

# TRUTH OR MYTH

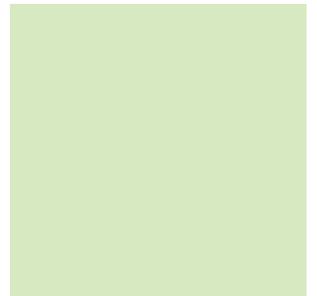
A GARBAGE DISPOSAL CAUSES

TESTING A DISPOSAL IS



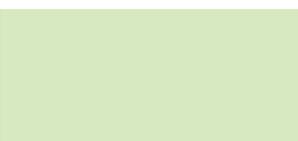
## DO YOU KNOW YOUR TAP WATER

WATCH OUR SHORT, 3-PART SERIES FOR THE KNOWLEDGE TO THE TEST AT [askHrgreen.org](#)



# askHrgreen.org

ANNUAL REPORT FOR FISCAL YEAR 2015



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## Report Documentation

**TITLE:**

askHRgreen.org Annual Report for Fiscal Year 2014-2015

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**ABSTRACT**

This report provides a summary of the fourth year of the askHRgreen.org public outreach and education initiative. The report contains seven major sections. The first section provides background about askHRgreen.org. The second section provides an overview of overall campaign results for fiscal year 2014-2015. The third provides a summary of research conducted during the fiscal year. The fourth through seventh sections provide an overview of the individual initiatives and results from each of the four askHRgreen.org subcommittees: Recycling & Beautification, Stormwater Education, Water Awareness, and Fats, Oils and Grease Education.

**ACKNOWLEDGEMENTS**

This report was prepared by the Hampton Roads Planning District Commission (HRPDC) staff in cooperation with the member localities. Preparation of this report was included in the HRPDC Unified Planning Work Program for Fiscal Year 2014-2015, approved by the Commission on June 19, 2014.



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## About askHRgreen.org...

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

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

### Fiscal Year 2014-2015 Highlights

- 58,279 website visitors
- 16 million opportunities to see or hear askHRgreen.org in the media
- 6,985 students impacted through environmental education mini grants
- 4,184 e-newsletter subscribers
- 1,644 Facebook likes
- 1,666 Twitter followers

# Fiscal Year 2014-2015 Campaign Schedule and Results

Eleven environmentally-themed media campaigns, a Search Engine Marketing campaign, and a Search Engine Optimization campaign ran for a combined total of 52 weeks of exposure in FY15.

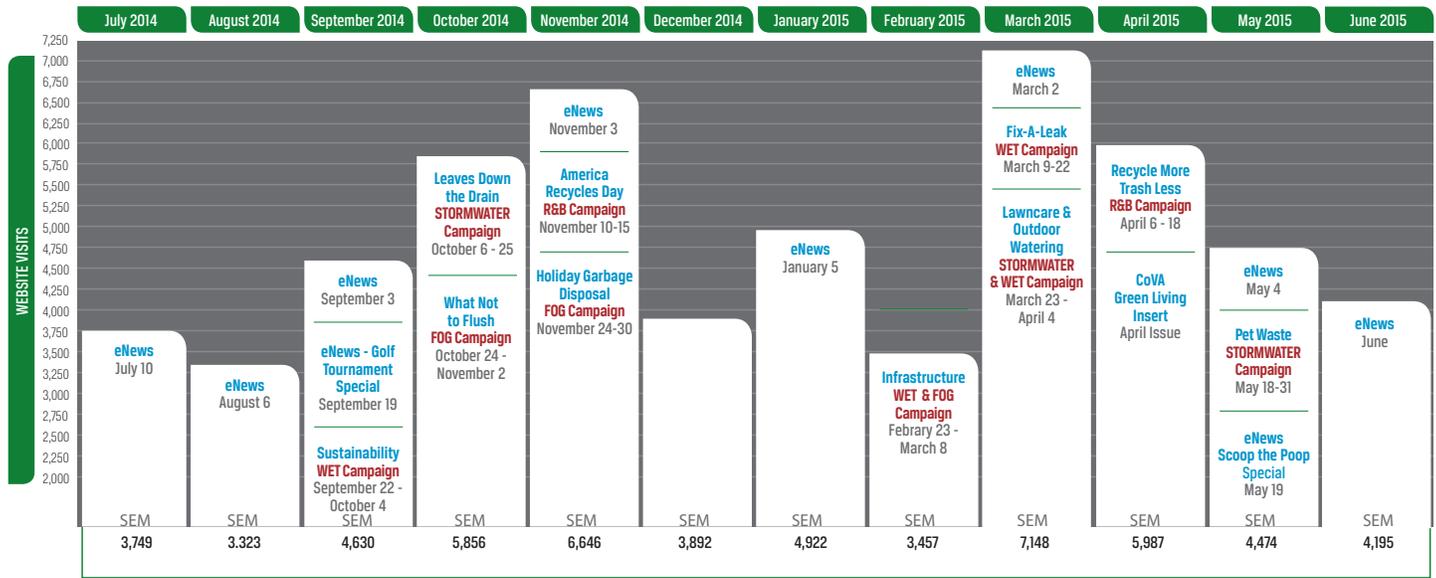
Campaign	Media	jul	aug	sep	oct	nov	dec	jan	feb	mar	apr	may	jun
Water Infrastructure Sustainability	R-O-F												
Leaves & Pet Waste	R-O-F												
What Not To Flush	R-O-F-M												
America Recycles Day	R-O-F												
Holiday Garbage Disposal	R-O-F												
Water/FOG Infrastructure Sustainability	R-O-F												
Fix a Leak Week	R-O-F												
Lawn Care & Outdoor Watering	R-O-F												
Recycle More, Trash Less	R-O-F												
Green Magazine	P-O												
Pet Waste	R-O-F												
askHRgreen.org E-Newsletter													
Public Relations													
SEO/SEM													
askHRgreen.org Blog Articles													

Media Key: R = Radio P = Print O = Online F = Facebook M = Movie Theater

<b>Total Advertising Weeks</b>	52
<b>Impressions</b>	
Coastal Virginia Magazine	221,000
Radio*	7.66 million
Online Newspaper	1.59 million
Movie Theater Advertising	219,033
Search Engine Marketing (SEM)	308,126
Search Engine Optimization (SEO)	255,206
Facebook	1.48 million
Public Relations	4.08 million
Added Value	238,924
<b>Budget</b>	
Media	\$135,295
Public Relations	\$25,012
Creative & Web Development	\$65,670
Consulting	\$5,000
Research	\$17,335
<b>Value</b>	
Media Added Value	\$90,585
Public Relations Value	\$102,665
Total Publicity Value (PR Value x3)	\$307,995
<b>Totals</b>	
Impressions	16.1 million
Budget	\$248,312
Campaign/Exposure Value	\$646,893
Cost per Thousand Impressions	\$15.42
Return on Investment	2.6 : 1

\*Radio projections of audience levels are based on data provided by Arbitron Research that projects the impressions within a target audience and the number of times the audience is exposed to the message.

# Website Analytics



SEARCH ENGINE OPTIMIZATION AND SEARCH ENGINE MARKETING July 1, 2014 - June 30, 2015

## askHRgreen.org Website Statistics

	2011-12	2012-13	2013-14	2014-15
Visits	27,424	32,697	55,505	<b>58,279</b>
Unique Visitors	19,920	25,092	43,547	<b>46,994</b>
Pageviews	67,047	72,270	116,818	<b>103,228</b>
Pages per Visit	2.42	2.21	2.10	<b>1.77</b>
Average Visit Duration	2:19	2:10	1:48	<b>1:26</b>
Bounce Rate	61.24%	61.27%	64.37%	<b>74.80%</b>
% New Visits	70.78%	75.50%	77.74%	<b>79.87%</b>

## askHRgreen.org Referrals by Locality Websites

	Number	% of Total Visitation
vb.gov.com	2,423	19.70%
cityofchesapeake.net	430	3.50%
spsa.com	378	3.07%
portsmouthva.gov	225	1.83%
norfolk.gov	192	1.56%
jamescitycountyva.gov	187	1.52%
hrsd.com	140	1.14%
yorkcounty.gov	134	1.09%
nngov.com	133	1.08%
co.isle-of-wight.va.us	127	1.03%
hrpdcva.gov	116	0.94%
suffolk.us	81	0.66%
hampton.gov	57	0.46%
hrpdc.org	26	0.46%
nnva.gov	23	0.19%
williamsburgva.gov	15	0.12%
smithfieldva.gov	9	0.07%
ci.poquoson.va.us	4	0.03%
gloucesterva.info	4	0.03%
co.gloucester.va.us	2	0.02%
southamptoncounty.org	2	0.02%

## FY 2014-2015 askHRgreen.org Website Visitors by Locality

	% of Total Visitation
Virginia Beach	19.68%
Chesapeake	9.49%
Norfolk	7.42%
Newport News	5.33%
Hampton	4.33%
James City County/ Williamsburg	2.84%
Portsmouth	2.18%
Suffolk	1.87%
Poquoson	0.52%
Smithfield	0.52%
Gloucester County	0.15%
Yorktown	0.06%
Other	45.96%

## Top 10 Website Traffic Sources

	%
Google (organic)	32.11%
Facebook (display)	13.34%
Direct	13.01%
Google (SEM/cpc)	7.83%
VBgov.com	4.16%
Daily Press (display)	2.07%
Bing (SEM/cpc)	2.00%
Virginian-Pilot (display)	1.74%
askHRgreen eNewsletter	1.56%
Bing (organic)	1.54%



# askHRgreen.org campaign initiatives & results

## SEO

Utilizing Search Engine Optimization (SEO) improves the askHRgreen.org website's organic (unpaid) search rankings. Optimization tactics included editing/adding keyword-rich content to the site, identifying and eliminating any barriers to search engine indexers, and promoting the site to increase the number of inbound links from other sources. The SEO campaign ran for 10 months and resulted in 255,206 impressions in FY15 and a 39% increase in clicks from organic search results over FY14.

