planting new gardens and trees.

The regional effort caught the attention of state and national partners including Keep Virginia Beautiful, Keep America Beautiful, and the Earth Day Network. The GAC events paired well as a kick off to Earth Month in April 2020, leading to the celebration of the 50th Earth Day on April 22. Unfortunately, in the week leading up to the events, coronavirus began to spread across the United States and stay-at-home orders forced the cancellation of all planned activities. The committee hopes to reschedule the cleanup initiative for September 18-19, 2020 as litter pickup becomes increasingly important due to the growing amount of litter from personal protective equipment (PPE) and hand sanitizing supplies.



## Imagine a Day Without Water

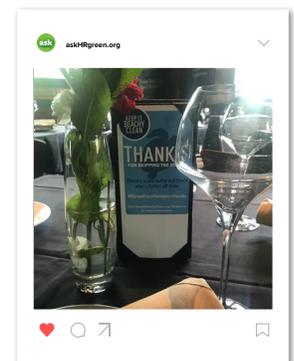
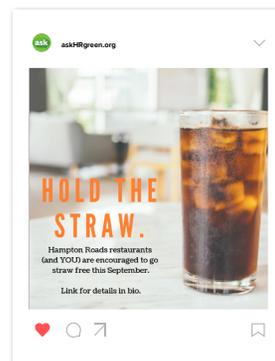
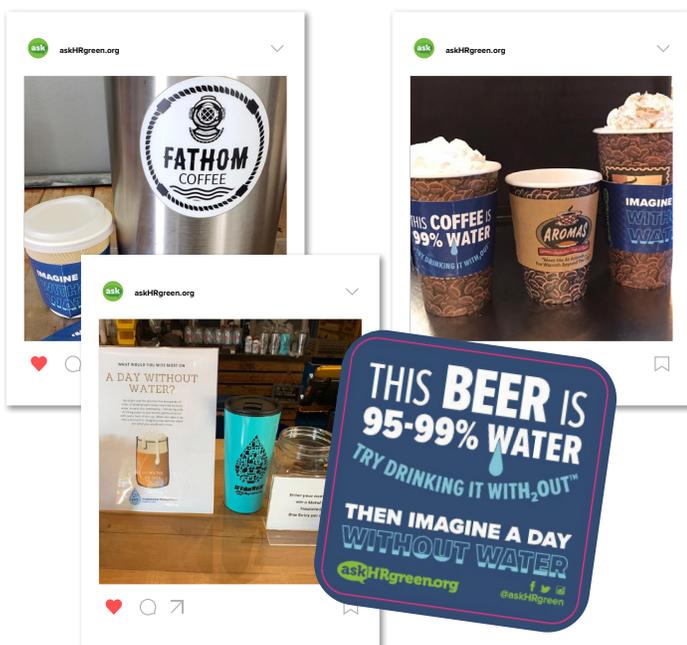
Municipal water services are vital for quality of life in Hampton Roads. Both residents and businesses rely on a consistent supply of tap water to power their days. Breweries and coffee shops are particularly dependent on clean, reliable tap water to brew their custom crafted beverages. For a second year, the askHRgreen.org Water Awareness Committee engaged these natural advocates for clean water as part of a national advocacy and awareness promotion, Imagine a Day Without Water, that addresses the importance of maintaining our water and wastewater systems. Partnering breweries and coffee shops were given branded coffee sleeves or coasters to distribute to customers. The coffee sleeves and coasters convey the message that coffee and beer are 95-99 percent water and neither would be possible without tap water.

In total, the campaign engaged 25 breweries and coffee shops through this campaign. The coffee sleeves and coasters were distributed starting on October 23, 2019, the national recognition day for Imagine a Day Without Water, and continued while supplies lasted. The campaign also included a strong organic social media campaign with partnering businesses. All partners were offered a special #ValueWater tumbler to raffle off to customers or social media followers. The added giveaway component, new in FY20, increased the reach of the campaign through social media and resulted in positive co-branding opportunities

with coffee shops and breweries seen as trusted local brands that often have a dedicated following.

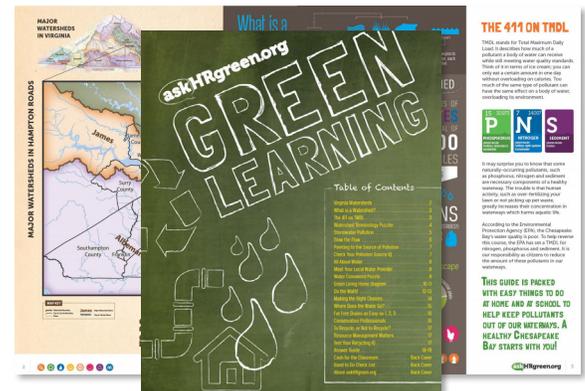
## Straw-Free September

Following up on the success and popularity of Straw-Free Earth Day in April 2019, the askHRgreen.org Recycling & Beautification Committee continued to recruit restaurants to go straw-free in FY20. In a special partnership with Keep It Beachy Clean and Clean Virginia Waterways, the committee encouraged restaurants to be a part of “Straw-free September Days” and supply customers with straws only upon request during the month-long promotion. The initiative was coordinated in support of the International Coastal Cleanup, which happens annually in September. Participating restaurants received a supply of paper straws to provide to customers who requested a straw during the promotion, as well as branded window clings, menu cards, table tents, and educational placemats. All of the materials reinforced the “skip the straw” waste reduction message. Twenty restaurants across seven localities participated in the Straw-Free September Days initiative. While the 2019 Earth Day initiative focused solely on a specific straw-free weekend, FY20 promotional efforts shifted the focus to encouraging a lasting change to restaurant policy. Some restaurant partners have indicated that participating in the straw-free campaigns has led to permanent change in their policy towards providing straws to guests.



## Environmental Education Lesson Plans

In response to coronavirus safety protocols, public schools throughout Hampton Roads closed for in-person learning in late March. Public schools and parents scrambled to continue education via a virtual platform but few were prepared to operate in a completely online environment. In order to assist teachers and parents in need of content for daily lesson plans, askHRgreen.org crafted nine weeks of environmentally-themed lesson plans for elementary and middle school students. While not targeted at specific Virginia Standards of Learning (SOLs), the lesson plans covered topics such as the water cycle, watersheds, wastewater treatment, Earth Day, waste reduction, drinking water, marine debris, biodiversity and healthy habitats, and sustainable living. Many SOL-based activities were pulled from the previously published Green Learning Guides created by askHRgreen.org for third and sixth grade students. The lessons were well received by teachers and parents in need of new ways to keep their young learners engaged during this detour from a formal education atmosphere.



GREEN EDUCATION • HAMPTON ROADS • MAY 26, 2020 • REBEKAH EASTEP  
**Your Environmental Impact: Lessons for a Sustainable Future**  
 Nine weeks ago Hampton Roads parents began to navigate the realities of distance learning for K-12 students due to coronavirus. askHRgreen.org ...  
[READ ARTICLE](#)



GREEN EDUCATION • HAMPTON ROADS • MAY 18, 2020 • REBEKAH EASTEP  
**Biodiversity, Habitats and Humanity**  
 Over the last eight weeks, we've helped Hampton Roads students connect with a variety of important environmental topics through our we ...  
[READ ARTICLE](#)



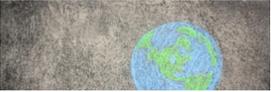
GREEN EDUCATION • HAMPTON ROADS • MAY 11, 2020 • REBEKAH EASTEP  
**Big Ocean, Big Mess: Marine Debris Lessons for Kids**  
 It was the turtle seen around the world. In 2015, marine conservation biologist Christine Figgenger posted a now viral video of an olive rid ...  
[READ ARTICLE](#)



GREEN EDUCATION • HAMPTON ROADS • MAY 4, 2020 • REBEKAH EASTEP  
**Tap Into This Week's Environmental Lesson Plan**  
 It's Drinking Water Week and askHRgreen.org is focused on all things tap water. Did you know that without tap water social distancing ...  
[READ ARTICLE](#)



GREEN EDUCATION • HAMPTON ROADS • APR 27, 2020 • REBEKAH EASTEP  
**Simple Waste Reduction Lesson Plan**  
 Ok, parents. How are we doing? We're five weeks in to this homeschooling adventure and hope everyone is starting to fall into routine ...  
[READ ARTICLE](#)



GREEN EDUCATION • HAMPTON ROADS • APR 20, 2020 • REBEKAH EASTEP  
**Celebrate Earth Day 50 with Simple Lesson Plans**  
 Today we kick off our Earth Day 50 celebration with week four of our environmental lesson plans! The first Earth Day in 1970 mobilized mill ...  
[READ ARTICLE](#)

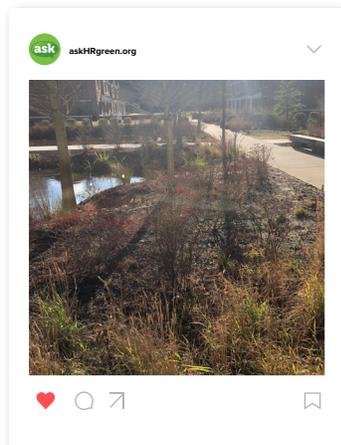
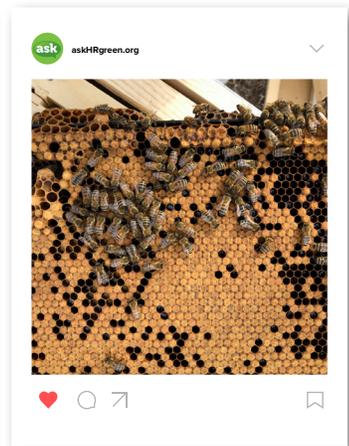
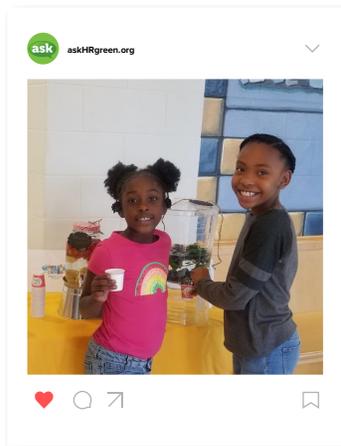
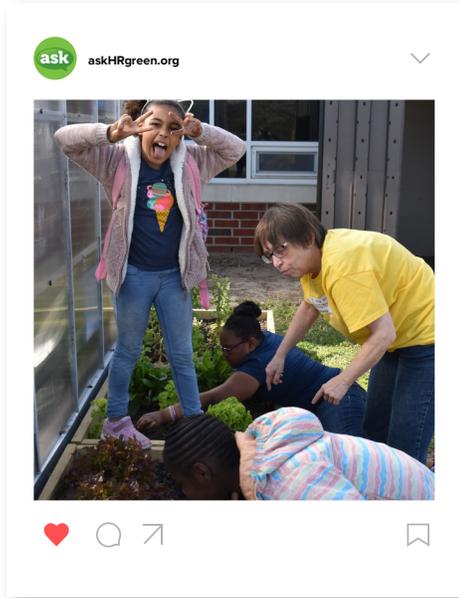


