

**askHRgreen.org**    

**Annual Report OF Fiscal Year 2014**

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**PROJECT STAFF**

JULIA B. HILLEGASS  
KATIE CULLIPHER  
REBEKAH EASTEP

PUBLIC INVOLVEMENT AND COMMUNITY AFFAIRS ADMINISTRATOR  
SENIOR ENVIRONMENTAL EDUCATION PLANNER  
PHYSICAL AND ENVIRONMENTAL PLANNER

MICHAEL LONG  
CHRISTOPHER W. VAIGNEUR  
JENNIFER COLEMAN

GENERAL SERVICES MANAGER  
ASSISTANT GENERAL SERVICES MANAGER  
ADMINISTRATIVE ASSISTANT

## Report Documentation

**TITLE:**

askHRgreen.org Annual Report for Fiscal Year 2013-2014

**REPORT DATE**

August 2014

**GRANT/SPONSORING AGENCY**

Local Funds

**AUTHORS:**

Katie Cullipher  
Rebekah Eastep  
Julia Hillegass

**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**

This report provides a summary of the third year of the askHRgreen.org public outreach and education initiative. The report contains six major sections. The first section provides background about askHRgreen.org. The second section provides an overview of overall campaign results for fiscal year 2013-2014. The third through sixth sections provide an overview of the individual initiatives and results from each of the four askHRgreen.org subcommittees: Recycling & Beautification, Stormwater Education, Water Awareness, and Fats, Oils and Grease Education.

**ACKNOWLEDGEMENTS**

This report was prepared by the Hampton Roads Planning District Commission (HRPDC) staff in cooperation with the member localities. Preparation of this report was included in the HRPDC Unified Planning Work Program for Fiscal Year 2013-2014, approved by the Commission on April 18, 2013.



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## FINDING THE INNER GREEN

askHRgreen.org was developed to help Hampton Roads residents find their inner green with just the click of a mouse. For years, the Hampton Roads Planning District Commission (HRPDC) facilitated a variety of environmental education efforts to assist localities in notifying residents and meeting regulatory requirements. Developing consistent regional messaging has always afforded localities an economy of scale that they could not otherwise achieve. Couple that with various emerging issues beginning to overlap, like sanitary sewer overflows and stormwater pollution, and we knew the time was right for the development of an umbrella brand to tie all of the messages together. askHRgreen.org began with offering just the green basics. What we found was that people then craved more information. Once you show someone an easy, green alternative, they get hooked and want to add something else. Now we make the connections for people by illustrating not just what they can do, but why they should care and how their actions impact the environment. askHRgreen.org is powered by the 17 localities of Hampton Roads, HRSD, and HRPDC.

You can like askHRgreen.org at [Facebook.com/askHRgreen](https://www.facebook.com/askHRgreen), tweet and retweet at [Twitter.com/HRgreen](https://twitter.com/HRgreen), tune in at [YouTube.com/HRGreenVA](https://www.youtube.com/HRGreenVA), and read and comment on the blog, [askHRgreen.org/blog](http://askHRgreen.org/blog).

## FY 2013-2014 HIGHLIGHTS

**55,505 website visitors**

**19.4 million opportunities to see or hear askhrgreen.org in the media**

**10,604 students impacted through environmental education mini grants**

**1,324 facebook likes**

**1,576 twitter followers**

**4,183 e-newsletter subscribers**

# FY 2013-2014 CAMPAIGN SCHEDULE & RESULTS

Twelve environmentally-themed media campaigns, a Search Engine Marketing campaign, and a Search Engine Optimization campaign ran for a combined total of 45 weeks of exposure in FY14.

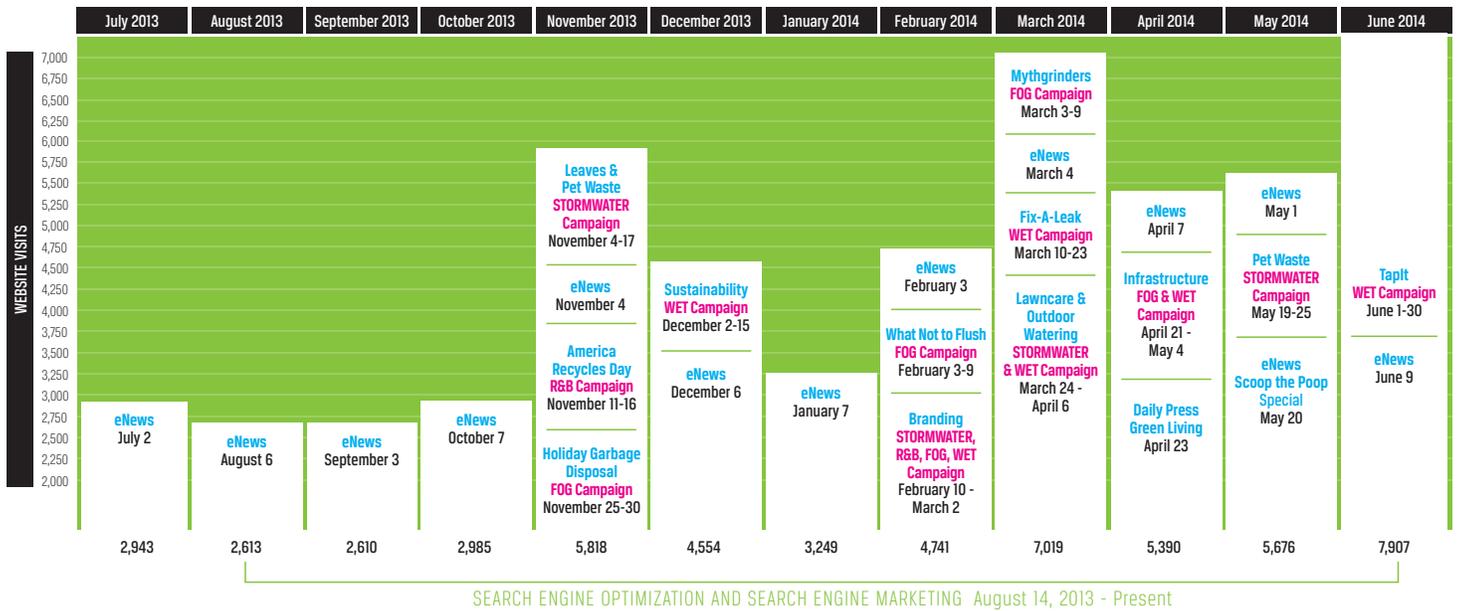
Campaign	Media	jul	aug	sep	oct	nov	dec	jan	feb	mar	apr	may	jun
Leaves & Pet Waste	R-O-F												
America Recycles Day	R- O-F												
Holiday Garbage Disposal	R-O-F												
Water Infrastructure Sustainability	R- O-F												
What Not to Flush	R-O-F												
askHRgreen.org Branding	R- O												
Mythgrinders	R- O-F												
Fix-a-Leak Week	R-O-F												
Lawn care & Outdoor Watering	R-O-F												
Green Living Newspaper Insert	P-O												
Water/FOG Infrastructure Sustainability	R-O-F												
Pet Waste	R-O-F												
TapIt App Launch	R-O-F-T												
askHRgreen.org E-Newsletter													
Public Relations													
SEO/SEM													
askHRgreen.org Blog Articles													

Media Key: R = Radio P = Print O = Online F = Facebook T = Transit

<b>Total Advertising Weeks</b>	45
<b>Impressions</b>	
Newspaper (Green Living & Daily Press Ad)	225,630
Radio*	9.6 million
Online Newspaper (The Virginian-Pilot & Daily Press)	3.1 million
SEM/SEO	642,063
Facebook	3 million
Transit	703,125
Public Relations	1.6 million
Added Value Impressions	520,409
Total Media Budget	\$179,214
Total Public Relations & Creative Budget	\$90,668
<b>Value</b>	
Media Added Value	\$73,715
Public Relations	\$85,681
Total Exposure Value	\$442,550
<b>Totals</b>	
Impressions	19.4 million
Cost per Thousand Impressions	\$14.08
Return on Investment	1.6 : 1

\*Radio projections of audience levels are based on data provided by Arbitron Research that projects the impressions within a target audience and the number of times the audience is exposed to the message.