Organic Search Results			
	2012-13	2013-14	2014-15
Clicks	8,513	14,842	<b>20,637</b>

## Webpage Traffic

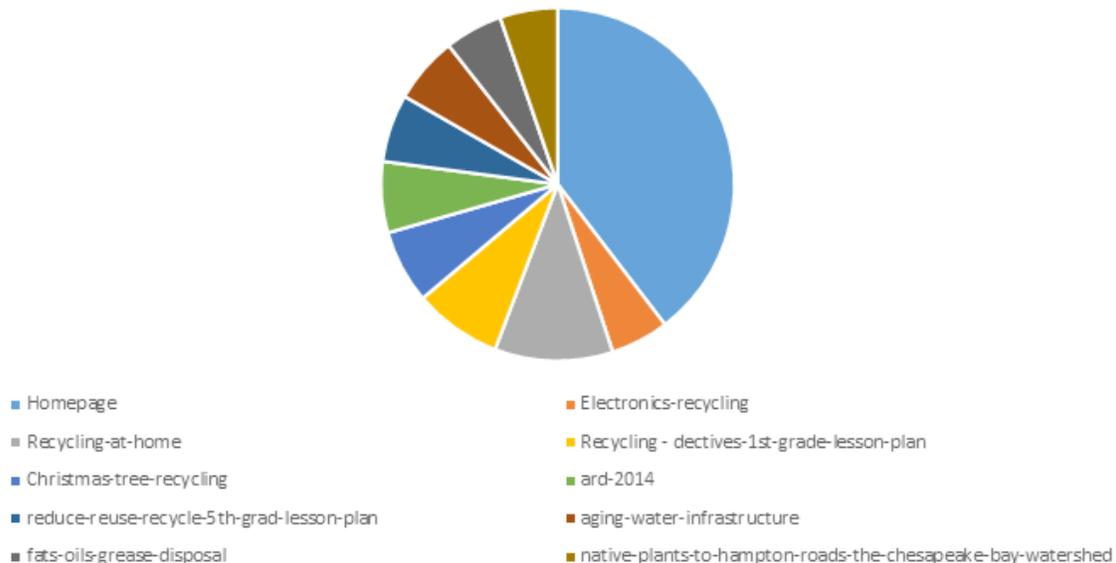
Of the 103,228 pages visited over the last year, the chart below shows the top ten which accounted for just 33% of all pages visited:

## SEM

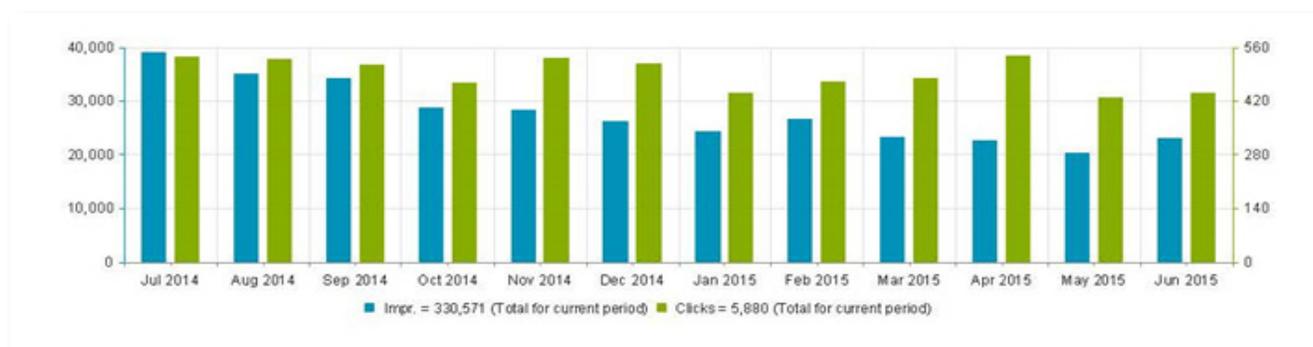
The askHRgreen.org Search Engine Marketing (SEM) program utilizes Google AdWords and Bing Ads pay-per-click advertising to increase traffic to the askHRgreen.org website. By bidding on select keywords and phrases, search ads direct search traffic to relevant content on the askHRgreen.org site. In total, the SEM campaigns garnered 330,571 impressions and 5,880 clicks to the askHRgreen.org website in FY15.

SEM Campaigns				
Google & Bing Campaigns	Impressions	Clicks	CTR	Avg. Ad Position
Recycling & Beautification	134,625	2,705	2.01%	2.21
Stormwater	67,397	824	1.22%	2.08
askHRgreen.org	32,262	672	2.08%	1.47
askHRgreen-R&B	25,223	605	2.40%	1.65
FOG	19,638	286	1.46%	2.47
askHRgreen-Stormwater	15,799	228	1.44%	2.50
Water Awareness	16,937	223	1.32%	2.16
askHRgreen-askHRgreen.org	6,404	153	2.39%	1.48
askHRgreen-Water	8,499	100	1.18%	2.46
askHRgreen-FOG	3,793	84	2.21%	2.34
<b>Total</b>	<b>330,571</b>	<b>5,880</b>	<b>1.78%</b>	<b>2.09</b>

2014-2015 askHRgreen.org Top Ten Pages Visited



## SEM Results



Of all the ad groups in both the Google and Bing SEM campaigns, below is a look at the Top 30 ad groups ranked by the number of clicks received. An ad group is one or more ads which target a shared set of keywords. For instance, the “electronics recycling” ad group contains keywords such as “electronics disposal,” “recycling computers,” “where to recycle electronics,” etc. and displays an ad with content specific to that topic like the one pictured at right. *Please note: some ad groups appear in the listing twice because the same ad groups exist in both Google and Bing campaigns. Bing campaign names have “ASKHRGreen-” listed first.*

[Recycling Electronics](#)  
[askHRgreen.org](http://askHRgreen.org)  
 Need To Recycle Your Computer Or Old Electronics? Find Where Here!

### Top 30 Ad Groups by Clicks

July 1, 2014 - June 30, 2015

Ad Group Name	Campaign Name	Clicks	Impr.	CTR	Avg. Pos.	Avg. CPC
Recycling at Home/Residential Recycling	R&B	948	75,696	1.25%	2.45	\$1.82
Electronics Recycling	R&B	801	16,815	4.76%	2.44	\$1.68
What to Recycle	R&B	678	26,483	2.56%	1.56	\$1.54
askHRgreen.org	askHRgreen.org	352	1,188	29.63%	1.07	\$0.54
Medication Disposal	Stormwater	272	4,331	6.28%	2.01	\$1.63
Electronics Recycling	ASKHRGreen- R&B	271	6,777	4.00%	1.60	\$1.48
TMDL	Stormwater	220	8,045	2.73%	1.16	\$2.68
What to Recycle	ASKHRGreen- R&B	175	6,309	2.77%	1.59	\$1.07
The Business of Recycling	R&B	171	5,963	2.87%	1.47	\$1.72
Environmental Education	askHRgreen.org	136	20,993	0.65%	1.40	\$4.15
Fat/Oil/Grease Disposal	FOG	105	4,973	2.11%	2.51	\$2.25
Green Home/Practices	askHRgreen.org	90	7,918	1.14%	1.77	\$2.42
Conservation/Wise Water Use	Water	89	2,830	3.14%	1.42	\$2.28
Recycling at Home/Residential Recycling	ASKHRGreen- R&B	79	8,305	0.95%	1.69	\$1.03
askHRgreen.org	ASKHRGreen- askHRgreen.org	80	309	25.89%	1.00	\$0.34
Medication Disposal	ASKHRGreen- Stormwater	75	3,622	2.07%	2.68	\$1.98
Soil Testing	Stormwater	70	6,899	1.01%	1.97	\$2.64
Hampton Roads Environment	askHRgreen.org	67	621	10.79%	1.24	\$0.89
Plastic Bag Recycling	R&B	65	1,942	3.35%	2.12	\$1.49
Fertilizing	Stormwater	56	13,296	0.42%	2.12	\$4.06
Garbage Disposal Problems	FOG	52	2,279	2.28%	1.85	\$3.65
Pet Waste	ASKHRGreen- Stormwater	51	4,861	1.05%	1.89	\$1.70
Drinking Water/Tap Water	Water	49	4,442	1.10%	1.80	\$2.19
Turkey Frying	FOG	48	2,424	1.98%	1.04	\$2.41
Soil Testing	ASKHRGreen- Stormwater	47	1,465	3.21%	1.93	\$2.01
Sanitary Sewer System	FOG	47	3,723	1.26%	1.81	\$3.98
Bottled Water	ASKHRGreen- Water	45	5,434	0.83%	2.76	\$1.33
Stormwater / Stormwater Runoff	Stormwater	42	6,625	0.63%	1.72	\$2.47
Pet Waste	Stormwater	37	12,761	0.29%	2.40	\$3.57
The Business of Recycling	ASKHRGreen- R&B	33	1,172	2.82%	1.35	\$1.14

## askHRgreen.org Campaign Research

The askHRgreen.org effort to engage the community to improve environmental behavior has been measured over time by EAB Research, which conducted focus groups and a benchmark online survey in November 2010, a second wave survey in November 2012, and a third and final survey in April 2015. A total of 411 respondents participated in this most recent study with a potential sampling error of +/- 5 percent. Participants in the survey had to be over 18 years of age, live in Hampton Roads and plan to remain a resident for five years or more. The participants were recruited to reflect the relative percentages of the population located on the peninsula and the southside of Hampton Roads.