GREEN EDUCATION • HAMPTON ROADS • HRSD • APR 13, 2020 • REBEKAH EASTEP  
**Easy Environmental Lesson Plans: Wastewater Treatment**  
 We continue to bring you a weekly easy-to-use environmental lesson plan for parents to use as part of their homeschooling plan. Each of our ...  
[READ ARTICLE](#)

## Environmental Education Mini Grant Program

Supporting environmental education in the classroom continues to be a priority of askHRgreen.org. The Mini Grant program offers all Hampton Roads teachers (K-12), youth leaders, or organizations working with youth mini grants of up to \$500 to provide funding for environmentally-themed projects. Providing educators with the funding necessary to bring to life environmental subjects has proven successful over the years but particularly in FY20. For the first time since the mini grant program was consolidated into a single, streamlined askHRgreen program, the entire \$10,000 budget was exhausted in one fiscal year. In all, the program supported 21 projects and awarded \$10,073 in grant funding. The funded projects reached nearly 8,100 students across Hampton Roads. While funded in FY20, many projects will be implemented in FY21 due to the early school closures caused by coronavirus. Examples of projects funded this fiscal year include pollinator gardens and habitat, meaningful watershed experiences, tap water tastings, native tree plantings, and support for in-school waste reduction programs such as composting and recycling.

# Environmental Education Mini Grant Projects

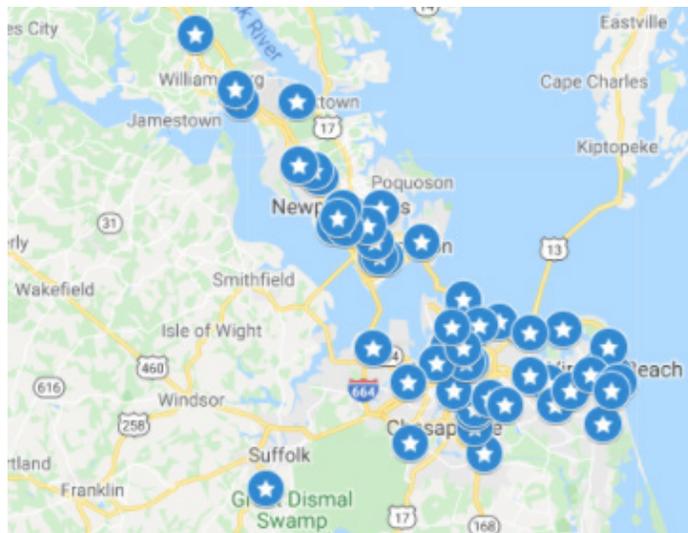


Project	Students	Project Description	School/Organization	City/County	Grant
Old Donation Eco-bus	1,500	This project will help fund a grease filtration system for Old Donation School's EcoBus (a functioning mobile sustainability classroom constructed from a decommissioned VBCPS school bus).	Old Donation School	Virginia Beach	\$500
Pollinator Garden for Girl Scouts	1	This project will help fund construction and planting of a garden to offer sanctuary, food, and water to native pollinators at the Norfolk Fitness and Wellness Center.	Girl Scout Council of the Colonial Coast Troop 176	Norfolk	\$413
Healthy Food, Healthy Life	530	This was Newtown Elementary School's fifth year in developing a vibrant learning garden for students to use as a real-world learning experience.	Newtown Elementary School	Virginia Beach	\$500
Get to Know Your Watershed	60	This project provided Green Run High School students a meaningful watershed educational experience through the Chesapeake Bay Foundation's boat field trip.	Green Run High School	Virginia Beach	\$440
Bee-utiful Learning Experiences	260	This project provided a new Bee Colony for Old Donation School.	Old Donation School	Virginia Beach	\$500
Drink More Water!	500	This project provided reusable water bottles and water tastings for Newtown Elementary School students.	Newtown Elementary School	Virginia Beach	\$500
Water for Caretakers and Children	500	The project provided an ecologically sensitive method of drinking water for children and caretakers by providing drinking water stations, a handwashing station, and paper cups for composting.	James River Elementary	Williamsburg	\$495
Vesting Up for Deeper Understanding	130	This project will fund youth life vests and dip nets for Old Donation School students to participate in an oyster restoration action project.	Old Donation School	Virginia Beach	\$450
Green Girls!	350	This project helped Girl Scout Council of the Colonial Coast Troop 1019 reinstate John G. Cary school's recycling program.	GSCCC Troop 1019	Hampton	\$260
Recycle for Change	900	This project will help establish four recycling bins in the Tabb High School Cafeteria and one recycling bin outside in the Tabb High School Sports Fields.	Tabb High School	Yorktown	\$500
Native Tree Project	84	This project provided funds for 100 native Eastern redbud bare-root seedlings, plastic nursery pots, and potting soil for Norfolk Academy.	Norfolk Academy	Norfolk	\$500
Green Readers – Kindergarten & Third Grade	1,900	This project provided a take-home book to every kindergarten and third grade student at 11 schools and volunteer guest reading in classrooms.	Norfolk Environmental Commission	Norfolk	\$1,000
Marlin Meadows	100	This project funded a Marlins Go Green environmental program on the Virginia Wesleyan University campus to incorporate a new sustainable garden on campus.	Virginia Wesleyan Uni-versity	Virginia Beach	\$500
The Bee Byway	2	This project will help establish a pollinator corridor called The Bee Byway through an unfragmented section of Newport News.	The Ruling Robot Falcons	Newport News	\$315
Hoffler Creek Polli-nator Program for Kids	25	This project funded the purchase of seeds, compost, and clay powder for each child to produce "seed bombs" (one egg carton of balls of compost, clay, and native wildflower seeds) for tossing at Hoffler Creek Wildlife Preserve to establish a pollinator garden.	Hoffler Creek Wildlife Foundation	Portsmouth	\$200
An Elizabeth River Project – Resilient River School	249	This project will help fund an ERP new Resilient River Star School program with Victory Elementary to green their schoolyard with over 100 native trees and 500 native water-tolerant plants to create new habitat and address frequent flooding.	Elizabeth River Project	Portsmouth	\$1000
Adopt-A-Pot	25	This project will restore the existing flower pots on the City of Hampton's main streets with pollinator-friendly plants.	Partnership for a New Phoebus	Hampton	\$500
Community Garden and Recycling Program	15	This project will restore Academy for Discovery at Lakewood's community garden to productivity and aesthetic standards as well as provide public awareness for recycling at the school.	Academy for Discovery at Lakewood	Norfolk	\$500
Composting Know-How	100	This project will provide signage for Williamsburg Community Grower's new three-part composting bin system that will educate community members regarding the three R's, how and why to compost, and how to properly use the composting system.	Williamsburg Community Growers	Lightfoot	\$500
Native Pollinator Habitat Stewardship	865	This project will provide native and pollinator plants to the Spratley Gifted Center's large schoolyard habitat.	Spratley Gifted Center	Hampton	\$500
<b>8,096</b>					<b>\$10,073</b>

## Business Outreach

### Bay Star Business Program

Since 2018, the askHRgreen.org Stormwater Education Committee has engaged local businesses committed to protecting the environment through the Bay Star Business Program. To become part of the free, pledge-based program, business owners sign up online by committing to environmental practices such as conserving water, recycling, cleaning up and preventing litter, properly maintaining company vehicles, organizing a community cleanup, and more. Participation in the program lets Hampton Roads consumers know a business is committed to implementing environmentally-friendly practices in their day-to-day operations. Most action items are also no- or low-cost changes which can help a business run more efficiently while conserving natural resources. Participating businesses receive a welcome packet filled with business-centric information from askHRgreen.org and Bay Star Business window clings to display in their office or on company vehicles. Bay Star Business Partners are also recognized through the askHRgreen.org website and social media accounts. The increased exposure is an incentive for participating and an easy way to thank businesses for doing their part to protect local environmental quality. In FY20, the Bay Star Business program added 15 new partners for a total of 50 diverse participants including multi-family housing developments, landscapers, industrial and professional service providers, plumbers, restaurants, and retail establishments



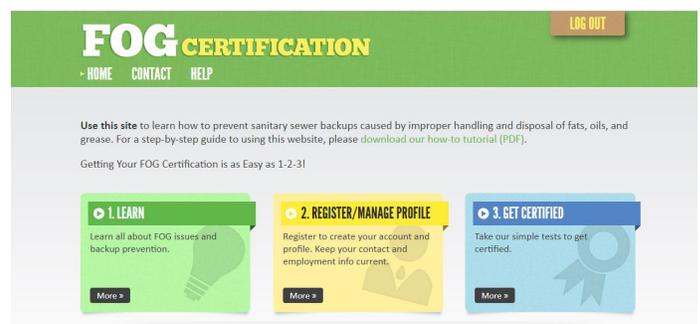
### Fats, Oils, and Grease (FOG) Commercial Training and Certification Program

The regional FOG training and certification program is designed to educate local food service workers and grease haulers on how to prevent sanitary sewer backups caused by improper handling and disposal of fats, oils, and grease. FOG certification requirements vary by locality, and the free certification program is available to anyone through the HRFOG.com website.

Various updates and enhancements were made to HRFOG.com during FY20. The website was converted to a responsive design site, ensuring a user-friendly experience for visitors on any type of device: mobile, tablet, or desktop. In addition, the grease hauler and food service worker training programs and certification tests were updated to reflect modern changes in local FOG program administration and industry best practices.

