



Annual Report of Fiscal Year 2016
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ABSTRACT

This report provides a summary of the fifth year of the askHRgreen.org public outreach and education initiative. The report contains six major sections. The first section provides background about askHRgreen.org. The second section provides an overview of overall campaign results for fiscal year 2015-2016. The third through sixth 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 2015-2016, approved by the Commission on June 18, 2015.

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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 2015-2016 Highlights

- 52,530 website visitors
- 21 million opportunities to see or hear askHRgreen.org in the media
- 7,721 students impacted through environmental education mini-grants
- 6,297 E-Newsletter Subscribers
- 1,781 Facebook Likes
- 1,740 Twitter Followers

Fiscal Year 2015-2016 Campaign Schedule and Results

Eleven environmentally-themed media campaigns and a Search Engine Marketing campaign ran for a combined total of 52 weeks of exposure in FY16. There were also regularly scheduled newsletters, blog posts, social media postings and ongoing public relations strategy and support.

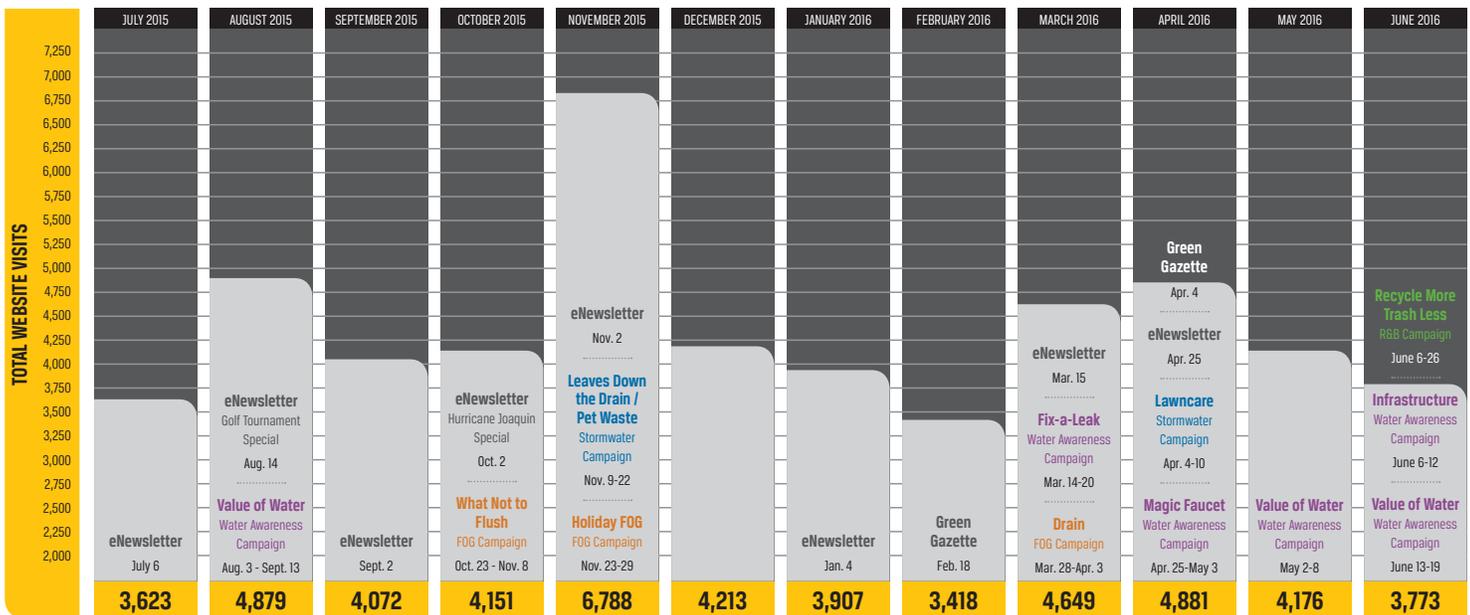
Campaign	Media	jul	aug	sep	oct	nov	dec	jan	feb	mar	apr	may	jun
What Do You Know? Water Video Series	O-S												
What Not to Flush	R-O-M-S												
Leaves/Pet Waste	R-O-S												
Holiday FOG Down the Drain	R-O-S												
Fix a Leak	T-O-S												
FOG Down the Drain	T-O-F												
Lawncare/Soil Testing	T-O-F												
Find the Magic Faucet	R-O												
Value of Water	T-O-F												
Water Infrastructure	T-O-F												
Recycle More, Trash Less	R-O-F												
askHRgreen.org E-Newsletter													
Public Relations													
Search Engine Marketing													
askHRgreen.org Blog Articles													

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

Total Advertising Weeks	52
Impressions	
Television	12.3 million
Radio	4.2 million
Online (media website display, native content, targeted display, video pre-roll)	1.48 million
Movie Theater Advertising	219,033
Search Engine Marketing (SEM)	180,923
Social Media (Facebook, YouTube, Twitter)	1.19 million
Public Relations	1.16 million
Added Value	530,594
Budget	
Media	\$155,480
Public Relations	\$23,276
Creative & Web Development	\$72,064
Consulting	\$11,717
Value	
Media Added Value	\$75,134
Public Relations Value	\$125,054
Totals	
Impressions	21.3 million
Budget	\$262,537
Campaign/Exposure Value	\$462,725
Cost per Thousand Impressions	\$12.31
Return on Investment	1.76 : 1

MONTHLY PROMOTIONS & WEBSITE VISITATION

AS OF JUNE 30, 2016



SEARCH ENGINE MARKETING July 1, 2015 - June 30, 2016

Website Analytics

askHRgreen.org Website Statistics

	2011-12	2012-13	2013-14	2014-15	2015-16
Visits	27,424	32,697	55,505	58,279	52,530
Unique Visitors	19,920	25,092	43,547	46,994	42,539
Pageviews	67,047	72,270	116,818	103,228	93,177
Pages per Visit	2.42	2.21	2.10	1.77	1.77
Average Visit Duration	2:19	2:10	1:48	1:26	1:32
Bounce Rate	61.24%	61.27%	64.37%	74.80%	74.92%
% New Visits	70.78%	75.50%	77.74%	79.87%	80.44%

Top 10 Website Traffic Sources

	#	%
Google (organic)	19,996	38.1%
Direct	9,654	18.4%
Google cpc (SEM)	3,600	6.9%
WTKR (display)	1,420	2.7%
WTKR (targeting)	1,371	2.6%
m.facebook.com (referral)	1,327	2.5%
Bing (organic)	1,278	2.4%
facebook.com (referral)	928	1.8%
hrfog.com (referral)	906	1.7%
Yahoo (organic)	845	1.6%

askHRgreen.org Website Visitors by Locality

	Number	% of Total Visitation
Virginia Beach	10,265	19.5%
Norfolk	4,827	9.2%
Chesapeake	4,061	7.7%
Newport News	3,203	6.1%
Hampton	2,163	4.1%
Suffolk	1,505	2.9%
James City County/Williamsburg	1,089	2.1%
Portsmouth	1,064	2.0%
Poquoson	332	0.6%
Smithfield	276	0.5%
Gloucester	157	0.3%
Yorktown	127	0.2%
Other	23,461	44.7%



askHRgreen.org campaign initiatives & results

SEO and SEM Campaigns

In FY16, askHRgreen.org continued Search Engine Optimization (SEO) tactics and Search Engine Marketing (SEM) campaigns to increase and improve traffic to the website.

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

Organic Search Results				
	2012-13	2013-14	2014-15	2015-16
Clicks	8,513	14,842	20,637	21,274

The askHRgreen.org SEM campaign utilizes Google AdWords and Bing Ads pay-per-click advertising to increase traffic to the askHRgreen.org website. By bidding on select keywords and phrases, search ads direct search traffic to relevant content on the askHRgreen.org site. In total, the active SEM campaigns garnered more than 180,000 impressions and 4,500 clicks to the askHRgreen.org website in FY16.

SEM Campaigns				
Google & Bing Ad Campaigns	Impressions	Clicks	CTR	Avg. Ad Position
Recycling & Beautification	79,385	2,054	2.59%	1.9
Stormwater	36,028	796	2.21%	1.62
askHRgreen.org	10,985	624	5.68%	1.21
askHRgreen-R&B	10,191	321	3.15%	1.99
FOG	13,667	291	2.13%	2.06
Water Awareness	18,158	235	1.29%	1.99
askHRgreen-FOG	2,768	58	2.10%	2.64
askHRgreen-askHRgreen.org	1,620	56	3.46%	1.4
askHRgreen-Water	4,940	53	1.07%	2.88
askHRgreen-Stormwater	3,181	35	1.10%	2.04
Total	180,923	4,523	2.50%	1.86

Of all the ad groups in both the Google and Bing SEM campaigns, the chart on the following page is a look at the top 50 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. For the full SEM report, please see appendix A.

Sample SEM ads:

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

[AskHRGreen.org](#)
askHRgreen.org
Your Go-To Resource For Everything Green in Hampton Roads. Learn More!

[Medication Disposal](#)
askHRgreen.org
Before You Flush Your Old Medicine Learn More On The Proper Way Here.

[Dispose Of Cooking Oil](#)
askHRgreen.org
Fats, Oils & Grease Need To Be Disposed Of Properly. Read More Now

[Thirsty? Drink Tap Water](#)
askHRgreen.org
Drink Tap Water in Hampton Roads With A High Level Of Confidence!

[Test Your Soil](#)
askHRgreen.org
Follow These Steps To Test Your Soil Before You Fertilize Your Lawn

Top 50 Ad Groups by Clicks

July 1, 2015 - June 30, 2016

Ad Group	Campaign	Clicks	Impr.	CTR	Avg. Pos.	Avg. CPC
Electronics Recycling	R&B	807	12,732	6.34%	1.93	USD 1.99
Recycling at Home/Residential Recycling	R&B	651	44,959	1.45%	2.10	USD 2.42
What to Recycle	R&B	443	15,352	2.89%	1.46	USD 1.67
askHRgreen.org	askHRgreen.org	390	1,267	30.78%	1.02	USD 0.61
Medication Disposal	Stormwater	332	4,409	7.53%	2.02	USD 2.25
Electronics Recycling	ASKHRGreen- R&B	200	4,182	4.78%	1.91	USD 2.23
Fat/Oil/Grease Disposal	FOG	160	5,577	2.87%	2.00	USD 2.46
The Business of Recycling	R&B	120	2,724	4.41%	1.36	USD 1.91
Soil Testing	Stormwater	117	7,142	1.64%	1.55	USD 3.46
Drinking Water/Tap Water	Water	114	8,559	1.33%	1.49	USD 3.28
TMDL	Stormwater	109	4,444	2.45%	1.19	USD 2.80
Environmental Education	askHRgreen.org	93	4,830	1.93%	1.19	USD 3.53
Keep Hampton Roads Beautiful Golf Tournament	Stormwater	83	6,358	1.31%	1.38	USD 3.68
Hampton Roads Environment	askHRgreen.org	80	604	13.25%	1.17	USD 1.03
Garbage Disposal Problems	FOG	67	2,640	2.54%	1.59	USD 3.67
Stormwater / Stormwater Runoff	Stormwater	64	4,374	1.46%	1.40	USD 3.47
Green Home/Practices	askHRgreen.org	53	3,942	1.34%	1.32	USD 2.53
Pet Waste	Stormwater	49	5,225	0.94%	1.46	USD 2.63
What to Recycle	ASKHRGreen- R&B	45	1,430	3.15%	1.93	USD 1.10
Recycling at Home/Residential Recycling	ASKHRGreen- R&B	45	3,361	1.34%	2.08	USD 1.76
Fixing Leaks/Indoor Plumbing	Water	45	4,944	0.91%	3.07	USD 4.00
FOG Certification	FOG	37	2,350	1.57%	3.21	USD 3.18
askHRgreen.org	ASKHRGreen- askHRgreen.org	30	92	32.61%	1.00	USD 0.22
Bottled Water	Water	30	962	3.12%	1.75	USD 3.39
Garbage Disposal Problems	ASKHRGreen- FOG	24	426	5.63%	1.79	USD 1.44
Conservation/Wise Water Use	Water	22	880	2.50%	1.42	USD 3.31
Bottled Water	ASKHRGreen- Water	19	3,465	0.55%	3.17	USD 1.15
The Business of Recycling	ASKHRGreen- R&B	18	547	3.29%	1.58	USD 0.95
Medication Disposal	ASKHRGreen- Stormwater	16	1,063	1.51%	2.65	USD 2.85
Conservation/Wise Water Use	ASKHRGreen- Water	16	306	5.23%	1.92	USD 1.96
Yard Debris	Stormwater	16	766	2.09%	2.51	USD 4.40
Sanitary Sewer System	FOG	16	1,752	0.91%	1.75	USD 3.97
Environmental Education	ASKHRGreen- askHRgreen.org	15	803	1.87%	1.32	USD 2.70
Plastic Bag Recycling	R&B	14	528	2.65%	1.85	USD 1.39
Reusable Shopping Bags / Bring Your Own Bag	R&B	13	2,948	0.44%	1.45	USD 5.44
Cigarette Litter	Stormwater	11	583	1.89%	1.45	USD 2.92
Clogs/Unclog Pipes	ASKHRGreen- FOG	11	376	2.93%	2.75	USD 5.65
Food Waste Disposal	FOG	11	1,335	0.82%	1.64	USD 2.61
Food Waste Disposal	ASKHRGreen- FOG	10	539	1.86%	3.09	USD 1.36
Drinking Water/Tap Water	ASKHRGreen- Water	10	640	1.56%	1.64	USD 1.96
Pet Waste	ASKHRGreen- Stormwater	9	998	0.90%	1.46	USD 2.40
Native Plants	Water	9	317	2.84%	1.14	USD 2.69
Public (Water) Infrastructure	Water	9	2,125	0.42%	2.01	USD 6.88
Reusable Shopping Bags / Bring Your Own Bag	ASKHRGreen- R&B	7	479	1.46%	2.66	USD 2.37
FOG Certification	ASKHRGreen- FOG	7	489	1.43%	3.43	USD 1.89
Plastic Bag Recycling	ASKHRGreen- R&B	6	178	3.37%	1.90	USD 2.27
Lawn Care Provider	Stormwater	6	1,035	0.58%	4.31	USD 5.88
Fertilizing	Stormwater	6	915	0.66%	1.52	USD 4.57
Recycling at School	R&B	6	142	4.23%	1.51	USD 2.96
Green Home/Practices	ASKHRGreen- askHRgreen.org	5	518	0.97%	1.59	USD 1.41
All Results		4,523	180,923	2.50%	1.86	USD 2.21

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.

