

10 responses

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Summary

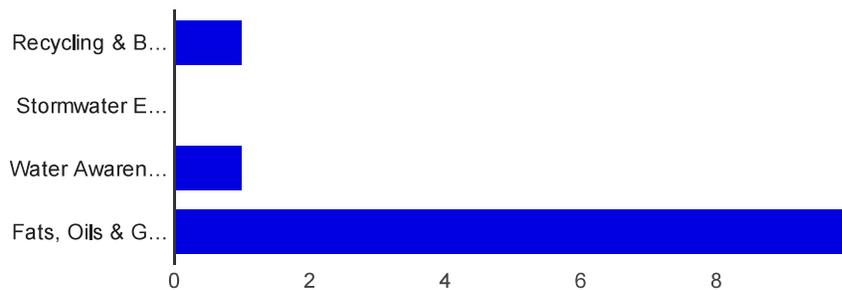
Your Name

- Catherine Filipowski
- Kate Bernatitus
- Dan Baxter
- Jerry Hoddinott
- Amanda Albright
- Sarah Crawford
- Brian Wilson
- Regina Duncan
- John Dittig
- Brent Werlein

Your Locality

- Norfolk
- Newport News
- City of Chesapeake
- HRSD
- Hampton
- Virginia Beach

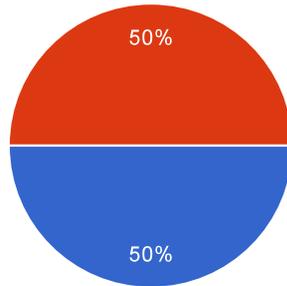
Your Committee - check all that apply



Recycling & Beautification	1	10%
Stormwater Education	0	0%
Water Awareness	1	10%
Fats, Oils & Grease	10	100%

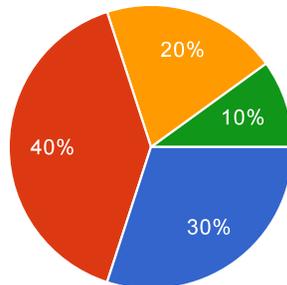
General Public Relations Strategies

Do you read the askHRgreen.org press releases that are sent to your email inbox?



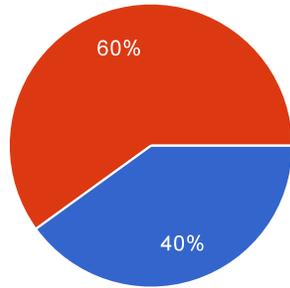
Almost Always	5	50%
Sometimes	5	50%
Rarely	0	0%
Never	0	0%
Other	0	0%

Do you read the askHRgreen.org newsletter?



Almost Always	3	30%
Sometimes	4	40%
Rarely	2	20%
Never/I do not subscribe	1	10%
Other	0	0%

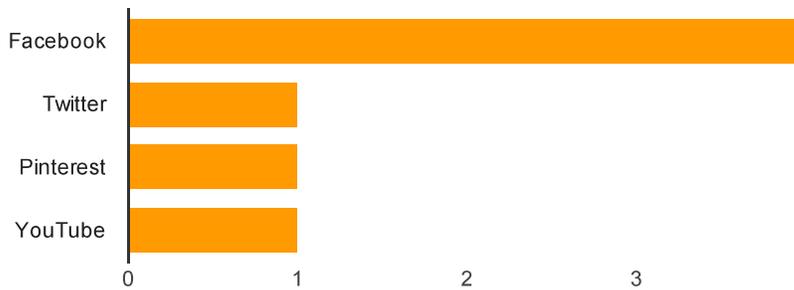
Do you follow askHRgreen.org on social media?



Yes	4	40%
No	6	60%
Other	0	0%

General Public Relations Strategies

If you follow askHRgreen.org on social media, which sites do you follow?
Check all that apply.

