

October 8, 2020

MEMORANDUM #2020-124

TO: askHRgreen.org: Stormwater Education Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – October 16, 2020

The next meeting of the askHRgreen.org Stormwater Education Subcommittee is scheduled for **Friday, October 16, 2020 at 9:30 a.m.**

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

Join by Computer: <https://hrpdc-418.my.webex.com/hrpdc-418.my/j.php?MTID=m097dd461686c0d1b9469f9f4fb78500b>
-or-

Join by Phone: 1-415-655-0001

Meeting ID: 126 920 8227

Passcode: scoopthepoop (72667843 from phones and video systems)

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

1. Meeting Summary

The Committee will review the September meeting summary for approval.

Attachment 1

Action: Approve summary

2. askHRgreen.org Outreach

The current listing of events is as follows.

10/8-10/11	Suffolk Peanut Festival	Suffolk
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/10	Litter & Recycling Expo	James City County
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	ERP RiverFest	TBD

Action: Based on discussion

3. FY21 Media Campaigns

The Committee will continue discussion of the FY21 media plan and will review the schedule and campaign details from Red Chalk Studios.

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

Attachment 3

Action: Based on discussion.

4. Regional Priorities for Stormwater Public Outreach

The Committee should continue discussing regional opportunities to satisfy Phase I and II outreach priorities. The “Thank You for Washing Wisely” promotion is up and running. Committee members should continue discussing recruitment efforts for partner locations. Confirmed car wash locations to date have been added to the website at www.askHRgreen.org/carwash.

Action: Based on discussion.

5. Bay Star Homes & Business Program

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

Action: Based on discussion.

6. Printing and Promotional Items

The Committee will review edits to the Clean, Healthy Bay brochure and discuss order quantity.

Attachment 6

Action: Approve edits and order quantity.

7. Public Comment and Roundtable

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

Action: Based on discussion.

8. Staff Reports

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

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

Attachment 8A, 8B

Action: Based on discussion.

Next Committee Meeting is scheduled for Friday, November 20, 2020.

**askHRgreen.org Stormwater Education Subcommittee Meeting
Friday, September 18, 2020**

Due to the declared a state of emergency in the Commonwealth of Virginia in response to the continued spread of novel coronavirus, or COVID-19 and to protect the public health and safety of the subcommittee members, staff, and the general public, the askHRgreen.org Stormwater Education Subcommittee meeting was held via Zoom. 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:

Tara Copeland, VB
Amy Green, YK
Jamie Durden, SU
Kim Moshier, NN
Mary Eason, CH

Garrett Feagans, PQ
Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Jill Sunderland, HRPDC

The meeting summary was as follows:

1. Meeting Summary

The Subcommittee reviewed and approved the August meeting summary.

Action: Meeting approved.

2. askHRgreen.org Outreach

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

- Yorktown Green Market hosted the trailer for the first trailer event since the spring.
- Newport News Waterworks is now hosting the trailer.
- Sanitizing wipes and hand sanitizer have been provided on the trailer.

Action: Committee members were encouraged to reserve the trailer for any upcoming events.

3. FY20 Media & Promotions

HRPDC staff reviewed the FY21 media priorities:

- September 28-October 4 - Leaves & Lawncare
 - Using existing creative from FY20 (chalkboard message)
 - Media plan for campaign will be sent for review
- Spring 2021 - Pet Waste
 - Using existing creative from FY19 (Poo-em)
 - Tentatively scheduled for 6/7 - 6/13
- askHRgreen social media branding campaign – ongoing

HRPDC staff have met with RCS regarding FY21 media plans and discussed ways to extend the campaigns beyond short one-week campaigns.

- RCS presented two media proposals from Wavy and WVEC. The Wavy proposal was 10 segments on the Hampton Roads Show expert segments. The WVEC proposal included on-air segments for noon and 4 pm news as well as digital support for online ads, native content, and streaming TV.
- HRPDC staff have recommended the WVEC proposal based on the extended media campaigns and audience and reaching diverse audiences through TV streaming and online news.
- Streaming radio was not included due to budgetary constraints.
- HRPDC staff will need media ambassadors to participate in upcoming interviews.

Action: HRPDC staff will provide the detailed media plans for review once finalized.

4. Regional Priorities for Stormwater Public Outreach

The Committee discussed the launch of the “Thank You for Washing Wisely” campaign:

- Lawn signs and microfiber towels have been delivered to participating locations.
- HRPDC staff will deliver window clings to CarSpa Virginia Beach locations.
- A news release is circulating which will hopefully create additional car wash partnerships.
- Confirmed car wash locations have been added to the website and a Google map at www.askHRgreen.org/carwash

Action: Committee members should continue to recruit car wash partnerships for the “Thank You for Washing Wisely” campaign.

5. Bay Star Homes & Business Program

The Bay Star Business program was promoted by Norfolk Public Utilities and several new signups results from that outreach. HRPDC staff will mail welcome packets to new BSB partners.

Action: HRPDC staff will mail welcome packets to new BSB members.

6. Printing & Promotional Items

There were no updates on revisions to the “Clean, Healthy Bay” brochure and “Hampton Roads is a Region Defined by Water” brochure at this time. This project is low priority as few outreach events are planned for the next several months.

Action: HRPDC staff will update “Clean Healthy Bay” and “Region Defined by Water” brochures and provide for Committee review.

7. Chesapeake Bay Restoration Fund Grant

HRPDC staff has prepared the FY22 CBRF grant application and provided a copy for Committee review. The application will be submitted by the September 25 deadline.

The application includes funds for pet waste stations, rain barrel workshops, and fundraiser car wash kits.

Action: HRPDC staff will submit the FY22 CBRF grant application by September 25.

8. Public Comment and Roundtable

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

- Virginia Beach has applied the “Protect the Coast We Love the Most” sidewalk decals in spots across the city. Decal application was easy but having two people is recommended. At least three decals were removed and trashed within days of installation by unknown persons. Local Parks & Rec staff were aware of the decal installation and confirm the decals were not removed by maintenance staff. Committee members should consider this issue before selecting installation locations. Placing the decals in very visible and highly trafficked areas may reduce the likelihood of future “thefts.” The Committee may also want to consider the higher end product which is more difficult to apply but possibly harder to remove.

- Suffolk remains on a flex schedule and has been limited in outreach activities.
 - The Committee discussed lack of opportunities for outreach. Virginia Beach has been able to continue select outreach programs like door hangers and partnerships with local non-profits. Suffolk has been working on IDDE but has lost touch points in schools and with community groups. Chesapeake is putting together outreach packages for door-to-door outreach.
- Newport News will start outreach to pet-friendly hotels and motels for the pet waste station program.
- Chesapeake encourages localities to pick up pet waste stations from the regional order.

Action: Pet waste stations are available for pickup.

