

**askHRgreen.org** Annual Report for Fiscal Year 2017

**HAMPTON ROADS PLANNING DISTRICT COMMISSION**

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## Report Documentation

**TITLE:**

askHRgreen.org Annual Report for Fiscal Year 2016-2017

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**ABSTRACT**

This report provides a summary of the sixth year of the askHRgreen.org public outreach and education initiative. The report contains five major sections. The first section provides background about askHRgreen.org and an overview of overall campaign results for fiscal year 2016-2017. The second through fifth sections provide an overview of the individual initiatives and results from each of the four askHRgreen.org subcommittees: Recycling & Beautification, Stormwater Education, Water Awareness, and Fats, Oils & Grease Education.

**ACKNOWLEDGEMENTS**

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## Table of Contents

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About askHRgreen.org.....	5
FY 2015-2016 Campaign Schedule & Results.....	5
Website Analytics.....	8
Campaign Initiatives & Results.....	9
Recycling & Beautification Subcommittee.....	18
Stormwater Education Subcommittee.....	20
Water Awareness Subcommittee.....	24
Fats, Oils and Grease Education Subcommittee.....	26
Glossary of Terms.....	29
Appendix A ( <i>SEM 12-Month Report</i> ).....	30

## Fiscal Year 2016-2017 At a Glance

### About askHRgreen.org...

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

You can “like” askHRgreen.org on Facebook at Facebook.com/askHRgreen, tweet and retweet at Twitter.com/HRgreen, “tune in” at YouTube.com/HRgreenVA, follow on Instagram at Instagram.com/askHRgreen and read and comment on the blog, askHRgreen.org/blog.

### 2016-2017 Campaign Schedule and Results

Nine environmentally-themed media campaigns and a Search Engine Marketing campaign ran for a combined total of 52 weeks of exposure in FY17. There were also regularly scheduled newsletters, blog posts, social media postings and ongoing public relations strategy and support, including a partnership with Coastal Virginia Magazine and the “Write as Rain” outdoor campaign.



# 2017 BY THE NUMBERS

58,113 visitors to askHRgreen.org



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

5,106 students impacted by environmental education grants



2,409 households enrolled in the regional Bay Star Homes program

27 neighborhoods impacted by the installation of pet waste stations



## Fiscal Year 2016-2017 Results

Campaign	Media	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Leaves/Pet Waste	R-O-S												
Holiday FOG Down the Drain	R-O-S												
What Not to Flush	T-O-S												
FOG Down the Drain	T-O-S												
Fix a Leak Week	T-O-S												
Recycle More, Trash Less	O-S												
Lawn care/Work Smarter	R-O-S												
Write as Rain	P-O-T-S												
Value of Water	T-O-S												
Infrastructure	T-O-S												
Coastal Virginia Magazine	P-O												
askHRgreen.org E-Newsletters													
Public Relations													
Search Engine Marketing													
askHRgreen.org Blog Articles													

Media Key: T = Television R = Radio P = Print O = Online S = Social Media

Total Advertising Weeks	
<b>Impressions</b>	
Television	11.3 million
Radio	1.96 million
Online (media website display, native content, targeted display, video pre-roll)	1.05 million
Search Engine Marketing (SEM)	107,920
Facebook	865,210
Public Relations	1.13 million
Added Value	406,393
<b>Budget</b>	
Media	\$126,137
Public Relations	\$17,711
Mobile Responsive Website Redesign & Development Project	\$37,556
Creative & Web Hosting/Maintenance	\$24,299
Consulting & Management	\$5,064
<b>Value</b>	
Media Added Value	\$41,858
Public Relations Value	\$171,711
<b>Totals</b>	
Impressions	16.95 million
Total Campaign Budget	\$210,767
Campaign/Exposure Value	\$426,107
Cost per Thousand Impressions	\$13.09
Return on Investment	1.92 : 1

# Website Analytics

askHRgreen.org Website Visitation Statistics						
	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Visits	27,424	32,697	55,505	58,279	52,530	<b>58,113</b>
Unique Visitors	19,920	25,092	43,547	46,994	42,539	<b>48,468</b>
Pageviews	67,047	72,270	116,818	103,228	93,177	<b>92,681</b>
Pages per Visit	2.42	2.21	2.10	1.77	1.77	<b>1.66</b>
Average Visit Duration	2:19	2:10	1:48	1:26	1:32	<b>1:17</b>
Bounce Rate	61.24%	61.27%	64.37%	74.80%	74.92%	<b>78.23%</b>
% New Visits	70.78%	75.50%	77.74%	79.87%	80.44%	<b>80.27%</b>

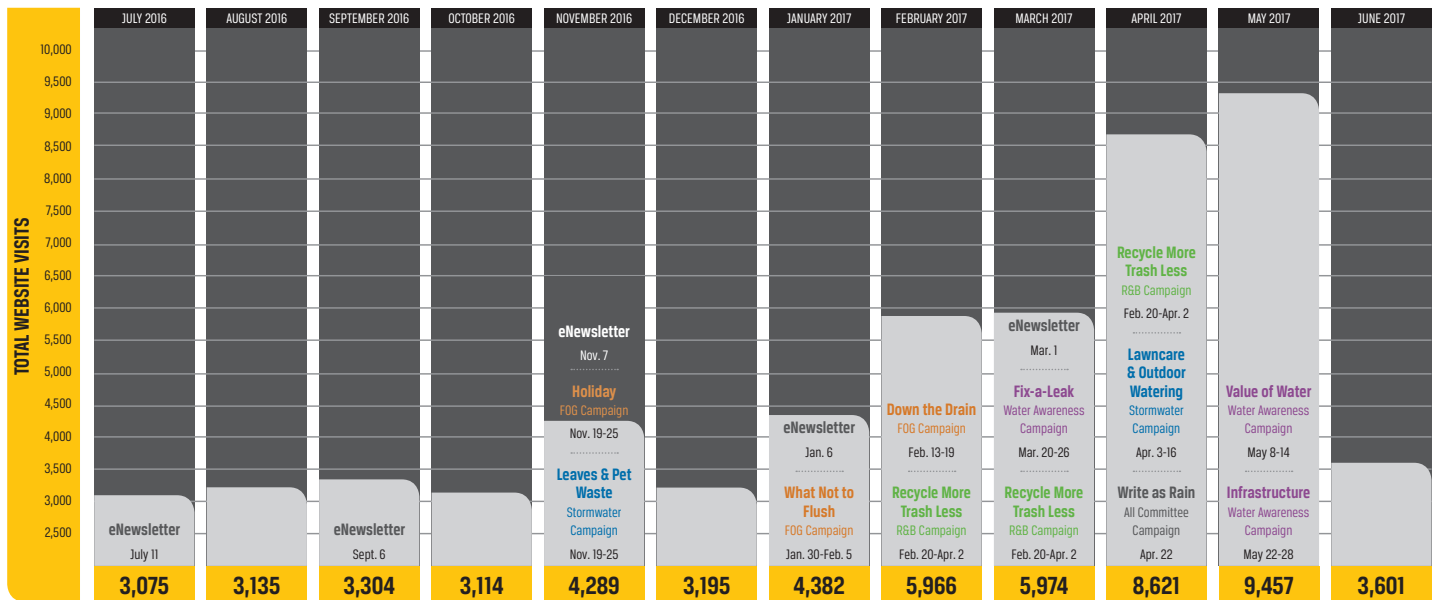
askHRgreen.org Website Visitors by Locality*		
	Number	% of Total Visitation
Virginia Beach	13,033	19.5%
Norfolk	4,348	9.2%
Chesapeake	3,904	7.7%
Newport News	3,398	6.1%
Hampton	2,200	4.1%
Suffolk	1,537	2.9%
James City County/ Williamsburg	1,274	2.1%
Portsmouth	1,094	2.0%
Poquoson	439	0.6%
Smithfield	301	0.5%
Gloucester	155	0.3%
Yorktown	36	0.2%
Other	26,394	44.7%

\*Locality determined by the geolocation of a user's IP address and may not reflect the actual boundaries of a locality. IP-based locations are approximate.

Top 10 Website Traffic Sources		
	#	%
Google (organic)	21,527	37.0%
WTKR (display)	10,758	18.5%
Direct	8,710	15.0%
Google cpc (SEM)	3,887	6.7%
m.facebook.com (referral)	2,956	5.1%
Bing (organic)	1,495	2.6%
facebook.com (referral)	932	1.6%
hrfog.com/referral	831	1.4%
WTKR (targeting)	755	1.3%
Yahoo (organic)	754	1.3%

## MONTHLY PROMOTIONS & WEBSITE VISITATION

AS OF JUNE 30, 2017



SEARCH ENGINE MARKETING July 1, 2016 - June 30, 2017



## Online Search

In FY17, askHRgreen.org continued Search Engine Optimization (SEO) tactics and Search Engine Marketing (SEM) campaigns to increase traffic to and improve the website.

SEO improves the askHRgreen.org website's organic (unpaid) search rankings. Optimization tactics included editing/adding keyword-rich content to the site, identifying and eliminating any barriers to search engine indexers, and promoting the site to increase the number of inbound links from other sources.

The askHRgreen.org SEM program utilizes Google AdWords and Bing Ads pay-per-click advertising to increase traffic to the askHRgreen.org website. By bidding on select keywords and phrases, search ads direct search traffic to relevant content on the askHRgreen.org site. In total, the active SEM campaigns garnered 107,920 impressions and 4,226 clicks to the askHRgreen.org website in FY17. To view the full SEM report for FY17, please see Appendix A.