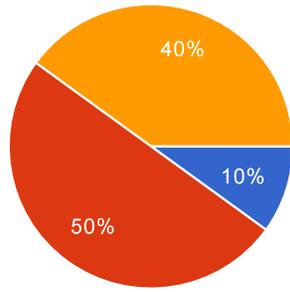


Facebook	4	100%
Twitter	1	25%
Pinterest	1	25%
YouTube	1	25%

General Public Relations Strategies

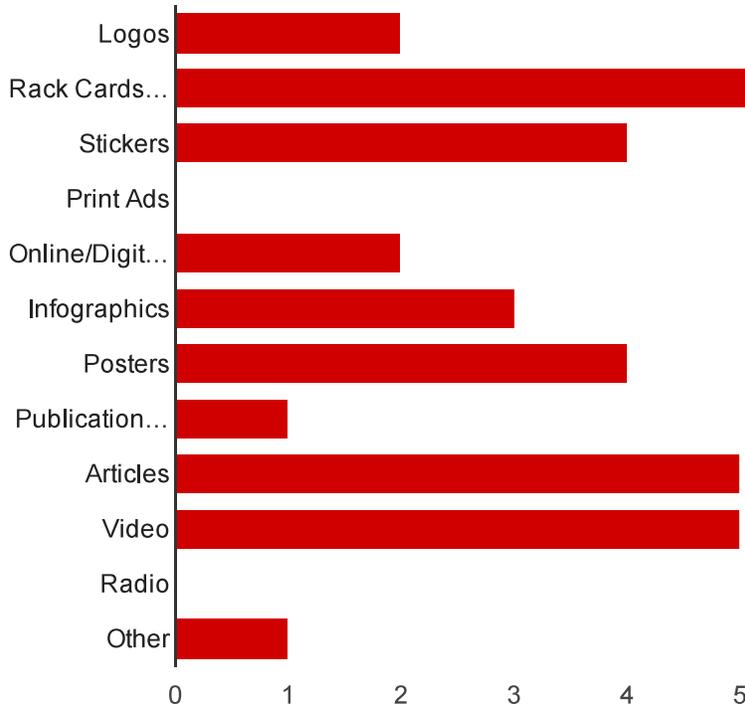
Do you use the askHRgreen.org Online Media Toolkit for accessing graphics, ads, articles, etc.?

Often	1	10%
Sometimes	5	50%
Rarely	4	40%
Never	0	0%
Other	0	0%



Materials are most useful to you?

Check all that apply.

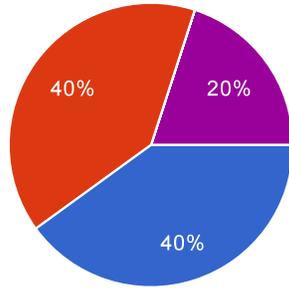


Logos	2	20%
Rack Cards/Brochures	6	60%
Stickers	4	40%
Print Ads	0	0%
Online/Digital Ads	2	20%
Infographics	3	30%
Posters	4	40%
Publications & Reports	1	10%
Articles	5	50%
Video	5	50%
Radio	0	0%
Other	1	10%

Other: Another individual does most of the public relations campaign.
(Virginia Beach)

General Public Relations Strategies

Does your locality allow you to share askHRgreen.org press materials (i.e. social media posts, media toolkit materials, press releases, etc.)?

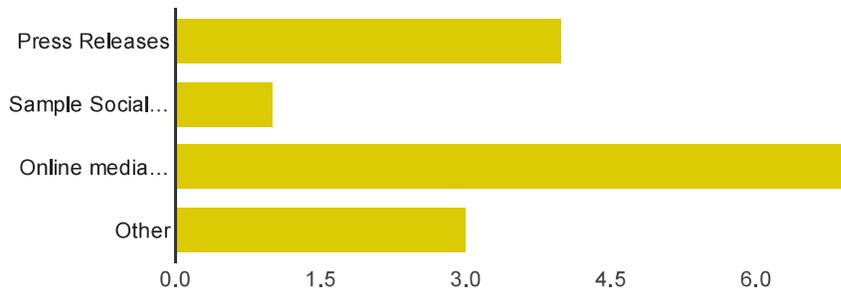


Almost Always	4	40%
Sometimes	4	40%
Rarely	0	0%
Never	0	0%
Other	2	20%

Other: Another individual is in charge of this. (Virginia Beach) Permission is granted on a case by case basis. (Norfolk)

General Public Relations Strategies

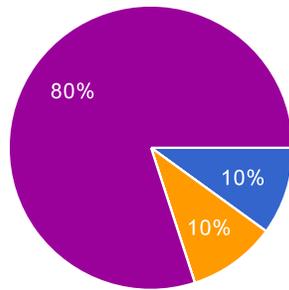
Which askHRgreen.org press materials do you share? Check all that apply.