9. Staff Reports

Budget – The current FY21 budget was provided for review. Cost of lock repair for the trailer added to this month's expenses.

Digital Marketing Report – The August Digital Marketing Report has several errors that HRPDC staff will have RCS correct. An updated report will be provided once corrected.

FY20 askHRgreen Annual Report – HRPDC staff have provided the Annual Report for DEQ reporting. Localities were encouraged to reach out if any additional information is needed.

Action: HRPDC staff will provide an updated Digital Marketing Report.

Next Committee Meeting is scheduled for Friday, October 16, 2020.



FY 2020-21 MASTER CALENDAR FOR ALL COMMITTEES

	2020												2021												TOTAL PLANNED	TOTAL PLACED	BUDGET
	Monday Start	July 6 13 20 27	August 3 10 17 24 31	September 7 14 21 28	October 5 12 19 26	November 2 9 16 23 30	December 7 14 21 28	January 4 11 18 25	February 1 8 15 22	March 1 8 15 22 29	April 5 12 19 26 3	May 10 17 24 31	June 7 14 21 28														
askHRgreen																											
SEM																											
WTKR	[Green bar]												[Green bar]												\$20,000	\$20,000	
"Ask" Social Media Brand Awareness Campaign	[Green bar]												[Green bar]												\$20,000	\$20,000	
E-newsletter	[Green bar]		[Green bar]		[Green bar]		[Green bar]		[Green bar]		[Green bar]		[Green bar]														
STORMWATER																											
Lawncare (P/U) 2020: 09.28 - 10.04 Television Part of umbrella campaign Digital Radio Estimated three-station buy	A25-54			[Purple bar]	[Purple bar]	[Purple bar]	[Purple bar]										\$9,000	\$750	\$3,500	\$4,750							
Pet Waste (P/U) 2021: 06.07 - 06.13 Television Part of umbrella campaign Digital Radio Estimated two-station buy	A25-54												[Purple bar]	[Purple bar]			\$9,000		\$3,550	\$2,450	\$3,000						
RECYCLING AND BEAUTIFICATION																											
America Recycles Day (NEW PROGRAM/CREATIVE) 2020: 11.15 PR+ No paid media	A25-54							[Orange bar]																			
Team Up 2 Clean Up / Great American Cleanup (P/U) 2020: 09.18 - 09.19 PR No paid media	A25+			[Orange bar]																							
Big Butts / Cigarette Litter Prevention (NEW) 2020/21: ??? PR+ No paid media									[Orange bar]																		
WATER AWARENESS																											
Imagine a Day Without Water (P/U + NEW CREATIVE) 2020: 10.19 - 10.25 Television Part of umbrella campaign Digital Radio Estimated two-station buy	A25-54				[Blue bar]	[Blue bar]	[Blue bar]											\$9,000		\$3,550	\$2,450	\$3,000					
Fix A Leak (P/U) 2021: 03.15 - 03.21 Television Part of umbrella campaign Digital Radio Estimated two-station buy	A25-54									[Blue bar]	[Blue bar]	[Blue bar]	[Blue bar]					\$9,000		\$750	\$3,500	\$4,750					
Value of Water / Drinking Water Week (NEW CREATIVE) 2021: 05.03 - 05.09 Television Part of umbrella campaign Digital Radio Estimated two-station buy	A25-54												[Blue bar]	[Blue bar]	[Blue bar]			\$9,000		\$3,550	\$2,450	\$3,000					
FOG																											
Holiday "Grease Grinch" (P/U) 2020: 11.23 - 12.06 Television Part of umbrella campaign Digital Radio Estimated four-station buy	A25-54																	\$15,000		\$3,925	\$3,750	\$7,325					
What Not To Flush (P/U) 2021: 02.?? - 02.?? Television Part of umbrella campaign Digital Radio Estimated four-station buy	W25-54																	\$15,000		\$3,925	\$3,750	\$7,325					

Attachment 3



FY 2020-21 MASTER CALENDAR FOR ALL COMMITTEES

Monday Start	2020						2021						TOTAL PLANNED	TOTAL PLACED	BUDGET
	July 6 13 20 27	August 3 10 17 24 31	September 7 14 21 28	October 5 12 19 26	November 2 9 16 23 30	December 7 14 21 28	January 4 11 18 25	February 1 8 15 22	March 1 8 15 22 29	April 5 12 19 26 3	May 10 17 24 31	June 7 14 21 28			
													\$115,000	\$115,000	

CTV (Connected TV) is any TV set that is integrated with the internet (SmartTV, BlueRay, gaming consoles, Apple TV, Roku). Advertisers can target by geography, Channel and dayparts This is not available on mobile or tablet....only through TV-connected devices. It is recommended that more than one spot rotate. Frequency is very high.

OTT (Over the Top) is the delivery TV content via the internet, without requiring users to subscribe to cable or satellite. These are the cord cutters and includes all devices- desktop, mobile, tablet and connected TV. Advertisers can create a daily cap per device, dayparting is available. This does not include subscription based services (Netflix, Hulu, Amazon). It is suggested that several spots rotate due to high frequency.

FEP - Full Episode Content

Item	Method	Disposal
CFLs, cleaning products, insect repellants & fungicides, weed killers, swimming pool chemicals	Label contents of containers	Hazardous waste recycling event or collection facility
Household batteries	Recycle	Battery stores or E-cycling event
Electronics	Recycle	E-cycling event
FOG (fats, oils, & grease)	Cool or freeze in sealed container	Trash or recycling event
Prescription drugs	Remove personal information, crush or dilute meds and mix with cat litter, sawdust, etc. Seal in original container	Deposit in trash or take to pharmacy
Antifreeze, car batteries, motor oil, brake & transmission fluid, car wax, gasoline	Label contents of containers and recycle	Auto parts store, PPSA or SPSA recycling facility or collection event

Recycle. Take unused household hazardous waste materials to a hazardous waste event (PPSA holds numerous throughout the year for Peninsula residents, www.vppsa.com), one of the five SP&A hazardous waste collection facilities (www.spsa.com), or the Virginia Beach Landfill and Resource Recovery Center at 189 Joke Sears Road.

Reduce. Buy and use only the amount needed. Any unused materials can be shared or donated.

Use alternative products. Select non-hazardous or less hazardous components that do the same job.

Household Hazardous Waste

Recycle antifreeze/coolant. Take used coolant to an auto parts store or hazardous waste collection facility. Check your radiator hoses when changing your oil and inspect your car at the first sign of a coolant leak.

Recycle used batteries. Many auto parts stores accept old batteries for recycling.

Be mindful of runoff. Do not store used vehicle parts in areas that drain to the storm drain.

