




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

**FY16 REVIEW & FY17 HIGHLIGHTS**  
Katie Cullipher | November 2, 2016



## FY16 Campaign Highlights

- Strategic planning meetings with representatives from all committees, HRPDC, Red Chalk Studios and Cahoon & Cross
- Developed the 2015-2020 marketing plan
- Developed 2015-2016 and 2016-2017 annual plans for each committee
- Conducted six themed media campaigns and a six-week television campaign
- Continued an active media relations program & held media ambassadors training
- Launched locality branding initiative
- Attended regional events & administered grant programs
- New website development plan

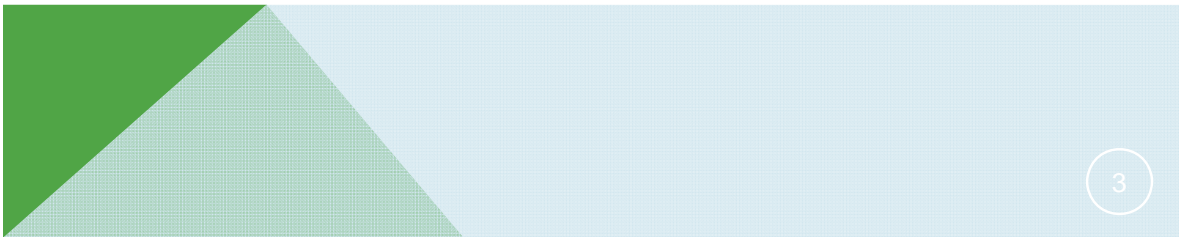


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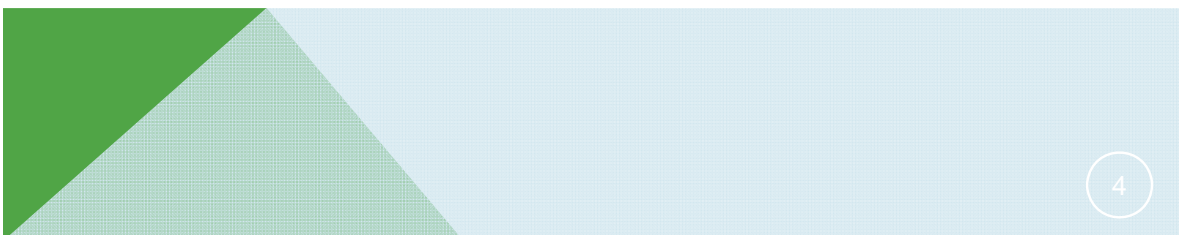
## Themed Advertising Campaigns

- Water Awareness – “Value of Water Video Series” – online, 6 weeks
- FOG – “What Not to Flush” – movie theater, radio & online, 2 weeks
- Stormwater – “Fall Leaves & Pet Waste” – radio & online, 2 weeks
- FOG – “Holiday Grease & Garbage Disposals” – radio & online, 1 week
- Water Awareness – “Magic Faucet Event Promotion” – radio & online, 1 week
- Recycling & Beautification – “Recycle More, Trash Less” – radio & online, 3 weeks
- Television Campaign – Water, Stormwater & FOG – 30-sec TV ads, 6 weeks



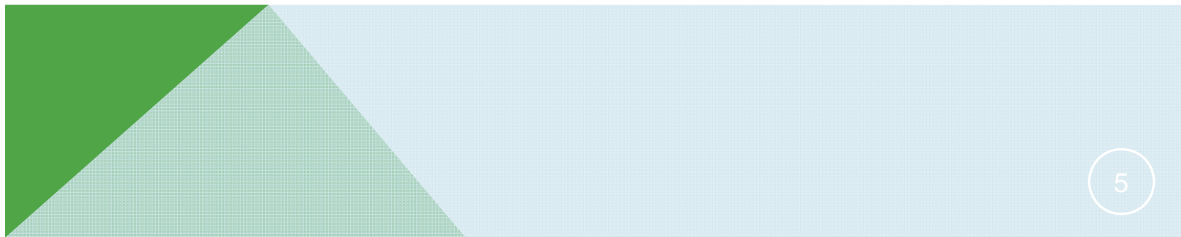
## Combined Media Results

- Paid advertising weeks: 52 consecutive
- Total advertising impressions: 20,124,106
- Total video views: 342,754
- Total clicks: 19,005
- Total Media Budget: \$155,480
- Total Media Added Value: \$75,134
- Total Value: \$230,614
- Total ROI: 1.48:1