Press Releases	4	40%
Sample Social Media Copy (sent with press release)	1	10%
Online media materials (print/digital ads, infographics, articles, videos, etc.)	7	70%
Other	3	30%

General Public Relations Strategies

Does your locality allow you to use the new askHRgreen.org letterhead template and other materials that are co-branded with your municipality name? (i.e. email signature, powerpoint template, stickers)



Other: Haven't asked (Norfolk, Newport

Almost Always	1	10%	News, HRSD x2, Regina, Chesapeake x2,
Sometimes	0	0%	
Rarely	1	10%	Virginia Beach)
Never	0	0%	
Other	8	80%	

General Public Relations Strategies

Briefly explain common barriers you have experienced locally in using askHRgreen.org press materials including social media posts, press releases, media toolkit materials, etc.

Upper management must approve every item. [Norfolk](#)

I'm not sure some staff are familiar enough with the information available on the website or how useful a resource it is. [Newport News](#)

Security issues [Newport News](#)

DPU web page is controlled by IT; materials are carefully reviewed before posting; the City's home page will allow some materials that a timely, i.e. freezing pipe warning; [Chesapeake Utilities](#) has no social media input.

No barriers, but I do stick to materials/messages that are related to wastewater or campaigns that we already support, like scoop the poop. [HRSD](#)

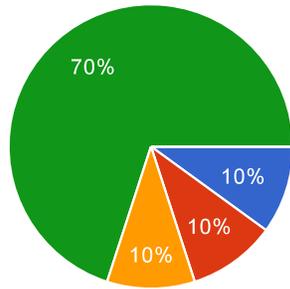
I haven't tried [Norfolk](#)

haven't had any barriers yet [Hampton](#)

Much of information seems geared to Storm Water and Recycling and Beautification. [VB](#)

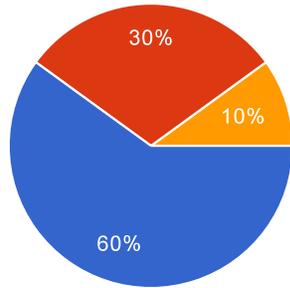
General Public Relations Strategies

Have you contributed to the askHRgreen.org blog?



Often	1	10%
Sometimes	1	10%
Rarely	1	10%
Never	7	70%
Other	0	0%

Are you willing to contribute short articles for the askHRgreen.org blog?

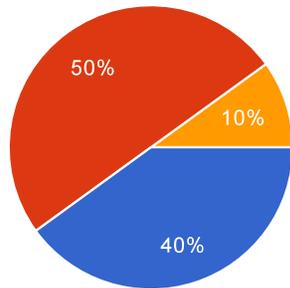


Yes	6	60%
No	3	30%
Other	1	10%

Other: Unsure (Chesapeake)

General Public Relations Strategies

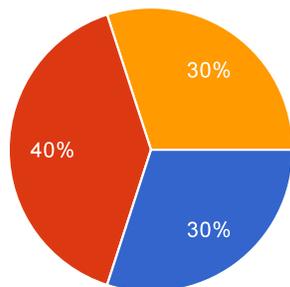
Did your locality use the askHRgreen.org trailer this past year?



Yes	4	40%
No	5	50%
Other	1	10%

Other: Unsure (Chesapeake)

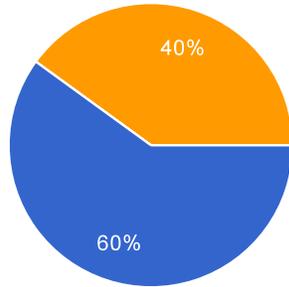
Do you have plans to use the askHRgreen.org trailer in the next year?



Yes	3	30%
No	4	40%
Other	3	30%

Other: Unsure (NN), Will assist on the trailer for scheduled events, (HRSD), Personally, no (VB)

Would you be willing to assist as a trailer host for a region-wide askHRgreen.org event this year?