# WEBSITE ANALYTICS



## askHRgreen.org Website Statistics

	2011-12	2012-13	2013-14
Visits	27,424	32,697	<b>55,505</b>
Unique Visitors	19,920	25,092	<b>43,547</b>
Pageviews	67,047	72,270	<b>116,818</b>
Pages per Visit	2.42	2.21	<b>2.10</b>
Average Visit Duration	2:19	2:10	<b>1:48</b>
Bounce Rate	61.24%	61.27%	<b>64.37%</b>
% New Visits	70.78%	75.50%	<b>77.74%</b>

## TOP 10 TEN WEBSITE TRAFFIC SOURCES

1. Google organic *up 70%!*
2. Direct *up 20%!*
3. Facebook display
4. Google cpc (paid)
5. Virginian-Pilot display
6. Facebook referral
7. E-newsletters
8. Daily Press display
9. Vbgov.com
10. Mobile facebook referral



## askHRgreen.org campaign initiatives & results

### SEO/SEM

In FY14, askHRgreen.org launched aggressive Search Engine Optimization (SEO) and Search Engine Marketing (SEM) campaigns to increase and improve traffic to the website. Both campaigns ran for 45 consecutive weeks.

The goal of the SEO program was to improve the askHRgreen.org website's organic (unpaid) search rankings. Optimization tactics included editing/adding keyword-rich content to the site, identifying and eliminating any barriers to search engine indexers, and promoting the site to increase the number of inbound links from other sources. The SEO campaign resulted in 238,779 impressions in FY14 and a 57% increase in clicks from organic search results over FY13.

Organic Search Results		
	2012-13	2013-14
clicks	8,513	14,842

The SEM program utilized pay-per-click advertising through Google AdWords to increase traffic to the askHRgreen.org website. By bidding on select keywords and phrases, Google ads direct search traffic to relevant content on the askHRgreen.org site. In total, there were five active SEM campaigns comprising 53 ad groups, 276 ads, and 619 targeted keywords. These campaigns garnered over 400,000 impressions and 5,630 clicks to the askHRgreen.org website in FY14.

Google AdWords Campaigns				
	Impressions	Clicks	CTR	Avg. Ad Position
Recycling & Beautification campaign	178,813	3,182	1.78%	2.4
Stormwater campaign	87,624	1,001	1.14%	2.5
Water Awareness campaign	44,651	255	0.57%	3.3
askHRgreen.org branded campaign	65,468	980	1.50%	1.9
FOG campaign	26,728	212	0.79%	3.3
<b>Total</b>	<b>403,284</b>	<b>5,630</b>	<b>1.4%</b>	<b>2.5</b>

### BRANDING CAMPAIGN

In February of 2014, askHRgreen.org launched a three-week branding campaign combining four 60-second radio ads with banner placements on pilotonline.com and dailypress.com. The themes of the ads included recycling, stormwater runoff, water infrastructure, and what not to flush messages. The branding campaign ran from February 10 through March 2. In addition to the paid media, askHRgreen.org received the following as added value: 15-second bonus spot plus bonus schedule on Entercom; no-charge bonus on MAX and WTVD; Music Hour sponsorship on MAX; e-blast and concert sponsorship on SAGA; and online display for Entercom, MAX, SAGE, Sinclair and WTVD.



askHRgreen.org Branding Campaign	
Paid Media (3 weeks)	
Target Audience: Adults 18-49	
Radio	
Impressions	1,761,150
Reach	61.6%
Frequency	4.0
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	695,295
Clicks	532
CTR (Clickthrough Rate)	0.08%
Unpaid Media	
Added Value	\$10,194
Added Value Impressions	44,308
Overall Campaign	
Total Impressions	2,500,753
Total Budget	\$21,246
Total Exposure Value	\$31,440
Return on Investment	1.48 : 1
Cost per Thousand Impressions	\$8.50

# GREEN LIVING

The *Virginian-Pilot* continued to publish the Green Living newspaper insert for a third year and invited askHRgreen.org to contribute to the editorial content again this year. Several articles featured contributions from askHRgreen.org, including:

- "It's Easy Being Green" – a top 10 list of easy ways to go green written by Bernadette Kinlaw.
- "Teach Them Well and They'll Lead the Way" – an article about raising children who respect the Earth and their impact on it written by Victoria Hecht.
- "What Can You Do" – a two-page spread featuring tips for your home, your yard and your community from askHRgreen.org.
- "Waste Away" – an editorial piece on what localities are doing to improve the sanitary sewer and stormwater systems written by Julia Hillegass of askHRgreen.org.

In addition to contributing valuable content, askHRgreen.org also purchased a full-page ad to run in Green Living. The cost of the ad was shared between the askHRgreen.org campaign and the Stormwater Education, Water Awareness, and FOG Education Subcommittees. The insert was included in the April 23, 2014 edition of *The Virginian-Pilot* and the full-page ad ran simultaneously in the *Daily Press*. In addition, askHRgreen.org purchased 5,000 overprints to distribute as needed.

Green Living & Daily Press Ad	
Total Impressions	325,630
Total Budget	\$7,596
PR Value	\$38,407
Total Exposure Value	\$46,003
Return on Investment	6.1 : 1
Cost per Thousand Impressions	\$23.32

**THERE ARE SO MANY MYTHS ABOUT GREEN LIVING.**

**WANT MORE TRUTH?? JUST VISIT askHRgreen.org**

- MYTH TRUTH** "BEING GREEN IS HARD AND EXPENSIVE. BESIDES, I'M JUST ONE PERSON." There are 1.6 million people in Hampton Roads and if we each did a little, it would add up to a lot. The truth is that there are plenty of easy ways to go green that are equally easy on the wallet.
- MYTH TRUTH** "I DON'T NEED TO SCOOP THE POOP... IT'S NATURAL." Rainwater carries nitrogen and bacteria from pet waste into our local waterways, making our water a cloudy, green, foul-smelling mess that lacks oxygen. This pollution causes aquatic dead zones, beach closures, fishing restrictions, and warnings on local seafood.
- MYTH TRUTH** "THOSE 'FLUSHABLE' WIPES ARE SAFE TO FLUSH." Products marketed as "flushable" are regularly found in clogged pipes and broken pumps throughout the sanitary sewer system. Only toilet paper, water, and human waste should be flushed down the toilet. Other items like tissues, paper towels, wipes, feminine hygiene products, and food scraps are all known to clog the lines and pumps of the sanitary sewer system.
- MYTH TRUTH** "MY LAWN NEEDS FERTILIZER EVERY SPRING." Fertilize out of necessity, not habit. A soil test will tell you specifically what your lawn needs so you can make the right decisions. Fertilize naturally by leaving grass clippings on your lawn.
- MYTH TRUTH** "THE GARBAGE DISPOSAL IS A GOOD WAY TO GET RID OF SCRAPS." Garbage disposals only break food scraps apart into smaller pieces which wash down the drain and cling to pipe walls. A buildup of gunk over time can cause blockages and sewer backups. It's always safer to put food scraps in a compost bin or trash can.
- MYTH TRUTH** "BOTTLED WATER IS BETTER THAN TAP." Tap water is clean, safe, convenient, and affordable. Hampton Roads drinking water is continuously tested and always meets or exceeds EPA standards for safe drinking water. Price conscious? You can fill 1,500 glasses of tap water for about the price of a single bottle of water.
- MYTH TRUTH** "CONSERVING WATER MEANS DOING WITHOUT." Using water wisely means not being wasteful. Turn off the faucet when brushing your teeth, take shorter showers, fix leaky toilets and faucets, and water properly and at the right time of day. You won't miss a drop, and you'll be a good steward of our most precious resource, water.

# SOCIAL MEDIA

In FY14, social media continued to be a key source for public outreach. Facebook, Twitter, YouTube, and Pinterest were all used to share askHRgreen.org and various locality events, respond to requests from citizens seeking information, share blog articles and promote new programs like the Scoop the Poop Pledge and the Pet Waste Station Grant Program. Through the "Let's Talk Green" blog, which is written by askHRgreen.org team members and guest bloggers, 150 interesting posts were published throughout the year covering everything from the "Sewer Sociology" of the Super Bowl to an "Eco-Friendly Easter Bunny."



# E-NEWSLETTER

The askHRgreen.org e-newsletter is shared via email to media contacts and an ever-growing list of citizens whose email addresses have been collected at events and through online promotions. In FY14, a total of 13 e-newsletters covering seasonal "green" tips, events, and askHRgreen.org campaign updates were sent out. By the end of FY14, the askHRgreen.org subscriber list was up to 4,183 subscribers and it continues to grow.

askHRgreen.org E-Newsletter Statistics	
Subscribers (as of June 2014)	4,183
Total Emails Sent	39,250
Open Rate	15.3%
CTR (Click Through Rate)	1.29%

The collage shows three e-newsletters with various topics:
 

- January 2014:** "Recycle More, Trash Less in 2014" featuring a graphic with recycling symbols and a trash can.
- February 2014:** "Than May Flowers" featuring a graphic of flowers and a watering can.
- December 2014:** "Turkey Frying Facts" and "Green Your Gift-Giving this Holiday Season" featuring a turkey and gift icons.

