



# Annual Report 2020-2021



**HAMPTON ROADS PLANNING DISTRICT COMMISSION**



**CHESAPEAKE**

Steven Best  
Debbie Ritter  
Ella Ward  
Christopher Price  
Robert Geis

**FRANKLIN**

Frank Rabil  
Amanda Jarratt

**GLOUCESTER COUNTY**

Phillip Bazzani  
Carol Steele

**HAMPTON**

Steve Brown  
Donnie Tuck  
Mary Bunting

**ISLE OF WIGHT COUNTY**

Joel Acree  
Randy Keaton, Treasurer

**JAMES CITY COUNTY**

James Icenhour  
Scott Stevens

**NEWPORT NEWS**

David Jenkins, Vice-Chair  
McKinley Price  
Cynthia Rohlf

**NORFOLK**

Kenneth Alexander  
Courtney Doyle  
Andria McClellan, Chair  
Danica Royster  
Larry “Chip” Filer

**POQUOSON**

Gordon Helsel  
Randall Wheeler

**PORTSMOUTH**

Shannon Glover  
Angel Jones

**SMITHFIELD**

Carter Williams  
Michael Stallings

**SOUTHAMPTON COUNTY**

William Gillette  
Michael Johnson

**SUFFOLK**

Leroy Bennett  
Albert Moor

**SURRY COUNTY**

Robert Elliott  
Melissa Rollins

**VIRGINIA BEACH**

Robert Dyer  
Barbara Henley  
Louis Jones  
John Moss  
Guy Tower  
Sabrina Wooten  
Patrick Duhaney

**WILLIAMSBURG**

Douglas Pons  
Andrew Trivette

**YORK COUNTY**

Sheila Noll  
Neil Morgan

**Report Documentation**

**TITLE:**

askHRgreen.org Annual Report for Fiscal Year 2020-2021

**REPORT DATE**

September 2021

**GRANT/SPONSORING AGENCY**

Local Funds

**AUTHORS:**

Katie Cullipher  
Rebekah Eastep

**ORGANIZATION NAME,  
ADDRESS AND TELEPHONE**

Hampton Roads Planning District Commission  
723 Woodlake Drive  
Chesapeake, Virginia 23320  
(757) 420-8300  
www.hrpdcva.gov

**ABSTRACT**

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 2020-2021. It also provides an overview of the individual initiatives and results from each of the four askHRgreen.org environmental education committees: Recycling and Beautification, Stormwater Education, Water Awareness, and Fats, Oils & Grease Education.

**ACKNOWLEDGEMENTS**

This report was prepared by the HRPDC staff in cooperation with the member localities. Preparation of this report was included in the HRPDC Work Program for Fiscal Year 2021, approved by the Commission in May 2020.

Robert A. Crum, Jr., Executive Director / Secretary

About askHRgreen.org

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. By combining local expertise and taking advantage of economies of scale, the askHRgreen.org program is able to help local jurisdictions fulfill requirements of MS4 stormwater permits, groundwater withdrawal permits, and state consent orders to reduce sanitary sewer overflows. For citizens, it has become a “one-stop shop” to find answers, resources, and inspiration for a cleaner, greener Hampton Roads. From water-wise landscaping ideas and pointers for preventing water pollution, to recycling tips and simple ways to prevent sewer overflows, 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 HRSD. Members of locality staff and HRSD comprise four askHRgreen.org committees who meet monthly to develop and implement the regional program.

**Recycling and Beautification Committee** - 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, waste reduction, and recycling education. This group has been working cooperatively since 1981.

**Fats, Oils, and Grease (FOG) Education Committee** - 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 Committee 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 Committee** - Regional public utilities staff members working 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 Committee** - A cooperative partnership of the region’s 17 member jurisdictions 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 and outreach initiatives -tailored to stormwater pollution prevention.

**COVID-19**  
Impacts of the COVID-19 pandemic continued throughout FY21. Outreach events were limited with some in-person events only resuming late in the fiscal year. Creative public engagement strategies remained vital to the askHRgreen.org mission throughout the year. Use of new virtual platforms were leveraged to hold the first ever askHRgreen.org community webinar and proved an effective means for communicating detailed information to the public. Sidewalk decals brought water quality messaging to area residents at libraries, bus stops, and community centers as well as tourist attractions like local parks, water access points, beaches, and more. Rain barrel giveaways on social media provided a great touchpoint with existing followers and grew a new audience of newsletter subscribers. Litter in communities grew due to a new type of litter, personal protective equipment (PPE), and a reduced number of community cleanups, but was combatted quite successfully by small groups of dedicated volunteers. Despite the ongoing challenges of public education during a global pandemic, the askHRgreen.org team members continued to work diligently to raise awareness and encourage environmental action in the 757.

2020-2021 Highlights

31.5 million opportunities to see or hear about askHRgreen.org



88,544 visitors to askHRgreen.org



Community events with over 3,681 people in attendance



BAY STAR PROGRAMS  
3,645 homes 62 businesses



1,865 students impacted by \$4,309 in environmental education mini grants



Launched Start Smart, Recycle Right, a new outreach & education campaign



\$25,000 grant funding for special projects



@askHRgreen  
2,955

@askHRgreen  
501

eNews Subscribers  
6,632



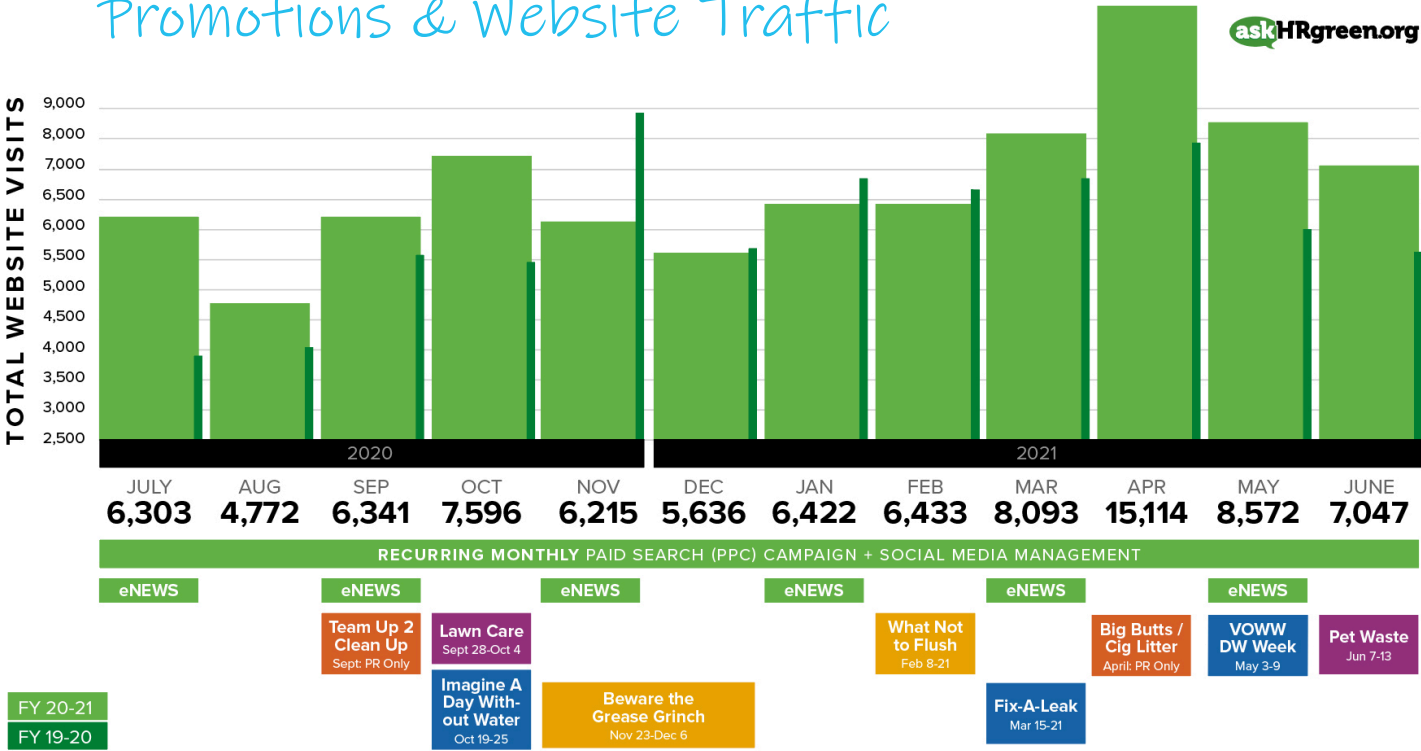
2020-2021 Media Campaigns & Promotions

2020-2021 Activity Calendar

COMMITTEE	CAMPAIGN	MEDIA	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
R&B	Team Up 2 Clean Up	PR ONLY												
STORMWATER	Lawn Care	PV, R, O, S												
WATER AWARENESS	Imagine A Day Without Water	TV, PV, R, O, S												
FOG	Grease Grinch	TV, PV, R, O, S												
FOG	What Not To Flush	TV, PV, R, O, S												
WATER AWARENESS	Fix-A-Leak	PV, R, O, S												
WATER AWARENESS	VOWW / Drinking Water Week	TV, PV, R, O, S												
R&B	Big Butts/Cigarette Waste	PR ONLY												
STORMWATER	Pet Waste	TV, PV, R, O, S												
ALL	askHRgreen.org Newsletters	E												
ALL	Public Relations													
ALL	Social Media Management													
ALL	Search Engine Marketing													
ALL	askHRgreen.org Blog Articles													

MEDIA KEY / TV = Broadcast TV AT = Advanced TV PV = Preroll Video R = Radio P = Print O = Online S = Social Media E = Email OD = Outdoor

Promotions & Website Traffic





Website Analytics

The askHRgreen.org website continues to be the cornerstone of our outreach efforts where campaign news and events are featured prominently and content is delivered seamlessly to users on all types of devices. In FY21, we saw a 21% increase in website traffic over FY20

	2020-21	2019-20	2018-19	2017-18	2016-17	2015-16
Visits	88,544	73,379	58,893	55,735	58,113	52,530
Unique Visitors	77,212	63,146	49,816	45,661	46,282	42,539
Pageviews	125,529	117,463	86,538	93,589	92,681	93,177
Pages per Visit	1.42	1.60	1.47	1.68	1.59	1.77
Average Visit Duration	0:55	1:02	1:03	1:27	1:12	1:32
Bounce Rate	83%	79%	81%	77%	79%	75%
% New Visits	87%	86%	84%	81%	80%	80%
Mobile Devices	57%	58%	57%	54%	53%	40%
Desktop Devices	43%	42%	43%	46%	47%	60%

AVERAGE  
344 PAGES  
VIEWED/DAY

Once again, we achieved a nice bump in traffic over FY19-20 — 21% — and (once again) have the highest number of pageviews ever! Like last year, the majority of traffic continues to be new visitors, a clear indication of the growing awareness of our efforts.

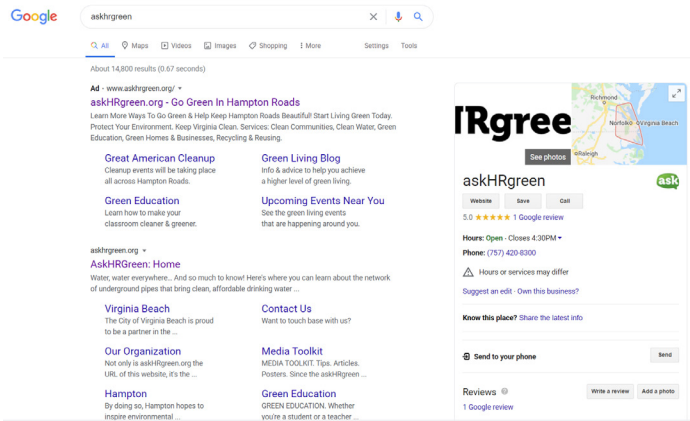
Top Website Traffic Sources & Pages Visited

- 54.45% Organic Search
- 20.73% Direct
- 15.69% Other
- 4.16% Referral
- 4.10% Social
- 0.86% Email

TOP TWENTY VISITED PAGES	
9,843	Home
8,568	Blog Article: 50 Ways to Celebrate Earth Day +472% pageviews
4,659	Good to Know/Do: Recycling Lookup - Virginia Beach +127%
4,022	Events +5% pageviews
3,499	Good to Know/Do: Lawn & Garden Best Practices +72% pageviews
3,055	Blog Article: Disposable/Flushable diaper liners
2,775	Programs: Great American Cleanup +81% pageviews
2,524	Good to Know/Do: Recycling Lookup +127% pageviews
2,262	Good to Know/Do: Electronics Recycling
2,107	Good to Know/Do: Illegal Dumping
2,064	Blog Article: Algae
1,924	Good to Know/Do: Battery Disposal
1,595	Good to Know/Do: Recycling Lookup - Chesapeake New to this list!
1,371	Blog Article: How to Add Compost to Your Lawn
1,313	Good to Know/Do: Plant Native Plants
1,279	Good to Know/Do: Recycling Lookup - Newport News New to this list!
1,202	Blog Article: You Can Prevent Street Flooding
1,145	Good to Know/Do: Recycling Lookup - Norfolk New to this list!
1,119	Good to Know/Do: Recycling Lookup - York County New to this list!
1,116	Blog

Search Engine Marketing

The askHRgreen.org Search Engine Marketing (SEM) program employs Google pay-per-click advertising to increase traffic to the website. By bidding on select keywords and phrases, our ads direct search traffic to relevant content on the askHRgreen.org website. In FY21, we had more than 376,000 Google search impressions – up 10% over FY20. Those searches drove over 16,000 clicks to relevant content on the askHRgreen.org website – an increase of 29% compared to last year. In August of 2020, Google introduced dynamic ads which use our own website content to generate targeted ads to relevant searches. This new feature was highly successful in driving search traffic to the askHRgreen.org website with a phenomenal click thru rate of 17.2%. Dynamic ads help fill in the gaps of our keyword groups and deliver the most relevant askHRgreen.org information to audiences searching online.



