



# 2013–2014 Campaign Summary Report

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September 18, 2014

# Campaign Background

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- ▶ Regional environmental education campaign focusing on
  - Fats, Oils and Grease Education
  - Water Awareness
  - Stormwater Education
  - Recycling & Beautification
- ▶ Begun in 2010 with research and focus group testing
- ▶ Summer 2011, launched [askHRgreen.org](http://askHRgreen.org) website and public education campaign
- ▶ Fall 2012, conducted follow-up survey
- ▶ 2013–2014 continued education campaign and launched search engine optimization and marketing campaign

# 2013–2014 Campaign Highlights

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- ▶ Conducted
  - a Search Engine Optimization and Marketing Campaign
  - 12 themed media campaigns
  - Brand campaign
- ▶ Trained media ambassadors
- ▶ Distributed 13 newsletters and hundreds of social media posts
- ▶ Contributed to the 3<sup>rd</sup> edition of Green Living
- ▶ Launched Toolbox for community use on [askHRgreen.org](http://askHRgreen.org)
- ▶ Trailer appearances and events support
- ▶ Developed local partnerships

# 2013 Fall Campaigns

ARE YOU ABOUT TO BLOW IT AND NOT EVEN KNOW IT?

STORM DRAINS are not TRASH CANS for FALL LEAVES.

Leaves CLOG storm drains which causes FLOODING. And if not removed, ROTTING leaves cause ALGAE BLOOMS THAT HARM local fish and crab populations.

However you get rid of fall leaves, make sure you KEEP THEM OUT OF THE STORM DRAIN.

SO

- RAKE 'EM
- BAG 'EM
- MULCH 'EM
- COMPOST 'EM

For more mindful yard maintenance tips, just [askHRgreen.org](http://askHRgreen.org) >>

Leaf Disposal

FOR A *Clog-Free Season...*

GIVE YOUR disposal a holiday!

Disposals just chop scraps into tiny pieces that cause costly blockages & backups

- 1 SCRAPE AND WIPE PLATES**  
Remove the leftovers and grease before they even hit the sink.
- 2 STRAIN THE BITS THAT REMAIN**  
Catch the rest before they go down the drain and toss them in the trash.
- 3 FREEZE GREASE AND TRASH IT**  
Pour grease and oils in an empty can and trash it when it's solid and cool.

For more tips to keep drains clear and enjoy a clog-free season, just [askHRgreen.org](http://askHRgreen.org) >>>

Garbage Disposal Use

PLUG INTO **AMERICA RECYCLES DAY**

Drop off old electronics and shred documents November 15 and 16

ELECTRONICS CONTAIN HAZARDOUS WASTE THAT POSE HEALTH RISKS AND HARM THE ENVIRONMENT

*Electronics & Documents*  
WE'LL TAKE CARE OF BOTH FOR FREE!

PORTSMOUTH	FRIDAY	NOV. 15	10 AM - 2 PM
YORKTOWN	SATURDAY	NOV. 16	10 AM - 2 PM

PORTSMOUTH  
YORKTOWN

For complete information about the locations and what electronics you can drop off, just [askHRgreen.org](http://askHRgreen.org) >>>

Recycling Events

WATER

GET THE FULL PICTURE!

Learn about our aging water infrastructure and what it takes to maintain it [askHRgreen.org](http://askHRgreen.org)

Water Infrastructure Sustainability

# 2014 Spring Campaigns

**PAPER TOWELS**  
**HYGIENE PRODUCTS**  
with "FLUSHABLE" WIPES

SOME THINGS WEREN'T MEANT TO BE FLUSHED...  
**'IT' CAME FROM BENEATH THE STREETS!**  
SEE LESS OF 'IT' ↓

FLUSHING ANYTHING OTHER THAN 'PERSONAL BUSINESS' CAUSES BLOCKAGES & BACK-UPS  
**PUSHING 'IT' BACK INTO YOUR HOME**

EXPERTS SAY **DO NOT FLUSH...**

**ANY WIPES (even the 'flushable' ones)**

**PAPER TOWELS**    **HYGIENE PRODUCTS**

**CAT LITTER**    **FATS, OILS, and GREASE**

TO GET THE FULL REPORT ON KEEPING 'IT' WHERE IT BELONGS, JUST [askHRgreen.org](http://askHRgreen.org) ➔