Coastal Virginia Magazine Partnership

For a second year, askHRgreen.org partnered with Coastal Virginia (CoVa) Magazine to develop articles and infographics specific to the campaign's messaging – and of interest to the magazine's readers. askHRgreen.org team leaders and committee members worked closely with the CoVA staff to select article topics, provide sources for the writers, and review the finished copy and layout. The final content covers everything from green landscaping and smart outdoor water use to news of the Bay Star Homes program, eco-friendly events, the askHRgreen.org mini-grant program, regional resource recovery centers, and green-focused art and food stories.

To date, these special askHRgreen.org editorial features have appeared in the April, May-June and July-August issues of Coastal Virginia Magazine, with additional articles to appear in the magazine through 2017.

THE BIG askHRgreen.org PUZZLER

GUIDE THE RAIN DROP

Follow a drop of water as it falls from the sky, goes down the roof through the gutters, avoiding the debris as it makes it way to the storm drain. Then trace how it moves out to the storm drain.

IS YOUR DRAIN IN PAIN?

Some things just aren't supposed to go down the drain, no matter what they say on the label. Put an "X" on the items you should never send swirling down the drain.

- FOOD SCRAPS
- TOILET PAPER
- DIRTY WATER
- FLUSHABLE WIPES
- OILS / GREASE

PREHISTORIC WATER?!

Did you know that it's possible for you to drink water from the dinosaur era? Why? THANKS TO THE WATER CYCLE, WATER IS BEING CONSTANTLY RECYCLED!

WHAT'S TRASH AND WHAT'S TREASURE?

Recycling at home is one of the easiest ways to help the environment. Sort the trash from the treasure by drawing a line from the items to the proper bin. Don't let the recyclables go to waste!

WHERE DOES RAIN WATER GO FROM HERE?

FOR MORE FUN FACTS AND ANSWERS TO THIS PAGE, HOP ONLINE AND HEAD TO askHRgreen.org/PUZZLER-ANSWERS

HOW TO MAKE YOUR OWN RAIN BARREL

YOU'LL NEED

- A heavy-duty trash can
- 1/2" Hose bib
- 1/2" Faucet tailpipe nuts (2)
- #15 O-rings (2)
- 1/2" Threaded nipple
- 1/2" Threaded PVC extender
- 4 Small screws
- 7"x7" Nylon screen
- 6" Chimney pipe trim collar

TOOLS

- Drill w/ screw tip
- 3/4" paddle or "spade" drill bit
- Tin Snips or Jig Saw

DIRECTIONS

- Drill a 3/4" hole near the top of your barrel and insert the 1/2" threaded PVC extender into the hole.
- Slide one O-ring onto the threaded end of the extender from the inside and secure it with a faucet tailpipe nut.
- Drill a 3/4" hole approximately 3" to 4" from the bottom of your barrel.
- Screw a 1/2" threaded nipple to the hose bib. Insert it into the bottom hole.
- Slide the second O-ring over the threaded nipple from the inside of the barrel and the screw on a faucet tailpipe nut until it's secure.
- Cut a 5" hole in the barrel lid using tin snips or a jigsaw.
- Trim nylon screening to fit the chimney pipe trim collar.
- Place the screen, then fit the trim collar over the hole of the lid and attach it with screws.
- It's a good idea to level your rain barrel on concrete blocks to ensure it fills.

Next rainy day and you're good to go!

TIPS TO IMPROVE YOUR YARD

Good soil is like gold to homeowners and gardeners. Probably the most important thing you can do to improve your lawn and garden is to improve your soil. Whether you're growing prize tomatoes, silky camellias, a healthy lawn or native grasses, the soil comes first.

FOR MORE INFORMATION ON KEEPING YOU

ADD COMPOST

Compost is a mixture of organic matter that has decomposed and been recycled, creating a rich humus for lawn and garden. Composting isn't just eco-friendly, it helps your soil to retain more nutrients, moisture and air.

HAVE YOUR SOIL TESTED

Before you fertilize, test your soil to see if your lawn is lacking any nutrients. If you apply more nitrogen and phosphorus than your lawn can absorb, it may end up in our waterways. Soil test kits can be found at garden stores or a local Virginia Cooperative Extension office.

WHERE DOES IT ALL GO?

Do you know the difference between trash and recyclables? How about what has to go to a special recycling center and what can be picked up curbside? And what's the smart thing to do with bacon grease? Check the categories and test yourself.

Curbside Recycling Container	Glass Jar/Bottle	Paper	Plastic Bottles
	Aluminum Can	Cardboard Box	
Specialty Recycling / Drop-off Center	Plastic Bags	TVs	Chemicals/Paint
	Computers	Batteries	Yard Waste (compost, grass clippings, leaves)
Your Garbage Can	Disposable Wipes	Styrofoam	Diapers & Hygiene Products
	Soiled Pizza Box	Cat Litter	Cooking Grease (pour it in a can and freeze it first)
Your Bathroom Toilet	Only Toilet Paper and what comes out of you... NOTHING ELSE! No paper towels or trash. FYI... "flushable" wipes are not flushable!		
Your Local Donation Facility	Clothing	Toys	Lamps
	Books	Furniture	Kitchen Goods (pots, pans, dishes, etc.)

FOR ALL THE DETAILS ON RECYCLING IN YOUR AREA, CHECK US OUT AT askHRgreen.org/RECYCLING-AT-HOME/

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, 82 interesting posts were published throughout the year covering everything from plastic bag recycling to deep-fried turkeys.



E-newsletter

The askHRgreen.org e-newsletter is shared via email to media contacts and an ever-growing list of citizens whose email addresses have been collected at events and through online promotions. In FY16, a total of nine e-newsletters covering seasonal “green” tips, events, askHRgreen.org campaign updates, and a survey were sent out. By the end of FY16, the askHRgreen.org subscriber list was already up to more than 6,000 subscribers and it continues to grow.

In addition to the askHRgreen.org e-newsletter, the Stormwater Education Subcommittee developed a Bay Star Homes e-newsletter in FY16 called the “Green Gazette.” This newsletter was sent out to citizens who subscribed through the Bay Star Homes program and featured homeowner spotlights, storm drain marking information, local cleanup events, etc.

askHRgreen.org E-Newsletter Statistics	
Subscribers	6,297
Total Emails Sent	50,001
Total Opens	7,301
Open Rate	14.6%
Total Clicks	838
CTR (Click Through Rate)	1.7%

Bay Star Home “Green Gazette” E-Newsletter Statistics	
Subscribers	1,299
Total Emails Sent	2,608
Total Opens	759
Open Rate	29.1%
Total Clicks	71
CTR (Click Through Rate)	2.7%

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

November - December 2015

3Rs Home Yard Business Community Classroom

AMERICA RECYCLES DAY

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

COME CELEBRATE WITH US AT LOCATIONS ACROSS HAMPTON ROADS!

Let's Celebrate America Recycles Day!

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

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

Collection events differ by locality but may accept **electronics, plastic bags, ink and toner cartridges, household hazardous waste, documents for shredding or unwanted household items and clothing.** Find out what's happening where you live! Then help us celebrate America Recycles Day.

CIGARETTE

THE BAY STAR HOMES GREEN GAZETTE

Presented in partnership with askHRgreen.org

How to Live the Green Life in your Bay Star Home WINTER 2016

Welcome

■ HI, NEIGHBOR!

Welcome to the first issue of the Green Gazette, brought to you by the Bay Star Homes folks at askHRgreen.org. You're receiving this e-newsletter because you have committed to do your part for a cleaner, healthier Chesapeake Bay by practicing at least eight environmentally-friendly behaviors in your home and yard. Good for you! We really appreciate your taking the pledge, and we encourage you to spread the word to your neighbors and friends by:

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, ads, rack cards, brochures, tip cards, and posters, there are feature articles, publications, infographics, radio ads, videos, and stickers available, too.



Media Ambassadors

Media Ambassadors are askHRgreen.org committee members who have been invited to serve as spokespeople for the campaign. In this role, media ambassadors take part in an annual media training, participate in media interviews as representatives of askHRgreen.org and their locality, and assist with special assignments. These media ambassadors represent the many faces, voices and facets of the campaign, as they relay important news and messages among a variety of regional media.

In February 2016, the askHRgreen.org media ambassadors took part in the 4th annual media training at the Hampton Roads Planning District Commission. During the training, team members discussed long term PR goals as well as a variety of tactics to make the askHRgreen.org campaign easily adaptable for each of our 17 member jurisdictions. Co-branded materials such as web banners, name tags, brochure stickers, presentation templates, and social media messaging were just a few of the ways in which media ambassadors can now help to spread campaign information throughout the localities they serve. Also during the training, team members reviewed tips on preparing for the interview process, screened sample interviews, and discussed tips for conducting a good interview with the media.



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 FY16, team members represented askHRgreen.org at 27 community events.

2015-2016 Regional Events

8/4	Hunt Club Civic League National Night Out	Virginia Beach
8/28 - 8/30	Africana2015	Virginia Beach
9/12	RiverFest	Norfolk
9/16 - 9/21	Isle of Wight County Fair	Windsor
9/19	HR Sustainable Living Expo/LRNow Fall Festival	Virginia Beach
9/19	NN Go Green Expo	Newport News
9/19	Warhill High School Car Show & Vendor Fair	Williamsburg/ James City County
10/3	Arbor Day Event @ Lafayette Park	Norfolk
10/8-10/11	Peanut Festival	Suffolk
10/12	Keep Hampton Roads Beautiful Golf Tournament	Chesapeake
10/14	NASA Energy Expo	Hampton
10/22	Canon Environmental Fair	Newport News
2/12 - 2/14	Coastal Virginia Home & Garden Show	Hampton
2/19 - 2/21	Mid Atlantic Home & Outdoor Living Show	Virginia Beach
3/12	Community Association Day	Virginia Beach
4/16	VLM Earth Day	Newport News
4/21	TCC Earth Day	Chesapeake
4/30	8th Annual Community Empowerment Fair	Newport News
4/30	James River Fest	Williamsburg/ James City County
5/3	Drinking Water Week Magic Faucet Promotions	Virginia Beach & Newport News
5/7	EcoFest	Norfolk
5/26	Sensible Seafood Fest	Virginia Beach
5/27	Blayton Elementary Spring Carnival	Williamsburg/ James City County
6/7	CMA CGM Environmental Fair	Norfolk
6/18	Boardwalk Arts Family Fest	Virginia Beach
6/25	Smithfield Olden Days	Smithfield
6/28	Hilton Village Public Meeting	Newport News



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 FY16, a total of \$8,422 was awarded through 19 mini grants reaching more than 7,000 students in 7 localities across Hampton Roads.



2015-2016 Environmental Education Mini Grants			
Project	Locality	Students	Grant
Aquariums in the Classrooms	Norfolk	125	\$ 250.00
BTW Wetland Restoration Project	Norfolk	125	\$ 250.00
Aquaponics	Virginia Beach	63	\$ 500.00
Growing Partnerships	Chesapeake	600	\$ 196.00
All a Flutter with Birds & Butterflies	Hampton	600	\$ 500.00
Lifecycle Garden	Hampton	400	\$ 500.00
Willoughby Science Pond	Norfolk	197	\$ 500.00
Carolyn Bernard Stadium Renewal Project	Chesapeake	2000	\$ 500.00
Water Bottle Refilling Station	Yorktown	1200	\$ 500.00
Boot the Bags EGBC	Hampton	20	\$ 400.00
John Yeates Middle Recycling	Suffolk	1200	\$ 500.00
The Importance of Native Plants to Butterflies	Virginia Beach	120	\$ 410.00
Paper Recycling Program	Norfolk	21	\$ 417.00
Compost Education Program	Norfolk	170	\$ 499.00
VBFS Recycling: Moving Toward a No Waste Campus	Virginia Beach	200	\$ 500.00
Campus Cleanup	Chesapeake	100	\$ 500.00
Paradise Creek Nature Park Ambassadors After School Program	Portsmouth	15	\$ 500.00
Granby Go Green Garden & Club	Norfolk	15	\$ 500.00
Newtown Elementary Learning Garden	Virginia Beach	550	\$ 500.00
		7,721	\$ 8,422.00

Recycling & Beautification Subcommittee awarded \$5,476 • Stormwater Education Subcommittee awarded \$1,000 • Water Awareness Subcommittee awarded \$1,946



Public Relations

FY16 was another busy year for askHRgreen.org in the media. Twelve 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 cigarette litter prevention to lawn fertilization. Team members participated in a number of informative interviews throughout the year as well.