## ONLINE TOOLKIT

The askHRgreen.org Online Media Toolkit launched in FY14. Featured on the website and ready to download, the toolkit is especially useful to civic leagues, community groups, home owner associations, schools, clubs, businesses, and any organization or individual with an interest in improving neighborhoods and communities. Ideal for both online and print reproduction, the toolkit items are professionally designed and carry the signature askHRgreen.org graphic style. The materials are organized so that it is easy for users to browse and select the topic they seek in the medium of their choice. In addition to logos, print and digital ads, rack cards, brochures, tip cards, posters and billboards, there are feature articles, publications, infographics, radio scripts, and stickers available, too.



## MEDIA AMBASSADORS

In the fall of 2013, askHRgreen.org once again hosted a two-part media training for 15 team members who serve as media ambassadors. The training included a review of the role of an ambassador, blogging guidelines and expectations, tips on how to prepare for a radio interview, and mock interviews with Barbara Hamm Lee, executive producer and host of "Another View" at WHRV. Below is the list of askHRgreen.org media ambassadors who attended the training and are now better prepared to handle any future media contacts:

Cris Ausink, *Hampton*  
 Donna Corbus, *Portsmouth*  
 Sarah Crawford, *HRSD*  
 Katie Cullipher, *HRPDC*  
 Beth Davis, *James City County*  
 Rebekah Eastep, *HRPDC*  
 Laurie Halperin, *York County*  
 Deidre Harmon, *Norfolk*  
 Julia Hillegass, *HRPDC*  
 Fleta Jackson, *Norfolk*  
 Quwania Jefferson, *Norfolk*  
 Eric Roberts, *Virginia Beach*  
 Elizabeth Vaughn, *Chesapeake*  
 Brianna Venner, *Hampton*  
 Lori Woolman, *Newport News*

## EVENTS

The askHRgreen.org campaign's education and outreach efforts include representation at various regional public events throughout the year (Earth Day celebrations, fairs, home & garden shows, community days, etc.). Committee members volunteer to staff either the askHRgreen.org mobile education trailer or a table display at these events and hand out educational materials and promotional items to those in attendance. In FY14, team members represented askHRgreen.org at 36 community events.

2013-2014 Regional Events		
8/24	Old Beach Farmers Market	Virginia Beach
9/6 - 9/8	Hampton Bay Days	Hampton
9/12 - 9/15	Isle of Wight County Fair	Windsor
9/21	Master Gardener Fall Gardening Festival	Virginia Beach
9/21	Newport News Master Gardeners Go Green	Newport News
9/23	ODU Natural Resources & Environmental Fair	Norfolk
10/5	Hampton Roads Solar Homes Tour	Norfolk
10/8	ODU Wellness Casino	Norfolk
10/26	Williamsburg Farmer's Market	Williamsburg
11/1	Achilles Elementary	Gloucester
11/15	ARD Electronics Recycling Event	Portsmouth
11/16	ARD Electronics Recycling Event	Yorktown
11/16	Lynnhaven River Now Fall Festival	Virginia Beach
2/7 - 2/9	PHBA Home & Garden Show	Hampton
2/13	Virginia Living Museum Home School Day	Newport News
3/8	SEVA CAI Community Association Day	Virginia Beach
4/5	Providence Elementary Earth Day	Virginia Beach
4/11 - 4/13	Mid-Atlantic Home & Garden Show	Virginia Beach
4/18	Earth Day Fair	Norfolk
4/19	James City County Litter Prevention Event	Williamsburg
4/19	William & Mary Earth Week Celebration	Williamsburg
4/26	Virginia Living Museum Earth Day	Newport News
4/26	Riverfest 2014	Norfolk
4/27	MOCA Plastic Bag Recycling Event	Virginia Beach
5/3	Mt Trashmore Earth Day Celebration	Virginia Beach
5/5 - 5/7	VA AWWA Utility Rodeo	Norfolk
5/10	Drinking Water Week Celebration	Newport News
5/16 - 5/17	Hoffler Creek Watershed Weekend	Portsmouth
5/22	Virginia Aquarium Sensible Seafood Fest	Virginia Beach
6/3	CMA CGM (America) LLC Environmental Fair	Norfolk
6/5	Anheuser-Busch Environmental Fair	Williamsburg
6/14	Boardwalk Arts Festival	Virginia Beach
6/19	NASA-Langley Safety & Health Expo	Hampton
6/21	Lake Meade Dog Park Grand Opening	Suffolk
6/28	Old Beach Farmers Market	Virginia Beach
6/28	Olden Days	Smithfield

# Mini GRANTS

The askHRgreen.org Environmental Education Mini Grant Program provides grants of up to \$500 for environmentally-themed projects. All Hampton Roads school teachers (K-12), youth leaders, or organizations working with youth are eligible to apply and projects must be tied to at least one of the askHRgreen.org program focal areas. In FY14, a total of \$13,740 was awarded through 32 mini grants reaching more than 10,600 students in 29 schools/organizations in 10 localities across Hampton Roads.



## 2013-2014 Environmental Education Mini Grants

SCA Recycling Program	Abingdon Elementary School	Gloucester County	\$282
Courtyard Learning Lab	B.M. Williams Primary School	Chesapeake	\$500
Wetland Restoration	Booker T. Washington High School	Norfolk	\$500
Drip...Drip...Drop Irrigation Challenge	Booker T. Washington High School	Norfolk	\$500
Parcel Pickup	Churchland High School	Portsmouth	\$485
Green Art Mural	Crittenden Middle School	Newport News	\$500
DJ Montague School Recycling Program	DJ Montague Elementary School	Williamsburg	\$170
Elkay Bottle Filling Water Fountain	Grafton High School	York County	\$350
Granby Go Green Community Garden	Granby High School	Norfolk	\$500
Recycling Rangers	James River Elementary PTA	James City County	\$500
The Whoas of H2O	Kellam High School	Virginia Beach	\$300
Eco Gardening	Lighting the Way	Hampton	\$500
Matoaka Elementary Environmental Club	Matoaka Elementary School	James City County	\$250
Oyster Reef Restoration	Norfolk Christian Lower School	Norfolk	\$110
Oyster Reef Restoration	Norfolk Christian School	Virginia Beach	\$110
A Beautiful World	Norfolk Public Library Youth Services Department	Norfolk	\$500
Planted Aquarium	Norview Middle School	Norfolk	\$500
Floating Wetlands	Ocean Lakes High School	Virginia Beach	\$500
Tree Nursery	Plaza Middle School	Virginia Beach	\$500
Unity in the Community: Pitching in to Beautify	Spratley Gifted Center	Hampton	\$500
Nature Backpack Kits Get Students Interacting with Nature	Spratley Gifted Center	Hampton	\$455
Recycling Gone Crazy	Spratley Gifted Center	Hampton	\$498
Operation Oyster	Strawbridge Elementary School	Virginia Beach	\$500
Oyster Reefkeepers of VA School Oyster Restoration	Thoroughgood Elementary School	Virginia Beach	\$250
Reduce, Reuse, Recycle at TMS	Toano Middle School	James City County	\$500
Butterflies and Bivalves	Virginia Beach Middle School	Virginia Beach	\$480
Annual Farm Days	Virginia Dare Soil & Water Conservation District	Virginia Beach	\$500
Reduce Water Bottles Through Bottle Refill Stations	Warhill High School	Williamsburg	\$500
Creative Wooden Benches/Planters	Western Branch Middle School	Chesapeake	\$500
Oyster Restoration	Willoughby Elementary School	Virginia Beach	\$500
School Yard Habitat	York High School	York County	\$500
Summer Green Day	Youth Volunteer Corps of Hampton Roads	Newport News	\$500

Recycling & Beautification Subcommittee awarded \$5,412 • Stormwater Education Subcommittee awarded \$4,978 • Water Awareness Subcommittee awarded \$3,350

# PUBLIC RELATIONS

FY14 was a busy year for askHRgreen.org in the media. Fifteen news releases were issued through the program covering seasonal topics, news, events, and promotions which were picked up by a variety of media outlets. There were also several guest columns featured in various publications covering topics ranging from landscaping tips for businesses to the recent sewer consolidation project and team members participated in a number of interviews. The total value of this publicity for FY14 was \$85,681.