What Not to Flush

**IS YOUR MONEY DRIP-DRIP-DRIPPING AWAY?**

**THE WATER WASTING CULPRITS**

---{ THE FICKLE FAUCET }---    ---{ THE LEAKY LINE }---    ---{ THE NEVER ENDING FLUSER }---

Just a few tweaks can fix those leaks and save you thousands of gallons of water. Just [askHRgreen.org](http://askHRgreen.org)

Household Leak Prevention

TODAY'S TOPIC ON **MYTH GRINDERS**    **GARBAGE DISPOSALS**    TAKE THE QUIZ

**TRUTH OR MYTH**

A GARBAGE DISPOSAL CAUSES CLOGGED PIPES  
TRUTH OR MYTH? ANSWER

OR

USING A DISPOSAL IS ENVIRONMENTALLY FRIENDLY  
TRUTH OR MYTH? ANSWER

TO GET THE TRUTH & GRIND THOSE MYTHS, JUST [askHRgreen.org](http://askHRgreen.org)

Garbage Disposal Use

**WORK SMARTER, NOT HARDER**  
with these lawn care & outdoor watering tips.

**LAWN CARE**

1. Test your soil before using fertilizer.
2. Seed bare spots to reduce erosion
3. Leave grass clippings on the lawn.
4. Reduce your lawn with bigger flower beds.

**WATERING**

1. Plant native plants that are suited to our climate.
2. Use compost and mulch in flower beds to help retain water.
3. Install a rain barrel & adjust sprinklers away from paved areas.
4. Water in the morning when there's less evaporation.

To get the secrets of easy lawn care and wise outdoor watering, just [askHRgreen.org](http://askHRgreen.org)

Lawncare & Outdoor Watering

# 2014 Spring Campaigns

**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)

Water System Infrastructure

**BAG IT! TRASH IT! DO YOUR PART & SCOOP THE POOP**

It might be natural, but it's not safe for the environment. Learn why below

When it rains, pet waste is washed into storm drains which lead directly to local waterways.

Pet waste is packed with nitrogen and bacteria, causing algae blooms and decreasing oxygen in the water.

All this harmful runoff kills aquatic life and ruins the health of local waterways.

To learn more about how pet waste affects local waterways and take the "Scoop the Poop" Pledge, just [askHRgreen.org](http://askHRgreen.org)

Pet Waste Disposal

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

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

**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 cafés and restaurants, all you have to do is ask.

To find participating TapIt™ locations, just [askHRgreen.org](http://askHRgreen.org)

Download on the App Store | ANDROID APP ON Google play

TapIt Free Water Refills

# Brand Campaign



**RECYCLE MORE TRASH LESS**

YOUR SIMPLE, EASY GUIDE TO HOME RECYCLING

To brush up on your recycling knowledge and get an easy guide, [askHRgreen.org](http://askHRgreen.org)

**TO FLUSH, OR NOT TO FLUSH?**



THERE SHOULD BE NO QUESTION.

To find out what happens when you flush more than your personal business, [askHRgreen.org](http://askHRgreen.org)

**STORMWATER STARTS AT HOME.**



SMALL STEPS KEEP WATERWAYS CLEAN FOR EVERYONE.

Discover how to prevent stormwater runoff from ruining our waterways, [askHRgreen.org](http://askHRgreen.org)

**AN AMAZING MAZE OF PIPES.**



CLEAN WATER APPEARS, AND WASTEWATER DISAPPEARS.