The third installment of the online survey shows that awareness of the region-wide public awareness and education campaign has increased to 18.2 percent from 2012—a 6.2 percent gain. The survey also confirmed that overall, participants who have been to the website, attended an educational event or read or heard askHRgreen.org messaging in the media are more likely to report positive behavior and attitudes. Other general survey findings showed that:

- 20 percent of those surveyed had visited the askHRgreen.org website, and 80 percent of those went for general information or curiosity. 6.7 percent had a specific question.
- askHRgreen.org-aware participants considered themselves significantly more knowledgeable. From 2010 to 2015, aware participants who ranked themselves knowledgeable increased 17.2 points.
- The disconnect between a personal action and the effect it has on an individual (uncovered in the 2012 benchmark survey) is unchanged and is still significant in 2015.
- Except for younger respondents who seek environmental information at a high frequency, searching for environmental information is trending downward.

With regard to key campaign messaging, the 2015 survey revealed the following information:

- Consumer costs for tap water and wastewater are seen as good values, and a majority of respondents were open to small increases to accommodate system upgrades. 57.7 percent said they are willing to pay an extra \$1-5 per month to upgrade and sustain water systems.

- Respondents who use the garbage disposal showed no change between 2010 and 2012, but went up 3.5 points in 2015, showing a need to further educate residents about eliminating its use to prevent backups.
- Participants who flush materials other than toilet paper declined from 13 percent in 2012 to 10.5 percent in 2015.
- Of participants who said they recycle, 93.9 percent recycle at curbside, 28.3 percent recycle plastic or paper at convenience centers/grocery stores, and 26.6 percent recycle at special events. The top two reasons for not recycling are uncertainty about what can be recycled and that the bin fills up too quickly.
- The 2015 survey revealed that of the participants with a lawn or garden, 20.7 percent reported fertilizing three or more times per year and 41.6 percent fertilize 1-2 times per year.
- Since 2010, drinking primarily bottled water at home has declined from 69.1 percent to 54.3 percent. The changes among askHRgreen.org-aware are more significant with a 21 point decrease over five years.

A full summary of the 2015 online survey results can be downloaded from the askHRgreen.org website at the following URL: <http://askhrgreen.org/press-room>.

# Green Magazine Partnership with Coastal Virginia Magazine

In April of 2015, the inaugural issue of Green Magazine hit the shelves in Hampton Roads. Green Magazine was the result of an exciting new partnership between Coastal Virginia Magazine and askHRgreen.org. The special edition 24-page lifestyle supplement was produced at no cost to askHRgreen.org. It was a true partnership and collaboration to empower residents and businesses alike with interesting facts and features about what we can all do to make our coastal lifestyle a little easier on the environment.

The first edition of Green Magazine featured a behind-the-scenes look at a recycling audit that demonstrates the importance of trash vs. treasure, an exploration of the quality of our local waterways and what's being done to clean them up, a feature on homeowners across the region greening their homes in big and small ways, and the importance and appeal of tap water. There was also an enticing food feature on our area's beloved oyster, shedding light on why consuming local food straight from our waterways benefits more than just our taste buds.

In addition to the 32,000 copies mailed to households in Hampton Roads and the over 221,000 impressions delivered by Green Magazine, askHRgreen.org also received 7,500 copies of the publication free of charge to distribute at local offices and events throughout the year. The advertising value of this partnership was over \$65,000. Due to the success of the inaugural issue and popularity of the piece, askHRgreen.org is already collaborating with Coastal Virginia Magazine on a second edition of Green Magazine planned for the spring of 2016.



# Social Media

Social media continues to be a key source for public outreach. Facebook, Twitter, and YouTube were all used to share askHRgreen.org and various locality events, respond to requests from citizens seeking information, share blog articles, and promote important programs and initiatives like the Cigarette Litter Prevention Program, America Recycles Day events, grant programs, etc. Through the "Let's Talk Green" blog, which is written by askHRgreen.org team members and guest bloggers, 101 interesting posts were published throughout the year covering everything from floating wetlands and sewer lateral woes to milk paint projects and local compost sales.



# E-newsletter

The askHRgreen.org e-newsletter is shared via email to media contacts and an ever-growing list of citizens whose email addresses have been collected at local events and through online promotions. In FY15, a total of nine e-newsletters covering seasonal "green" tips, events and askHRgreen.org campaign updates were sent out. By the end of FY15, the askHRgreen.org subscriber list was already up to 5,184 subscribers and it continues to grow.

askHRgreen.org E-Newsletter Statistics	
Subscribers (as of July 1, 2015)	5,184
Total Emails Sent	38,478
Total Opens	6,071
Open Rate	15.8%
Total Clicks	602
CTR (Click Through Rate)	1.6%



## Online Toolkit

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



## Media Ambassadors

In January 2015, askHRgreen.org media ambassadors took part in the 3rd annual media training with The Virginian-Pilot editor Ron Crow. Mr. Crow participated in a helpful Q&A session with team members that highlighted tips and tricks for successfully pitching stories to the media. After the training, media ambassadors paired up to pitch spring story ideas in six appointments with local editors, reporters, and planners in various media outlets. Below is the list of askHRgreen.org media ambassadors who attended the training and are now better prepared to handle any future media opportunities:

- Cris Ausink, *Hampton*
- Donna Corbus, *Portsmouth*
- Sarah Crawford, *HRSD*
- Katie Cullipher, *HRPDC*
- Rebekah Eastep, *HRPDC*
- Laurie Halperin, *York County*
- Deidre Harmon, *Norfolk*
- Catryna Jackson, *Isle of Wight County*
- Julia Hillegass, *HRPDC*
- Fleta Jackson, *Norfolk*
- Quwania Jefferson, *Norfolk*
- Lisa Renée Jennings, *Norfolk*
- Erica Roberts, *Virginia Beach*
- Elizabeth Vaughn, *Chesapeake*
- Lori Woolman, *Newport News*

## Events

The askHRgreen.org campaign's education and outreach efforts include representation at various regional public events throughout the year (Earth Day celebrations, fairs, home & garden shows, community days, etc.). Committee members volunteer to staff either the askHRgreen.org mobile education trailer or a table display at these events and hand out educational materials and promotional items to those in attendance. In FY15, team members represented askHRgreen.org at 31 community events.

2014-2015 Regional Events		
8/2	Old Beach Farmers Market	Virginia Beach
8/5	National Night Out	Virginia Beach
8/23	Williamsburg Farmer's Market	Williamsburg
8/30	Old Beach Farmers Market	Virginia Beach
9/5 - 9/7	Hampton Bay Days Festival	Hampton
9/10 - 9/15	Isle of Wight County Fair	Windsor
9/13	Hampton Roads Sustainable Living Expo	Virginia Beach
9/13	Newport News Master Gardeners Go Green Expo	Newport News
9/20	Relay for Life Flea Market	Virginia Beach
10/4	Norfolk Arbor Day	Norfolk
10/9-10/12	Suffolk Peanut Festival	Suffolk
10/11	Goodwill Fall Fest	Hampton
10/11	Lynnhaven River Now Fall Festival	Virginia Beach
10/26	Hoffler Creek Fall Festival	Portsmouth
2/6 - 2/8	PHBA Coastal Virginia Home & Garden Show	Hampton
3/6 - 3/8	TBA Mid-Atlantic Home & Garden Show	Virginia Beach
3/15	One City Marathon	Newport News
3/28	SEVA CAI Community Association Day	Virginia Beach
4/16	Christopher Newport University Farmers Market	Newport News
4/18	Virginia Living Museum Earth Day	Newport News
4/22	Tidewater Community College CARES Earth Day Celebration	Chesapeake
4/24	Booker T. Washington Middle School Go Green Program	Newport News
5/2	EcoFest	Norfolk
5/5-5/6	Virginia Recycling Association Conference	Virginia Beach
5/7	Public Service Week & Drinking Water Week Celebration	Virginia Beach
5/9	Culpepper Landing Earth Day Event	Chesapeake
5/21	Virginia Aquarium Sensible Seafood Fest	Virginia Beach
5/29	Blayton Elementary School Event	James City County
6/2	CMA CGM Environmental Fair	Norfolk
6/18	NASA Langley Health & Wellness Fair	Hampton
6/27	Olden Days	Smithfield



# Mini Grants

The askHRgreen.org Environmental Education Mini Grant Program provides grants of up to \$500 for environmentally-themed projects. All Hampton Roads school teachers (K-12), youth leaders, or organizations working with youth are eligible to apply and projects must be tied to at least one of the askHRgreen.org program focal areas. In FY15, a total of \$13,211 was awarded through 31 mini grants reaching more than 6,985 students in 9 localities across Hampton Roads.