Wash vehicles on grass or gravel. Wash your car only in areas that allow water to soak into the ground. If you wash your car on a street, use soap sparingly, and use a hose nozzle with flow restriction or a bucket and sponge to minimize runoff and save water. Dispose of the dirty, soapy water in a utility sink, on grass or gravel.

Recycle waste oil. When you change your own oil, use an oil change box. Change your oil away from storm drains and have old rags or other absorbent materials available to respond in case of a spill. Take used oil to an auto parts store or hazardous waste collection facility.

Recycle antifreeze/coolant. Take used coolant to an auto parts store or hazardous waste collection facility. Check your radiator hoses when changing your oil and inspect your car at the first sign of a coolant leak.

Recycle used batteries. Many auto parts stores accept old batteries for recycling.

Repair Leaks. If you discover spots in your driveway, or have to fill fluids often, make repairs right away.

Clean up leaks or spills promptly. Use dry, absorbent materials, such as cat litter, and a broom to clean up leaks. Be careful to keep dirty water from running into the street and storm drain when hosing down garage floor or driveway.

Use drip pans. Install a drip pan under a leak until it is repaired. Place large pans under wrecked cars to catch fluids.

Vehicle Maintenance

Let it be. Before draining, let pool water sit for several days without treating to allow chlorine to dissipate.

Break down chlorine. Add sodium thiosulfate to break down chlorine faster.

Avoid algaecides. Maintain your pool's chemicals properly and avoid use of copper sulfate.

Check pH and drain only clear water. Water should not appear murky and pH should be between 6.5 and 8.5 before draining.

Drain water to grassy areas. Grassy areas will soak up water rather than let it flow to nearby storm drains.

Clean your pool, fountain or spa regularly. Maintain proper chlorine levels, water filtration and circulation.

Carry extra bags. Take along bags when walking your dog and make them available to other pet owners who are without. When traveling with your dog, ensure you always have extra bags in your car.

Pick up pet waste. Always clean up after your dog, whether it's on your lawn, in the park or at the beach.

Pools & Spas

Start at Home

Every day activities greatly affect the health of our waterways. This guide contains tips on how you can help protect our waterways, starting at home.



What is Stormwater Runoff?

Stormwater runoff occurs when rain or melted snow flows over parking lots, sidewalks, streets, or any other surface that cannot absorb water. As stormwater runoff moves, it picks up dirt, trash, oil, grease, fertilizers, and other pollutants. It carries them into the storm drain system, which empties directly into local waterways.

Stormwater runoff does not flow to a treatment plant; it flows directly into our rivers, bay, and ocean. Pollution from untreated stormwater runoff affects drinking water supplies, recreation, fisheries, and wildlife.



askHRgreen.org
 @askHRgreen @HRgreen

FOR A CLEANER, GREENER HAMPTON ROADS
 askHRgreen.org is a regional public awareness program powered by the following Hampton Roads 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.

A Clean, Healthy Bay Starts at Home

Residential Guide to Stormwater Runoff



askHRgreen.org

Lawn & Garden

A healthier Bay means a safer environment for us all to enjoy for years to come. Your yard can be one of the greatest defenses against water pollution. Choose native trees, shrubs and plants to help stabilize soil, absorb and filter stormwater runoff. There are plenty of ways to maintain a beautiful, healthy, Bay-friendly landscape. Here are just a few of them...

PLANT MORE PLANTS

Plant Native Flowers, Trees and Shrubs

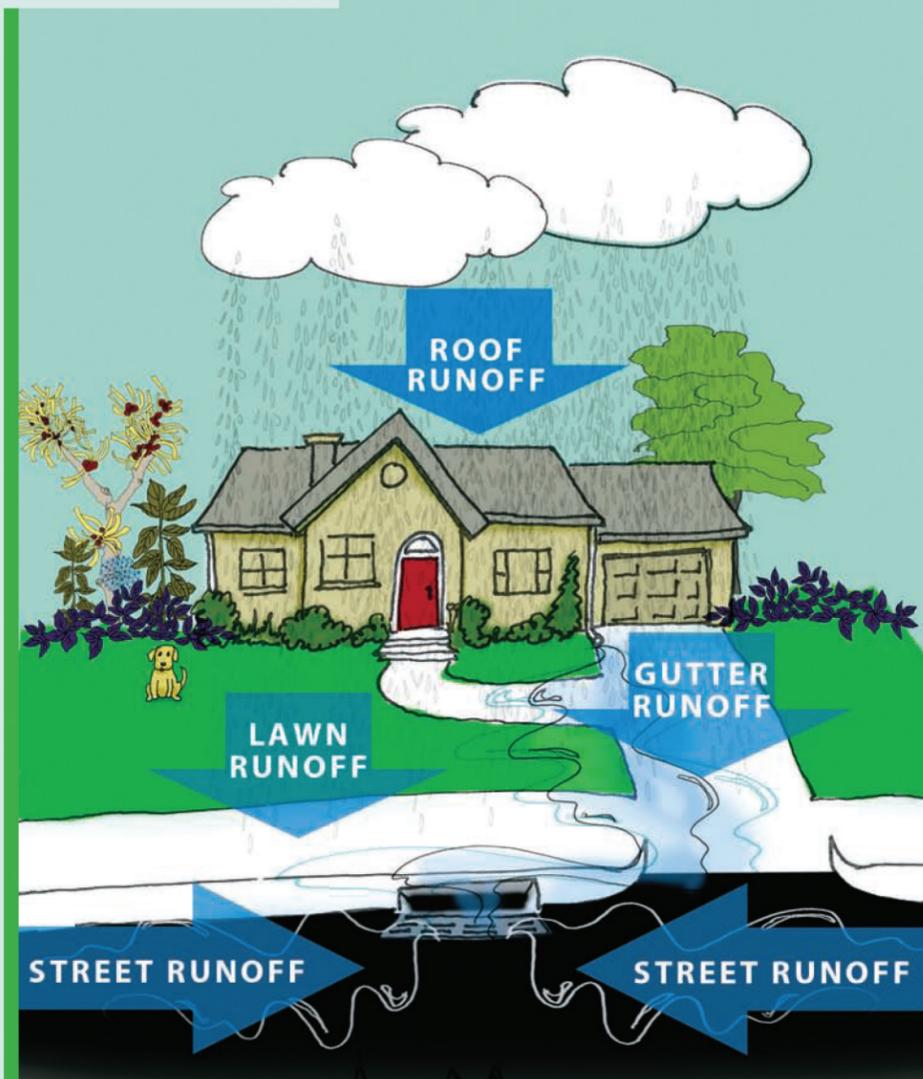


Trees, shrubs and hardy perennials can beautify your home and help reduce stormwater runoff. Use plants that are adjusted to local growing conditions. Consider native plants; they are typically more resistant to insects and disease and use less water and fertilizer.