To read about the amazing water infrastructure you use every day, just [askHRgreen.org](http://askHRgreen.org)

# Virginian–Pilot & Daily Press Ads

2014 Green Living



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

**WANT MORE TRUTH??**  
JUST VISIT [askHRgreen.org](http://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.

# Search Engine Optimization & Marketing

- ▶ Google ads and keywords
- ▶ 45 weeks
- ▶ Impressions: 642,063
- ▶ Clicks: 19,101

The screenshot shows a Google search for "Hampton Roads electronics recycling". The search bar at the top contains the text "Hampton Roads electronics recycling" and a magnifying glass icon. The search results page displays "About 80,500 results (0.43 seconds)".

The search results include:

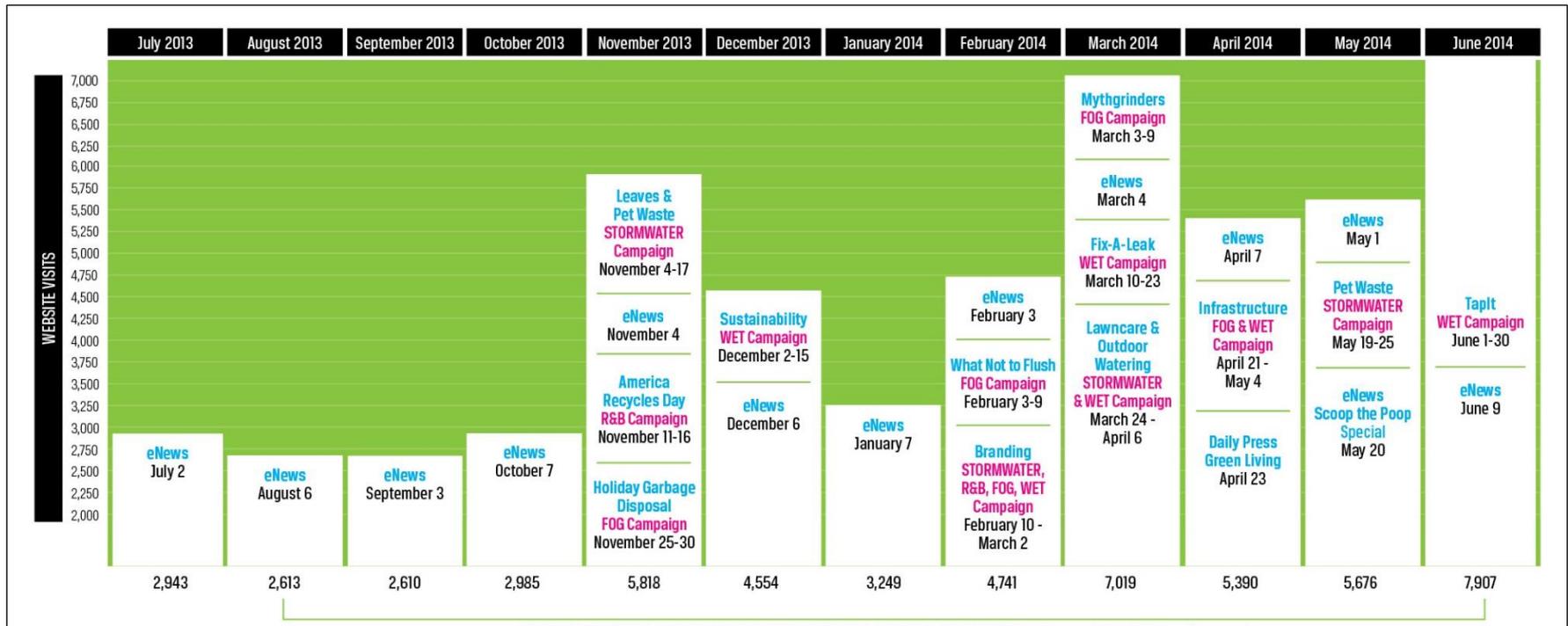
- Recycling Perks - Sign up, recycle, get rewarded** (www.recyclingperks.com) - Save up to \$25 per month.
- Electronics Recycling - turtlewings.com** (www.turtlewings.com) - Pick up all equipment in DC/MD/VA. No landfill; data wiping; certified Hard Drive Shredding - Degaussing - Classified Destruction.
- Recycle all old tech - freegeek.org** (www.freegeek.org) - We accept all your old technology. Help your community and your wallet. What does FG accept? - About Free Geek.
- Electronics Recycling » askHRgreen.org** (askhrgreen.org/electronics-recycling/) - Cox Conserves proudly supports electronic recycling and has partnered with ... (Open to all residents of Hampton, Poquoson, Williamsburg, James City County). Public ... Division of Towing, 1195 Lance Road, 24 hours a day, Year Round.
- Go Green Hampton Roads.com - Recycling in Virginia ...** (gogreenhamptonroads.com/Recycling\_in\_Hampton\_Roads/index.php) - Recycling, Chesapeake provides curbside pickup using 19-gallon bins for its residents. ... Recycling, Responsible electronic recycling in Hampton Roads.
- Electronics Recycling of Virginia** (www.electronicrecyclingofvirginia.com) - Electronics Recycling of Virginia offers free recycling and donation services for all of Hampton Roads call 757-806-0804 or email ... Google+ page - Be the first to review. 402 Sallers Creek Rd, Hampton, VA 23661 (757) 806-0804.

