



Annual Program Update

Katie Cullipher
October 1, 2020

2019-2020 ACTIVITY HIGHLIGHTS

Conducted an **active media relations program**

Created and conducted a **persistent social media marketing program**

Conducted **10 themed multi-media campaigns** for all four committees

Conducted a **persistent search engine marketing campaign**

Created and published **six bi-monthly e-newsletters**

STORMWATER: Created a **new campaign targeting proper lawn care**

STORMWATER: Created **"Love the Bay" sidewalk art** for local promotion

R&B: Created and implemented a **new Recycling by Locality Lookup tool** on the website

R&B: Created a **new campaign targeting plastic bag disposal**

WATER AWARENESS: Created a **new campaign for Imagine A Day Without Water**

FOG: Created a **new campaign for What Not To Flush**

2019-2020 ACTIVITY 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

FY 2019-2020

COMMITTEE CAMPAIGNS

COMMITTEE ADVERTISING CAMPAIGNS

Stormwater

OCTOBER 7-13, 2019 ONE WEEK

Lawn Care NEW CREATIVE



MEDIA Radio, digital display ads, native content ads, social media, video preroll

RESULTS

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

BUDGET \$12,333

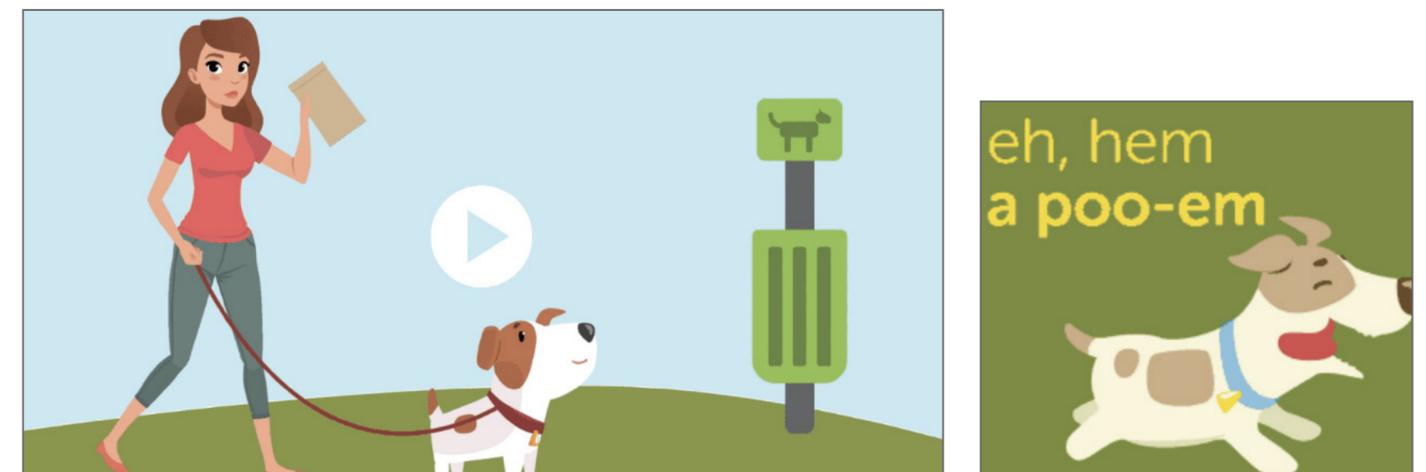
VALUE \$18,704

CPM \$16.72

ROI 1.52:1

JUNE 1-7, 2020 ONE WEEK

Pet Waste



MEDIA Radio, digital display ads, native content ads, social media, video preroll and FEP TV

RESULTS

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

BUDGET \$8,420

VALUE \$12,819

CPM \$10.14

ROI 1.52:1

COMMITTEE ADVERTISING CAMPAIGNS

FOG

NOVEMBER 25 - DECEMBER 8, 2019 TWO WEEKS

Grease Grinch



MEDIA Radio, digital display ads, native content ads, social media, video preroll, advanced TV