COMMITTEE	DATE	MEDIA OUTLET	TOPIC	LENGTH	CIRC./IMP	PUBLIC RELATIONS VALUE
askHRgreen.org	Sunday, August 30, 2015	Norfolk Compass	A green return to school: Tips for going green	1/2 page	25,049	\$ 2,227.50
askHRgreen.org	Sunday, August 30, 2015	Portsmouth Currents	A green return to school: Tips for going green	1/2 page	26,624	\$ 2,227.50
askHRgreen.org	Sunday, August 30, 2015	Chesapeake Clipper	A green return to school: Tips for going green	1/2 page	33,226	\$ 2,722.50
askHRgreen.org	Sunday, August 30, 2015	Virginia Beach Beacon	A green return to school: Tips for going green	1/2 page	61,958	\$ 5,526.00
askHRgreen.org	Friday, November 27, 2015	WVEC-TV Daybreak News (6a-7a)	Going Green for the Holidays interview with	2:13 minutes	130,000	\$ 2,625.00
askHRgreen.org	June 2016 Issue	Tidewater Family Magazine	Go green this summer, tips for making good	1/2 page	30,000	\$ 2,611.77
askHRgreen.org	TOTAL				306,857	\$ 17,940.27
FOG	Sunday, November 22, 2015	Chesapeake Clipper Online	Cooking for holiday chefs	10 col inches	5,000	\$ 317.64
FOG	TOTAL				5,000	\$ 317.64
R&B	Sunday, March 3, 2016	Portsmouth Currents	If litter bugs you like it does me, step up and	1/3 page (17.5 col inches)	26,624	\$ 1,417.50
R&B	Sunday, March 3, 2016	Suffolk Sun	If litter bugs you like it does me, step up and	1/3 page (17.5 col inches)	12,789	\$ 1,260.00
R&B	Tuesday, April 5, 2016	Suffolk News-Herald	Stations make scooping easy.	33 col inches	30,000	\$ 2,562.12
R&B	Sunday, March 3, 2016	Norfolk Compass	If litter bugs you like it does me, step up and	1/3 page (17.5 col inches)	25,049	\$ 1,417.50
R&B/CLPP	Thursday, July 16, 2015	The Daily Press	Notes and Noteables: No butts about it	6 col inches	57,456	\$ 758.16
R&B/CLPP	Monday, August 03, 2015	Inside Business	Reducing cigarette butt litter in Hampton Roads	3/4 page	9,000	\$ 7,811.31
R&B/CLPP	Thursday, August 06, 2015	Virginia Beach Beacon	VB gives away ashtrays to discourage litter	8.5 col inches	61,958	\$ 1,326.00
R&B/CLPP	Sunday, November 15, 2015	SouthsideDaily.com, Virginia Beach	Program in VB and other cities finds success	18.3 col inches	5,000	\$ 450.00
R&B	TOTAL				227,876	\$ 17,002.59
STORM	Sunday, October 25, 2015	Norfolk Compass	Small changes pay big environmental dividends	12.5 col inches	25,049	\$ 1,012.50
STORM	Sunday, October 25, 2015	Portsmouth Currents	Small changes pay big environmental dividends	12.5 col inches	26,624	\$ 1,012.50
STORM	Sunday, October 25, 2015	Chesapeake Clipper	Small changes pay big environmental dividends	12.5 col inches	33,226	\$ 1,237.50
STORM	Sunday, October 25, 2015	Virginia Beach Beacon	Small changes pay big environmental dividends	12.5 col inches	61,958	\$ 2,512.50
STORM	Sunday, October 25, 2015	Suffolk Sun	Small changes pay big environmental dividends	12.5 col inches	12,789	\$ 900.00
STORM	Sunday, November 22, 2015	WVEC-TV Coastal Connections (12p-1230p)	Bay Star Homes and Keeping Leaves out of	5:00 minutes	1,000	\$ 750.00
STORM	Sunday, December 06, 2015	Norfolk Compass	Close encounters: Don't blow it Hampton Roads	2 col inches	25,049	\$ 162.00
STORM	Sunday, December 06, 2015	Portsmouth Currents	Close encounters: Don't blow it Hampton Roads	2 col inches	26,624	\$ 162.00
STORM	Sunday, December 06, 2015	Chesapeake Clipper	Close encounters: Don't blow it Hampton Roads	2 col inches	33,226	\$ 198.00
STORM	Sunday, December 06, 2015	Virginia Beach Beacon	Close encounters: Don't blow it Hampton Roads	2 col inches	61,958	\$ 402.00
STORM	Sunday, December 06, 2015	Suffolk Sun	Close encounters: Don't blow it Hampton Roads	2 col inches	12,789	\$ 144.00
STORM	Sunday, April 24, 2016	Norfolk Compass	Consider less-is-more approach in lawn fertilization	1/3 page (17.5 col inches)	25,049	\$ 1,417.50
STORM	Sunday, April 24, 2016	Portsmouth Currents	Consider less-is-more approach in lawn fertilization	1/3 page (17.5 col inches)	26,624	\$ 1,417.50
STORM	Sunday, April 24, 2016	Suffolk Sun	Consider less-is-more approach in lawn fertilization	1/3 page (17.5 col inches)	12,789	\$ 1,260.00
STORM/WATER	April 2016 Issue	Coastal Virginia Magazine: Green Living Section	Outdoor spaces, domestic oases	3 1/3 pages	40,000	\$ 46,500.00
STORM/WATER	April 2016 Issue	Coastal Virginia Magazine: Green Living Section	Tips to improve your yard infographic	1/2 page		\$ 9,360.00
STORM/WATER	April 2016 Issue	Coastal Virginia Magazine: Green Living Section	How to make your own rain barrel	1/2 page		\$ 9,360.00
STORM	TOTAL				424,754	\$ 77,808.00
WATER	Monday, April 25, 2016	WAVY-TV T Hampton Roads Show	The importance of water	3:37 minutes	154,000	\$ 2,625.00
WATER	June 2016 Issue	Coastal Virginia Magazine: Green Scene	What do you know about H2O?	1/2 page	40,000	\$ 9,360.00
WATER	TOTAL (DOES NOT INCLUDE April CoVA)				194,000	\$ 11,985.00
	Total PR				1,158,487	\$ 125,053.50



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Handle "Autumn's Gold" with Care

Keep fallen leaves out of the storm drain to prevent flooding

(Hampton Roads, Nov. 17, 2015) — Hampton Roads is turning red, orange and yellow with Mother Nature's annual autumn makeover. Lovely to look at as they drift from the trees, leaves that are left to accumulate on the ground can have negative effects on the health of Hampton Roads waterways. Street and yard flooding, litter "dams" and algae growth can occur [when leaves block or enter the storm drain](#). To keep "autumn's gold" from becoming a nuisance, the message from askHRgreen.org is clear: Keep leaves and yard debris out of storm drains.

"There are simple strategies everyone can take to keep fallen leaves from causing problems in our communities," said Julia B. Hillegas, askHRgreen.org team leader. "Follow your locality's leaf removal schedule and never rake or blow leaves into the street or storm drain."

- Here's what happens when fallen leaves find their way into storm drains:
- Leaves and litter mix and stick together at the mouth of storm drains and ditches, forming litter "dams" that collect even more debris.
 - Litter dams clog up the storm drains and ditches causing street flooding (even with light or moderate rainfall).
 - Leaves that enter the storm drain will begin to decay and release nutrients



Keep Hampton Roads Beautiful Golf Tournament

On October 12, 2015, askHRgreen.org once again partnered with Keep Virginia Beautiful to host the Second Annual Keep Hampton Roads Beautiful Golf Tournament at the Greenbrier Country Club in Chesapeake. The tournament was designed to be easy on the environment with convenient recycling receptacles available throughout the course and tap water refilling stations to avoid plastic water bottle waste. Eleven teams participated in the tournament as well as a number of corporate, speciality, and hole sponsors. It was a beautiful day and a great time was had by all in attendance. In total, the tournament raised just over \$7,000, half of which came back to the askHRgreen.org committees to further environmental education programs right here in the region.



Infrastructure Week

In 2016, askHRgreen.org promoted Infrastructure Week, a national infrastructure education and advocacy effort during the week of May 16 to 23. The hashtag #InfrastructureMatters was used to bring awareness to the vital role infrastructure plays in creating strong, healthy communities. While the nationwide campaign focused on all types of infrastructure including roads, bridges, and telecommunications, the askHRgreen.org education committees focused on the environmental infrastructure of Hampton Roads. Featured blog posts and social media posts discussed the need to invest in strong public water systems, the importance of managing flooding and stormwater runoff, and the importance of a community that supports green infrastructure practices.

Awards

In June 2016, the Public Relations Society of America (PRSA) Hampton Roads Chapter presented askHRgreen.org with two Pinnacle Awards, recognizing excellence in regional public relations programs. In the Pinnacle Awards Competition, local public relations professionals competed in 16 categories, ranging from annual reports and newsletters to community relations and social media campaigns. Judging was conducted by members of the PRSA Central Michigan Chapter.

In the category of Video Programs, the askHRgreen.org Water Awareness Committee was awarded first place for the "What Do You Know?" value of water video series. For the Magazine category, the Green Magazine insert from spring 2015 received a second place honor. Green Magazine was developed in partnership with Coastal Virginia Magazine and represented all four of the education committees. It was an honor for askHRgreen.org to be recognized by our Michigan peers for innovative approach, creativity and success in reaching our campaign target audiences with key messaging.

Strategic Planning

FY16 was a planning year for the askHRgreen.org campaign. In the fall of 2015, Cahoon & Cross worked closely with HRPDC staff and representatives from each of the four education committees to conduct strategic planning meetings and develop the 2015-2020 Marketing Campaign Plan. The plan contained a situation analysis, highlighted goals and strategies for the overall askHRgreen branding campaign as well as the individual committees. The 5-year plan as well as the accompanying annual committee plans are available for download on the askHRgreen.org website.



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: Great American Cleanup™
TARGET AUDIENCE: Entire Hampton Roads Community

The Subcommittee promoted Keep America Beautiful's 2016 Great American Cleanup initiative by hosting events throughout the region. Most localities held multiple events starting in March and culminating with Clean the Bay Day on June 4, 2016. The various events helped remove litter from the environment, but also encouraged residents to take ownership of their neighborhoods. The Subcommittee supported these beautification events by issuing a news release about the Great American Cleanup and featuring event details for each locality prominently on the askHRgreen.org website, via social media, through blog postings, and the e-newsletter.



FOCAL AREA: America Recycles Day
TARGET AUDIENCE: Entire Hampton Roads Community

The Subcommittee promoted Keep America Beautiful's 2016 America Recycles Day event with public relations and social media support. America Recycles Day is celebrated nationally each November 15th to promote the importance of recycling. Locally, cities and counties hosted recycling events covering nearly all Hampton Roads residents. In addition to the popular document shredding and



electronics recycling services, it is becoming increasingly popular for the localities to also accept clothing, home goods and household hazardous waste at these events. Another trend is the increasing year-round availability of these specialty recycling services. The local America Recycles Day events were promoted on the website and in a news release, blog post, e-newsletter and social media.

FOCAL AREA: Christmas Tree Recycling
TARGET AUDIENCE: Entire Hampton Roads Community

In FY16, the Subcommittee encouraged residents to take advantage of Christmas tree recycling programs across the region. Most Hampton Roads localities provide free Christmas tree pickup and disposal for residents and some localities are using the trees for compost or mulch. 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: Cigarette Litter Prevention
TARGET AUDIENCE: Adult Smokers

In FY15, the Subcommittee was awarded a \$12,500 grant from Keep America Beautiful (KAB) to implement their proven-effective cigarette litter prevention program. The Subcommittee supplemented these grant funds with an additional \$5,000 raised from the 2014 Keep Hampton Roads Beautiful Golf Tournament. Focusing on the theme "Cigarette butts=litter," the Cigarette Litter Prevention Program launched in June 2015 in seven localities across the region. Activities completed in FY16 included education/outreach at project locations, a post-scan for measuring immediate impacts, and a sustainability scan for measuring long term impacts. The post-scan was conducted directly after the completion of outreach while the sustainability scan was not conducted until spring 2016.



Cigarette Litter Prevention Program Results

Municipality	Type of Project Site	Pre-Scan	Post-Scan	Percent Change	Sustainability Scan	Percent Change
Hampton	Park	546	229	-58%	134	-75%
James City County	Parking Lot	346	186	-46%	178	-48%
Newport News	Business District	195	32	-83%	28	-86%
Norfolk	Civic Plaza	1,072	283	-73%	65	-94%
Portsmouth	Concert Pavilion	633	28	-95%	59	-91%
Suffolk	Business District	285	18	-93%	279	-2%
Virginia Beach	Park	528	162	-69%	373	-29%
Totals		3,605	938	-74%	1,116	-69%

The project was a success with an overall average cigarette litter reduction of 74 percent at the conclusion of outreach. Nearly one year later, the regional reduction in cigarette litter increased only slightly and has remained low in most project locations.

As a result of the unique regional approach used by the Subcommittee and the meaningful reduction in cigarette litter, KAB presented askHRgreen.org with a National Program Award and a \$1,500 prize. Several members of the askHRgreen.org Recycling & Beautification Committee were on hand to accept the award at KAB's national conference in February in Orlando, FL.

FOCAL AREA: *Recycling Contamination*

TARGET AUDIENCE: *Hampton Roads Residents with Curbside Recycling*

In FY16, the Subcommittee began work on a regional approach to improving the quality and quantity of recyclable materials recovered through residential recycling. Through national trends, MRF feedback, and locality recycling audits, the Subcommittee has identified the need to reduce contamination in curbside recycling and promote the availability of specialty recycling through local drop-off centers. The "Regional Quality Recycling Project" will utilize a method similar to the cigarette litter prevention program where participating localities will perform pre and post-outreach recycling audits to gauge the effectiveness of various outreach and education initiatives.