### [Recycling Electronics](#)

[askHRgreen.org](#)

Need To Recycle Your Computer Or Old Electronics? Find Where Here!

### [AskHRGreen.org](#)

[askHRgreen.org](#)

Your Go-To Resource For Everything Green in Hampton Roads. Learn More!

### [Medication Disposal](#)

[askHRgreen.org](#)

Before You Flush Your Old Medicine Learn More On The Proper Way Here.

### [Dispose Of Cooking Oil](#)

[askHRgreen.org](#)

Fats, Oils & Grease Need To Be Disposed Of Properly. Read More Now

### [Thirsty? Drink Tap Water](#)

[askHRgreen.org](#)

Drink Tap Water in Hampton Roads With A High Level Of Confidence!

### [Test Your Soil](#)

[askHRgreen.org](#)

Follow These Steps To Test Your Soil Before You Fertilize Your Lawn

### Organic Search Results

	2012-13	2013-14	2014-15	2015-16	2016-17
Clicks	8,513	14,842	20,637	21,274	<b>23,858</b>

### SEM Campaigns

Google & Bing Ad Campaigns	Impressions	Clicks	CTR	Avg. CPC	Avg. Ad Position
Recycling & Beautification	38,336	1,621	4.23%	\$3.13	1.38
Stormwater	22,432	1,168	5.21%	\$2.70	1.34
askHRgreen.org	12,839	784	6.11%	\$1.77	1.11
Water Awareness	33,299	625	1.88%	\$4.06	2.09
FOG	1,014	28	2.76%	\$2.58	2.04
<b>Total</b>	<b>107,920</b>	<b>4,226</b>	<b>3.92%</b>	<b>\$2.89</b>	<b>1.56</b>

## Coastal Virginia Magazine Partnership

For a second year, askHRgreen.org partnered with Coastal Virginia (CoVA) Magazine to develop articles and infographics specific to the campaign’s messaging – and of interest to the magazine’s readers. askHRgreen.org team leaders and committee members worked closely with the CoVA staff to select article topics, provide sources for the writers, and review the finished copy. The special askHRgreen.org editorial features appeared in each edition of Coastal Virginia Magazine from April 2016 to February 2017 and covered a variety of topics including green gardening practices, drinking water awareness, smart water use, Bay Star Homes, the askHRgreen.org mini grant program, recycling beyond the bin, green art, sustainable food and engaging infographics and puzzlers. Once all the content had been featured in the main magazine, it was compiled into Green Magazine and printed as a unique public outreach tool.



## Social Media



Social media continues to be a key strategy for reaching the public. Facebook, Twitter, Instagram and YouTube were all used to promote askHRgreen.org messages in FY17. Social media was also used to promote various locality events, respond to citizen inquiries, share blog articles, and promote important programs and initiatives like the Bay Star Homes workshops, America Recycles Day, the Great American Cleanup, Imagine a Day Without Water and the Write as Rain campaign. Instagram was a new addition for askHRgreen.org in FY17. The Write as Rain campaign proved to be the perfect project to use for the launch of an Instagram account since the sidewalk messages provided visually interesting pictures to share with followers. Through the “Let’s Talk Green” blog, which is written by askHRgreen.org team members and guest bloggers, 57 green living articles were published throughout the year covering topics ranging from cloth diapers to the environmental impact of bottled water.

## e-Newsletter

The askHRgreen.org e-newsletter is shared via email to media contacts and an ever-growing list of citizens whose email addresses have been collected at events and through online promotions. In FY17, a total of five e-newsletters covering seasonal “green” tips, events, and askHRgreen.org campaign updates were sent out. By the end of FY17, the askHRgreen.org subscriber list reached more than 7,200 subscribers and continues to grow.

askHRgreen.org E-Newsletter Statistics	
Subscribers	7,268
Total Emails Sent	35,808
Total Opens	5,200
Open Rate	17.1%
Total Clicks	556
CTR (Click Through Rate)	1.6%



# Fiscal Year 2016-2017 Results

## Online Toolkit

The askHRgreen.org Online Media Toolkit continues to be especially useful to committee members, civic leagues, community groups, homeowners associations, schools, clubs, businesses—and any organization or individual with an interest in improving neighborhoods and communities. Ideal for both online and print reproduction, the toolkit items are professionally designed and carry the signature askHRgreen.org graphic look. The materials are organized so it is easy for users to browse and select the topic they seek in the medium of their choice. In addition to logos, ads, rack cards, brochures, tip cards, and posters, there are feature articles, publications, infographics, radio ads, videos, and stickers available.



## Events

Each year, askHRgreen.org participates in numerous regional events as part of the campaign’s education and outreach efforts. These events take place throughout the year and range from small workplace eco fairs to large countywide festivals and almost everything in between. Committee members volunteer to staff either the askHRgreen.org mobile education trailer or a table display at these events and hand out educational materials and promotional items to those in attendance. In FY17, team members represented askHRgreen.org at 29 community events with an estimated attendance of over 90,000 people.

2016-2017 Regional Events			Estimated Attendance
9/10	Newport News Go Green Expo	Newport News	Unavailable
9/15-9/18	Isle of Wight County Fair	IOW	38,000
9/24	VBMG Fall Gardening Festival	Virginia Beach	1,200
10/7-10/9	Peanut Festival	Suffolk	20,000
10/19	Energy & Water Expo	NASA Langley Research Center	500
10/20	CNU Farmer's Market	Newport News	Unavailable
10/22	HRSLE	Virginia Beach	800
10/22	3rd Annual Litter & Recycling Expo	James City County	400
2/11-2/12	Hampton Roads Home Show	Hampton	5,000
3/11	Community Association Day	Virginia Beach	Unavailable
3/11-12	Virginia Aquarium Trash Bash	Virginia Beach	5,466
3/25-3/26	Williamsburg Home Show	Williamsburg	4,000
4/2	Wings & Things Spring Fling @ Hoffer Creek Wildlife Preserve	Portsmouth	350
4/4	ODU Public Health Fair	Norfolk	200
4/18	Anthem Eco Fair	Norfolk	Unavailable
4/19	Anthem Eco Fair	Virginia Beach	Unavailable
4/20	TCC Cares	Chesapeake	40
4/22	Virginia Living Museum Earth Day Event	Newport News	940
4/22	9th Annual Community Empowerment Fair	Newport News	470
4/28	JBB Elementary School Spring Event	James City County	100
5/6	Norfolk Utilities Employee Appreciation Event	Norfolk	115
5/10	VBPU Public Service Week & DWW Celebration	Virginia Beach	335
5/18	VB Public Works Employee Event	Virginia Beach	685
5/25	Sensible Seafood Festival	Virginia Beach	500
6/6	CMA-CGM Fair	Norfolk	600
6/8	NASA Langley Safety & Health Expo	Hampton	400
6/17	MOCA Family Fest Day	Virginia Beach	Unavailable
6/24	Olden Days	Smithfield	10,000
6/24	Noland Trail Celebration	Newport News	500



## Grant Programs

### Environmental Education Mini Grants

The askHRgreen.org Environmental Education Mini Grant Program provides grants of up to \$500.00 for environmentally-themed projects. All Hampton Roads school teachers (K-12), youth leaders or organizations working with youth are eligible to apply. Eligible projects must relate to one or more of the askHRgreen.org program focal areas. In FY17, a total of \$6,335.00 was awarded through 13 mini grants reaching more than 5,000 students in 10 localities across Hampton Roads.

### Pet Waste Station Grants

Since 2013, the askHRgreen.org Pet Waste Station Grant Program has given citizens the opportunity to receive a free pet waste station to install and maintain

in their neighborhoods. The program is geared toward neighborhood associations, community groups, and property managers who are managing communities with a pet waste problem. The pet waste stations come ready to install and include a post, sign, bag dispenser, waste can, hardware, 400 dog waste bags, and 50 can liners. The property manager or community group is responsible for installing the station, emptying the trash regularly, and replacing the bags as needed. The neighborhood is also tasked with promoting to residents the purpose of the stations and the impact pet waste has on local water quality. Since the launch of the program, 258 pet waste stations have been installed across the region. Of those, 27 were awarded and installed during FY17.