2014-2015 Environmental Education Mini Grants			
Project	Locality	Students	Grant
Butterfly Sensory Garden	Norfolk	90	\$500.00
Community Garden	Newport News	30	\$375.00
Green Team Strikes Again	Hampton	550	\$400.00
Here Comes the Rain	Virginia Beach	120	\$500.00
How Does Your Garden Grow	Chesapeake	80	\$365.00
How Does Your Garden Grow	Virginia Beach	530	\$474.35
Keep Deep Creek Green	Chesapeake	75	\$500.00
Matoaka Recycling Rangers	James City County	750	\$500.00
Newport News Family YMCA Habitat Project	Newport News	275	\$500.00
NOAA STEM Project	Newport News	41	\$500.00
Norge Elementary Goes Green	James City County	598	\$500.00
Oyster Gardeners	Virginia Beach	21	\$220.00
Oyster Reef Keepers	Virginia Beach	15	\$200.00
Oyster Reef Keepers of VA School Oyster Restoration	Virginia Beach	24	\$250.00
Oyster Restoration Project	Norfolk	28	\$220.00
Oyster Restoration Project	Virginia Beach	15	\$110.00
Park Ambassadors After School Program	Portsmouth	15	\$500.00
Plastic Bag Recycling	Norfolk	150	\$500.00
Plastic Bag Recycling Willoughby Civic League	Norfolk	150	\$500.00
Reaching for the Sky	Virginia Beach	530	\$426.00
School Recycling Program	Williamsburg	530	\$500.00
School Wide Cafeteria Recycling Program	Williamsburg	1000	\$500.00
SpEd WIN Growing Project	Hampton	40	\$500.00
Surf & Turf: Habitat Improvements for the Schoolyard	Virginia Beach	25	\$495.00
Sweet, Sweet Strawberries to Eat	Virginia Beach	530	\$426.00
Teaching Children about Plant Diversity & Horticulture	Newport News	75	\$500.00
Transformers Going Green	Virginia Beach	138	\$500.00
Two Peas in a Pod	Virginia Beach	120	\$250.00
Wetland Restoration	Norfolk	40	\$500.00
Wild About Birds at School	York	200	\$500.00
Wild About Birds at School	Poquoson	200	\$500.00
Recycling & Beautification Subcommittee awarded \$6,000 • Stormwater Education Subcommittee awarded \$4,462 • Water Awareness Subcommittee awarded \$2,749			

# Public Relations

FY15 was another busy year for askHRgreen.org in the media. Eleven news releases were issued through the program covering seasonal topics, news, events, and promotions which were picked up by a variety of media outlets. We also had several guest columns in various publications covering topics ranging from the economics of recycling to eco-friendly landscaping tips and team members participated in a plethora of interviews. The total value of this publicity for FY15 was \$307,995.



## 2014-2015 Public Relations Report

Date	Format	Media Outlet	Title	Length	Circ/Imp	PR Value
September 18, 2014	P/O	Chesapeake TV-48 "Talking Out Loud"	Green tips and golf tournament, interview with Katie Cullipher and Rebekah Eastep	18 minutes	7,500	\$3,780
October 21, 2014	P/O	Chesapeake TV-48 News	Fall tips and America Recycles Day, interview with Katie Cullipher	3 minutes	7,500	\$630
December 21, 2014	T/O	WVEC-TV "Dialogue"	Holiday Tips from askHRgreen.org, interview with Elizabeth Vaughn and Katie Cullipher	5 minutes	15,000	\$1,950
April 1, 2015	P/O	Coastal Virginia Magazine (April/May issue)	Green Magazine Supplement: Partnering for a better future (intro letter); Trash vs. Treasure (recycling audit); Recycling made super easy (infographic); The greening of Coastal Virginia (stormwater awareness, green home features); Down the drain, think before you pour down the sink (FOG); Clean up your act, do try this at home (green home improvement tips); Understanding the oyster and HRSD sidebar (waterways); Getting clean, our impaired waterways; Tapping into a good source with "stylish sips" sidebar	12 pages	221,000	\$197,004
April 22, 2015	P/O	Green Living	Going Greener (miscellaneous)	4 col. inches	460,506	\$11,266
October 29, 2014	P/O	Daily Press	Recycle Used Electronics	Estimated	55,000	\$3,435
November 12, 2014	P/O	The Clipper (Chesapeake)	Recycling Day: Hazardous electronics will be focus of effort	Estimated	35,172	\$874
November 26, 2014	P/O	Daily Press	Tips: How to make the holiday season easy on the environment	Estimated	55,000	\$3,435
January 4, 2015	P/O	The Beacon (Virginia Beach)	Give your Christmas tree a second life, by Mary Reid Barrow	2 col inches	62,789	\$473
January 5, 2015	P/O	Inside Business	Recycling is Good for Hampton Roads Economy, Experts Column by Julia Hillegass	1/2 page	9,000	\$6,579
January 16, 2015	T/O	Norfolk TV-48 "Norfolk Perspectives"	State of Recycling in Hampton Roads, interview with Katie Cullipher and Lisa Renee Jennings	6:50 minutes	7,500	\$735
April 22, 2015	P/O	Green Living	Going greener + Does not computer (electronic recycling)	4 col. inches	460,506	\$9,013
June 16, 2015, June 17, 2015	T/O	WVEC-TV 11 p.m., 6 a.m.	Cigarette Litter Prevention Program	1:24	486,000	\$12,600
June 16, 2015	T/O	WVEC online	Cigarette Litter Prevention Program	1:24	12,500	\$5,250
Tuesday, June 16, 2015	O	The Virginian-Pilot	Cigarette Litter Prevention Program	Estimated	7,500	\$4,350
Thursday, June 18	O	WYDaily (online)	Cigarette Litter Prevention Program	Estimated	5,000	\$3,750
Sunday, July 12, 2015	P/O	Suffolk News-Herald	Cigarette Litter Prevention Program	Estimated	5,000	\$3,750
Sunday, July 12, 2015	P/O	Suffolk News-Herald	Cigarette Litter Prevention Program	20" w/ 4-c photo	39,000	\$1,906
Monday, July 13, 2015	T/O	WVEC-TV, 6:30 p.m. newscast	Cigarette Litter Prevention Program	1:40	222,000	\$3,375
Monday, July 13, 2015	T/O	WVEC on-line	Cigarette Litter Prevention Program	1:40	12,500	\$5,250
July 12, 2014	P/O	Daily Press	Rain barrels add practical and pretty touches to yard, by Kathy Van Mullekom	Estimated	55,000	\$3,435
August 1, 2014	P/O	The Seattle (WA) Times	Rain barrels fill many needs for home, garden, by Kathy Van Mullekom	Estimated	261,438	\$6,441
December 27, 2014	O	Daily Press "Diggin' In" Blog	Garden Trends 2015, interview with Rebekah Eastep	Estimated	4,500	\$1,950
January 1, 2015	O	Ventura (CA) County Star	Garden Trends 2015, interview with Rebekah Eastep	Estimated	84,000	\$2,206
March 27, 2015	P/O	The Clipper (Chesapeake)	Getting ready for spring? It's all about green	1/2 page	23,741	\$3,002
April 8, 2015	P/O	Your Corner (Western Branch, Suffolk, Chesapeake)	Put a stop to household leaks during Fix a Leak Week	see attached	18,913	\$1,626
April 22, 2015	P/O	Green Living	Going greener + No trace of dog waste	2 col inches	460,506	\$3,755
April 25, 2015	P/O	The Virginian-Pilot Home + Living	Flora and Fauna Column, with gardening tips from askHRgreen.org, by Mary Reid Barrow	2 col inches	460,506	\$579
July 24, 2014	P/O	The Virginian-Pilot	Tap It Cafes, by Jamesetta Walker	2 col inches	460,506	\$1,264
March 11, 2015	P/O	Your Corner (Western Branch, Suffolk, Chesapeake)	Put a stop to household leaks during Fix a Leak Week	1/2 page	18,913	\$3,002
March 14, 2015	P/O	Suffolk News-Herald	Fix a leak this week	10 col. Inches	30,000	\$1,165
January 15, 2015	P	Gloucester-Matthews Gazette	1 percent of Earth's water suitable for drinking (available as PDF)	5 col. Inches	11,606	\$168
					<b>4,075,602</b>	<b>\$307,995</b>

T = television, P = print, O = online



## Recycling and Beautification Subcommittee

The Recycling and Beautification Subcommittee is a coalition of local government staff members from across Hampton Roads who are working together to share ideas and pool resources for various education programs tailored towards community beautification, litter prevention, and recycling education.

**FOCAL AREA:** *America Recycles Day*  
**TARGET AUDIENCE:** *Adults; Age 25-54*

The Recycling and Beautification Subcommittee celebrated Keep America Beautiful's America Recycles Day 2014 by promoting ten recycling collection and education events across nine cities and counties in Hampton Roads. Of these events, two were hosted by the Recycling and Beautification committee to ensure residents on both the southside and peninsula had access to a convenient way to recycle electronics and shred unwanted documents in celebration of America Recycles Day.

The southside event took place on November 15 at Greenbrier Mall in Chesapeake while the peninsula event took place the same day at the York County Sports Complex. VersAbility Resources donated their time and resources by providing electronics recycling for the peninsula event at no charge. Goodwill, a new partner this year, collected 28,614 pounds of household goods and electronics from the Chesapeake event as well as municipal events in Norfolk and Portsmouth. Shred-It also partnered with askHRgreen.org to provide free document shredding services to the public at both events.

The events were also supported with a one-week media campaign that ran from November 10 to November 15 and included banner display on pilotonline.com and dailypress.com, 60-second radio ads, and Facebook ads. As added value for the paid media campaign, Eagle 97.3 did a live remote from Greenbrier Mall on November 15.

ARD Events Media & Public Relations	
<b>Paid Media (1 week)</b>	
Radio	
Impressions	107,750
Reach	7.4%
Frequency	2.8
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	103,929
Clicks	138
CTR (Clickthrough Rate)	0.13%
Facebook	
Impressions	77,972
Clicks	1,365
CTR (Clickthrough Rate)	1.751%
<b>Unpaid Media</b>	
Added Value	\$891
Added Value Impressions	0
<b>Overall Campaign</b>	
Total Impressions	289,651
Total Budget	\$3,003
Total Exposure Value	\$3,894
Return on Investment	1.30 : 1
Cost per Thousand Impressions	\$10.37



**FOCAL AREA:** Great American Cleanup™

**TARGET AUDIENCE:** Entire Hampton Roads Community

The Subcommittee also promoted Keep America Beautiful's 2015 Great American Cleanup initiative. Most localities held multiple events from April to June to help beautify and clean up their communities. The Subcommittee supported these efforts by issuing a news release about the Great American Cleanup, featuring event details for each locality prominently on the website and social media sites as well as featuring information about the events on the blog and in the e-newsletter.