RESULTS

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

BUDGET \$16,670

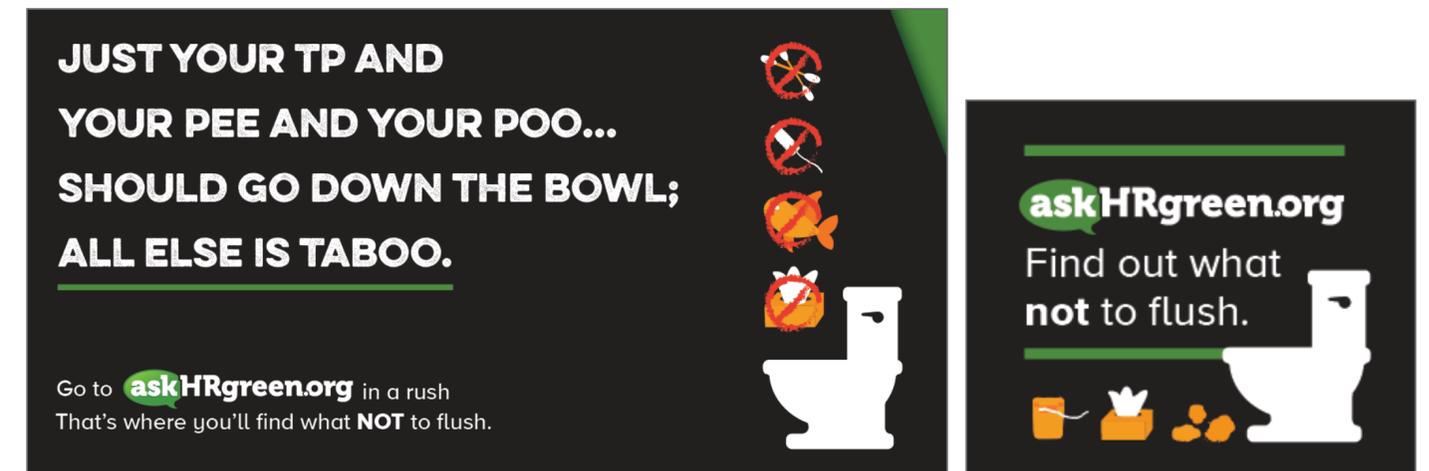
VALUE \$23,993

CPM \$9.40

ROI 1.44:1

APRIL 6-12, 2020 ONE WEEK

What Not To Flush NEW CREATIVE



MEDIA Radio, digital display ads, native content ads, social media, video preroll, advanced TV

RESULTS

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

BUDGET \$14,832

VALUE \$21,515

CPM \$14.96

ROI 1.45:1

COMMITTEE ADVERTISING CAMPAIGNS

RECYCLING & BEAUTIFICATION

SEPTEMBER 16 - 22, 2019 ONE WEEK
Waste Reduction / Choose to Refuse



MEDIA Radio, digital display ads, native content ads, social media

RESULTS Impressions 473,586
 Video Views N/A
 Clicks/Actions 1,810

BUDGET \$6,670

VALUE \$13,538

CPM \$14.09

ROI 2.03:1

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



MEDIA Radio, digital display ads, native content ads, social media, preroll video

RESULTS 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, 2020 ONE WEEK
Great American Cleanup / Team Up 2 Clean Up