## Fiscal Year 2016-2017 Results

2016-2017 Environmental Education Mini Grants				
Project	# Students	School/Organization	City/County	Grant \$
<b>Art in the Park</b>	25	Western Branch Middle School	Chesapeake	\$ 500.00
Students refurbished four park benches and completed murals on each of them as a beautification project.				
<b>Cradock Community Care Project</b>	120	Cradock Middle School	Portsmouth	\$ 500.00
Cradock students identified areas with litter and participated in a community clean-up project.				
<b>KinderGarden</b>	100	Strawbridge Elementary School	Virginia Beach	\$ 500.00
This project established a community garden on school grounds with a sensory path and various learning stations. Students sponge painted pavers with letters and numbers; planted and cared for native plants; and observed plant growth.				
<b>Lafayette High School Beautification Project</b>	1000	Lafayette High School	James City County	\$ 500.00
Students, teachers, and parents participated in a beautification project around Lafayette High School to plant native plants, drought-tolerant plants, and repurposed plants, as well as add a recycling can and trash can in the student drop-off area.				
<b>Learning/Vertical Palette Garden*</b>	550*	Newtown Elementary School	Virginia Beach	\$ 500.00*
Students used recycled palettes to create gardens with plants of their choice and provided water and maintenance.				
<b>Lower School Children's Learning Garden</b>	128	Walsingham Academy	Williamsburg	\$ 500.00
This project engaged older and younger students to create a pollinator garden bed. After, the garden was used to teach students about plant growth and for other class activities such as reading time and journaling.				
<b>Native Habitat – Pollinators, Pathways, and Prevention</b>	650	Spratley Gifted Center	Hampton	\$ 500.00
Students planted a successful vegetable garden and provided the school with a salad lunch and pesto. The project also featured native plants, sunflowers, and a pond. The garden is used to teach students about wildlife, as well as during reading time and instruction outside the classroom.				
<b>Reading to Save the Earth</b>	494	Oakland Elementary School	Suffolk	\$ 500.00
Grant funds were used to purchase 31 library books related to Earth Day, recycling, and water conservation. The books are available for checkout to students, parents, and teachers.				
<b>Recycling Plastic in the Classroom</b>	500	Ghent School	Norfolk	\$ 475.00
This project established a plastic recycling incentives program at Ghent School, which awarded prizes to individual students, classes, and grade levels for those who recycled the most each month. After six months, a total of 748 pounds of plastic were collected.				
<b>Red Mill Community Garden</b>	110	Red Mill Elementary School	Virginia Beach	\$ 500.00
Students identified the Community Learning Garden as overgrown and underutilized & took steps to plant and clean in the garden. They also decorated with old bowling balls painted to look like insects. Since, they have used the garden for weekly outdoor lessons, plant growth observations, and searching/hunting around the garden.				
<b>School Learning Garden</b>	425	Booker T. Washington Middle School	Newport News	\$ 500.00
This project will establish a learning garden/outdoor classroom for students. The teacher has requested an extension until after school begins in Fall 2017 to complete the project.				
<b>To Our Schoolyard Watershed and Beyond!</b>	400	Gloucester County Public Schools	Gloucester	\$ 500.00
4th grade students from each of the five Gloucester County elementary schools visited Beaverdam Park for an outdoor field experience to learn about the Chesapeake Bay Watershed.				
<b>Willoughby's Flower Garden</b>	204	Willoughby Elementary School	Norfolk	\$ 500.00
Students planted more than 200 flowers in on school grounds and maintained plants afterwards.				
<b>Wolfgang Goes Green</b>	400	Saint Patrick Catholic School	Norfolk	\$ 360.00
This project will fund twelve 30-gallon recycling bins to be placed throughout the school to increase recycling awareness and to educate students about recycling. It is part of a larger initiative to become Project Learning Tree Green School-certified. Project will be completed in Fall 2017.				
	<b>5,106</b>			<b>\$ 6,335.00</b>
Recycling & Beautification Subcommittee awarded \$5,085 • Water Awareness Subcommittee awarded \$1,250				

\*Awarded in FY16, completed in FY17

## Public Relations

FY17 was another busy year for askHRgreen.org in the media. A total of seven news releases and media advisories were issued through the program covering seasonal topics, news, events, and promotions which were picked up by a variety of media outlets. We also had several guest columns in various publications and

team members participated in a number of informative interviews throughout the year. The total value of this publicity for FY17 was over \$170,000.

Media	Date	Media Outlet	Topic	Length	Circ./ Imp	PR Value
P/O	July-August 2016	Coastal Virginia Magazine - Green Scene	Earn a Green Star - Bay Star Homes	1/3 page	35,000	\$7,233.00
P/O	July-August 2016	Coastal Virginia Magazine - Green Scene	Energetic About Energy - Reducing energy consumption in Virginia	1/6 page	35,000	\$5,043.00
P/O	July-August 2016	Coastal Virginia Magazine - Green Scene	Events and the Environment - Environmentally-friendly events	1/6 page	35,000	\$5,043.00
P/O	July-August 2016	Coastal Virginia Magazine - Green Scene	Beyond the Bin - Community resource centers	1/6 page	35,000	\$5,043.00
P/O	July-August 2016	Coastal Virginia Magazine - Green Scene	Grants for Plants - askHRgreen.org mini grant program	1/2 page	35,000	\$9,963.00
P/O	July-August 2016	Coastal Virginia Magazine - Green Scene	Leaving Their Mark - askHRgreen.org storm drain marker project	2/3 page	35,000	\$11,133.00
P/O	September-October 2016	Coastal Virginia Magazine - Green Scene	Eco-Artists at Work	1 + 3/4 pages	35,000	\$20,523.00
P/O	Sunday, July 31, 2016	WTVZ-TV Our Issues Hampton Roads	askHRgreen.org interview	30:00 minutes	6,000	\$2,250.00
T/O	Sun., September 18, 2016	WTVZ-TV Our Issues Hampton Roads	askHRgreen.org interview	30:00 minutes	6,000	\$2,250.00
T/O	Thurs., December 01, 2016	WCTV-TV A Closer Look (aired 8x in Dec)	Green Holiday Tips - interview with Katie Cullipher	8:30 minutes	1,500	\$600.00
P/O	Sat., Dec. 17, 2016	The Virginian-Pilot Home Section	A Letter to Santa from the Earth	28.2 col. inches	284,008	\$9,948.00
T/O	Mon., Dec. 26, 2016	WTKR-TV	Christmas Tree Recycling and Pickup Schedules	Online page	15,000	\$900.00
T/O	Winter 2017 Issue	Distinction Magazine	Online Advice for the Curious, askHRgreen.org	1/8 page	65,000	\$2,763.00
T/O	January-February 2017	Coastal Virginia Magazine - Green Scene	Going Locavore	2 pages	35,000	\$24,453.00
R	Jan. 3, 2017	Tidewater Comm. WNOR, WAFX, WJOI	New Years Resolutions from askHRgreen.org	30:00 minutes	15,600	\$1,425.00
O	Fri., Feb. 17, 2017	Suffolk Sun Facebook Page	Environmental Action Awards	Online page	7,500	\$450.00
P/O	Tues., Feb. 28, 2017	Suffolk News-Herald	Suffolk School Wins Recycling Award	21.8 col. inches	30,000	\$1,440.00
P/O	Sat., April 22, 2017	Southside Daily	Spring Showers Will Reveal Write as Rain Messages	15.5 col. inches	20,000	\$1,200.00
O	Mon., April 24, 2014	Newport News Now Blog	Write as Rain Surfaces this Week on a Sidewalk Near You	Online page	1,500	\$135.00
P/O	Tues., April 25, 2017	Suffolk News-Herald	Write as Rain Campaign Launches	16.8 col. inches	30,000	\$1,110.00
PO	Tues., April 25, 2017	WTKR-TV The Coast Live	A Rainy Day Message to Make Us All Live Greener	4:39 minutes	28,000	\$2,100.00
PO	Thurs., April 27, 2017	The Virginian-Pilot	When it Rains, it Pours Messages at Your Feet	92.5 col. inches	284,008	\$52,836.00
PO	Tues., May 02, 2017	WAVY-TV The Hampton Roads Show	Write as Rain Secret Messages	4:37 minutes	42,000	\$3,000.00
PO	Tues., May 2, 2017	VA AWWA Newsletter	Just Add Water -- Rain Activated Environmental Messages	N/A	5,000	\$525.00
P/O	Wed., June 14, 2017	Smithfield Times	Green Messages Appear After Rain	8.25 col. inches	6,345	\$210.00
P/O	Thurs., June 29, 2017	City of Chesapeake Website	askHRgreen.org Receives Grants for Regional Projects	Online page	1,500	\$135.00
					<b>1,128,961</b>	<b>\$171,711.00</b>

## Fiscal Year 2016-2017 Results

### “Write as Rain” Campaign

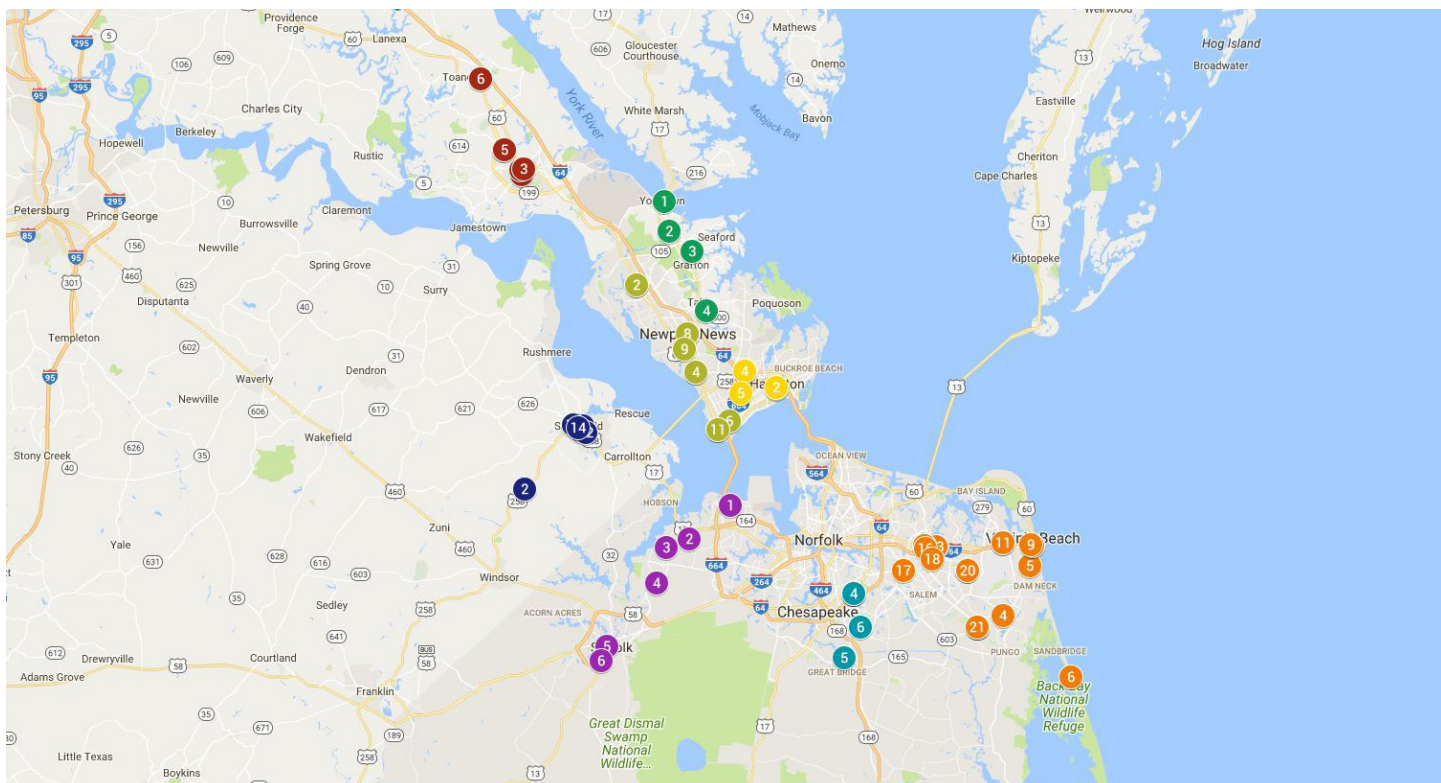
In April 2017, askHRgreen.org took its message to the streets of Hampton Roads with the “Write as Rain” campaign. The motivational campaign placed hidden good-to-know “green” messages on more than 60 sidewalks, streetscapes and thoroughfares across the region that became visible when wet. The goal of the campaign was to inspire people to think about our local environment in new ways.