In FY20, the FOG Education committee updated the Grease Control Device Enforcement Memorandum of Agreement (MOA) between HRSD and participating localities. The updated MOA was approved by the regional Directors of Utilities Committee and several localities have formally adopted it. Due to COVID-19, the adoption process was delayed in some municipalities but it is anticipated that all MOAs will be completed in the coming year.

In January, the FOG Education Committee hosted a full-day training course through Ken Loucks' Interceptor Whisperer FOG Institute Training Program. Registration for the training was open to utility employees across Hampton Roads as well as the general public and those



who attended received a comprehensive education in commercial grease interceptors: how they work, product standards, how they are regulated through the plumbing code, and how to properly size, select, and maintain them.

## Illicit Discharge Rack Cards

Certain industries have a greater potential to discharge harmful waste into the stormwater system and local waterways through the course of their work. The askHRgreen.org Stormwater Education Committee continued to distribute industry-specific rack cards for the following high priority industries: lawn care and landscaping, automotive services (such as car dealers, repair shops, and fleet maintenance), and animal services (including animal boarding facilities, animal shelters, pet groomers, and veterinary offices). Each rack card addresses potential sources of pollution and provides industry best practices to prevent illicit discharges.

**WORKING TOGETHER FOR CLEAN, HEALTHY WATERWAYS**

**GOOD TO KNOW**  
How we maintain vehicles plays an important role in keeping local waterways clean.

- Outside operations and maintenance activities can contaminate stormwater runoff.
- Motor oil, anti-freeze, gasoline, and brake fluid contain toxic chemicals and metals that pollute local waterways.
- Wash water contains detergent, dirt, and other pollutants that harm the environment and are illegal to discharge.

**The Source of Stormwater Pollution**

- Vehicle leaks.
- Washing vehicles on paved surfaces.
- Improper chemical storage.
- Waste from grinding, painting, coating, sanding, or parts cleaning.

**The Impact of Stormwater Pollution**

- Chemicals and metals contaminate local waterways making them unsafe for swimming.
- Contaminated wash water clouds waterways harming aquatic life.

**Following best management practices protects our waterways.**

Learn more at [askHRgreen.org](http://askHRgreen.org)

---

**WORKING TOGETHER FOR CLEAN, HEALTHY WATERWAYS**

**GOOD TO KNOW**  
Lawn care, landscaping, and pest control practices can impact water quality.

When it rains, soil, mulch, leaves, grass clippings, fertilizers, pesticides, and herbicides flow across yards and paved areas, winding their way through streets and storm drains before entering our local waterways.

**The Causes**

- Poorly positioned sprinklers waste water and increase the flow of pollutants into storm drains.
- Leaves, grass clippings, and tree coverings that are swept or blown into the street can clog storm drains and pollute our waterways.
- Fertilizers, pesticides, and herbicides that wash off lawns and landscaped areas contaminate waterbodies.

**The Impact**

- Yard waste encourages algal blooms to form, robbing the water of oxygen.
- Lawn chemicals harm fish and other aquatic life.
- Streets flood easily when storm drains are clogged with yard waste.

**Following best management practices protects our waterways.**

Learn more at [askHRgreen.org](http://askHRgreen.org)

---

**WORKING TOGETHER FOR CLEAN, HEALTHY WATERWAYS**

**WHAT TO KNOW**  
grooming, and other pet care activities like cleaning products and waste materials if not disposed of properly, can pollute waterways and harm the public.

**The Water Flows**

City sewer and stormwater systems are separate systems designed to manage water in different ways. The sewer system carries wastewater to a treatment plant. The stormwater system carries rain and city runoff to local waterways, picking up dirt, debris, pet poop, etc. along its path.

**The Source of Stormwater Pollution**

Waste is not fertilizer. It is filled with harmful germs and bacteria that, if not disposed of properly, can harm people, pets, and wildlife. Cleaning products (even those labeled "pet-safe") can be toxic to aquatic life or other solids in wash water can cause clogs in the sanitary sewer system.

**The Impact of Stormwater Pollution**

Cleaning products and pet waste contaminate local waterways, making them unsafe. They also harm and shellfish harvesting areas close.

**Following best management practices protects our waterways.**

Learn more at [askHRgreen.org](http://askHRgreen.org)

## COVID-19 Water Quality Outreach

When local businesses that closed due to COVID-19 began preparing to reopen, stagnant water was a concern for building plumbing systems. The Water Awareness Committee worked together with the region's utility directors and the Virginia Department of Health to develop proper flushing guidelines and coordinate

a communication strategy to reach building owners and operators with this important information. As a result, a detailed fact sheet, step-by-step instructional infographic, and how-to video were developed and distributed to media outlets and posted on local and regional websites. Because the group works together on other regional communication initiatives, we were able to coordinate this outreach effort and get that vital information disseminated in a timely fashion as businesses prepared to welcome back employees and customers.

**1 FLUSH THE COLD WATER**

**Reopening a closed building or facility?**

**Don't forget to flush the water pipes.**

When your building goes unused, the water in your pipes may become stagnant.

**Before you reopen, be**

- Remove and clean the filters, screens and aerators from all faucets. Then turn on the cold water fully for every faucet in the facility.
- Start on the lowest floor, then move to the next highest floor, etc.
- All cold water outlets should be flowing at the same time during flushing.
- Flush toilets and urinals two or three times each. Don't forget to flush kitchen sprayers and drinking fountains.
- Empty the ice from all ice-makers, then make and discard two additional batches of ice.

**COLD WATER**

**LEAVE RUNNING 30 MINUTES**

**NOTE** Water heaters should be set to at least 120 degrees to prevent microorganisms from growing.

Hampton Roads business owners and operators seeking additional guidance should contact their local water utility department or visit [hrpdeva.gov/buildingflushing](http://hrpdeva.gov/buildingflushing)

## Events

Each year, askHRgreen.org participates in a variety of corporate and industry events across the region. In FY20, askHRgreen.org volunteers had a presence at corporate events for Huntington Ingalls/Newport News Shipbuilding, Anthem, professional landscapers at the Mid-Atlantic Horticulture Association Short Course, and municipal employee events. Additionally, askHRgreen.org engaged businesses through promotions such as Imagine a Day Without Water and Straw-Free September Days. Recognizing restaurants, breweries, and coffee shops as important partners for communicating the value of tap water and waste reduction continued to be a key strategy in FY20.

## 2019-20 Promotional Campaigns

### Waste Reduction

With turbulent recycling markets and changing municipal recycling contracts, the priority of the Recycling & Beautification Committee has increasingly focused on waste reduction. While recycling continues to be an important message, the waste reduction message helps residents decrease their waste contribution no matter the state of recycling. The committee's message for residents is that we should all choose to reduce our waste production first before focusing on what can and cannot be recycled.

**Paid Media.** A one-week radio and digital media campaign ran from September 16-22. The "Choose to Refuse" campaign focuses on single use plastics including bottled water, straws, utensils, take out containers, and plastic bags. Through this outreach, residents are urged to refuse disposable products and choose reusable alternatives. The campaign included radio, digital display ads and retargeting, native content ads, and social media. Throughout the year, specific waste reduction messages were also included in the Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

**Outreach Materials.** In support of the waste reduction message, the committee purchased reusable bags and distributed portable cutlery sets and reusable stainless steel straws at outreach events. All items provide a practical alternative to help residents reduce their use of single use disposable plastics.

**Public Relations.** Public relations efforts supported the waste reduction message through a variety of media channels including news releases, print coverage (Suffolk News Herald), and articles in the askHRgreen.org newsletter.

**Social Media.** We engaged with the community via Facebook, Twitter, and Instagram. Outreach included sharing waste reduction tips, upcycling projects, and stories about the negative environmental impacts of plastics and our throw away culture. The paid social media and digital campaign was the one of the highest performing in FY20, achieving 1,810 clicks.

SEPTEMBER 16 - 22, 2019 ONE WEEK

### Waste Reduction / Choose to Refuse



### Plastic Bag Recycling

The plastic bag is Public Enemy No. 1 to materials recovery facilities in Hampton Roads and nationwide. When tossed in with comingled recyclables, they get caught in machines, increasing processing time and harming equipment while posing a danger to employees tasked with removing them. In order to combat this nuisance contaminating the recycling stream, the Recycling & Beautification Committee launched a new plastic bag recycling campaign in the fall of FY20. The message for residents is that thin plastic bags and wraps can be recycled, just not in curbside recycling bins. They must be returned to local stores for collection and processing.

**Paid Media.** A one-week radio and digital media campaign ran from November 18-24 and included radio, digital display ads and retargeting, native content ads, social media, and pre-roll video ads. Plastic bag recycling messages were also included in the Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

**Public Relations.** Public relations efforts supported the plastic bag recycling message through interviews and articles in the askHRgreen.org newsletter.

**Social Media.** We engaged with the community via Facebook, Twitter, and Instagram by sharing plastic bag recycling tips and videos.

NOVEMBER 18 - 24, 2019 ONE WEEK  
**Back To Basics / Plastic Bags** NEW



## Litter Prevention

Litter is a main focal area for the Recycling & Beautification Committee. In FY20, we once again partnered with Keep Virginia Beautiful to host the national kickoff of the Great American Cleanup. While the region-wide cleanup events planned for March 27-28 had to be cancelled due to the coronavirus, we're looking to mobilize individuals, families, and small groups in the fall of 2020 to host their own cleanup events in their neighborhoods and communities while safely practicing social distancing. The "Team Up 2 Cleanup" campaign was promoted in the following ways:

**Paid Media.** A one-week media campaign ran from March 2-8 on radio and social media. The purpose of the campaign was to educate residents about local litter problems and recruit volunteers to take action by joining the local cleanup events planned for the Great American Cleanup National Kickoff in Hampton Roads. Throughout the year, specific litter prevention messages were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

**Outreach Materials.** Through the Virginia Litter Prevention and Recycling Competitive Grant, the committee received \$5,000 to procure supplies needed to create 70 litter kits to distribute between 12 participating localities. Each litter kit includes one bucket, four litter grabbers, four safety vests, eight trash bags, 10 latex gloves, and one "Team Up 2 Clean Up" promotional

decal. The local litter control coordinators developed litter kit lending programs unique to their jurisdictions. Some simply hosted the lending program through their own litter control offices while others engaged various public-facing organizations including public libraries, community centers, and recreation centers to expand program access. The litter kit lending programs are a great way to encourage local cleanups by providing volunteers with the tools and resources to host their own.