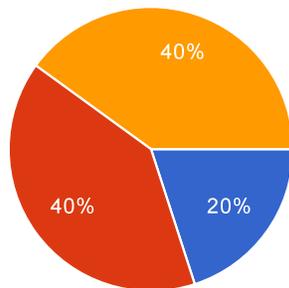


Yes	6	60%
No	0	0%
Other	4	40%

Other: Yes, if approved/available (VB, NO), Unsure (HRSD), do not have necessary transport equipment assigned to us (NN)

General Public Relations Strategies

askHRgreen.org Media Ambassadors serve as spokespersons for committee messages and participate in radio, TV and other media interviews on behalf of askHRgreen.org. Are you (or someone on your staff) willing to be an askHRgreen.org Media Ambassador?



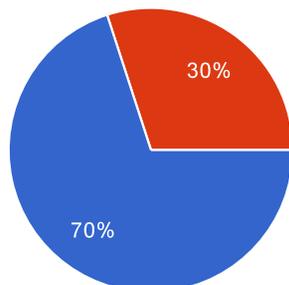
Yes	2	20%
No	4	40%
Other	4	40%

Other: Would need approval (NN), will help with materials (CH), Potentially (Amanda HRSD), Unavailable due to time (HA)

Public Relations Strategies for 2016-17

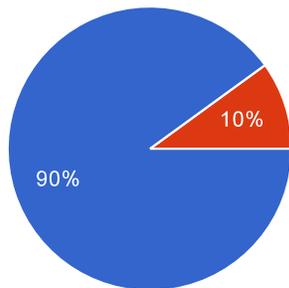
Rainy Day Sidewalk Messaging Campaign

What do you think of this idea?



Love it	7	70%
Like it	3	30%
Don't Like it	0	0%
Other	0	0%

If we were to implement this promotion, would you be willing to help with some of the behind-the-scenes planning, such as contacting city/county officials for site approval or applying the stencils?



Yes	9	90%
No	1	10%
Other	0	0%

Do you have additional feedback for us about this idea?

The sooner we get started on this one the better. It is a fresh fun inexpensive idea that will appeal to a younger generation than usually hears our message. [Norfolk](#)

I do love this idea. I was wondering if permission will be needed from property owners. In Newport News I think City Center and maybe the new Tech Center would be good places, but I was wondering too about CNU. I think it would go over well with the college crowd. [Newport News](#)

Not sure that when people are walking in the rain that they are receptive to messages on the sidewalk. How much is this going to cost? [Newport News](#)

It would be most effective is coupled with a major environmental emphasis like Earth Day. Media would already focused on the broad subject. Maybe have a contest to locate the sidewalk art. [Chesapeake](#)

A novel idea but not worth the time or effort for FOG [Norfolk](#)

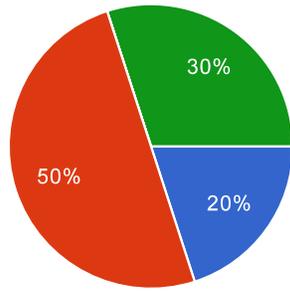
It is such a cool way to promote messaging to a broad audience. How long does the stencil last? [Hampton](#)

Public Relations Strategies for 2016-17

Stormy Weather Kit

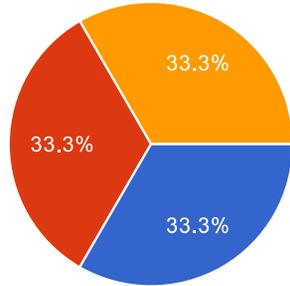
In terms of getting the word out about emergency preparedness as it relates to severe weather, what do you think of this idea?

Love it	2	20%
Like it	5	50%
Don't Like it	0	0%



Other: Don't like waterproof cover (NO), already enough of these resources (CH), doesn't apply (VB)

Would you be willing to help with some of the behind-the-scenes planning and research?



Yes 3 33.3%
 No 3 33.3%
 Other 3 33.3%
 Other: As time permits (NO, HA), Unsure (NN)

Do you have additional feedback for us about this idea?