**FOCAL AREA:** Christmas Tree Recycling

**TARGET AUDIENCE:** Entire Hampton Roads Community

In FY15, the Recycling and Beautification Subcommittee encouraged residents to take advantage of Christmas tree recycling programs across the region. The majority of localities in Hampton Roads provide free Christmas tree pickup and recycling for residents. To promote these free municipal programs, a news release was issued in addition to featuring the information prominently on the website and social media. The information was also included on the blog and featured in the e-newsletter.



**FOCAL AREA:** Residential Recycling

**TARGET AUDIENCE:** Adults; Age 25-54

In April 2015, the Subcommittee launched the first Recycle More, Trash Less media campaign using the logo and slogan developed in FY14. The Dr. Seuss-inspired campaign detailed what should and should not go into curbside recycling bins, explained the economic benefits of recycling and promoted recycling drop-off centers which offer expanded recycling options. While the campaign was targeted towards adults in general, the Subcommittee also hoped to reach parents, teachers, and children with the whimsical theme.



The two-week campaign ran from April 6 to April 18 and included 60-second radio ads, banner display ads on dailypress.com and pilotonline.com, and Facebook ads. As added value for the paid media campaign, Max Media included the "In the Bin" on-air contest on Eagle 97.3 and 92.9 The Wave, plus 35 additional mentions per week per station, inclusion on both websites, and three Facebook posts per station per week. Entercom provided weekly Facebook recycling tips on all station pages and web streaming banners. 92.3 The Tide provided bonus spots, question of the week contest, weekly feature on the Hometown Guy Eric Worden Show, and 15 30-second promos.

Recycle More, Trash Less	
Paid Media (2 weeks)	
Radio	
Impressions	1,077,000
Reach	56.9%
Frequency	2.9
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	198,773
Clicks	172
CTR (Clickthrough Rate)	0.09%
Facebook	
Impressions	202,549
Clicks	2,236
CTR (Clickthrough Rate)	1.104%
Unpaid Media	
Added Value	\$9,299
Added Value Impressions	28,210
Overall Campaign	
Total Impressions	1,506,532
Total Budget	\$15,038
Total Exposure Value	\$24,337
Return on Investment	1.62 : 1
Cost per Thousand Impressions	\$9.98

**FOCAL AREA:** The State of Recycling in Hampton Roads

**TARGET AUDIENCE:** Entire Hampton Roads Community

In November 2014, the Recycling and Beautification Subcommittee officially released the "The State of Recycling in Hampton Roads" white paper. A first of its kind report, the white paper was developed by the Subcommittee to raise awareness about the recycling process and the economic impact of the industry on the region and the state as a whole. The target audience includes anyone interested in recycling but especially appeals to local government leaders, members of the media, community organizations, neighborhood associations, corporate leaders, and area schools. The colorful and easy-to-read

report contains a comprehensive look at recycling in the region, from the municipalities that provide curbside recycling services to the businesses that collect, sort and re-sell recyclables. A special feature of the report is a point-in-time look at the constantly changing picture of recycling in Hampton Roads. The askHRgreen.org 2013 Recycling Survey identified how many residents receive recycling services and what is accepted, how recycling services and public education are administered and funded by local government, the perspectives of local recycling programs and opportunities for strengthening municipal recycling programs including reducing contamination through increased public education and awareness.

A press release was issued in November 2014 to notify the media about the availability of the report. The report was also distributed to participants of the Department of Environmental Quality Solid Waste Stakeholders Conference which focused on Managing the Future of Solid Waste in Virginia.



**FOCAL AREA:** Inaugural Keep Hampton Roads Beautiful Golf Tournament

**TARGET AUDIENCE:** Business and Community Leaders

The Subcommittee partnered with Keep Virginia Beautiful to host the Inaugural Keep Hampton Roads Beautiful Golf Tournament on October 13, 2014 at Greenbrier Country Club in Chesapeake. In keeping with the message of askHRgreen.org, the tournament was designed to be easy on the environment with tap water served instead of bottled water and convenient recycling receptacles available throughout the course. As a result of this partnership, the Subcommittee raised \$5,000 for litter prevention and recycling education in Hampton Roads.

**FOCAL AREA:** Cigarette Litter Prevention

**TARGET AUDIENCE:** Adult Smokers

The Subcommittee was awarded a \$12,500 grant from Keep America Beautiful (KAB) to implement the proven-effective cigarette litter prevention program developed by KAB. The Subcommittee added to these grant funds with the \$5,000 raised from the Keep Hampton Roads Beautiful Golf Tournament to launch cigarette litter prevention projects in seven localities across the region. The project sites include:

- Hampton – Buckroe Beach
- James City County – Commuter parking off Interstate 64 at Croaker Road
- Newport News – Hilton Village at Warwick Blvd. and Main St.
- Norfolk – City Hall Plaza
- Portsmouth – Ntelos Pavilion
- Suffolk – Downtown in the Main Street area
- Virginia Beach – Lake Smith/Lake Lawson Natural Area, off North Hampton Blvd.



Focusing on the theme “Cigarette butts=litter,” the Cigarette Litter Prevention Program launched in June 2015 and will continue into early fall. Activities completed in FY15 included a pre-scan of the areas to determine the extent of the cigarette litter and education/outreach. As part of the education and outreach, a social media outreach campaign was created using the hash tag #NoCigaretteLitterNow. The use of the hash tag and coordinated collateral items helped tie each local project and outreach campaign into part of the larger, regional effort. The program caught the attention of the media and \$40,230 in publicity value was generated through print and online articles as well as television interviews with local coordinators. The result was that Hampton Roads residents beyond the seven project areas benefitted from messages about cigarette litter prevention which affects the entire region. A complete report on the effectiveness of the program on reducing cigarette litter as well as long term sustainability will be available in FY16.

**FOCAL AREA:** Clean Communities and Litter Prevention  
**TARGET AUDIENCE:** Entire Hampton Roads Community

The Recycling & Beautification Subcommittee developed a new rack card in FY15 to support their litter prevention and clean community messages. The rack card features simple tips that anyone can implement into their daily routine to keep trash and litter in appropriate places. The rack card also helps educate the public about how litter impacts them including facts and figures about the cost of litter cleanup and negative impact on communities. The rack card also emphasizes that littering is illegal and includes the litter law from Virginia Code.





## Stormwater Education Subcommittee

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

**FOCAL AREA:** Leaves and Pet Waste  
**TARGET AUDIENCE:** Adults; Age 35-64

The Stormwater Education Subcommittee ran a three-week campaign from October 6 through October 25 to help Hampton Roads residents remember that fallen leaves should be cleaned up but never by ending up down a storm drain. Messaging highlighted the fact that fallen leaves can clog storm drains and lead to flooding. The campaign also addressed the role fallen leaves can play as a source of nutrient pollution in waterways. As some localities differ in their leaf collection method, the call to action for citizens included several options for properly disposing of leaves including raking, bagging, mulching, and composting them. The campaign included banner displays on pilotonline.com and dailypress.com, 60-second radio ads, and Facebook ads.

As added value for the paid media campaign, Max Media provided bonus spots on STAR 1310 AM and ran digital and on-air promotions for each week on Eagle 97.3 and 92.9 The Wave inviting people to post the largest pile of leaves they can collect and awarding the winner a \$150 gift card to a local home improvement store. The Tide radio stations 92.3 and 102.1 provided bonus spots and the askHRgreen.org question of the week (including a minimum of 15 30-second promos per week). Entercom provided weekly Facebook posts with “did you know” tips for followers on all four station pages (260,000 followers) and sponsorship of the office lunch delivery contest including distributing promotional items. Saga Communications provided online billboards and banner ads on 106.9 The Fox and bonus spots on 1230 WJOI.



Leaves & Pet Waste	
Paid Media (3 weeks)	
Radio	
Impressions	1,527,780
Reach	61.6%
Frequency	4.0
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	289,397
Clicks	189
CTR (Click Through Rate)	0.07%
Facebook	
Impressions	265,506
Clicks	3,168
CTR (Click Through Rate)	1.193%
Unpaid Media	
Added Value	\$20,412
Added Value Impressions	47,846
Overall Campaign	
Total Impressions	2,130,529
Total Budget	\$17,998
Total Exposure Value	\$38,410
Return on Investment	2.13 : 1
Cost per Thousand Impressions	\$8.43

**FOCAL AREA:** Lawn Care & Outdoor Watering (Co-promotion with Water Awareness)  
**TARGET AUDIENCE:** Adults; Age 25-64

The Stormwater Education Subcommittee partnered with the Water Awareness Subcommittee to promote smart spring lawn care and outdoor watering practices. The two-week campaign (March 23 through April 4) instructed Hampton Roads residents to work smarter, not harder

when it comes to having a great outdoor landscape. The messages highlighted by this campaign included soil testing, seeding bare spots, leaving grass clippings on the lawn, and replacing grassy areas with flower beds. The campaign included banner displays on pilotonline.com and dailypress.com, 60-second radio ads, and Facebook ads.

As added value for the paid media campaign, the Subcommittees also received digital billboard and banner ads on FM 99, 1230 WJOI, 93.7 Bob FM and US 106.1, weekly Facebook tips and streaming banner ads on 95.9 R&B, and bonus spots and askHRgreen.org question of the week (including a minimum of 15 30-second promos per week) on The Tide radio stations 92.3 and 102.1.

**FOCAL AREA:** Pet Waste

**TARGET AUDIENCE:** Women; Age 25-49

The Subcommittee continued outreach to the public regarding the importance of scooping the poop with a two-week pet waste media campaign. The campaign, which ran May 18 through May 31, included banner displays on pilotonline.com and dailypress.com, 60-second radio ads, and Facebook ads. As added value for the paid media campaign, the Subcommittee received production of “Real Neighborhood Hero” ads at no charge, bonus spots for “Real Neighborhood Hero” ads, online digital display ads, and an on-air interview with Hometown Guy Eric Worden. The campaign also coincided with the YouTube release of a parody video produced by a Red Chalk Studios design intern at no charge that featured the “Scoop the Poop” version of the popular Doo Wop song “Why Do Fools Fall in Love.”

