



2015–2016 Campaign Update

by

Cahoon & Cross, Inc.

December 15, 2015

Campaign Highlights

- ▶ Conducted a strategic planning meeting with representatives from all committees, HRPDC, Red Chalk Studios and Cahoon & Cross
- ▶ Developed the 2015–2020 marketing plan and presented it to the advisory committee
- ▶ Surveyed committee members
- ▶ Developed approved 2015–2016 annual plans for each
- ▶ Conducted four themed media campaigns with creative advertising materials
- ▶ Continued active media relations program

2015-2016 Calendar

2015 - 2016	July 2015	Aug 2015	Sept 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	March 2016	April 2016	May 2016	June 2016
askHRgreen.org Search Engine Marketing	[Solid blue bar]											
Water Awareness Subcommittee		[Blue bar]							[Blue bar]		[Blue bar]	[Blue bar]
Fats, Oils & Grease Education Subcommittee				[Blue bar]								[Blue bar]
Stormwater Education Subcommittee					[Blue bar]				[Blue bar]			
Recycling & Beautification Subcommittee												
Public Relations, Social Media & Events	[Solid blue bar]											
Coastal Virginia Magazine - Green Magazine										[Blue bar]		
askHRgreen.org e-newsletter	[Blue bar]	[Blue bar]	[Blue bar]	[Blue bar]	[Blue bar]		[Blue bar]		[Blue bar]		[Blue bar]	

Themed Advertising Messages

- ▶ Water Awareness – Value of Water
 - August 3 – September 13, 6 weeks
 - Audience targeted display, native content ads, YouTube pay-per-view video, Facebook, Twitter, video pre-roll to news
 - Impressions: 942,298
 - Video views: 57,120
 - Clicks to website: 4,532



Themed Advertising Messages

- ▶ Fats, Oils & Grease Education – What Not to Flush
 - October 23 – November 8, two weeks
 - Movie theater, radio, audience targeted display, native content ads, YouTube pay-per-view video, Facebook, Twitter, video pre-roll to news
 - Impressions: 1,226,190
 - Video views: 16,540
 - Clicks to website: 2,324

PAPER TOWELS
HYGIENE PRODUCTS
the "FLUSHABLE" WIPES

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

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

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

PAPER TOWELS	HYGIENE PRODUCTS
CAT LITTER	FATS, OILS, and GREASE

ANY WIPES (even the 'flushable' ones)

FATS, OILS, and GREASE

TO GET THE FULL REPORT ON KEEPING 'IT' WHERE IT BELONGS, JUST askHRgreen.org →

Themed Advertising Messages

- ▶ Stormwater Education – Leaves down the Drain
 - November 9 – 22, 2 weeks
 - Radio, audience targeted display, native content ads, Facebook, and online display
 - Impressions: 1,449,114
 - Clicks: 2,675

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

Find out how to safely get rid of fall leaves.

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

SO

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

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

For more mindful yard maintenance tips, just askHRgreen.org »

Themed Advertising Messages

- ▶ Fats, Oils & Grease Education – Holiday FOG
 - November 23 – 29, one week
 - Radio, audience targeted display, native content ads, Facebook, and online display
 - Impressions: 818,785
 - Clicks: 1,668

FOR A **Clog-Free Season...**
GIVE YOUR *disposal* a holiday!

Get the straight scoop on keeping pipes clog-free
▲▲ CLOSE ▲▲

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

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

For more tips to keep drains clear and enjoy a clog-free season, just askHRgreen.org ▶▶▶