The messages carried the hashtag #askhrgreen along with such sayings as: Only Rain Down the Storm Drain; No Wipes in Our Pipes; Your Morning Coffee Starts with Tap Water; and No Such Thing as a Little Litter. A map of participating locations was made available at [www.askHRgreen.org/rainyday](http://www.askHRgreen.org/rainyday) so residents could easily find the hidden messages throughout the region.

News of this innovative campaign spread across the region through various media outlets with a prominent feature in The Virginian-Pilot, on local news stations (WTKR-TV and WAVY-TV), and in several local newspapers. The

Write as Rain Stencil Locations	
Locality	Number of Locations
Chesapeake	6
Gloucester	1
Hampton	5
Isle of Wight County	2
James City County	3
Newport News	11
Smithfield	7
Suffolk	6
Virginia Beach	21
Williamsburg	3
York County	4
	<b>69</b>

“Write as Rain” campaign had a \$6,600 budget and a public relations exposure value of over \$60,000.



## “Write as Rain” Campaign



Hitting the Streets with

**askHRgreen.org**

### Write as Rain Public Relations

Publications	Impressions	PR Value
Southside Daily	20,000	\$1,200
Newport News Now Blog	1,500	\$135
Suffolk News-Herald	30,000	\$1,110
WTKR-TV The Coast Live	28,000	\$2,100
The Virginian-Pilot	284,008	\$52,836
WAVY-TV The Hampton Roads Show	42,000	\$3,000
Virginia Section American Waterworks Association Newsletter	5,000	\$525
Smithfield Times	6,345	\$210
	<b>416,853</b>	<b>\$61,116</b>

### Write as Rain Online

#### Facebook (April - September 7, 2017)

Post Impressions	6,345
Post Clicks	400
Post Actions (Like/Share/Comment)	236
Video Views	2,076
Unique Video Views - 4/21/17 Video	1,220
Unique Video Views - 5/5/17 Video	509

#### Twitter (April - May 2017)

Post Impressions	3,386
Post Engagement (Clicks/Retweet/Like)	42

#### Google Maps (April - September 7, 2017)

Map Views	3,824
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#### Website (April - September 7, 2017)

Blog Post Views	536
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## Fiscal Year 2016-2017 Results

### Environmental Action Awards

In FY17, askHRgreen.org recognized two local schools and educators for their commitment to environmental stewardship and leadership. Ms. Wendy VanHosen, assistant principal at John Yeates Middle School in Suffolk, and Ms. Amber LaMonte, teacher at York High School in Yorktown, each received the Environmental Action Award from askHRgreen.org on Thursday, February 16, at the Hampton Roads Planning District Commission meeting in Chesapeake.

The 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 projects by a panel of askHRgreen.org committee members. John Yeates Middle School and York High School were two of 19 projects funded by askHRgreen.org in FY16 and considered for the award.

John Yeates Middle School was recognized for Ms. VanHosen's leadership of a school-wide recycling program. Not only did the project focus on the importance of recycling and reducing landfill contributions, but also on integrating diverse studies from art to science to social studies. The project itself is a sustainable initiative that will continue to impact students and the environment for years to come.

At York High School, Ms. LaMonte helped the school's green team improve availability and access to tap water and reduce plastic bottle waste by installing a water bottle filling station. The students tracked data on water usage and challenged their peers to reduce waste. Because of their efforts, the school experienced a 75 percent increase in the number of students carrying reusable water bottles.

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.



York High School Teacher, Ms. Amber LaMonte, accepts the askHRgreen.org Environmental Action Award.



John Yeates Middle School Assistant Principal, Ms. Wendy VanHosen, accepts the askHRgreen.org Environmental Action Award.

## — Recycling & Beautification Subcommittee —

*The Recycling and Beautification Subcommittee is 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.*

### Great American Cleanup

Spring is cleanup season and most localities held multiple events starting in March and wrapped up with a final cleanup push for Clean the Bay Day on Saturday, June 3rd. Keep America Beautiful's Great American Cleanup theme, Clean Your Block, encouraged people to clean up litter and take ownership of their neighborhoods and businesses. The Subcommittee supported regional Great American Cleanup events by featuring event details for each locality prominently on the website along with general promotions on social media, the Let's Talk Green blog and the askHRgreen.org e-newsletter.



### America Recycles Day

Each fall the Subcommittee promotes Keep America Beautiful's America Recycles Day, a national celebration on November 15th that promotes the importance of recycling. Locally, nearly every city and county hosted a recycling and/or education event. In addition to the popular paper shredding and electronics recycling services, many localities added the option for residents to bring donations of clothing and housewares. Increasingly, localities offer electronics recycling and other specialty recycling services year-round through permanent collection facilities or events held in different locations each month/quarter, etc. Local America Recycles Day events were promoted by the Subcommittee with a news release and promotion on the website, social media, the Let's Talk Green blog and askHRgreen.org e-newsletter.

**AMERICA RECYCLES DAY**

### Christmas Tree Recycling

In FY17, the Subcommittee encouraged residents to take advantage of Christmas tree recycling programs across the region. Most Hampton Roads localities provide free Christmas tree pickup and disposal for residents. Some localities are able to compost or mulch the trees to reduce landfill contributions. To promote these free municipal programs, a media advisory was issued and collection schedules were featured prominently on the website, social media, the Let's Talk Green blog and the askHRgreen.org e-newsletter.

### Cigarette Litter Prevention

Following the 2015-2016 award winning Cigarette Litter Prevention Program (CLPP), several Subcommittee members were interested in implementing the program in new places. This included some localities that had not previously participated in the program. Due to the high cost of procuring ash receptacles, the Subcommittee researched and applied for several grants. In June 2017, the Subcommittee learned that they had been selected as a recipient of a Keep Virginia Beautiful 30-in-30 grant. The Keep Virginia Beautiful 30-in-30 grant awards grants of \$500-\$1,000 for projects in these four categories: Community Beautification and Greening, Litter Prevention, Recycling, and Cigarette Litter Prevention. Additionally, the Subcommittee learned they had been selected as one of five recipients awarded a bonus grant of \$2,000. The Subcommittee is planning to implement the CLPP project regionally during FY18.

### Recycling Contamination

In FY17, the Subcommittee continued work on a regional strategy to improve the quality and quantity of recycled materials recovered through residential recycling. The participating localities of James City County, Suffolk and Newport News performed recycling audits during FY17. The findings of the audits were paired with demographic data from the targeted recycling routes to identify trends in curbside recycling behavior and help tailor outreach priorities. For example, the materials recycled in one

## Fiscal Year 2016-2017 Results

downtown Suffolk route were too contaminated to audit while materials recycled in a more suburban area of Suffolk revealed very specific types of contamination in the recycled materials including plastic bags and yard debris. Armed with this new insight, the Subcommittee will take the information gathered in the audit process and target outreach to specific routes based on specific needs.

### Litter and Marine Debris

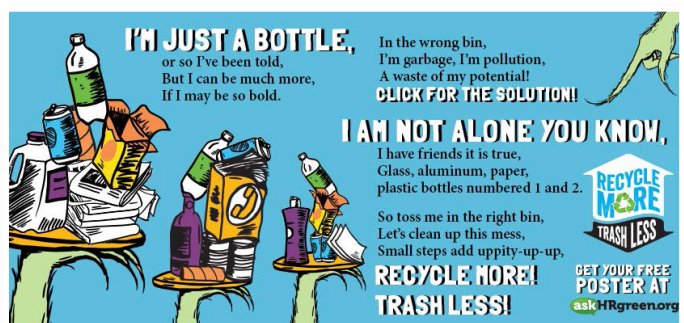
During FY17, the Subcommittee continued work on developing a region-wide litter campaign. The ongoing campaign will center around printed materials the committee members can use to promote cleanups like Adopt-a-Spot and Great American Cleanup in addition to general outreach to residents and businesses. The Subcommittee agreed to the production of a series of posters and rack cards targeting litter from youth, adults, and businesses. Additional tools and materials are scheduled for production in FY18.