**Public Relations.** Public relations outreach about litter prevention and cleanups was conducted via news releases and articles in the askHRgreen.org newsletter.

**Social Media.** We engaged with the community via Facebook, Twitter, and Instagram. Outreach topics included the negative impacts of litter, advertising cleanup opportunities, and reporting the results of local litter cleanups. The influx of masks and other personal protective equipment (PPE) ending up as litter in parking lots and sidewalks was a particularly hot topic on social media in the spring and early summer.

MARCH 2-8, 2020 ONE WEEK

## Great American Cleanup / Team Up 2 Clean Up



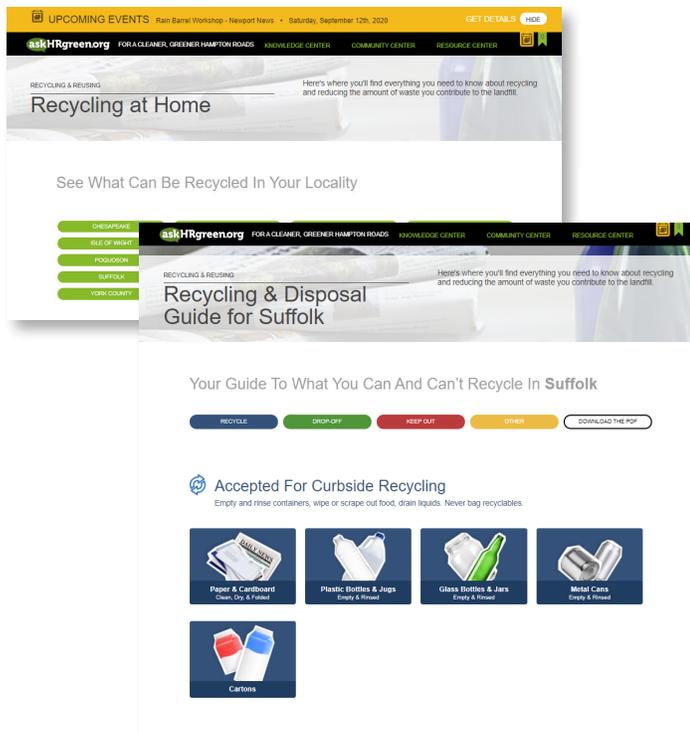
## Residential Recycling Practices

For many, household recycling has become a habit, albeit a good one. If there is a number on the bottom of that yogurt cup or take-out container, many haphazardly toss it into the recycling bin hoping that it will get recycled. That good habit of "wishful recycling" creates a lot of contamination in the recycling stream. To combat that, the Recycling & Beautification Committee launched

a new recycling and disposal guide in preparation for America Recycles Day, November 15, 2019. The new online tool, available at [www.askHRgreen.org/recycle](http://www.askHRgreen.org/recycle), connects residents with easy-to-understand visuals of what can and cannot go in the curbside recycling bin, according to individual locality guidelines. It also features helpful information about items residents can drop off at convenience centers, as well as specialty curbside services offered by some localities such as bulk waste pickup and yard waste composting. The recycling tool is easy to use and even includes a downloadable one-page guide residents can print and display in their homes.

**Public Relations.** A press release was distributed in November announcing the new tool available on the [askHRgreen.org](http://askHRgreen.org) website. It was featured in the Sunday, November 17, edition of the *Virginian-Pilot* and also in the [askHRgreen.org](http://askHRgreen.org) newsletter.

**Social Media.** We engaged with the community via Facebook, Twitter, and Instagram. Outreach included sharing news about the new recycling lookup tool, answering recycling questions, and promoting local recycling information and collection events.



## Suffolk Your Guide to What You Can and Can't Recycle

### Accepted for Curbside Recycling

Empty and rinse containers, wipe or scrape out food, drain liquids. Never bag recyclables.



### These Recyclables Can be Dropped Off



### Keep These Out of the Recycling Container



### Other Disposal Options



Find more detailed information and other locality-specific resources at [askHRgreen.org/recycling/suffolk](http://askHRgreen.org/recycling/suffolk)

[askHRgreen.org](http://askHRgreen.org)

## Fats, Oils & Grease (FOG) Disposal

The FOG Committee focuses each year on helping residents and local restaurants understand the sources of FOG (fats, oils, and grease) and best management practices that should be followed in order to keep this waste from contributing to sewer blockages and backups. This focal area was addressed with the following strategies:

**Paid Media.** The “Grease Grinch” campaign ran online for two weeks from November 25 – December 8. Ads included radio, digital display ads and retargeting, native content, social media, video pre-roll, and digital streaming TV. Throughout the year, specific FOG messages were included in the Google SEM campaign, driving traffic to the [askHRgreen.org](http://askHRgreen.org) website from relevant keyword searches.

**Outreach Materials.** The FOG Committee continued to distribute relevant promotional items including sink strainers, grease can lids, sponges, spatulas, and more.

**Public Relations.** Public relations supported public education and outreach through a variety of media channels including news releases, print coverage (The Virginian-Pilot Flavor Section), and multiple articles in the askHRgreen.org newsletter.

**Social Media.** We engaged with the community via Facebook, Twitter, and Instagram. Outreach topics included the negative impacts of improper grease disposal, fatbergs, canning the grease, and the importance of maintaining infrastructure.

NOVEMBER 25 - DECEMBER 8, 2019 TWO WEEKS  
**Grease Grinch**



## What Not to Flush

The FOG Committee continues to educate the public about proper flushing etiquette and the harmful side effects of flushing personal hygiene products, wipes, dental floss, cotton swabs, and more.

**Paid Media.** The committee created a new “What Not To Flush” media campaign that ran from April 6-12. The video shows a variety of commonly flushed items that should go in the trash, not down the toilet and reminds residents to only flush toilet paper along with their personal business. The engaging new video features colorful graphics and engaging audio to encourage people to do the right thing. The one-week media campaign included radio, digital display ads and retargeting, native content, social media, video pre-roll, and digital streaming TV ads. Throughout the year, specific what not to flush messages were included in the Google SEM campaign, driving traffic

to the askHRgreen.org website from relevant keyword searches.

**Outreach Materials.** The FOG Committee continued to distribute washcloths, toilet stress squeezers, and “what not to flush” stickers in support of the message. In addition, the committee developed a “flush it or not” magnet game to be used as an engagement tool for future school visits and public events.

**Public Relations.** Public relations supported the what not to flush message through a variety of media channels including news releases, local TV news coverage (WVEC article), and the askHRgreen.org newsletter.

**Social Media.** We engaged with the community via Facebook, Twitter, and Instagram. Outreach topics included the damaging side effects of flushing trash, photos showing clogs due to wipes and rags, proper medication disposal, and the myth of flushable wipes. With the increased use of disinfecting wipes due to health and safety concerns regarding COVID-19, proper disposal of wipes became an important topic to promote via all of our outreach channels.

APRIL 6-12, 2020 ONE WEEK  
**What Not To Flush** NEW CREATIVE



## Communicating the Value of Water

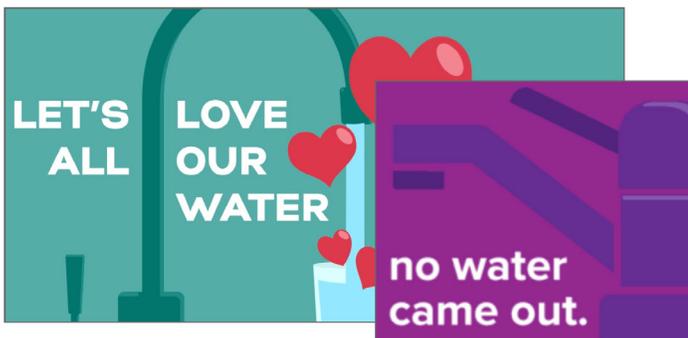
Water is the foundation of our community. From handwashing, a practice made exceptionally important during the COVID-19 pandemic, to cooking, and cleaning, water drives our quality of life in Hampton Roads. It’s also vital for our economy, fire protection, and the continued fight against the spread of illness. The Water Awareness Committee continued to focus on communicating the vital role water plays in our lives in the following ways:

**Paid Media.** The Water Awareness Committee conducted two media campaigns during FY20 that leveraged national water awareness initiatives as an opportunity for local outreach.

*Imagine a Day Without Water.* Celebrated each October, Imagine a Day Without Water is a national outreach campaign designed to highlight all the ways we use water each day. A two-week media campaign ran from October 14-27 featuring radio, static and retargeted digital display ads, native content ads, social media, and video pre-roll. The campaign utilized new creative for both radio and video assets. The creative theme included a rhyming poem with vibrant video animation highlighting all the things we'd miss on a day without water. The paid media campaign was supported by grassroots outreach through the partnership with local breweries and coffee shops with branded coasters and coffee sleeves distributed on October 23.

OCTOBER 14-27, 2019 TWO WEEKS

### **Imagine a Day Without Water** NEW CREATIVE



*Drinking Water Week.* A one-week media campaign ran from May 4-10 as part of the national Drinking Water Week awareness campaign from American Water Works Association. The campaign included radio, static and retargeted digital display ads, social media, video pre-roll, and digital advanced TV. The campaign utilized an existing radio ad that covered “the honest truth about public water systems” while the video component featured interviews asking Hampton Roads residents what water meant to them. The digital display ads drove home the important role water infrastructure plays in hygiene, business, health care, and fire protection.

MAY 4-10, 2020 ONE WEEK

### **Drinking Water Week**



**Outreach Materials.** The committee continued to distribute a variety of promotional items including reusable water bottles, mood pencils, sponges, toothbrushes, and more. Hydro flasks were a particularly engaging outreach tool this year as popular giveaway items for social media contests.

**Public Relations.** Public relations exposure came from features on various media channels including news releases, print coverage (Williamsburg-Yorktown Daily, Southside Daily, Hampton Newport News Daily, The Virginia Gazette), interviews with local radio and TV shows, and articles in the askHRgreen.org newsletter. Of particular note, the Imagine a Day Without Water campaign was featured on WTKR’s Coast Live program and in the Inside Business publication.