In support of the paid media campaign, the Stormwater Education Subcommittee once again partnered with 9 local organizations including animal shelters, animal welfare groups, and watershed restoration groups to promote the Scoop the Poop Pledge. The pledge, developed in FY14 through a partnership with the Norfolk SPCA and Elizabeth River Project, is available online at [askHRgreen.org/scoop-the-poop-pledge](http://askHRgreen.org/scoop-the-poop-pledge). Dog owners are asked to support clean and healthy waterways by being good environmental stewards. To sign up, pet owners pledge to...



- Be a good environmental steward and neighbor by not looking the other way when it comes to pet waste.
- Scoop it, bag it and trash it each and every time whether in their own yards or out for a walk.
- Always take poop bags on walks with their pets – even if it means tying plastic grocery bags to the leash so they don’t forget.
- Share the importance of keeping pet waste out of our waterways with others in their communities.
- Share the Scoop the Poop Pledge with other pet owners in their communities.

A coordinated email blast was sent out on May 19, 2015 by all partnering organizations to an estimated 42,000 email recipients encouraging residents to sign the pledge. By June 30, 2015, 675 people had taken the pledge to always scoop the poop!



**Lawn Care & Outdoor Watering (Co-promotion with Water Awareness)**

**Paid Media (2 weeks)**

Radio	
Impressions	741,000
Reach	43.8%
Frequency	2.8

Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	202,234
Clicks	170
CTR (Click Through Rate)	0.08%

Facebook	
Impressions	103,176
Clicks	2,752
CTR (Click Through Rate)	2.667%

**Unpaid Media**

Added Value	\$9,311
Added Value Impressions	19,319

**Overall Campaign**

Total Impressions	1,069,216
Total Budget (split between 2 committees)	\$12,058
Total Exposure Value	\$15,340
Return on Investment	2.54 : 1
Cost per Thousand Impressions	\$5.64



Pet Waste	
Paid Media (2 weeks)	
Radio	
Impressions	449,640
Reach	22.0%
Frequency	6.2
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	123,421
Clicks	102
CTR (Click Through Rate)	0.08%
Facebook	
Impressions	77,348
Clicks	888
CTR (Click Through Rate)	1.14%
Unpaid Media	
Added Value	\$1,368
Added Value Impressions	33,679
Overall Campaign	
Total Impressions	686,441
Total Budget	\$6,505
Total Exposure Value	\$13,430
Return on Investment	2.06 : 1
Cost per Thousand Impressions	\$9.48

**FOCAL AREA:** Bay Star Homes

**TARGET AUDIENCE:** Entire Hampton Roads Community

In FY15, the Stormwater Education Subcommittee voted to take the City of Norfolk's Bay Star Homes watershed restoration initiative to a regional level. Bay Star Homes is a recognition program for residents who pledge to avoid behaviors that are harmful to local waterways. The Stormwater Education committee incorporated messaging from all askHRgreen.org education programs to make the program all-inclusive. Broadening the Bay Star Homes program allows it to focus not only on clean waterways, but also green living and clean communities in general. To register as a Bay Star Home, residents are asked to provide contact information and pledge to do at least two behaviors from each of the following categories: Grow Green,

Water Connections, Conserve Resources, and Get Involved. The resident also has the opportunity to request more information about residential best management practices such as installing a rain barrel, rain garden, pet waste station, etc. Once registered, program participants will receive a Bay Star Homes garden flag and flag pole to proudly display in their yards. They will also receive a welcome packet filled with information encouraging environmentally-friendly behaviors and connecting them to environmental resources in their community.



Regionalizing the program required the development of a database that could manage tracking for all Bay Star Homes in Hampton Roads. The City of Norfolk's database was used as the basis for the regional program; however, an automated import process was also created so there would not be a need for duplicate data entry. The program launched with 649 participants as of June 2015, mainly from the City of Norfolk's existing program. Widespread promotion of the program throughout the region will begin in FY16.

Bay Star Homes Registrants (as of June 2015)	
City/County	Number
Chesapeake	8
Hampton	1
Newport News	2
Norfolk	623
Portsmouth	1
Suffolk	1
Virginia Beach	12
York	1
<b>Total</b>	<b>649</b>

**FOCAL AREA:** Pet Waste Station Grant Program

**TARGET AUDIENCE:** Homeowners, Property Managers & Neighborhood Associations

The Pet Waste Station Grant Program, launched in December 2013, gives citizens the opportunity to apply for a free pet waste station to install and maintain in their neighborhoods. The program is geared toward neighborhood associations, community groups, and property managers that are ready to make scooping the poop a priority. Once an application is approved by the appropriate locality representative, askHRgreen.

org provides the pet waste station, which comes ready to install and includes a post, sign, bag dispenser, waste can, hardware, 400 dog waste bags, and 50 can liners. The citizen or community group is then responsible for installing the station, emptying the trash regularly, and replacing the bags as needed. The responsible party is also asked to promote the purpose and use of the station. In FY15, the Subcommittee received 84 applications to the program and approved 64 of those applications. As a result, 96 pet waste stations were installed in 13 localities across the region (see map on page 23). This total does not include pet waste stations issued by locality-funded programs in Newport News or James City County.

belongs down the drain” by allowing volunteers to adhere medallions stating “No Dumping: Leads to Waterway” on storm drains in their neighborhoods. The Subcommittee promotes the program to schools, community associations, youth clubs, and volunteer groups of all ages across the region. The program is particularly popular with Boy Scout and Girl Scout troops.



Approved applicants through the Storm Drain Medallion Program each receive medallions, adhesive, a lesson plan, and PowerPoint presentation about stormwater and how individual actions affect our local waterways. Each group works with representatives from their locality to map out which storm drains will be marked. This allows for ease of tracking. This fiscal year, the Subcommittee helped place 560 medallions across the region, 180 through applications to the program by 15 different volunteer groups and 380 through locality-initiated programs.

New Stations in FY15	
By City/County	Number
Chesapeake	4
Franklin/Southampton	1
Gloucester	4
Hampton	8
James City County	6
Newport News	27
Norfolk	1
Portsmouth	11
Smithfield	3
Suffolk	4
Virginia Beach	15
Williamsburg	1
York County	11
<b>Total</b>	<b>96</b>
By Watershed	Number
Back River-Lower Chesapeake	14
Elizabeth River	14
Hampton Roads	6
Lower Chickahominy	1
Lower York River	4
Lynnhaven River - Lower Chesapeake Bay	14
Mobjack Bay-Lower Chesapeake Bay	1
Nansemond River	4
Newmarket Creek	1
Pagan-James River	28
Powhatan Creek-James River	6
Tarrara Creek-Meherrin River	1
Upper York River	2
<b>Total</b>	<b>96</b>



**FOCAL AREA:** Local Water Quality and TMDLs  
**TARGET AUDIENCE:** Entire Hampton Roads Community

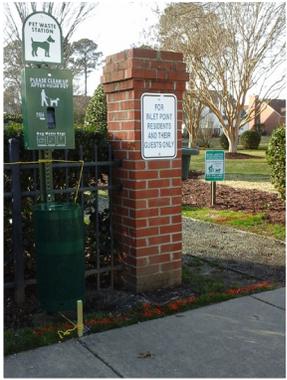
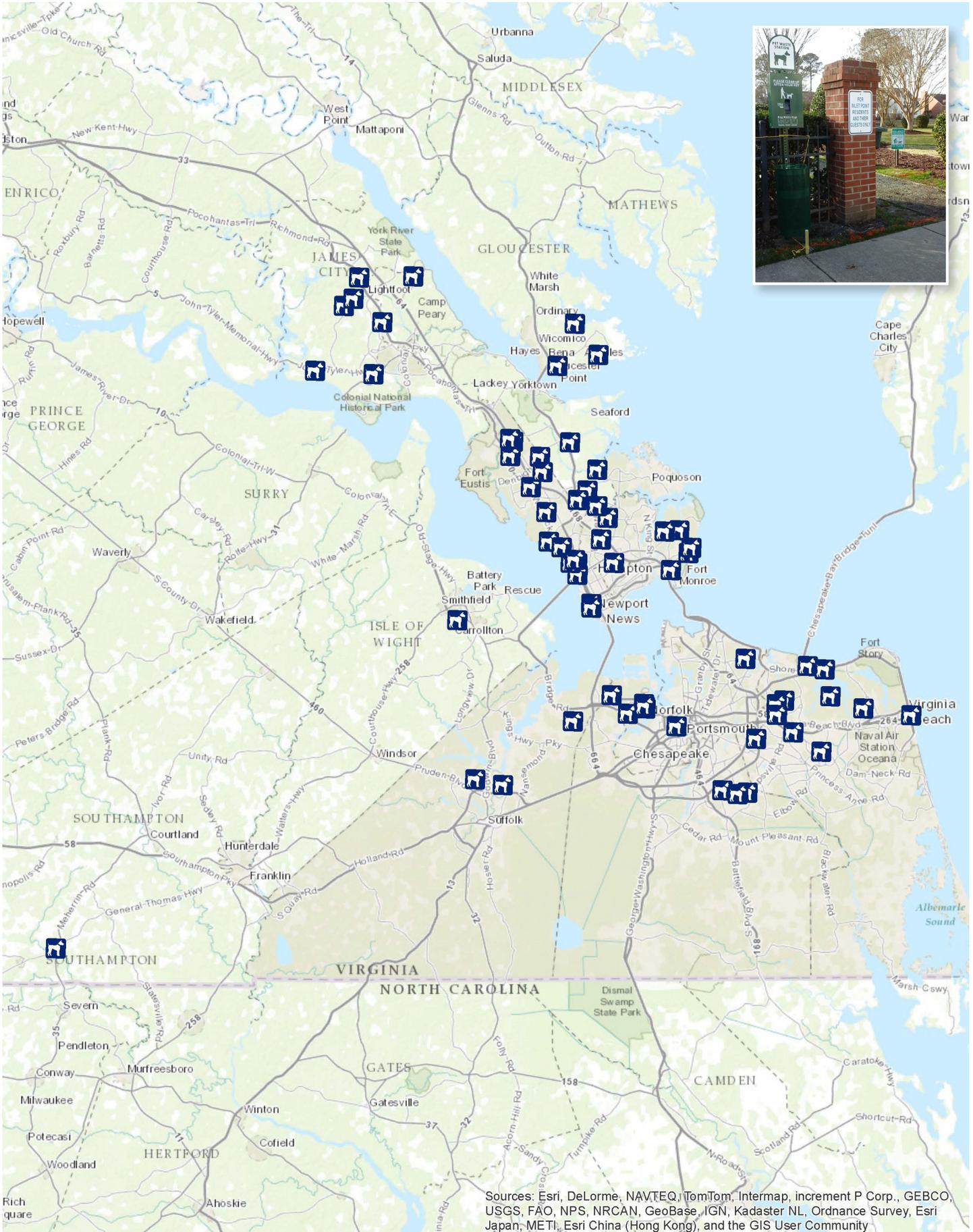
The Stormwater Education Subcommittee developed a new brochure in FY15 in an effort to educate citizens and other stakeholders about local water quality concerns and the new Total Maximum Daily Loads (TMDL) established for the Chesapeake Bay and its tributaries. This brochure shows local waterway impairments for the region and defines the common sources for nutrients and bacteria. The brochure briefly describes TMDL as the “pollution diet” while emphasizing what local governments are doing to meet water quality goals and what steps residents can take to help the effort.