## 2013-2014 Public Relations Report

Date	Format	Media Outlet	Title	Length	Circ/Imp	PR Value
Mon. Sept. 9, 2013	T/O	Cox Communications "Cox Connections"	Back to school with askHRgreen.org, interview with Julia Hillegass	5:40 minutes	15,000	\$900.00
Sun. Oct. 27, 2013	T/O	WVEC-TV "Dialogue"	Plug into America Recycles Day, interview with Katie Cullipher and Whitney Lester	6:00 minutes	70,000	\$2,250.00
Thurs. Oct. 31, 2013	T/O	City of Portsmouth PCTV-TV "Avenue Update"	Plug into America Recycles Day, interview with Rebekah Eastep, Donna Corbus	11 minutes	10,000	\$1,050.00
Thurs. Nov. 5, 2013	O	The Virginian-Pilot "Wildlife and More" blog	Help for neighborhoods to scoop the poop		30,000	\$1,350.00
Wed. Nov. 6, 2013	P/O	Daily Press	Recycle old electronics, get paper shredded at drop-off centers	2 col. Inches	57,500	\$138.00
Thurs. Nov. 7, 2013	T/O	York County WYCG-TV "County News Minute"	Plug into America Recycles Day, interview with Laurie Halperin	1:30 minutes	10,000	\$600.00
Tues. Nov. 12, 2013	T/O	WVEC-TV "News at Noon"	Plug into America Recycles Day, interview with Donna Corbus	2:42 minutes	175,000	\$1,875.00
Sun. Nov. 24, 2013	P/O	The Virginian-Pilot "Gracious Living" section	Don't blow leaves into ditches, drains, lakes	24 col. Inches	165,630	\$12,888.00
Sun. Dec. 8, 2013	P/O	The Virginian-Pilot "Thriving and Surviving" blog	Free pet waste disposal system		30,000	\$1,350.00
Sun. Dec. 8, 2013	P/O	The Virginian-Pilot "Business" Section	Free pet waste disposal system	4 col. Inches	165,630	\$2,148.00
Sun. Dec. 8, 2013	P/O	The Chesapeake Clipper	Neighborhoods can apply for free pet waste stations	21.5 col. Inches	33,756	\$2,130.00
Fri. Dec. 13, 2013	O	The Suffolk Sun Online	People can pick up pet waste stations for free		15,000	\$675.00
Fri. Dec. 13, 2013	O	The Portsmouth Currents Online	People can pick up pet waste stations for free		15,000	\$675.00
Sun. Dec. 15, 2013	P/O	The Norfolk Compass	Organization offers free waste stations	4 col. Inches	27,130	\$324.00
Sun. Dec. 15, 2013	P/O	The Virginian-Pilot "Gracious Living" section	Scoop the poop and dispose of it too	13.5 col. Inches	165,630	\$7,251.00
Thurs. Dec. 26, 2013	O	AltDaily Website	How to Recycle Your Christmas Tree in Hampton Roads		15,000	\$675.00
Thurs. Dec. 26, 2013	O	WVEC-TV Website	Christmas Tree Recycling and Disposal List		30,000	\$1,350.00
Month of April 2014	P	Tidewater Women Magazine	Spring Gardening 101	1/3 page	30,000	\$1,800.00
Week of April 21, 2014	P/O	Inside Business	Is your landscaping harming our waterways? Experts column by Julia Hillegass	1/2 page	9,000	\$5,595.00
Wed. April 23, 2014	P/O	Green Living	Teach them well and they'll lead the way	1/2 + 1/4 page	168,130	\$10,057.50
Wed. April 23, 2014	P/O	Green Living	What you can do	Double truck	168,130	\$22,680.00
Wed. April 23, 2014	P/O	Green Living	Waste away, guest column by Julia Hillegass	1/2 page	168,130	\$5,670.00
Sun. April 27, 2014	T/O	WVEC-TV "Dialogue"	Great American Cleanup interview with Katie Cullipher and Lisa Rene Jennings	6.85 minutes	70,000	\$2,250.00

T = television, P = print, O = online

# recycling & beautification subcommittee



## RECYCLING & BEAUTIFICATION SUBCOMMITTEE

The Recycling and Beautification Subcommittee is a coalition of local government staff members working together to share ideas and pool resources for various education programs tailored to beautification, litter prevention, and recycling education.

**FOCAL AREA:** America Recycles Day

**TARGET AUDIENCE:** Adults; Age 25-54

The Recycling and Beautification Committee celebrated Keep America Beautiful's America Recycles Day 2013 by hosting two electronics recycling and document shredding events in Hampton Roads. The events provided a convenient way for small businesses and residents to shred unwanted documents and recycle old electronics. To cover the entire region, one event was held on the southside and another on the peninsula.

The southside event took place on November 15 at the Lowe's in Portsmouth while the peninsula event took place the following day at the York County Sports Complex. VersAbility Resources donated their time and resources by providing electronics recycling to the public at no charge. Stealth Shredding also partnered with askHRgreen.org to provide free document shredding services to the public. One of the critical components in the success of the events was the emphasis placed on outreach to small businesses that typically have barriers to low-cost, environmentally-friendly document and e-waste disposal options.

The events were also supported with a one-week media campaign that ran from November 11 to November 16 and included banner displays on pilotonline.com and dailypress.com, 60-second radio ads, and Facebook ads. As added value for the paid media campaign, Eagle 97.3 (WGH-FM) did a live remote from the York County collection event on November 16. Other added value items included an on-air feature by Eagle 97.3, bonus spots on The Tide 92.3 (online and radio) and bonus spots on STAR 1310 AM. There were also four TV interviews and one print article in the Daily Press as a result of public relations efforts for these events.

America Recycles Day Collection Results (Southside & Peninsula):

- 39,411 pounds of electronics
- 29,260 pounds of paper
- 360 pounds of cardboard (Southside only)



### ARD Events Media & Public Relations

#### Paid Media (1 week)

Radio	
Impressions	657,200
Reach	34.9%
Frequency	2.9
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	115,190
Clicks	208
CTR (Clickthrough Rate)	0.18%
Facebook	
Impressions	278,780
Clicks	692
CTR (Clickthrough Rate)	0.248%

#### Unpaid Media

Added Value	\$3,671
Added Value Impressions	2,401

#### Overall Campaign

Total Impressions	1,053,571
Total Budget	\$6,006
Total Exposure Value	\$9,677
Return on Investment	1.61 : 1
Cost per Thousand Impressions	\$5.70

**FOCAL AREA:** Great American Cleanup™  
**TARGET AUDIENCE:** Entire Hampton Roads Community

The Subcommittee also promoted Keep America Beautiful's 2014 Great American Cleanup initiative. Most localities held multiple events from April to June to help beautify and cleanup their communities. The Subcommittee supported these efforts by issuing a news release about the event, featuring the event details prominently on the website and social media sites as well as featuring information about events on the blog and in the e-newsletter. The askHRgreen.org media ambassadors also helped to promote the Great American Cleanup with an interview on WVEC-TV 13's "Dialogue" program for a total public relations exposure value of \$750.



**FOCAL AREA:** Christmas Tree Recycling  
**TARGET AUDIENCE:** Entire Hampton Roads Community

In FY14, the Recycling and Beautification Subcommittee also helped to get the word out about Christmas tree recycling programs across the region. The majority of localities in Hampton Roads provide free Christmas tree pickup and recycling. To promote these free municipal programs, a news release was issued in addition to featuring the information prominently on the website and social media. The information was also included on the blog and featured in the e-newsletter. Many local media outlets picked up the information including WVEC-TV 13 News and AltDaily for a total public relations value of \$675.



**FOCAL AREA:** Recycle More, Trash Less Campaign  
**TARGET AUDIENCE:** Entire Hampton Roads Community

The Subcommittee rolled out a new logo for its recycling education and outreach campaign in FY14. The "Recycle More, Trash Less" slogan encourages everyone in the Hampton Roads region to make recycling a priority whether at home, at work, or on-the-go. The opposing arrows design emphasizes that recycling is the desired behavior and trashing is the less desirable option. The logo was used in a new poster and rack card developed in FY14 to help Hampton Roads residents better

understand what items are accepted through curbside collection and what items are only accepted in specialty programs such as electronics, plastic bags, and batteries.



**FOCAL AREA:** The State of Recycling in Hampton Roads  
**TARGET AUDIENCE:** Entire Hampton Roads Community

In FY14, the Recycling and Beautification Subcommittee worked diligently to produce "The State of Recycling in Hampton Roads" White Paper. The white paper aims to outline the current state of recycling in Hampton Roads, explain ways to improve current recycling programs, and provide a sampling of innovative recycling programs that are increasing recycling participation and/or volume at the national, regional, and local levels. The white paper will also outline next steps including coalition building with community partners and increased public education campaigns.