### Residential Recycling

The Subcommittee continued to expand the Recycle More, Trash Less campaign during FY17. The Recycle More, Trash Less media campaign includes radio and display ads as well as branded posters and rack cards. New in 2017 were the development of a Recycle More, Trash Less video and updates to the rack cards and posters. The new video was developed using the existing Dr. Seuss-inspired radio campaign and adding fun graphics to accompany the audio. Updates were needed to the posters and rack cards after TFC Recycling announced they would begin accepting cartons for recycling.

The new Recycle More, Trash Less video was used as part of a six-week online campaign that ran from February 20 to April 2 and included digital ads, targeted display, native ads, video pre-roll and Facebook. As added value for the paid media campaign, additional display ads were posted on WTKR.com.

Recycle More Trash Less Video Campaign	
Paid Media – 6 weeks (Online)	
Target Audience: Adults 25-54	
Audience Targeted Display	
Impressions	218,627
Clicks	473
CTR (Click Through Rate)	0.22%
Online Display Ads	
Impressions	80,012
Clicks	89
CTR (Click Through Rate)	0.11%
Video Pre-roll Ads	
Impressions	52,778
Clicks	708
CTR (Click Through Rate)	1.34%
Native Ad Content	
Impressions	80,005
Clicks	539
CTR (Click Through Rate)	0.67%
Facebook	
Impressions	72,838
Clicks	1,386
CTR (Click Through Rate)	1.90%
Unpaid Media	
Added Value	\$2,286
Added Value Impressions	99,405
Overall Campaign	
Total Impressions	603,665
Total Video Views	52,778
Total Clicks	3,195
Total Budget	\$7,500
Total Exposure Value	\$9,786
Return on Investment	\$1.30:1
Cost per Thousand Impressions	\$12.42



## Stormwater Education Subcommittee

The Stormwater Education Subcommittee is a cooperative partnership of the region's seventeen member cities and counties. This effort has been underway since 1997 as a formal adjunct to the required public information component of the Virginia Pollution Discharge Elimination System Permits (VPDES) for Phase I and Phase II Municipal Separate Storm Sewer Systems (MS4). Local government staff members work together to share ideas and pool resources for various education programs tailored to stormwater pollution prevention.

### Leaf and Pet Waste Disposal

The Stormwater Education Subcommittee ran a two-week campaign from November 7 through November 20 reminding Hampton Roads residents that storm drains are not the proper disposal option for fallen leaves and pet waste. The campaign message also explained the role leaves play in localized flooding caused by clogged drains and the role both leaves and pet waste play in degrading local water quality. Because leaf disposal methods vary by locality, citizens are encouraged to rake, bag, mulch, or compost the leaves.

The campaign included radio ads, targeted online display ads, native content, and Facebook ads. There was also an on-air contest with Max Media included as added value. The winner of a true/false leaf disposal quiz won an askHRgreen.org gift bag, movie passes and was entered to win a \$100 gift card to Taylor's Do-It Center. This also included a minimum of 25 mentions per station (100 total) and inclusion on the website contest page.

Leaves/Pet Waste Campaign Results	
Paid Media – 2 weeks (Radio and Online)	
Target Audience: Adults 35-64	
<b>Radio</b>	
Impressions	526,100
Reach	35.10%
Frequency	2.4
<b>Online</b>	
Audience Targeted Display	
Impressions	74,955
Clicks	29
CTR (Click Through Rate)	0.04%
Native Content Ads	
Impressions	20,007
Clicks	653
CTR (Click Through Rate)	3.26%
Facebook Ads	
Impressions	98,516
Clicks	1,262
CTR (Click Through Rate)	1.28%
Unpaid Media	
Added Value	\$8,116
<b>Overall Campaign</b>	
Total Impressions	719,578
Total Clicks	1,944
Total Budget	\$9,558
Total Exposure Value	\$17,674
Return on Investment	\$1.85 : 1
Cost per Thousand Impressions	\$13.28

### Lawn Care Practices

The Stormwater Education Subcommittee encouraged residents to “work smarter, not harder” with their spring campaign promoting residential lawn care best management practices. The campaign covered tips such as testing soil before applying fertilizer, seeding bare spots, leaving grass clippings on the lawn, replacing turf grass with flower beds, planting native plants, and more.

The two-week campaign ran from April 3 through April 16 and included radio ads, targeted display ads, digital ads



## Fiscal Year 2016-2017 Results

### Pet Waste Disposal

on WTKR.com, and Facebook ads. As added value for the paid media campaign, the Subcommittee also received inclusion in contests held by the station with gift cards to local home improvement stores and nurseries to the winning participants.



Lawn Care Campaign Results	
Paid Media – 2 weeks (Radio and Online)	
Target Audience: Men 35+	
<b>Radio</b>	
Target Audience Impressions	440,100
Target Audience Reach	38.40%
Target Audience Frequency	3.0
Total Campaign Impressions	792,600
<b>Online</b>	
Audience Targeted Display	
Impressions	32,533
Clicks	86
CTR (Click Through Rate)	0.26%
Online Display Ads	
Impressions	2,394
Clicks	23
CTR (Click Through Rate)	0.96%
Facebook Ads	
Impressions	140,482
Clicks	4,787
CTR (Click Through Rate)	3.41%
Unpaid Media	
Added Value	\$11,762
<b>Overall Campaign</b>	
Total Impressions	968,009
Total Clicks	4,896
Total Budget	\$10,450
Total Exposure Value	\$22,212
Return on Investment	\$2.13 : 1
Cost per Thousand Impressions	\$10.80

Pet waste continued to be a high priority topic for the Stormwater Education Subcommittee. In addition to the fall paid media campaign on pet waste and leaf disposal, the Subcommittee also distributed “scoop the poop” branded materials such as dog waste bag holders and hand sanitizer to pet owners in the region. The scoop the poop message was also included in general askHRgreen.org promotions such as newsletters, blog posts, social media and multiple community events.

The Subcommittee also continued the ever popular Pet Waste Station Grant program. Since the launch of the program, 258 pet waste stations\* have been awarded and installed across the region. Of those, 27 were awarded and installed during FY17.

New Pet Waste Stations in FY17	
City/County	Number
Chesapeake	5
Gloucester	2
Hampton	7
James City County	9
Newport News	4
<b>Total</b>	<b>27</b>

\*This total may reflect additional pet waste stations issued by locality-funded programs.



## Bay Star Homes

The Bay Star Homes (BSH) program continued in FY17. The program recognizes residents who pledge to avoid behaviors that are harmful to local waterways and encourages private property owners to implement voluntary stormwater management techniques such as rain barrels, rain gardens and downspout disconnects. Residents are also encouraged to begin incorporating more environmentally-friendly choices into their daily routine. Because the BSH program incorporates broad environmentally-friendly behaviors from all askHRgreen.org education programs, the program focuses not just on clean waterways, but also green living and clean communities in general.

New in 2017, the Subcommittee was able to offer three Bay Star Home workshops as part of a grant from the Chesapeake Bay Restoration Fund (CBRF) for southside and peninsula residents. Topics included soil testing, environmentally-friendly lawncare practices, techniques for tree siting and pruning, and rain barrels. The workshops helped clarify the connection between stormwater infrastructure and local waterways, including the Chesapeake Bay. The “Plant Smarter: Landscaping and Lawncare for the Peninsula” workshop was conducted in partnership with the City of Hampton and the City of Newport News on March 23, 2017 at Sandy Bottom Nature Park in Hampton. There, 36 participants learned about soil testing, environmentally-friendly methods for lawncare, and techniques for tree siting and pruning. Participants received Eastern redbud seedlings (a total of 66 seedlings were given away), askHRgreen.org informational brochures, DCR brochures on native plants and invasive species, and information on additional upcoming opportunities, including rain barrel workshops and native plant sales. In addition, rain barrel workshops were conducted in partnership with the City of Suffolk on May 20, 2017 at the Suffolk Art Gallery and on June 10, 2017 at Bennett’s Creek Park in Suffolk. The workshops hosted a total of 74 participants and 37 rain