On the right side of the search results, there is a map showing the location of "Electronic Recycling of Virginia" in Hampton, VA. Below the map, there are buttons for "Directions" and "Be the first to review".

Below the map, there are several ads:

- Electronics Recycle - Staples®** (www.staples.com/Tech\_Recycling) - 4.4★ rating for staples.com. Recycle Your Tech Items For Free. See List of Eligible Products Here.
- Local Electronics Recycling** (www.local.com) - Find Electronics Recycling Near You. See Actual Customer Reviews!
- Certified Ewaste Recycler** (www.pcdisposal.com) - Green Electronic Waste Recycling Nationwide Service. EPA Compliant.

# 2013-2014 Website Visitation



**June 2014 Highest Website Visitation Ever!**

# askHRgreen.org Results

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	<b>July - June 2011-12</b>	<b>July - June 2012-13</b>	<b>July - June 2013-14</b>	<b>Previous Year Comparison</b>
<b>Visits</b>	27,685	34,080	55,505	<b>Up 63%</b>
<b>Unique Visitors</b>	21,393	26,081	43,547	<b>Up 67%</b>
<b>Pageviews</b>	67,381	75,251	116,818	<b>Up 55%</b>
<b>Pages per Visit</b>	2.42	2.21	2.10	<b>Down .11</b>
<b>Avg. Visit Duration</b>	2:19	2:10	1:48	<b>Down :22</b>
<b>Bounce Rate</b>	61.63%	61.27%	64.37%	<b>Up 3.10%</b>
<b>% New visits</b>	70.78%	75.50%	77.74%	<b>Up 2.24%</b>

# askHRgreen.org Toolkit

askhrgreen.org/online-media-toolkit/

The screenshot shows the askHRgreen.org website interface. At the top, there is a navigation bar with the logo, a newsletter sign-up field, and social media icons. Below this is a search bar and a menu with categories: YOUR 3RS, YOUR HOME, YOUR YARD, YOUR BUSINESS, YOUR COMMUNITY, and YOUR CLASSROOM. The main content area features a large banner for the 'askHRgreen.org ONLINE MEDIA TOOLKIT' with various icons representing different media types. Below the banner, there is a section titled 'IT'S FUN TO SHARE!' with a paragraph of text. At the bottom, there is a navigation menu with links for LOGOS, RACK CARDS, BROCHURES, STICKERS, PRINT ADS, DIGITAL ADS, INFOGRAPHICS, POSTERS, BILLBOARDS, and PUBLICATIONS. A green arrow points from the 'Rack Cards' section to a larger image of a rack card on the right.