Participating localities include Newport News, James City County, Suffolk, York County, and Virginia Beach. The first recycling audit was held in Newport News in June 2016. Additional recycling audits and development of an outreach strategy will be conducted in FY 17.

FOCAL AREA: *Litter and Marine Debris*

TARGET AUDIENCE: *Entire Hampton Roads Community*

In FY16, the Subcommittee identified litter and marine debris as a high priority topic and researched various ways to address the issue locally. A workgroup was formed to look into potential grant opportunities for funding an in-depth social marketing study on littering behaviors in low-income neighborhoods. Finding it difficult to identify funding opportunities of this nature, the Subcommittee looked to an existing study and litter prevention program through the Alice Ferguson Foundation. The Alice Ferguson Foundation conducted similar in-depth social marketing research while developing their "Litter Hits Close to Home" campaign for the Potomac watershed located in the DC Metro area. HRPDC staff reached out to the Alice Ferguson Foundation and they were more than happy to share all research results and outreach materials for use in the Hampton Roads market. During FY17, the Subcommittee will determine how to use these materials to address litter and marine debris in Hampton Roads.

FOCAL AREA: *Residential Recycling*

TARGET AUDIENCE: *Adults; Age 25-54*

In June 2016, the Subcommittee ran the Recycle More, Trash Less media campaign using the logo and slogan developed in FY14. The whimsical campaign covers what should and should not go into curbside recycling bins as well as the economic benefits of recycling and promotes specialty recycling at drop-off centers.



The three-week campaign ran from June 6 to June 26 and included 60-second radio ads, banner display ads on radio websites, targeted display, and Facebook ads. As added value for the paid media campaign, Max Media promoted “Mission Repurpose” which encouraged listeners to reuse or upcycle items that were not recyclable at curbside. WNOR included added value sponsorship of the midday “20 in a row” segment for all weeks of the flight including chatter about curbside recycling tips, online banners, and distribution of rack cards at local promotional events.

Recycle More, Trash Less Campaign Results	
Paid Media (3 weeks Radio & Online)	
Radio	
Impressions	1,359,030
Reach	15.3%
Frequency	7.7
Online	
Online Radio Display Ads & Facebook Post Impressions	
Impressions	25,857
Clicks	102
Audience Targeted Display	
Impressions	91,020
Clicks	151
CTR (Clickthrough Rate)	0.17%
Facebook Ads	
Impressions	159,539
Clicks	1,385
CTR (Clickthrough Rate)	0.87%
Unpaid Media	
Added Value	\$11,575
Overall Campaign	
Total Impressions	1,635,446
Total Budget	\$15,001
Total Exposure Value	\$26,576
Return on Investment	1.77 : 1
Cost per Thousand Impressions	\$9.17

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 two-week campaign from November 9 through November 22 reminding Hampton Roads residents that fallen leaves and pet waste need to be cleaned up properly and never left to end up in storm drains. The campaign also addressed the role fallen leaves and pet waste play as a source of water pollution. Because leaf disposal methods vary by locality, citizens are encouraged to rake, bag, mulch, or compost the leaves.

The campaign included radio ads, targeted online display ads, native content and display ads on WTKR.com, and Facebook ads. There were also on-air radio contests challenging listeners to answer water quality and bay-friendly landscaping trivia questions to win gift cards and Facebook ads.



FOCAL AREA: Lawncare (Fertilizer/Soil Testing)

Leaves & Pet Waste Campaign Results	
Paid Media (2 weeks Radio & Online)	
Radio	
Impressions	1,009,200
Reach	53.6%
Frequency	3.1
Online	
Audience Targeted Display	
Impressions	104,971
Clicks	139
CTR (Click Through Rate)	0.13%
WTKR Display	
Impressions	199,212
Clicks	74
CTR (Click Through Rate)	0.04%
Native Content Ads	
Impressions	40,199
Clicks	610
CTR (Click Through Rate)	1.52%
Facebook Ads	
Impressions	91,413
Clicks	1,852
CTR (Click Through Rate)	2.03%
Unpaid Media	
Added Value	\$15,015
Added Value Impressions	4,119
Overall Campaign	
Total Impressions	1,449,114
Total Budget	\$17,033
Total Exposure Value	\$32,048
Return on Investment	1.88 : 1
Cost per Thousand Impressions	\$11.75

TARGET AUDIENCE: Adults; Age 25-54

In FY16, the Stormwater Education Subcommittee partnered with the Water Awareness Subcommittee and FOG Subcommittee to create a series of 30-second TV ads educating the public about the importance of working regionally to protect local water resources. One ad was created for the Stormwater Education message of "Test Don't Just Guess with Fertilizer." The ad informed the

public about the importance of using a soil test kit to find out whether lawn fertilizers are needed and the negative impacts to aquatic life when excess fertilizers are applied to residential lawns.

The one-week campaign ran from April 4 through April 10 on local stations WVBT-Fox 43, WAVY-10, WVEC-13, and WTVZ-MyTVZ. The campaign was also supported online through targeted display ads, online news video ads, and Facebook ads. As added value for the paid media campaign, the Subcommittees also received participation in a segment on the Hampton Roads Show and five-second bonus spots on WVEC and WTVZ.



Overall Campaign	
Total Impressions	2,170,544
Total Budget	\$10,970
Total Exposure Value	\$11,995
Return on Investment	1.09 : 1
Cost per Thousand Impressions	\$5.05

FOCAL AREA: *Pet Waste*

TARGET AUDIENCE: *Entire Hampton Roads Community; Neighborhood Associations*

The Subcommittee continued to educate the public about the importance of proper pet waste disposal in several ways. In addition to the fall campaign (see previous Leaves/Pet Waste campaign summary), the Subcommittee also distributed “scoop the poop” branded dog waste bag holders, hand sanitizer, and message pens to pet owners in the region. The pet waste messaging was also included in askHRgreen.org newsletters, blog posts, social media, and at multiple community outreach events.

The Subcommittee also continued the Pet Waste Station Grant program in FY16. Since 2013, the program has given citizens the opportunity to receive a free pet waste station to install and maintain in their neighborhoods. The program is geared toward neighborhood associations, community groups, and property managers who are managing communities with a pet waste problem. The pet waste stations come ready to install and include a post, sign, bag dispenser, waste can, hardware, 400 dog waste bags, and 50 can liners. The property manager or community group is responsible for installing the station, emptying the trash regularly, and replacing the bags as needed. The neighborhood is also tasked with promoting to residents the purpose of the stations and the impact pet waste has on local water quality. Since the launch of the program, more than 231 pet waste stations have been awarded and installed across the region. Of those, 36 were awarded during FY16.

Lawncare (Fertilizer/Soil Testing) Campaign Results

Paid Media (1 week TV & Online)	
Television	
Impressions	2,053,333
Reach	84.3%
Frequency	7.8
Online	
Audience Targeted Display	
Impressions	54,927
Clicks	64
CTR (Click Through Rate)	0.12%
WTKR News Pre-roll Ads	
Impressions	18,462
Watched Part of Ad	11,856
Watched Entire Ad	6,606
Clicks	31
CTR (Click Through Rate)	0.17%
Facebook Ads	
Impressions	43,822
Clicks	393
CTR (Click Through Rate)	0.90%
Unpaid Media	
Added Value	\$1,025



New Pet Waste Stations in FY16

City/County	Number
Chesapeake	3
Gloucester	1
Hampton	3
James City County	7
Newport News	8
Norfolk	0
Portsmouth	3
Smithfield	2
Suffolk	6
Virginia Beach	0
Williamsburg	2
York County	1
Total	36

FOCAL AREA: Bay Star Homes

TARGET AUDIENCE: Entire Hampton Roads Community

FY16 was the second year for the regional Bay Star Homes (BSH) program. The program recognizes residents who pledge to avoid behaviors that are harmful to local waterways. Residents are also encouraged to begin incorporating more environmentally-friendly choices into their daily routines. Because the BSH program incorporates broad environmentally-friendly behaviors from all askHRgreen.org education programs, the program focuses not just on clean waterways, but also green living and clean communities in general.

The BSH program was inspired by local restoration groups that offer similar programs to those living within specific watersheds. The regional BSH program fills a gap for those citizens not covered by an active restoration group. The program is open to any resident in Hampton Roads, regardless of the watershed in which they live. Residents are also encouraged to be “multi-star” homes so that they can take advantage of the benefits offered through their local watershed restoration groups, the regional askHRgreen.org program, and programming offered through their local city or county government.



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 can 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.

The program launched with 649 participants in 2015, mainly from the City of Norfolk’s existing program. With region-wide promotion of the program during FY16, there has been a steady and consistent increase in regional participation in Bay Star Homes.

Bay Star Homes Registrants (as of June 30, 2016)	
City/County	Number
Chesapeake	69
Franklin	7
Gloucester	5
Hampton	39
Isle of Wight	4
James City	4
Newport News	94
Norfolk	1,523
Poquoson	12
Portsmouth	26
Smithfield	3
Southampton	1
Suffolk	58
Surry	1
Virginia Beach	130
Williamsburg	5
York	30
Total	2,011

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 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 268 medallions across the region using this program. Additional medallions may have also been placed through locality-initiated activities.



FOCAL AREA: Chesapeake Bay Awareness Week

TARGET AUDIENCE: Entire Hampton Roads Community

In May 2016, the legislatures of Maryland, Pennsylvania and Virginia designated the second week of June as Chesapeake Bay Awareness Week. The Subcommittee determined that they would celebrate the week of June 4 to 12 by promoting Clean the Bay Day cleanup events, publishing a blog series and posting a photo blitz on social media using the hashtag associated with the multi-state awareness campaign (#AreYouBayAware). The blog series included four blogs covering the benefits the Chesapeake Bay provides to the region, the Bay Star Homes program and what citizens and businesses are doing locally to help clean up waterways. The photo blitz illustrated the many ways the Chesapeake Bay and its tributaries contribute to our local quality of life and the restoration activities underway to help improve water quality.





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: What Do You Know? Video Series

TARGET AUDIENCE: Adults; Age 35-64

The Water Awareness Subcommittee ran a six-week online campaign focused on what Hampton Roads residents know about local drinking water. The campaign ran from August 3 through September 13. The campaign promoted three two-minute videos which were produced in FY15. Taking a “man on the street” approach, askHRgreen.org team members challenged residents to correctly answer questions in a Q&A format. Each video focuses on a different topic including the average cost of a gallon of tap water cost; the average number of gallons of tap water used at home and regionally each day; and what water means to residents. Responses were interwoven to show the range of perceptions held by residents about local drinking water. The resulting videos were promoted through targeted display, native content ads, YouTube Pay-Per-View, Twitter ads and Facebook ads. The videos were also promoted through the askHRgreen.org blog and social media. As added value for the paid media campaign, the Subcommittee also received WTKR.com display advertising and online video pre-roll spots.



What Do You Know? Video Series Campaign Results	
Paid Media (6 weeks - Online)	
Audience Targeted Display	
Impressions	208,646
Clicks	329
CTR (Click Through Rate)	0.16%
Native Content Ads	
Impressions	50,004
Clicks	1,617
Video Views	754
CTR (Click Through Rate)	3.23%
YouTube Ads	
Impressions	100,149
Watched Part of Ad	83,786
Watched Entire Ad	16,363
Clicks	274
CTR (Click Through Rate)	0.27%
Facebook Ads	
Impressions	284,068
Clicks	1,551
CTR (Click Through Rate)	0.55%
Twitter Ads	
Impressions	76,400
Clicks	278
CTR (Click Through Rate)	0.36%
Unpaid Media	
Added Value	\$3,000
Added Value Display Ad Impressions	199,391
Added Value Display Ad CTR	43
Added Value Display Ad Impressions	0.02%
Added Value Video Views	40,003
Added Value Video Clicks	2,057
Added Value Video CTR	5.14%
Overall Campaign	
Total Impressions	958,661
Total Budget	\$7,500
Total Exposure Value	\$10,500
Return on Investment	1.40 : 1
Cost per Thousand Impressions	\$7.82

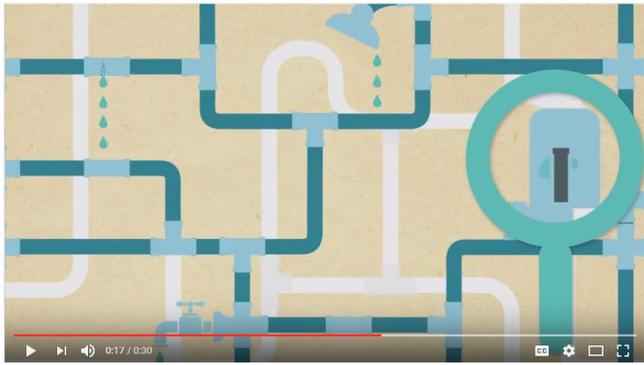
FOCAL AREA: Water Awareness TV Ad Campaign

TARGET AUDIENCE: Adults; Age 25-54

The Water Awareness Subcommittee partnered with the Stormwater Education Subcommittee and the FOG Subcommittee to create a series of 30-second TV ads educating the public about the importance of working regionally to protect local water resources. Three ads were created for the water awareness committee each covering a different topic. The topics covered by this campaign included fixing leaks, the affordability and value of tap water, and supporting water infrastructure. The ads appeared on local network TV stations WVBT-Fox 43, WAVY-10, WVEC-13, and WTVZ-MyTVZ. The campaign was also supported online through targeted display ads, online news video ads, and Facebook ads. As added value for the paid media campaign, the Subcommittees also received participation in a segment on the Hampton Roads Show and five-second bonus spots on WVEC and WTVZ.

Fixing Leaks

The fixing leaks TV campaign ran March 14 to 20 in celebration of National Fix a Leak Week. The campaign encouraged Hampton Roads residents to conserve water and save money by finding and fixing running toilets and dripping faucets around their house.