**Social Media.** We engaged with the community via Facebook, Twitter, and Instagram. The askHRgreen.org social media branding campaign promoted multiple value of water messages in support of both Drinking Water Week and Imagine a Day Without Water. Partnerships with local coffee shops and breweries got the value of water message in front of new and diverse audiences on social media. The hydro flask giveaways also drove engagement on social media.

### **Water Conservation**

The Water Awareness Committee continued to raise awareness about conserving water in Hampton Roads. Central topics for this focal area include fixing leaks,

installing low flow WaterSense plumbing fixtures, and indoor/outdoor water conservation tips.

MARCH 16-22, 2020 ONE WEEK

## Fix-A-Leak



**Paid Media.** As part of Fix-a-Leak Week, a nationwide campaign from EPA, a one-week radio and online media campaign ran from March 16-22. The campaign used existing creative including a “man on the street” video about water waste and how to find and fix a leaking toilet. The radio creative captured the similar tone of a “man on the street” interview parodying the sounds of household leaks. The campaign included radio, static and retargeted digital display ads, social media, and video pre-roll. Throughout the year, specific water conservation messages were also covered in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

**Outreach Materials.** The Water Awareness Committee distributed numerous promotional items to help residents conserve water including rain gauges, shower timers, toilet leak detection dye tabs, seed bookmarks, and hose nozzles.

**Public Relations.** Conservation messages were weaved into public relations through news releases, print coverage, interviews with local radio and TV shows, and articles in the askHRgreen.org newsletter. Of particular note, the topic of native plants was a popular one, featured in multiple media interviews.

**Social Media.** We engaged with the community via Facebook, Twitter, and Instagram. The askHRgreen.

org social media branding campaign covered water conservation topics ranging from rain barrels to fixing leaks to household usage tips.

## Storm Drains & Illicit Discharges

The Stormwater Education Committee continues to educate the public about storm drains: what they are, where they go, and how they can contribute to local water pollution. The popular “only rain down the drain” message was incorporated into a variety of outreach campaigns during FY20 as the best management practices for storm drains overlap with other committee focal areas.

**Paid Media.** Throughout the year, storm drain topics were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

**Outreach Materials.** The committee added a new resource for the management of wild geese to its comprehensive library of informational brochures and rack cards addressing best management practices. askHRgreen.org also continued to promote the storm drain marking program.



**Public Relations.** Public relations supported this focal area through news releases, print articles, interviews with local radio and TV shows, and features in the askHRgreen.org newsletter. Two planned public relations efforts were delayed due to COVID-19. First, the committee planned to launch a series of sidewalk decals to promote the message “Every Day We Love the Bay, Only Rain Down the Drain” in conjunction with the Chesapeake Bay Foundation’s Clean the Bay Day litter cleanup in June 2020. That effort has been rescheduled for June 2021. Similarly, the committee has coordinated with 38 car washes on a “Thank You for Washing Wisely” campaign. The campaign recognizes the value of washing cars at commercial establishments with runoff capture instead of at home on paved surfaces. Originally planned for late spring, this campaign has been rescheduled to August 2020.



**Social Media.** We engaged with the community via Facebook, Twitter, and Instagram. Outreach included awareness of local water quality problems and a diverse variety of best management practices. The askHRgreen.org social media branding campaign was responsible for the majority of creative to support social media outreach.

**Chesapeake Bay Restoration Fund Grant (CBRF).** The committee was awarded grant funds to host four rain barrel workshops in FY20. The first two workshops were held in October 2019 in Newport News and Chesapeake. Spring workshops were scheduled for April 2020 in Hampton and Suffolk, however, COVID-19 stay-at-home orders forced a postponement. Once reopening guidelines were announced, the workshops were reimagined with



safety in mind. The Hampton workshop was split into two smaller events to maintain social distancing among participants. The Suffolk workshop was transitioned to a “take and make” curbside pickup where residents safely picked up their rain barrel and assembly kit from the City of Suffolk and assembled the rain barrels in their own home with the help of instructional tools. All four workshops were popular, sold-out events. The modest \$20 registration fee is a strong incentive for residents to participate. Thanks to this grant from CBRF, 60 affordable rain barrels are now helping to improve water quality in Hampton Roads.

## Pet Waste Disposal

In FY20, the Stormwater Education Committee continued to raise awareness about the importance of scooping the poop and the harmful impacts of bacteria-laden waste on local water quality.

**Paid Media.** The committee ran a one-week media campaign from June 1-7. The campaign used existing creative featuring a whimsical “poo-em” about cleaning up after your pet and the harmful impacts of pet waste on local water quality. The campaign included radio, static and retargeted digital display ads, social media, video pre-roll, and advanced TV. Throughout the year, pet waste and “scoop the poop” messages were also included in our Google SEM campaign, driving traffic

JUNE 1-7, 2020 ONE WEEK

**Pet Waste**



to the askHRgreen.org website from relevant keyword searches.

**Outreach Materials.** The committee purchased 5,000 dog waste bag holders to distribute at community events. The dog waste bag holders accompany scoop the poop rack cards with helpful information for residents.

**Public Relations.** The pet waste message was promoted in news releases, print articles, interviews with local radio and TV shows, and features in the askHRgreen.org newsletter.

**Social Media.** Social media is an important tool for sharing the “scoop the poop” message, and we utilized Facebook, Twitter, and Instagram in our outreach efforts. The public was encouraged to sign the scoop the poop pledge which resulted in 20 new pledges in just one week. Some who completed the pledge also included their pet’s name, a picture and their favorite place to walk. These pictures and details were used to extend the social media campaign through additional posts thanking residents who took the pledge and spotlighting their furry friends. The askHRgreen.org social media branding campaign was responsible for the majority of pet waste outreach on social media in FY20.

**Pet Waste Station Grant Program.** Since 2013, the askHRgreen.org Pet Waste Station Grant Program has made it easy for communities across Hampton Roads to add pet waste stations to their streets and common areas. Geared toward neighborhood associations, community groups, and property management companies, the regional program offers communities an opportunity to receive a free pet waste station to install and maintain in their neighborhoods. Approved applicants are responsible for installing the station, emptying the trash regularly,

and replacing the bags as needed. The neighborhood is also tasked with spreading the word about the location of the new pet waste station, the negative impact of pet waste on local water quality, and encouraging its use among dog-walking neighbors. Since the launch of the program, more than 382 pet waste stations have been awarded and installed across the region. Of those, 33 were awarded and installed during FY20.



New Pet Waste Stations in FY20	
Chesapeake	2
Hampton	1
James City	2
Newport News	6
Norfolk	2
Portsmouth	3
Suffolk	3
Virginia Beach	13
York	1
	<b>33</b>

Total Pet Waste Stations Awarded FY14 to FY20	
Chesapeake	41
Franklin/Southampton	8
Gloucester	5
Hampton	32
Isle of Wight	6
James City	32
Newport News	78
Norfolk	15
Poquoson	5
Portsmouth	21
Smithfield	8
Suffolk	36
Virginia Beach	70
Williamsburg	5
York	20
	<b>382</b>

## Lawn Care & Fertilizer

**Paid Media.** After several years of reusing existing creative for lawn care campaigns, the committee invested in a new chalkboard art-inspired video and rhyming radio campaign. The creative highlights important best management practices including mulch mowing grass and fallen leaves, soil testing, composting, and keeping storm drains clear of yard waste and debris. The creative also highlights the negative impacts on aquatic life and marine habitat when best practices aren't followed. The new campaign creative was used in a one-week media campaign which ran from October 7-13. The campaign included radio, static and retargeted digital display ads, social media, and video pre-roll. Throughout the year, lawn care, native plants, fertilizing, and soil testing topics were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

OCTOBER 7-13, 2019 ONE WEEK

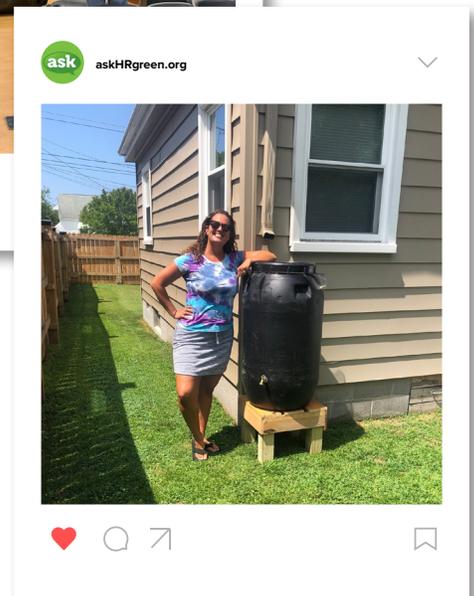
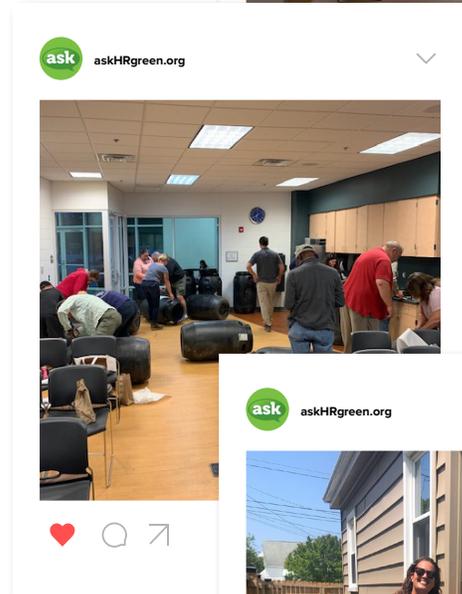
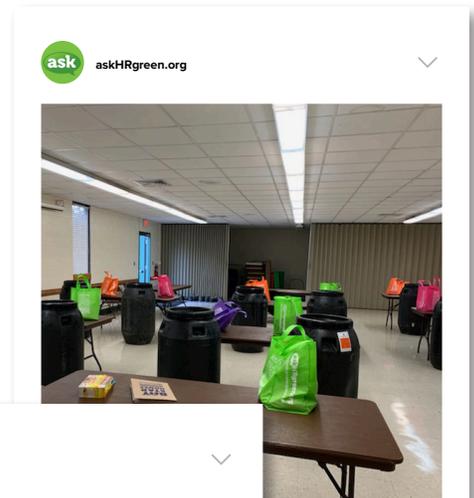
**Lawn Care** NEW CREATIVE



**Outreach Materials.** The committee distributes many brochures related to lawn care and fertilizer application including best management practices and how to take a soil test. Free soil test kits and native black-eyed Susan seed packets are made available to residents during public outreach events. The committee also conducts outreach to landscaping and lawn care professionals with a rack card specifically designed for more commercial applications.