askHRgreen.org  
Sign up for our eNewsletter GO

You have questions? We have answers! Ask away... Advanced Search

YOUR 3RS YOUR HOME YOUR YARD YOUR BUSINESS YOUR COMMUNITY YOUR CLASSROOM

askHRgreen.org  
ONLINE MEDIA TOOLKIT

IT'S FUN TO SHARE! Brochures, Tips, Articles, Posters. Since the askHRgreen.org public awareness and education campaign is an array of helpful materials filled with simple steps residents can take to find their "inner green," within their neighborhood. These tools are now available to you! From rack cards to radio spots, you'll find everything you need in this handy-dandy online tool kit. Designed for sharing, these materials are especially useful for civic league members, schools, clubs, businesses and any organization with an interest in improving their neighborhood. Simply download and distribute. We appreciate your spreading the word!

LOGOS || RACK CARDS || BROCHURES || STICKERS || PRINT ADS || DIGITAL ADS || INFOGRAPHICS || POSTERS || BILLBOARDS || PUBLICATIONS

Rack Cards

- POG Healthy Plumbing
- Drink Tap Water
- Pet Waste: Bag It, Trash It!

Brochures

- A Healthy Bay Starts at Home
- Soil Testing/Fertilizing Tips
- Restaurant Grease Management
- Down The Drain



# Media Coverage

## ▶ askHRgreen.org Ambassadors

- Chris Ausink—Hampton
- Donna Corbus—Portsmouth
- Sarah Crawford—HRSD
- Katie Cullipher—HRPDC
- Rebekah Eastep—HRPDC
- Laurie Halperin—York
- Deidre Harmon—Norfolk
- Julia Hillegass—HRPDC
- Quwania Jefferson—Norfolk
- Erica Roberts—Virginia Beach
- Elizabeth Vaughn—Chesapeake
- Lori Woolman—Newport News



# Media Coverage

## Tidewater Women

APRIL 2014

outdoors

### Spring Gardening 101

**A**ttention weekend warriors! It's almost time to fire up those weed trimmers, pull out the gardening trowel, and hit the local home and garden stores for all the springtime lawn and garden must-haves. Before you head out, here are seven good-to-do tips from the lawn and garden experts at askHGreen:

**1. Get Your Soil Tested** - Why buy water-polluting fertilizer if you don't need it? A soil test provides a list of recommendations for soil amendments to help you make the right decisions for your spring lawn.

**2. Seed Bare Spots** - Bare spots aren't just bad for curb appeal, they allow dirt to get carried away with rainwater and hold up aquatic habitats. They're also an indicator that something is wrong with your turf. To fix bare spots, test your soil, consider soil amendments, and investigate other ground cover options that might do better in your yard.

**3. Plant More Plants** - Trees, shrubs and perennials beautify your yard and reduce water pollution more than grass. A bonus - you won't have as much grass to mow when you replace lawn with flower beds and trees. Go all out and choose native plants which are adapted to thrive in our climate. They also require less water and fertilizer throughout the year.

**4. Water Wisely** - There's so much you can do to conserve water while you are watering! Watering in the morning when the sun is low and temperatures are cooler minimizes evaporation by 30 percent. Make sure your sprinklers aren't watering your driveway to maximize efficiency. And for free water, install a rain barrel to collect rainwater from your downspouts to use for all your outdoor water needs.

**5. Mulch to Perfection** - Cover your flowerbeds with 2 inches of mulch. It helps to prevent soil erosion, seals in moisture, and reduces weeds.

**6. Clean Up Your Mess** - When your outdoor work is complete, make sure you clean up the right way. Leaves and yard waste should always be composted or disposed of in accordance with your locality's requirements (bagging, placement, etc.). Also, if you have applied fertilizer, make sure none has fallen onto hard surfaces like sidewalks and driveways. Sweep fertilizer back into your yard to minimize water pollution.