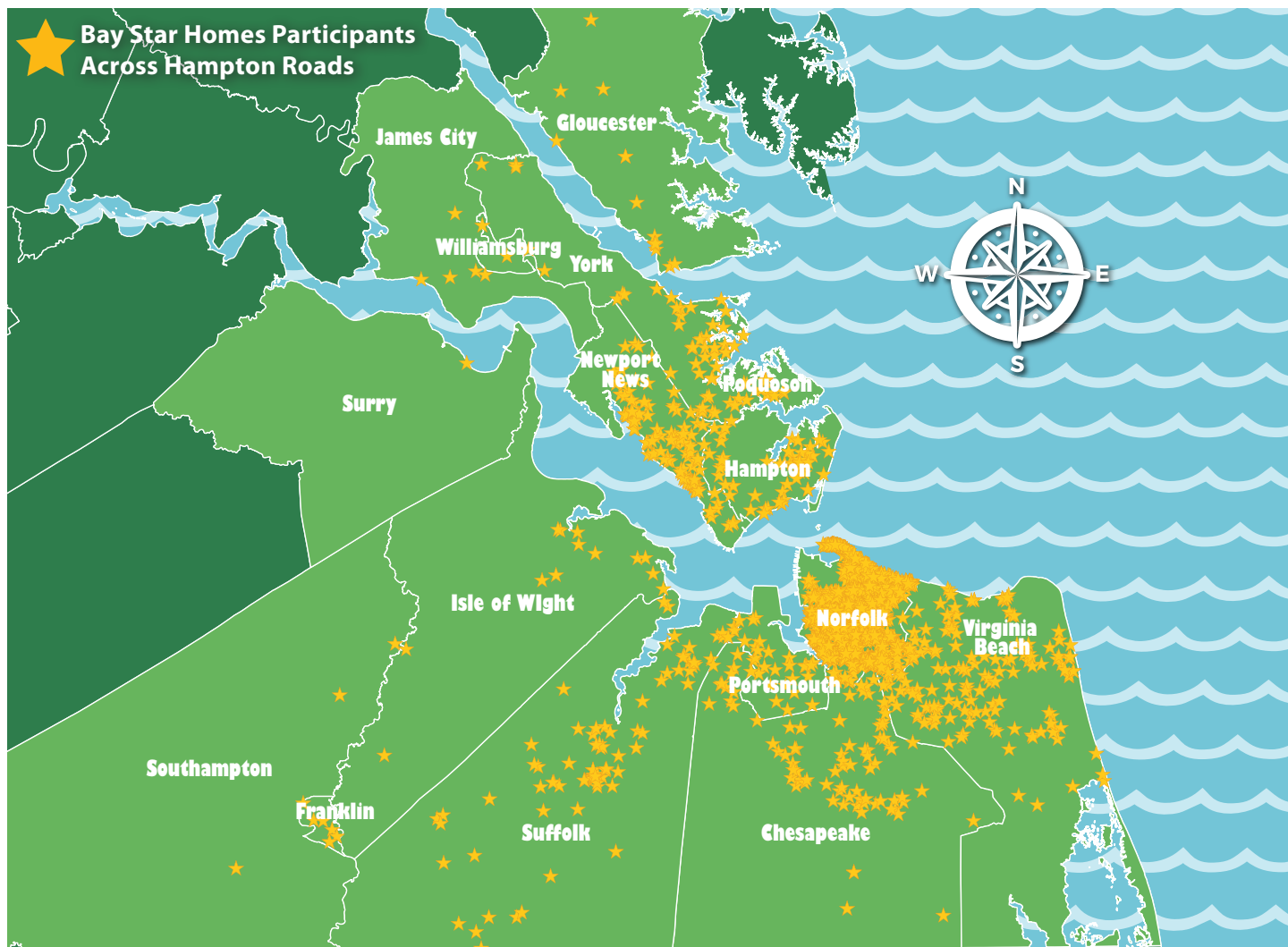


barrels were given away. As a result of the workshops, the City of Suffolk was also able to create a “How-to” video to assist others in creating their own rain barrels.

As another part of the CBRF grant, Bay Star Homes was able to offer free soil testing for those who signed up during the months of July and October. Each winner received a letter congratulating them for being selected along with a soil test kit, instructions on how to collect the soil sample, and information on where to return the sample. Respondents’ soil samples were tracked and sent off to the Virginia Cooperative Extension for analysis. They later received a personalized letter with their detailed soil test reports and an easy-to-read chart providing an overview of how their soil measured up. While 77 participants were contacted about the offer for free soil testing, only nine residents returned a soil sample for processing.

Bay Star Homes Registrants (as of June 30, 2017)	
City/County	Number
Chesapeake	83
Franklin	9
Gloucester	15
Hampton	55
Isle of Wight	6
James City	4
Newport News	137
Norfolk	1,763
Poquoson	12
Portsmouth	28
Smithfield	6
Southampton	1
Suffolk	83
Surry	1
Virginia Beach	153
Williamsburg	5
York	48
<b>Total</b>	<b>2,409</b>

## Fiscal Year 2016-2017 Results



### Storm Drain Medallion Program

With thousands of storm drains across Hampton Roads that lead directly to local waterways, the Storm Drain Medallion Program is a great way to help people remember that “only rain belongs down the drain.” Volunteers from local schools, youth groups, civic groups and others work to identify storm drains without markings in their area then adhere medallions stating “No Dumping: Leads to Waterway” directly onto the storm drain. The Subcommittee promotes the program to schools, community associations, youth clubs, and volunteer groups of all ages across the region using the askHRgreen.org website and e-newsletter, social media,

and more. The program is particularly popular with schools and Boy Scout and Girl Scout troops.

Approved applicants through the Storm Drain Medallion Program each receive medallions, adhesive, a lesson plan, and PowerPoint presentation about stormwater and how individual actions affect local water quality. Each locality is involved in finding areas in need of markers and documenting the new ones that are applied. This fiscal year, the Subcommittee helped place 52 new medallions in Hampton Roads. Many more medallions were also placed through locality-initiated activities and programs.



## Water Awareness Subcommittee

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

### Fixing Leaks

Each year the Subcommittee promotes Fix-a-Leak Week in partnership with the EPA WaterSense program. The annual water conservation week encourages citizens to chase down leaks in their home and make simple repairs to worn out fixtures. The Subcommittee reused the fixing leaks TV campaign produced in FY16 for a TV and online campaign. The one-week campaign ran from March 20 to 26 on WVEC, WAVY, Cox Cable, and WTKR.com.

### Value of Water

The Subcommittee used the value of water TV campaign produced in FY16 for a TV and online campaign in FY17. The value of water TV campaign explains that tap water is amazingly inexpensive and a great value when considering all the ways we depend on it each day. The one-week campaign ran from May 8 to 14 on WVEC, WAVY, Cox Cable, and WTKR.com.

### Infrastructure

The Subcommittee used the infrastructure TV campaign produced in FY16 for a TV and online campaign in FY17. The infrastructure TV campaign describes the water infrastructure required to provide reliable, convenient tap water services to residents in Hampton Roads and the importance of investing in the maintenance of these systems. The one-week campaign ran from May 22 to 28 on WVEC, WAVY, Cox Cable, and WTKR.com.

### Imagine A Day Without Water

The Subcommittee joined with municipal water authorities across the U.S. to promote "Imagine a Day Without Water." On September 15, 2016, the U.S. Water Alliance, through

Fix-a-Leak Week Campaign Results	
Paid Media – 1 Week (TV and Online)	
Target Audience: Adults 25-54	
Television	
Target Audience Impressions	1,093,000
Target Audience Reach	37.70%
Target Audience Frequency	4
Total Campaign Impressions	2,457,300
Online	
Audience Targeted Display	
Impressions	57,321
Clicks	290
CTR (Click Through Rate)	0.51%
Online Display Ads	
Impressions	14,669
Clicks	110
CTR (Click Through Rate)	0.75%
Native Content Ads	
Impressions	29,000
Clicks	288
CTR (Click Through Rate)	0.99%
Facebook Ads	
Impressions	58,500
Clicks	1,233
CTR (Click Through Rate)	2.11%
Unpaid Media	
Added Value	\$3,517
Added Value Impressions	168,881
Overall Campaign	
Total Impressions	2,785,671
Total Clicks	1,921
Total Budget	\$16,641
Total Exposure Value	\$20,158
Return on Investment	\$1.21 : 1
Cost per Thousand Impressions	\$5.97

its Value of Water Campaign, raised awareness about the importance of water and the often invisible challenges to water infrastructure. The purpose of the campaign was to get citizens thinking about how much their daily routine would change if they did not have readily available tap water. It explained a day without water is also a day

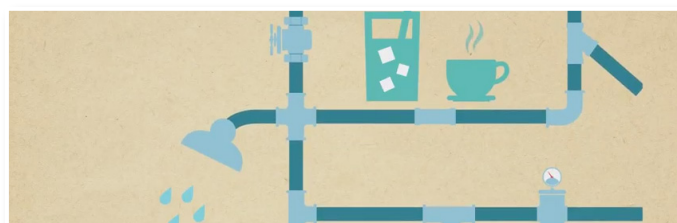


## Fiscal Year 2016-2017 Results

without showers, coffee, flushing toilets, sanitary hospitals, fire protection and more. The Subcommittee promoted “Imagine a Day Without Water” with a blog entitled “It’s Not Just Water” on the Let’s Talk Green blog and social media postings about investing in water infrastructure.