# askHRgreen.org Results

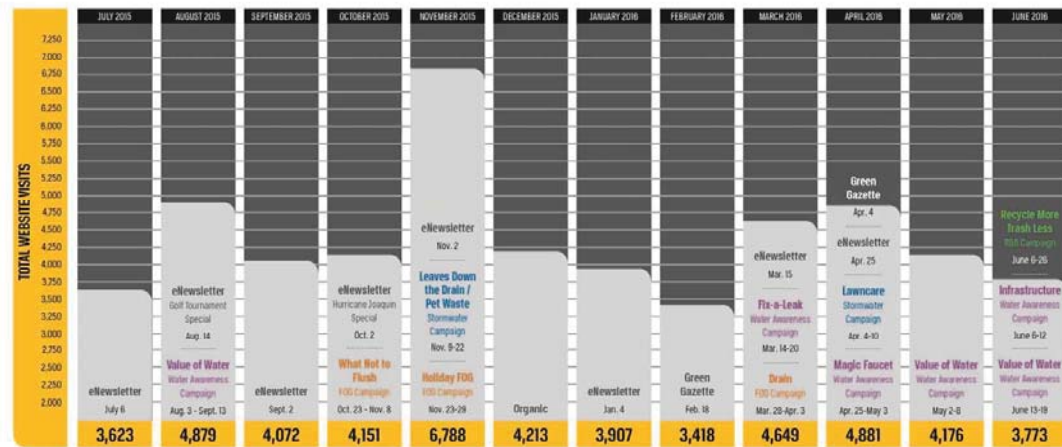
	July - June 2011-12	July - June 2012-13	July - June 2013-14	July - June 2014-15	July - June 2015-16	
Visits	27,685	34,080	55,505	58,279	52,530	Down 10%
Users	21,393	26,081	43,547	46,994	42,539	Down 9.5%
Pageviews	67,381	75,251	116,818	103,228	93,177	Down 9.7%
Pages per Visit	2.42	2.21	2.10	1.77	1.77	Same
Avg. Visit Duration	2:19	2:10	1:48	1:26	1:32	Up :06
Bounce Rate	61.63%	61.27%	64.37%	74.80%	74.92%	Up .12%
% New visits	70.78%	75.50%	77.74%	79.87%	80.44%	Up .57%



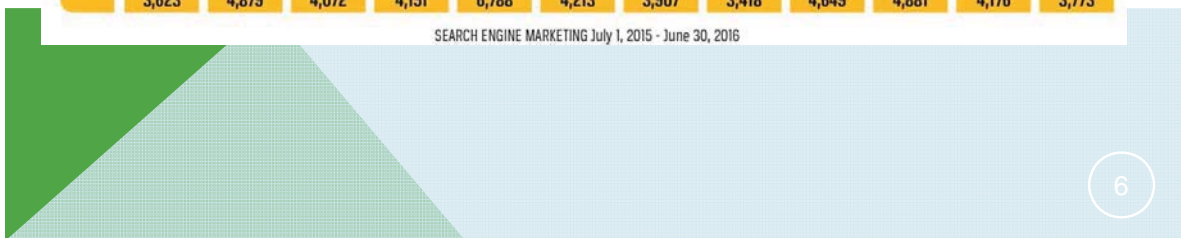
# askHRgreen.org Results

## MONTHLY PROMOTIONS & WEBSITE VISITATION

AS OF JUNE 30, 2016



SEARCH ENGINE MARKETING July 1, 2015 - June 30, 2016



# Public Relations

- Distributed 12 News Releases
- Delivered Eight e-Newsletters (6,297 subscribers)
- Strong Social Media Presence
  - Blog (82 interesting posts)
  - Facebook (1,781 likes)
  - Twitter (1,740 followers)
- 34 Editorial placements



## Small changes pay big environmental dividends

By Kathy Eckhart  
Kathy@askHRgreen.org

Are you into composting? Do you use refillable water bottles or reusable shopping bags?

The folks at askHRgreen.org want to see you do a few more small changes to become more environmentally friendly by making a few small changes to daily habits at home and in the yard.

Sign up for the Bay Star Homes pledge program is one way to get involved and help save the precious water resources upon which we all rely.

