The Hampton Roads Planning District Commission (HRPDC) is one of 21 Planning District Commissions in the Commonwealth of Virginia and is a regional organization representing the 17 local governments of the Hampton Roads area. This report provides an overview of the askHRgreen.org regional public outreach program and campaign results for fiscal year 2017-2018. It also provides an overview of the individual initiatives and results from each of the four askHRgreen.org environmental education subcommittees: Recycling and Beautification, Stormwater Education, Water Awareness, and Fats, Oils & 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 2018, approved by the Commission in May 2017.
Launched in 2011, askHRgreen.org is more than just a robust website; it is an award-winning comprehensive public outreach initiative. The program combines traditional and social media with grassroots outreach efforts to not only educate, but inspire residents of Hampton Roads to make changes that have a positive impact on the environment.

askHRgreen.org is a regional solution that helps our localities meet the requirements of MS4 permits, groundwater withdrawal permits, and state consent orders to reduce sanitary sewer overflows. By combining local expertise and taking advantage of economies of scale, askHRgreen.org has become a pathway to compliance and a "one-stop shop" for citizens to find answers, resources, and inspiration for a cleaner, greener Hampton Roads. From earth-friendly landscaping ideas and pointers for keeping local waterways clean to recycling tips and simple steps to make local living easy on the environment, all you have to do is askHRgreen.org.

Financial support for askHRgreen.org is made possible by the following member localities and agencies: the cities of Chesapeake, Franklin, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach and Williamsburg; the counties of Gloucester, Isle of Wight, James City, Southampton, Surry and York; the town of Smithfield and the Hampton Roads Sanitation District. Members of local staff and HRSD comprise four askHRgreen.org subcommittees who meet monthly to develop and implement the regional program.

Recycling and Beautification Subcommittee - A coalition of local government staff members from across Hampton Roads who are working together to share ideas and pool resources for various education programs tailored towards community beautification, litter prevention, and recycling education. This group has been working cooperatively since 1981.

Fats, Oils, and Grease (FOG) Education Subcommittee - A coalition of local government staff members working together with HRSD to protect wastewater infrastructure, reduce sanitary sewer overflows, and improve local water quality. The Subcommittee shares both technical resources and educational strategies to prevent 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.

Water Awareness Subcommittee - Regional public utilities staff members who work together to educate citizens about aging infrastructure, the value of tap water, and the importance of water conservation. This cooperative effort to promote the vital role water plays in the quality of life of Hampton Roads and the need to conserve it assists localities in meeting requirements of various locality goals as well as water supply and ground water permit education requirements.

Stormwater Education Subcommittee - A cooperative partnership of the region’s seventeen member cities and counties which has served 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) since 1997. Local government staff members work together to share ideas and pool resources for various education programs tailored to stormwater pollution prevention.

Continued to follow the 2015-2020 askHRgreen.org marketing plan
Launched & continued to build a new, responsive website
Conducted 10 themed media campaigns for individual committees
Continued an active media relations program
Launched a new "Imagine A Day Without Water" campaign
Launched a new litter prevention "Team Up 2 Clean Up" campaign
Launched the Bay Star Business Program
Continued building and adding to the online media toolkit
Orchestrated an enhanced Search Engine Marketing campaign
Continued to administer regional grant programs
Enhanced our bi-monthly e-newsletters
Planned second Write As Rain multi-committee campaign; this one targets students
2017-2018 By The Numbers

8,623 students impacted by environmental education grants

55,735 visitors to askHRgreen.org

93,589 page views on askHRgreen.org

2,708 households enrolled in the regional Bay Star Homes program

1,975 Facebook

1,684 Twitter

7,284 eNewsletter Subscribers

35 pet waste stations installed impacting neighborhoods across the region

$19,071 in grant funding received

askHRgreen.org representation at 33 community events

13.4 million opportunities to see or hear askHRgreen.org in the media

2017-2018 ACTIVITY CALENDAR
A New askHRgreen.org

In December 2017, we launched a brand new, responsive website featuring bold imagery, helpful new tools, and an incredible amount of content delivered seamlessly on any device. The new askHRgreen.org was created to provide a more engaging and informative experience for our Hampton Roads communities. The way the site filters and delivers information truly allows users to “ask” HRgreen like never before. For instance, when users click on a topic like “clean water and waterways,” they will receive related information in a variety of forms – water-related blog posts, resources, toolkit materials, and even tips to share with friends on social media. Other enhancements include bookmarking, so users can return to visit pages of interest; a robust event calendar integrated with Google maps; and locality pages where residents can check for news, events, and resources available in their hometowns.

In FY18, the askHRgreen.org website had a higher percentage of new visitor traffic than in any other year and an increase in page views and time spent on the site over the previous fiscal year, proving that people are viewing more content and spending more time on the newly enhanced website. This is a trend that we hope continues in the coming year.

SEARCH ENGINE MARKETING


CONTENT Ads and keywords for all committees + askHRgreen.org

DURATION 12 months / July 2017 - June 2018

IMPRESSIONS FY 17-18 169,140 FY 16-17 107,920 +57%

CLICKS FY 17-18 7,330 FY 16-17 4,226 +73%

The askHRgreen.org Search Engine Marketing (SEM) program employs Google pay-per-click advertising to increase traffic to the askHRgreen.org website. By bidding on select keywords and phrases, our ads direct search traffic to relevant content on the askHRgreen.org website. In FY18, we changed our SEM vendor from The Virginian-Pilot to WTKR and to date, we have seen a 70 percent increase in clicks compared to FY17. The website redesign also contributed to this performance increase. To view the SEM report from WTKR (Dec-June 2018), please see appendix A.