**Public Relations.** Fertilizer and lawn care best management practices are commonly included in various public relations strategies throughout the year including news releases, print articles, interviews with local TV and radio stations, and features in the askHRgreen.org newsletter.

**Social Media.** Facebook, Twitter, and Instagram were utilized for sharing fertilizing and lawn care best management practices. Social media was also critical for promoting the four grant-funded rain barrel workshops held in FY20. The majority of lawn care and fertilizer messages shared through social media in FY20 were a part of the askHRgreen.org social media branding campaign.



# 2019-2020 Media Campaign Results

**SEPTEMBER 16-22 “Choose to Refuse: Waste Reduction”**  
Radio, digital display ads, native content ads, social media

Impressions: 473,586  
Clicks/Actions: 1,810

**BUDGET: \$6,670 | VALUE: \$13,538 | CPM: \$14.09**  
**ROI: 2.03:1**

**OCTOBER 14-27 “Imagine a Day Without Water”**  
Radio, digital display ads, native content ads, social media, preroll video

Impressions: 1,155,106  
Video Views: 27,013  
Clicks/Actions: 1,956

**BUDGET: \$16,731 | VALUE: \$27,005 | CPM: \$14.48**  
**ROI: 1.58:1**

**NOVEMBER 25 - DECEMBER 8 “Grease Grinch”**  
Radio, digital display ads, native content ads, social media, video preroll, advanced TV

Impressions: 1,773,160  
Video Views: 62,705  
Clicks/Actions: 1,166

**BUDGET: \$16,670 | VALUE: \$23,993 | CPM: \$9.40**  
**ROI: 1.44:1**

**MARCH 16-22 “Fix-a-Leak”**  
Radio, digital display ads, native content ads, social media, preroll video

Impressions: 1,337,483  
Video Views: 29,191  
Clicks/Actions: 1,735

**BUDGET: \$12,821 | VALUE: \$27,217 | CPM: \$9.59**  
**ROI: 2.12:1**

**MAY 4-10 “Drinking Water Week/Value of Water”**  
Radio, digital display ads, native content ads, social media, preroll video, advanced TV

Impressions: 1,377,444  
Video Views: 54,204  
Clicks/Actions: 1,056

**BUDGET: \$12,822 | VALUE: \$19,504 | CPM: \$9.31**  
**ROI: 1.52:1**

**OCTOBER 7-13 “Storm Drains & Lawn Care”**  
Radio, digital display ads, native content ads, social media, video preroll

Impressions: 737,850  
Video Views: 33,140  
Clicks/Actions: 1,552

**BUDGET: \$12,333 | VALUE: \$18,704 | CPM: \$16.72**  
**ROI: 1.52:1**

**NOVEMBER 18-24 “Plastic Bag Recycling”**  
Radio, digital display ads, native content ads, social media, preroll video

Impressions: 596,910  
Video Views: 22,032  
Clicks/Actions: 790

**BUDGET: \$10,580 | VALUE: \$14,623 | CPM: \$17.72**  
**ROI: 1.38:1**

**MARCH 2-8 “Great American Cleanup/Team Up 2 Clean Up”**  
Radio, social media

Impressions: 616,290  
Clicks/Actions: 883

**BUDGET: \$6,670 | VALUE: \$12,373 | CPM: \$10.82**  
**ROI: 1.86:1**

**APRIL 6-12 “What Not To Flush”**  
Radio, digital display ads, native content ads, social media, video preroll, advanced TV

Impressions: 991,576  
Video Views: 42,997  
Clicks/Actions: 2,427

**BUDGET: \$14,832 | VALUE: \$21,515 | CPM: \$14.96**  
**ROI: 1.45:1**

**JUNE 1-7 “Pet Waste Disposal”**  
Radio, digital display ads, native content ads, social media, video preroll and FEP TV

Impressions: 830,246  
Video Views: 23,809  
Clicks/Actions: 1,394

**BUDGET: \$8,420 | VALUE: \$12,819 | CPM: \$10.14**  
**ROI: 1.52:1**

# 2019-2020 askHRgreen.org Public Relations Value

Date	Media Outlet	Topic	Length	Circ./Imp	PR Value
Wednesday, October 23, 2019	WTKR-TV Coast Live	Imagine a day without water interview with Katie Cullipher and Mallory Rugg	4:45 minutes	6,000	\$2,295.00
Thursday, Sept. 19, 2020	Suffolk News-Herald	Restaurants support straw-free September	10 column inches	10,431	\$981.00
Monday, November 4, 2019	Inside Business	Try to imagine our modern lives without water experts column	30 column inches	9,000	\$7,740.00
Sunday, November 17, 2019	The Virginian-Pilot	Confused about what to recycle in Hampton Roads? This regional guide will help	36 column inches	328,434	\$23,250.00
Wednesday, November 27, 2019	The Virginian-Pilot, Flavor Section	Grease is the word, from the bird. Have you heard that you can recycle it?	36 column inches	279,187	\$17,755.00
Wednesday, Dec. 18, 2019	WCTV-48 City of Chesapeake	Green holiday gift ideas	1:10 minutes	1,500	\$600.00
Wednesday, Dec. 18, 2019	WHRV-FM "HearSay"	In the Garden interview with Katie Cullipher	5:00 minutes	11,000	\$3,750.00
Friday, Dec. 27, 2019	WTKR-TV	How to "treecycle" your natural Christmas tree in Hampton Roads	Online report	12,000	\$1,050.00
Monday, Dec. 30, 2019	WVEC-TV Online Report	What to do with your Christmas tree after the holidays	Online report	12,000	\$1,050.00
Saturday, Jan. 4, 2020	Williamsburg-York County Daily	Tree can be fire hazard, Here's how to get rid of it.	Online report	12,000	\$1,050.00
Sunday, Jan. 26, 2020	WVEC-TV Coastal Connections	Five ways to wipe out waste interview with Katie Cullipher	5:00 minutes	3,600	\$1,125.00
Wednesday, April 8, 2020	WCTV-48 City of Chesapeake	Native plants interview with Katie Cullipher	1:00 minute	1,500	\$600.00
Friday, April 10, 2020	WCTV-48 City of Chesapeake	What's flushable video	2:45 minutes	1,500	\$600.00
Wednesday, April 22, 2020	WTKR-TV Coast Live	Earth Day interview with Katie Cullipher	4:30 minutes	36,000	\$2,295.00
Wednesday, April 22, 2020	The Virginian-Pilot	Earth Day tips for the virus crisis	18 column inches	279,187	\$8,766.00
Wednesday, April 22, 2020	The Daily Press	Earth Day tips for the virus crisis	18 column inches	95,782	\$1,785.00
Wednesday, April 22, 2020	RVA/VCU magazine	Virginians spending 50th anniversary of Earth Day at home interview with Katie Cullipher	Online report	58,000	\$5,295.00
Saturday, May 9, 2020	The Virginian-Pilot, Home + Living	askHRgreen.org launches homeschool program	30 column inches	279,187	\$14,610.00
Wednesday, May 13, 2020	WVEC-TV	Public Utilities see items other than TP flushed down sewage system	Mentions ask in online report	12,000	\$1,050.00
				<b>1,448,308</b>	<b>\$95,647</b>

Total circulation or audience 1,448,308

Total articles and interviews 19

Total budget \$6,986

Total publicity value \$95,647

Return on Investment (ROI) 13.7:1



Chesapeake Weekly, Green Gifts

Grease is the word, from the bird, have you heard you can trash with feeling?

By THE VIRGINIAN-PILOT  
THE VIRGINIAN-PILOT | NOV 27, 2019 AT 11:04 AM

## Public Utilities seeing items other than toilet paper flushed down sewer system in Gloucester County

Public Utilities encourages residents to not flush items such as newspapers, paper towels, hygiene products, diapers, wipes or other trash into the system.



SQUARESPACE  
ONLINE STORE DESIGNED FOR ENTREPRENEURS  
START YOUR FREE TRIAL TODAY

LATEST FOOD & DRINK

FOOD & DRINK COLUMNISTS |



SECTIONS The Virginian-Pilot

COLUMN COLUMNS & GUEST COMMENTARY OPINION & COMMENTARY

## Katie Cullipher & Rebekah Eastep: Earth Day tips for the virus crisis

By KATIE CULLIPHER and REBEKAH EASTEP  
FOR THE VIRGINIAN-PILOT | APR 22, 2020

Our Earth has experienced heart-breaking loss of life over the past few weeks spread across the globe at a seemingly unstoppable pace. As inhabitants of this planet, we have been doing our part to slow the march by washing our hands, keeping a safe distance from others.

We're anxious and yearning, frustrated and tired — not exactly in the mood for the anniversary of Earth Day today. And while [askHRgreen.org](http://askHRgreen.org) and the program won't be marking this golden year with the fervor and passion of yore, there are still things we can do on Earth Day — and every day — to take care of our planet:

- Conserve water by turning off the faucet while you are singing "Happy Birthday" to your hands.
- Keep up with your recycling efforts; this service hasn't stopped.
- Be conscientious of what you flush down the toilet; so-called "flushable" wipes and facial tissue are not flushable.
- Plant a victory garden. Like Americans who weathered World War II, planting vegetables, fruits and herbs to help provide food for their families is a therapeutic experience of working in a garden.
- Enjoy a "lights off" hour in the evening. Dine by candlelight and turn off electronics when not in use.
- If you're ordering a meal in, say "no thanks" to plastic utensils, straws, and condiments.
- Declutter your home and set aside the good stuff for donation.
- Reserve a quiet corner of your yard and let nature do its thing (and you).
- And finally, for this Earth Day especially, take a moment to be present with your favorite outdoor spot.

FEEDBACK

Subscribers: Get our App for Unlimited, Anywhere Access

## This regional guide will offer local recycling tips for confused residents

Hampton Roads officials launch illustrated plan

By KATHERINE HAFNER  
Staff writer

You don't want to be a "wishful recycler." Drawing the ire of the industry, these people throw just about anything into the blue bin, hoping for the best. But at least a fifth of everything that goes in is likely getting tossed and can have serious contaminating effects on other recyclable items or jam up machinery at your local recovery facility.