The environmental program was run by the City of Fairfax until the beginning this summer. Now it is under the umbrella of Hampton Roads Planning District Commission and includes all area residents.

It was created by Bill Borchert, Fairfax's environmental planner for the Chesapeake Bay watershed. Residents can enroll online, for free and the questionnaire only takes five minutes to complete. Participants pledge to practice at least eight environmentally friendly behaviors that will have a lasting impact on the waterways.

Participants get a waterway package that includes tips from askHRgreen.org, information from the City or County, and a Bay Star Home Flag to show their commitment to the environment.

"Bay Star Homes is all about making a difference at home, wherever you may live," said Patsy Jackson, Public Relations Specialist with askHRgreen.org. "Imagine the impact this program will have on our local waterways now that the region is working together."

Many think local locals have made the pledge for a cleaner, healthier Chesapeake Bay.

The good news is all the green practices included in Bay Star Homes membership can be accomplished at little or no cost. The program is open to renters as well as homeowners, whether they live in the suburbs or in cities.

"It takes a community of individuals making small changes to protect our waterways and ensure their vitality," said Julia B. Hilligoss, askHRgreen.org's marketing director. "Bay Star Homes is just one way to ensure we each protect the region's most defining resource — water."

To learn more or register your home for the program, visit [askhrgreen.org/baystarhomes](http://askhrgreen.org/baystarhomes).

Kathy Eckhart  
kathy@askhrgreen.org



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# Public Relations

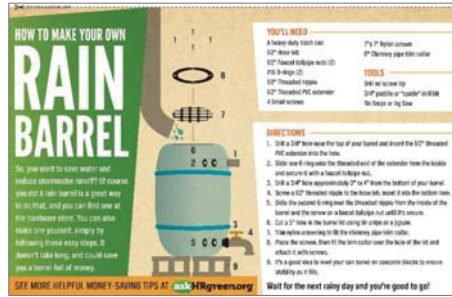
- Coastal Virginia Magazine Partnership
- Green Living coverage in multiple issues FY17
- Articles & infographics featuring all committees' key messages



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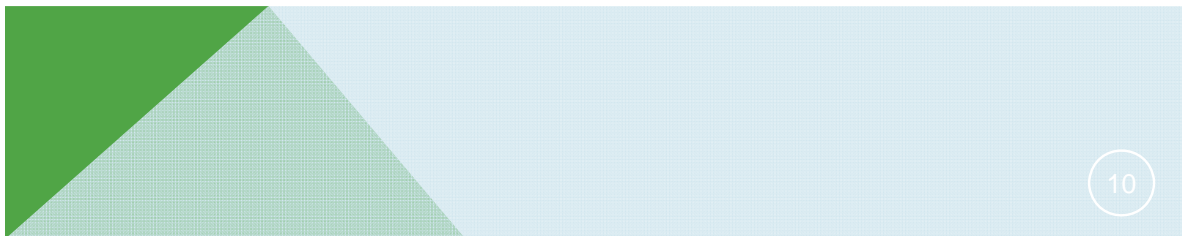
## Public Relations

- Coastal Virginia Magazine Graphics



## Public Relations

- Total circulation or audience: over 1.2 million
- Total articles and interviews: 34
- Total Budget: \$23,276
- Total publicity value: \$125,054
- Total ROI: 5:1