Combined Media Results

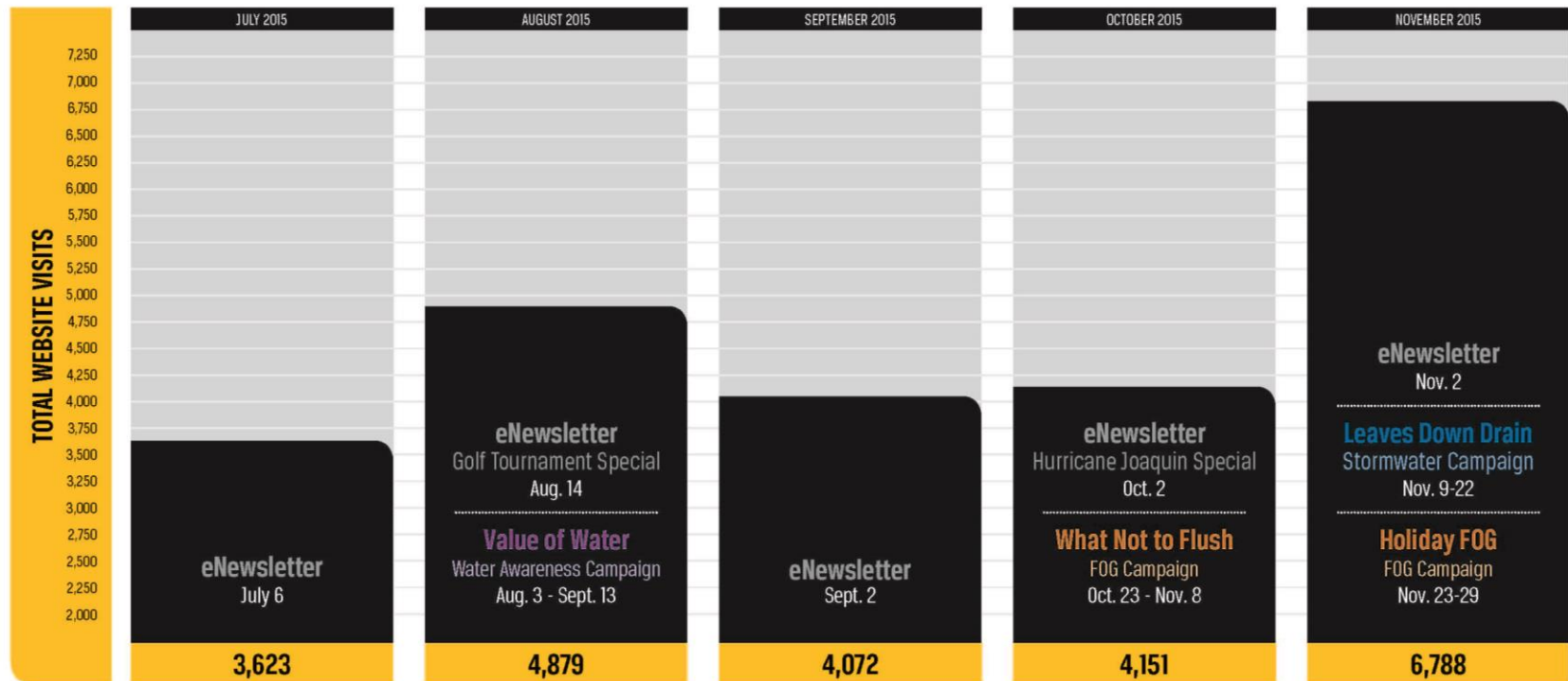
- ▶ Paid advertising weeks: 21 consecutive
- ▶ Total advertising impressions: 4.4 million+
- ▶ Total radio commercials: 855
- ▶ Total video views: 73,660
- ▶ Total clicks: 11,199
- ▶ **Total Media Budget: \$47,393**
- ▶ **Total Media Added Value: \$35,409**
- ▶ **Total Media Value: \$82,802**