Value of Water/Drinking Water Week Campaign Results	
Paid Media – 1 Week (TV and Online)	
Target Audience: Adults 25-54	
<b>Television</b>	
Target Audience Impressions	1,069,000
Target Audience Reach	40.60%
Target Audience Frequency	3.7
Total Campaign Impressions	2,355,700
<b>Online</b>	
Audience Targeted Display	
Impressions	56,918
Clicks	262
CTR (Click Through Rate)	0.46%
Online Display Ads	
Impressions	14,324
Clicks	95
CTR (Click Through Rate)	0.66%
Native Content Ads	
Impressions	42,099
Clicks	1,091
CTR (Click Through Rate)	2.59%
Facebook Ads	
Impressions	182,641
Clicks	5,083
CTR (Click Through Rate)	2.78%
<b>Unpaid Media</b>	
Added Value	\$1,617
Added Value Impressions	7,500
<b>Overall Campaign</b>	
Total Impressions	2,659,182
Total Clicks	6,531
Total Budget	\$16,641
Total Exposure Value	\$18,258
Return on Investment	\$1.10 : 1
Cost per Thousand Impressions	\$6.26

Infrastructure Campaign Results	
Paid Media – 1 Week (TV and Online)	
Target Audience: Adults 25-54	
<b>Television</b>	
Target Audience Impressions	1,069,000
Target Audience Reach	40.60%
Target Audience Frequency	3.7
Total Campaign Impressions	2,355,700
<b>Online</b>	
Audience Targeted Display	
Impressions	32,834
Clicks	156
CTR (Click Through Rate)	0.48%
Online Display Ads	
Impressions	11,166
Clicks	79
CTR (Click Through Rate)	0.71%
Native Content Ads	
Impressions	42,307
Clicks	342
CTR (Click Through Rate)	0.81%
Facebook Ads	
Impressions	133,117
Clicks	2,604
CTR (Click Through Rate)	1.96%
<b>Unpaid Media</b>	
Added Value	\$354
Added Value Impressions	7,500
<b>Overall Campaign</b>	
Total Impressions	2,582,624
Total Clicks	3,181
Total Budget	\$16,641
Total Exposure Value	\$16,995
Return on Investment	\$1.02 : 1
Cost per Thousand Impressions	\$6.44



## Fats, Oils & Grease Education Subcommittee

The Fats, Oils, and Grease (FOG) Education Subcommittee is a coalition of local government staff members and HRSD working together to share ideas and pool resources for various education programs tailored to preventing sanitary sewer overflows and backups caused by improper disposal of fats, oils, and grease. This cooperative effort has been underway since 2007 when 13 of the region's localities and HRSD entered into the Regional Special Order by Consent with the Virginia Department of Environmental Quality.

### Holiday FOG

Each holiday season, the Subcommittee encourages Hampton Roads residents to practice kitchen BMPs for keeping fats, oils and grease out of drains. With the increase in holiday cooking this is an important time of year to promote the FOG message. The holiday-themed promotion ran from November 19 to November 25 and advised the public to keep fats, oils and grease out of the drain. It also discouraged garbage disposal use. The one-week campaign included 60-second radio ads, Facebook ads, targeted display ads, and native content ads.

As added value for the paid campaign, 92.9 The Wave and Eagle 97 recorded a video about keeping grease out of the drain and directing people to visit askHRgreen.org. Other added value included sponsorship of the Greatest Hits Weekend and Best of Dick Lamb and the Morning Wave show on 92.9 The Wave.

Holiday FOG Campaign Results	
Paid Media – 1 week (Radio and Online)	
Target Audience: Adults 25-64	
<b>Radio</b>	
Impressions	637,780
Reach	23.40%
Frequency	3.1
<b>Online</b>	
Audience Targeted Display	
Impressions	59,717
Clicks	26
CTR (Click Through Rate)	0.04%
Native Content Ads	
Impressions	9,890
Clicks	292
CTR (Click Through Rate)	2.95%
Facebook Ads	
Impressions	59,249
Clicks	1,259
CTR (Click Through Rate)	2.12%
Unpaid Media	
Added Value	\$8,663
Added Value Impressions	N/A
Overall Campaign	
Total Impressions	766,636
Total Clicks	1,577
Total Budget	\$5,738
Total Exposure Value	\$14,401
Return on Investment	\$2.51:1
Cost per Thousand Impressions	\$7.48

potential for sanitary sewer overflows to occur when the public uses the toilet as a trash can. Wipes, cotton balls/swabs and other personal hygiene can all play a role in clogging sanitary sewer lines and damaging wastewater machinery. The one-week campaign ran for the week leading up to the Super Bowl, January 30 to February 5, on local stations WVEC, WAY, Cox Cable, and WTKR.com.



### What Not to Flush

The Committee reused the "It came from beneath the streets" campaign previously used for movie theater ads for a one-week TV and online media campaign. Themed after a classic horror movie, the campaign alludes to the

## Fiscal Year 2016-2017 Results

<b>What Not to Flush Campaign Results</b>	
<b>Paid Media – 1 week (TV and Online)</b>	
<i>Target Audience: Adults 18+</i>	
<b>Television</b>	
Target Audience Impressions	904,000
Target Audience Reach	36.30%
Target Audience Frequency	3.5
Total Campaign Impressions	2,076,800
<b>Online</b>	
Audience Targeted Display	
Impressions	24,126
Clicks	60
CTR (Click Through Rate)	0.25%
Online Display Ads	
Impressions	14,999
Clicks	5
CTR (Click Through Rate)	0.03%
Native Content Ads	
Impressions	25,627
Clicks	288
CTR (Click Through Rate)	1.12%
Facebook Ads	
Impressions	56,461
Clicks	2,421
CTR (Click Through Rate)	4.29%
<b>Unpaid Media</b>	
Added Value	\$1,360
Added Value Impressions	47,754
Added Value Clicks	12
<b>Overall Campaign</b>	
Total Impressions	2,245,767
Total Clicks	2,786
Total Budget	\$13,546
Total Exposure Value	\$14,906
Return on Investment	\$1.10:1
Cost per Thousand Impressions	\$6.03

### Down the Drain

The Subcommittee reused the Down the Drain TV ad produced in FY16 for a TV and online media campaign in FY17. The campaign message includes two focus areas: proper disposal of FOG and what not to flush. The ad tells

<b>Down the Drain Campaign Results</b>	
<b>Paid Media – 1 week (TV and Online)</b>	
<i>Target Audience: Adults 25-54</i>	
<b>Television</b>	
Target Audience Impressions	904,000
Target Audience Reach	36.80%
Target Audience Frequency	3.4
Total Campaign Impressions	2,038,800
<b>Online</b>	
Audience Targeted Display	
Impressions	41,400
Clicks	87
CTR (Click Through Rate)	0.21%
Online Display Ads	
Impressions	15,000
Clicks	8
CTR (Click Through Rate)	0.05%
Native Content Ads	
Impressions	52,263
Clicks	469
CTR (Click Through Rate)	0.90%
Facebook Ads	
Impressions	63,406
Clicks	1,568
CTR (Click Through Rate)	2.47%
<b>Unpaid Media</b>	
Added Value	\$4,183
Added Value Impressions	75,353
Added Value Clicks	24
<b>Overall Campaign</b>	
Total Impressions	2,286,222
Total Clicks	2,156
Total Budget	\$13,546
Total Exposure Value	\$17,729
Return on Investment	\$1.31:1
Cost per Thousand Impressions	\$5.93

residents to keep FOG, food scraps, and personal hygiene products like wipes out of the drains and demonstrates how blockages can contribute to sanitary sewer overflows. The one-week campaign ran from February 13 to 19 on local stations WVEC, WAY, Cox Cable, and WTKR.com.

## Fats, Oils and Grease Regional Training Program

In FY17, the FOG Education Subcommittee continued to utilize the regional website, [www.HRFOG.com](http://www.HRFOG.com), for training and certification. Through the website, grease haulers and food service industry employees receive free training and certification on proper maintenance of grease control devices and the harmful effects of FOG on the region's sanitary sewer systems. The website helps locality staff manage, train and enforce the FOG ordinances present in some Hampton Roads municipalities.

The Subcommittee continued work on improving compliance with the regional FOG program. In FY17, the Subcommittee hosted a Regional Grease Hauler Forum that took the form of a lunch and learn workshop and roundtable. Grease haulers were offered lunch and an updated HRFOG certification for attending certification refresher training followed by a roundtable discussion between grease haulers, HRSD and locality staff. Grease haulers were encouraged to ask any questions they had about complying with local FOG ordinances. About 30 employees from local grease hauler companies attended the training.

## REGIONAL GREASE HAULERS FORUM

All Drivers are Encouraged to Attend

**Tuesday, October 18, 2016**

11:30 AM - 1:00 PM  
(lunch provided)

The Regional Building  
723 Woodlake Drive  
Chesapeake, VA 23320

### Join Us

For a free lunch and workshop to learn more about the Regional FOG Program, GCD cleaning requirements and best practices, and how to provide food service establishments with the best customer service in order to meet local compliance standards.

All attendees will receive updated [hrfog.com](http://hrfog.com) Regional Grease Hauler certification cards (good for three years) for attending the forum.

### RSVP

by **Friday, October 14, 2016** to  
Katie Cullipher  
[kcullipher@hrpdcva.gov](mailto:kcullipher@hrpdcva.gov)  
757-420-8300



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## 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.

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# Appendix A

SEM 12-Month Report



### Search Engine Marketing (SEM): Executive Summary

Over the past 12 months, your campaign has continued to perform well, growing clicks, Click Through Rate and Ad Position while maintaining Search Impression Share. The majority of clicks come from the Recycling at Home/Residential Recycling, Medication Disposal and Electronics Recycling ad groups, along with your Branded ad group.

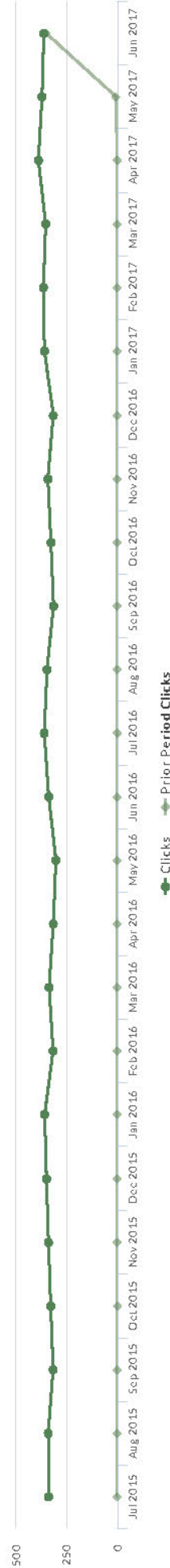
During this period we have updated your ads to align with promotions on your website and in your newsletters. We have also spent time reviewing bids to ensure you are paying the most efficient price for each click, as well as reviewing search terms to ensure your ads are showing to the most relevant audience.