**7. Ask The Pros** - If you're not a do-it-yourselfer and prefer to have someone else maintain your landscape, do your homework before hiring a contractor. Make sure his services do not harm the environment or local waterways. ▶

For a list of eight questions to ask your lawn care provider, visit [www.askHGreen.org](http://www.askHGreen.org)



## The Virginian-Pilot



JAMESETTA M. WALKER  
BETWEEN THRIVING  
AND SURVIVING

Share your tips or send other questions and feedback by dropping an email to [jamesettawalker@sltrib.com](mailto:jamesettawalker@sltrib.com). You also may write to Jamesetta Walker in care of The Virginian-Pilot, 150 W. Brambleton Ave., Norfolk, VA 23510. You may also connect with her at [Facebook.com/jamesettam.walker](https://www.facebook.com/jamesettam.walker) or on Twitter @jupiltdlr.

### YOU CAN PAY MORE ON YOUR CREDIT CARD BILL, BUT YOU CAN'T DECIDE WHERE THE MONEY GOES

**'M OVERDUE** to pull from the mailbox, so I'm doing that today as well as sharing a few other resourceful tips. Read on.

Dear Jamesetta, I paid the minimum amount on a credit card and wrote a separate check toward the principal with a note attached instructing where to apply the extra money. But they applied the total amount of both checks to the balance of the credit card. What did I do wrong? —Sharon Mayo, Virginia Beach

I'm sorry to say that you did no more than write to the Man in the Moon with a directive on how to apply your payment. It has no effect. That's because credit card accounts do not operate like a mortgage does. Credit card companies are guided on payment allocation by the Credit CARD act of 2009. Any amount of your payment beyond the minimum is allocated to the balance with the highest interest rate. It's important to know this if you have a credit card with different interest rates. For example, you may have an interest rate for a balance transfer, another interest rate for a cash advance and yet another for new purchases.

I don't know whether the card you paid on has balances with different interest rates. If it does not, that makes it all the more futile to write separate checks. If you are able to pay more than the minimum, save time, ink and a check and make a single payment. The money goes to the balance just the same.

Another hack for PayPal shipping Last week I outlined the steps of creating a reduced-cost, prepaid Postal Service or UPS shipping label via PayPal. The feature explained what works if both the package sender and receiver have PayPal money transfer accounts.

I got some feedback from reader Elizabeth Dale about a way within PayPal to generate a Postal Service shipping label that doesn't require the package receiver to have an account. It's an unheralded perk on the site that merely requires selecting the option of "multi-order shipping." It's found by clicking the "My Account" tab. After doing that, look in the right-hand column under "My account tools." After selecting "multi-order shipping," you can either import information about the receiver or create the shipping information. A label can be created without filling out information about a product order.

The feature may look cumbersome at first, but the multi-order shipping approach is a win-win. It both saves time and eliminates the hassle of the package receiver first sending money so that you can create a shipping label to mail your goods. See how much is gained when you share resourceful tips! Please keep coming, please.



**Waste Away**  
A systematic approach aims to protect the environment.

BY JULIA B. HILLEGASS

Recent sewer consolidation efforts and the Virginia Stormwater Management Act are two key developments that, in the long run, will benefit both the environment and our localities. The sanitary sewer and stormwater systems aren't sexy topics, but their effect on water quality where we live, work and play on the water are important. Hampton Roads localities recently formed an enhanced partnership with the Hampton Roads Sanitation District that will improve the sanitary sewer system. That system takes water from our homes when we flush the commode, shower or run water down the drains. The improvements streamline maintenance and make economic sense. The full consolidation of the region's sanitary sewer system assets and operations will save the region nearly \$1 billion over the next 30 years. HRSD, the wastewater treatment utility serving 17 cities and counties in southeast Virginia, will pursue a regional approach to satisfy federal and state mandates to reduce sanitary sewer overflows caused by wet weather.