Don't most of the local news channels put out similar publications or are they just hurricane guides? [Newport News](#)

This is a very practical idea that can include Pruning strategies for trees, preparation of house and adjacent structures and the importance of flood mitigation by proper litter and yard management. [Newport News](#)

I'm not sure how many people would actually read a booklet. [HRSD](#)

This does not really fit in with many of the messages that askHRgreen.org does. This should really be left up to the localities or the storm water group. [Virginia Beach](#)

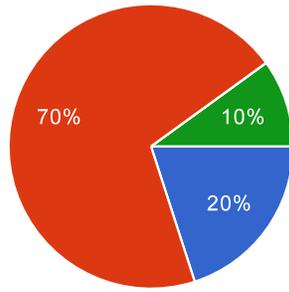
FOG Strategies for 2016-17

Clog Man

In terms of getting the word out about your primary FOG, What Not to Flush and garbage disposal messages, what do you think of this idea?

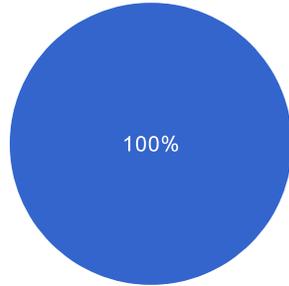
Other: General idea is good but graphics would have to be high quality and a long term commitment from committee (NO).

Love it	2	20%
Like it	7	70%
Don't Like it	0	0%
Other	1	10%

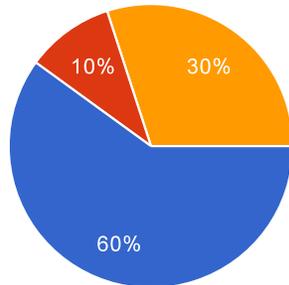


in concert with speaking association meetings and help us arrange

Yes	10	100%
No	0	0%
Other	0	0%



Would you be willing to speak at these meetings on behalf of askHRgreen.org about FOG certification guidelines and proper commercial disposal methods?



Yes	6	60%
No	1	10%
Other	3	30%

Other: No (CH), Yes, small groups (Cathy), Amanda/Ron best choice from HRSD (Sarah).

Do you have additional feedback for us about this idea?

Has anyone actually asked Dallas if we could do a take off of her "Earl the plumber" campaign? Would the cost of having a half decent 'actor' be less than the cartoon character? Th flexibility/capability of having a person that can go to events and draw attention may be well worth the difference in cost. [Norfolk](#)

You need to include an emphasis on Mixed use and Multi-family dwellings and how the lower floors can be adversely impacted by FOG caused backups [Newport News](#) Hampton does not have a restaurant association...do other localities have one? [Hampton](#)

Use FOG grant fund to sponsor a school design contest in which schools compete for an ART grant by submitting Clog Man ideas that we then use as a base model. Let them come up with the villain and hero look. [Virginia Beach](#)

Pick Your Favorites!

Rainy Day Sidewalk Messaging [Please rank each idea from favorite to least favorite.]



Strategy Ranking:

1 - Rainy Day Sidewalk

2 - Clog man

3 - Stormy Weather Kit

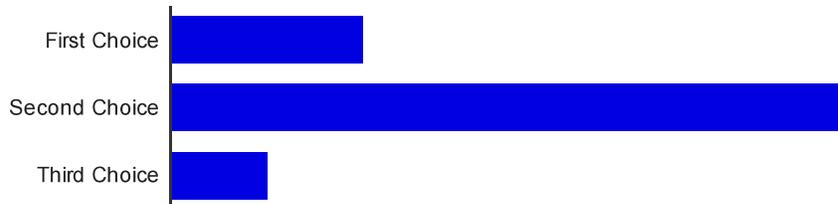
First Choice	7	70%
Second Choice	0	0%
Third Choice	3	30%

Stormy Weather Kit [Please rank each idea from favorite to least favorite.]