Mulch, Mulch, Mulch



Mulch helps to control erosion, retain moisture and stabilize soil temperature. A two-inch layer of mulch material, such as fir bark, pine needles or wood chips, will reduce water loss and maintain uniform soil moisture around roots. Mulch can also reduce or eliminate weeds that compete with landscape plants for moisture, nutrients, and sunlight.



STORMWATER RUNOFF TRAVELS FROM YOUR YARD TO LOCAL STREAMS, CREEKS, RIVERS AND THE BAY



By planting more plants, homeowners can improve the health of the Chesapeake Bay.

As stormwater flows across hard surfaces and through landscaped areas, it carries particulates through drainage systems and into local waterways. Harmful amounts of nitrogen, phosphorus, sediments and other pollutants are channeled from residences directly into the waters of the Bay.

These pollutants include:

- fertilizer
- pesticides
- topsoil
- oil and gasoline
- pet waste

Homeowners can mitigate the amount of harmful elements that reach the Bay through landscaping practices that include reducing hard surfaces, fertilizing responsibly and planting native trees, shrubs, plants and grasses.

Choosing the right species and planting in abundance will establish expansive root systems to hold soil in place, creating a natural filter that reduces the harmful effects of fertilizers, pesticides and spilled fuels.

Sweep It Up



Clean up anything that is lying on pavement. Fertilizer spill? Sweep or blow it into the yard, not into the street.

Mow It



Proper mowing is important for a well-kept lawn. Newly seeded lawns should be mowed early and often, leaving 1.5 to 2.0 inches of grass height. Once your lawn is established, set the mower blade higher, leaving 2 to 3.5 inches of grass.

Test Your Soil



Save money by having your soil tested. Soil testing will ensure you get the right fertilizer with the nutrient levels that your lawn requires and will determine the right amount needed so you don't over fertilize. Testing should be done every 3-4 years in the fall.

Graphic used with permission from PlantMorePlants.com

Fertilize in the Fall

Apply fertilizer in the fall when there is typically less rain and less chance for it to be washed off your lawn. Keep fertilizer off paved surfaces and never apply it to driveways, sidewalks, or roadways.



Know Your Grass

For cool season grass, such as fescue or ryegrass, seed in the late summer. For warm season grass, such as zoysiagrass or Bermuda grass, seed in early spring. Seed bare areas during the appropriate time of year to reduce erosion potential.



Leave Lawn Clippings

After mowing, leave grass clippings on your lawn. Clippings break down and return nitrogen to the lawn, generating up to 25% of the lawn's fertilizer needs.





DIGITAL MARKETING REPORT

REPORTING PERIOD

September 1 - September 30, 2020

PREPARED FOR

askHRGreen.org

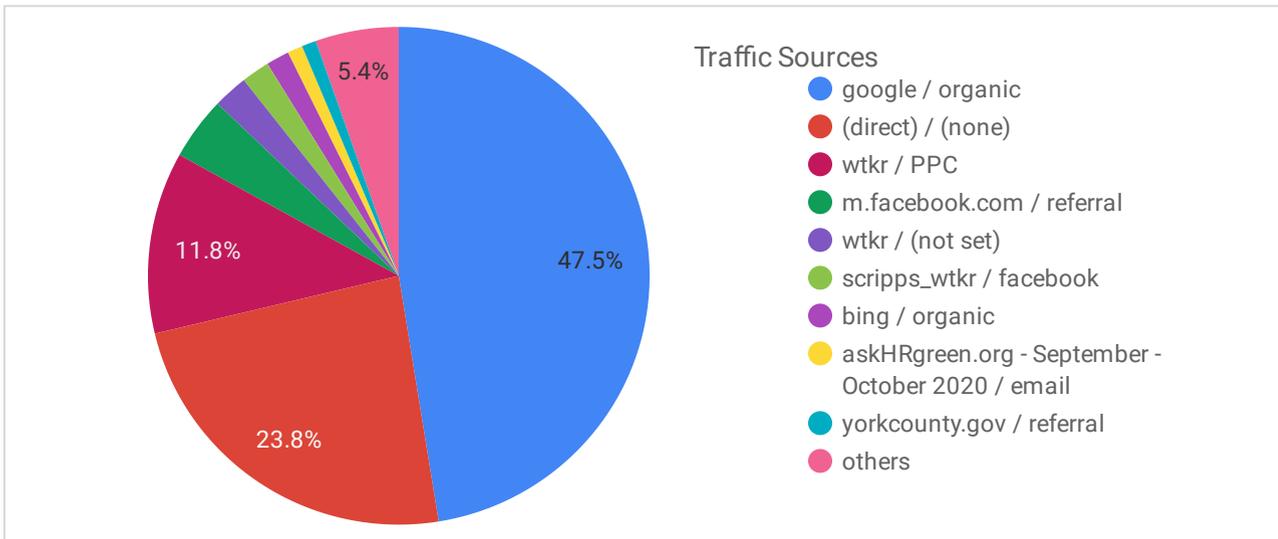
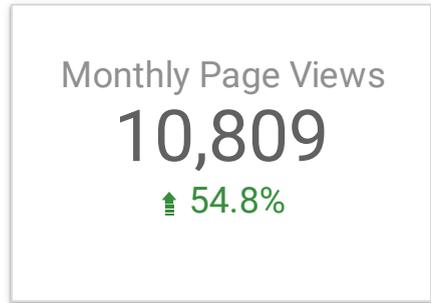
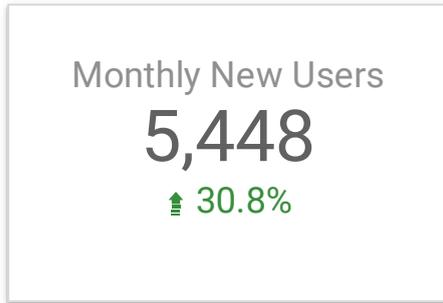
REPORTING ON