Search Engine Marketing Results

	2020-21	2019-20	2018-19	2017-18	2016-17	
Impressions	376,459	342,690	210,695	169,140	107,920	+10%
Clicks	16,103	12,449	11,087	7,330	4,226	+29%
Click Thru Rate (CTR)	4.28%	3.63%	5.26%	4.33%	3.92%	+18%

Top 10 Keyword Ad Groups

	Impressions	Clicks	Impression Share	Click Thru Rate
Dynamic Ads	40,935	7,039	88%	17.20%
Lawn Care	102,214	2,629	61%	2.57%
Electronics Disposal	16,390	1,570	63%	9.58%
Native Plants	39,602	1,049	18%	2.65%
Battery Disposal	13,128	967	69%	7.37%
Recycling at Home	37,467	838	43%	2.24%
Medication Disposal	3,595	513	80%	14.27%
askHRgreen General	1,336	260	69%	19.46%
Soil Testing	5,099	253	50%	4.96%
Tap Water	31,905	248	49%	0.78%



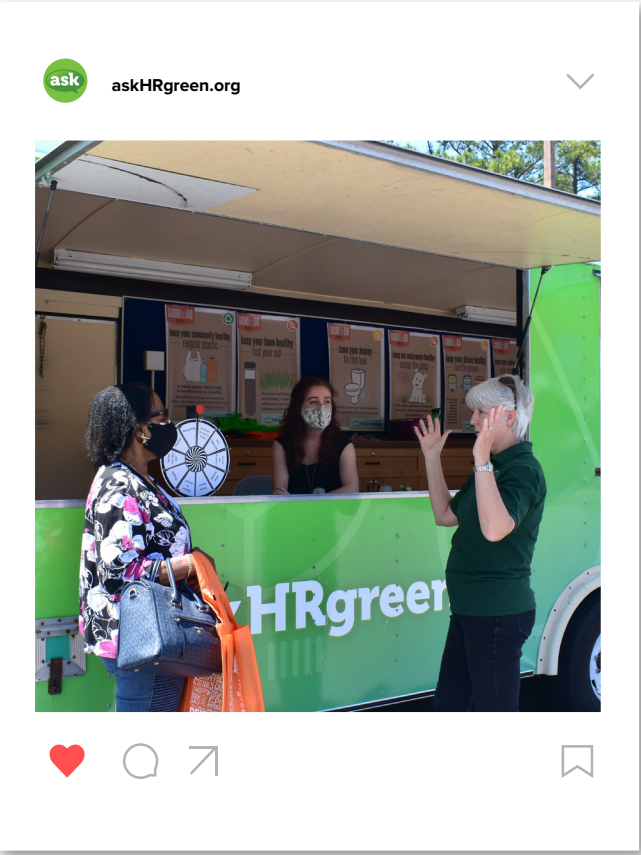
Community Outreach

Events

In a typical year, askHRgreen.org is invited to attend many community events. Events are an important part of public outreach and engagement. These events are a primary source of sign-ups for the Bay Star Homes program and the askHRgreen.org newsletter.

From local fairs to vendor expos to gardening seminars, many in-person events were cancelled throughout FY21. In spring 2021, social distancing guidelines began to relax and some groups resumed in-person, typically outdoor, events. Volunteers were able to staff six events in FY21 reaching about 3,681 people. Half of these events utilized the askHRgreen.org trailer which is filled with a variety of resources from informational brochures to eco-themed promotional items such as reusable shopping bags, stainless steel reusable straws, rain gauges, shower timers, and more. It is hoped that more events, especially those held outdoors, can safely return in FY22.

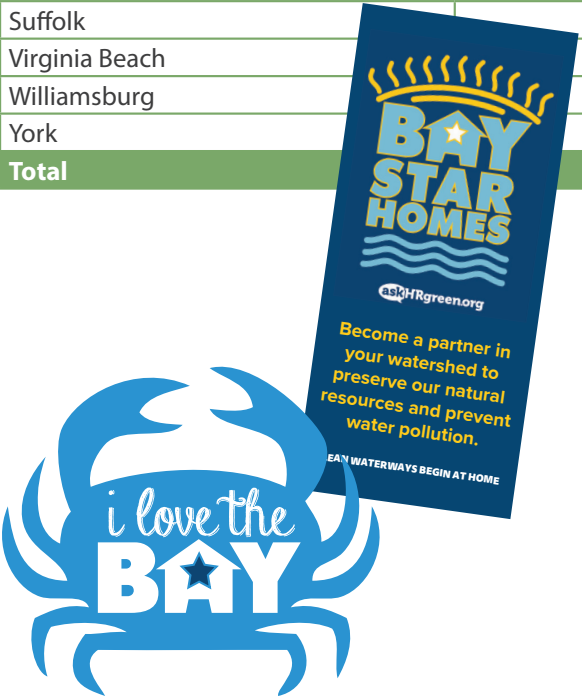
2020-2021 Community Events			Estimated Attendance
10/10/20	Litter & Recycling Expo	James City	168
4/10/21	Go Green Market	York County	1,500
4/12/21	Rain-Wise Yards & Landscapes	Virtual	63
4/18/21	Earth Day Green Market at Pembroke Mall	Virginia Beach	1,500
5/15/21	Fix-It Fair	Chesapeake	100
6/16/21	HRSD Woodstock Park Project	Virginia Beach	350
			3,681



Bay Star Homes

The Bay Star Homes program entered its fifth year in FY21. This community-based recognition program encourages residents to avoid environmentally-harmful behaviors in their home and be proactive about using voluntary stormwater management practices such as rain barrels, rain gardens, and downspout disconnects on their private property. Residents pledge to do at least eight environmentally-friendly practices as part of the program. Pledges include stormwater best practices as well as other desirable behaviors such as waste reduction, water conservation, and lower energy consumption. With an additional 286 participants signing up in FY21, the total number of participating households for the Bay Star Homes program rose to 3,645.

FY21 Bay Star Homes Registrants	
City/County	Number
Chesapeake	12
Hampton	4
Isle of Wight	1
James City	2
Newport News	12
Norfolk	231
Portsmouth	2
Suffolk	5
Virginia Beach	13
Williamsburg	1
York	3
Total	286



Total Bay Star Homes Registrants	
City/County	Number
Chesapeake	160
Franklin	13
Gloucester	19
Hampton	123
Isle of Wight	11
James City	16
Newport News	240
Norfolk	2,509
Poquoson	17
Portsmouth	42
Smithfield	13
Southampton	4
Suffolk	145
Surry	3
Virginia Beach	248
Williamsburg	3
York	79
Total	3,645



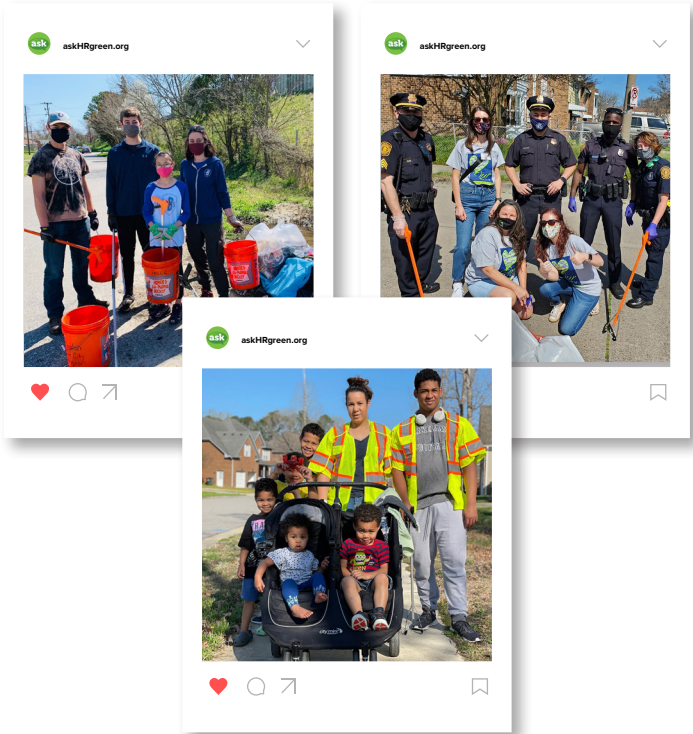
Great American Cleanup

The askHRgreen.org Recycling & Beautification Committee worked together to clean up and beautify Hampton Roads through the national Great American Cleanup (GAC) program. As part of the committee’s “Team Up 2 Clean Up” initiative, GAC engages the public and business community to get involved in beautification projects throughout the region. In FY21, there were two GAC events. The first was the rescheduled regional cleanup from March 2020 which was cancelled due to the emergence of coronavirus. The



spring event was rescheduled for September 18-19, 2020. Due to Hurricane Sally, some events were postponed for later in September, but by the conclusion, more than 15,000 pounds of litter were removed from city streets, rural routes, neighborhood parks, and shorelines. Armed with a safety plan including small group sizes, social distancing, and PPE, over 700 volunteers stepped up to organize and participate in community cleanups. This was quite the accomplishment since there were very few organized events and cleanups relied almost exclusively on volunteer-led events, including four teams totaling 50 volunteers from Huntington Ingalls Newport News Shipbuilding.

The second GAC event for FY21 was the regularly scheduled spring cleanup on March 26-27, 2021. With the buildup of PPE and fewer community cleanups, many areas were experiencing serious litter issues by spring 2021. A population of residents eager to get involved after a long winter of staying at home paired with this undeniable litter problem resulted in a record year for GAC in 2021. Together more than 1,300 volunteers showed up to bag litter from beaches and marshes, rural roadsides, and busy intersections. With more than 150 locations cleaned up throughout the region, volunteers cleared nearly 49,000 pounds of litter—over 24 tons. While there were a few organized cleanups, GAC was still largely reliant on smaller volunteer-led groups, and they did not disappoint.



All together more than 107,500 pounds (54 tons) of litter were removed through the hard work and dedication of over 2,000 volunteers through the GAC program in FY21.