MEDIA Radio, social media

RESULTS Impressions 616,290
 Clicks/Actions: 883

BUDGET \$6,670

VALUE \$12,373

CPM \$10.82

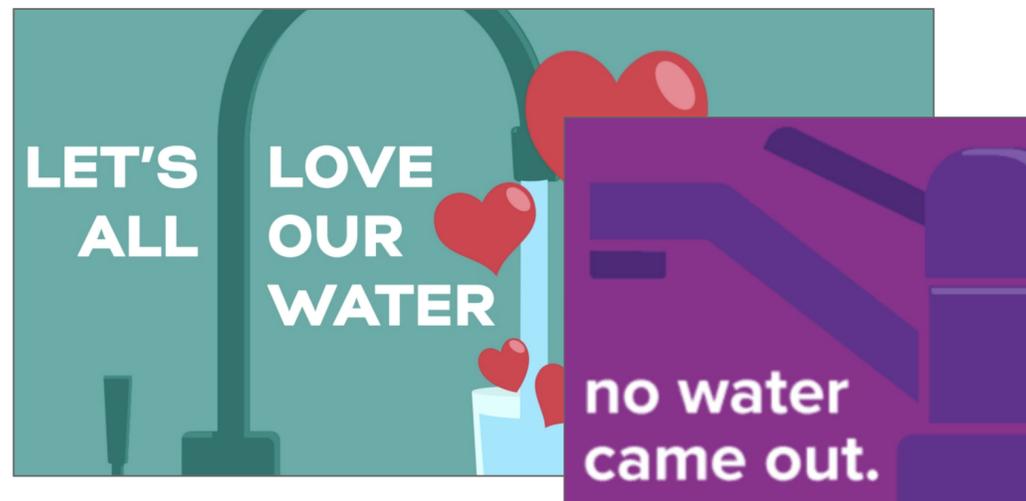
ROI 1.86:1

COMMITTEE ADVERTISING CAMPAIGNS

WATER AWARENESS

OCTOBER 14-27, 2019 TWO WEEKS

Imagine a Day Without Water NEW CREATIVE



MEDIA Radio, digital display ads, native content ads, social media, preroll video

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

BUDGET \$16,731

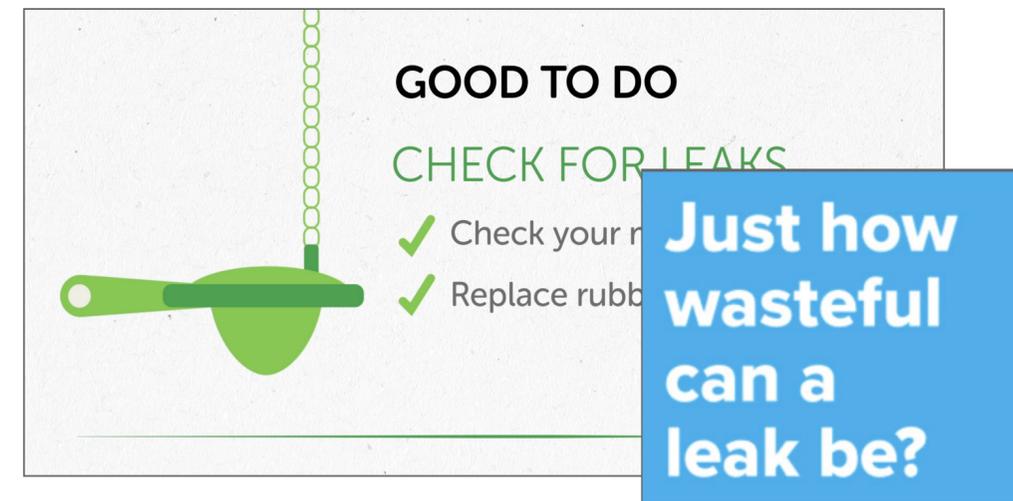
VALUE \$27,005

CPM \$14.48

ROI 1.61:1

MARCH 16-22, 2020 ONE WEEK

Fix-A-Leak



MEDIA Radio, digital display ads, native content ads, social media, preroll video

RESULTS 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, 2020 ONE WEEK

Drinking Water Week



MEDIA Radio, digital display ads, native content ads, social media, preroll video, advanced TV

RESULTS 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

FY 2019-2020

SEARCH ENGINE

MARKETING + WEBSITE

SEARCH ENGINE MARKETING



PARTNER

WTKR

CONTENT

Ads + keywords for all committees & askHRgreen.org

DURATION

12 months / July 2019 - June 2020

IMPRESSIONS

342,690

+63%

CLICKS

12,449

+12%

CTR

3.63%

[askHRgreen.org - Dispose Medication Safely](#)
[askHRgreen.org](#)
Learn The Proper Way To Dispose Of Medication & Keep It Out Of Our Water.

[askHRgreen.org - Fat, Oil & Grease Disposal](#)
[askHRgreen.org](#)
Avoid Drain Clogs & Learn How To Dispose Of Fats, Oils, & Greases Properly.

[askHRgreen.org - Recycling Old Electronics](#)
[askHRgreen.org](#)
Think Before You Toss. Recycle Your Old Electronics. Find Out Where!