2014-2015 Website Visitation

Hampton Roads Planning District Commission 2015-2016 askHRgreen.org Campaign

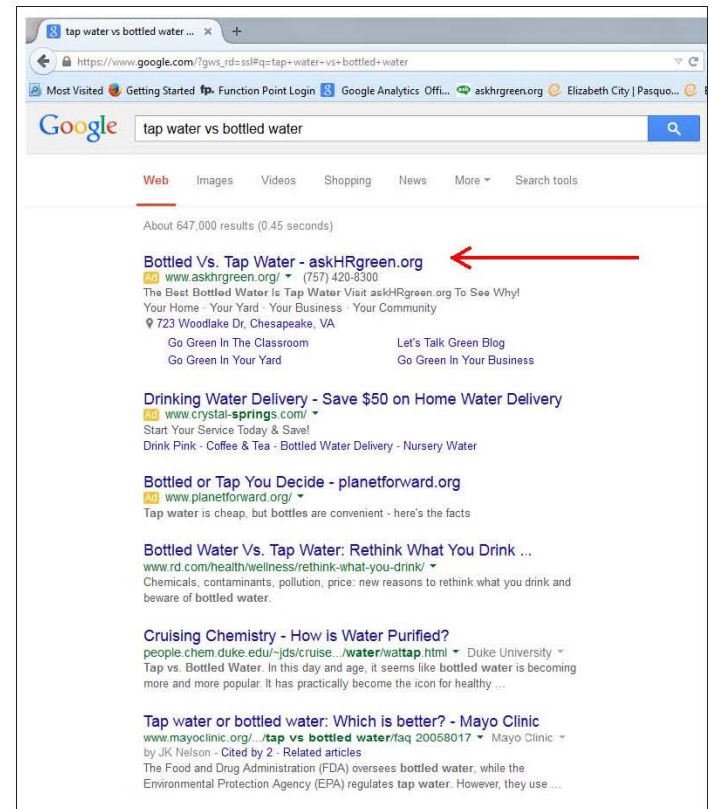
MONTHLY PROMOTIONS & WEBSITE VISITATION

AS OF NOVEMBER 30, 2015



Website

- ▶ Organic Search 7/1/15–11/30/15
 - Organic search sessions: 8,063
 - 34.29% of total traffic
 - Ave time on site: 1 min 19 sec (overall site average 1 min 24 sec)
 - Ave # of pages viewed: 1.71 pages
- ▶ SEM 7/1/15–11/30/15
 - AdWords Impressions: 79,041 impressions
 - Clicks: 1,672 clicks
 - SEM Ave time on site: 1 min 28 sec
 - SEM Ave # of pages viewed: 1.92 pages
 - Phone calls 2015: 819 click to calls
 - Bing Impressions: 11,778
 - Clicks: 296
 - SEM Ave time on site: 1 min 24 seconds
 - SEM Ave # of pages viewed: 1.96 pages
 - Phone calls 2015: 10



Top Ten Website Traffic Sources

1. Google organic
2. Direct
3. Google/cpc
4. WTKR display
5. WTKR targeting
6. M.facebook.com
7. WTKR facebook
8. Facebook.com
9. Bing organic
10. Im.facebook.com



Public Relations

- ▶ **Media Outreach**
- ▶ July –Dec. 2015
 - Distributed 8 news releases
 - Issued 5 e-newsletters
 - Total subscribers: 5,368
 - Posted social media messaging
 - Blog
 - Facebook: 1,691 likes
 - Twitter: 1,687 followers
 - 21 editorial placements



askHRgreen.org

FOR IMMEDIATE RELEASE

Media Contacts:
Julia Hillegass, HRPDC Public Information and Community Affairs Administrator
(757) 420-8300; jhillegass@hrpdova.gov
Elizabeth Evans, Liaison to Cross
(757) 705-7153; eevans@cahoonandross.com

Handle "Autumn's Gold" with Care
Keep fallen leaves out of the storm drain to prevent flooding

(Hampton Roads, Nov. 17, 2015)— Hampton Roads is turning red, orange and yellow with Mother Nature's annual autumn makeover. Lovely to look at as they drift from the trees, leaves that are left to accumulate on the ground can have negative effects on the health of Hampton Roads waterways. Street and yard flooding, litter "dams" and algae growth can occur [when leaves block or enter the storm drain](#). To keep "autumn's gold" from becoming a nuisance, the message from askHRgreen.org is clear: Keep leaves out of the storm drain. "It's important for everyone to take to keep fallen leaves from the storm drain," said Julia B. Hillegass, askHRgreen.org team manager. "Leaves that are left to accumulate on the ground can have negative effects on the health of Hampton Roads waterways. Street and yard flooding, litter "dams" that collect even more debris. Storm drains and ditches causing street flooding (even in fall). A storm drain will begin to decay and release nutrients into local waterways.

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

November - December 2015

3Rs Home Yard Business Community Classroom

AMERICA RECYCLES DAY
A time to recycle those old electronics, batteries, plastic bags and more!

COME CELEBRATE WITH US AT LOCATIONS ACROSS HAMPTON ROADS!

Let's Celebrate America Recycles Day!

Clean out your office, your shed and your closet --- It's time for America Recycles Day. Each year on Nov. 15, askHRgreen.org joins with others around the nation to promote and celebrate all that recycling does for our communities. Recycling creates jobs, saves natural resources, reduces our dependence on landfills and allows your unwanted items to have a second life.

Cities and counties across Hampton Roads are celebrating America Recycles Day with a variety of recycling collection events and educational opportunities during the month of November.

Public Relations

▶ Media Coverage



BAY STAR HOMES PLEDGE PROGRAM

Small changes pay big environmental dividends

By Kathy Eykamp
Correspondent

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

The folks at askHRgreen.org want everyone in 17 cities and counties around Hampton Roads to become more environmentally friendly by making a few small changes to daily habits at home and in the yard.