### Rain-Wise Yards & Landscaping Workshop

In an effort to leverage new virtual platforms for community outreach, the Stormwater Education Committee planned a free community-focused webinar for spring 2021 to encourage use of residential best management practices. The Committee partnered with the City of Norfolk and local watershed advocacy groups Elizabeth River Project, Lynnhaven River Now, and Wetlands Watch to host the event. Participants learned about problems from inadequate stormwater management, common stormwater management practices for Hampton Roads, living shorelines, conservation landscaping, maintaining stormwater management practices, and local assistance programs to assist with residential practices. The virtual workshop was attended by 63 people and recorded to



askHRgreen.org

JOIN US FOR A FREE WEBINAR:

### RAIN-WISE YARDS & LANDSCAPES

**MONDAY, APRIL 12, 2021  
12:00 - 1:00 PM**

**REGISTER ONLINE AT:  
ASKHRGREEN.ORG/BSHWEBINAR**

Residential Stormwater Best Management Practices

Conservation Landscaping & Maintenance

Resources & Assistance Programs in Hampton Roads

Brought to you thanks to our friends at:

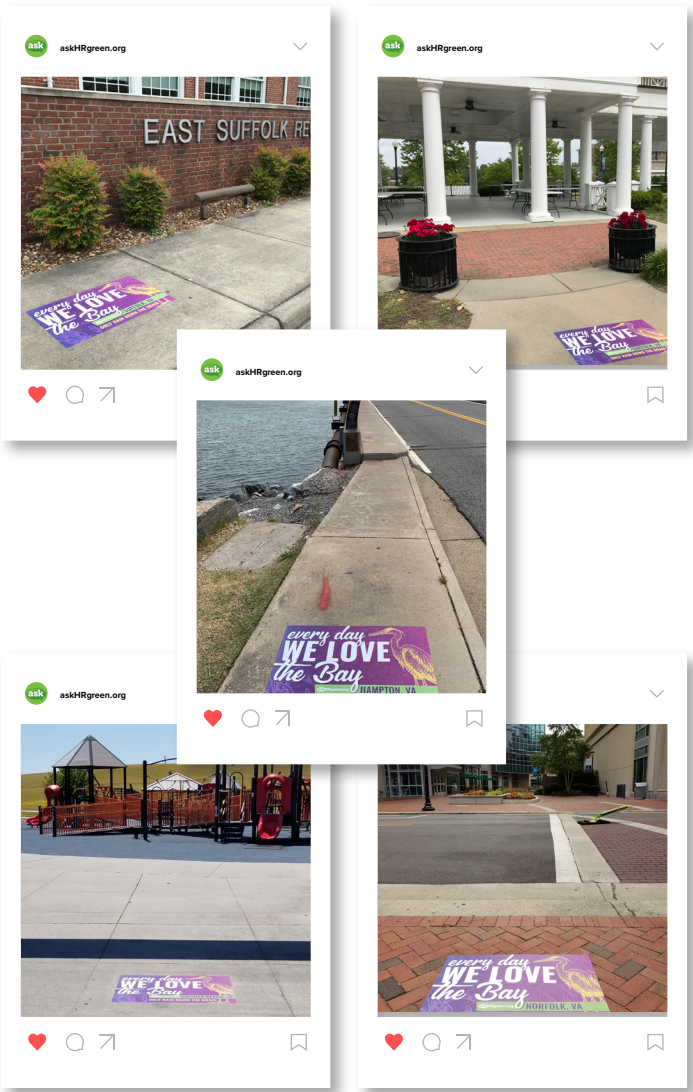
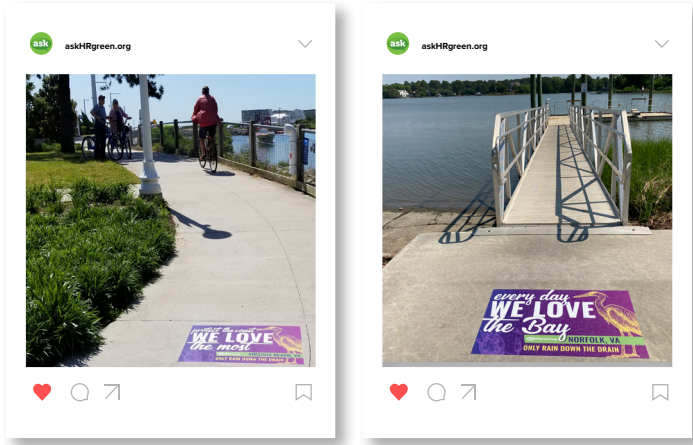


create a resource now available on YouTube. The Committee was very appreciative of the opportunity to partner with local watershed advocacy groups to bring these topics to the public and hopes to develop more virtual offerings in the future.

### “Every Day We Love the Bay” Sidewalk Messaging

Piggybacking off the success of past sidewalk messaging campaigns, the Stormwater Education Committee devised a plan to pepper the region’s sidewalks with vinyl decals containing positive messaging about protecting the Chesapeake Bay. Planned originally for summer 2020, the campaign was delayed until 2021 due to the coronavirus. A small pilot project was implemented in September 2020 with only Norfolk and Virginia Beach participating. This soft launch allowed other localities to learn about the installation process for the decals and measure about how long the decals would last.

In coordination with Memorial Day weekend, Clean the Bay Day 2021, and Chesapeake Bay Awareness Week, a full launch of the sidewalk decals was rolled out in May 2021 with more than 50 sidewalk decals placed in public spaces across nine localities. Locations varied from kayak launches and beach accesses to libraries and shopping districts. The decals encourage residents and tourists alike to “love the Bay” and “protect the coast we love the most” by sending only rain down the storm drain. The campaign was promoted through public relations, the askHRgreen.org blog, a Google map of locations, and social media. The decals may last up to six months depending on foot traffic and weather conditions.



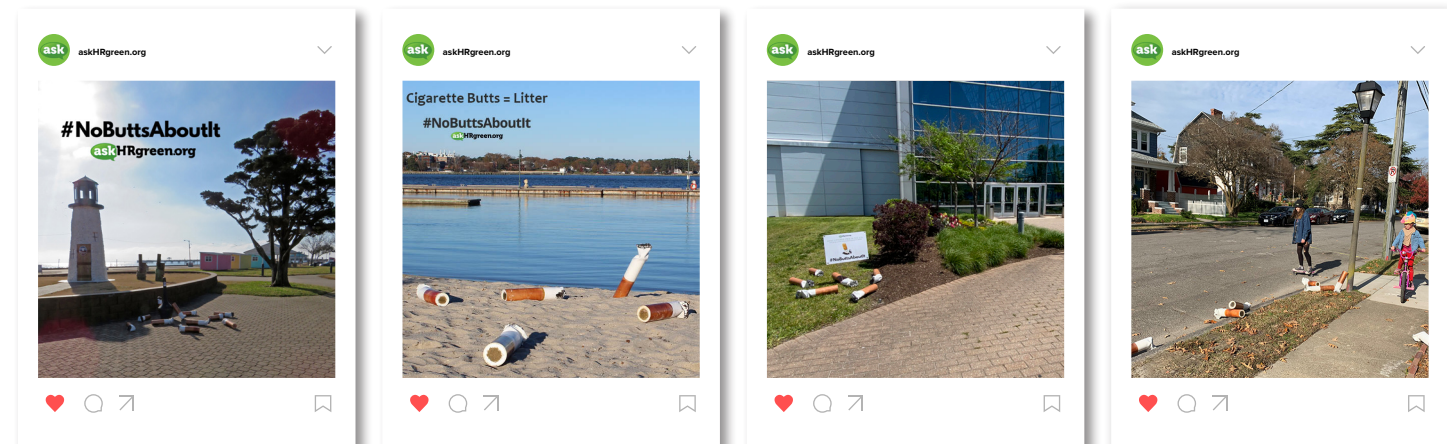


## #NoButtsAboutIt

Cigarette butts are the most littered item, worldwide and locally, but coming in such a little package can sometimes make this major form of litter forgettable. Inspired to shed light on this unseen environmental issue, the Recycling and Beautification Committee set out to build larger-than-life sized cigarette butts to raise awareness and inspire action. The No Butts About It initiative, funded in part by a 30-in-30 grant from Keep Virginia Beautiful, included the building of over 60 model cigarette butts, each about two-feet in length. Made of PVC pipe, foam, and painted just right, these giant cigarette butt replicas are part conversation starter, part public art project. Starting in May 2021, the Recycling and Beautification Committee coordinated a two-week launch of the No Butts About It campaign, scheduling public displays of the model cigarette butts in places they were likely to catch a lot of attention. They were placed along waterfronts and beaches, libraries and recreation centers,

public parks, and local attractions. The campaign captured both local and national media attention, raising awareness about the importance of proper disposal of cigarette litter.

# #NoButtsAboutIt



## Environmental Education Mini Grant Program

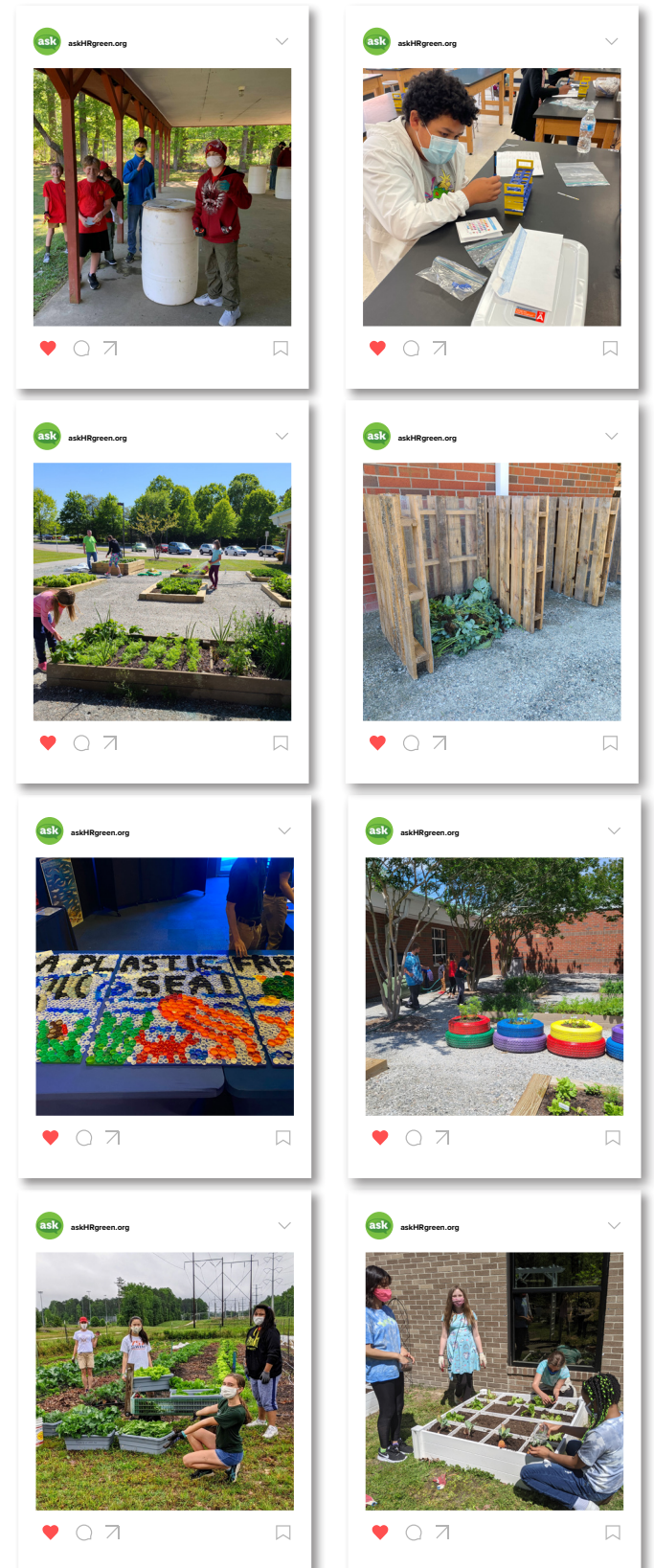
Supporting environmental education in the classroom continues to be a priority of askHRgreen.org. The Environmental Education Mini Grant Program offers all Hampton Roads teachers (K-12), youth leaders, or organizations working with youth grants up to \$500 to fund environmentally-themed projects.

The 2020-2021 school year was challenging as some schools returned to in-person instruction and many others remained virtual. Despite the challenges, askHRgreen.org was able to fund nine mini grant projects for a total of \$4,309.05 in FY21. These nine innovative groups in Hampton Roads leveraged the virtual learning platform and outdoor class time to create safe, environmental opportunities for their young learners. Students worked in schoolyard gardens, watched butterflies grow, built and delivered rain barrels to their community, experienced the negative impacts of single-use plastics, and performed water quality testing on samples from local waterways. These meaningful experiences are sure to foster a sense of connection between our environment and tomorrow's leaders.

Due to the below normal number of applications received for the mini grant program, the askHRgreen.org committees decided it would be the perfect time to reprint copies of the sixth-grade Green Learning Guides. The guides, produced in 2012, were no longer available in hardcopy and the purchase of 5,000 additional copies expanded the educational support askHRgreen.org can provide to students and teachers. Copies of both the third-grade and sixth-grade education guides are now available to teachers and youth-leaders upon request and at public events.

With assistance from the mini grant voting committee, the minigrant program webpage and application were also revamped to streamline and simplify the supplemental information applicants need to submit during the review process. Examples of successful mini grant applications, project ideas, and photos from past projects were added to the website to inspire applicants and also aid in the development of their own local environmental education projects.