Fixing Leaks Campaign Results	
Paid Media (1 week - TV & Online)	
Television	
Impressions	2,053,333
Online	
Audience Targeted Display	
Impressions	54,469
Clicks	30
CTR (Click Through Rate)	0.06%
WTKR News Pre-roll Ads	
Impressions	18,481
Watched Part of Ad	7,198
Watched Entire Ad	11,283
Clicks	6
CTR (Click Through Rate)	0.03%

Facebook Ads	
Impressions	40,717
Clicks	327
CTR (Click Through Rate)	0.80%
Unpaid Media	
Added Value	\$1,025
Overall Campaign	
Total Impressions	2,167,000
Total Budget	\$10,970
Total Exposure Value	\$11,995
Return on Investment	1.09 : 1
Cost per Thousand Impressions	\$5.06

Value of Water

The value of water TV campaign ran for two-weeks: May 2 to 8 and again June 13 to 19. The campaign highlights the fact that for something so essential tap water is amazingly inexpensive. It explains that a gallon of tap water in Hampton Roads costs less than one penny and prompts viewers to imagine what their day would be like without access to tap water.



Value of Water Campaign Results	
Paid Media (2 weeks - TV & Online)	
Television	
Impressions	4,106,666
Online	
Audience Targeted Display	
Impressions	111,624
Clicks	154
CTR (Click Through Rate)	0.14%
WTKR News Pre-roll Ads	
Impressions	51,147
Watched Part of Ad	30,618
Watched Entire Ad	20,529
Clicks	57
CTR (Click Through Rate)	0.11%
Facebook Ads	
Impressions	131,828
Clicks	994
CTR (Click Through Rate)	0.75%

Unpaid Media	
Added Value	\$2,050
Overall Campaign	
Total Impressions	4,401,265
Total Budget	\$21,940
Total Exposure Value	\$23,990
Return on Investment	1.09 : 1
Cost per Thousand Impressions	\$4.99

Infrastructure

The infrastructure TV campaign ran for one-week from June 6 to 12. The campaign describes the water infrastructure required to provide reliable, convenient tap water services to residents in Hampton Roads. It also highlights the importance of investing in and maintaining these systems.



Infrastructure Campaign Results

Paid Media (1 week - TV & Online)	
Television	
Impressions	2,053,333
Online	
Audience Targeted Display	
Impressions	55,141
Clicks	48
CTR (Click Through Rate)	0.09%
WTKR News Pre-roll Ads	
Impressions	49,779
Watched Part of Ad	31,885
Watched Entire Ad	17,894
Clicks	42
CTR (Click Through Rate)	0.08%
Facebook Ads	
Impressions	46,745
Clicks	386
CTR (Click Through Rate)	0.83%
Unpaid Media	
Added Value	\$1,025
Overall Campaign	
Total Impressions	2,204,998
Total Budget	\$10,970
Total Exposure Value	\$11,995
Return on Investment	1.09 : 1
Cost per Thousand Impressions	\$4.98

FOCAL AREA: Magic Faucet Promotion
TARGET AUDIENCE: Adults; Age 25-64

As part of Drinking Water Week 2016 and the GiveLocal 757 fundraising campaign, the Subcommittee held a promotion challenging listeners of Max Media radio stations to follow a series of clues to find the “magic faucets” set up somewhere in Hampton Roads. The promotion was a creative way to raise awareness about the value of tap water and the quality of life it provides for citizens here in Hampton Roads. The clues led listeners to City Center at Oyster Point in Newport News and to Mount Trashmore in Virginia Beach where the floating faucets were stationed with volunteers handing out promotional materials and information.

As added value, the campaign included radio remotes at each site, prizes, giveaways, 30 promotional mentions, clues posted to Facebook, a dedicated webpage and tiles on station webpages, four live call-ins during the remotes, inclusion of clues in the Max Media e-blast, and spot production. Attendance at both events was limited due to poor weather conditions.



Magic Faucet Campaign Results

Paid Media (1.5 weeks - Radio)	
Radio	
Impressions	726,600
Reach	37.4%
Frequency	3
Unpaid Media	
Added Value	\$22,000
Added Value Impressions	7,648
Added Value Clicks	63
Added Value CTR (Click Through Rate)	0.82%
Overall Campaign	
Total Impressions	734,248
Total Budget	\$7,500
Total Exposure Value	\$29,500
Return on Investment	3.93 : 1
Cost per Thousand Impressions	\$10.21



Fats, Oils and Grease Education Subcommittee

The Fats, Oils, and Grease 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: What Not to Flush

TARGET AUDIENCE: Women 25-54; Adults 18+

"It came from beneath the streets" was the theme of the FOG Subcommittee's FY16 what not to flush media campaign. Styled 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. Wipes, cotton balls/swabs, and other personal hygiene products can all play a role in clogging sanitary sewer lines and damaging wastewater machinery. The two-week campaign ran between October 23 and November 8 and included 60-second radio ads, movie theater ads in 13 local theaters, targeted online display ads, native content ads, YouTube Pay-Per-View ads, and Facebook ads.

As added value for the paid campaign, the Subcommittee also received ads and tips posted to radio station and Entercom 1 Thing websites (95.7 R&B, Z104); Military Monday sponsorship and website ads (US 106.1); on-air mentions, social media posts and Saturday night music sponsorship (HOT 100.5); bonus spots from The Tide; and display ads and online news video pre-roll (WTKR.com).



What Not to Flush Campaign Results	
Paid Media (2 weeks - Radio, Online & Movie Theater)	
Radio	
Impressions	537,180
Reach	54%
Frequency	3
Online	
Online Radio Display Ads	
Impressions	13,036
Clicks	16
CTR (Click Through Rate)	0.12%
Audience Targeted Display	
Impressions	92,875
Clicks	209
CTR (Click Through Rate)	0.23%
Native Content Ads	
Impressions	35,012
Clicks	376
CTR (Click Through Rate)	1.07%
YouTube Ads	
Impressions	33,555
Watched Part of Ad	28,977
Watched Entire Ad	4,578
Clicks	112
CTR (Click Through Rate)	0.33%
Facebook Ads	
Impressions	84,076
Clicks	1,006
CTR (Click Through Rate)	1.20%
Movie Theater Ads	
Impressions	219,033
Unpaid Media	
Added Value	\$12,374
Added Value Impressions	224,459
Added Value Clicks	621
Overall Campaign	
Total Impressions	1,239,226
Total Budget	\$16,848
Total Exposure Value	\$29,222
Return on Investment	1.73 : 1
Cost per Thousand Impressions	\$13.60

FOCAL AREA: Holiday FOG Down the Drain

TARGET AUDIENCE: Adults; Age 25-64

The Subcommittee encouraged Hampton Roads residents to keep their plumbing clog-free during the holidays by practicing the proper disposal methods for FOG. The holiday-themed promotion ran from November 23 to November 29 and advised the public about the benefits of keeping FOG out of the drain. It also discouraged garbage disposal use. The one-week campaign included 60-second radio ads, Facebook ads, targeted display ads, native content ads, and WTKR.com display ads.

As added value for the paid campaign, the Subcommittee also received tips and ads on the Entercom 1 Thing website, Facebook, and station website (101.3 2WD); on-air mentions and online display ads (Movin 107.7, 92.9 The Wave); and bonus spots and online display ads (The Tide).



Unpaid Media	
Added Value	\$5,020
Added Value Impressions	54,974
Overall Campaign	
Total Impressions	818,785
Total Budget	\$6,012
Total Exposure Value	\$11,032
Return on Investment	1.84 : 1
Cost per Thousand Impressions	\$7.34

FOCAL AREA: FOG Regional Training Program

TARGET AUDIENCE: Food Service Establishment (FSE) Employees and Grease Haulers

In FY16, the Subcommittee took steps to improve the regional FOG program in several ways during FY16. First, the Subcommittee conducted outreach to the corporate offices of local FSEs. Due to high turnover with FSE managers in corporate restaurants, the Subcommittee targeted the regional corporate managers with an official letter notifying them of the purpose of the FOG program, FSE requirements under the FOG program, and connecting them to local FOG contacts and resources. With the assistance of regional corporate management groups, the Subcommittee hopes to decrease non-compliance with local FOG ordinances in these establishments.

Website development of www.HRFOG.com was another focus of the FOG Subcommittee in addition to corporate FSE outreach in FY16. The Subcommittee continues to utilize the regional website 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 FY16, the Subcommittee implemented various website enhancements to make it easier for users to manage their profiles and remain in compliance with local FOG ordinances. For example, users now receive reminder email notifications weekly for one month before and one month after their certification expires. Users can now also reprint a copy of their certificate at any time. Additional enhancements were also implemented to assist HRPDC and local staff with administration of the site.

Holiday FOG Campaign Results

Paid Media (1 week - Radio & Online)	
Radio	
Impressions	568,050
Reach	20.7%
Frequency	3.2
Online	
Audience Targeted Display	
Impressions	48,977
Clicks	36
CTR (Click Through Rate)	0.07%
WTKR Display	
Impressions	61,640
Clicks	19
CTR (Click Through Rate)	0.03%
Native Content Ads	
Impressions	25,044
Clicks	452
CTR (Click Through Rate)	1.80%
Facebook Ads	
Impressions	60,100
Clicks	1,161
CTR (Click Through Rate)	1.93%

FOCAL AREA: FOG/What Not to Flush

TARGET AUDIENCE: Adults; Age 25-54

The FOG Subcommittee partnered with the Water Awareness Subcommittee and Stormwater Education Subcommittee to create a series of 30-second TV ads educating the public about the importance of working regionally to protect local water resources. One ad was created for the FOG Subcommittee that incorporated both primary messages: proper disposal of FOG and what not to flush. The ad instructs residents to keep FOG, food scraps, and personal hygiene products like wipes out of household drains. The ad also demonstrates how these items contribute to blockages and sanitary sewer overflows.

The one-week campaign ran from March 28 through April 3 on local stations WVBT-Fox 43, WAVY-10, WVEC-13 and WTVZ-MyTVZ. The campaign was also supported online through targeted display ads, online news video ads, and Facebook ads. As added value for the paid media campaign, the Subcommittees also received participation in a segment on the Hampton Roads Show and five-second bonus spots on WVEC and WTVZ.



FOG/What Not to Flush Campaign Results

Paid Media (1 week - TV & Online)

Television	
Impressions	2,053,333
Reach	84.3%
Frequency	7.8
Online	
Audience Targeted Display	
Impressions	54,730
Clicks	53
CTR (Click Through Rate)	0.10%
WTKR News Pre-roll Ads	
Impressions	18,462
Watched Part of Ad	10,688
Watched Entire Ad	7,774
Clicks	15
CTR (Click Through Rate)	0.08%
Facebook Ads	
Impressions	37,371
Clicks	404
CTR (Click Through Rate)	1.08%
Unpaid Media	
Added Value	\$1,025
Overall Campaign	
Total Impressions	2,163,896
Total Budget	\$10,970
Total Exposure Value	\$11,995
Return on Investment	1.09 : 1
Cost per Thousand Impressions	\$5.07



glossary of terms

added value

Earned but unpaid advertising value.

ad group

In Search Engine Marketing (SEM), an ad group contains one or more ads which target a shared set of keywords.

average position

A ranking system that determines where your search engine marketing ad will display on a web search results page (i.e. top of page v. bottom of page).

bounce rate

The percentage of visitors who enter the site and “bounce” (leave the site) rather than continue viewing other pages within the same site.

click through rate (CTR)

A way of measuring online advertising. The CTR of an advertisement is defined as the number of clicks on an ad divided by its impressions, expressed as a percentage.

cost-per-click (CPC)

The cost associated with a person clicking on a display ad in search engine marketing.

exposure value

The combination of advertising cost, added value, and public relations value.

frequency

The number of times an individual (among the target audience) is exposed to the message.

impressions

The number of times an advertisement or public relations placement can be seen or heard by an audience.

public relations value

The equivalent advertising cost of a public relations article, interview, internet placement, etc. times three. Because a public relations placement has a higher value with an audience than advertising, it is assigned a higher value.

reach

The number or percentage of people within the target audience who are exposed to an advertising message at least once over a specific period of time.

search engine marketing (SEM)

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

search engine marketing (SEO)

The process of improving the quality of a website so that it appears higher in natural (“organic”) search results.

unique visitors (users)

The number of people who visit a website within a specific period of time. If they visit more than one time within the period, their initial visit as well as their subsequent visits are counted as sessions. A user may have one session or multiple sessions.





askHRgreen.org: Online Marketing Report

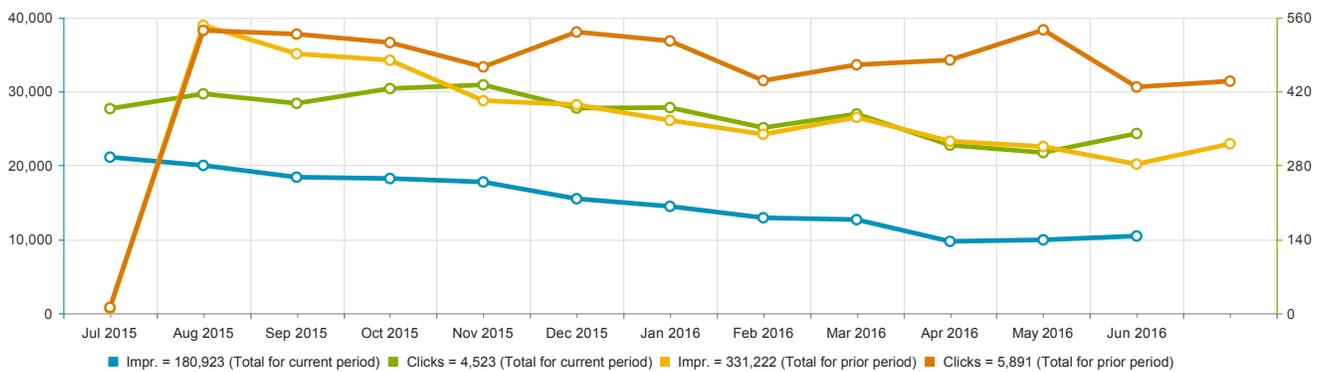
12 Month Overview: July 1, 2015 - June 30, 2016

Search Engine Marketing (SEM)

Website Analysis:

Over the past 12 months, your Google AdWords campaign has garnered over 158,000 impressions and more than 4,000 clicks on your ads. Clicks were down 15% compared to the previous year due to rising CPC's for popular keywords such as "recycle" and "recycling computers". However, Ad Position improved from 2.1 to 1.8. The click-through-rate seen a small decrease of 0.79% year-over-year. The average-cost-per click increased from \$1.94 to \$2.26. The campaign has held a 26.27% Impression Share (IS), Search Lost IS (rank) is 24.32%, and the Search Lost (IS) due to budget is 49.41%. This means that 49% of the time, your ads had the ability to show, but did not due to the limited budget.