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

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

"It used to be limited to the watershed you resided by," said Rebekah Eastep, environmental planner for the commission. "Now it doesn't matter where you live, we can all benefit from having a Bay Star Home."

Residents can enroll online; it's free and the questionnaire only takes a few minutes to complete. Participants pledge to practice at least eight



environmentally friendly behaviors that will have a lasting impact on the waterways.

Registrants get a welcome package that includes tips from askHRgreen.org, information from their city or county, and a Bay Star Homes flag to show their commitment to the environment.

"Bay Star Homes is all about mak-

ing a difference at home, wherever you may live" said Fieta Jackson, public relations specialist with the City of Norfolk and team member of askHRgreen.org. "Imagine the impact this program will have on our local waterways now that the region is working together."

More than 1,000 locals have made the pledge for a cleaner, healthier Chesapeake Bay.

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

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

To learn more or register your home for the program, visit www.askhrgreen.org/baystarhomes.

Kathy Eykamp,
kleykamp@hotmail.com



L. TODD SPENCER / VIRGINIAN-PILOT FILE PHOTO

Set up a School Recycling Program: If your school doesn't provide recycling in classrooms or the cafeteria, speak with the administrators about starting one.

A 'green' return to school: Tips for going green in the classroom

By askHRgreen.org
Guest Contributor

Regional environmental awareness and education campaign askHRgreen.org, administered through the Hampton Roads Planning District Commission, wants parents and students to focus on reducing, reusing and recycling as they head back to school. These simple green tips will save families time and money, while making the school transition easy on the environment.

• **Take Inventory:** Before hitting the store for school supplies, take inventory of what is already around the house. See if last year's staples - such as binders, pencil cases, supply boxes and backpacks - could be used for another term.

• **Close the Recycling Loop:** When purchasing new items such as pens, paper, notebooks and pencils, look for products made from re-

cycled materials to close the recycling loop.

• **Choose Paperless:** Many schools, PTAs and student clubs offer the option of paperless correspondence. Instead of receiving both hard and electronic copies of the school newsletter, fundraisers and announcements, sign up for electronic only and save these in an e-file for future reference.

• **Stockpile Cool Stuff for Art Projects:** Those old magazines, cloth scraps, bottle caps and toilet paper rolls could be transformed into amazing works of art. Ask your student's teachers if they can use such items.

• **Waste-free Lunch:** Use meal/snack containers instead of plastic baggies, send plastic flatware instead of disposable utensils and use refillable drink bottles instead of juice boxes or bottled water.

• **Buy Used and Save:** Consignment and thrift stores give clothes a second life

and your wallet a break. Before buying new apparel, see what's available at local secondhand stores. Many PTAs also sell used school uniforms as a way to fund field trips and special programs.

• **Catch the Bus:** While walking or biking to school is the greenest way to get to class, sending your child to school on the bus saves gas and puts less cars on the road, resulting in fewer CO2 emissions and improved air quality.

• **Clean up your School's Act:** When the spring rolls around, register your school as a Great American Clean-up site. It's a great opportunity for students, parents, teachers and neighbors to come together to give your school's outdoor area a good once-over. Pick up litter, rake leaves, spread mulch, plant native plants and repair and spruce up the playground.

• **Set up a School Recycling Program:** If your school doesn't provide recycling in classrooms or the cafeteria, speak with the administrators about starting one. Schools can also compete for national awards and prizes in competitive recycling contests such as the Recycle-Bowl (register by Oct. 13) or the Trex plastic bag recycling program.

For more information, visit askHRgreen.org.

Public Relations

- ▶ **Coastal Virginia's Green Magazine '16**
 - Welcome letter
 - Green Scene (short reads)
 - Bay Star Homes goes regional
 - Re-cap of CLPP pilot program
 - Energy update on VA's commitment to reduce energy consumption by 10% by 2020
 - Greening of area events
 - Beyond the bin, the use of area resource recovery centers



Coming in April 2016 this publication will be designed to inspire area residents to incorporate green practices into their lifestyle.

ABOUT GREEN LIVING IN COASTAL VIRGINIA:
Published to mail with the April issue of Coastal Virginia Magazine (30,000 copies).
Distribution through the askHRgreen.org consumer shows, each of the 17 localities,
Hampton Roads, Sentinels, Dottie's and mailed to all HREDC member offices.

A seasonal virtual magazine experience online with CoastalVirginiaMag.com and askHRgreen.org.
Member exclusive content of 24 pages.
Editorial will have a lifestyle approach to make all topics interesting and engaging for all readers.