## Student Outreach





FY21 Environmental Education Mini Grant Projects

Project	Students	Project Description	School/Organization	City/County	Grant
Bat House and Pollinator Garden	600	Students will utilize digital learning tools and green spaces to understand the importance of healthy pollinator populations as well as the positive and negative impacts humans can have on those populations. We will integrate environmental education through the science standards in 3-5th grade around the populations of bats and bees. Students will engage in design thinking to understand the problem and generate solutions to include planting native species and supporting the habitats of critical species.	Thalia Elementary School	Virginia Beach	\$500.00
Rain Barrels and Education	25	Scout seeking to complete Eagle project will have 10-25 Scouts move, wash out, assemble the rain barrels with kits, then deliver and install the rain barrels at homes in the Newport News area. Through Nextdoor, we found about 45 households that want rain barrels. A few will be picked up. We will setup a pop-up shelter for education with the Enviroscape model and we have a display to explain the use of rain barrels for household stormwater recycling.	Boy Scouts of America	Newport News	\$500.00
BTW Bay Savers Audit Local Waterway	75	Students will complete water quality testing using water samples from a local waterway. They will test for pH, salinity, turbidity, and nitrates of three different water samples from one water source. Using the data collected, they will rate the quality of the water. After the water quality audit, students will each build a working model (Enviroscape) to represent a watershed. They will use the model to represent rain and infer a water quality rating for the lake in their model. They will then discuss, "What can people do in the environment to prevent water pollution and improve water quality?"	Booker T. Washington Middle School	Newport News	\$500.00
Composting Champions	600	As a part of the newly expanded garden program and the Garden Club, Hermitage Elementary would like to add a three-compartment composter as well as a vermicomposter to teach students about the benefits of composting and reducing waste. The resulting compost would be used in the gardens to amend the soil for the vegetables that are grown year round for the Scratch Cooking program for cafeteria lunches. Hermitage is also planning to expand their Green initiative to start collecting cafeteria scraps that would be suitable for composting.	Hermitage Elementary School	Virginia Beach	\$452.00
Food for the Tummy, Food for the Soul	200	Newtown Elementary's Garden Program has grown exponentially since its first beginnings. We are gearing up for a new growing season and need some help with seeds, plants, and lumber to replace rotting framing. We are adding in composting and natural heat for the green house, such as a heat sink. The students grow and pick the vegetables and learn about so much, including real world skills in growing, harvesting and preparing their own food.	Newtown Elementary School	Virginia Beach	\$450.00
Caterpillars in Classrooms	320	This program is designed to raise at least 48 butterflies in 16 classrooms throughout Portsmouth Public Schools. Second-grade students from 10 separate schools will observe firsthand as caterpillars eat, grow, form a chrysalis, emerge as beautiful butterflies, and eventually flutter away. As the designated release site, Hoffer Creek Wildlife Preserve's Pollinator Garden offers many native wildflower species that provide plenty of nectar to support various butterflies and other insects.	Hoffler Creek Wildlife Foundation, Inc.	Portsmouth	\$407.05
Planet or Plastic?	45	Our project will enhance programming of our newest changing exhibit, National Geographic's Planet or Plastic?, showing our dependence on plastics, the destructive effects plastics has on our environment, and how we can change the future. Being a gallery exhibit, this project will be adding COVID-19 safe-and-interactive programming while also connecting all of our existing exhibit spaces to plastics, waste prevention and waste collection.	Nauticus Foundation	Norfolk	\$500.00
Renovating Main Entrance Garden	10	To renovate the current main entrance garden to include pollinator friendly and native plants, create a raised bed vegetable garden which is adjacent to the main entrance garden, teach students about pollinator friendly plants which can help pollinate a raised vegetable garden; teach students about the importance of native plants in a home garden and how to plant and care for a vegetable garden. This area may also be used as a potential outdoor classroom for the environmental science classes.	Oscar Smith High School	Chesapeake	\$500.00
Sweets for Students	30	We have had great success with growing sweet potatoes at our Teaching Farm. The life cycle from ordering slips to harvesting potatoes is long and we have been able to host numerous "service learners" to participate - even through COVID. Students have even volunteered at our farm & info stand to educate visitors and sell, by donation, the sweets. There are so many life skills learned by our student volunteers.	Williamsburg Community Growers	Lightfoot	\$500.00
1,865					\$4,309.05

Business Outreach

Bay Star Business Program

The askHRgreen.org Stormwater Education Committee launched the Bay Star Business program in 2018 to engage the Hampton Roads business community in protecting local water quality. To become part of the free, pledge-based program, business owners sign up online by committing to environmental practices such as conserving water, recycling, cleaning up and preventing litter, properly maintaining company vehicles, organizing a community cleanup, and more. Most action items are also no- or low-cost changes which can help a business run more efficiently while conserving natural resources. Participating businesses receive a welcome packet filled with business-centric information from askHRgreen.org and Bay Star Business window clings to display in their office or on company vehicles. Bay Star Business partners are also recognized through the askHRgreen.org website and social media accounts. The increased exposure is an incentive for participating and an easy way for consumers in the region to identify businesses working for cleaner waterways. In FY21, the Bay Star Business program added 11 new partners for a total of 62 diverse participants including multi-family housing developments, restaurants, car washes, and retail establishments.

Bay Star Business Partners	
City/County	Number
Chesapeake	6
Hampton	8
James City County	2
Newport News	11
Norfolk	15
Suffolk	2
Virginia Beach	15
York	2
Portsmouth	1
Total	62

“Thank You for Washing Wisely” Campaign

As part of the Bay Star Business program, the Stormwater Education Committee launched a targeted campaign to promote the benefits of using a commercial car wash when washing your car. When residents or mobile detailing companies wash vehicles on paved driveways, parking lots, or roadways, dirty wash water often enters storm drains and flows directly to local waterways. The soap and dirt both pose a risk to the health of local waterways and marine habitats. The askHRgreen.org program promotes the use of car washes as an easy way to reduce water pollution. As part of Thank You for Washing Wisely, local car washes were offered lawn signs, window decals, and microfiber towels to distribute to patrons for signing up to participate. The signage communicates that customers who choose a commercial car wash are “washing responsibly” and enjoying a “clean car, clean bay.”

In total, 13 separate car wash locations joined the Thank You for Washing Wisely campaign. Outreach to promote washing responsibly to the public and recruit additional car wash locations across Hampton Roads will continue in FY22.





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

The regional 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 training and certification program is available through the HRFOG.com website. In FY21, the FOG Education Committee developed two new rack cards to educate employees of food service establishments on best management practices. The hydro-mechanical grease interceptor cleaning guide helps restaurants understand how to self-clean smaller (less than 25 gallons per minute) indoor grease control devices. The Committee also developed a rack card to assist food service establishments in understanding proper cooking oil management. Tips such as keeping container lids closed and not mixing brown grease with cooking oil are important to the proper collection and recycling of cooking oil. Both new rack cards were translated into Chinese and Spanish in order to better serve the staff of food service establishments in the region.

### Why Clean Your Hydro-mechanical Grease Interceptor (HGI) Frequently?

**FEWER SMELLS & ODORS** The longer waste sits, the stronger the odors.

**NO CLOGS** Regular cleanings help keep sewer pipes clean and reduce backups due to clogged lines.

**LONGER LIFE** Rotting foods create acids which eat away at the internal components and tank, reducing the lifespan of your HGI and leading to increased repair and repl.

**CLEAN WIT** easier cleaning

### MANAGING COOKING OIL

Safe Storage and Disposal Tips

**CLEANIN**

- A trash can bag, or se
- Absorbent (unscented)
- Proper han
- opening the
- bar, rubber
- Tools for re
- water and i
- scraper or
- Paper tow
- Measuring
- clear cup)

**Before**

- Obtain app
- clean your
- less than 2
- Adhere to
- by your loc
- Make sure
- of debris at
- equipment
- Line the tr
- absorbent
- Refer to th
- of the unit.

**SERVICE**

- Used cooking oil is picked up by vendors/ haulers who reuse or recycle it into other products.
- Before the oil storage container is full, call your vendor for service.
- Keep a log on site to record the date of each disposal by the vendor and the approximate volume of cooking oil removed.

### How To Clean Your Small HGI (25 gpm and under)

- Carefully remove the lid and observe installation of internal parts to ensure proper reinstallation after cleaning.
- Measure (in inches) and document the following: the total fluid depth, the thickness of the grease, and (toward the end of the process) the thickness of the solids.
- Remove the entire contents of the HGI by scooping ec, lts, baffles, hot water, ank, baffles, . Schedule

**HANDLING OIL SPILLS**

Spills can happen during deposits or withdrawals from a cooking oil recycling container. If there is a spill, follow these steps to assess the situation and clean it up immediately:

- Stop/contain the spill and prevent it from reaching storm drains with absorbent pads and socks. (Do not attempt to clean up spills by rinsing/hosing or using degreasers.)
- If you cannot absorb the spill, call a professional cleanup and recovery company to collect and remove the grease and wash water to prevent it from entering the storm drain.
- For smaller spills that can be cleaned with a spill kit, follow these steps:
  - Use a spill kit that includes:
    - Kitty litter
    - Disposable gloves
    - Disposal bags
    - Zip ties
    - Absorbent pads and socks
  - Apply absorbent material (kitty litter, pads, or socks) on the spill area.
  - After allowing the absorbent material to sit for a period of time, sweep carefully to avoid generating dust.
  - Collect materials and residues and place them in a waste container/bag.
  - Put the waste container/bag into a dumpster.
  - Clean the spill area with water, being sure to capture the excess water that is generated. **DO NOT** allow all or the cleanup material/wash water to enter the storm drain. It may be necessary to use absorbent socks around the storm drains to prevent this from happening.
  - Send any excess water collected through a drain that passes through a grease control device.
  - If any grease makes it to the storm drain, call your local FOG, Oil, and Grease (FOG) program manager or stormwater department.

**ATION**

ple HGI maintain

OG.com

The FOG Education Committee also spent much of FY21 modernizing technical documents, training resources, and certification programs. With outside help from nationally-recognized FOG expert Ken Loucks, “The Interceptor Whisperer,” the Committee updated the regional model FOG ordinance and the Hampton Roads Regional Technical Standards for Grease Control Devices to reflect current industry standards and best practices. These changes were also incorporated into the FSE and Hauler training and certification programs available through HRFOG.com. The regional guidance serves as a template for local adoption and implementation in Hampton Roads and is consistent with other modern FOG programs across the United States.

## Cigarette Waste Receptacle Grant Program

The Recycling and Beautification Committee partnered with the Stormwater Education Committee to launch a brand new community grant program that offers free cigarette waste receptacles to businesses and other public facilities experiencing a cigarette litter problem. The Cigarette Waste Receptacle Grant was modeled after the Pet Waste Station Grant and requires the awardee to install and maintain the cigarette waste receptacle.

Based on data from Keep America Beautiful, the proper placement of a cigarette waste receptacle at transition points (i.e. walking from a car into a business location) is strongly correlated with a decrease in cigarette litter. It seems that when made easy and convenient, smokers will make the right choice to dispose of their cigarette butts properly. Launched in May 2021, the grant program had already received 20 applications from area businesses like restaurants, community clubhouses, and office parks. So far, 26 cigarette waste receptacles have been placed in Hampton Roads during the first two months of this new program.

**CIGARETTES ARE...**

- the most littered item in America.
- made of plastics that do not biodegrade.
- responsible for 32% of litter in storm drains.

**HELP US FIGHT CIGARETTE LITTER.**

**APPLY FOR A FREE CIGARETTE WASTE RECEPTACLE TO INSTALL AT YOUR BUSINESS.**

While supplies last, askHRgreen.org is offering FREE cigarette waste receptacles through a new grant program. The grant is open to any business or community organization in Hampton Roads experiencing a cigarette litter problem. Applicants must take on the task of maintaining the cigarette waste receptacle which includes securing the receptacle and emptying it regularly to prevent overflowing.

One leading cause of cigarette litter is the lack of access to a conveniently located cigarette waste receptacle when smokers are extinguishing their cigarettes. Giving smokers a safe, convenient disposal option at these transition points in the community keeps cigarette butts off the ground and out of local waterways. Your business can help make a difference!