Although the majority of the work on the white paper was performed in FY14, it is anticipated to be released

during FY15. The layout and design of the white paper will include helpful illustrations with accompanying resources for PowerPoint presentations and customizable graphics. Once complete, the white paper and associated presentation materials will be the go-to resource for recycling information related to Hampton Roads. The target audience includes local government leaders, members of the media, community organizations, neighborhood associations, corporate leaders, and area schools.

# BY THE NUMBERS

You've seen the numbers on the bottoms of plastic bottles, milk jugs, yogurt cups and carry-out containers, but what do they mean? We've de-coded it for you in this **BY THE NUMBERS** graphic of residential recyclables, explaining where they're found and what they can become if recycled. Not all are collected in Hampton Roads, though. For more information specific to your community visit [askHRgreen.org](http://askHRgreen.org).

**MOST REGIONAL MUNICIPALITIES ONLY ACCEPT:**

- aluminum, steel and tin cans
- clean plastic bottles and jugs with neck or pour spouts
- glass bottles and jars
- mixed paper
- empty food boxes and cardboard



**# 1 PET OR PETE** (polyethylene terephthalate)

**FOUND IN:** Soft drink, water and beer bottles; mouthwash bottles; peanut butter containers; salad dressing and vegetable oil containers; omnivore food trays.

**RECYCLING:** Most curbside recycling programs.

**RECYCLED INTO:** Polar fleece, fiber, tote bags, furniture, carpet, paneling, straps and occasionally new containers.

**# 2 HDPE** (high-density polyethylene plastics)

**FOUND IN:** Milk jugs, juice bottles, bleach/household cleaners, butter/yogurt tubs, cereal box liners, shampoo bottles, etc.

**RECYCLING:** Most curbside programs.

**RECYCLED INTO:** Laundry detergent bottles, oil bottles, pens, recycling containers, floor tile, drainage pipe, lumber, benches, doghouses, picnic tables and fencing.

**# 3 V** (vinyl or PVC)

**FOUND IN:** Window cleaner and detergent bottles, shampoo bottles, cooking oil bottles, clear food packaging, wire jacketing, medical equipment, siding, windows, piping.

**RECYCLING:** Rarely recycled; accepted by some plastic lumber makers.

**RECYCLED INTO:** Decks, paneling, mudflaps, roadway gutters, flooring, cables, speed bumps and mats.

**# 4 LDPE** (low-density polyethylene plastics)

**FOUND IN:** Squeasable bottles, bread/frozen foods, dry cleaner/plastic shopping bags, furniture, carpet, clothing.

**RECYCLING:** Rarely recycled through curbside programs. Plastic shopping bags can be returned to many stores for recycling.

**RECYCLED INTO:** Trash can liners and cans, compost bins, shipping envelopes, paneling, lumber, landscaping ties and floor tile.

**# 5 PP** (polypropylene)

**FOUND IN:** Some yogurt containers, syrup bottles, ketchup bottles, caps, straws, medicine bottles.

**RECYCLING:** Some curbside programs.

**RECYCLED INTO:** Signal lights, battery cables, brooms, brushes, auto battery cases, ice scrapers, landscape borders, bicycle racks, rakes, bins, pallets and trays.

**# 6 PS** (polystyrene/styrofoam)

**FOUND IN:** Disposable plates and cups, meat trays, egg cartons, carry-out containers, aspirin bottles, compact disc cases.

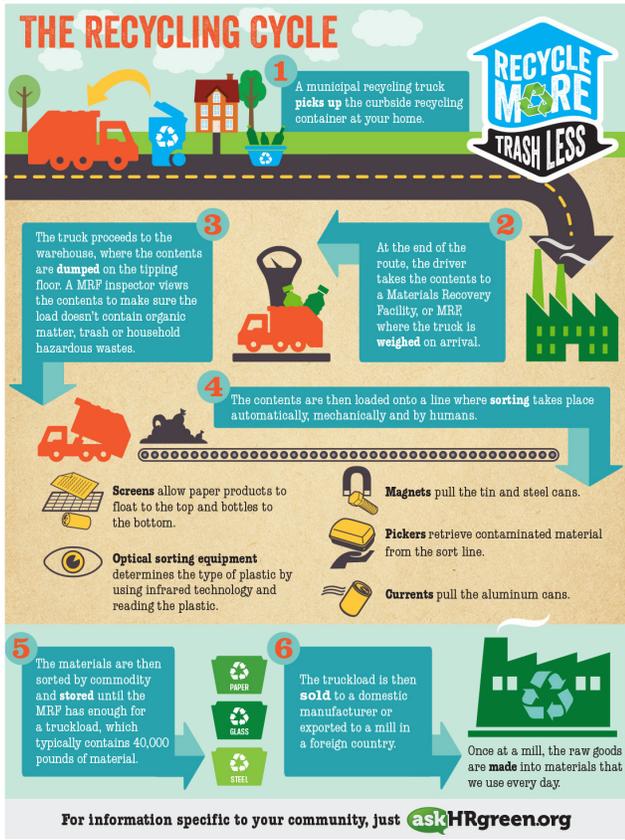
**RECYCLING:** Some curbside programs.

**RECYCLED INTO:** Insulation, light switch plates, egg cartons, vents, rulers, foam packing and carry-out containers.

**# 7 MISCELLANEOUS**

**FOUND IN:** 3- and 5-gallon water bottles, 'bullet-proof' containers, etc.

Aluminum can be made into new cans and aluminum products.





## stormwater education subcommittee

### STORMWATER EDUCATION SUBCOMMITTEE

The Stormwater Education Subcommittee is a cooperative partnership of the region's seventeen member cities and counties. This cooperative effort has been underway since 1997 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). Local government staff members work together to share ideas and pool resources for various education programs tailored to stormwater pollution prevention.

**FOCAL AREA:** Leaves and Pet Waste

**TARGET AUDIENCE:** Adults; Age 35-64

The Stormwater Education Subcommittee ran a two-week campaign from November 4 through November 17 to help Hampton Roads residents remember that fallen leaves should never be put down storm drains. The campaign included banner displays on [pilotonline.com](http://pilotonline.com) and [dailypress.com](http://dailypress.com), 60-second radio ads, and Facebook ads. Messaging highlighted the fact that fallen leaves can lead to flooding and algal blooms in local waterways. As some localities have different methods for collecting leaves, the recommended actions included several options for properly disposing of leaves including raking, bagging, mulching, and composting.

As added value for the paid media campaign, the Subcommittee also received sponsorship of commercial-free music hours on Eagle 97.3 and 92.9 The Wave, bonus spots and online display on 92.3 The Tide, online display and e-blast from 106.9 The Fox, and bonus spots on STAR 1310 AM. The [askHRgreen.org](http://askHRgreen.org) media ambassadors also participated in a 20-minute radio interview about the proper way to dispose of yard debris and other green living tips as added value. In addition, the campaign was picked up by *The Virginian-Pilot*, which printed an article on the topic in the Gracious Living section for a total public relations value of \$4,296.



Leaves & Pet Waste	
Paid Media (2 weeks)	
Radio	
Impressions	1,207,570
Reach	45.3%
Frequency	4.3
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	293,256
Clicks	535
CTR (Click Through Rate)	0.18%
Facebook	
Impressions	943,523
Clicks	1,277
CTR (Click Through Rate)	0.14%
Unpaid Media	
Added Value	\$6,866
Added Value Impressions	9,403
Overall Campaign	
Total Impressions	2,453,752
Total Budget	\$14,503
Total Exposure Value	\$21,369
Return on Investment	1.47 : 1
Cost per Thousand Impressions	\$5.91

**FOCAL AREA:** Lawn Care/Outdoor Watering

**TARGET AUDIENCE:** Adults; Age 35-64

The Stormwater Education Subcommittee partnered with the Water Awareness Subcommittee to promote smart spring lawn care and outdoor watering practices in FY14. The two-week campaign (March 24 through April 6) instructed Hampton Roads residents to work smarter, not harder when it comes to having a great outdoor landscape.

The messages highlighted by this campaign included soil testing, seeding bare spots, leaving grass clippings on the lawn, and replacing grassy areas with flower beds. The campaign included banner displays on pilotonline.com and dailypress.com, 60-second radio ads, and Facebook ads.

As added value for the paid media campaign, the Subcommittees also received commercial-free music hour sponsorship from Max Media; bonus spots and online display on Saga Communications, Max Media and 92.3 The Tide; e-blast from Saga Communications; bonus 15-second spots on Entercom stations; and the March Mayhem Tournament Challenge Regional Sponsorship including 25 live promotional announcements, sponsor logo, e-blasts, and social media posts with 3 mentions per day during tournament play (March 17-April 6).