WEBSITE VISITATION

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits</td>
<td>55,735</td>
<td>58,113</td>
<td>52,930</td>
<td>58,779</td>
<td>55,505</td>
<td>32,697</td>
<td>27,424</td>
<td>340,283</td>
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<tr>
<td>Unique Visitors</td>
<td>45,661</td>
<td>46,282</td>
<td>42,539</td>
<td>46,994</td>
<td>43,547</td>
<td>25,092</td>
<td>19,920</td>
<td>270,035</td>
</tr>
<tr>
<td>Pageviews</td>
<td>93,589</td>
<td>92,681</td>
<td>93,177</td>
<td>103,228</td>
<td>116,818</td>
<td>72,270</td>
<td>67,047</td>
<td>638,810</td>
</tr>
<tr>
<td>Pages per Visit</td>
<td>1.68</td>
<td>1.59</td>
<td>1.77</td>
<td>1.77</td>
<td>2.10</td>
<td>2.21</td>
<td>2.42</td>
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<tr>
<td>Average Visit Duration</td>
<td>1.27</td>
<td>1.12</td>
<td>1.32</td>
<td>1.26</td>
<td>1.48</td>
<td>2.10</td>
<td>2.19</td>
<td></td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>77.31%</td>
<td>79.07%</td>
<td>74.92%</td>
<td>74.80%</td>
<td>64.37%</td>
<td>61.27%</td>
<td>61.24%</td>
<td></td>
</tr>
<tr>
<td>% New Visits</td>
<td>81.48%</td>
<td>79.62%</td>
<td>80.44%</td>
<td>79.87%</td>
<td>77.74%</td>
<td>75.50%</td>
<td>70.78%</td>
<td></td>
</tr>
<tr>
<td>Mobile Devices</td>
<td>30,205</td>
<td>30,626</td>
<td>20,783</td>
<td>22,655</td>
<td>18,694</td>
<td>5,100</td>
<td>2,916</td>
<td>130,979</td>
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<tr>
<td>Desktop Devices</td>
<td>25,530</td>
<td>27,487</td>
<td>31,747</td>
<td>35,624</td>
<td>36,811</td>
<td>27,597</td>
<td>24,508</td>
<td>209,304</td>
</tr>
</tbody>
</table>
Bay Star Homes

The Bay Star Homes program recognizes residents who pledge to avoid behaviors that are harmful to local waterways and encourages private property owners to implement voluntary stormwater management practices such as rain barrels, rain gardens, and downspout disconnects. Residents are also encouraged to incorporate more environmentally-friendly choices into their daily routines. In FY18, there were 287 new Bay Star Homes added across the region, bringing the program total to just over 2,700 households.

Bay Star Homes Registrants
(as of June 30, 2018)

<table>
<thead>
<tr>
<th>City/County</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chesapeake</td>
<td>107</td>
</tr>
<tr>
<td>Franklin</td>
<td>11</td>
</tr>
<tr>
<td>Gloucester</td>
<td>17</td>
</tr>
<tr>
<td>Hampton</td>
<td>66</td>
</tr>
<tr>
<td>Isle of Wight</td>
<td>9</td>
</tr>
<tr>
<td>James City</td>
<td>6</td>
</tr>
<tr>
<td>Newport News</td>
<td>157</td>
</tr>
<tr>
<td>Norfolk</td>
<td>1942</td>
</tr>
<tr>
<td>Poquoson</td>
<td>12</td>
</tr>
<tr>
<td>Portsmouth</td>
<td>28</td>
</tr>
<tr>
<td>Smithfield</td>
<td>8</td>
</tr>
<tr>
<td>Southampton</td>
<td>1</td>
</tr>
<tr>
<td>Suffolk</td>
<td>110</td>
</tr>
<tr>
<td>Surry</td>
<td>2</td>
</tr>
<tr>
<td>Virginia Beach</td>
<td>175</td>
</tr>
<tr>
<td>Williamsburg</td>
<td>5</td>
</tr>
<tr>
<td>York</td>
<td>52</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,708</strong></td>
</tr>
</tbody>
</table>

Bay Star Homes: The Dodson Family, York County
Sudent Outreach

Environmental Education Mini Grant Program

At askHRgreen.org, we’ve learned that even a small amount of grant money can help spark an idea that encourages people to make an impact in our region. askHRgreen.org offers environmental education mini grants of up to $500 to provide funding for environmentally-themed projects for students. All Hampton Roads teachers (K-12), youth leaders, or organizations working with youth are eligible to apply.

In FY18, $7,758 in grant funding was awarded to support 19 school projects in and out of the classroom. These projects reached over 8,600 students across Hampton Roads and included learning gardens, school recycling programs, composting, rain barrels, and more.
Environmental Action Awards

In March 2018, askHRgreen.org recognized two local schools and educators for their commitment to environmental stewardship and leadership. Michelle Effatt, former science teacher at Cradock Middle School in Portsmouth, and Gabrielle Toni, art teacher at Western Branch Middle School in Chesapeake, each received the Environmental Action Award.

The askHRgreen.org Environmental Action Award was developed to recognize individuals who inspire youth (K-12) to have a positive impact on the environment by taking action in their schools or communities. The winning projects had previously received funding through the askHRgreen.org mini grant program and were selected as outstanding by a panel of local askHRgreen.org representatives from the HRPDC’s 17 member jurisdictions and HRSD. The Cradock Middle School and Western Branch Middle School projects were among 13 projects under consideration for the award, all of which were funded by askHRgreen.org in FY17.

Cradock Middle School was recognized for Ms. Effatt’s leadership of a community clean-up project. At Western Branch Middle School, Ms. Toni brought her art students together with a handful of technology students for an upcycling project to bring new life to some tired, old park benches. In addition to the award, each school received a check for $100.00 to be spent to further their project or to launch a new environmental initiative.

Green Learning Guide

With a grant from the Chesapeake Bay Restoration Fund, and support from local cities and counties, askHRgreen.org developed a Green Learning Guide for third grade students in FY18. A sixth-grade Green Learning Guide was first published by askHRgreen.org in 2012, but this third-grade version will be brand new for the 2018-19 school year.

Designed to meet Virginia SOL standards, the Green Learning Guides make it easy for teachers to bring the environment into the classroom in a way that directly relates to critical science, math, and English skills. The free guides showcase educational content in a fun, interactive format with colorful maps, bold graphics, and creative activities to connect students to our Hampton Roads environment.

The sixth-grade Green Learning Guide was warmly embraced by area educators, many of whom incorporated the guide into their lesson plans. One teacher in Chesapeake relayed how helpful the publication was to her students because “the real life examples put the ideas in a different perspective.” Another simply said she was thankful to have the valuable information for her students.