**Supplies are limited, so apply today!**

Submit your grant application online at [www.askHRgreen.org/CigaretteWaste](http://www.askHRgreen.org/CigaretteWaste)

**askHRgreen.org**

Apply now at [www.askHRgreen.org/CigaretteWaste](http://www.askHRgreen.org/CigaretteWaste)

## Recycling Education & Waste Reduction

In recent years, the focus of the Recycling and Beautification Committee has turned from the quantity of recyclables collected to waste reduction and improving the quality of materials collected in residential recycling programs. The Start Smart, Recycle Right campaign captures both these important priorities by encouraging consumers to “start smart” with their purchasing decisions and then “recycle right” by only placing accepted items in the recycling cart. With turbulent recycling markets and changing municipal recycling contracts, reducing waste has become increasingly important. For start smart, consumers are encouraged to consider product packaging when making their purchase. For example, eggs or butter can be purchased in paper cartons instead of plastic containers and reusable shopping bags can replace single use plastic bags.

Reducing contamination from non-recyclable items entering the recycling stream remains another important strategy for improving recycling in Hampton Roads. A “back to basics” approach to recycling is promoted by the campaign with residents encouraged to focus on

### Start Smart

## Recycle Right

EMPTY • CLEAN • DRY

**Recycle Right**

Let's get back to the basics...

**EMPTY METAL CANS**

- Steel and Tin Cans
- Aluminum Cans

**PAPER PRODUCTS**

- Printer Paper
- Newspaper
- Magazines
- Cardboard Rolls
- Flattened Cardboard Boxes

**EMPTY PLASTIC BOTTLES & JUGS WITH A NECK OR SPOUT**

- Beverages
- Non-toxic Cleaning Products

### Never Toss

Avoid these common contamination culprits...

- DIAPERS
- BATTERIES
- LIGHT BULBS
- HOSES
- CLAM SHELL PACKAGES
- GREASY CONTAINERS
- PLASTIC BAGS
- AEROSOL CANS

Before you toss anything into the recycling bin, ask is it empty, clean, and dry and accepted where I live?

**Start Smart**

**Recycle Right**

Every community is different. Find out what's recyclable and what's not in your Hampton Roads community at [askHRgreen.org/Recycle](http://askHRgreen.org/Recycle)

FOR A CLEANER, GREENER HAMPTON ROADS

**askHRgreen.org** [f](https://www.facebook.com/askHRgreen) [i](https://www.instagram.com/askHRgreen) [y](https://www.youtube.com/askHRgreen)

recycling paper, plastic bottles, and metal cans. The Start Smart, Recycle Right campaign was developed in FY21 using \$10,000 in funds from the Virginia Department of Environmental Quality’s Litter and Recycling Competitive Grant program. A soft launch of the campaign took place in January of 2021 with a press release and social media promotions. A paid media campaign is planned for early FY 2021-2022.

**Paid Media.** Throughout the year, specific messages about recycling were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

**Outreach Materials.** A new toolkit of resources was developed to support the Start Smart, Recycle Right campaign. A series of four videos were created each focusing on an important message: the journey of recycling, reducing contamination, how to recycle right, and a 30-second ad to use in mass media campaigns. In support of the Start Smart, Recycle Right message, the Committee created a unique logo and a new recycling rack card featuring the new paper, plastic bottles, and cans focus. The Committee also purchased fridge magnet notepads which residents can use to keep recycling basics top of mind.

**Public Relations.** Public relations efforts supported the Start Smart, Recycle Right campaign through a news release, TV interviews, and articles in the askHRgreen.org newsletter.

**Social Media.** We engaged with the community via Facebook and Instagram. Outreach included sharing waste reduction tips, upcycling projects, and recycling basics. Recycling was also featured in the Facebook branding campaign, increasing the number of users who see this content on Facebook and Instagram.

## Litter Prevention

Litter prevention is a main focus for the Recycling and Beautification Committee. Through the Team Up 2 Clean Up program, residents and business owners are encouraged to organize small community cleanups in areas around their homes, businesses, schools, places

18

www.askHRgreen.org 19



of worship, and more. Through Team Up 2 Clean Up, volunteers are matched with available resources including lendable litter kits which are made available at a variety of community accessible spots such as libraries and recreation centers. Volunteers are also encouraged to participate in focused regional cleanup events for Great American Cleanup. In FY21, there were two Great American Cleanup initiatives, the rescheduled FY20 Great American Cleanup held September 18-19, 2020 and the regularly scheduled Great American Cleanup for FY21 held on March 26-27, 2021. Due to the reduced number of community cleanups since 2020 and the rise of PPE litter into the landscape, communities were in desperate need of litter cleanups and litter prevention messaging in FY21. All together more than 107,500 pounds (54 tons) of litter were removed through the hard work and dedication of 2,300 volunteers through the Great American Cleanup events alone.

**Paid Media.** Throughout the year, specific messages about litter prevention were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

**Outreach Materials.** Local litter control coordinators made lendable litter kits available in easily accessible

TEAM UP 2 CLEAN UP  
Hampton Roads



Hampton Roads, in partnership with Keep Virginia Beautiful, will host a two-day cleanup in honor of the Great American Cleanup.

Join volunteers across Hampton Roads to organize or participate in a community initiative. Let's work together to improve our community while practicing social distancing.

**HOW YOU CAN CELEBRATE**

TEAM UP 2 CLEAN UP SEPT 18-19

Be a part of the Great American Cleanup, the nation's largest community improvement program, which takes place annually in an estimated 20,000 communities nationwide.

**HOW YOU CAN PARTICIPATE**

BUSINESSES, CIVIC LEAGUES & SCHOOL GROUPS

Form a small team (or two) within your group and transform a cleanup site through the power of teamwork.

INDIVIDUALS AND FAMILIES

Clean your block! Gather your family together and challenge your neighbors.

**HOW YOU CAN SIGN UP**

GO TO [askHRgreen.org/great-american-cleanup](https://askHRgreen.org/great-american-cleanup)

CHOOSE your city and project preferences.

SMILE because you're doing a great thing!

**EVENT INFO**

**GO TO [askHRgreen.org/great-american-cleanup](https://askHRgreen.org/great-american-cleanup)**

SEPT  
18-19  
2020

TOGETHER WE'RE GOING TO CLEAN UP, GREEN UP AND SPRUCE UP THROUGH:

RIVER CLEANUPS  
DUMPSITE CLEANUPS  
COMMUNITY GARDENS  
RECYCLING EVENTS  
PARK SHELTER REPAIRS  
RECREATIONAL TRAIL MAINTENANCE  
OTHER BEAUTIFICATION PROJECTS



REMEMBER, SAFETY FIRST! All volunteers should maintain a safe distance (at least 6 feet) while participating in any cleanup activities. Protective gear (rubber or nitrile gloves) should be worn at all times when handling litter and use of a trash grabber/pole is advised.



MAR  
26-27  
2021

TOGETHER WE'RE GOING TO CLEAN UP, GREEN UP AND SPRUCE UP THROUGH:

RIVER CLEANUPS  
DUMPSITE CLEANUPS  
COMMUNITY GARDENS  
RECYCLING EVENTS  
PARK SHELTER REPAIRS  
RECREATIONAL TRAIL MAINTENANCE  
OTHER BEAUTIFICATION PROJECTS



REMEMBER, SAFETY FIRST! All volunteers should maintain a safe distance (at least 6 feet) while participating in any cleanup activities. Protective gear (rubber or nitrile gloves) should be worn at all times when handling litter and use of a trash grabber/pole is advised.



locations to help distribute litter clean up supplies including trash bags, gloves, grabbers, safety vests, and buckets.

**Public Relations.** Public relations outreach about litter prevention and cleanups was conducted via news releases and articles in the askHRgreen.org newsletter. The public relations campaign resulted in 16 news stories with nearly 760,000 impressions and an exposure value of over \$20,000.

**Social Media.** We engaged with the community via Facebook and Instagram. Outreach topics included the negative impacts of litter (especially straws, plastic bags, and PPE), engaging volunteers in community cleanups, and reporting the results of local litter cleanups. Litter prevention was also featured in the Facebook branding campaign, increasing the number of users who see this content on Facebook and Instagram.

## Cigarette Litter Prevention

Cigarette butts are the most commonly littered item worldwide. As a coastal community, cigarette litter prevention in Hampton Roads is a priority as cigarette butts make their way into local waterways, becoming a source of marine debris and water pollution. In order to shed light on this little form of litter causing big environmental impacts, the Recycling & Beautification Committee built over 60 large scale model cigarette butts for the #NoButtsAboutIt outreach campaign. Made of PVC pipe and foam and painted to perfection, each model cigarette butt is about two-feet in length. When

gathered in small groups, the cigarette butts are a great conversation starter and a powerful, thought-provoking public art installation. The Committee included lawn signs with the #NoButtsAboutIt cigarette butt displays to highlight cigarette litter facts such as cigarettes butts are the most littered item, cigarette butts are not biodegradable, and the need for properly placed cigarette receptacles to collect cigarette butts.

**Paid Media.** Throughout the year, specific messages about cigarette litter were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

**Outreach Materials.** The committee purchased 500 pocket ashtrays to distribute to smokers for safe collection of cigarette butts. The committee also partnered with the Stormwater Education Committee to launch the cigarette waste receptacle grant program, offering free receptacle for local businesses and community organizations.

**Public Relations.** The public relations effort for #NoButtsAboutIt was a resounding success. The news release was picked up statewide and even made waves in national publications. In total, there were 18 different news stories on the cigarette litter prevention campaign

cigarette receptacles  
41% of smokers report they do not have receptacles for cigarette butts at work.

cigarette filters  
They don't biodegrade. 95% of cigarette filters are made of a type of plastic which persists in the environment.

cigarette butts  
The most littered item in the U.S. - 32% of all litter collected

#NoButtsAboutIt

accounting for over \$80,000 in exposure value and more than 1.8 million impressions. The campaign was also featured on the askHRgreen blog and in the askHRgreen.org newsletter.

**Social Media.** We engaged with the community via Facebook and Instagram. Photos of the cigarette butt displays at landmarks throughout the region were featured along with stats about the impact of cigarette litter. Featured locations included downtown Hampton, Virginia Zoo, and the Plot in downtown Norfolk. General cigarette litter prevention messaging was incorporated as well. Cigarette litter prevention was also featured in the Facebook branding campaign, increasing the number of users who see this content on Facebook and Instagram.

## Fats, Oils & Grease (FOG) Disposal

The FOG Committee focuses each year on helping residents and local restaurants understand the sources of FOG (fats, oils, and grease) and best management practices that should be followed in order to keep this waste from contributing to sewer blockages and backups. This focal area was addressed with the following strategies:

**Paid Media.** The "Grease Grinch" campaign ran for two weeks from November 23 – December 6. Ads included television, radio, digital display ads and retargeting, native content, social media, and video pre-roll. Throughout the year, specific FOG messages were included in the Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

**Outreach Materials.** The FOG Committee continued to distribute relevant promotional items including sink strainers, grease can lids, sponges, spatulas, and more.

20

www.askHRgreen.org 21



**Public Relations.** Public relations supported public education and outreach through a variety of media channels including news releases, print coverage (The Virginian-Pilot and Daily Press), and multiple articles in the askHRgreen.org newsletter.

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

### What Not to Flush

The FOG Committee continues to educate the public about proper flushing etiquette and the harmful side effects of flushing personal hygiene products, wipes, dental floss, cotton swabs, and more.

**Paid Media.** The “What Not to Flush” media campaign ran from February 8-21. The two-week promotion included television, radio, digital display ads and retargeting, native content, social media, and video pre-roll. Throughout the year, specific what not to flush messages were included in the Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.



**Outreach Materials.** While outreach activities were limited in FY21, the FOG Committee continued to distribute washcloths, toilet stress squeezers, and “what not to flush” stickers in support of the message.

**Public Relations.** Public relations supported the message through a variety of media channels including news releases and the askHRgreen.org newsletter.

**Social Media.** We engaged with the community via Facebook and Instagram. Outreach topics included the

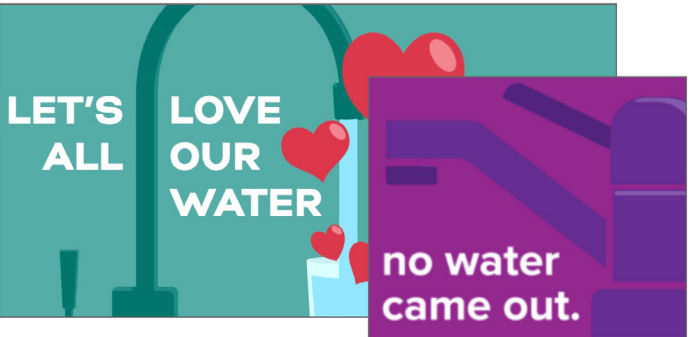
damaging side effects of flushing trash, photos showing clogs due to wipes and rags, proper medication disposal, and the myth of flushable wipes. With the increased use of disinfecting wipes due to health and safety concerns regarding COVID-19, proper disposal of wipes continued to be an important topic to promote via all of our outreach channels.