Lawn Care/Outdoor Watering	
Paid Media (2 weeks)	
Radio	
Impressions	1,116,560
Reach	47.2%
Frequency	3.8
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	252,915
Clicks	216
CTR (Click Through Rate)	0.09%
Facebook	
Impressions	260,419
Clicks	1,718
CTR (Click Through Rate)	0.66%
Unpaid Media	
Added Value	\$8,663
Added Value Impressions	19,395
Overall Campaign	
Total Impressions	1,649,289
Total Budget (split between 2 committees)	\$15,000
Total Exposure Value	\$23,663
Return on Investment	1.58 : 1
Cost per Thousand Impressions	\$9.09

**FOCAL AREA:** Pet Waste

**TARGET AUDIENCE:** Women; Age 25-34

The Subcommittee continued outreach to the public regarding the importance of scooping the poop with a one-week pet waste media campaign. The campaign, which ran May 19 through May 25, included banners on pilotonline.com and dailypress.com, 60-second radio ads, and Facebook ads. As added value for the paid media campaign, the Subcommittee also received two 30-minute radio interviews.



Pet Waste	
Paid Media (1 week)	
Radio	
Impressions	31,300
Reach	5.3%
Frequency	1.7
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	83,530
Clicks	75
CTR (Click Through Rate)	0.09%
Facebook	
Impressions	104,089
Clicks	859
CTR (Click Through Rate)	0.83%
Unpaid Media	
Added Value	\$1,368
Added Value Impressions	NA
Overall Campaign	
Total Impressions	218,919
Total Budget	\$3,000
Total Exposure Value	\$4,368
Return on Investment	1.46 : 1
Cost per Thousand Impressions	\$13.70

**FOCAL AREA:** Pet Waste Station Grant Program  
**TARGET AUDIENCE:** Homeowners, Property Managers & Neighborhood Associations

In FY14, the Stormwater Education Subcommittee began an exciting new program with the goal of reducing pet waste in all Hampton Roads watersheds. The Pet Waste Station Grant Program, launched in December 2013, gives citizens the opportunity to apply for a free pet waste station to install in their neighborhoods. The program is geared toward neighborhood associations, community groups and property managers that are ready to make scooping the poop a priority. Once an application is approved by the appropriate locality representative, askHRgreen.org provides the pet waste station, which comes ready to install and includes a post, sign, bag dispenser, waste can, hardware, 400 dog waste bags and 50 can liners. The citizen or community group is then responsible for installing the station, emptying the trash regularly and replacing the bags. The responsible party is also asked to promote the purpose and use of the station.

In the first seven months of the program, 98 pet waste stations were installed in 13 localities across the region. The program received vast media attention resulting in eight print articles for a public relations value of \$5,901.



**FOCAL AREA:** Scoop the Poop Pledge

**TARGET AUDIENCE:** All Hampton Roads Pet Owners

The Stormwater Education Subcommittee partnered with 19 local organizations including animal shelters, animal welfare groups, and watershed restoration groups to launch the Scoop the Poop Pledge in FY14. The pledge, available online at [askHRgreen.org/scoop-the-poop-pledge](http://askHRgreen.org/scoop-the-poop-pledge), asks dog owners to support clean and healthy waterways by being good environmental stewards. To sign up, pet owners pledge to...

- Be good environmental stewards and neighbors by not looking the other way when it comes to pet waste.
- Scoop it, bag it, and trash it each and every time whether in their own yards or out for a walk.
- Always take poop bags on walks with pets – even if it means tying plastic grocery bags to the leash so they don't forget.
- Share the importance of keeping pet waste out of waterways with others in their community.
- Share the Scoop the Poop Pledge with other pet owners in their community.

A coordinated email blast was sent out on May 20, 2014 by all partnering organizations to over 60,000 email recipients encouraging residents to sign the pledge. This coincided with the Subcommittee's pet waste media campaign which ran from May 19-25. There was also a three-day contest in which those who signed the pledge could be randomly selected to win one of three separate dog-friendly prize packages.

By June 30, 2014, 576 people had taken the pledge to always scoop the poop!



**FOCAL AREA:** Storm Drain Medallion Program

**TARGET AUDIENCE:** Entire Hampton Roads Community

There are thousands of storm drains across Hampton Roads that all lead directly to local waterways. The Storm Drain Medallion Program helps people remember that “only rain belongs down the drain” by allowing volunteers to adhere medallions stating “No Dumping: Leads to Waterway” on storm drains in their neighborhoods. The Subcommittee

promotes the program to schools, community associations, youth clubs, and volunteer groups of all ages across the region. The program is particularly popular with Boy Scout and Girl Scout troops.

Approved applicants through the Storm Drain Medallion Program each receive medallions, adhesive, a lesson plan, and PowerPoint presentation about stormwater and how individual actions affect our local waterways. Each group works with representatives from their locality to map out which storm drains will be marked. This allows for ease of tracking. This fiscal year, the Subcommittee received 16 applications to the program which resulted in over 300 medallions being placed on storm drains across the region.



**FOCAL AREA:** Lawn Care/Fertilizer

**TARGET AUDIENCE:** All Hampton Roads Pet Owners

In an effort to educate residents about the proper ways to fertilize and the importance of soil testing, the Stormwater Education Subcommittee developed a new brochure in FY14. The soil testing brochure encourages residents to have their soil tested before deciding to apply fertilizer. It includes step-by-step instructions with helpful graphics on how to take the sample and explains how to interpret the information that will be reported back from the soil testing laboratory. The brochure also covers the best time to fertilize for cool vs. warm season grasses and encourages the use of slow-release fertilizers.





## water awareness subcommittee

### WATER AWARENESS SUBCOMMITTEE

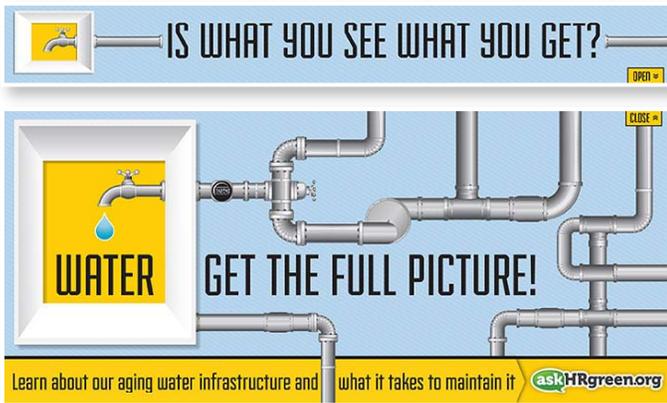
The Water Awareness Subcommittee is an education committee comprised of local government staff members who are committed to promoting and educating citizens about the value of tap water and the importance of being good water stewards. This cooperative effort to promote conservation and awareness of the importance of water assists localities in meeting requirements of various water supply and ground water permits.

**FOCAL AREA:** Sustainability

**TARGET AUDIENCE:** Adults; Age 25-54

The Water Awareness Subcommittee ran a two-week media campaign focused on aging infrastructure and sustainability from December 2 to December 15. The campaign encouraged people to learn more about the three public water systems and the expensive processes and maintenance that go into delivering clean tap water in Hampton Roads. The campaign included banner displays on pilotonline.com and dailypress.com, 60-second radio ads, and Facebook ads.

As added value for the paid media campaign, the Subcommittee also received bonus spots and sponsorships on 93.7 Bob FM and 1230 AM; online display and e-blasts from 106.9 The Fox and FM99; and an on-air interview on 106.9 The Fox.



#### Sustainability

##### Paid Media (2 weeks)

Radio	
Impressions	657,200
Reach	34.9%
Frequency	2.9
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	221,192
Clicks	208
CTR (Click Through Rate)	0.09%
Facebook	
Impressions	387,006
Clicks	1,707
CTR (Click Through Rate)	0.44%

##### Unpaid Media

Added Value	\$6,631
Added Value Impressions	10,948

##### Overall Campaign

Total Impressions	1,276,346
Total Budget	\$12,984
Total Exposure Value	\$19,615
Return on Investment	1.51: 1
Cost per Thousand Impressions	\$10.17

**FOCAL AREA:** Fix a Leak Week

**TARGET AUDIENCE:** Adults; Age 18-49

In celebration of the sixth annual National Fix a Leak week, the Subcommittee ran a two-week paid media campaign including banner display ads on pilotonline.com and dailypress.com, 60-second radio ads, and Facebook ads. The campaign, which ran from March 10 to March 23, called attention to the fact that Hampton Roads residents can save water and money by correcting leaks in sinks, lines, and toilets with inexpensive and simple repairs.