[askHRgreen.org - Local Recycling Resources](#)
[askHRgreen.org](#)
Learn More About Recycling Practices & How To Protect Your Local Environment.

[askHRgreen.org - Native Plants](#)
[askHRgreen.org](#)
Learn More About Which Native Plants Thrive in Hampton Roads!

[askHRgreen.org - Fertilizing Tips For Your Lawn](#)
[askHRgreen.org](#)
Be Sure To Test Your Soil First. Follow These Easy Steps Today!

[askHRgreen.org - Tap Water Facts](#)
[askHRgreen.org](#)
Drink Tap Water in Hampton Roads With A High Level Of Confidence!

[askHRgreen.org - Rain Barrel Facts](#)
[askHRgreen.org](#)
Making Use Of Rain Barrels Can Save You Water & Money!

[askHRgreen.org - Go Green In Hampton Roads](#)
[askhrgreen.org](#)
Learn More Ways To Go Green & Help Keep Hampton Roads Beautiful!

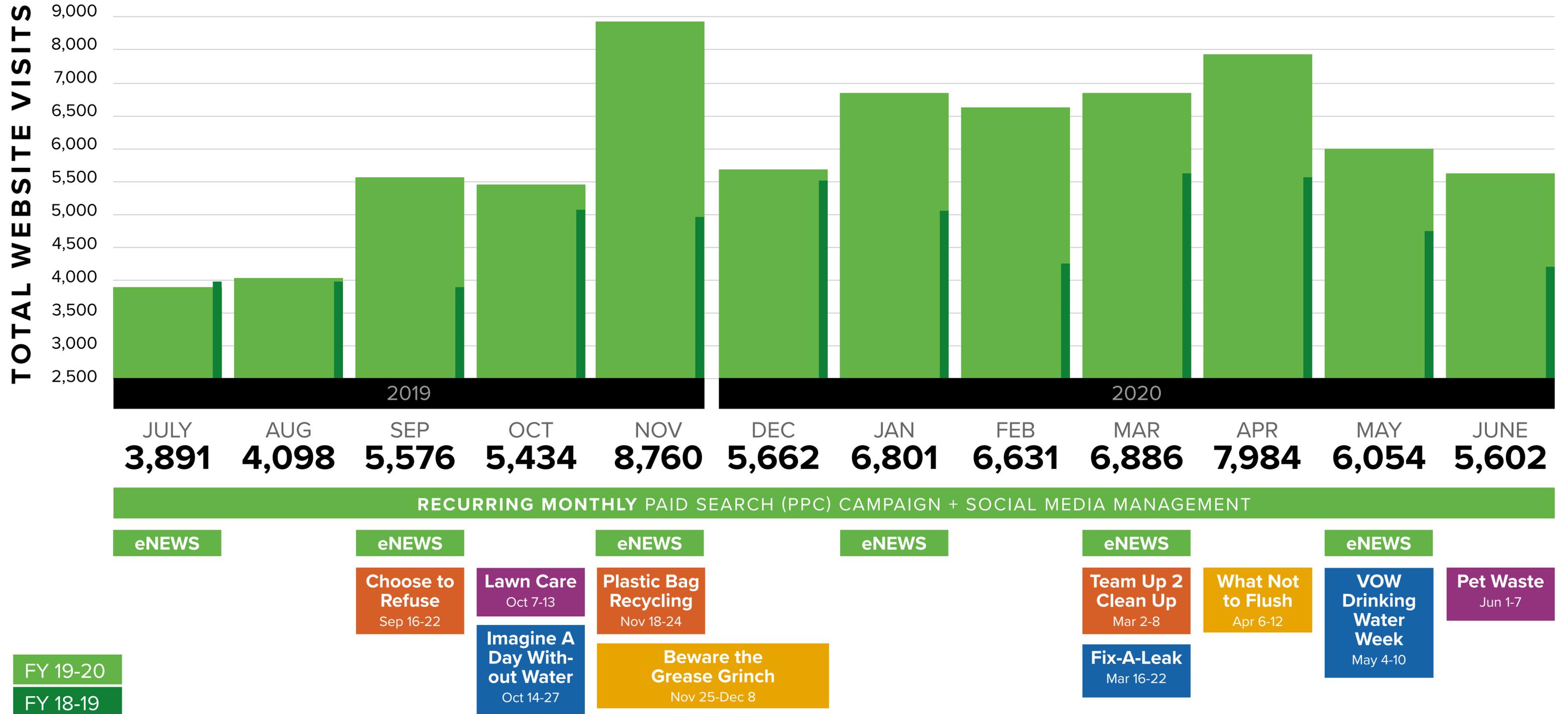
WEBSITE VISITATION

	2019-20	2018-19	2017-18	2016-17	2015-16	2014-15	2013-14	2012-13	TOTAL
Visits	73,379	58,893	55,735	58,113	52,530	58,279	55,505	32,697	445,131
Unique Visitors	63,146	49,816	45,661	46,282	42,539	46,994	43,547	25,092	363,077
Pageviews	117,463	86,538	93,589	92,681	93,177	103,228	116,818	72,270	775,764
Pages per Visit	1.60	1.47	1.68	1.59	1.77	1.77	2.10	2.21	
Average Visit Duration	1:02	1:03	1:27	1:12	1:32	1:26	1:48	2:10	
Bounce Rate	79%	81%	77.31%	79.07%	74.92%	74.80%	64.37%	61.27%	
% New Visits	86%	84%	81.48%	79.62%	80.44%	79.87%	77.74%	75.50%	
Mobile Devices	58%	57%	54%	53%	40%	39%	34%	16%	
Desktop Devices	42%	43%	46%	47%	60%	61%	66%	84%	

**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.

PROMOTIONS + WEBSITE VISITATION



TOP WEBSITE TRAFFIC SOURCES

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

FY 2019-2020

PUBLIC RELATIONS

PUBLIC RELATIONS MEDIA COVERAGE



Chesapeake Weekly, Green Gifts

Grease is the word, from the bird, have you heard you can trash it 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.



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PUBLIC RELATIONS MEDIA OUTREACH