### Communicating the Value of Water

Water is not “just” water. It is clean hands and a meal on the table. Water can put out a fire or become a thirst-quenching drink. From handwashing to cooking to sanitizing and cleaning, water drives our quality of life in Hampton Roads. This became so clear during the COVID-19 pandemic. In addition to emphasizing the value of local water systems, the Water Awareness Committee also spent much of 2020-2021 showing appreciation for the hundreds of essential water workers who never took a day off during the pandemic so that Hampton Roads residents could maintain access to safe, clean tap water. The Committee communicated the vital role of water and essential water workers in the following ways:

**Paid Media.** Throughout the year, specific messages about tap water were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches. The Water Awareness Committee also conducted two media campaigns during FY21 that leveraged national water awareness initiatives as an opportunity for local outreach:

- *Imagine a Day Without Water.* Celebrated each October, Imagine a Day Without Water is a national outreach campaign designed to highlight all the ways we use water each day. A one-week media



campaign ran from October 19-25 featuring radio, TV, static and retargeted digital display ads, native content ads, social media, and video pre-roll. The campaign utilized both the poem-inspired Imagine a Day Without Water creative featuring fun graphics and vibrant colors and the Love Our Water Workers creative which shows appreciation for our local water workers and all the ways their important work impacts our day-to-day quality of life.

- *Drinking Water Week.* A one-week media campaign ran from May 3-9 as part of the national Drinking Water Week awareness campaign from American Water Works Association. The campaign included radio, TV, static and retargeted digital display ads, social media, video pre-roll, and digital advanced TV. The campaign included a new radio ad based on the Love Our Water Workers creative and added this audio recording as the voiceover to the video asset to create a more dynamic video ad.



**Outreach Materials.** The committee continued to distribute a variety of promotional items including reusable water bottles, mood pencils, sponges, toothbrushes, and more.

**Public Relations.** Public relations exposure came from features on various media channels including news releases, print articles, and articles in the askHRgreen.org newsletter. Of particular note, an op-ed penned by HRPDC staff was published for Virginia Annual Drinking Water and Wastewater Professionals Appreciation Day (June 30) in both the Daily Press and Virginian-Pilot. The op-ed thanked the region’s water workers for working throughout the pandemic, detailed the complex infrastructure involved in delivering drinking water, and

featured assistance programs for residents unable to pay their water and wastewater utility bill due to COVID-19.

**Social Media.** We engaged with the community via Facebook and Instagram. The askHRgreen.org social media branding campaign promoted multiple value of water messages in support of both Drinking Water Week and Imagine a Day Without Water. A Yeti tumbler giveaway was promoted through Facebook and Instagram with users asked to tag and thank an essential worker. This proved to be an engaging outreach tool to raise awareness for our hardworking essential water workers and all essential employees.

### Water Conservation

Water conservation continues to be a messaging priority for the Water Awareness Committee. According to the EPA, household’s leaks can account for nearly 10,000 gallons of water wasted every year and ten percent of homes have leaks that waste 90 gallons or more per day. This is not only an important environmental issue but an economic concern for the region’s ratepayers. Fixing leaks, along with other simple indoor and outdoor water conservation measures, are key messages for the Water Awareness Committee.

**Paid Media.** As part of Fix-a-Leak Week, a nationwide campaign from EPA, a one-week media campaign ran from March 15-21. The campaign included radio, TV, static and targeted digital ads, video pre-roll, native content ads, and social media. The campaign used existing creative of “man on the street” interviews with Hampton Roads residents about water waste and how to find and fix a leaking toilet. The radio creative parodies the annoying sounds of household leaks and encourages residents to





fix leaks. Throughout the year, specific messages about water conservation were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

**Outreach Materials.** The Water Awareness Committee distributed numerous promotional items to help residents conserve water including rain gauges, shower timers, toilet leak detection dye tabs, seed bookmarks, and hose nozzles.

**Public Relations.** Conservation messages were weaved into public relations through news releases, print coverage, and articles in the askHRgreen.org newsletter.

**Social Media.** We engaged with the community via Facebook and Instagram. A special “April Showers” rain barrel giveaway promotion provided one free rain barrel per week in April to social media followers who signed up for the askHRgreen newsletter. In total, we gained over 350 unique new newsletter subscribers as a result of this very popular promotion. Water conservation messages were also featured in the Facebook branding campaign, increasing the number of users who see this content on Facebook and Instagram.

Storm Drains & Illicit Discharges

The Stormwater Education Committee continues to educate the public about storm drains: what they are, where they go, and how they can contribute to local water pollution. The popular “only rain down the drain” message was incorporated into a variety of outreach campaigns during FY21 including the “Every Day We Love the Bay” sidewalk messaging campaign, Thank You for Washing Wisely car wash campaign, and the Rain-Wise Yards and Landscaping virtual workshop.

**Paid Media.** Throughout the year, storm drain topics were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches. Information about storm drains and the “only rain down the drain” message were also featured in the Facebook branding campaign, increasing the number of users who see this content on Facebook and Instagram.

**Outreach Materials.** The Committee maintains a comprehensive library of brochures and rack cards addressing best management practices for preventing both commercial and residential illicit discharges. askHRgreen.org also continues to promote the storm drain marking program and received four applications for the program in FY21.

**Public Relations.** Public relations supported this focal area through news releases and features in the askHRgreen.org newsletter. Public relations support was critical to promotion of both the “Every Day We Love the Bay” sidewalk messaging campaign and the “Thank You for Washing Wisely” car wash campaign.

**Social Media.** We engaged with the community via Facebook and Instagram. Outreach included awareness of local water quality problems, simple residential BMPs, and only rain down the drain messages. Social media was also an important part of promoting the “Every Day We Love the Bay” sidewalk messaging campaign by featuring the different locations across the region.

**Chesapeake Bay Restoration Fund (CBRF) Grant.** While the Committee did not receive a CBRF grant for use in 2020, delays in administering the FY19 grant provided the opportunity to hold rain barrel workshops in July 2020. The workshops were reimagined with safety in mind. The Hampton workshop was split into two smaller groups to maintain social distancing among participants. The Suffolk event was transitioned to a “take and make” virtual workshop. Residents picked up their supplies



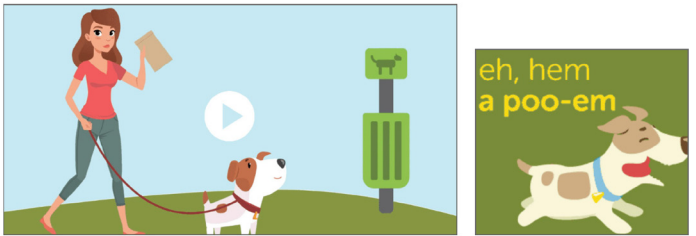
at curbside then assembled the rain barrels in their own home with the help of instructional tools, guides, and videos. The modest \$20 registration fee is a strong incentive for residents to participate and, despite the pandemic, both workshops sold out quickly.

Pet Waste

In FY21, the Stormwater Education Committee continued to raise awareness about the importance of scooping the poop and the harmful impacts of bacteria-laden waste on local water quality.

**Paid Media.** The committee ran a one-week media campaign from June 7-13. The campaign used existing creative featuring a whimsical “poo-em” about cleaning up after your pet and the harmful impacts of pet waste on local water quality. The campaign included TV, video pre-roll, radio, static and retargeted digital display ads, and social media. Throughout the year, pet waste and “scoop the poop” messages were also included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

**Outreach Materials.** The committee purchased 2,500 bottles of hand sanitizer with a scoop the poop message.



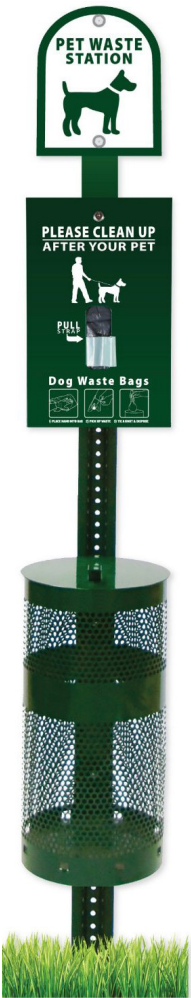
The hand sanitizer included a carabiner to attach to a dog leash and was a sought-after item due to the coronavirus pandemic. The Scoop the Poop rack card was also rebranded during FY21 and 5,000 rack cards were purchased.

**Public Relations.** The pet waste message was promoted in news releases, print articles, interviews with local radio and TV shows, and featured in the askHRgreen.org newsletter.

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

encouraged to sign the scoop the poop pledge, which resulted in 58 new pledges. Some who completed the pledge also included their pet’s name, a picture and their favorite place to walk. These pictures and details were used to extend the social media campaign through additional posts thanking residents who took the pledge and spotlighting their furry friends.

**Pet Waste Station Grant Program.** Since 2013, the askHRgreen.org Pet Waste Station Grant Program has helped make it easy for residents to keep their streets and community spaces free of pet waste. Geared toward neighborhood associations, community groups, and property management companies, the regional program offers communities an opportunity to receive a free pet waste station. Approved applicants are responsible for installing the station, emptying the trash regularly, and



New Pet Waste Stations in FY21	
Chesapeake	2
Newport News	4
Norfolk	2
Suffolk	5
Virginia Beach	5
	18

Total Pet Waste Stations Awarded FY14 to FY21	
Chesapeake	43
Franklin/Southampton	8
Gloucester	5
Hampton	32
Isle of Wight	6
James City	32
Newport News	82
Norfolk	17
Poquoson	5
Portsmouth	21
Smithfield	8
Suffolk	41
Virginia Beach	75
Williamsburg	5
York	20
	400

replacing the bags as needed. The neighborhood is also tasked with spreading the word about the location of the new pet waste station, the negative impact of pet waste on local water quality, and encouraging its use among dog-walking neighbors. Since the launch of the program, 400 pet waste stations have been put to use across the region. Of those, 18 were awarded and installed during FY21.

### Lawn Care & Fertilizer

Educating the public about proper lawn care and fertilizing practices continues to be a priority for the Stormwater Education Committee. Residents can make a big impact on local water quality with simple changes around their yard. Keeping grass and leaves out of storm drains, soil testing before fertilizing, mulch mowing, and replacing turf grass with native plants are all simple actions any homeowner can implement in their yard.

**Paid Media.** The committee picked up the existing animated chalkboard art creative for this media campaign, first used in FY20, for a second run from September 28 to October 4, 2020. The campaign included one-week with radio, TV, static and targeted display ads, video pre-roll, and social media. The campaign creative highlights important best management practices including mulch mowing grass and fallen leaves, soil testing, composting, and keeping storm drains clear of yard waste and debris. The creative also highlights the negative impacts on aquatic life and marine habitat when best practices aren't followed. A variety of lawn care topics are also included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches. Lawn care and fertilizing tips are also featured in the Facebook branding campaign, increasing the number of users who see this content on Facebook and Instagram.



**Outreach Materials.** The committee maintains a supply of brochures and rack cards focusing on soil testing and lawn care best practices. There is also a specific rack card geared towards commercial landscapers.

**Public Relations.** Fertilizer and lawn care best management practices are commonly included in various public relations strategies throughout the year including news releases, interviews with local TV and radio stations, and features in the askHRgreen.org newsletter.

**Social Media.** Facebook and Instagram were utilized for sharing fertilizing and lawn care best management practices.

**Rain-Wise Yards & Landscaping Workshop.** The virtual workshop held in partnership with the City of Norfolk and local watershed advocacy groups Elizabeth River Project, Lynnhaven River Now, and Wetlands Watch featured common stormwater management practices for Hampton Roads, including living shorelines and conservation landscaping.