As added value for the paid media campaign, the Subcommittee also received bonus ads and sponsorship on MAX Media and Saga Communications as well as online display from Saga Communications, Max Media, 92.3 The Tide and Entercom and concert sponsorship on Sinclair Communications.



As added value for the paid media campaign, the Subcommittees also received commercial-free music hour sponsorship from Max Media; bonus spots and online display on Saga Communications, Max Media and 92.3 The Tide; e-blast from Saga Communications; bonus 15-second spots on Entercom stations; and the March Mayhem Tournament Challenge Regional Sponsorship including 25 live promotional announcements, sponsor logo, e-blasts, and social media posts with 3 mentions per day during tournament play (March 17-April 6).

### Fix a Leak Week

#### Paid Media (2 weeks)

Radio	
Impressions	1,084,200
Reach	49.3%
Frequency	3.1
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	235,064
Clicks	281
CTR (Click Through Rate)	0.12%
Facebook	
Impressions	191,150
Clicks	1,603
CTR (Click Through Rate)	0.84%

#### Unpaid Media

Added Value	\$5,783
Added Value Impressions	28,462

#### Overall Campaign

Total Impressions	1,538,876
Total Budget	\$12,991
Total Exposure Value	\$18,774
Return on Investment	1.45 : 1
Cost per Thousand Impressions	\$8.44



### Lawn Care/Outdoor Watering

#### Paid Media (2 weeks)

Radio	
Impressions	1,116,560
Reach	47.2%
Frequency	3.8
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	252,915
Clicks	216
CTR (Click Through Rate)	0.09%
Facebook	
Impressions	260,419
Clicks	1,718
CTR (Click Through Rate)	0.66%

#### Unpaid Media

Added Value	\$8,663
Added Value Impressions	19,395

#### Overall Campaign

Total Impressions	1,649,289
Total Budget (split between 2 committees)	\$15,000
Total Exposure Value	\$23,663
Return on Investment	1.58 : 1
Cost per Thousand Impressions	\$9.09

**FOCAL AREA:** Lawn Care/Outdoor Watering

**TARGET AUDIENCE:** Adults; Age 35-64

The Water Awareness Subcommittee partnered with the Stormwater Education Subcommittee to promote smart spring lawn care and outdoor watering practices in FY14. The two-week campaign (March 24 through April 6) instructed Hampton Roads residents to work smarter, not harder when it comes to having a great outdoor landscape. The messages highlighted by this campaign included planting native/drought tolerant plants, using mulch and compost in flowerbeds, installing rain barrels, properly adjusting sprinklers away from paved areas, and watering in the morning. The campaign included banner displays on pilotonline.com and dailypress.com, 60-second radio ads, and Facebook ads.

**FOCAL AREA:** Infrastructure

**TARGET AUDIENCE:** Adults; Age 25-54

The Water Awareness Subcommittee partnered with the Fats, Oils and Grease Education Subcommittee on a joint media campaign in the spring of 2014. Messaging highlighted the “honest truth” about how our public water systems work and the cost of maintenance that is required to keep it all running smoothly. The campaign, which ran from April 21 to May 5, included banner display ads on pilotonline.com and dailypress.com, 60-second radio ads, and Facebook ads.

As added value for the paid media campaign, the Subcommittees also received bonus spots, sponsorships, and/or online display from Entercom, Max Media, Saga Communications and 92.3 The Tide; e-blasts from Saga; and concert sponsorship from Sinclair Communications.

**LET'S BE HONEST**  
Water is there every time you turn on the faucet, take a shower or flush.

6,000 miles of pipe move → 135 MILLION gallons of water to → 1.6 MILLION people in the area daily

**IT'S NOT MAGIC**  
Your water and sewer bill supports the workers, pipes, and treatment that keep everything working seamlessly.

To get the honest truth about our public water systems, just askHRgreen.org

Infrastructure	
Paid Media (2 weeks)	
Radio	
Impressions	830,740
Reach	44.5%
Frequency	2.9
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	176,091
Clicks	118
CTR (Click Through Rate)	0.07%
Facebook	
Impressions	297,218
Clicks	1,574
CTR (Click Through Rate)	0.53%
Unpaid Media	
Added Value	\$6,359
Added Value Impressions	20,3002
Overall Campaign	
Total Impressions	1,324,351
Total Budget (split between 2 committees)	\$10,000
Total Exposure Value	\$16,359
Return on Investment	1.64 : 1
Cost per Thousand Impressions	\$7.55

**FOCAL AREA:** TapIt App Launch

**TARGET AUDIENCE:** Adults; Age 18-49

In FY14, the Water Awareness Subcommittee continued promoting the wise choice of tap over bottled water to residents of Hampton Roads with the development of the TapIt App for Android and Apple devices. The new, free app was developed to make it even easier for people in Hampton Roads to find free tap water at a participating TapIt partner location or at a municipal water fountain.

The four-week media campaign covered the entire month of June and included banner displays on pilotonline.com and dailypress.com, 60-second radio ads, Facebook ads, and for the first time, HRT bus ads. For the transit campaign, ads were purchased for a total of 48 buses. During the TapIt App campaign, website visitation was the highest it has ever been since the launch of the askHRgreen.org site with nearly 8,000 visitors in one month.

As added value for the paid media campaign, the Subcommittee also received interior banner ads in each bus; radio sponsorships, bonus spots and/or online display from Max Media, 92.3 The Tide, Saga Communications and Entercom; e-blast from Saga Communications; and an additional two weeks of transit exposure.

**REFILL WATER BOTTLES FOR FREE THROUGHOUT HAMPTON ROADS!**

**TapIt** Our partnership with TapIt™ makes it convenient, and easy to refill your water bottle on the go.

**100% FREE ACCESS TO CLEAN TAP WATER**

**SAVE MONEY BY NOT BUYING BOTTLED WATER**

**REDUCE PLASTIC WASTE IN LANDFILLS**

Through a network of local cafes and restaurants, all you have to do is ask.

Click to learn more and find a location in your area.

To find participating TapIt™ locations, just askHRgreen.org

Download on the App Store | Get it on Google Play



## TapIt App Launch

### Paid Media (4 weeks)

#### Radio

Impressions	1,162,200
Reach	50.7%
Frequency	2.8

#### Online Newspaper (The Virginian-Pilot & Daily Press)

Impressions	721,965
Clicks	790
CTR (Click Through Rate)	0.11%

#### Facebook

Impressions	288,215
Clicks	5,652
CTR (Click Through Rate)	1.96%

#### Transit (48 buses)

Impressions	703,125
Reach	25%

### Unpaid Media

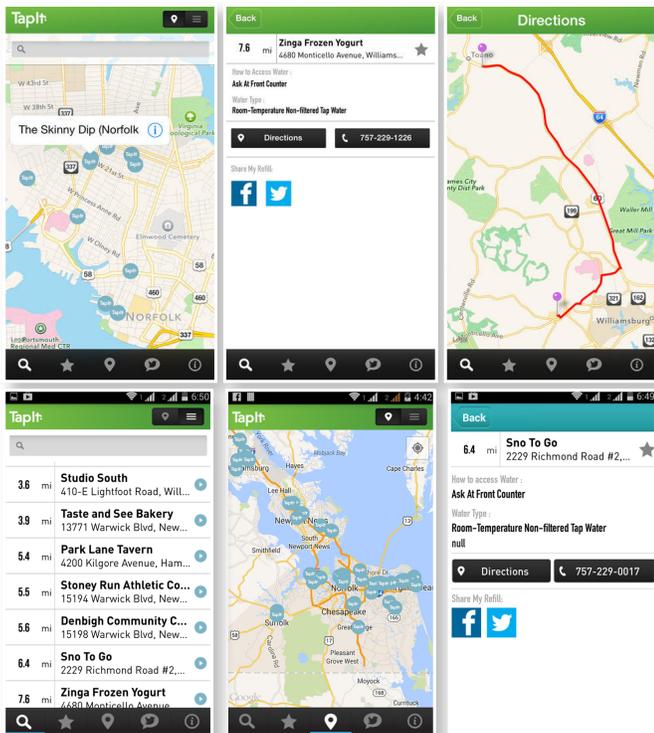
Added Value	\$14,265
Added Value Impressions	250,753

### Overall Campaign

Total Impressions	3,126,258
Total Budget	\$29,903
Total Exposure Value	\$44,168
Return on Investment	1.48 : 1
Cost per Thousand Impressions	\$9.57

### TapIt App Downloads

iTunes	216
Google Play	314





## fats, oils and grease education subcommittee

### FATS, OILS AND GREASE EDUCATION SUBCOMMITTEE

The Fats, Oils and Grease (FOG) Education Subcommittee is a coalition of local government staff members and HRSD working together to share ideas and pool resources for various education programs tailored to preventing sanitary sewer overflows and backups caused by 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.