Ask HR Green July 1, 2015 - June 30, 2016



Top 10 Campaigns by Clicks July 1, 2015 - June 30, 2016

Campaign	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.
R&B	2,054	79,385	2.59%	USD 2.07	1.90
Stormwater	796	36,028	2.21%	USD 2.87	1.62
askHRgreen.org	624	10,985	5.68%	USD 1.28	1.21
ASKHRGreen- R&B	321	10,191	3.15%	USD 1.94	1.99
FOG	291	13,667	2.13%	USD 2.92	2.06
Water	235	18,158	1.29%	USD 3.53	1.99
ASKHRGreen- FOG	58	2,768	2.10%	USD 2.44	2.64
ASKHRGreen- askHRgreen.org	56	1,620	3.46%	USD 1.04	1.40
ASKHRGreen- Water	53	4,940	1.07%	USD 1.51	2.88
ASKHRGreen- Stormwater	35	3,181	1.10%	USD 2.41	2.04
All Results	4,523	180,923	2.50%	USD 2.21	1.86

Ad Group Performance

Over the last 12 months, the Electronics Recycling, Recycling at Home/Residential Recycling, and What to Recycle ad groups garnered the most clicks within AdWords.

Top 50 Ad Groups by Clicks							July 1, 2015 - June 30, 2016
Ad Group	Campaign	Clicks	Impr.	CTR	Avg. Pos.	Avg. CPC	
Electronics Recycling	R&B	807	12,732	6.34%	1.93	USD 1.99	
Recycling at Home/Residential Recycling	R&B	651	44,959	1.45%	2.10	USD 2.42	
What to Recycle	R&B	443	15,352	2.89%	1.46	USD 1.67	
askHRgreen.org	askHRgreen.org	390	1,267	30.78%	1.02	USD 0.61	
Medication Disposal	Stormwater	332	4,409	7.53%	2.02	USD 2.25	
Electronics Recycling	ASKHRGreen- R&B	200	4,182	4.78%	1.91	USD 2.23	
Fat/Oil/Grease Disposal	FOG	160	5,577	2.87%	2.00	USD 2.46	
The Business of Recycling	R&B	120	2,724	4.41%	1.36	USD 1.91	
Soil Testing	Stormwater	117	7,142	1.64%	1.55	USD 3.46	
Drinking Water/Tap Water	Water	114	8,559	1.33%	1.49	USD 3.28	
TMDL	Stormwater	109	4,444	2.45%	1.19	USD 2.80	
Environmental Education	askHRgreen.org	93	4,830	1.93%	1.19	USD 3.53	
Keep Hampton Roads Beautiful Golf Tournament	Stormwater	83	6,358	1.31%	1.38	USD 3.68	
Hampton Roads Environment	askHRgreen.org	80	604	13.25%	1.17	USD 1.03	
Garbage Disposal Problems	FOG	67	2,640	2.54%	1.59	USD 3.67	
Stormwater / Stormwater Runoff	Stormwater	64	4,374	1.46%	1.40	USD 3.47	
Green Home/Practices	askHRgreen.org	53	3,942	1.34%	1.32	USD 2.53	
Pet Waste	Stormwater	49	5,225	0.94%	1.46	USD 2.63	
What to Recycle	ASKHRGreen- R&B	45	1,430	3.15%	1.93	USD 1.10	
Recycling at Home/Residential Recycling	ASKHRGreen- R&B	45	3,361	1.34%	2.08	USD 1.76	
Fixing Leaks/Indoor Plumbing	Water	45	4,944	0.91%	3.07	USD 4.00	
FOG Certification	FOG	37	2,350	1.57%	3.21	USD 3.18	
askHRgreen.org	ASKHRGreen- askHRgreen.org	30	92	32.61%	1.00	USD 0.22	
Bottled Water	Water	30	962	3.12%	1.75	USD 3.39	
Garbage Disposal Problems	ASKHRGreen- FOG	24	426	5.63%	1.79	USD 1.44	
Conservation/Wise Water Use	Water	22	880	2.50%	1.42	USD 3.31	
Bottled Water	ASKHRGreen- Water	19	3,465	0.55%	3.17	USD 1.15	
The Business of Recycling	ASKHRGreen- R&B	18	547	3.29%	1.58	USD 0.95	
Medication Disposal	ASKHRGreen- Stormwater	16	1,063	1.51%	2.65	USD 2.85	
Conservation/Wise Water Use	ASKHRGreen- Water	16	306	5.23%	1.92	USD 1.96	
Yard Debris	Stormwater	16	766	2.09%	2.51	USD 4.40	
Sanitary Sewer System	FOG	16	1,752	0.91%	1.75	USD 3.97	
Environmental Education	ASKHRGreen- askHRgreen.org	15	803	1.87%	1.32	USD 2.70	
Plastic Bag Recycling	R&B	14	528	2.65%	1.85	USD 1.39	
Reusable Shopping Bags / Bring Your Own Bag	R&B	13	2,948	0.44%	1.45	USD 5.44	
Cigarette Litter	Stormwater	11	583	1.89%	1.45	USD 2.92	
Clogs/Unclog Pipes	ASKHRGreen- FOG	11	376	2.93%	2.75	USD 5.65	
Food Waste Disposal	FOG	11	1,335	0.82%	1.64	USD 2.61	
Food Waste Disposal	ASKHRGreen- FOG	10	539	1.86%	3.09	USD 1.36	

Ad Group	Campaign	Clicks	Impr.	CTR	Avg. Pos.	Avg. CPC
Drinking Water/Tap Water	ASKHRGreen- Water	10	640	1.56%	1.64	USD 1.96
Pet Waste	ASKHRGreen- Stormwater	9	998	0.90%	1.46	USD 2.40
Native Plants	Water	9	317	2.84%	1.14	USD 2.69
Public (Water) Infrastructure	Water	9	2,125	0.42%	2.01	USD 6.88
Reusable Shopping Bags / Bring Your Own Bag	ASKHRGreen- R&B	7	479	1.46%	2.66	USD 2.37
FOG Certification	ASKHRGreen- FOG	7	489	1.43%	3.43	USD 1.89
Plastic Bag Recycling	ASKHRGreen- R&B	6	178	3.37%	1.90	USD 2.27
Lawn Care Provider	Stormwater	6	1,035	0.58%	4.31	USD 5.88
Fertilizing	Stormwater	6	915	0.66%	1.52	USD 4.57
Recycling at School	R&B	6	142	4.23%	1.51	USD 2.96
Green Home/Practices	ASKHRGreen- askHRgreen.org	5	518	0.97%	1.59	USD 1.41
All Results		4,523	180,923	2.50%	1.86	USD 2.21

Keyword Performance

The keywords that drove the most clicks in Google AdWords over the past 12 months came primarily from the Recycling at Home and Electronics Recycling ad groups. Clicks triggered by "recycle" increased by 18.67%, "recycling computers" grew 71.60% and clicks triggered by "electronics disposal" grew by 16.16% compared to the previous year.

Top 50 Keywords by Clicks							July 1, 2015 - June 30, 2016
Keyword	Ad Group	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.	
"recycle"	Recycling at Home/Residential Recycling	534	37,677	1.42%	USD 2.35	2.10	
"recycling computers"	Electronics Recycling	278	5,054	5.50%	USD 2.27	2.08	
"electronics disposal"	Electronics Recycling	230	2,859	8.04%	USD 1.57	1.96	
medicine disposal	Medication Disposal	141	2,642	5.34%	USD 3.06	2.19	
"recycling centers"	What to Recycle	120	5,775	2.08%	USD 1.43	1.35	
how to dispose of old medication	Medication Disposal	117	775	15.10%	USD 1.50	1.22	
"hr green"	askHRgreen.org	112	389	28.79%	USD 0.83	1.02	
"where to recycle electronics"	Electronics Recycling	110	2,378	4.63%	USD 3.11	1.62	
"how to recycle computer"	Electronics Recycling	97	1,219	7.96%	USD 2.57	1.59	
"ask hr green"	askHRgreen.org	95	394	24.11%	USD 0.84	1.03	
"recycling center"	What to Recycle	91	3,470	2.62%	USD 1.51	1.33	
"environmental issues"	Environmental Education	85	3,970	2.14%	USD 3.63	1.10	
"tap water"	Drinking Water/Tap Water	81	4,596	1.76%	USD 3.27	1.26	
"hampton roads recycling"	Hampton Roads Environment	79	464	17.03%	USD 0.98	1.11	
+golf +tournament	Keep Hampton Roads Beautiful Golf Tournament	77	5,470	1.41%	USD 3.81	1.33	
"askhrgreen"	askHRgreen.org	65	175	37.14%	USD 0.26	1.00	
"soil sample testing"	Soil Testing	64	2,331	2.75%	USD 3.91	1.37	
"chesapeake bay watershed"	TMDL	62	1,915	3.24%	USD 2.14	1.29	
"used cooking oil"	Fat/Oil/Grease Disposal	61	2,207	2.76%	USD 2.84	1.34	
"askhrgreen.org"	askHRgreen.org	57	163	34.97%	USD 0.11	1.04	
"recycling"	Recycling at Home/Residential Recycling	51	3,918	1.30%	USD 1.65	2.10	
"hrgreen"	askHRgreen.org	44	105	41.90%	USD 0.77	1.05	
"paper recycling"	What to Recycle	39	747	5.22%	USD 2.10	1.35	
"electronics recycling"	Electronics Recycling	37	469	7.89%	USD 2.59	1.64	
"virginia beach recycling"	The Business of Recycling	37	663	5.58%	USD 1.85	1.26	
"electronics recycling norfolk"	Electronics Recycling	36	947	3.80%	USD 1.83	1.85	
"where to recycle electronics"	Electronics Recycling	33	419	7.88%	USD 1.28	1.99	
"going green"	Green Home/Practices	31	2,186	1.42%	USD 2.91	1.23	
"recycle plastic"	What to Recycle	30	1,167	2.57%	USD 2.71	1.94	
"recycling in virginia"	The Business of Recycling	28	347	8.07%	USD 1.44	1.31	
"what items are recyclable"	What to Recycle	28	291	9.62%	USD 1.54	1.07	
"hurricane joaquin"	Stormwater / Stormwater Runoff	27	2,479	1.09%	USD 2.88	1.15	
"virginia recycling"	The Business of Recycling	27	927	2.91%	USD 1.70	1.33	
disposing of medicine	Medication Disposal	25	237	10.55%	USD 2.03	1.58	
"recycling centers near me"	What to Recycle	25	417	6.00%	USD 2.11	1.23	
"recycling near me"	Recycling at Home/Residential Recycling	23	543	4.24%	USD 4.87	1.51	
dispose of old medicine	Medication Disposal	23	182	12.64%	USD 1.88	1.49	
"grease traps"	FOG Certification	22	1,250	1.76%	USD 3.12	3.35	

Keyword	Ad Group	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.
"recycle"	Recycling at Home/Residential Recycling	21	1,370	1.53%	USD 2.47	2.04
"chesapeake bay foundation"	TMDL	21	1,517	1.38%	USD 3.69	1.13
"recycling programs"	The Business of Recycling	20	657	3.04%	USD 2.89	1.51
"plastic recycling"	What to Recycle	20	345	5.80%	USD 1.42	1.76
""scoop the poop""	Pet Waste	19	104	18.27%	USD 2.10	1.08
"recycling"	Recycling at Home/Residential Recycling	19	1,543	1.23%	USD 0.68	2.09
"go green"	Green Home/Practices	19	1,334	1.42%	USD 2.03	1.34
"electronic recycling virginia beach"	Electronics Recycling	18	627	2.87%	USD 1.52	1.52
"stop leak"	Fixing Leaks/Indoor Plumbing	18	1,818	0.99%	USD 3.63	1.83
"garbage disposal troubleshooting"	Garbage Disposal Problems	17	128	13.28%	USD 1.25	1.25
"hrgreen.org"	askHRgreen.org	17	41	41.46%	USD 0.46	1.00
safe drinking water	Drinking Water/Tap Water	16	2,357	0.68%	USD 2.54	1.84
All Results		4,523	180,923	2.50%	USD 2.21	1.86

Ad Performance

Each ad group continues to run at least two ads to test different messages and the impact of mobile optimization. This year we updated ad groups, text ads, site links to overall improve ad position and click performance within the SEM campaign. We also continue to run ads based around any events or special topics that you would like to focus your SEM campaign on. This information is generally retrieved from your website.