## 2020-2021 Media Campaign Results

**SEPTEMBER 28 - OCTOBER 4 “Fall Leaves & Lawn Care”**  
Radio, TV, digital display ads, video pre-roll, social media

Impressions: 753,509  
Video Views: 47,080  
Clicks/Actions: 1,211

**BUDGET: \$9,920 | VALUE: \$15,960 | CPM: \$13.17**  
**ROI: 1.61:1**

**NOVEMBER 23 - DECEMBER 6 “Grease Grinch”**  
Radio, TV, digital display ads, social media, video pre-roll

Impressions: 5,243,104  
Video Views: 29,417  
Clicks/Actions: 1,648

**BUDGET: \$15,923 | VALUE: \$23,229 | CPM: \$3.04**  
**ROI: 1.46:1**

**MARCH 15-21 “Fix-a-Leak”**  
Radio, TV, digital display ads, native content ads, social media, video pre-roll

Impressions: 795,408  
Video Views: 20,883  
Clicks/Actions: 1,671

**BUDGET: \$9,920 | VALUE: \$21,420 | CPM: \$12.47**  
**ROI: 2.16:1**

**JUNE 7-13 “Pet Waste Disposal”**  
Radio, TV, digital display ads, social media, video pre-roll

Impressions: 1,244,422  
Video Views: 19,117  
Clicks/Actions: 1,579

**BUDGET: \$9,920 | VALUE: \$12,420 | CPM: \$7.97**  
**ROI: 1.25:1**

**OCTOBER 19-25 “Imagine a Day Without Water”**  
Radio, TV, digital display ads, native content ads, social media, video pre-roll

Impressions: 4,609,524  
Video Views: 17,712  
Clicks/Actions: 1,097

**BUDGET: \$11,500 | VALUE: \$15,664 | CPM: \$2.49**  
**ROI: 1.36:1**

**FEBRUARY 8-21 “What Not To Flush”**  
Radio, TV, digital display ads, native content ads, social media, video pre-roll

Impressions: 5,113,040  
Video Views: 23,530  
Clicks/Actions: 1,227

**BUDGET: \$15,920 | VALUE: \$24,601 | CPM: \$3.11**  
**ROI: 1.55:1**

**MAY 3-9 “Drinking Water Week/Value of Water”**  
Radio, TV, digital display ads, social media, video pre-roll

Impressions: 4,649,477  
Video Views: 23,544  
Clicks/Actions: 883

**BUDGET: \$15,900 | VALUE: \$19,541 | CPM: \$3.42**  
**ROI: 1.23:1**



2020-2021 askHRgreen.org Public Relations Value

Date	Media Outlet	Topic	Length	Circ/Imp	PR Value
Wednesday, Sept. 2, 2020	The Suffolk-News-Herald	Upcoming cleanup long overdue	15 column inches	10,431	\$1,455.87
Wednesday, Sept. 2, 2020	Tidewater News	Upcoming cleanup long overdue	15 column inches	3,500	\$715.23
Wednesday, Sept. 2, 2020	The Smithfield Times	Upcoming cleanup long overdue	15 column inches	4,987	\$562.50
Wednesday, Sept. 2, 2020	Windsor Weekly	Upcoming cleanup long overdue	352 words each	2,000	\$75.75
Tuesday, Sept. 8, 2020	WAFX-WNOR	Katie Cullipher interview with Mike Arlo	30 minutes	7,000	\$4,500.00
Sunday, Sept. 13, 2020	The Virginian-Pilot Tabs	Giving Back: askHRgreen.org Great American Cleanup	4 column inches	259,867	\$1,948.50
Tuesday, Sept. 15, 2020	The Virginia Gazette	Organizations encourage county residents to form small groups for GAC	27 column inches	14,020	\$2,882.64
Saturday, Oct. 3, 2020	The Virginian-Pilot	Mini-grants are now available for environmental education	30 column inches	232,007	\$14,613.75
Saturday, Nov. 14, 2020	The Virginian-Pilot	Take the pledge and become a good recycler (askHRgreen.org mention)	Mention	232,007	\$243.57
Wednesday, Nov. 18, 2020	Gazette Journal, Gloucester-Matthews	Avoid Brown Friday! How to properly dispose of greasy, kitchen scraps	14.5 column inches	9,243	\$607.71
Tuesday, Nov. 24, 2020	The Virginian-Pilot	What you should do with grease after Thanksgiving	16 column inches	232,007	\$7,794.00
Tuesday, Nov. 24, 2020	Daily Press	What you should do with grease after Thanksgiving	16 column inches	95,728	\$168.00
Tuesday, Nov. 24, 2020	news.yahoo.com	https://news.yahoo.com/grease-thanksgiving-194200095.html	15.5 column inches	75,000	\$7,500.00
Tuesday, Dec. 22, 2020	WAVY-TV	Eco-friendly Christmas interview with Katie Cullipher	2:36 minutes	205,500	\$7,931.25
Saturday, Dec. 26, 2020	WYDaily News	Holiday recycling, the do's and don'ts	120 column inches	30,000	\$2,250.00
Tuesday, Dec. 29, 2020	WAVY-TV	Guide to Christmas tree recycling in Hampton Roads	Online report	10,000	\$1,500.00
Saturday, Jan. 16, 2021	WTKR-TV	Local agencies start new recycling awareness program	4 live shots at 1:30 minutes /6 minutes	164,000	\$4,230.00
Monday, Jan. 25, 2021	The Virginian-Pilot	Sustained distinguished performance	Mention HRPDC; .5 inches	232,007	\$243.56
Friday, Feb. 26, 2021	The Virginian-Pilot	Litter increases during pandemic have been nightmare for region	Mention; 2.5 colum inches	232,007	\$1,217.82
Friday, Feb. 26, 2021	Daily Press	Litter increases during pandemic have been nightmare for region	Mention; 2.5 col-umn inches	95,728	\$140.04
Saturday, Feb. 27, 2021	The Virginian-Pilot	Ample room to improve consumption habits in post-pandemic world	3.5 column inches	232,007	\$1,704.93
Saturday, Feb. 27, 2021	Daily Press	Ample room to improve consumption habits in post-pandemic world	3.5 column inches	95,728	\$208.65
Monday, March 8, 2021	WTKR-TV	Litter picker uppers needed for Great American Cleanup	Online report	10,000	\$1,500.00
Wednesday, March 10, 2021	WVEC-TV	Local volunteers needed for Great American Cleanup	Online report	10,000	\$1,500.00
Sunday, March 21, 2021	The Bridges	Giving Back: Great American Cleanup	3.5 column inches	16,458	\$376.77
Sunday, March 21, 2021	The Beacon	Giving Back: Great American Cleanup	3.5 column inches	44,132	\$895.59
Sunday, March 21, 2021	The Clipper	Giving Back: Great American Cleanup	3.5 column inches	21,638	\$454.59
Sunday, March 21, 2021	The Compass	Giving Back: Great American Cleanup	3.5 column inches	17,363	\$454.59
Friday, March 26, 2021	WAVY-TV	Volunteers needed for Great American Cleanup Project in Hampton Roads	Online report	10,000	\$1,500.00
Friday, April 09, 2021	WAVY-TV "The Hampton Roads Show"	Recycling do's and don'ts, interview with Katie Cullipher	5:30 minutes	40,000	\$2,250.00
Saturday, May 1, 2021	The Virginian-Pilot	No butts about it ... group launches campaign to combat cigarette remains pollution	40 column inches	232,007	\$19,485.00
Saturday, May 1, 2021	Daily Press	No butts about it ... group launches campaign to combat cigarette remains pollution	40 column inches	95,728	\$2,385.00
Saturday, May 1, 2021	The Virginia Gazette	No butts about it ... group launches campaign to combat cigarette remains pollution	40 column inches	14,020	\$4,270.59
Saturday, May 1, 2021	MSN News	See giant cigarette butts around Hampton Roads? Here's what's going on	372 words	75,000	\$7,500.00
Saturday, May 1, 2021	news.yahoo.com	See giant cigarette butts around Hampton Roads? Here's what's going on	372 words	75,000	\$7,500.00
Saturday, May 1, 2021	Daily Advent	See giant cigarette butts around Hampton Roads? Here's what's going on	372 words	10,000	\$900.00
Saturday, May 1, 2021	Flipboard digital magazine app	See giant cigarette butts around Hampton Roads? Here's what's going on	372 words	10,000	\$900.00
Saturday, May 1, 2021	WTKR-TV (CBS) News	Large cigarette butts are showing up in Hampton Roads, but why?	1:40 minutes	164,000	\$4,230.00
Saturday, May 1, 2021	WTVR-TV (CBS) News; Richmond	Large cigarette butts are showing up in Hampton Roads, but why?	1:40 minutes	136,000	\$3,510.00

Date	Media Outlet	Topic	Length	Circ/Imp	PR Value
Saturday, May 1, 2021	Goodwordnews.com	Big cigarette butts appear in Hampton Roads	497 words	10,000	\$900.00
Saturday, May 2, 2021	The Suffolk News-Herald	Huge cigarette butt sculptures coming to Suffolk	715 words	10,431	\$750.00
Saturday, May 2, 2021	WFMZ-TV (CBS) News; Allentown, Pa.	City showing off its big butts (cigs that is)	1:22 minutes	719,000	\$18,543.00
Wednesday, May 5, 2021	Gloucester Gazette	No butts about it. Campaign seeks to snuff out cigarette litter	400 words	9,243	\$45.00
Thursday, May 5, 2021	WTKR-TV (CBS) "Coast Live"	Local litter prevention on Coast Live, interview with Mike	5:00 minutes	188,000	\$4,854.00
Friday, May 7, 2021	WVEC-TV (ABC) News	Giant cigarette butts are popping up all over Hampton Roads. Here's why.	2:10 minutes	5,000	\$450.00
Friday, May 7, 2021	City of VA Beach "Live the Life" Blog	Cigarette butt sculptures land at Virginia Beach Convention Center	N/A	5,000	\$1,500.00
Tuesday, May 10, 2021	The Smithfield Times	Big problems come from smallest litter	296 words	4,987	\$225.00
Tuesday, June 1, 2021	WAVY-TV "The Hampton Roads Show"	No butts about it interview with Katie Cullipher	4.37 minutes	40,000	\$2,250.00
Wednesday, June 2, 2021	WY Daily News	New initiative to remind residents to keep waterways clean	Online report	30,000	\$2,250.00
Wednesday, June 23, 2021	Gloucester Gazette	New decals tout best advice for keeping bay clean	15 column inches	9,243	\$628.68
Wednesday, June 30, 2021	The Virginian-Pilot	An abundance of gratitude for an essential service	645 words	232,007	\$243.57
Wednesday, June 30 2021	Daily Press	An abundance of gratitude for an essential service	645 words	95,728	\$178.83
				4,814,759	\$154,923.98

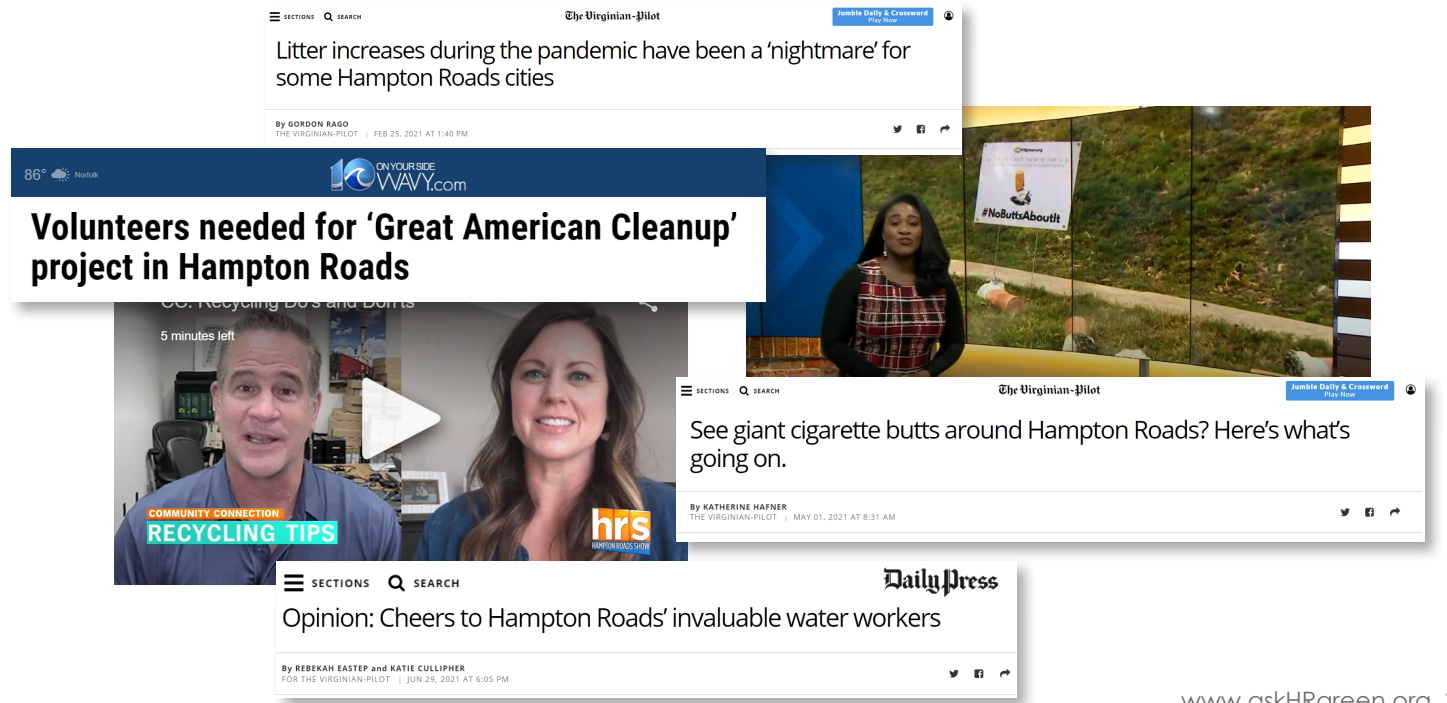
Total circulation or audience4,814,759 +232% from FY20