That's why the Hampton Roads Planning District Commission and AskHRGreen.org, a regional education initiative, just launched an illustrated online recycling and disposal guide in cooperation with 17 Hampton Roads localities, from Virginia Beach to Smithfield to Gloucester and James City County.

"Contamination has always been a hot topic in our recycling education efforts. What you can recycle at work in one city may or may not be the same as what you can recycle at home in a different city," Katie Cullipher, environmental education planner for the commission, said in an email.

"The goal of our new tool is to provide a reliable resource for recycling and disposal information to help citizens improve the quality of recycling in Hampton Roads," Cullipher said the



Sorters sift through recycling as it passes by on a conveyor belt, pulling out items that cannot be recycled or will damage the machinery at TFC Recycling in Chesapeake.

groups have been working on the guide for over a year, pausing briefly as some member localities — such as Norfolk — worked out their recycling contracts.

It's especially important, she added, in a military community with people constantly moving "from other parts of the country where their curbside recycling programs may look really different from ours."

The short answer for what you should be recycling is paper, bottles and cans. Not anything with food waste — ahem, pizza boxes — or plastic wrapping and bags. But each city is a bit different.

You can click on your city on the new guide and check out which items are a no-go, as well as what can be dropped off or picked up by specialty curbside services such as yard waste composting. Regional leaders also urge you to reduce waste in the first place, as well as reuse materials.

You can access the new site at [askhrgreen.org/gtk-gtd/recycling-lookup](http://askhrgreen.org/gtk-gtd/recycling-lookup).

The issue of wishful recycling has been made more urgent in the wake of China's crackdown on contamination. The recycling industry has been struggling to recover after the country stopped accepting most of our recycling early last year.

"With recycling programs across the nation struggling to turn a profit, improving the content of our curbside recycling bins is more important than ever," Cullipher said. It's "the perfect time to bring attention to the important issue of recycling contamination and what each of us can do to recycle right."

Katherine Hafner, 757-222-5208, [katherine.hafner@pilotonline.com](mailto:katherine.hafner@pilotonline.com)

## *Combined Media Results*

---

PAID ADVERTISING WEEKS	52 consecutive
TOTAL MEDIA IMPRESSIONS	14,771,843
TOTAL VIDEO VIEWS	295,091
TOTAL CLICKS	32,596
TOTAL PROMOTIONAL CAMPAIGN BUDGET	\$176,735
TOTAL MEDIA ADDED VALUE	\$72,742
TOTAL MEDIA EXPOSURE VALUE	\$338,138
COST PER THOUSAND IMPRESSIONS	\$11.96
RETURN ON INVESTMENT (ROI)	1.91:1

**askhrgreen.org**  
Published by Rebekah Jones Eastep [?] · June 27 ·

We have lots of environmental tips and we hope you follow them all. But we also want you to know that everyone has bad habits. You just have to do SOMETHING to reduce your impacts and keep moving forward towards sustainability.

More on the Green Living blog:  
[http://askhrgreen.org/old-habits/...](http://askhrgreen.org/old-habits/) See More



**Get More Likes, Comments and Shares**  
Boost this post for \$15 to reach up to 3,000 people.

2,667 People Reached      237 Engagements      [Boost Post](#)

**askhrgreen.org**  
Published by Rebekah Jones Eastep [?] · December 27, 2018 at 1:45 PM ·

A local example of why it's important to keep our sewer lines free of grease, food scraps, wipes, and anything other than toilet paper and your "personal contribution." Sewer overflows are not only gross. They have a direct impact on our local economy. #canthegrease #nowipesinthepipes



PILOTONLINE.COM  
**Sewage spill temporarily halts shellfish harvesting in Newport News**

**Get More Likes, Comments and Shares**  
Boost this post for \$15 to reach up to 3,000 people.

4,578 People Reached      452 Engagements      [Boost Post](#)

**askhrgreen.org**  
Published by Later [?] · March 8 ·

Tired of winter? Are you over being cold? Show us with a meme or GIF below and you could be one of the fifty we pick to WIN an askHrGreen.org goodie bag that includes a SOIL TEST KIT and other cool stuff.

While we're still in the "coming in like a lion" part of March, we can prepare for the "going out like a lamb" end of the month. How do you feel about prepping your lawn and garden for spring? Love it like sunshine and butterflies? Hate it like rose thorns and poison ivy? So... See More



**Get More Likes, Comments and Shares**  
Boost this post for \$15 to reach up to 3,000 people.

21,988 People Reached      2,945 Engagements      [Boost Post](#)

**askhrgreen.org**  
Published by Rebekah Jones Eastep [?] · September 11, 2018 ·

Searching for bottled water? Don't overlook your tap! Convert any container with a lid into "bottled" water to use if you lose water services during Hurricane Florence. Milk jugs and soda bottles are perfect. Stay safe, Hampton Roads! #StaySafe #HurricaneFlorence #StormMode



**Get More Likes, Comments and Shares**  
Boost this post for \$15 to reach up to 3,000 people.

2,884 People Reached      371 Engagements      [Boost Post](#)

**askhrgreen.org**  
Published by Later [?] · May 31 ·

Beneath your feet, there is a vast infrastructure — more than 6,500 miles of water distribution pipeline and 5,800 miles of sanitary sewer lines throughout Hampton Roads. These systems (drinking water, sanitary sewer and stormwater), and the people who maintain them, work silently and reliably to keep the water flowing.

Out of sight, out of mind, right? Not if we have anything to do with it! Let's not take these critical pipelines and their proper maintenance for granted. Wh... See More



**Get More Likes, Comments and Shares**  
Boost this post for \$15 to reach up to 3,000 people.

2,525 People Reached      141 Engagements      [Boost Post](#)

**askhrgreen.org**  
Published by askHrGreen [?] · November 9, 2018 ·

Leaves are raining down along with rain drops. Remember, only rain can safely go down the storm drain!

Keeping leaves and other trash out of the drain helps prevent street flooding and local water pollution. 🍂🌧️🗑️

#OnlyRainDownTheDrain #TGIF City of Norfolk Government Keep Norfolk Beautiful



YOUTUBE.COM  
**Only Rain Down the Storm Drain!**  
To ensure a beautiful community and healthy environme...

**Get More Likes, Comments and Shares**  
Boost this post for \$15 to reach up to 3,000 people.

2,730 People Reached      82 Engagements      [Boost Again](#)

**askhrgreen.org**  
Published by Rebekah Jones Eastep [?] · May 17 ·

Personal wipes, public problem.  
Miami-Dade Water & Sewer Department can attribute up to \$3.5 million in operating costs to the management of trash flushed down the toilet. Some pump stations need to be cleaned up 3x more often than 18 years ago.  
#TheMoreYouKnow #FactFriday #NoWipesInThePipes #ToiletsNotTrashcans #WipesClogPipes HRSD



MIAMI.CBSLOCAL.COM  
**Wipes Clogging Up Miami-Dade Sewer System**  
Those single-use flushable wipes are popular, but are they causing an ev...

**Get More Likes, Comments and Shares**  
Boost this post for \$15 to reach up to 3,000 people.

4,075 People Reached      453 Engagements      [Boost Post](#)

**askhrgreen.org**  
Published by Rebekah Jones Eastep [?] · May 28 ·

More on the viral video from this weekend showing the mess left behind after the Floatopia event in Chic Beach. Shout out to City of Virginia Beach Waste Management Division for getting this mess cleaned up ASAP!  
#TeamUp2CleanUp #TrashFreeWaters #LeaveOnlyFootprints



WTKR.COM  
**Large amounts of trash left on beach after 'Floatopia' upsets Virginia Beach residents**

**Get More Likes, Comments and Shares**  
Boost this post for \$15 to reach up to 3,000 people.

4,913 People Reached      987 Engagements      [Boost Post](#)

**askhrgreen.org**  
Published by askHrGreen [?] · January 31 ·

Hampton Roads is slowly being buried by #singleuseplastic (those plastic items we encounter every day that are meant to be used just once before being thrown away 🗑️🗑️). What can you do?

🚫 CHOOSE TO REFUSE! 🚫

Say "No, thank you" single-use plastics such as plastic bags, straws, and utensils. You can carry reusable shopping bags for all your retail shopping needs. Bring your own glass or metal water bottle instead of buying bottled drinks. And pack lunches using reusable contai... See More



**Choose To Refuse Single-Use Plastic!**  
01:21

ASKHRGREEN.ORG  
[Learn More](#)

**Choose To Refuse Single-Use Plastic!**

**Get More Likes, Comments and Shares**  
Boost this post for \$15 to reach up to 3,000 people.

58,125 People Reached      1,706 Engagements      [Boost Post](#)

## Terms

---

### **added value**

Earned but unpaid advertising value.

### **ad group**

In Search Engine Marketing (SEM), an ad group contains one or more ads which target a shared set of keywords.

### **average position**

A ranking system that determines where your search engine marketing ad will display on a web search results page (i.e. top of page v. bottom of page).

### **bounce rate**

The percentage of visitors who enter the site and “bounce” (leave the site) rather than continue viewing other pages within the same site.

### **click through rate (CTR)**

A way of measuring online advertising. The CTR of an advertisement is defined as the number of clicks on an ad divided by its impressions, expressed as a percentage.

### **cost-per-click (CPC)**

The cost associated with a person clicking on a display ad in search engine marketing.

### **exposure value**

The combination of advertising cost, added value, and public relations value.

### **frequency**

The number of times an individual (among the target audience) is exposed to the message.

### **impressions**

The number of times an advertisement or public relations placement can be seen or heard by an audience.

### **public relations value**

The equivalent advertising cost of a public relations article, interview, internet placement, etc. times three. Because a public relations placement has a higher value with an audience than advertising, it is assigned a higher value.

### **reach**

The number or percentage of people within the target audience who are exposed to an advertising message at least once over a specific period of time.

### **search engine marketing (SEM)**

The process of attracting traffic to a website from search engine results pages on a pay-per-click basis.

### **search engine marketing (SEO)**

The process of improving the quality of a website so that it appears higher in natural (“organic”) search results.