Traffic to your website was up 10% over the past 12 months compared to this same period the previous year, with a significant increase in Goal Completions. Top Traffic Channels included Organic Search. Other appears to be local media campaigns and Direct, with Paid Search driving 80% New Sessions with a double digit conversion rate. You also saw a 60% increase in mobile traffic, with mobile going from 30% of your site traffic to 44%. This increase in mobile has caused some declines in your Behavior metrics since users have trouble navigating to more pages and staying on site for a long period of time when on a mobile device. Your new mobile friendly website will help dramatically with this.

### AdWords Search KPIs



### Clicks Over Time

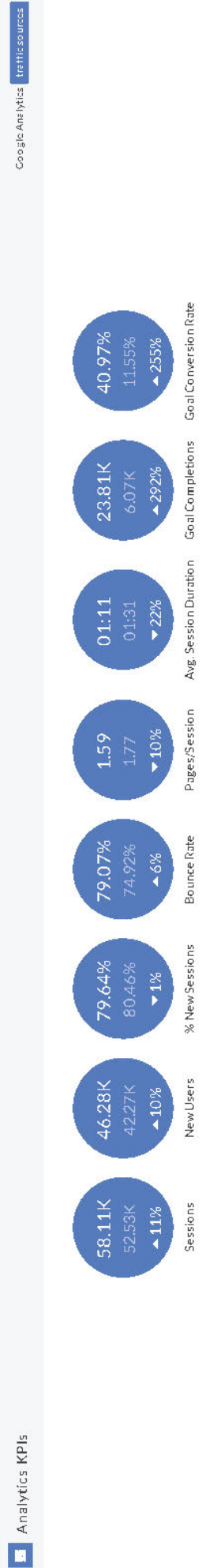


### Top Traffic Sources

Default Channel Grouping	Sessions	New Users	% New Sessions	Bounce Rate	Avg. Session Duration	Pages/Session	Goal Completions	Goal Conversion Rate
Organic Search	23,858	20,255	84.90%	77.82%	01:12	1.60	6,622.00	27.76%
(Other)	11,425	8,143	70.05%	89.82%	00:32	1.17	7,375.00	63.44%
Direct	8,710	7,094	81.45%	73.69%	01:23	1.81	3,049.00	35.01%
Referral	5,032	3,894	77.38%	68.36%	02:16	2.10	2,473.00	49.15%
Social	4,532	3,472	76.61%	84.55%	01:01	1.48	891.00	19.66%



askHRgreen - 12 Month for askHRgreen  
 Date range July 01, 2016 to June 30, 2017  
 Created on July 10, 2017



Goal Completions

Google Analytics | goal

Goal Name	Completions	Conversion Rate
Average Page Views Per Session	6,420	11.05%
Time on Site	4,897	8.43%
Healthy Drinking Water Page	4,079	7.02%
Recycle More Trash Less RMTL Page	2,611	4.49%
Recycling at Home Page	2,611	4.49%
Fats, Oils, and Grease Disposal Page	2,003	3.45%
Let's Talk Green Blog Page	415	0.71%
Stormwater (Run-off) Page	299	0.51%
Mini Grant Application Package Page	202	0.35%
Scoop the Poop Page	155	0.27%



**Top 5 Campaigns By Clicks** Google AdWords Impressions

Campaign Name	Clicks	Impressions	CTR	Avg. CPC	Average Position	Avg. Daily Search Impr. Share
R&B	1,621	38,336	4.23%	\$3.13	1.38	30.29%
Stormwater	1,168	22,432	5.21%	\$2.70	1.34	60.93%
askHrGreen.org	784	12,839	6.11%	\$1.77	1.11	59.08%
Water	625	33,299	1.88%	\$4.06	2.09	31.23%
FOG	28	1,014	2.76%	\$2.58	2.04	49.59%

**Top 10 Ad Groups By Clicks** Google AdWords Ad Groups

Ad Group	Clicks	Impressions	CTR	Avg. CPC	Average Position	Avg. Daily Search Impr. Share
Recycling at Home/Residential Recycling	1,086	28,546	3.80%	\$3.46	1.41	26.93%
Medication Disposal	611	6,520	9.37%	\$2.31	1.48	60.97%
askHrGreen.org	336	1,040	32.31%	\$0.51	1.02	88.64%
Electronics Recycling	293	3,278	8.94%	\$2.39	1.62	30.77%
Environmental Education	248	6,877	3.61%	\$3.14	1.07	57.78%
Drinking Water/Tap Water	247	11,841	2.09%	\$3.88	1.34	32.53%
Soil Testing	224	6,627	3.38%	\$3.13	1.21	67.27%
TMDL	220	4,381	5.02%	\$2.49	1.04	66.47%
Whatto Recycle	189	5,555	3.40%	\$2.65	1.11	47.65%
Water Filters/Filtration	125	9,205	1.36%	\$3.96	3.26	24.21%



## askHrGreen - 12 Month for askHrGreen

Date range July 01, 2016 to June 30, 2017

Created on July 10, 2017

## Top 10 Keywords by Clicks

Keywords Breakdown

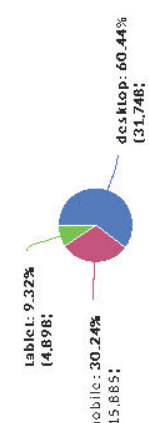
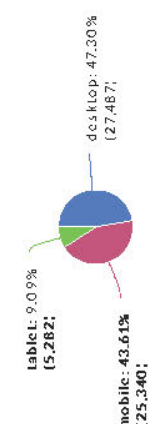
Keyword	Ad Group	Clicks	Total Impressions	CTR	Avg. CPC	Average Position
recycle	Recycling at Home/Residential Recycling	995	64,262	1.55%	\$3.50	1.37
medicine disposal	Medication Disposal	413	12,142	3.40%	\$2.64	1.45
environmental issues	Environmental Education	201	12,587	1.60%	\$3.29	1.06
tap water	Drinking Water/Tap Water	125	11,712	1.07%	\$3.88	1.20
recycling centers	What to Recycle	121	9,633	1.26%	\$2.88	1.06
chESApeake bay watershed	TMDL	117	6,260	1.87%	\$2.21	1.05
"soil sample testing"	Soil Testing	110	7,803	1.41%	\$3.40	1.10
safe drinking water	Drinking Water/Tap Water	98	13,538	0.72%	\$3.95	1.34
how to dispose of old medication	Medication Disposal	95	1,586	5.99%	\$1.48	1.10
askhrgreen	askHrGreen.org	91	641	14.20%	\$0.25	1.00
electronics recycling	Electronics Recycling	90	2,142	4.20%	\$3.13	1.21
water filters	Water Filters/Filtration	90	11,232	0.80%	\$4.12	3.16
hr green	askHrGreen.org	73	640	11.41%	\$0.80	1.02
going green	Green Home/Practices	73	6,701	1.09%	\$2.84	1.14
hampton roads recycling	Hampton Roads Environment	70	1,261	5.55%	\$1.16	1.16
best bottled water	Bottled Water	67	4,189	1.60%	\$4.87	1.28
recycling	Recycling at Home/Residential Recycling	59	3,554	1.66%	\$2.49	1.37
ask hr green	askHrGreen.org	59	473	12.47%	\$0.79	1.03
hr green	askHrGreen.org	53	342	15.50%	\$0.53	1.00
askhrgreen.org	askHrGreen.org	52	422	12.32%	\$0.26	1.02
dispose of old medicine	Medication Disposal	48	987	4.86%	\$1.69	1.14
environmental problems	Environmental Education	43	3,068	1.40%	\$2.49	1.10
"recycling computers"	Electronics Recycling	42	1,424	2.95%	\$2.50	1.64
disposing of medicine	Medication Disposal	40	1,057	3.78%	\$2.00	1.15
go green	Green Home/Practices	40	3,185	1.26%	\$2.37	1.25



askHRgreen - 12 Month for askHRgreen  
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Ad Preview	Ad Group	Clicks	Impressions	CTR	Avg. CPC	Ad ID
Residential Recycling - Recycle More, Trash Less askhrgreen.org/~/?~ askHRgreen.org Offers Tips & Suggestions To Make Recycling Easier! Learn Today.	Recycling at Home/Residential Recycling	855	18,069	4.73%	\$3.36	94716463090
AskHRGreen.org askHRgreen.org Your Go-To Resource For Everything Green in Hampton Roads. Learn More!	askhrgreen.org	320	963	33.23%	\$0.51	23631155050
Medication Disposal askHRgreen.org Before You Flush Your Old Medicine Learn More On The Proper Way Here.	Medication Disposal	316	3,228	9.79%	\$2.38	24017044090
Proper Medication Disposal - askHRgreen.org askhrgreen.org/~/?~ Before You Throw Out Or Flush Your Old Medications, Find Out The Proper Way!	Medication Disposal	254	2,871	8.85%	\$2.19	94878877010
Environmental Issues askHRgreen.org Want to Learn More About The Environment & Issues? We Can Help!	Environmental Education	225	6,027	3.73%	\$3.13	24017087410

Website Traffic by Device



AdWords Clicks by Device