Website Activity

Social Media

PREPARED BY

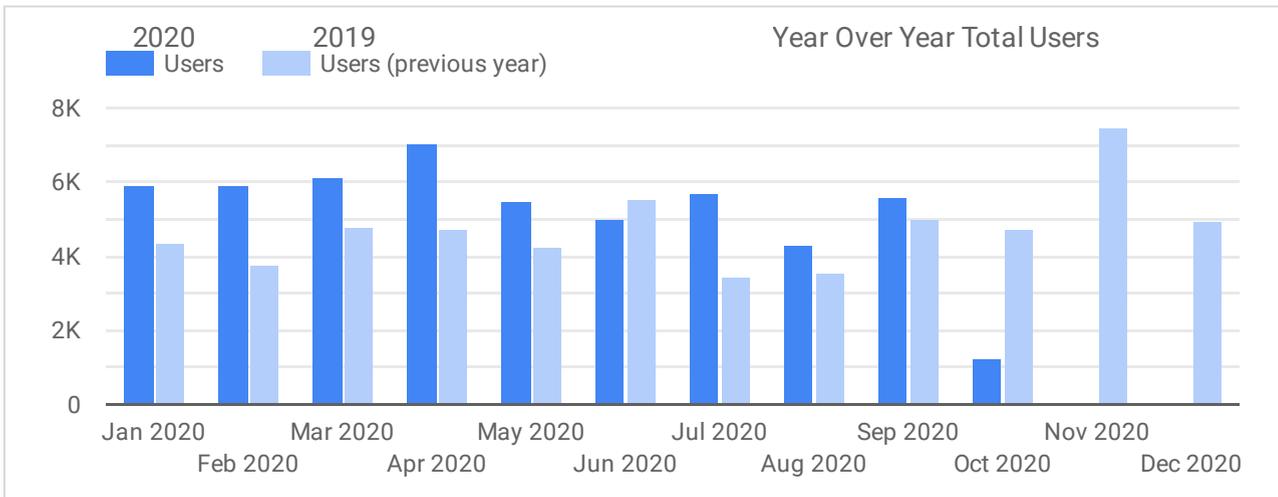
Christy Klein - Digital Marketing Manager



NOTES & ANALYSIS

All of our key web metrics have **increased by over 30%** in September. Our biggest increase was page views weighing in with a hefty **54.8%** increase.

During September, Google was the #1 driver of traffic to the website once again. We also saw a jump in **direct traffic** of **6.1%** compared to August.



WEBSITE ENGAGEMENT

Sep 1, 2020 - Sep 30, 2020

Top Pages	Pageviews	% Δ
/askhr/	983	-
/	681	41.0% ↑
/gtk-gtd/lawn-garden-b...	435	11.5% ↑
/gtk-gtd/recycling-look...	429	30.0% ↑
/events-happenings/	394	65.5% ↑
/programs/great-ameri...	357	124.5% ↑
/disposable-diaper-liner...	265	-12.3% ↓
/programs/bay-star-ho...	246	143.6% ↑
/gtk-gtd/electronics-rec...	205	11.4% ↑
/campaign/the-great-a...	190	68.1% ↑

Avg. Session Duration

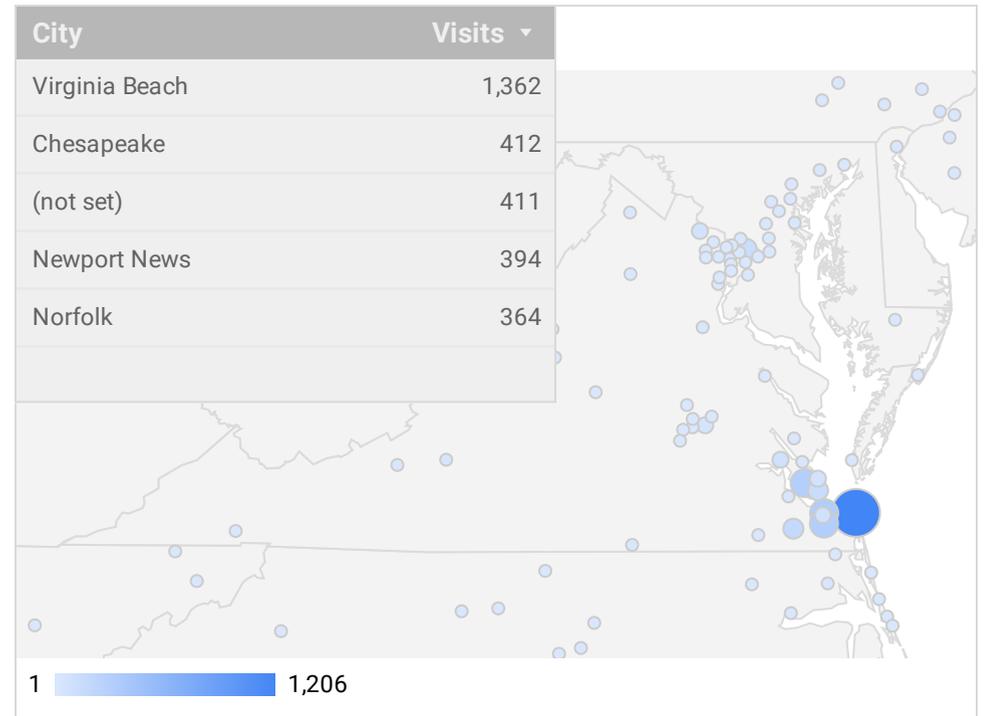
00:01:19

↑ 47.4%

Pages / Session

1.7

↑ 16.5%

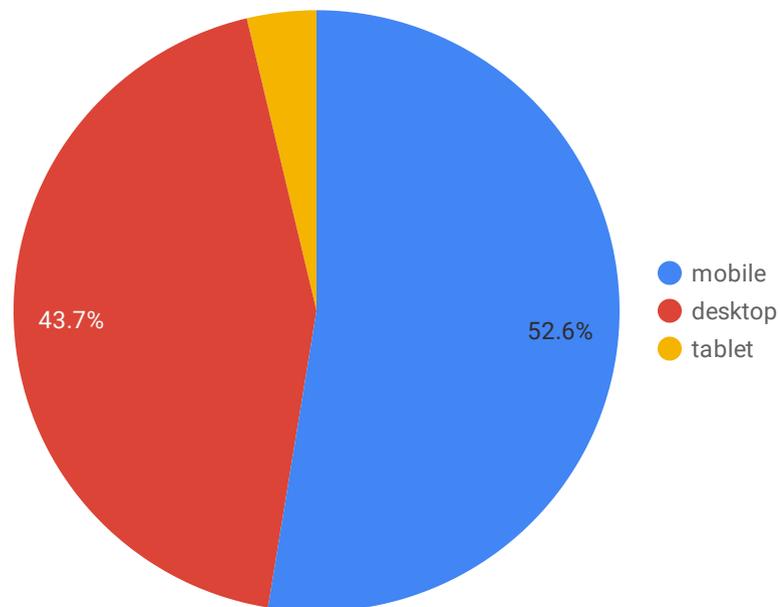


NOTES & ANALYSIS

August saw **another** great upturn in average user session length, up **47.4%**. This time last year, our average session was only :52.