Both editions of the Green Learning Guide and accompanying teacher’s guides are available for download on the askHRgreen.org website. We hope to provide printed copies of the third-grade edition to students across the region during the 2018-19 school year.
Business Outreach

Bay Star Business Program

In June 2018, the Stormwater Education Subcommittee launched the Bay Star Business Program, an extension of the successful Bay Star Homes initiative. This free, pledge-based program is designed to recognize Hampton Roads companies that are committed to protecting water quality in the region. Business owners can easily sign up online at askHRgreen.org/BayStarBusiness and select a minimum of five out of 15 suggested practices such as conserving water, keeping outdoor areas litter-free, maintaining (repairing/washing) company vehicles under cover, or organizing a community cleanup event. Most action items are no- or low-cost solutions to help business run more efficiently. In return for their pledges, a business receives a welcome packet in the mail that includes tips and information included in the Team Up 2 Clean Up toolkit and community beautification projects to help connect people with their local cleanup coordinators. Some of the information included in the Team Up 2 Clean Up toolkit is specifically tailored for businesses and outlines best practices like:

- Engaging and training employees by asking for their input and incorporating litter prevention strategies into regular tasks.
- Providing convenient trash, ash, and recycling receptacles at transition points to give customers a proper disposal option.
- Keeping waste containers covered at all times to prevent spills.
- The Team Up 2 Clean Up campaign offers a new way that we can all work together to combat litter in Hampton Roads.

Team Up 2 Clean Up

The cost that litter imposes on communities and businesses is substantial. That is why the Recycling & Beautification Subcommittee launched the Team Up 2 Clean Up campaign in early spring 2018 to make it easier for residents and businesses alike to get involved with litter prevention and cleanup initiatives. This new initiative offers an online toolkit where everyone from schools and civic leagues to businesses and neighbors on the block can download free posters, brochures, presentations, and other resources to educate their peers/employees about litter. There are resources available to empower businesses to organize their own cleanups and also a comprehensive listing of existing regional cleanups and community beautification projects to help connect people with their local cleanup coordinators. Some of the information included in the Team Up 2 Clean Up toolkit is specifically tailored for businesses and outlines best practices like:

- Engaging and training employees by asking for their input and incorporating litter prevention strategies into regular tasks.
- Providing convenient trash, ash, and recycling receptacles at transition points to give customers a proper disposal option.
- Keeping waste containers covered at all times to prevent spills.
- The Team Up 2 Clean Up campaign offers a new way that we can all work together to combat litter in Hampton Roads.

Fats, Oils, and Grease (FOG) Commercial Training and Certification Program

The FOG training and certification program is designed to educate local food service workers and grease haulers on how to prevent sanitary sewer backups caused by improper handling and disposal of fats, oils, and grease. FOG certification requirements vary by locality, and the free certification program is available to anyone through the HRFOG.com website.

Various updates and enhancements were made to HRFOG.com during FY18. The changes improved the user experience but also made it easier for administrators to clean up and manage data. Users can now access the certification tests directly from their profile page. Administrators can provide certificates for users at any time and better manage records for local food service establishments. Another important upgrade was the creation of email notifications that prompt users to recertify in advance of their certification expiration date.

Events

Each year, askHRgreen.org participates in a variety of corporate and industry events across the region. In FY18, those outreach events included those hosted by organizations such as Newport News Shipbuilding, Anheuser Busch, CMA CGM, and NASA. We also attended and sponsored the Mid-Atlantic Horticulture Association Short Course in January. That multi-day course is produced by the Virginia Horticultural Foundation and is a nationally-recognized annual training for horticulture professionals.
Residential Recycling Practices

The Recycling & Beautification Subcommittee’s focus on residential recycling was two-fold in FY18. Residents were encouraged to 1) use curbside and drop-off recycling services and 2) increase the quality of recycling collected at curbside by reducing contamination.

Paid Media. A two-week media campaign ran from November 6 to November 19. The campaign was scheduled to coincide with America Recycles Day on November 15. The campaign utilized the “Recycle More, Trash Less” creative developed several years ago but had the added benefit of accompanying video produced in FY17. The campaign included radio, digital display ads and retargeting, native content ads, social media, and advanced TV. Throughout the year, specific recycling messages were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches. Recycling is consistently the best performing topic for SEM.

Public Relations. Public relations support succeeded in promoting the residential recycling message through a variety of media channels including print (Coastal Virginia Magazine, The Virginian-Pilot), news releases (topics included Christmas tree recycling and America Recycles Day), interviews with local radio and TV shows, and multiple articles in the askHRgreen.org newsletter and blog.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. Outreach included sharing recycling news and trending stories, answering recycling questions, and promoting local recycling collection events.

Outreach Materials. In order to keep outreach materials as relevant as possible, the Committee updated the askHRgreen.org residential recycling rack card and poster to incorporate the addition of cartons which are now accepted through some local recycling programs.

Virginia Litter Prevention & Recycling Competitive Grant. We received a $5,971 grant from the Virginia Department of Environmental Quality to enhance our recycling education program in FY18. We used the grant funds to target both the general public and schools with new outreach materials. Many localities reported needing an engaging way to share recycling information with students. To tackle this, we created an interactive “Where Does It Go?” magnet game and designed recycling tattoos as a fun giveaway prize. For the general public, we printed rack cards and refrigerator magnets highlighting the most common items that should go in recycling bins. We also purchased poster stands, giving localities the ability to bring recycling messages to citizens in unexpected places and increase general awareness about the do’s and don’ts of recycling.

Litter Prevention

In FY18, we launched an exciting new litter prevention campaign branded “Team Up 2 Clean Up.” The campaign uses a patriotic theme and poses the question “America the Beautiful?” Residents and businesses are encouraged to recognize litter as a problem and then take action by organizing litter cleanups or practicing litter prevention strategies. The campaign includes a toolkit of resources available for use by locality members, businesses, and the general public. The Recycling & Beautification Subcommittee also promoted litter prevention and the Team Up 2 Cleanup campaign in the following ways:

Public Relations. Public relations was an important part of the Team Up 2 Clean Up campaign launch. The added exposure came from features in various media channels including print (Coastal Virginia Magazine, The Virginian-Pilot), Inside Business, Coastal Virginia BIZ magazine), a news release, interviews with local radio and TV shows, and articles in the askHRgreen.org newsletter and blog.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. Outreach topics included the negative impacts of litter and promoting local cleanup events like Great American Cleanup and Clean the Bay Day.
Cigarette Litter Prevention Grant. Keep Virginia Beautiful awarded a “30 in Thirty” grant of $2,000 to the Recycling & Beautification Subcommittee to implement a cigarette litter prevention project in seven participating localities: Hampton, Newport News, Norfolk, Portsmouth, Suffolk, York County, and Virginia Beach. Through the grant, 26 new cigarette ash receptacles were installed in Hampton Roads. The grant also funded banners and lawn signs to help with outreach.