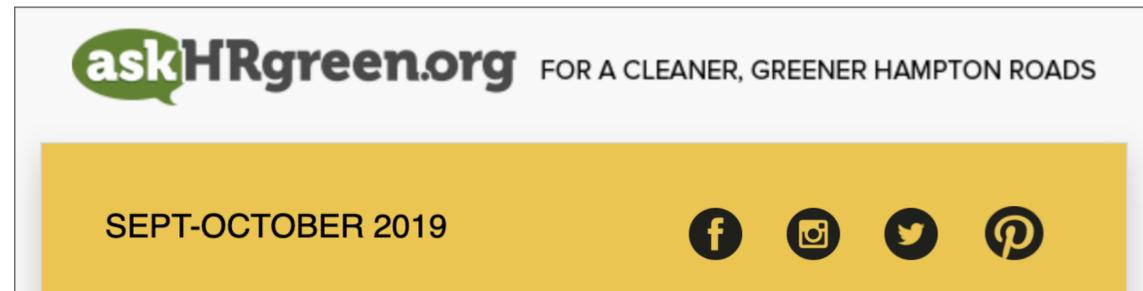
19 News Articles/Reports/Interviews

2 Opinion Editorials

10 News Releases distributed

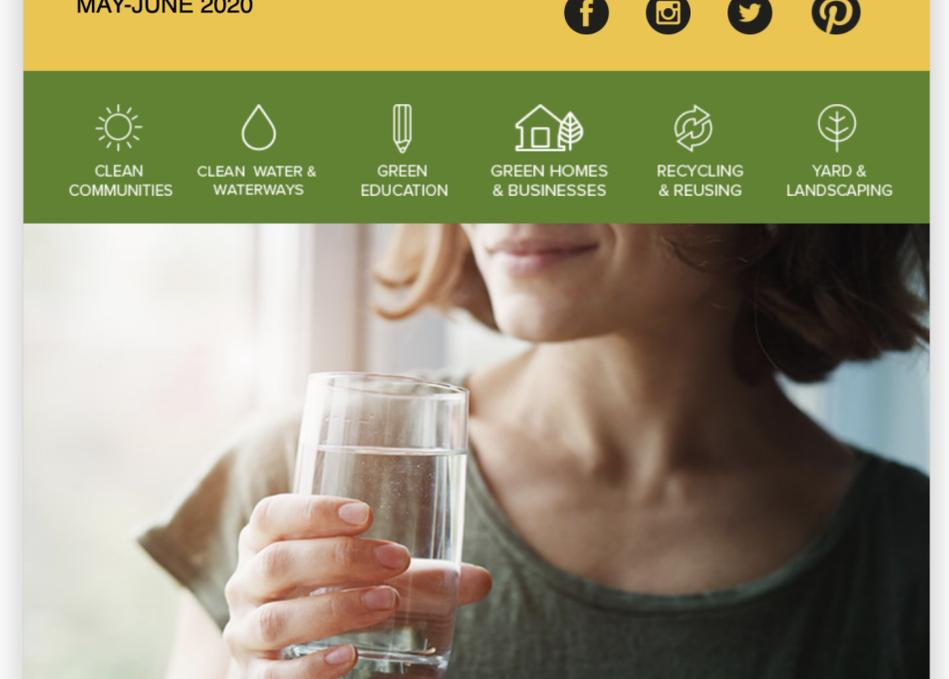
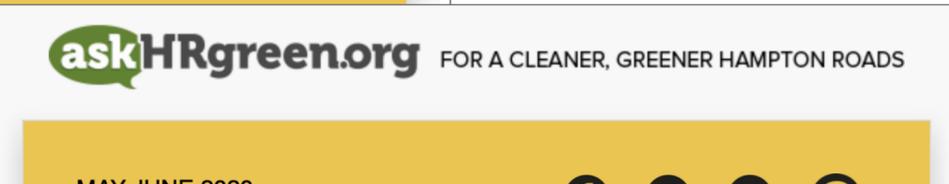
6 eNewsletters issued

6,537 eNewsletter Subscribers



From Trash to Treasure

If you recall, this year's Great American Cleanup clean sweep of Hampton Roads. More than 1,000 volunteers participated from early May to beautify community gardens, improve parks, and pick up trash. At the end of the two-day event, over 15 tons of litter was removed. Not all that debris, however, ended up at local landfills. Volunteers set aside specific objects for reuse, including metal containers, furniture fragments and other items. That local artist [Sam Hundley](#), in partnership with askHRgreen.org, will transform these finds into a commemorative Green



Now More Than Ever, Don't Take Water for Granted

Water is always there when you need it. We rely on it for drinking, cleaning, cooking and bathing. Lately, we've used a great deal of it for washing our hands and keeping our homes and businesses clean. [Drinking Water Week](#) is May 3-9, and your friends at askHRgreen.org have a message for you: please don't take water for granted. Now more than ever, we are keenly aware of the value of this most precious resource and its support of public