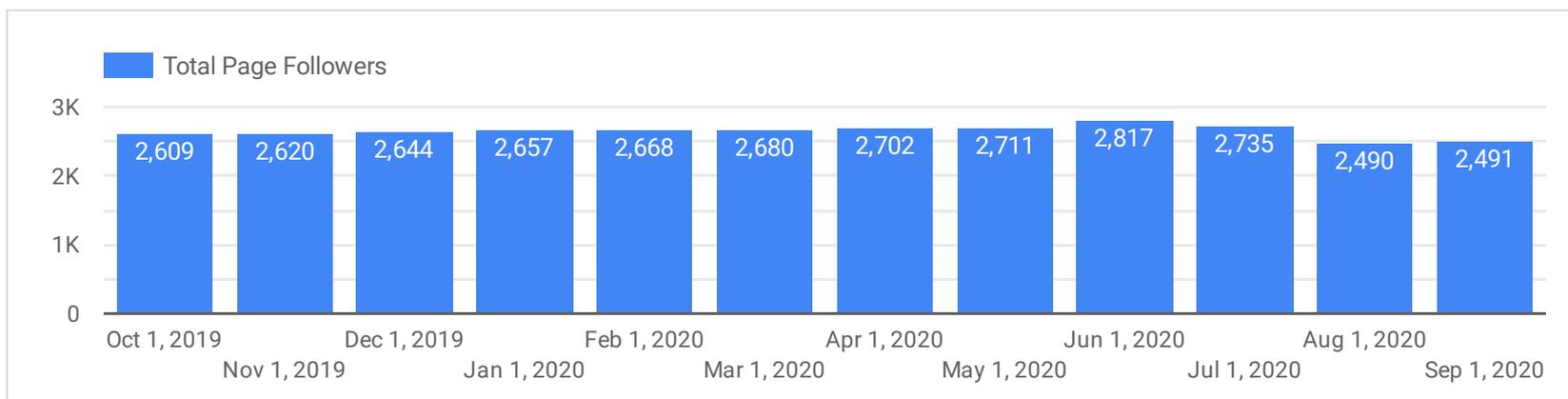
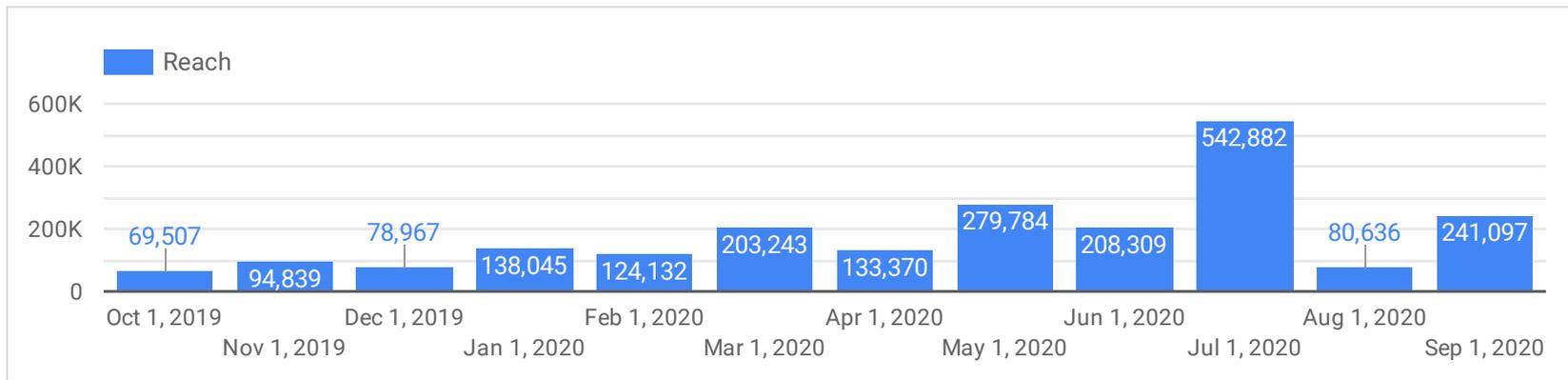
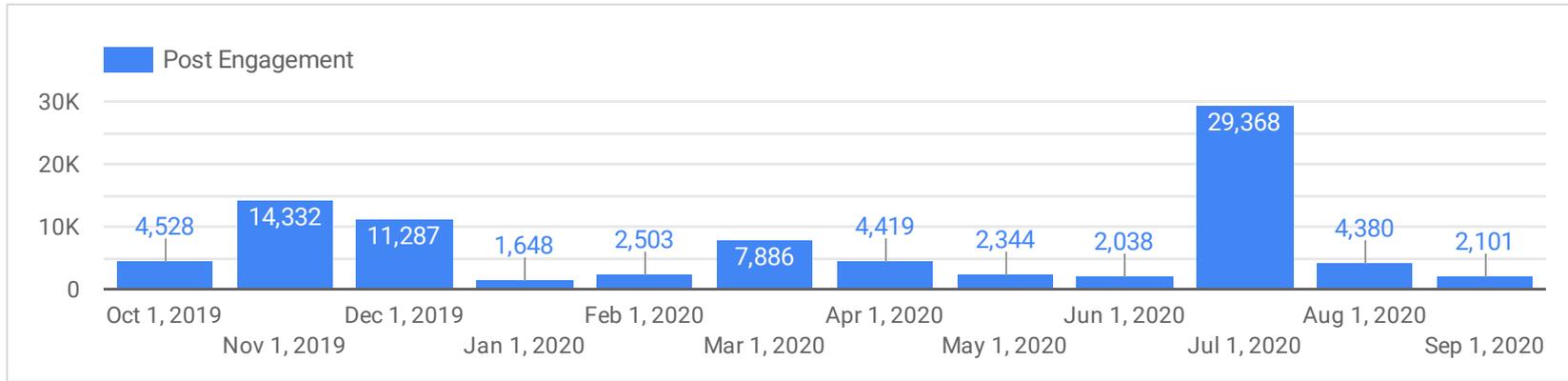
The average pages viewed per session also **increased by 16.5%**, meaning visitors are viewing more pages and viewing more valuable content.

Our lawn and garden pages are still topping the charts for most viewed pages. No surprise, as we promoted lawn care messaging in our social media posts, and a full lawn care media campaign ran throughout September. The start of fall is also a great time for people to be out in their yards as the weather starts to cool off.



SOCIAL MEDIA / Facebook

May include Organic & Paid Traffic



NOTES & ANALYSIS

Total Page followers **increased by 1** during September.

It is good to see our follower growth in the positive again, and we will continue watching closely to see how the new Facebook updates will affect our reach and follower count.

There were 32 Organic Posts and 2 Paid Ads during September. The organic post from **September 16th** wins the prize for most Engagements with a total of **100 clicks, comments and shares**.



SOCIAL MEDIA / Facebook

Paid Media Results

Sep 1, 2020 - Sep 30, 2020



	Campaign Name	Starts	Ends	Reach	Impressions	Total Engagements --	Engagement Rate
1.	ASK: 2020 09 TU2CU	Sep 1, 2020	Sep 18, 2020	167,618	241,551	160	0.07%
2.	ASK: 2020 09 Lawn Care	Sep 21, 2020	Sep 27, 2020	113,520	115,840	43	0.04%

NOTES & ANALYSIS

Our Facebook and Instagram ads **reached over 284k** users during September, which is a **33% decrease** in Reach from August's campaign. Though still a decrease from August, our reach is **14% better** than our reach between July and August. We will watch this closely, as our reach is still likely to be affected by lifting COVID restrictions.