Total print circulation: 40,000
Total readership: 221,725
Digital E-book Readership: 2,626

Are you a good fit?
Advertisers: 131 local and regional companies and organizations.
Content: 120 articles and features, including a special section on energy efficiency and green building.
Recycling: 100% recycled paper and 100% recycled ink.

Editorial with an impact
Our editorial team works with local "Green Experts" to develop our
magazine content and to provide our readers with the latest news and
information on green living and sustainable development.

Editorial outline
Green Scene: News and notes on green issues and developments.
Green Kids: What local schools are doing to be green and how to get involved.
Healthy: Stay fit, stay green! Greening your lifestyle and wellness.
Green Art: Profiles of local artists using recycled materials.
Green Labs: Follow the farm to fork cycle of food from field to table.

Public Relations

▶ Coastal Virginia's Green Magazine

- Green Kids
 - Profiles of school projects funded by askHRgreen.org mini-grants
 - Kids Corner puzzles and activities
 - “What not to/where does it go” infographic covering all committee topics
 - Regional Girl Scouts storm drain medallion program
- Home and Garden Feature
 - Creating eco-friendly backyard spaces with profiles of local homeowners who have used native plants, rain gardens, reclaimed lumber, living shorelines. Sidebars on how to improve the health of your soil and water conservation tips

Public Relations

▶ Coastal Virginia's Green Magazine

- Green Art
 - Focus on local artists who are using recycled goods or incorporating environmental statements into their work
- Green Eats
 - Follow the “farm-to-fork” cycle by showcasing local farms/purveyors and the restaurants that use their produce in creative ways

Public Relations

▶ Media Ambassadors Training '16

- Jan. 28, 2016
- Roll out the askHRgreen.org locality branding materials
- Discuss content for locality presentations, for one-on-one meetings with CAOs
- Review ambassador roles, media training, tools
- 2016 Ambassadors: Elizabeth Vaughn, Cris Ausink, Sarah Crawford, Lori Woolman, Fleta Jackson, Lisa Renee Jennings, Lacie Nixon, Linda Minner, Erica Roberts



Special Projects

▶ Cigarette Litter Prevention Program

- Supported by 7 localities; funded by KAB, askHRgreen.org
- Goal: Turn smokers' behavior around about littering
- Eight weeks of messaging, outreach events, placement of receptacles at selected public sites
- 11 editorial placements
- Supported by team approach of PR
- Pre-scan: 3,223 butts and cigar tips
- Post-scan: decrease of 74%!



Special Projects

- ▶ Bay Star Homes
 - Online application
- ▶ Total homes to date: 1224
 - Chesapeake: 42
 - Franklin: 7
 - Hampton: 6
 - Newport News: 52
 - Norfolk: 978
 - Poquoson: 9
 - Portsmouth: 14
 - Smithfield: 1
 - Suffolk: 28
 - Virginia Beach: 70
 - Williamsburg: 2
 - Williamsburg–JCC: 1
 - Williamsburg–YC: 1
 - York: 13



Special Projects

- ▶ 2nd Annual Keep Hampton Roads Beautiful Golf Tournament
- ▶ October 12, 2015 at Greenbrier County Club
- ▶ Funds Raised:
Approximately \$7,000
 - \$3,500 for askHRgreen.org
 - \$3,500 for Keep Virginia Beautiful



Special Projects

▶ Grant Applications

◦ Chesapeake Bay Restoration Fund

(License Plate Fund)

- Green Learning Guide: \$27,067 requested
- Regional Restoration: \$18,420 requested
- May–June 2016 award date

◦ Plan B: Virginia Environmental Endowment

- June 15th

What's next?

- ▶ Spring television campaign: March – June
 - Six weeks
 - Stations: WVBT, WAVY, WVEC, WTVZ
 - Audience impressions
 - Adults 25–54
 - Reach 84.3% / Frequency: 7.8 times
 - Total impressions: 4,731,000
 - Adults 18+
 - Reach 90.7% / 9.8 Frequency:
 - Total impressions: 12,320,000
 - Added value
 - WAVY/WVBT: Hampton Roads Show Earth Day week
 - WVEC: 13 day to a cleaner community promotion
 - WTVZ: bonus spots and rotators

And, There's Even More

- ▶ 2015–2020 Marketing Campaign Plan Summary

But First

- ▶ Lunch, courtesy of HRPDC—20 minute break

YUM! LET'S EAT!