PUBLIC RELATIONS RESULTS

Total circulation or audience 1,448,308 **+110%**

Total articles and interviews 19

Total budget \$6,986

Total publicity value \$95,647

Total ROI 13.7:1 +26%



FY 2019-2020

SOCIAL MEDIA + BLOG

SOCIAL MEDIA / Facebook + Instagram



Promoted committee campaign messaging

Promoted askHRgreen.org events

Promoted blog articles

Promoted programs and initiatives

Promoted grant programs

Promoted contest

Shared locality info and events

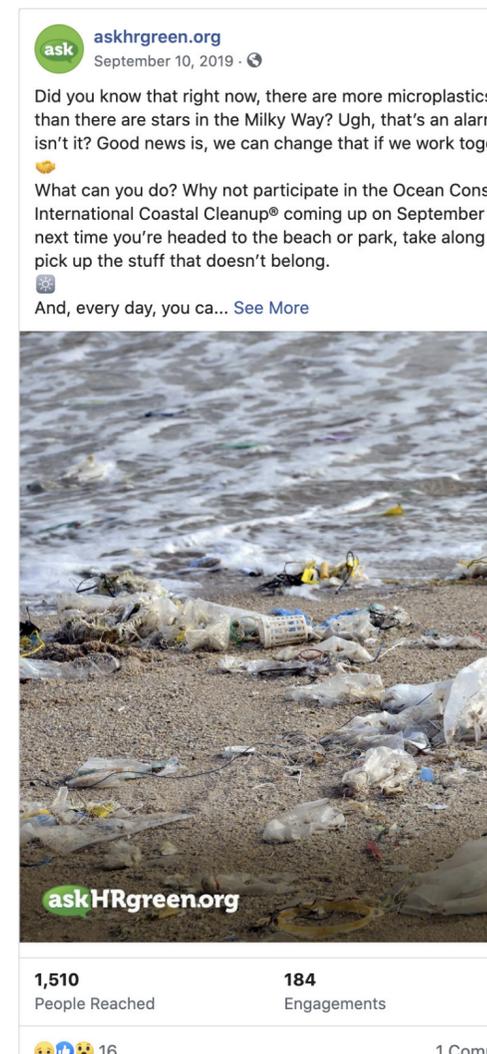
Shared content relating to our mission

Responded to citizens seeking information

We're seeing more comments, more shares and overall more engagement from our social audiences.

2,730 Facebook Followers **+6%**

384 Instagram Followers **+54%**



GREEN LIVING BLOG

Written by team members and guest bloggers

33 articles written + promoted

Covered topics relating to each committee, programs, community activities, spotlights on local do-greaters, trends, preparedness, Bay Star Homes, and much more.

GREEN LIVING BLOG

Why Recycling Right Matters More Than Recycling Everything

COMMUNITY CENTER • RECYCLING & REUSING • APR 29, 2020 • GUEST CONTRIBUTOR

Author: Guest Contributor



If you recycle, there is because recycling is he (you knew there was a successful. The main t comes down to money

While a lot of people re as a way to make mon collected, but as the de materials is grows. If th goods are not being pu

recycling could go away all together. Basically, now that there i the cleanest materials and the correct materials. This is why it

GREEN LIVING BLOG

Are You On The Nice List This Holiday Season?

COMMUNITY CENTER • GREEN HOMES & BUSINESSES • RECYCLING & REUSING • DEC 5, 2019 • KATIE CULLIPHER

Author: Katie Cullipher

A study from Stanford University revealed that Americans throw away 25% more trash during the Thanksgiving to New Year's holiday period than any other time of year. This extra waste amounts to 25 million tons of garbage, or about 1 million extra tons per week. Every bit we do, from shopping with reusable totes to greener gift wrapping, contributes to a healthy Hampton Roads community.



Celebrate the holiday season in a way that is both bright and eco-friendly. Know which packaging materials are recyclable—or not—and have a nicer, greener season ahead.

askHRgreen.org

FOR A CLEANER, GREENER HAMPTON ROADS

KNOWLEDGE CENTER

COMMUNITY CENTER

RESOURCE



RECYCLING & REUSING • HRSD • APR 29, 2020 • GUEST CONTRIBUTOR

Why Recycling Right Matters More Than Recycling Everything

If you recycle, there is a thought that has probably crossed your mind: why not recycle as much as I can because recycling is helpful ...

READ ARTICLE



RECYCLING & REUSING • DEC 16, 2019 • REBEKAH EASTEP

2020 Christmas Tree Recycling Schedule

Tired of picking up the dried, fallen needles? Sick of Fluffy sending you a note over for the hundredth time? The appeal of your nat ...

READ ARTICLE



GREEN HOMES & BUSINESSES • RECYCLING & REUSING • DEC 5, 2019

Are You On The Nice List This Holiday Season?

Celebrate the holiday season in a way that is both bright and eco-friendly. Know which packaging materials are recyclable—or not—and have a ...

READ ARTICLE



CLEAN COMMUNITIES • CLEAN WATER & WATERWAYS • RECYCLING & REUSING • 2019 • REBEKAH EASTEP

Straw Free September Challenges Local Restaurants to Go Strawless

askHRgreen.org and Keep It Beachy Clean continue to challenge local restaurants to reduce single use plastics and prevent plastic pollution ...