 **askhrgreen.org** Sponsored · 

Teamwork makes the clean-up dream work!
You and your neighbors, co-workers, family and friends can join us for cleanup [...See More](#)



ASKHRGREEN.ORG
Team Up To Clean Up
The Great American Cleanup™ is the l... [SIGN UP](#)

 Jenn Stokes

 Like  Comment  Share

 **askhrgreen.org** Sponsored · 

 It's getting close to the end of lawn-mowing season.  [...See More](#)



 John Obannard

 Like  Comment  Share

NOTES

Above are the paid social media posts for the month of September in order by date.

The following pages are the paid media results, year-to-date. Highlighted are any posts with an engagement rate of over 0.20%. This seems like the better metric to watch, as opposed to just raw engagements.

SOCIAL MEDIA / Facebook

Paid Media Results Year to Date

Jan 1, 2020 - Dec 31, 2020

Colu...	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 Fl...	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/What...	Feb 4, 2020	Feb 6, 2020	37,800	37,800	125	0.33%
14 14	ASK: 2020 02 11-13: Rechargeable ...	Feb 11, 2020	Feb 13, 2020	49,207	49,207	178	0.36%
15 15	ASK: 2020 02 14-17: Valentine's Day	Feb 14, 2020	Feb 17, 2020	53,536	53,711	170	0.32%
16 16	Ask: 2020 02 18-20: President's Day	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 Year to Date

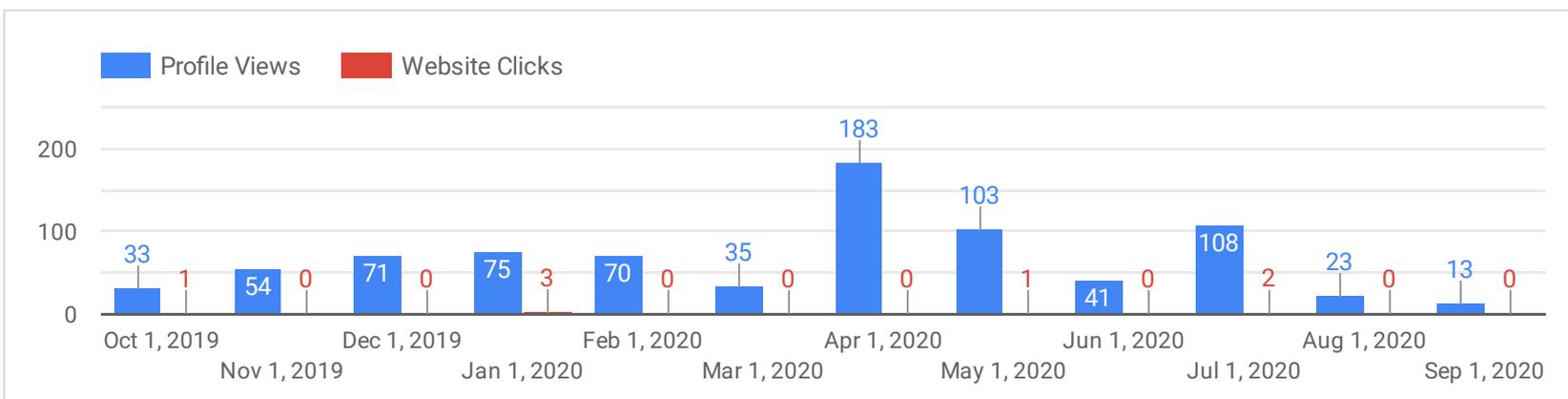
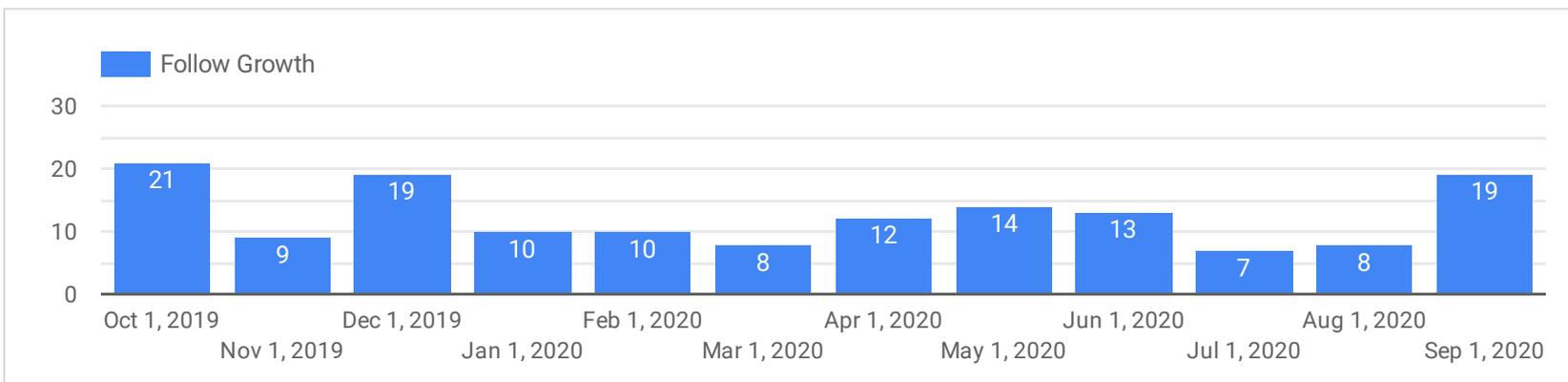
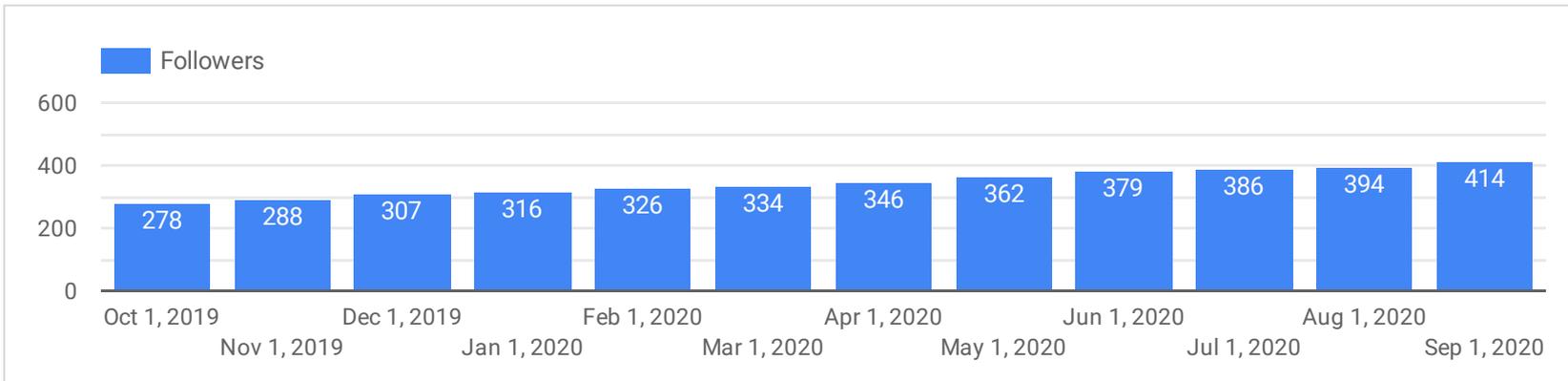
Jan 1, 2020 - Dec 31, 2020