**FOCAL AREA:** *Proper Fats, Oils and Grease Disposal*

**TARGET AUDIENCE:** *Adults; Age 35-64*

The FOG Education Subcommittee encouraged Hampton Roads residents to use kitchen best management practices during all their holiday cooking. The holiday-themed promotion ran from November 23 to November 30 and advised the public about the dangers fats, oils and grease associated with holiday cooking can cause when put down the drain. The one-week campaign included banner display ads on pilotonline.com and dailypress.com, 60-second radio ads, and Facebook ads.

As added value for the paid campaign, the Subcommittee also received e-blasts from Eagle 97.3 and 106.9 The Fox; bonus spots and sponsorship from 92.9 The Wave, 92.3 The Tide, and STAR 1310 AM; and online display from 92.3 The Tide and 106.9 The Fox.

Fats, Oils & Grease Disposal - Holiday Theme	
Paid Media (1 week)	
Radio	
Impressions	380,340
Reach	28.3%
Frequency	2.2
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	75,252
Clicks	136
CTR (Click Through Rate)	0.18%
Facebook	
Impressions	70,490
Clicks	1,241
CTR (Click Through Rate)	1.76%
Unpaid Media	
Added Value	\$3,506
Added Value Impressions	5,080
Overall Campaign	
Total Impressions	531,162
Total Budget	\$5,520
Total Exposure Value	\$9,026
Return on Investment	1.64 : 1
Cost per Thousand Impressions	\$10.39

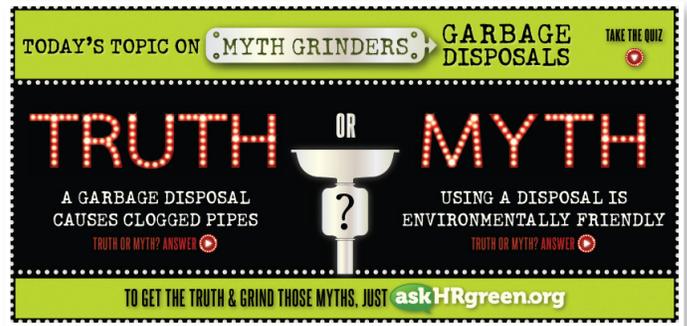
**FOCAL AREA:** *What Not to Flush*

**TARGET AUDIENCE:** *Women; Age 25-54*

The Subcommittee launched a brand new campaign in FY14 to educate Hampton Roads residents about what not to flush. People often use their toilet as a trash can not realizing the damage done to sanitary sewer lines, which are only designed to transport toilet paper and human waste. This creative “It Came From Beneath The Streets” one-week campaign ran from February 3 to February 9 and included banner displays on pilotonline.com and dailypress.com, 60-second radio ads, and Facebook ads.

As added value for the paid campaign, the Subcommittee also received bonus spots with Entercom and Max Media and online display from Entercom, Max Media and 92.3 The Tide.





### What Not To Flush

#### Paid Media (1 week)

Radio	
Impressions	259,000
Reach	30.7%
Frequency	2.5
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	155,999
Clicks	205
CTR (Click Through Rate)	0.13%
Facebook	
Impressions	140,253
Clicks	993
CTR (Click Through Rate)	0.71%
Unpaid Media	
Added Value	\$2,107
Added Value Impressions	14,364
Overall Campaign	
Total Impressions	569,616
Total Budget	\$5,503
Total Exposure Value	\$7,610
Return on Investment	1.38 : 1
Cost per Thousand Impressions	\$9.66

### Garbage Disposal "Myth Grinders"

#### Paid Media (1 week)

Radio	
Impressions	403,900
Reach	27.4%
Frequency	2.4
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	85,808
Clicks	99
CTR (Click Through Rate)	0.12%
Facebook	
Impressions	81,359
Clicks	1,845
CTR (Click Through Rate)	2.3%
Unpaid Media	
Added Value	\$4,302
Added Value Impressions	14,993
Overall Campaign	
Total Impressions	586,060
Total Budget	\$5,503
Total Exposure Value	\$9,805
Return on Investment	1.78 : 1
Cost per Thousand Impressions	\$9.39

**FOCAL AREA:** Garbage Disposals

**TARGET AUDIENCE:** Adults; Age 35-64

In FY14, the FOG Subcommittee continued to discourage Hampton Roads residents from using the garbage disposal because of the potential harm to wastewater infrastructure. The Myth Grinders campaign challenges the myth that garbage disposals are a harmless kitchen gadget with no negative environmental impacts. This one-week campaign ran from March 3 to March 9 and included banner displays on pilotonline.com and dailypress.com, 60-second radio ads, and Facebook ads.

As added value for the paid campaign, the Subcommittee also received bonus spots on Max Media, Saga Communications and 92.3 The Tide, and an e-blast from Saga Communications.

**FOCAL AREA:** Infrastructure

**TARGET AUDIENCE:** Adults; Age 25-54

The FOG Education Subcommittee partnered with the Water Awareness Subcommittee on a joint media campaign in the spring of 2014. Messaging highlighted the "honest truth" about how our public water systems work and the maintenance required to keep it all running smoothly. The campaign, which ran from April 21 to May 5, included banner display ads on pilotonline.com and dailypress.com, 60-second radio ads, and Facebook ads.

As added value for the paid media campaign, the Subcommittees also received bonus spots, sponsorships, and/or online display from Entercom, Max Media, Saga Communications and 92.3 The Tide; e-blasts from Saga; and concert sponsorship from Sinclair Communications.

**LET'S BE HONEST** Water is there every time you turn on the faucet, take a shower or flush.

6,000 miles of pipe move ..... 135 MILLION gallons of water to ..... 1.6 MILLION people in the area daily

**IT'S NOT MAGIC** Your water and sewer bill supports the workers, pipes, and treatment that keep everything working seamlessly.

To get the honest truth about our public water systems, just [askHRgreen.org](http://askHRgreen.org)

of household hazardous waste and medication to protect waterways. The Subcommittee printed 15,000 Down the Drain brochures to be handed out at various events and to residential and community groups across the region.



**FOCAL AREA:** *Fats, Oils and Grease Regional Training Program*

**TARGET AUDIENCE:** *Food Service Establishment Employees and Grease Haulers*

In FY14, the FOG Education Subcommittee evaluated the [www.HRFOG.com](http://www.HRFOG.com) website, which was launched in FY13 as a new online tool for regional FOG training and certification. Through the website, grease haulers and food service industry employees receive free training and certification on proper maintenance of grease control devices and the harmful effects of FOG on the region's sanitary sewer systems. The website helps locality staff manage, train and enforce the FOG ordinances present in some Hampton Roads municipalities.

In an effort to improve the functionality and ease of use of the website and its backend reporting feature, the Subcommittee recommended upgrades and updates to the site in FY14. In addition to the development changes, team members worked with local staff from the City of Norfolk to produce a short video demonstrating the proper way to clean and maintain small grease control devices. The video can now be viewed directly through the HRFOG.com website as well as on [YouTube.com/HRGreenVA](http://YouTube.com/HRGreenVA).



Infrastructure	
Paid Media (2 weeks)	
Radio	
Impressions	830,740
Reach	44.5%
Frequency	2.9
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	176,091
Clicks	118
CTR (Click Through Rate)	0.07%
Facebook	
Impressions	297,218
Clicks	1,574
CTR (Click Through Rate)	0.53%
Unpaid Media	
Added Value	\$6,359
Added Value Impressions	20,302
Overall Campaign	
Total Impressions	1,324,351
Total Budget (split between 2 committees)	\$10,000
Total Exposure Value	\$16,359
Return on Investment	1.64 : 1
Cost per Thousand Impressions	\$7.55

**FOCAL AREA:** *Responsible Flushing & Household Disposal Methods*

**TARGET AUDIENCE:** *All Hampton Roads Residents*

The FOG Subcommittee developed a new "Down the Drain" brochure in FY14 that combined all wastewater education priorities into one document aimed at all residents of Hampton Roads, but especially those living in multi-family developments. The brochure illustrates how our regional infrastructure consists of the three public water systems (water, wastewater, and stormwater) each serving a separate and specific purpose. It also educates the reader about how actions affect these systems and what can be done to protect them. Specifically, the brochure highlights what not to flush down the toilet, the proper ways to dispose of fats, oils and grease when cooking in the kitchen, and how to responsibly dispose



## **added value**

*Earned but unpaid advertising value.*

## **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.*