Fats, Oils & Grease (FOG) Disposal & What Not To Flush

Paid Media. The FOG Subcommittee had three comprehensive media campaigns that ran for a total of four weeks in FY18. In addition, throughout the year, specific FOG and “what not to flush” messages were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

- The first campaign ran during the Thanksgiving holiday (November 20 to November 26) on radio, digital display ads and retargeting, native content ads, and social media and carried a message of keeping FOG and food scraps out of the sink.
- The second campaign ran during the week leading up to the Super Bowl (January 29 to February 4) and included radio, digital display ads and retargeting, native content ads, social media, and advanced TV. The campaign was a pickup of the classic horror movie themed ad used in past years.
- The final campaign featured the newly created “What Do You Know About Flushing?” video in a paid media campaign combining digital display ads and retargeting, native content ads, social media, and advanced TV. The two-week campaign ran from May 28 to June 10. The video component of the campaign features residents answering questions about whether different personal care products like wipes and cotton swabs are safe to flush down the toilet.

Outreach Materials. The FOG residential rack card was refreshed with a new look to match the new website branding. In addition, a variety of promotional items were purchased including sink strainers, grease can lids, sponges, washcloths, and more.

Public Relations. Public relations supported public education and outreach through a variety of media channels including news releases, interviews with local radio and TV shows, and multiple articles in the askHRgreen.org newsletter and blog.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. Outreach topics included the negative impacts of improper grease disposal, fatbergs, proper medication disposal, and the importance of infrastructure.

Technical Standards for the Sizing of Grease Control Devices

In FY18, the FOG Education Subcommittee convened a technical panel to review and propose updates to the Regional Technical Standards for the Sizing of Grease Control Devices. After a thorough review and comment process, proposed revisions included updating drainage fixture unit (DFU) values per the 2012 Virginia Plumbing Code, modifying DFU values for floor drains, and changing from NAICS designations to low/medium/high grease production categories. The revised technical sizing standards were approved by the regional Directors of Utilities Committee at their September 2017 meeting.

Communicating the Value of Water

Paid Media. A two-week media campaign ran from October 9 to 15 to coincide with the national “Imagine a Day Without Water” initiative. The campaign included radio, digital display ads, native content ads, social media, and advanced TV. In addition, throughout the year, specific messages about the value of water were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

Outreach Materials. The Water Awareness Subcommittee updated the Value of Water rack card to better align with the updated branding of askHRgreen.org. With the redesign came the opportunity to update content as
Public Relations. Public relations was an important part of communicating the value of water in FY18. As part of the Imagine a Day Without Water campaign, we composed an op-ed which was published in both the Daily Press and The Virginian-Pilot. It was also published in the Chesapeake Clipper. Additional exposure came from features on various media channels, including interviews with local radio and TV shows and articles in the askHRgreen.org newsletter and blog.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. Sharing video content was an important part of Facebook content for the value of water message, especially the “What Do You Know?” three-part series featuring interviews with citizens answering questions about how much water they use in a day, the average cost of a gallon of tap water, and the vital role water plays in our daily lives. Other topics in our social media outreach included the safety of tap water, choosing tap over bottled water, and water scarcity in developing countries. As part of the national Imagine a Day Without Water campaign, we also conducted an organic Facebook and Instagram campaign with daily posts starting on October 8 and culminating on October 12.

Water Conservation

Paid Media. In promotion of Fix-a-Leak Week, a nationwide campaign from EPA, a one-week media campaign ran from March 12 to 18. The campaign included radio, digital display ads, native content ads, social media, and advanced TV. Throughout the year, specific water conservation messages were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

Outreach Materials. The Water Awareness Subcommittee distributed numerous promotional items aimed at helping residents conserve water. Items included rain gauges, shower timers, dye tabs, black-eyed Susan seed packets, hose nozzles, and seed bookmarks. In addition to these promotional materials, the Subcommittee began production on a new video in 2018 that tests citizens’ knowledge about wasteful toilet leaks and how to fix them. The final video will debut in FY19 highlighting how many gallons of water a leaky toilet will waste and the simple DIY steps to find and fix leaks around the house.

Public Relations. Conservation messages were featured in various media channels including print, interviews with local radio and TV shows, and articles in the askHRgreen.org newsletter and blog.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. Outreach topics included promoting rain barrels, drought tolerant and native plants, fixing leaks, and winterizing the home to prevent burst pipes.

Water Infrastructure

Paid Media. Throughout the year, specific infrastructure messages were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches. In addition, a week-long media campaign ran from May 7 to 13. This campaign complimented the national Drinking Water Week campaign from the American Water Works Association. The campaign included radio, digital display ads, native content ads, social media, and advanced TV.

Public Relations. The importance of water infrastructure was included in various public relations activities including print (Daily Press, The Virginian-Pilot), interviews with local radio and TV shows, and articles in the askHRgreen.org newsletter and blog.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. Outreach topics included promoting rain barrels, drought tolerant and native plants, fixing leaks, and winterizing the home to prevent burst pipes.

Leaves and Yard Debris

Paid Media. Throughout the year, specific yard waste/leaf disposal ad copy was included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches. In the fall, a week-long media campaign ran from October 23 to November 5. The campaign included radio, digital display and retargeting ads, native content ads on WTKR.com, and social media.
Outreach Materials. The Stormwater Education Subcommittee maintains a comprehensive library of brochures and rack cards with stormwater pollution prevention information. Proper leaf and yard debris disposal tips are included in several printed pieces that are handed out to residents and businesses alike. The “Only Rain Down the Drain” slogan was even included on the 5,000 message pens printed for distribution at local events. In addition to these promotional materials, the Subcommittee began production on a new video in 2018 that features local residents weighing in on what can (and can’t) safely go down the storm drain. The final video will launch in FY19 highlighting “good to know” information (“only rain down the drain”) and “good to do” behaviors like keeping leaves and grass clippings out of storm drains, testing before fertilizing, picking up after pets, and car washing tips.

Public Relations. The leaf and yard debris disposal message was promoted via news release, print articles (i.e. The Virginian-Pilot and Chesapeake Clipper), interviews with local radio and TV shows, and features in the askHRgreen.org newsletter and blog.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. Outreach included sharing local news and relevant stories, answering questions, and promoting proper leaf and yard waste disposal options.