### **unique visitors (users)**

The number of people who visit a website within a specific period of time. If they visit more than one time within the period, their initial visit as well as their subsequent visits are counted as sessions. A user may have one session or multiple sessions.

Search Engine & Online Marketing Results  
July 2019- Jun 2020



July 1, 2019 - June 30, 2020				
Annual Campaign Totals	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	342,690	12,449	51%	3.63%

July 1, 2018 - June 30, 2019	210,695	11,087		5.26%
------------------------------	---------	--------	--	-------

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Electronics Disposal	25,719	2,516	75%	9.78%
Recycling At Home	40,245	1,540	61%	3.83%
Native Plants	38,189	1,246	35%	3.26%
Lawn Care	67,630	1,012	55%	1.50%
Battery Disposal	12,353	1,006	69%	8.14%
Reduce Reuse Recycle	13,040	904	81%	6.93%
TMDL	12,800	680	62%	5.31%
AskHRGreen General	3,198	563	81%	17.60%
Medication Disposal	6,322	541	79%	8.56%
Plastic Bag Recycling	5,675	361	62%	6.36%

July 1, 2019 - July 31, 2019				
Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	18,365	1,089	69%	5.93%

July 1, 2018 - July 31, 2018	18,091	920		5.09%
------------------------------	--------	-----	--	-------

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Electronics Disposal	2,702	208	75%	7.70%
Reduce Reuse Recycle	2,249	145	80%	6.45%
Native Plants	1,861	111	49%	5.96%
Battery Disposal	1,063	110	83%	10.35%
Recycling At Home	2,242	101	69%	4.50%
Great American Cleanup	1,221	70	58%	5.73%
TMDL	1,177	66	73%	5.61%
Medication Disposal	629	61	77%	9.70%
Tap Water	853	38	73%	4.45%
Plastic Bag Recycling	572	34	74%	5.94%

August 1, 2019 - August 31, 2019				
Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	17,329	1,050	68%	6.06%

Aug 1, 2018 - Aug 31, 2018	19,586	933		4.76%
----------------------------	--------	-----	--	-------

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Electronics Disposal	2,467	225	76%	9.12%
Reduce Reuse Recycle	2,273	160	81%	7.04%
Recycling At Home	2,160	99	72%	4.58%
Battery Disposal	1,102	91	84%	8.26%
Native Plants	1,982	83	48%	4.19%
Medication Disposal	663	56	76%	8.45%
TMDL	936	52	76%	5.56%
Great American Cleanup	921	50	50%	5.43%
AskHRGreen General	238	47	79%	19.75%
Plastic Bag Recycling	478	44	73%	9.21%

September 1, 2019 - September 30, 2019				
Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	16,777	1,055	66%	6.29%

Sept 1, 2018 - Sept 30, 2018	15,484	764		4.93%
------------------------------	--------	-----	--	-------

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Electronics Disposal	2,230	233	73%	10.45%
Reduce Reuse Recycle	2,327	154	80%	6.62%
Recycling At Home	2,127	109	69%	5.12%
Battery Disposal	1,022	99	77%	9.69%
Native Plants	1,994	83	42%	4.16%
TMDL	767	72	84%	9.39%
AskHRGreen General	379	56	87%	14.78%
Medication Disposal	601	44	74%	7.32%
Great American Cleanup	911	38	53%	4.17%
Plastic Bag Recycling	394	30	71%	7.61%

October 1, 2019 - October 31, 2019				
Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	17,037	993	69%	5.83%

Oct 1, 2018 - Oct 31, 2018	15,463	875		5.66%
----------------------------	--------	-----	--	-------

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Electronics Disposal	1,847	160	73%	8.66%
Reduce Reuse Recycle	2,249	140	83%	6.23%
Recycling At Home	2,322	114	70%	4.91%
Native Plants	2,065	103	49%	4.99%
Medication Disposal	1,011	75	84%	7.42%
Battery Disposal	836	70	78%	8.37%
AskHRGreen General	343	58	82%	16.91%
TMDL	700	43	83%	6.14%
Tap Water	512	36	75%	7.03%
Great American Cleanup	664	32	52%	4.82%

November 1, 2019 - November 30, 2019				
Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	14,451	1,066	69%	7.38%

Nov 1, 2018 - Nov 30, 2018	17,312	848		4.90%
----------------------------	--------	-----	--	-------

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Electronics Disposal	1,954	207	74%	10.59%
Recycling At Home	2,561	164	71%	6.40%
AskHRGreen General	449	141	93%	31.40%
Reduce Reuse Recycle	1,463	114	85%	7.79%
Battery Disposal	835	82	81%	9.82%
Native Plants	1,345	57	47%	4.24%
TMDL	751	57	78%	7.59%
Medication Disposal	512	48	82%	9.38%
Tap Water	715	33	81%	4.62%
Plastic Bag Recycling	382	31	75%	8.12%

December 1, 2019 - December 31, 2019				
Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	9,608	691	73%	7.19%

Dec 1, 2018 - Dec 31, 2018	15,457	793		5.13%
----------------------------	--------	-----	--	-------

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Electronics Disposal	1,671	155	75%	9.28%
Recycling At Home	2,268	129	72%	5.69%
Battery Disposal	678	65	82%	9.59%
TMDL	563	60	87%	10.66%
Reduce Reuse Recycle	486	55	93%	11.32%
Native Plants	777	39	44%	5.02%
Tap Water	453	32	87%	7.06%
AskHRGreen General	194	32	87%	16.49%
Medication Disposal	344	24	81%	6.98%
Plastic Bag Recycling	297	22	78%	7.41%

January 1, 2020 - January 31, 2020		PPC Clicks	Impression Share	Click Thru Rate
Total Monthly Campaign	PPC Impressions			
	13,563	946	70%	6.97%

Jan 1, 2019 - Jan 31, 2019	16,956	944		5.57%
----------------------------	--------	-----	--	-------

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Electronics Disposal	2,213	228	73%	10.30%
Recycling At Home	3,176	175	71%	5.51%
Battery Disposal	840	91	82%	10.83%
TMDL	738	80	90%	10.84%
Reduce Reuse Recycle	755	65	93%	8.61%
Native Plants	1,472	56	44%	3.80%
Medication Disposal	454	46	84%	10.13%
AskHRGreen General	185	40	88%	21.62%
Great American Cleanup	526	35	60%	6.65%
Tap Water	472	23	77%	4.87%

February 1, 2020 - February 29, 2020		PPC Clicks	Impression Share	Click Thru Rate
Total Monthly Campaign	PPC Impressions			
	17,526	994	54%	5.67%

Feb 1, 2019 - Feb 28, 2019	16,931	902		5.33%
----------------------------	--------	-----	--	-------

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Electronics Disposal	2,122	230	74%	10.84%
Recycling At Home	2,942	139	58%	4.72%
Native Plants	2,870	122	36%	4.25%
Battery Disposal	919	88	74%	9.58%
AskHRGreen General	246	65	82%	26.42%
Medication Disposal	496	57	78%	11.49%
TMDL	639	48	72%	7.51%
Plastic Bag Recycling	416	35	65%	8.41%
Reduce Reuse Recycle	502	34	69%	6.77%
Great American Cleanup	483	33	51%	6.83%

March 1, 2020 - March 31, 2020		PPC Clicks	Impression Share	Click Thru Rate
Total Monthly Campaign	PPC Impressions			
	51,856	1,013	37%	1.95%

March 1, 2019 - March 31, 2019	17,931	962		5.37%
--------------------------------	--------	-----	--	-------

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Electronics Disposal	1,904	166	74%	8.72%
Native Plants	5,401	159	35%	2.94%
Lawn Care	10,119	123	58%	1.22%
Recycling At Home	4,723	116	55%	2.46%
TMDL	1,423	61	50%	4.29%
Battery Disposal	1,211	60	40%	4.95%
Fertilizer Tips	2,494	56	66%	2.25%
Reduce Reuse Recycle	736	37	59%	5.03%
AskHRGreen General	311	35	81%	11.25%
Medication Disposal	387	32	76%	8.27%

April 1, 2020 - April 30, 2020		PPC Clicks	Impression Share	Click Thru Rate
Total Monthly Campaign	PPC Impressions			
	53,932	1,081	36%	2.00%

April 1, 2019 -April 30, 2019	20,219	1,099		5.44%
-------------------------------	--------	-------	--	-------

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Electronics Disposal	1,941	206	75%	8.72%
Native Plants	7,807	187	26%	2.94%
Recycling At Home	5,338	136	56%	1.22%
Lawn Care	13,539	124	42%	2.46%
Battery Disposal	1,278	78	49%	4.29%
Rain Barrels	3,044	57	29%	4.95%
Medication Disposal	419	44	75%	2.25%
TMDL	1,712	41	35%	5.03%
Fertilizer Tips	2,873	37	55%	11.25%
AskHRGreen General	328	31	67%	8.27%

May 1, 2020 - May 31, 2020				
Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	52,544	1,226	45%	2.33%

May 1, 2019 -May 31, 2019	19,481	976		5.01%
---------------------------	--------	-----	--	-------

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Lawn Care	15,837	262	60%	1.65%
Electronics Disposal	2,165	217	78%	10.02%
Native Plants	6,803	183	29%	2.69%
Recycling At Home	4,671	130	54%	2.78%
Battery Disposal	1,109	85	61%	7.66%
TMDL	1,839	64	46%	3.48%
Soil Testing	1,215	52	54%	4.28%
Rain Barrels	2,665	39	33%	1.46%
Plastic Bag Recycling	508	33	48%	6.50%
Fertilizer Tips	2,636	28	61%	1.06%

June 1, 2020 - June 30, 2020				
Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	59,702	1,245	47%	2.09%

June 1, 2019 -June 30, 2019	17,784	1,107		6.22%
-----------------------------	--------	-------	--	-------

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Lawn Care	22,846	396	59%	1.73%
Electronics Disposal	2,503	281	77%	11.23%
Recycling At Home	5,715	128	48%	2.24%
Battery Disposal	1,460	87	58%	5.96%
Native Plants	3,812	63	34%	1.65%
Soil Testing	1,013	53	63%	5.23%
Plastic Bag Recycling	524	38	66%	7.25%
TMDL	1,555	36	52%	2.32%
Medication Disposal	370	32	87%	8.65%
Rain Barrels	1,520	24	35%	1.58%