Local governments own and operate the network of pipelines and pump stations that collect wastewater from homes and businesses. These flows are carried through large pipes owned by HRSD to its treatment plants, where the wastewater is treated so it can be safely returned to local waterways. Monitoring has shown where the most rainwater enters each system. Rather than requiring each locality to perform costly work on its system, a regional approach will allow HRSD to replace local pipelines to let

in the most extra water. This will reduce the amount of pipeline work required and focus spending in areas that need the most help. Also, sanitary sewer system improvements in the past several years have reduced the number of sanitary sewer overflows. Such overflows may reach waterways, introducing raw sewage into rivers, streams and bays. In turn, this can harm aquatic life and close beaches.

The other drains to maintain are storm drains, which carry rainwater from our homes and streets through curbside stormwater openings and street gutters. Unlike the sanitary sewer system, stormwater runoff isn't treated and flows directly to our rivers, streams and bays. Everything we do every day affects stormwater—walking our pets, caring for lawns and gardens, cleaning the house, maintaining vehicles and shopping. Localities have long been working to improve water quality. That pond in your subdivision was likely put there to collect stormwater runoff and allow nutrient-laden sediment to settle to the bottom, while the cleaner rainwater is released into the nearest natural water body.

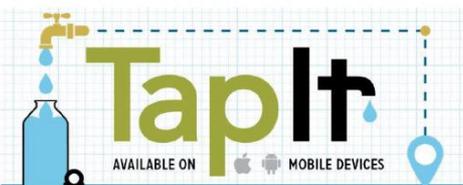
We are fortunate to be surrounded by an incredible array of natural resources. Our job is to take care of them as best we can by making small, but cumulative, choices. Learn more ways to make easy, significant changes at [askHGreen.org](http://askHGreen.org). Julia B. Hillegass is the public information and community affairs administrator for the Hampton Roads Planning District Commission and [askHGreen.org](http://askHGreen.org) team leader.

# Thirteen E-Newsletters

**askHRgreen.org NEWS**  
YOUR GO-TO RESOURCE FOR EVERYTHING GREEN IN HAMPTON ROADS!

June 2014

3Rs Home Yard Business Community Classroom



**TapIt**  
AVAILABLE ON MOBILE DEVICES

**Take Your H<sub>2</sub>O To Go — There's an App for That!**

Grab your water bottles and head for the tap, Hampton Roads. Now there's an app for that! We're thrilled to announce the launch of a new mobile application to help you find free tap water at business and fountain locations throughout the region. The new TapIt Hampton Roads app, available for free for iPhone (coming soon) and Android devices, is a convenient way for you to refill your reusable water bottle with clean, healthy tap water while you're out and about.

With over 100 TapIt locations in the region, the network provides a no-cost alternative to bottled water that reduces landfill waste and litter. The app makes finding participating businesses and water fountains easy, and app users can share their experiences with friends by tagging their refills on Facebook and Twitter.

Local restaurants, cafes, retail stores, etc. can get on the TapIt map by signing up to become a TapIt partner. Joining the network is easy and free. And there are no obligations; you just need a faucet behind the counter, soda machine or any self-service access to water. Download the app today—and fill 'er up. We'll drink to that!



**SAVE THE DATE**  
OCT 13 2014

**Save the Date: Keep Hampton Roads Beautiful Golf Tournament Coming Soon**

Four! That's how many months we have until the [Keep Hampton Roads Beautiful Golf](#)

**askHRgreen.org NEWS**  
YOUR GO-TO RESOURCE FOR EVERYTHING GREEN IN HAMPTON ROADS!

May 20, 2014

3Rs Home Yard Business Community Classroom



**BAG IT! TRASH IT!**  
DO YOUR PART & PLEDGE TO SCOOP THE POOP

**Here's the Scoop: Poop Pollutes!  
Take the Pledge for Cleaner Water—and Win!**

Did you know that pet waste is one of the leading causes of harmful bacteria in our local waterways? In addition to being unsightly, pet waste gets washed into nearby rivers, streams, and bay when it rains and becomes a major source of nitrogen and bacteria pollution. This excess nitrogen and bacteria are responsible for cloudy, green, foul-smelling water; aquatic dead zones; declines in local fish and crab populations; and beach closures. Yuck! The average-sized dog creates a half-pound of poop every day. That's a lot of pollution impacting our watery environment! How do you prevent it? It's as easy as 1-2-3.