Pet Waste

Paid Media. Throughout the year, pet waste disposal ad copy was included in our Google Search Engine Marketing campaign, driving traffic to the askHRgreen.org website from relevant keyword searches. The “scoop the poop” message was also included in the “fall leaves” media campaign that ran from October 23 to November 5.

Outreach Materials. In FY18 we printed 10,000 “scoop the poop” rack cards and 5,000 bumper stickers to hand out to the public at various events to encourage this desired behavior. In addition to the printed collateral, we purchased 5,000 dog waste bag holders for distribution.

Public Relations. The “scoop the poop” message was promoted via news release, print articles (i.e. The Virginian-Pilot and Chesapeake Clipper), interviews with local radio and TV shows, and features in the askHRgreen.org newsletter and blog.

Social Media. Social media is an important tool for sharing the “scoop the poop” message, and we utilized Facebook, Twitter, and Instagram in our outreach efforts.

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Outreach Materials. In FY18 we printed 10,000 “scoop the poop” rack cards and 5,000 bumper stickers to hand out to the public at various events to encourage this desired behavior. In addition to the printed collateral, we purchased 5,000 dog waste bag holders for distribution.

Public Relations. The “scoop the poop” message was promoted via news release, print articles (i.e. The Virginian-Pilot and Chesapeake Clipper), interviews with local radio and TV shows, and features in the askHRgreen.org newsletter and blog.

Social Media. Social media is an important tool for sharing the “scoop the poop” message, and we utilized Facebook, Twitter, and Instagram in our outreach efforts.

Lawn Care and Fertilizer

Paid Media. Throughout the year, lawn care, native plants, fertilizing, and soil testing ad copy was included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches. In the spring, a “work smarter, not harder” lawn care media campaign ran for two weeks from April 16 through April 30. The campaign included radio, digital display and retargeting ads, native content ads on WTKR.com, advanced TV (streaming) video ads, and social media.

Outreach Materials. In FY18, a brochure, discussing fertilizing best practices and proper soil testing was handed out along with soil test kits provided in partnership with local cooperative extension agencies at events across the region. We also purchased 4,000 black-eyed Susan seed packets for distribution at regional events. The seed packets contained a message about the important benefits of native plants.

Public Relations. Fertilizer and lawn care best management practices were common themes promoted throughout the year via print articles (The Chesapeake Clipper), an interview with a local radio station, and features in the askHRgreen.org newsletter and blog.
Social Media. Social media is an important tool for sharing all of our eco-friendly messages, including fertilizing and lawn care tips, and we utilized Facebook, Twitter, and Instagram in our outreach efforts.

Public Relations

Media Outreach
34 Editorial Placements
8 News Releases distributed
6 eNewsletters issued
7,284 Subscribers

Chesapeake Bay Restoration Fund Grant

In FY18, we received $11,100 in grant funding for a comprehensive bay education and outreach program. The funds were split between four initiatives with the goal of improving water quality through engaging residents in the Chesapeake Bay watershed. The first initiative supported by the grant was the expansion of Bay Star Homes to include residential workshops on native plants and fall landscaping/tree planting tips. We hosted one workshop in Newport News and one in Chesapeake with the support of local master gardeners and master naturalists as well as local staff. Secondly, grant funds were used to help create the Bay Star Business program for commercial and industrial entities. Another initiative supported by grant funds was the continuation of the regional pet waste station grant program. A portion of the grant funds also went towards the development of the Green Learning Guide created for third grade students to learn about the importance of clean waterways and pollution prevention while meeting Virginia Standards of Learning (SOL) requirements. Finally, the remaining grant funds were allocated towards stormwater-related projects through the askHRgreen.org environmental education mini grant program.
### 2017-2018 askHRgreen.org Public Relations Value