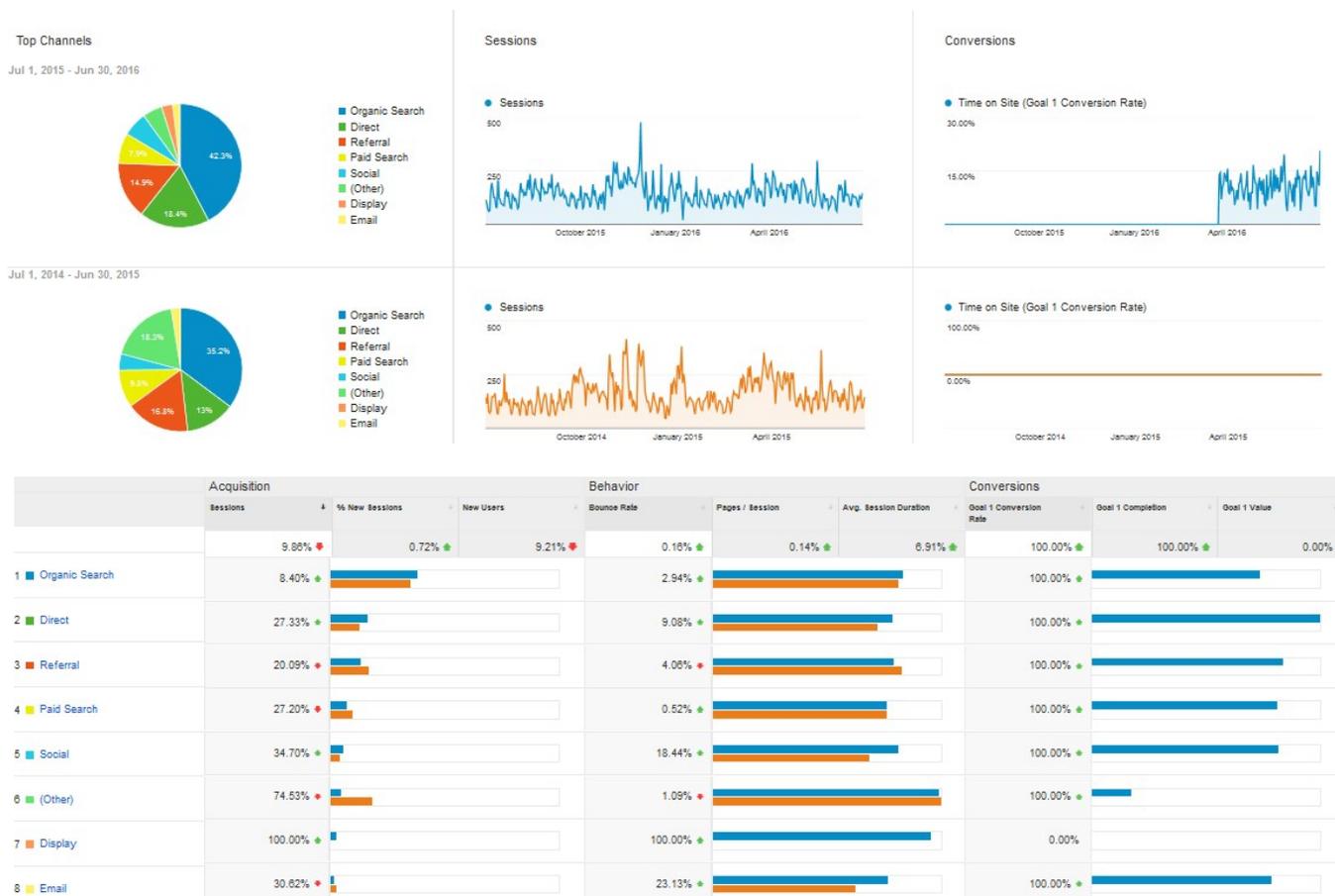
Top 50 Ads by Clicks							July 1, 2015 - June 30, 2016
Ad	Ad Group	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.	
Recycling Electronics askHRgreen.org Need To Recycle Your Computer Or Old Electronics? Find Where Here!	Electronics Recycling	530	8,806	6.02%	USD 1.99	2.00	
Reduce, Reuse, Recycle askHRgreen.org Learn What Can Be Recycled At Home & Tips To Make It Easier	Recycling at Home/Residential Recycling	323	23,186	1.39%	USD 2.02	2.24	
AskHRGreen.org askHRgreen.org Your Go-To Resource For Everything Green in Hampton Roads. Learn More!	askHRgreen.org	321	1,018	31.53%	USD 0.64	1.03	
Recycling Electronics askHRgreen.org Need To Recycle Your Computer Or Old Electronics? Find Where Here!	Electronics Recycling	210	2,945	7.13%	USD 2.03	1.63	
Where Can You Recycle? askHRgreen.org Learn Where You Can Recycle Your Plastic, Aluminum, Paper & Glass.	What to Recycle	210	8,384	2.50%	USD 1.64	1.57	
Recycling Electronics Need To Recycle Your Computer Or Old Electronics? Find Where Here! askHRgreen.org	Electronics Recycling	179	3,892	4.60%	USD 2.30	1.93	
Medication Disposal askHRgreen.org Before You Flush Your Old Medicine Learn More On The Proper Way Here.	Medication Disposal	179	2,646	6.76%	USD 2.22	2.18	
Where Can You Recycle? askHRgreen.org Learn Where You Can Recycle Your Plastic, Aluminum, Paper & Glass.	What to Recycle	159	5,364	2.96%	USD 1.72	1.21	
Reduce, Reuse, Recycle askHRgreen.org Learn What Can Be Recycled At Home & Tips To Make It Easier	Recycling at Home/Residential Recycling	128	5,789	2.21%	USD 2.35	1.46	
Medication Disposal askHRgreen.org Before You Flush Your Old Medicine Learn More On The Proper Way Here.	Medication Disposal	124	1,322	9.38%	USD 2.40	1.50	
Recycle More, Trash Less askHRgreen.org Let's Lead The State in Recycling Rates! Learn How To Recycle at Home	Recycling at Home/Residential Recycling	118	6,124	1.93%	USD 3.27	1.53	
Dispose Of Cooking Oil askHRgreen.org Fats, Oils & Grease Need To Be Disposed Of Properly. Read More Now	Fat/Oil/Grease Disposal	92	2,064	4.46%	USD 2.39	1.43	
Chesapeake Bay Watershed askHRgreen.org Learn More About Pollution In The Chesapeake Bay & How To Help!	TMDL	82	3,099	2.65%	USD 2.67	1.21	
Recycling at Home askHRgreen.org Recycle More, Trash Less! Learn How & Tips To Make It Easier	Recycling at Home/Residential Recycling	75	9,414	0.80%	USD 2.97	2.53	
What Can You Recycle? askHRgreen.org Learn More Here About Recycling Plastic, Aluminum, Paper & Glass.	What to Recycle	74	1,493	4.96%	USD 1.65	1.67	
Environmental Issues askHRgreen.org Want to Learn More About The Environment & Issues? We Can Help!	Environmental Education	67	3,744	1.79%	USD 3.75	1.22	
Recycling Electronics askHRgreen.org Think Before You Toss. Recycle Your Old Electronics. Find Where Here!	Electronics Recycling	67	978	6.85%	USD 1.87	2.21	

Ad	Ad Group	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.
AskHRGreen.org askHRgreen.org Your Go-To Resource For Everything Green in Hampton Roads. Learn More!	askHRgreen.org	66	232	28.45%	USD 0.45	1.02
Put Your Soil To The Test askHRgreen.org Follow These Steps To Test Your Soil Before You Fertilize Your Lawn	Soil Testing	64	5,250	1.22%	USD 3.50	1.59
Thirsty? Drink Tap Water askHRgreen.org Drink Tap Water in Hampton Roads With A High Level Of Confidence!	Drinking Water/Tap Water	62	2,745	2.26%	USD 3.49	1.20
Recycling In Virginia askHRgreen.org Learn More About Virginia Recycling Laws From The Business Of Recycling	The Business of Recycling	61	797	7.65%	USD 1.84	1.25
Recycling In Virginia askHRgreen.org Learn More About Virginia Recycling Laws From The Business Of Recycling	The Business of Recycling	59	1,923	3.07%	USD 1.99	1.40
Dispose Of Cooking Oil askHRgreen.org Fats, Oils & Grease Need To Be Disposed Of Properly. Get Certified	Fat/Oil/Grease Disposal	52	3,033	1.71%	USD 2.73	2.26
Test Your Soil askHRgreen.org Follow These Steps To Test Your Soil Before You Fertilize Your Lawn	Soil Testing	47	1,401	3.35%	USD 3.21	1.26
Hampton Roads Recycling askHRgreen.org Visit askHRgreen.org to Learn More About Helping The Local Environment	Hampton Roads Environment	46	408	11.27%	USD 1.13	1.22
Golf Tournament askHRgreen.org "Keep Hampton Roads Beautiful" Golf Tournament 10/12. Sign Up Early!	Keep Hampton Roads Beautiful Golf Tournament	43	1,069	4.02%	USD 4.08	1.14
Scoop The Poop Pledge askHRgreen.org Support Clean & Healthy Waterways. Learn How You Can Take the Pledge!	Pet Waste	41	2,836	1.45%	USD 2.58	1.27
Golf Tournament askHRgreen.org "Keep Hampton Roads Beautiful" Golf Tournament 10/12. Sign Up Early!	Keep Hampton Roads Beautiful Golf Tournament	38	4,540	0.84%	USD 3.24	1.41
Garbage Disposal Problems askHRgreen.org Clogged Garbage Disposal? You May Have Bigger Problems. Read More!	Garbage Disposal Problems	36	1,686	2.14%	USD 3.30	1.61
Hampton Roads Recycling askHRgreen.org Visit askHRgreen.org to Learn More About Helping The Local Environment	Hampton Roads Environment	34	196	17.35%	USD 0.90	1.08
Thirsty? Drink Tap Water askHRgreen.org Drink Tap Water in Hampton Roads & Learn More Tap Water Facts Now!	Drinking Water/Tap Water	33	3,554	0.93%	USD 3.22	1.54
Going Green? We Can Help askHRgreen.org Visit Us Today For Resources On Going Green, Living Green & More!	Green Home/Practices	32	2,741	1.17%	USD 2.40	1.35
Clogged Garbage Disposal? askHRgreen.org You May Have Bigger Problems. Learn More About Food Waste Disposal Now!	Garbage Disposal Problems	31	948	3.27%	USD 4.09	1.56
Stormwater Runoff Facts askHRgreen.org Learn More About How Stormwater Runoff Is Polluting Our Water Now!	Stormwater / Stormwater Runoff	31	2,110	1.47%	USD 3.64	1.57
Dispose Medicine Safely askHRgreen.org Before You Flush Your Old Medicine Learn More On The Proper Way Here.	Medication Disposal	29	441	6.58%	USD 1.79	2.60
What Can You Recycle? Learn More Here About Recycling Plastic, Aluminum, Paper & Glass. askHRgreen.org	What to Recycle	26	651	3.99%	USD 1.20	1.99
Environmental Issues askHRgreen.org Want to Learn More About The Environment & Issues? We Can Help!	Environmental Education	26	1,086	2.39%	USD 2.95	1.10

Ad	Ad Group	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.
AskHRGreen.org Your Go-To Resource For Everything Green in Hampton Roads. Learn More! askHRgreen.org	askHRgreen.org	25	61	40.98%	USD 0.21	1.00
Hurricane Flooding askHRgreen.org/HurricaneJoaquin Learn How To Prepare For Hurricane Joaquin Now! View Our Tips Online.	Stormwater / Stormwater Runoff	24	1,662	1.44%	USD 2.83	1.00
Chesapeake Bay Watershed askHRgreen.org Learn More About Pollution In The Chesapeake Bay & How To Help!	TMDL	24	930	2.58%	USD 3.01	1.14
Bottled Vs. Tap Water askHRgreen.org Can't Decide? Visit Us Today To Learn More On Why Tap Water Wins!	Bottled Water	24	725	3.31%	USD 3.46	1.78
Garbage Disposal Problems Clogged Garbage Disposal? You May Have Bigger Problems. Read More! askHRgreen.org	Garbage Disposal Problems	23	315	7.30%	USD 1.47	1.83
Recycling Bins At Home Learn What Can Be Recycled At Home & Tips To Make It Easier askHRgreen.org	Recycling at Home/Residential Recycling	22	2,265	0.97%	USD 2.09	2.26
Restaurant Grease Traps askHRgreen.org Get Certified To Properly Dispose Of Kitchen Grease. Online Program.	FOG Certification	22	525	4.19%	USD 3.31	2.40
Stop Leaks - Save Money askHRgreen.org Learn Some Quick Tips Today On Leak Detection To Save Money & Water!	Fixing Leaks/Indoor Plumbing	21	1,411	1.49%	USD 3.91	2.08
Recycling Electronics Think Before You Toss. Recycle Your Old Electronics. Find Where Here! askHRgreen.org	Electronics Recycling	21	290	7.24%	USD 1.70	1.69
Going Green? We Can Help askHRgreen.org Visit Us Today For Resources On Going Green, Living Green & More!	Green Home/Practices	21	1,201	1.75%	USD 2.73	1.24
Home Recycling Learn What Can Be Recycled At Home & Great Tips To Make It Easier! askHRgreen.org	Recycling at Home/Residential Recycling	18	982	1.83%	USD 0.96	1.74
Recycling In Virginia Learn More About Virginia Recycling Laws From The Business Of Recycling askHRgreen.org	The Business of Recycling	18	425	4.24%	USD 0.95	1.53
Dispose Of Cooking Oil askHRgreen.org Keep Your Drains Fat Free! Learn More About Fats, Oils & Grease.	Fat/Oil/Grease Disposal	16	381	4.20%	USD 1.97	2.80
All Results		4,523	180,923	2.50%	USD 2.21	1.86

Traffic By Channel: Year-Over-Year

Below is a look at traffic by channel between the months of July 2015 - June 2016. We use this data to compare with the previous year. Overall, traffic to your site decreased slightly by 9.86% or -5,749 sessions. Pages/Sessions seen an increase of 0.14%, Average Session Duration increased by 6.91%, and the % of New Sessions seen an increase of 0.72% year-over-year. Listed in order; Organic Search, Direct, Referral, and Paid Search made up your tip 4 channels.