READ ARTICLE

FY 2019-2020

EVENTS

EVENTS

Representation at 19 regional public events (and 12 scheduled events cancelled due to COVID-19)

Earth and eco celebrations, fairs
Home and garden shows
Community days and more

—
86,653 estimated attendance before event cancellations

—
Committee members volunteer as staff and hand out educational materials and promotional items



FY 2019-2020

GRANT PROGRAMS

+ BAY STAR PROGRAMS

GRANT PROGRAMS

ENVIRONMENTAL EDUCATION MINI GRANTS

Targeting Hampton Roads school teachers (K-12), youth leaders, or organizations working with youth

21 mini grants awarded (up to \$500)

\$10,073 awarded **+4%**

8,096 students reached in **7** localities across Hampton Roads **+8%**

PET WASTE STATION GRANTS

Targeting neighborhood associations, community groups, and property managers

25 awarded and installed

Total 517 pet waste stations installed since launched in 2013

BAY STAR PROGRAMS

BAY STAR HOMES

Targeting residents pledging to avoid behaviors that are harmful to local waterways

3,350 households enrolled **+9%**

BAY STAR BUSINESSES

Targeting businesses pledging to use easy, low or no-cost practices that can have a major impact on improving the health of local waterways

50 businesses enrolled **+28%**

askHRgreen.org



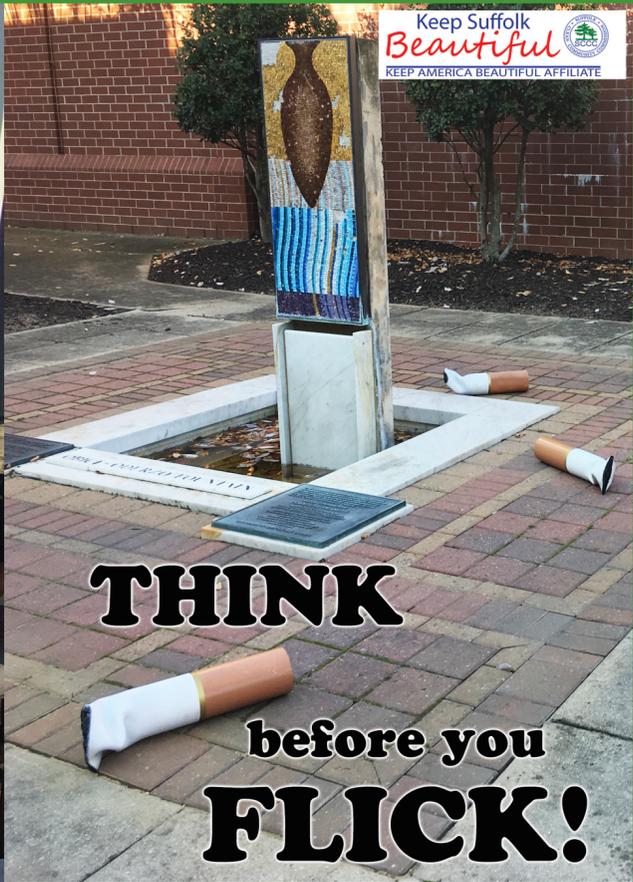
MEDIA + WEB RESULTS

	FY19-20	FY18-19
PAID ADVERTISING WEEKS	52 consecutive	52 consecutive
TOTAL ADVERTISING IMPRESSIONS	14,771,843 +34%	11,055,464
TOTAL VIDEO VIEWS	295,091	378,004
TOTAL CLICKS	32,596 +27%	25,631
TOTAL MEDIA BUDGET <small>BUY + CREATIVE</small>	\$176,732	\$157,257
TOTAL MEDIA ADDED VALUE	\$72,742	\$101,636
TOTAL MEDIA EXPOSURE VALUE	\$338,135 +9%	\$311,188
TOTAL WEBSITE VISITS	73,379 +25%	58,893
TOTAL WEBSITE UNIQUE VISITORS	63,146 +27%	49,816
RETURN ON INVESTMENT (ROI)	1.91:1	1.98:1



FY 2020-2021

LOOKING AHEAD



CIGARETTE BUTTS = LITTER

DISPOSE OF CIGARETTE BUTTS IN THE PROPER RECEPTACLES *let's keep our community clean*

askHRgreen.org Cigarette Litter Prevention Program

Thank You!

FOR WASHING RESPONSIBLY TODAY
and keeping dirt & soap suds out of our local waterways



CLEAN CAR
+ *Clean Bay!*

BAY STAR Business Partner

askHRgreen.org/carwash