**FOCAL AREA:** Storm Drain Medallion Program  
**TARGET AUDIENCE:** Entire Hampton Roads Community

There are thousands of storm drains across Hampton Roads that all lead directly to local waterways. The Storm Drain Medallion Program helps people remember that “only rain



# Pet Waste Stations



Sources: Esri, DeLorme, NAVTEQ, TomTom, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), and the GIS User Community



## water awareness subcommittee

### Water Awareness Subcommittee

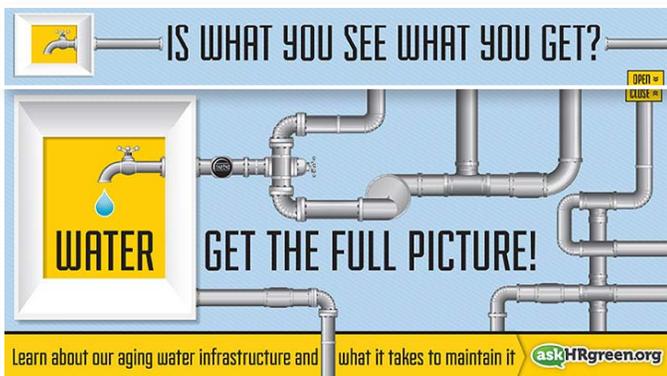
The Water Awareness Subcommittee is an education committee comprised of local government staff members who are committed to promoting and educating citizens about aging infrastructure, the value of tap water, and the importance of being good water stewards. This cooperative effort to promote conservation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

**FOCAL AREA:** Sustainability

**TARGET AUDIENCE:** Adults; Age 25-54

The Water Awareness Subcommittee ran a two-week media campaign focused on aging infrastructure and sustainability from September 22 through October 4. The campaign encouraged people to learn more about the three public water systems that help keep Hampton Roads running smoothly and the expensive processes and maintenance that go into delivering clean and safe tap water. The campaign included banner displays on pilotonline.com and dailypress.com, 60-second radio ads, and Facebook ads.

As added value for the paid media campaign, the Subcommittee also received an on-air interview and digital banner ad on FM99, bonus spots and question of the week (including a minimum of 15 30-second promos per week) from The Tide (92.3/102.1), sponsorship of the Entercom office lunch delivery contest, weekly Facebook posts with “did you know” tips for followers on all four Entercom station pages (260,000 followers), and bonus spots on 1230 WJOI.



Sustainability	
Paid Media (2 weeks)	
Radio	
Impressions	851,650
Reach	45.8%
Frequency	2.8
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	165,186
Clicks	94
CTR (Click Through Rate)	0.05%
Facebook	
Impressions	276,965
Clicks	2,973
CTR (Click Through Rate)	1.073%
Unpaid Media	
Added Value	\$10,308
Added Value Impressions	40,400
Overall Campaign	
Total Impressions	1,334,201
Total Budget	\$12,499
Total Exposure Value	\$22,807
Return on Investment	1.82 : 1
Cost per Thousand Impressions	\$9.35

**FOCAL AREA:** Fix a Leak Week

**TARGET AUDIENCE:** Adults; Age 18-49

In celebration of National Fix a Leak Week, the Subcommittee ran a two-week paid media campaign including banner display ads on pilotonline.com and dailypress.com, 60-second radio ads, and Facebook ads. The campaign, which ran from March 9 through March 22, called attention to the fact that Hampton Roads residents can conserve water and money by correcting leaks in sinks, lines, and toilets with inexpensive and simple repairs.

As added value for the paid media campaign, the Subcommittee also received bonus spots and question of the week (including a minimum of 15 30-second promos per week) from The Tide (92.3/102.1), weekly Facebook posts with “did you know” tips for followers on all four Entercom station pages (260,000 followers), and digital billboards or banner ads on the following station websites:

95.9 R&B, 94.9 The Point, ESPN 94.1, FM 99, 1230 WJOI, Eagle 97.3 and STAR 1310.

adjusting sprinklers away from paved areas, and watering in the morning. The campaign included banner displays on pilotonline.com and dailypress.com, 60-second radio ads, and Facebook ads.

As added value for the paid media campaign, the Subcommittees also received digital billboard and banner ads on FM 99, 1230 WJOI, 93.7 Bob FM and US 106.1, weekly Facebook tips and streaming banner ads on 95.9 R&B, and bonus spots and askHRgreen.org question of the week (including a minimum of 15 30-second promos per week) on The Tide radio stations 92.3 and 102.1.



Fix a Leak Week	
Paid Media (2 weeks)	
Radio	
Impressions	1,457,400
Reach	54.8%
Frequency	3.6
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	119,941
Clicks	52
CTR (Click Through Rate)	0.04%
Facebook	
Impressions	139,433
Clicks	1,622
CTR (Click Through Rate)	1.163%
Unpaid Media	
Added Value	\$10,189
Added Value Impressions	15,269
Overall Campaign	
Total Impressions	1,735,127
Total Budget	\$11,998
Total Exposure Value	\$22,187
Return on Investment	1.85 : 1
Cost per Thousand Impressions	\$6.91

Lawn Care & Outdoor Watering (Co-promotion with Stormwater Education)	
Paid Media (2 weeks)	
Radio	
Impressions	741,000
Reach	43.8%
Frequency	2.8
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	202,234
Clicks	170
CTR (Click Through Rate)	0.08%
Facebook	
Impressions	103,176
Clicks	2,752
CTR (Click Through Rate)	2.667%
Unpaid Media	
Added Value	\$9,311
Added Value Impressions	19,319
Overall Campaign	
Total Impressions	1,069,216
Total Budget (split between 2 committees)	\$12,058
Total Exposure Value	\$15,340
Return on Investment	2.54 : 1
Cost per Thousand Impressions	\$5.64

**FOCAL AREA:** Lawn Care & Outdoor Watering (Co-promotion with Stormwater Education)

**TARGET AUDIENCE:** Adults; Age 25-64

The Water Awareness Subcommittee partnered with the Stormwater Education Subcommittee to promote smart spring lawn care and outdoor watering practices in FY15. The two-week campaign (March 23 through April 4) instructed Hampton Roads residents to work smarter, not harder when it comes to having a great outdoor landscape. The messages highlighted by this campaign included planting native/drought tolerant plants, using mulch and compost in flowerbeds, installing rain barrels,

**FOCAL AREA:** Infrastructure (Co-promotion with Fats, Oils & Grease Education)

**TARGET AUDIENCE:** Adults; Age 25-54

The Water Awareness Subcommittee also partnered with the Fats, Oils and Grease Education Subcommittee on a joint media campaign in early 2015. Messaging highlighted the “honest truth” about how our public water systems work and the cost of maintenance that is required to keep it all running smoothly. The two-week campaign, which ran from February 23 through March 8, included banner display ads on pilotonline.com and dailypress.com, 60-second radio ads, and Facebook ads.

As added value for the paid media campaign, the Subcommittees also received bonus spots and question of the week from The Tide (92.3/102.1), weekly Facebook posts with “did you know” tips for followers of the Entercom 1Thing website, and digital billboards or banner ads on the following station websites: 95.9 R&B, 94.9 The Point, 93.7 BOB FM, FM 99, and 1230 WJOI.



Infrastructure (Co-promotion with FOG Education)	
Paid Media (2 weeks)	
Radio	
Impressions	765,800
Reach	50.4%
Frequency	2.3
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	200,592
Clicks	133
CTR (Click Through Rate)	0.07%
Facebook	
Impressions	136,607
Clicks	1,395
CTR (Click Through Rate)	1.021%
Unpaid Media	
Added Value	\$11,007
Added Value Impressions	19,624
Overall Campaign	
Total Impressions	1,122,623
Total Budget (split between 2 committees)	\$10,029
Total Exposure Value	\$21,036
Return on Investment	2.10 : 1
Cost per Thousand Impressions	\$8.93

**FOCAL AREA:** Value of Tap Water: Rack Card and Green Magazine Advertisement

**TARGET AUDIENCE:** Adults; Age 25-54

The Subcommittee produced a new rack card in FY15 to convey the value of tap water. Among the features of this rack card is a comparison between the cost of an average water bill and other monthly household costs such as cable and internet service, a family cell phone package with data plan, and even a daily latte habit. The bottom line: tap water is a bargain and a great value! The rack card also explains some of the additional benefits that tap water provides beyond drinking. Tap water also contributes to public health, safety, economic development, and the overall quality of life we enjoy in Hampton Roads.



