2014-2015 Campaign Highlights

Presented by
Julia Hillegass, HRPDC
Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Margaret Cahoon, Cahoon & Cross, Inc.
September 17, 2015
Research Results

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

- Overall, tap water and wastewater are seen as good values.
- Tap water is considered especially high value when compared to all other utilities with only 5.2% answering low value.
- While most respondents perceive wastewater to be of high or moderate value, a relatively high 15.3% see wastewater as low value.
A majority of respondents were open to small price increases to accommodate system upgrades, and reading even a small explanation of why this is important greatly influenced willingness to pay more.

57.7% of respondents are willing to pay an extra $1–5 per month to upgrade and sustain water systems.

31.9% would be willing to pay less than $1 more per month.
Media Campaigns

- Ten separate media campaigns
- Total market coverage
  - Search engine optimization
  - Search engine marketing
  - Online display advertising
  - Radio—13 radio stations
  - Movie theater advertising
  - Facebook display advertising
- Target audiences specific to the campaigns
- Paid advertising weeks: 52 consecutive
- Total advertising impressions: 11.96 million
- Total radio commercials: 2,958
- Total website clicks: 47,369
2014–2015 Website Visitation

Hampton Roads Planning District Commission 2014-2015 askHRgreen.org Campaign

MONTHLY PROMOTIONS & WEBSITE VISITATION
June 16, 2015

58,279 Visitors
Up 5% from 2013–2014
Combined Media Results

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

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

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

Media Outreach

- Distributed 11 news releases
- Issued 9 e-newsletters
  - Total newsletter subscribers: 5,184
  - #9 in referrals to Website
- Blog: 80 posts
- Posted social media messaging
  - Facebook: 1,644 likes
  - Twitter: 1,666 followers
Green Magazine in partnership with Coastal Virginia Magazine
  • 24 page lifestyle supplement produced at no cost to askHRgreen.org
  • 7,500 copies were provided to localities to use for education and outreach
  • 32,000 copies mailed to households in HR
  • Advertising value: $65,668
Publications

- State of Recycling in Hampton Roads
  - Informed stakeholder audiences
  - Used for media relations
Public Relations Results

- Total impressions: over 4 million
- Total articles and interviews: 32
- Total Budget: $25,012
- Total publicity value: $307,996
- Total ROI: 12.31:1
BayStar Homes Regionwide Launch

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

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

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

- Save the Date: Keep Hampton Roads Beautiful Golf Tournament
  - Monday, October 12, 2015 @ Greenbrier Country Club
  - Co-promotion with Keep Virginia Beautiful
  - Sign your foursome up today!
Total 2014–15 Campaign Results

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