	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%
14.	38	ASK: 2020 08 Week 3 Post 1	Aug 17, 2020	Aug 21, 2020	42,072	42,127	9	0.02%
15.	39	ASK: 2020 08 Week 2 Post 1	Aug 10, 2020	Aug 14, 2020	47,712	48,077	14	0.03%
16.	40	ASK: 2020 08 Week 4 Post 3	Aug 26, 2020	Aug 31, 2020	46,296	46,402	15	0.03%
17.	41	ASK: 2020 08 Week 3 Post 3	Aug 19, 2020	Aug 23, 2020	43,065	43,121	0	0%
18.	42	ASK: 2020 08 Week 4 Post 2	Aug 25, 2020	Aug 30, 2020	44,344	44,687	22	0.05%
19.	43	ASK: 2020 08 Week 1 Post 3	Aug 5, 2020	Aug 9, 2020	46,543	46,543	20	0.04%
20.	44	ASK: 2020 09 TU2CU	Aug 31, 2020	Sep 17, 2020	1,351	1,363	0	0%
21.	45	ASK: 2020 08 Week 2 Post 3	Aug 12, 2020	Aug 16, 2020	40,296	40,668	20	0.05%
22.	46	ASK: 2020 08 Week 3 Post 2	Aug 18, 2020	Aug 22, 2020	43,424	44,164	23	0.05%
23.	47	ASK: 2020 08 Week 1 Post 1	Aug 1, 2020	Aug 5, 2020	61,077	61,077	17	0.03%
24.	48	ASK: 2020 08 Week 2 Post 2	Aug 11, 2020	Aug 15, 2020	41,611	41,742	12	0.03%

	C...	Campaign Name	Starts	Ends	Reach	Impressi...	Total Engagements	Engagement Rate
1.	49	ASK: 2020 08 Week 4 Post 1	Aug 24, 2020	Aug 29, 2020	44,145	4,326	19	0.44%
2.	50	ASK: 2020 08 Week 1 Post 2	Aug 3, 2020	Aug 7, 2020	55,129	55,129	19	0.03%
3.	51	ASK: 2020 09 Lawn Care	Sep 21, 2020	Sep 27, 2020	113,520	115,840	43	0.04%
4.	52	ASK: 2020 09 TU2CU	Sep 1, 2020	Sep 18, 2020	167,618	241,551	160	0.07%

SOCIAL MEDIA / Instagram

May include Organic & Paid Traffic



NOTES & ANALYSIS

We saw 19 new Followers during the month of September.

There were 11 Organic Posts during August. The post with the most engagement was the post from September 16th that received 9 Engagements.



Posted : September 16, 2020 2:01 PM

Are you ready to Team Up 2 Clean Up? Register now! Then grab your buddy and get started. 🧑🏻🧑🏻 That's all there is to it. But remember, here are a few things you can do anytime: 🧻 If you see trash around the neighborhood, pick it up. Be a good neighbor and set an example. 🧻 Keep litter and other debris off your streets where it can easily enter storm drains and ditches. 🧻 Be sure your trash and recycling containers stay covered to prevent trash from spilling or blowing out. 🧻 Contact the Team Up 2 Clean Up coordinator in your city or county to organize your own cleanup and receive the supplies you'll need like litter grabbers, trash bags and safety equipment. (Info at askHRgreen.org) 🚫 But during the

Google My Business

Queries	Users
1. styrofoam recycling near me	12
2. #5 plastic recycling near me	null
3. animal shelters that need volunteer...	null
4. aspca	null
5. attractive place near me	null
6. bike recyclery	null
7. car clubs near me	null
8. cardboard disposal near me	null
9. celebrate recovery locations	null
10. celebrate recovery near me	null

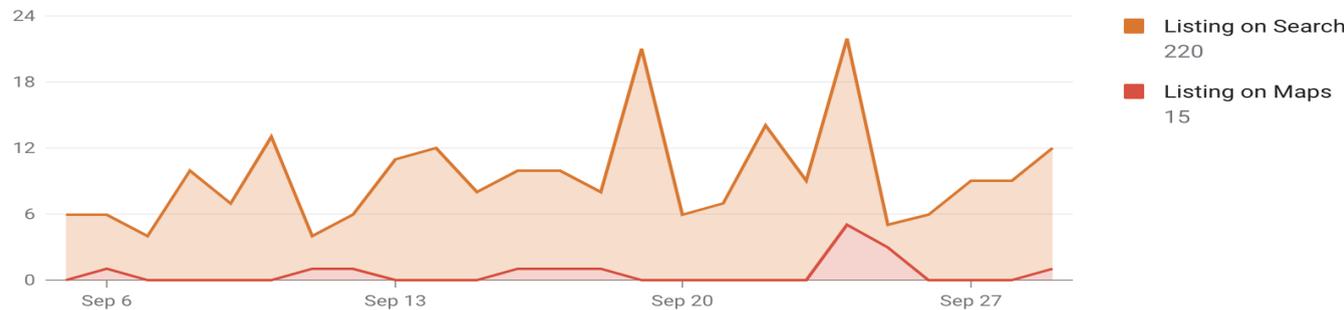
Post	Views
1. Green reads that are good reads	7
2. Turning pages leads to turning over a...	7
3. Grease Grinch	6
4. Off the driveway is the right way	5
5. For a greener, cleaner car, go to the c...	5
6. Just say no to clogs. Strain your Drain	3
7. Grease Grinch 2 (Jul 10)	3
8. There's a cleaner way to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

NOTES & ANALYSIS

We have seen an uptick in searches related to recycling in September and a small bump in website visits.

As a reminder, Lawn Care or Team Up 2 Clean Up media campaigns ran in September.

Total views 235



Total actions 12