Total articles and interviews52

Total PR budget\$10,975

Total publicity value\$154,923 +62% from FY20

Return on Investment (ROI)14:1



# Combined Media Results

PAID ADVERTISING WEEKS	52 consecutive
TOTAL MEDIA IMPRESSIONS	31,493,862
TOTAL VIDEO VIEWS	181,283
TOTAL CLICKS/ACTIONS/ENGAGEMENTS	158,548
TOTAL PROMOTIONAL CAMPAIGN BUDGET	\$160,320
TOTAL MEDIA ADDED VALUE	\$43,832
TOTAL MEDIA EXPOSURE VALUE	\$447,121
COST PER THOUSAND IMPRESSIONS	\$5.09
RETURN ON INVESTMENT (ROI)	2.79:1

# 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.



Appendix A

Search Engine Marketing Results  
July 2020 - June 2021

Campaign report July 2020 - June 2021 Total				
				
July 1, 2020 - June 30, 2021				
Annual Campaign Totals	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	376,459	16,103	50%	4.28%
July 1, 2019 - June 30, 2020	342,690	12,449	51%	3.63%
Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Dynamic ads	40,935	7,039	88%	17.20%
Lawn Care	102,214	2,629	61%	2.57%
Electronics Disposal	16,390	1,570	63%	9.58%
Native Plants	39,602	1,049	18%	2.65%
Battery Disposal	13,128	967	69%	7.37%
Recycling At Home	37,467	838	43%	2.24%
Medication Disposal	3,595	513	80%	14.27%
AskHRGreen General	1,336	260	69%	19.46%
Soil Testing	5,099	253	50%	4.96%
Tap Water	31,905	248	49%	0.78%

July 1, 2020 - July 31, 2020				
Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	46,318	942	41%	2.03%
July 1, 2019 - July 31, 2019	18,365	1089	69%	5.93%
Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Lawn Care	17,812	365	53%	2.05%
Electronics Disposal	1,736	156	75%	8.99%
Recycling At Home	4,855	75	37%	1.54%
Battery Disposal	1,223	72	58%	5.89%
Native Plants	2,315	58	31%	2.51%
Rain Barrels	1,003	41	41%	4.09%
Tap Water	6,127	31	15%	0.51%
Medication Disposal	235	28	86%	11.91%
Soil Testing	528	24	61%	4.55%
Plastic Bag Recycling	374	20	61%	5.35%
August 1, 2020 - August 31, 2020				
Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	50,011	1,449	46%	2.90%
Aug 1, 2019 - Aug 31, 2019	17,329	1050	68%	6.06%
Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Dynamic Ad Group	4,421	580	85%	13.12%
Lawn Care	15,805	257	50%	1.63%
Electronics Disposal	1,960	164	65%	8.37%
Battery Disposal	1,829	114	54%	6.23%
Recycling At Home	4,125	78	35%	1.89%
Native Plants	2,732	46	18%	1.68%
Tap Water	4,437	34	33%	0.77%
Soil Testing	780	34	48%	4.36%
Medication Disposal	263	26	72%	9.89%
AskHRGreen General	155	21	56%	13.55%

September 1, 2020 - September 30, 2020				
Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	42,713	1,484	62%	3.47%
Sept 1, 2019 - Sept 30, 2019	16,777	1055	66%	6.29%
Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Dynamic Ad Group	4,250	709	90%	16.68%
Lawn Care	14,260	313	60%	2.19%
Electronics Disposal	1,606	141	62%	8.78%
Battery Disposal	1,485	70	71%	4.71%
Recycling At Home	3,394	63	39%	1.86%
Native Plants	2,095	32	11%	1.53%
Soil Testing	572	29	47%	5.07%
AskHRGreen General	167	23	71%	13.77%
Medication Disposal	227	21	68%	9.25%
TMDL	1,021	17	43%	1.67%

November 1, 2020 - November 30, 2020				
Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	28,857	1,482	62%	5.14%
Nov 1, 2019 - Nov 30, 2019	14,451	1066	69%	7.38%
Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Dynamic Ad Group	4,538	831	91%	18.31%
Lawn Care	5,149	167	63%	3.24%
Electronics Disposal	1,356	143	60%	10.55%
Recycling At Home	3,506	86	46%	2.45%
Battery Disposal	1,101	78	71%	7.08%
Native Plants	3,143	54	15%	1.72%
AskHRGreen General	114	23	74%	20.18%
Medication Disposal	184	19	74%	10.33%
Tap Water	2,113	16	68%	0.76%
Soil Testing	253	15	38%	5.93%

October 1, 2020 - October 31, 2020				
Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	37,250	1,582	62%	4.25%
Oct 1, 2019 - Oct 31, 2019	17,037	993	69%	5.83%
Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Dynamic Ad Group	4,437	783	91%	17.65%
Lawn Care	10,102	309	61%	3.06%
Electronics Disposal	1,585	143	62%	9.02%
Battery Disposal	1,276	83	72%	6.50%
Recycling At Home	4,037	58	39%	1.44%
Native Plants	2,731	53	11%	1.94%
Tap Water	2,220	26	61%	1.17%
Medication Disposal	306	25	72%	8.17%
Soil Testing	365	20	42%	5.48%
TMDL	1,015	18	51%	1.77%

December 1, 2020 - December 31, 2020				
Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	28,113	1,567	66%	5.57%
Dec 1, 2019 - Dec 31, 2019	9,608	691	73%	7.19%
Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Dynamic Ad Group	5,777	1,016	89%	17.59%
Electronics Disposal	1,574	162	60%	10.29%
Battery Disposal	1,188	106	76%	8.92%
Recycling At Home	3,773	77	45%	2.04%
Lawn Care	2,815	76	58%	2.70%
Native Plants	1,982	34	15%	1.72%
Medication Disposal	246	19	76%	7.72%
Tap Water	2,593	16	67%	0.62%
TMDL	1,002	15	48%	1.50%
AskHRGreen General	63	11	56%	17.46%

January 1, 2021 - January 31, 2021		PPC Clicks	Impression Share	Click Thru Rate
Total Monthly Campaign	PPC Impressions			
	33,011	1,524	59%	4.62%
Jan 1, 2020 - Jan 31, 2020	13,563	946	70%	6.97%
Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Dynamic Ad Group	5,171	872	87%	16.86%
Battery Disposal	1,440	130	74%	9.03%
Lawn Care	4,137	122	58%	2.95%
Electronics Disposal	1,542	117	50%	7.59%
Recycling At Home	3,769	72	38%	1.91%
Native Plants	3,134	65	12%	2.07%
AskHRGreen General	136	38	75%	27.94%
Medication Disposal	326	26	82%	7.98%
TMDL	1,008	20	55%	1.98%
Soil Testing	429	20	39%	4.66%

February 1, 2021 - February 28, 2021		PPC Clicks	Impression Share	Click Thru Rate
Total Monthly Campaign	PPC Impressions			
	23,123	1,269	58%	5.49%
Feb 1, 2020 - Feb 29, 2020	17,526	994	54%	5.67%
Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Dynamic Ad Group	3,476	617	89%	17.75%
Lawn Care	4,461	160	64%	3.59%
Electronics Disposal	1,012	102	58%	10.08%
Recycling At Home	2,823	79	48%	2.80%
Native Plants	2,938	78	16%	2.65%
Battery Disposal	999	69	69%	6.91%
Medication Disposal	349	57	84%	16.33%
AskHRGreen General	133	22	71%	16.54%
Soil Testing	314	17	54%	5.41%
Tap Water	2,270	14	61%	0.62%

March 1, 2021 - March 31, 2021		PPC Clicks	Impression Share	Click Thru Rate
Total Monthly Campaign	PPC Impressions			
	7,806	180	91%	2.31%
March 1, 2020 - March 31, 2020	51,856	1013	37%	1.95%
Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Lawn Care	4,225	74	91%	1.74%
Dynamic Ad Group	221	24	99%	10.86%
Native Plants	317	21	88%	6.62%
Recycling At Home	749	16	90%	2.14%
Tap Water	802	9	93%	1.12%
Fertilizer Tips	150	5	90%	3.33%
Electronics Disposal	57	4	78%	7.02%
Great American Cleanup	79	3	86%	3.80%
Medication Disposal	34	3	89%	8.82%
Battery Disposal	50	3	82%	6.00%

April 1, 2021 - April 30, 2021		PPC Clicks	Impression Share	Click Thru Rate
Total Monthly Campaign	PPC Impressions			
	30,164	1,668	47%	5.53%
April 1, 2010 - April 30, 2020	53,932	1,081	36%	2.00%
Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Dynamic Ad Group	3,219	613	83%	19.04%
Lawn Care	9,596	308	65%	3.21%
Native Plants	8,103	216	12%	2.67%
Medication Disposal	708	156	88%	22.03%
Electronics Disposal	1,007	96	50%	9.53%
Battery Disposal	793	88	72%	11.10%
Recycling At Home	1,756	66	39%	3.76%
AskHRGreen General	95	29	79%	30.53%
Soil Testing	488	19	47%	3.89%
Rain Barrels	456	18	36%	3.95%



<b>May 1, 2021 - May 31, 2021</b>				
	<b>PPC</b>			<b>Click Thru</b>
<b>Total Monthly Campaign</b>	<b>Impressions</b>	<b>PPC Clicks</b>	<b>Impression Share</b>	<b>Rate</b>
	26,286	1,693	53%	6.44%

<b>May 1, 2020 -May 31, 2020</b>	52,544	1,226	45%	2.33%
----------------------------------	--------	-------	-----	-------

	<b>PPC</b>			<b>Click Thru</b>
<b>Top 10 Keyword Groups</b>	<b>Impressions</b>	<b>PPC Clicks</b>	<b>Impression Share</b>	<b>Rate</b>
Dynamic Ad Group	3,613	681	86%	18.85%
Lawn Care	7,216	255	67%	3.53%
Native Plants	5,987	222	18%	3.71%
Electronics Disposal	1,308	131	63%	10.02%
Medication Disposal	391	82	83%	20.97%
Battery Disposal	951	79	74%	8.31%
Recycling At Home	2,136	75	42%	3.51%
Soil Testing	603	46	60%	7.63%
AskHRGreen General	145	40	67%	27.59%
Tap Water	1,323	29	44%	2.19%

<b>June 1, 2021 - June 30, 2021</b>				
	<b>PPC</b>			<b>Click Thru</b>
<b>Total Monthly Campaign</b>	<b>Impressions</b>	<b>PPC Clicks</b>	<b>Impression Share</b>	<b>Rate</b>
	22,807	1,263	64%	5.54%

<b>June 1, 2020 -June 30, 2020</b>	59,702	1,245	47%	2.09%
------------------------------------	--------	-------	-----	-------

	<b>PPC</b>			<b>Click Thru</b>
<b>Top 10 Keyword Groups</b>	<b>Impressions</b>	<b>PPC Clicks</b>	<b>Impression Share</b>	<b>Rate</b>
Dynamic Ad Group	1,812	313	88%	17.27%
Lawn Care	6,606	223	79%	3.38%
Electronics Disposal	1,647	211	73%	12.81%
Native Plants	4,125	170	32%	4.12%
Recycling At Home	2,544	93	63%	3.66%
Battery Disposal	793	75	83%	9.46%
Medication Disposal	326	51	80%	15.64%
Tap Water	1,615	35	63%	2.17%
Soil Testing	442	22	58%	4.98%
Rain Barrels	84	16	69%	19.05%