<table>
<thead>
<tr>
<th>Date</th>
<th>Media Outlet</th>
<th>Topic</th>
<th>Length</th>
<th>Circ./Imp</th>
<th>PR Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug-Sept 2017</td>
<td>Coastal Virginia BIZ Magazine</td>
<td>Grants for Green, Chesapeake Bay Foundation/KVB</td>
<td>1/8 page</td>
<td>15,000</td>
<td>$1,050.00</td>
</tr>
<tr>
<td>Saturday, Aug. 19, 2017</td>
<td>The Virginian- Pilot - Home - Mary Reid Barrow</td>
<td>Storm drain dos and dons</td>
<td>671 words/10.5 col inches</td>
<td>131,175</td>
<td>$6,280.00</td>
</tr>
<tr>
<td>Sept-Oct 2017</td>
<td>Coastal Virginia Magazine</td>
<td>Kid Puddler</td>
<td>1 page</td>
<td>35,000</td>
<td>$13,240.00</td>
</tr>
<tr>
<td>Sunday, Sept. 3, 2017</td>
<td>The Clipper</td>
<td>“Save money and go green this school year!”</td>
<td>235 words/10.5 col inches</td>
<td>31,967</td>
<td>$1,050.00</td>
</tr>
<tr>
<td>Sunday, Sept. 17, 2017</td>
<td>The Clipper</td>
<td>“Know the right plays for an eco-friendly game-day”</td>
<td>284 words/9 col inches</td>
<td>31,967</td>
<td>$997.50</td>
</tr>
<tr>
<td>Sunday, Sept. 24, 2017</td>
<td>The Clipper</td>
<td>“Time for fall planting!”</td>
<td>315 words/10.5 col inches</td>
<td>31,967</td>
<td>$1,102.50</td>
</tr>
<tr>
<td>Sunday, Oct. 1, 2017</td>
<td>The Clipper</td>
<td>“A Dear John” letter to my garbage disposal</td>
<td>300 words/10 col inches</td>
<td>31,967</td>
<td>$1,050.00</td>
</tr>
<tr>
<td>Saturday, Oct. 7, 2017</td>
<td>Daily Press</td>
<td>Imagine a day without water</td>
<td>545 words/21.5 col inches</td>
<td>80,970</td>
<td>$1,920.00</td>
</tr>
<tr>
<td>Sunday, Oct. 7, 2017</td>
<td>The Clipper</td>
<td>“Imagine a day without water”</td>
<td>346 words/11.5 col inches</td>
<td>31,967</td>
<td>$1,207.50</td>
</tr>
<tr>
<td>Saturday, Oct. 7, 2017</td>
<td>The Virginian- Pilot</td>
<td>“Imagine a day without water”</td>
<td>672 words/20.5 col inches</td>
<td>131,175</td>
<td>$11,234.50</td>
</tr>
<tr>
<td>Sunday, Oct. 15, 2017</td>
<td>The Clipper</td>
<td>“Fall leaf clean-up tips”</td>
<td>330 words/5.5 col inches</td>
<td>31,967</td>
<td>$567.50</td>
</tr>
<tr>
<td>Sunday, Oct. 22, 2017</td>
<td>The Clipper</td>
<td>Mark Your Calendar for National Prescription Drug Take-Back Day</td>
<td>305 words/10 col inches</td>
<td>31,967</td>
<td>$1,050.00</td>
</tr>
<tr>
<td>Sunday, Oct. 29, 2017</td>
<td>The Clipper</td>
<td>“Post-Halloween trash is no treat”</td>
<td>330 words/5.5 col inches</td>
<td>31,967</td>
<td>$567.50</td>
</tr>
<tr>
<td>Nov-Dec 2017</td>
<td>Coastal Virginia Magazine</td>
<td>Mini-grants program</td>
<td>1/8 page</td>
<td>35,000</td>
<td>$2,940.00</td>
</tr>
<tr>
<td>Nov-Dec 2017</td>
<td>Coastal Virginia Magazine</td>
<td>Where does it all go? Recycling infographic</td>
<td>1 page</td>
<td>35,000</td>
<td>$13,240.00</td>
</tr>
<tr>
<td>Sunday, Nov. 5, 2017</td>
<td>The Clipper</td>
<td>“America Recycles Day is Nov. 15, but Beach efforts are yearround”</td>
<td>142 words/6 col inches</td>
<td>31,967</td>
<td>$600.00</td>
</tr>
<tr>
<td>Sunday, Nov. 12, 2017</td>
<td>The Clipper</td>
<td>“Make this a dog-free holiday season”</td>
<td>350 words/15.5 col inches</td>
<td>31,967</td>
<td>$1,207.50</td>
</tr>
<tr>
<td>Friday, Nov. 17, 2017</td>
<td>The Virginian- Pilot - Mary Reid Barrow</td>
<td>Tips for trash and recycling</td>
<td>735 words/24.5 col. inches</td>
<td>131,175</td>
<td>$18,143.00</td>
</tr>
<tr>
<td>Sunday, Nov. 19, 2017</td>
<td>The Virginian- Pilot</td>
<td>“Water you thankful for?”</td>
<td>320 words/10.5 col inches</td>
<td>31,967</td>
<td>$1,102.50</td>
</tr>
<tr>
<td>Saturday, Nov. 25, 2017</td>
<td>Suffolk News-Herald</td>
<td>Become a Bay Star homes</td>
<td>246 words/9.5 col inches</td>
<td>10,431</td>
<td>$848.25</td>
</tr>
<tr>
<td>Sunday, Nov. 26, 2017</td>
<td>The Clipper</td>
<td>“Helpful hints to reduce holiday waste”</td>
<td>350 words/15 col inches</td>
<td>31,967</td>
<td>$1,365.00</td>
</tr>
<tr>
<td>Sunday, Dec. 3, 2017</td>
<td>The Clipper</td>
<td>“Dreamin’ of a green Christmas”</td>
<td>375 words/12 col inches</td>
<td>31,967</td>
<td>$1,312.50</td>
</tr>
<tr>
<td>March-April 2018</td>
<td>Coastal Virginia Magazine</td>
<td>Team Up 2 Clean Up boosts community effort to pick up litter</td>
<td>1/3 page</td>
<td>35,000</td>
<td>$6,630</td>
</tr>
<tr>
<td>Thursday, March 22, 2018</td>
<td>Portsmouth Public Schools Website</td>
<td>Art Teacher Wins Environmental Action Award</td>
<td>N/A</td>
<td>5,000</td>
<td>$575.00</td>
</tr>
<tr>
<td>Friday, March 23, 2018</td>
<td>Portsmouth Next Door Neighbor App</td>
<td>Portsmouth Educator Recognized with Environmental Action Award</td>
<td>N/A</td>
<td>5,000</td>
<td>$575.00</td>
</tr>
<tr>
<td>April-May 2018</td>
<td>Coastal Virginia BIZ Magazine</td>
<td>Team Up 2 Clean Up</td>
<td>1/4 page</td>
<td>15,000</td>
<td>$2,640.00</td>
</tr>
<tr>
<td>Sunday, April 01, 2018</td>
<td>The Clipper</td>
<td>“Fertilizing the cheap and easy way.”</td>
<td>268 words/9 inches</td>
<td>31,967</td>
<td>$945.00</td>
</tr>
<tr>
<td>Monday, April 16, 2018</td>
<td>WYTR-TV Coast Live</td>
<td>Team Up 2 Clean Up</td>
<td>4:46 seconds</td>
<td>26,000</td>
<td>$2,250.00</td>
</tr>
<tr>
<td>Wednesday, May 2, 2018</td>
<td>WNIN-AF Tony Woots Show</td>
<td>Lawn care tips</td>
<td>3:00 minutes</td>
<td>39,600</td>
<td>$2,250.00</td>
</tr>
<tr>
<td>May-June 2018</td>
<td>Coastal Virginia Magazine</td>
<td>Keep it Beachy Clean</td>
<td>1/2 page</td>
<td>35,000</td>
<td>$4,017.00</td>
</tr>
<tr>
<td>Week of May 16, 2018</td>
<td>Inside Business Experts Column, by Katie Catlinfer</td>
<td>Be a Good Neighbor and Business, Team Up 2 Clean Up</td>
<td>1/2 page</td>
<td>9,000</td>
<td>$5,940.00</td>
</tr>
<tr>
<td>Sunday, June 03, 2018</td>
<td>WYEC-TV Chesapeake</td>
<td>Bay Star Business</td>
<td>1:20 minutes</td>
<td>1,500</td>
<td>$600.00</td>
</tr>
<tr>
<td>Saturday, June 20, 2018</td>
<td>WVEC-TV Coastal Connections</td>
<td>Team Up 2 Clean Up + Bay Star Business</td>
<td>9:00 minutes</td>
<td>15,000</td>
<td>$1,125.00</td>
</tr>
</tbody>
</table>