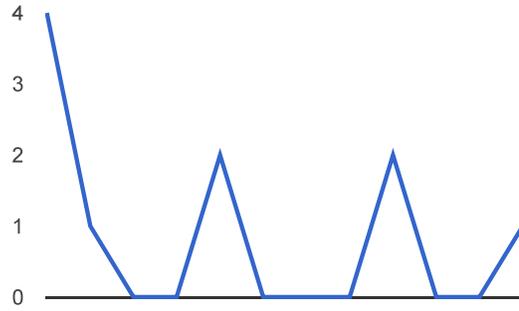
First Choice	1	10%
Second Choice	3	30%
Third Choice	6	60%

Clog Man [Please rank each idea from favorite to least favorite.]



First Choice	2	20%
Second Choice	7	70%
Third Choice	1	10%

Number of daily responses



askHRgreen.org Public Relations Survey

Thank you for taking a few minutes to complete this askHRgreen.org Public Relations Survey. The results of this survey will be used to guide decisions about promotional ideas and planning for the 2016-2017 fiscal year. Let's get started!

* Required

1. Your Name

.....

2. Your Locality

.....

3. Your Committee - check all that apply

Check all that apply.

- Recycling & Beautification
- Stormwater Education
- Water Awareness
- Fats, Oils & Grease

General Public Relations Strategies

This section will cover general askHRgreen.org Public Relations strategies. They are relevant to all four education committees. Please answer the questions below and add your thoughts in the "other" boxes when needed.

4. Do you read the askHRgreen.org press releases that are sent to your email inbox?

Mark only one oval.

- Almost Always
- Sometimes
- Rarely
- Never
- Other:

5. Do you read the askHRgreen.org newsletter?

Mark only one oval.

- Almost Always
- Sometimes
- Rarely
- Never/I do not subscribe
- Other:

6. Do you follow askHRgreen.org on social media?

Mark only one oval.

- Yes
- No Skip to question 8.
- Other:

General Public Relations Strategies

Social Media

7. If you follow askHRgreen.org on social media, which sites do you follow? Check all that apply.

Check all that apply.

- Facebook
- Twitter
- Pinterest
- YouTube

General Public Relations Strategies

Press Materials

8. Do you use the askHRgreen.org Online Media Toolkit for accessing graphics, ads, articles, etc.?

Mark only one oval.

- Often
- Sometimes
- Rarely
- Never Skip to question 10.
- Other:

General Public Relations Strategies

Press Materials

9. **Which askHRgreen.org Online Media Toolkit materials are most useful to you? Check all that apply.**

Check all that apply.

- Logos
- Rack Cards/Brochures
- Stickers
- Print Ads
- Online/Digital Ads
- Infographics
- Posters
- Publications & Reports
- Articles
- Video
- Radio
- Other:

General Public Relations Strategies

Press Materials

10. **Does your locality allow you to share askHRgreen.org press materials (i.e. social media posts, media toolkit materials, press releases, etc.)?**

Mark only one oval.

- Almost Always
- Sometimes
- Rarely
- Never *Skip to question 12.*
- Other:

General Public Relations Strategies

Press Materials

11. **Which askHRgreen.org press materials do you share? Check all that apply.**

Check all that apply.

- Press Releases
- Sample Social Media Copy (sent with press release)
- Online media materials (print/digital ads, infographics, articles, videos, etc.)
- Other:

General Public Relations Strategies

Brand Relations

12. Does your locality allow you to use the new askHRgreen.org letterhead template and other materials that are co-branded with your municipality name? (i.e. email signature, powerpoint template, stickers)

Mark only one oval.

- Almost Always
- Sometimes
- Rarely
- Never
- Other:

General Public Relations Strategies

Brand Relations

13. Briefly explain common barriers you have experienced locally in using askHRgreen.org press materials including social media posts, press releases, media toolkit materials, etc.

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General Public Relations Strategies

askHRgreen.org "Let's Talk Green" Blog

14. Have you contributed to the askHRgreen.org blog?

Mark only one oval.

- Often
- Sometimes
- Rarely
- Never
- Other:

15. Are you willing to contribute short articles for the askHRgreen.org blog?

Mark only one oval.