**STEP #1**  
Take the askHRgreen.org pledge to Scoop the Poop!



**STEP #2**  
Scoop it, bag it and trash it each and every time (whether poop happens in your yard or out for a walk).



**STEP #3**  
Share the pledge with others in your community.

Everyone who takes the pledge will automatically be entered to win an askHRgreen.org gift bag and one of these great prizes below. Winners will be drawn at random and announced daily on our "Let's Talk Green" blog beginning tomorrow through Friday, May 23.

**Wednesday, May 21** Weekend boarding package at Happy Tails Pet Resort and a \$25 Norfolk SPCA Veterinary Clinic gift certificate.

**askHRgreen.org NEWS**  
YOUR GO-TO RESOURCE FOR EVERYTHING GREEN IN HAMPTON ROADS!

January 2014

3Rs Home Yard Business Community Classroom



**RECYCLE MORE TRASH LESS**

**Recycle More, Trash Less in 2014  
A Resolution for Us All**

While we resolve to make improvements in our personal lives this New Year, one resolution that would benefit us all is to "recycle more, trash less" in 2014. Recycling reduces waste to our landfills, creates jobs, saves resources, conserves energy...the benefits are profuse! So get recycling Hampton Roads, and let's make 2014 a little less trashy! (Pardon the pun, we couldn't help ourselves.)



**Make It Easy.**  
Convenience is key when it comes to recycling. Place multiple bins around your home. You may have one large bin, but you can place smaller containers in your kitchen, office, bedroom, garage, etc. Then on recycling day, empty them all into the primary bin for collection. Don't have access



**Make It Count.**  
Recycle right! is a short list of items that always make the cut: flattened cardboard, mixed paper (junk mail, newspaper, office paper, cereal boxes, etc.), glass bottles and jars, aluminum/steel/tin cans, and #1 and #2 plastic bottles with necks or spouts. *Note: Plastic bags and wraps can be*



**Close The Loop.**  
Always look for products made with recycled content when you shop to keep the cycle going. Did you know that half of all the polyester carpet made in the United States is manufactured from recycled plastic bottles? In fact, many of the products we use daily are, or can be, made out of recycled

# askHRgreen.org Blog

## ► Bloggers

- Sarah Crawford—HRSD
- Katie Cullipher—HRPDC
- Rebekah Eastep—HRPDC
- Julia Hillegass—HRPDC
- Fleta Jackson—Norfolk
- Erica Roberts—Virginia Beach
- Elizabeth Vaughn—Chesapeake



# Events

- ▶ askHRgreen participated in 36 regional events in FY 14
  - Up 28%
  - 18 trailer appearances, 18 table displays
- ▶ Total newsletter subscribers: 4,183



# Co-Promotions

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- ▶ Virginia Museum of Contemporary Art
  - Found askHRgreen through Google search for local environmental organizations
  - Provided permanent presence in the Art Lab from February 7<sup>th</sup> – April 27<sup>th</sup>
  - Plastic Bag Exchange Event during closing weekend of the exhibit



# Total 2013-14 Campaign Results

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- ▶ Total website visitation: Up 63%
- ▶ Total website visitation: 55,505
- ▶ Total new visitors: 43,547
- ▶ Total impressions: 19.5 million
- ▶ Total budget: \$274,452
- ▶ Total exposure value: \$442,550
- ▶ Total ROI: 1.61 to 1

# What's Next for 2014–2015?

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- ▶ **Media Plan**
  - Continue Search Engine Optimization and Marketing
  - Build awareness and target specific audiences with committee messages
- ▶ **Website—update and add content**
- ▶ **Public Relations**
  - E-newsletters
  - News releases
  - Media interviews
  - Social media
- ▶ **Evaluation research scheduled for April, 2015**