**Total circulation or audience:** 1,240,564

**Total articles and interviews:** 34

**Total budget:** $12,043

**Total publicity value:** $102,373

**Return on Investment (ROI):** 8.5:1
### 2017-2018 Promotions

#### PROMOTIONS + WEBSITE VISITATION

<table>
<thead>
<tr>
<th>Month</th>
<th>2017 Visits</th>
<th>2018 Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>JULY</td>
<td>3,388</td>
<td></td>
</tr>
<tr>
<td>AUG</td>
<td>3,417</td>
<td></td>
</tr>
<tr>
<td>SEP</td>
<td>3,521</td>
<td></td>
</tr>
<tr>
<td>OCT</td>
<td>4,548</td>
<td></td>
</tr>
<tr>
<td>NOV</td>
<td>7,120</td>
<td></td>
</tr>
<tr>
<td>DEC</td>
<td>3,318</td>
<td></td>
</tr>
<tr>
<td>JAN</td>
<td>4,280</td>
<td></td>
</tr>
<tr>
<td>FEB</td>
<td>3,888</td>
<td></td>
</tr>
<tr>
<td>MAR</td>
<td>6,119</td>
<td></td>
</tr>
<tr>
<td>APR</td>
<td>6,172</td>
<td></td>
</tr>
<tr>
<td>MAY</td>
<td>5,585</td>
<td></td>
</tr>
<tr>
<td>JUN</td>
<td>4,379</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL WEBSITE VISITS**

- **2017**: 20,000
- **2018**: 20,000

*Note: The chart shows the total website visits for each month, with the respective promotions and website visits listed below.*
2017-2018 Promotional Campaign Results

<table>
<thead>
<tr>
<th>Campaign Details</th>
<th>Media Channels</th>
<th>Budget</th>
<th>Value</th>
<th>ROI</th>
<th>Audience Reach</th>
<th>Impressions</th>
<th>Video Views</th>
<th>Clicks/Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Imagine a Day Without Water</td>
<td>Paid Media - radio, digital display ads, native content ads, social media and advanced TV.</td>
<td>$12,073</td>
<td>$20,297</td>
<td>1.26:1</td>
<td>19.7%</td>
<td>1,442,072</td>
<td>46,215</td>
<td>1,108</td>
</tr>
<tr>
<td>Leaves &amp; Pet Waste</td>
<td>Paid Media - radio, digital display ads &amp; retargeting, native content ads, social media.</td>
<td>$9,323</td>
<td>$15,978</td>
<td>1.71:1</td>
<td>34.3%</td>
<td>1,101,605</td>
<td>24,319</td>
<td>1,704</td>
</tr>
<tr>
<td>Recycle More, Trash Less</td>
<td>Paid Media - radio, digital display ads &amp; native content ads, social media.</td>
<td>$9,310</td>
<td>$15,699</td>
<td>1.26:1</td>
<td>27.5%</td>
<td>1,480,506</td>
<td>34,851</td>
<td>1,557</td>
</tr>
<tr>
<td>FOG Clog-Free Holiday</td>
<td>Paid Media - radio, digital display ads &amp; native content ads, social media.</td>
<td>$7,073</td>
<td>$12,048</td>
<td>1.69:1</td>
<td>21.3%</td>
<td>1,228,092</td>
<td>29,684</td>
<td>1,697</td>
</tr>
<tr>
<td>What Not to Flush</td>
<td>Paid Media - radio, digital display ads &amp; native content ads, social media.</td>
<td>$7,073</td>
<td>$12,048</td>
<td>1.69:1</td>
<td>21.3%</td>
<td>1,228,092</td>
<td>29,684</td>
<td>1,697</td>
</tr>
<tr>
<td>Conservation: Find &amp; Fix Leaks</td>
<td>Paid Media - radio, digital display ads &amp; native content ads, social media.</td>
<td>$12,073</td>
<td>$17,502</td>
<td>1.45:1</td>
<td>27.4%</td>
<td>1,101,605</td>
<td>29,684</td>
<td>1,697</td>
</tr>
<tr>
<td>Team Up 2 Clean Up</td>
<td>Paid Media - radio, digital display ads &amp; native content ads, social media.</td>
<td>$11,160</td>
<td>$15,198</td>
<td>1.36:1</td>
<td>20.3%</td>
<td>1,379,596</td>
<td>25,971</td>
<td>1,566</td>
</tr>
<tr>
<td>Lawncare</td>
<td>Paid Media - radio, digital display ads &amp; native content ads, social media.</td>
<td>$10,601</td>
<td>$18,813</td>
<td>1.67:1</td>
<td>45.9%</td>
<td>1,412,279</td>
<td>19,501</td>
<td>1,595</td>
</tr>
<tr>
<td>Value of Water (Infrastructure)</td>
<td>Paid Media - digital display ads &amp; retargeting, native content ads, social media.</td>
<td>$12,073</td>
<td>$17,502</td>
<td>1.45:1</td>
<td>NA</td>
<td>399,573</td>
<td>45,131</td>
<td>3,374</td>
</tr>
<tr>
<td>What Do You Know? - Flushing</td>
<td>Paid Media - digital display ads &amp; retargeting, native content ads, social media.</td>
<td>$12,073</td>
<td>$17,502</td>
<td>1.45:1</td>
<td>NA</td>
<td>399,573</td>
<td>45,131</td>
<td>3,374</td>
</tr>
</tbody>
</table>

**Key:**
- Water Awareness Subcommittee
- Stormwater Education Subcommittee
- Recycling and Beautification Subcommittee
- Fats, Oils and Grease Education Subcommittee
## COMBINED MEDIA RESULTS

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAID ADVERTISING WEEKS</td>
<td>52 consecutive</td>
</tr>
<tr>
<td>TOTAL ADVERTISING IMPRESSIONS</td>
<td>13,400,234</td>
</tr>
<tr>
<td>TOTAL VIDEO VIEWS</td>
<td>225,672</td>
</tr>
<tr>
<td>TOTAL CLICKS</td>
<td>24,501</td>
</tr>
<tr>
<td>TOTAL CAMPAIGN BUDGET</td>
<td>$158,000</td>
</tr>
<tr>
<td>TOTAL MEDIA EXPOSURE VALUE</td>
<td>$306,000</td>
</tr>
<tr>
<td>COST PER THOUSAND IMPRESSIONS</td>
<td>$11.81</td>
</tr>
<tr>
<td>RETURN ON INVESTMENT (ROI)</td>
<td>1.93:1</td>
</tr>
</tbody>
</table>

www.askHRgreen.org
Glossary of Terms

added value
Earned but unpaid advertising value.

ad group
In Search Engine Marketing (SEM), an ad group contains one or more ads which target a shared set of keywords.