- Yes
- No
- Other:

General Public Relations Strategies

askHRgreen.org Trailer

16. Did your locality use the askHRgreen.org trailer this past year?*Mark only one oval.*

- Yes
- No
- Other:

17. Do you have plans to use the askHRgreen.org trailer in the next year?*Mark only one oval.*

- Yes
- No
- Other:

18. Would you be willing to assist as a trailer host for a region-wide askHRgreen.org event this year?*Mark only one oval.*

- Yes
- No
- Other:

General Public Relations Strategies**Media Ambassador Program****19. askHRgreen.org Media Ambassadors serve as spokespersons for committee messages and participate in radio, TV and other media interviews on behalf of askHRgreen.org. Are you (or someone on your staff) willing to be an askHRgreen.org Media Ambassador?***Mark only one oval.*

- Yes
- No
- Other:

Public Relations Strategies for 2016-17

This section will cover specific askHRgreen.org Public Relations proposals for committee feedback. These proposals are relevant to all four askHRgreen.org education committees. Please answer the questions below and add your thoughts in the "other" boxes when needed.

Rainy Day Sidewalk Messaging Campaign

Here's how it works: targeting well-populated Hampton Roads cityscapes, key campaign messages are applied to sidewalk surfaces, using stencils and an eco-friendly applicant. The messages "magically" appear when it rains or water is applied to the message area. The promotion could be supported with media relations and the development of a video series that captures the reactions of passersbys as they see the messages come to life. (Sample video

available at <https://www.youtube.com/watch?v=CBwpON6HIR8>)

20. What do you think of this idea?

Mark only one oval.

- Love it
- Like it
- Don't Like it
- Other:

21. If we were to implement this promotion, would you be willing to help with some of the behind-the-scenes planning, such as contacting city/county officials for site approval or applying the stencils?

Mark only one oval.

- Yes
- No
- Other:

22. Do you have additional feedback for us about this idea?

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Public Relations Strategies for 2016-17

Stormy Weather Kit

To encourage residents to prepare their homes and yards in advance of severe weather, askHRgreen.org is looking to develop a "Stormy Weather Kit" in the future for Hampton Roads residents. This small booklet (with a weatherproof cover) would contain quick-and-easy seasonal tips for battening down the hatches before heavy rain or winter weather events. "Neither rain, sleet, snow nor hail will stop askHRgreen.org from emergency preparedness!" This promotion could be conducted in partnership with other askHRgreen.org committees, which carry similar messaging.

23. In terms of getting the word out about emergency preparedness as it relates to severe weather, what do you think of this idea?

Mark only one oval.

- Love it
- Like it
- Don't Like it
- Other:

24. If we were to implement this promotion, would you be willing to help with some of the behind-the-scenes planning and research?

Mark only one oval.

- Yes
- No
- Other:

25. Do you have additional feedback for us about this idea?

.....

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.....

FOG Strategies for 2016-17

This section will cover specific askHRgreen.org Public Relations proposals for committee feedback. These proposals are being presented to only the FOG committee. Please answer the questions below and add your thoughts in the "other" boxes when needed.

Clog Man

As a way to promote your "how to prevent FOG down the drain," "what not to flush" and garbage disposal messages, askHRgreen.org is considering the development of a video series based on Clog Man, a grimy, goeey character who shows up when residents least want him – at holiday dinners, parties and when company comes to call. This promotional video series would include separate videos for residents and commercial establishments. Both would include cautionary tales of FOG gone bad and guidelines for keeping drains clog free.

26. In terms of getting the word out about your primary FOG, What Not to Flush and garbage disposal messages, what do you think of this idea?

Mark only one oval.

- Love it
- Like it
- Don't Like it
- Other:

27. We envisioned this promotion would be launched in concert with speaking engagements focused on city/county restaurant association meetings and related food industry events. Would you be willing to help us arrange engagements in your locality?

Mark only one oval.

- Yes
- No
- Other:

28. Would you be willing to speak at these meetings on behalf of askHRgreen.org about FOG certification guidelines and proper commercial disposal methods?

Mark only one oval.

- Yes
- No
- Other:

29. Do you have additional feedback for us about this idea?

.....

.....

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.....

.....

Pick Your Favorites!

30. Please rank each idea from favorite to least favorite. *

Mark only one oval per row.

	First Choice	Second Choice	Third Choice
Rainy Day Sidewalk Messaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stormy Weather Kit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clog Man	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>