The same creative used for the rack card was adapted for use as an ad in Green Magazine, the supplemental insert developed in partnership with Coastal Virginia Magazine.

Value of Water Ad – Green Magazine	
Print Ad	
Total Impressions	221,000
Total Budget	\$2,445
Total Exposure Value	\$2,445
Return on Investment	1.0 : 1
Cost per Thousand Impressions	\$11.06

**FOCAL AREA:** Value of Tap Water: “What Do You Know?” Video Series

**TARGET AUDIENCE:** Entire Hampton Roads Community

The Water Awareness Subcommittee created a “man on the street” Q&A video series in FY15. Playing off the fact that askHRgreen.org typically gets “asked” lots of questions, the new video series turns the table on Hampton Roads residents to find out what they know about tap water. The video segments were filmed during several hours at the annual Earth Day Celebration at Mount Trashmore in Virginia Beach. Passersby were asked to respond to four questions:

1. How many gallons of water does the average person use at home per day?
2. How many gallons of water are used in Hampton Roads each day?
3. On average, how much does a gallon of water cost (in Hampton Roads)?
4. How important is it to have water available from your faucet 24/7/365?

The three videos were each one to two minutes in length and were posted to YouTube. The videos were promoted only on social media during FY15 and received nearly 600 views. The “What Do You Know?” videos will be part of a larger media campaign planned for FY16.





## fats, oils and grease education subcommittee

### Fats, Oils and Grease Education Subcommittee

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

**FOCAL AREA:** *Garbage Disposal Use*  
**TARGET AUDIENCE:** *Adults; Age 35-64*

In FY15, the FOG Education Subcommittee encouraged Hampton Roads residents to keep their kitchen plumbing free of clogs caused by fats, oils, and grease while doing all of their holiday cooking. The holiday-themed promotion ran from November 24 to November 30 and advised the public about the damaging effects of using the garbage disposal and pouring fats, oils, and grease down the drain. The one-week campaign included banner display ads on pilotonline.com and dailypress.com, 60-second radio ads, and Facebook ads.

As added value for the paid campaign, the Subcommittee also received bonus spots and video blogs on Eagle 97.3 and 92.9 The Wave, bonus spots and question of the week (including a minimum of 15 30-second promos per week) from The Tide (92.3/102.1), bonus spots and feature sponsorship from 106.9 The Fox; and bonus schedule on 1230 WJOI and ESPN 94.1.



Garbage Disposal Use – Holiday Theme	
Paid Media (1 week)	
Radio	
Impressions	412,100
Reach	28.3%
Frequency	2.3
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	78,212
Clicks	74
CTR (Click Through Rate)	0.09%
Facebook	
Impressions	77,932
Clicks	2,203
CTR (Click Through Rate)	2.827%
Unpaid Media	
Added Value	\$4,136
Added Value Impressions	11,506
Overall Campaign	
Total Impressions	582,056
Total Budget	\$5,774
Total Exposure Value	\$9,910
Return on Investment	1.72 : 1
Cost per Thousand Impressions	\$9.92

**FOCAL AREA:** *What Not to Flush*  
**TARGET AUDIENCE:** *Women; Age 25-54*

“It came from beneath the streets” was the theme of the FOG Subcommittee’s FY15 “what not to flush” media campaign. Themed after a classic horror movie, the campaign alludes to the potential for sanitary sewer overflows to occur when the public uses the toilet as a trash can. People often dispose of wipes, cotton balls/swabs and other personal hygiene items in the toilet without realizing the role these items play in clogging sanitary sewer lines and damaging wastewater machinery. This chilling campaign ran for one week between October 24 and November 2 and included banner displays on pilotonline.com and dailypress.com, 60-second radio ads, Facebook ads, and movie theater advertisements in 13 theaters across the region.

As added value for the paid campaign, the Subcommittee also sponsorship billboards from 92.9 The Wave, bonus

spots and question of the week (including a minimum of 15 30-second promos per week) from The Tide (92.3/102.1), sponsorship of the Entercom office lunch delivery contest and weekly Facebook posts with “did you know” tips for followers on all four Entercom station pages (over 260,000 followers), and sponsorship of classic country at 5 on US 106.1

campaign in early 2015. Messaging highlighted the “honest truth” about how our public water systems work and the cost of maintenance that is required to keep it all running smoothly. The two-week campaign, which ran from February 23 through March 8, included banner display ads on pilotonline.com and dailypress.com, 60-second radio ads, and Facebook ads.

As added value for the paid media campaign, the Subcommittees also received bonus spots and question of the week from The Tide (92.3/102.1), weekly Facebook posts with “did you know” tips for followers of the Entercom 1Thing website, and digital billboards or banner ads on the following station websites: 95.9 R&B, 94.9 The Point, 93.7 BOB FM, FM 99, and 1230 WJOI.



What Not To Flush	
Paid Media (1 week)	
Radio	
Impressions	265,050
Reach	46.0%
Frequency	1.7
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	105,416
Clicks	104
CTR (Click Through Rate)	0.10%
Facebook	
Impressions	88,405
Clicks	1,462
CTR (Click Through Rate)	1.654%
NCM Movie Theater	
Impressions	219,033
Unpaid Media	
Added Value	\$8,107
Added Value Impressions	23,071
Overall Campaign	
Total Impressions	700,975
Total Budget	\$10,785
Total Exposure Value	\$18,892
Return on Investment	1.75 : 1
Cost per Thousand Impressions	\$15.39

Infrastructure (Co-promotion with Water Awareness)	
Paid Media (2 weeks)	
Radio	
Impressions	765,800
Reach	50.4%
Frequency	2.3
Online Newspaper (The Virginian-Pilot & Daily Press)	
Impressions	200,592
Clicks	133
CTR (Click Through Rate)	0.07%
Facebook	
Impressions	136,607
Clicks	1,395
CTR (Click Through Rate)	1.021%
Unpaid Media	
Added Value	\$11,007
Added Value Impressions	19,624
Overall Campaign	
Total Impressions	1,122,623
Total Budget (split between 2 committees)	\$10,029
Total Exposure Value	\$21,036
Return on Investment	2.10 : 1
Cost per Thousand Impressions	\$8.93

**FOCAL AREA:** Infrastructure (Co-promotion with Water Awareness)

**TARGET AUDIENCE:** Adults; Age 25-54

The FOG Education Subcommittee partnered with the Water Awareness Subcommittee on a joint media

**FOCAL AREA:** *What Not to Flush - Stickers*

**TARGET AUDIENCE:** *Local Businesses and Municipal Facilities*

As a way to spread the “what not to flush” message, the Subcommittee developed water-proof, yet easy to remove stickers that could be posted in public restrooms across Hampton Roads. Local businesses are a natural audience for these stickers as they often suffer the consequences of the harmful flushing behaviors of their patrons. Likewise, committee members felt that municipal facilities should install these stickers in public and staff restrooms to further support the campaign.



**FOCAL AREA:** *Fats, Oils and Grease Regional Training Program*

**TARGET AUDIENCE:** *Food Service Establishment Employees and Grease Haulers*

In FY15, the FOG Education Subcommittee continued to utilize the regional website, [www.HRFOG.com](http://www.HRFOG.com), for training and certification. Through the website, grease haulers and food service industry employees receive free training and certification on proper maintenance of grease control devices and the harmful effects of FOG on the region’s sanitary sewer systems. The website helps locality staff manage, train and enforce the FOG ordinances present in some Hampton Roads municipalities.

In an effort to improve compliance with local FOG ordinances and enforcement programs, the committee also initiated sending a regional letter to local grease hauling companies. The letter, endorsed by representatives of the Regional Directors of Utilities Committee, informed haulers about providing their customers with the necessary information that is required of them at the time of inspection. By doing so, haulers can ensure their clients are operating under an adequate cleaning schedule, have proper documentation of all cleanings and required GCD maintenance, and remain in compliance with local ordinances.



### **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)**

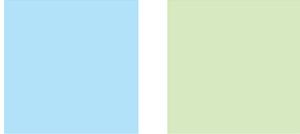
*The process of attracting traffic to a website from search engine results pages on a pay-per-click basis.*

### **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.*



# LITTER

DISPOSE OF CIGARETTE BUTTS IN THE PROPER RECEPTACLES

*let's keep our community clean*

[askHRgreen.org](http://askHRgreen.org)

Cigarette Litter Prevention Program



IS YOUR MONEY DRIP

THE WATER WASTING CULPRITS

(THE FICKLE FAUCET)

Just a few tweaks can fix those leaks and save you



PAPER TOWELS

HYGIENE PRODUCTS

EVEN "FLUSHABLE" WIPES

SOME THINGS WEREN'T MEANT TO BE IN THE TRASH

IT CAME FROM THE STREET

click to expand

's feast!

your drain.

ain.

GREEN UP HAMPTON ROADS!

RECYCLING MADE SUPER EASY

the less ends up in the trash, the more it could live FOREVER.

LET'S ALL TRASH LESS

PER PRODUCTS  no pizza boxes, milk cartons & juice boxes

papers, mail supplements, phone books, magazines, cardboard boxes flattened, cardboard rolls

& TIN \* clean, please

GLASS \* empty, please

aluminum foil, aluminum pie plates & containers, glass jars any color, glass bottles any color

TO THESE 6 TIPS YOU MUST

Hurry now, don't hesitate

1 TEST YOUR SOIL

2 PLANT MORE PLANTS

BAG IT! TRASH IT!

Learn waste local and t "Scor