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.
Campaign overview: Since December of 2017, we have worked to achieve your goal of educating the market and creating awareness on a variety of environmental topics by driving people who live in Hampton Roads to your website. We have focused on a variety of different topics each month, while still trying to maintain the overall brand awareness and keeping the focus on all of your initiatives. Here is how your campaign has performed from Dec - June:

Dec 2017:
For the month of Dec (starting Dec 20, 2017), we delivered a total of 33,775 impressions to adults in the Hampton Roads market, and those impressions drove the following activity:
- We drove a total of 396 clicks to your website, which is 27% of your total site traffic, only behind google organic searches in that 12 day period.
- 8 of your top 25 pages visited in that same time period were a direct result of wkr's efforts (the number one source of traffic to pages).
- Knowing that recycling is one of your biggest initiatives, 4 of the top 5 keyword groups for that period in December were recycling related, generating 259 clicks to the site, accounting for 65% of all site traffic from the search campaign (339 clicks).

Jan 2018:
For the month of January, we delivered a total of 138,035 impressions to adults in the Hampton Roads market using PPC, Facebook, Video, Content ads and Targeted display. Our additional initiative this month was What Not To Flush. Those impressions drove the following activity:
- We drove a total of 1,292 clicks to your website, which is 26% of your total site traffic, only behind google organic searches.
- 625 clicks were from the PPC campaign and 667 clicks were from Facebook for What Not To Flush.
- The 2 most visited pages in January, only behind your home page, were related to What Not To Flush with 862 clicks.
- The top keyword groups for January were recycling related, generating 358 clicks to the site, accounting for 57% of all site traffic from the search campaign (625 clicks).
- The WNTF campaign spanned into Feb for a campaign total of:
  - 144,979 impressions
  - 1595 total clicks
  - Video was watched 81,013 times

Feb 2018:
For the month of February, we delivered a total of 70,650 impressions to adults in the Hampton Roads market, and those impressions drove the following activity:
- We drove a total of 1,120 clicks to your website, which is 29% of your total site traffic, only behind google organic searches.
- 826 clicks were from the PPC campaign and 294 clicks were from Facebook for What Not To Flush.
- Even though the WNTF campaign only ran through Feb 3rd, it was still the number 2 set of pages viewed for the month, only behind your home page. The WNTF pages were viewed 399 times.
- The top keyword groups for February were recycling related, generating 492 clicks to the site, accounting for 60% of all site traffic from the search campaign (826 clicks).

March 2018:
For the month of March, we delivered a total of 404,484 impressions to adults in the Hampton Roads market using PPC, Facebook, Video, Content ads and Targeted display. Our 2 additional initiatives this month were Fix A Leak & Team Up To Clean Up. Those impressions drove the following activity:
- We drove a total of 2,494 clicks to your website, which is 41% of your total site traffic and the number 1 source of traffic ahead of google organic searches.
- 1,054 clicks were from the PPC campaign, and 1440 clicks were from the result of the 2 campaigns we were also running.
- The top keyword groups for March were recycling related, generating 530 clicks to the site, accounting for 50% of all site traffic from the search campaign (1,054 clicks).
- The 3 most visited pages in March were:
  1. Fix a leak 1,064 views
  2. Homepage 974 views
  3. Team up to clean up 713 views
- Fix a leak campaign stats:
  - 171,305 total impressions
  - 1,704 total clicks
  - Video was watched 42,903 times
- Team up 2 Clean up stats:
  - 212,786 total impressions
  - 1,566 total clicks

April 2018:
For the month of April, we delivered a total of 186,242 impressions to adults in the Hampton Roads market using PPC, Facebook, Video, Content ads and Targeted display. Our additional initiative this month was Lawcaren. Those impressions drove the following activity:
- We drove a total of 1,843 clicks to your website, which is 30% of your total site traffic and the number 2 source of traffic only behind google organic searches.
- 1,120 clicks were from the PPC campaign, and 723 clicks were from the result of the Lawcaren campaign we were also running.
- The top keyword groups for April were recycling related, generating 524 clicks to the site, accounting for 47% of all site traffic from the search campaign (1,120 clicks).
• The number 2 page visited in April, only behind the home page, was your lawncare page.
• Lawncare campaign stats:
  ○ 166,713 total impressions
  ○ 1,262 total clicks
  ○ Video was watched 30,728 times

May 2018:

For the month of May, we delivered a total of 258,887 impressions to adults in the Hampton Roads market using PPC, Facebook, Video, Content ads and Targeted display. Our additional initiative this month was Water Awareness. Those impressions drove the following activity:
• We drove a total of 2,113 clicks to your website, which is 38% of your total site traffic and the number 1 source of traffic, even above google organic searches.
• 1,036 clicks were from the PPC campaign, and 1,077 clicks were from the result of the Water Awareness campaign we were also running.
• The top keyword groups were recycling related, generating 495 clicks to the site, accounting for 48% of all site traffic from the search campaign (1,036 clicks).
• The number 2 page visited in May, only behind the home page, was your Water awareness page.
• Water Awareness campaign stats:
  ○ 238,573 total impressions
  ○ 1,272 total clicks
  ○ Video was watched 35,020 times

June 2018:

For the month of June, we delivered a total of 418,805 impressions to adults in the Hampton Roads market using PPC, Facebook, Video, Content ads and Targeted display. Our additional initiative this month was What Do You Know. Those impressions drove the following activity:
• We drove a total of 1,813 clicks to your website, which is 41% of your total site traffic and the number 1 source of traffic, even above google organic searches.
• 935 clicks were from the PPC campaign, and 878 clicks were from the result of the What Do You Know campaign we were also running.
• The top keyword groups for June were recycling related, generating 517 clicks to the site, accounting for 56% of all site traffic from the search campaign (935 clicks).
• The number 1 page visited in June, even above the home page, was your What Do You Know page. 17% of your total site traffic visited pages for this WDVK campaign.
• What Do You Know campaign stats:
  ○ 399,573 total impressions
  ○ 3,374 total clicks
  ○ Video was watched 160,216 times