## Locality Branding

- Nametags, letterhead, brochure stickers, email signatures



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## Events & Grant Programs

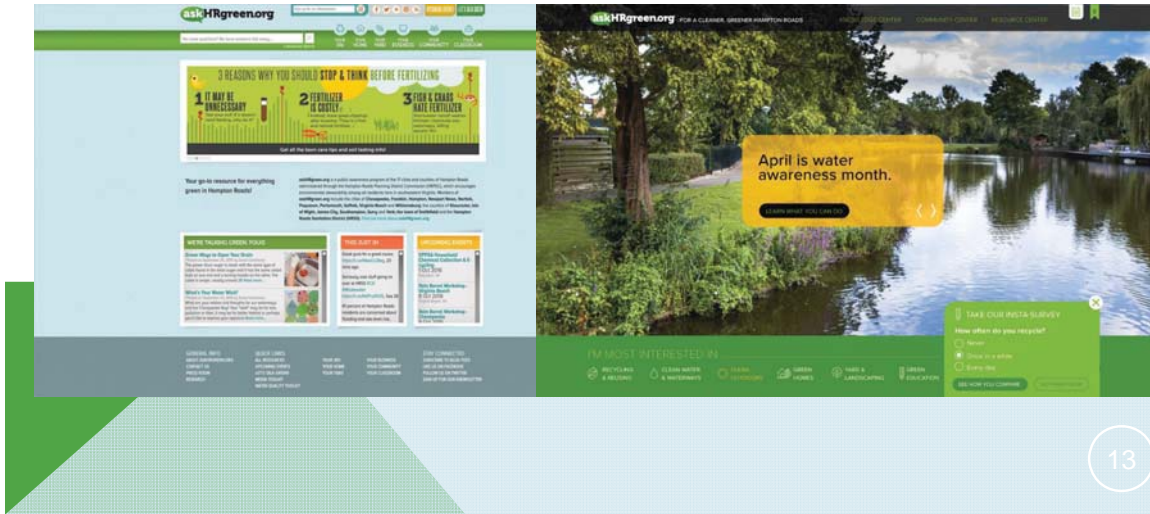
- Represented askHRgreen.org at 27 regional public events
- 2<sup>nd</sup> Annual Keep Hampton Roads Beautiful Golf Tournament (\$7,000 raised)
- Awarded \$8,422 through 19 mini grants reaching more than 7,000 students in 7 localities
- 36 Pet waste stations awarded
- 268 Storm drain medallions placed



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# Website Development

- Responsive design
- We want to be more than a static resource
- We need to better educate, engage and inform
- We have a lot of information, but we need to create a more engaging experience



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# Website Development

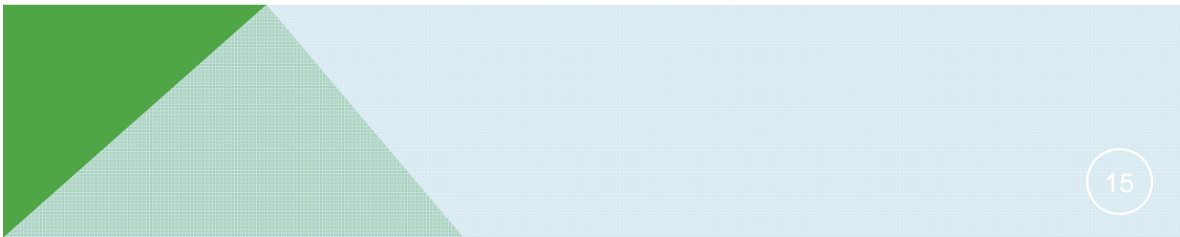
- Presents content that's easier to read and scan
- Creates more valuable—and share-worthy—content
- Positions social media content so it's easier to find
- Features content that is seasonally/campaign relevant
- New functionality to filter by category, locality, etc.



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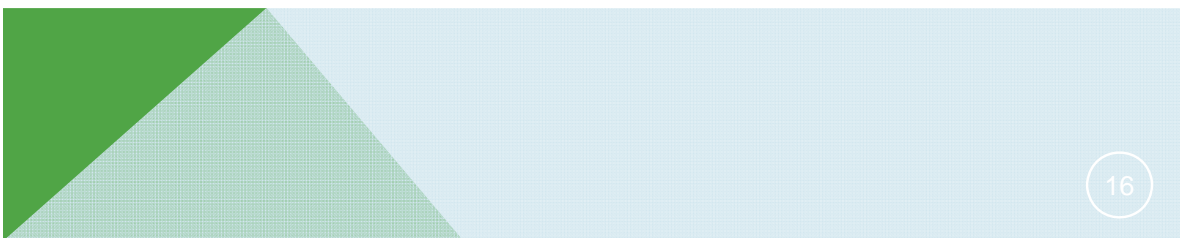
## FY17 Planning

- Search Engine Marketing (SEM) campaign
- 10 themed media campaigns
- Media relations
- e-Newsletters
- Social media
- Events participation
- New mobile responsive website development
- Joint Committee Promotion: Sidewalk Messaging Campaign



## Sidewalk Messaging Campaign

- Rainworks! – Rain-activated positive messages and art
- Coming Spring 2017 for askHRgreen.org







QUESTIONS? JUST **askHRgreen.org**

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