Traffic By Device: Year-Over-Year

Below is a look at traffic by devices. Compared to the previous year, we've seen an increase of 0.74% in the % of new sessions from desktop, a 0.14% increase in pages/sessions via desktop, and a 6.91% increase in average session duration year-over-year. Sessions via Desktop declined 10.88%, % of New Sessions from Mobile increased by 2.89%. Average Session Duration has also seen an increase of 3.61% year over year via mobile.

Device Category	Acquisition			Behavior			Conversions	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Time on Site (Goal 1 Conversion Rate)	Time on Site (Goal 1 Completions)
	9.86% ↓ 52,330 vs 58,279	0.74% ↑ 80.46% vs 79.87%	9.20% ↓ 42,286 vs 46,546	0.16% ↓ 74.92% vs 74.80%	0.14% ↑ 1.77 vs 1.77	6.91% ↑ 00:01:32 vs 00:01:28	100.00% ↑ 2.95% vs 0.00%	100.00% ↑ 1,845 vs 0
1. desktop								
Jul 1, 2015 - Jun 30, 2016	31,747 (80.44%)	78.80%	25,018 (59.19%)	69.08%	2.02	00:01:57	3.56%	1,129 (72.93%)
Jul 1, 2014 - Jun 30, 2015	35,624 (81.15%)	79.28%	28,241 (80.67%)	69.36%	2.01	00:01:48	0.00%	0 (0.00%)
% Change	-10.88%	-0.59%	-11.41%	-0.40%	0.44%	8.00%	=%	=%
2. mobile								
Jul 1, 2015 - Jun 30, 2016	15,885 (80.24%)	83.78%	13,309 (31.49%)	85.17%	1.34	00:00:47	1.91%	304 (19.64%)
Jul 1, 2014 - Jun 30, 2015	15,598 (28.79%)	81.43%	12,702 (37.29%)	84.68%	1.35	00:00:46	0.00%	0 (0.00%)
% Change	1.84%	2.89%	4.78%	0.58%	-0.68%	3.61%	=%	=%
3. tablet								
Jul 1, 2015 - Jun 30, 2016	4,898 (9.32%)	80.42%	3,939 (9.32%)	79.50%	1.58	00:01:16	2.35%	115 (7.43%)
Jul 1, 2014 - Jun 30, 2015	7,057 (12.11%)	79.40%	5,603 (12.04%)	80.42%	1.49	00:01:04	0.00%	0 (0.00%)
% Change	-30.59%	1.29%	-29.70%	-1.14%	6.06%	19.37%	=%	=%

Traffic by Device (cont.)

July 1, 2015 - June 30, 2016

Platform	Campaign	Clicks	Impressions	CTR
Computers	R&B	1076	47928	2.25%
Mobile Devices with Full Browsers	askHRgreen.org	149	2758	5.40%
Mobile Devices with Full Browsers	R&B	688	21427	3.21%
Computers	askHRgreen.org	436	7326	5.95%
Tablets with Full Browsers	askHRgreen.org	39	901	4.33%
Tablets with Full Browsers	Stormwater	119	3920	3.04%
Computers	Stormwater	390	23887	1.63%
Tablets with Full Browsers	R&B	290	10030	2.89%
Computers	FOG	110	8267	1.33%
Tablets with Full Browsers	Water	23	2173	1.06%
Tablets with Full Browsers	FOG	27	1441	1.87%
Mobile Devices with Full Browsers	Water	110	5623	1.96%
Mobile Devices with Full Browsers	FOG	154	3959	3.89%
Computers	Water	102	10362	0.98%
Mobile Devices with Full Browsers	Stormwater	287	8221	3.49%
Total	--	4000	158276	2.53%

Call Details

Below is a look at calls made via your SEM campaign's ads on Google's network.

Call Details

July 1, 2015 - June 30, 2016

Start time	End time	Status	Duration (seconds)	Caller area code	Call type	Call source
6/30/2016 8:20	6/30/2016 8:21	Received	10	757	Mobile click-to-call	Ad
6/29/2016 9:15	6/29/2016 9:15	Received	28	757	Mobile click-to-call	Ad
6/24/2016 15:23	6/24/2016 15:23	Missed	0	757	Mobile click-to-call	Ad
6/23/2016 7:58	6/23/2016 7:58	Received	13	757	Mobile click-to-call	Ad
6/20/2016 9:57	6/20/2016 9:57	Received	7	757	Mobile click-to-call	Ad
6/18/2016 7:22	6/18/2016 7:22	Received	5	757	Mobile click-to-call	Ad
6/16/2016 9:10	6/16/2016 9:11	Received	51	609	Mobile click-to-call	Ad
6/14/2016 10:27	6/14/2016 10:27	Missed	0	757	Mobile click-to-call	Ad
6/9/2016 8:14	6/9/2016 8:14	Received	37	716	Mobile click-to-call	Ad
6/4/2016 10:05	6/4/2016 10:05	Received	8	919	Mobile click-to-call	Ad
5/29/2016 10:31	5/29/2016 10:31	Missed	0	757	Mobile click-to-call	Ad
5/29/2016 10:31	5/29/2016 10:31	Received	27	757	Mobile click-to-call	Ad
5/27/2016 12:28	5/27/2016 12:29	Received	25	757	Mobile click-to-call	Ad
5/26/2016 10:18	5/26/2016 10:20	Received	82	757	Mobile click-to-call	Ad
5/20/2016 11:26	5/20/2016 11:27	Received	18	757	Mobile click-to-call	Ad
5/18/2016 12:23	5/18/2016 12:24	Received	23	507	Mobile click-to-call	Ad
5/12/2016 7:08	5/12/2016 7:09	Received	46	757	Mobile click-to-call	Ad
5/11/2016 8:01	5/11/2016 8:02	Received	21	252	Mobile click-to-call	Ad
5/11/2016 8:00	5/11/2016 8:00	Received	11	252	Mobile click-to-call	Ad
4/27/2016 11:27	4/27/2016 11:28	Received	57	757	Mobile click-to-call	Ad
4/20/2016 12:33	4/20/2016 12:34	Received	48	757	Mobile click-to-call	Ad

4/17/2016 14:30	4/17/2016 14:30	Missed	0	757	Mobile click-to-call	Ad
4/13/2016 9:10	4/13/2016 9:12	Received	103	757	Mobile click-to-call	Ad
3/30/2016 14:25	3/30/2016 14:25	Received	38	757	Mobile click-to-call	Ad
3/30/2016 8:24	3/30/2016 8:25	Received	39	757	Mobile click-to-call	Ad
3/21/2016 16:07	3/21/2016 16:07	Received	19	757	Mobile click-to-call	Ad
2/17/2016 6:27	2/17/2016 6:27	Received	11	757	Mobile click-to-call	Ad
1/30/2016 10:50	1/30/2016 10:51	Received	41	757	Mobile click-to-call	Ad
1/17/2016 9:26	1/17/2016 9:26	Missed	0	805	Mobile click-to-call	Ad
1/5/2016 8:50	1/5/2016 8:50	Received	6	757	Mobile click-to-call	Ad
1/4/2016 9:29	1/4/2016 9:31	Received	106	757	Mobile click-to-call	Ad
1/4/2016 9:00	1/4/2016 9:00	Received	10	646	Mobile click-to-call	Ad
1/4/2016 8:24	1/4/2016 8:25	Received	54	757	Mobile click-to-call	Ad
12/29/2015 9:41	12/29/2015 9:43	Received	141	646	Mobile click-to-call	Ad
12/24/2015 17:01	12/24/2015 17:01	Received	16	757	Mobile click-to-call	Ad
12/24/2015 14:06	12/24/2015 14:06	Received	27	757	Mobile click-to-call	Ad
12/24/2015 13:01	12/24/2015 13:01	Received	8	703	Mobile click-to-call	Ad
12/21/2015 11:51	12/21/2015 11:53	Received	95	757	Mobile click-to-call	Ad
12/15/2015 16:43	12/15/2015 16:43	Received	9	570	Mobile click-to-call	Ad
12/3/2015 11:06	12/3/2015 11:07	Received	15	757	Mobile click-to-call	Ad
12/1/2015 12:51	12/1/2015 12:52	Received	70	757	Mobile click-to-call	Ad
11/30/2015 11:57	11/30/2015 11:57	Missed	0	757	Mobile click-to-call	Ad
11/28/2015 11:23	11/28/2015 11:24	Received	40	757	Mobile click-to-call	Ad
11/27/2015 9:43	11/27/2015 9:43	Received	11	757	Mobile click-to-call	Ad
11/20/2015 8:43	11/20/2015 8:43	Received	51	757	Mobile click-to-call	Ad
11/18/2015 8:00	11/18/2015 8:01	Received	31	757	Mobile click-to-call	Ad
11/10/2015 11:04	11/10/2015 11:05	Received	89	757	Mobile click-to-call	Ad
11/9/2015 9:35	11/9/2015 9:37	Received	89	757	Mobile click-to-call	Ad
10/30/2015 9:58	10/30/2015 10:00	Received	125	757	Mobile click-to-call	Ad
10/29/2015 11:36	10/29/2015 11:40	Received	229	252	Mobile click-to-call	Ad
10/23/2015 8:52	10/23/2015 8:53	Received	39	757	Mobile click-to-call	Ad
10/17/2015 10:26	10/17/2015 10:26	Received	9	757	Mobile click-to-call	Ad
10/12/2015 10:46	10/12/2015 10:46	Missed	0	757	Mobile click-to-call	Ad
10/12/2015 10:45	10/12/2015 10:46	Received	38	757	Mobile click-to-call	Ad
10/12/2015 10:45	10/12/2015 10:45	Received	4	757	Mobile click-to-call	Ad
10/8/2015 8:31	10/8/2015 8:32	Received	50	561	Mobile click-to-call	Ad
9/24/2015 7:31	9/24/2015 7:31	Received	20	510	Mobile click-to-call	Ad
9/23/2015 7:36	9/23/2015 7:36	Missed	0	757	Mobile click-to-call	Ad
9/18/2015 9:23	9/18/2015 9:24	Received	68	757	Mobile click-to-call	Ad
9/17/2015 14:06	9/17/2015 14:08	Received	142	919	Mobile click-to-call	Ad
9/17/2015 14:04	9/17/2015 14:05	Received	39	919	Mobile click-to-call	Ad
9/17/2015 14:04	9/17/2015 14:04	Received	5	919	Mobile click-to-call	Ad
9/15/2015 11:48	9/15/2015 11:48	Received	22	360	Mobile click-to-call	Ad
9/12/2015 10:20	9/12/2015 10:20	Received	15	832	Mobile click-to-call	Ad
9/8/2015 12:06	9/8/2015 12:08	Received	83	757	Mobile click-to-call	Ad
9/2/2015 14:56	9/2/2015 14:57	Received	17	757	Mobile click-to-call	Ad

8/22/2015 9:56	8/22/2015 9:59	Received	124	734	Mobile click-to-call	Ad
8/19/2015 9:41	8/19/2015 9:41	Received	20	757	Mobile click-to-call	Ad
8/17/2015 8:07	8/17/2015 8:08	Received	33	757	Mobile click-to-call	Ad
8/17/2015 8:07	8/17/2015 8:07	Received	3	757	Mobile click-to-call	Ad
8/14/2015 8:34	8/14/2015 8:36	Received	113	757	Mobile click-to-call	Ad
8/9/2015 11:37	8/9/2015 11:37	Missed	0	720	Mobile click-to-call	Ad
8/9/2015 11:33	8/9/2015 11:33	Missed	0	720	Mobile click-to-call	Ad
8/8/2015 11:55	8/8/2015 11:56	Received	9	757	Mobile click-to-call	Ad
8/4/2015 12:07	8/4/2015 12:08	Received	51	804	Mobile click-to-call	Ad
7/17/2015 14:34	7/17/2015 14:36	Received	121	757	Mobile click-to-call	Ad
7/7/2015 18:51	7/7/2015 18:51	Missed	0	757	Mobile click-to-call	Ad
7/3/2015 10:25	7/3/2015 10:26	Received	11	757	Mobile click-to-call	Ad
7/3/2015 10:24	7/3/2015 10:24	Received	6	757	Mobile click-to-call	Ad
7/2/2015 15:16	7/2/2015 15:17	Received	83	757	Mobile click-to-call	Ad

Clicks by User Location

Below is a look at clicks on your ads from a user's specific city. This information shows what areas drive the most traffic to your website.

Clicks by Location		July 1, 2015 - June 30, 2016		
Metro area	City	Clicks	Impressions	CTR
Norfolk-Portsmouth-Newport News VA	Chesapeake	198	6068	3.26%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	194	6420	3.02%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	160	5388	2.97%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	137	4919	2.79%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	126	4494	2.80%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	123	4315	2.85%
Norfolk-Portsmouth-Newport News VA	Hampton	114	2904	3.93%
Norfolk-Portsmouth-Newport News VA	Chesapeake	109	3981	2.74%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	108	3697	2.92%
Norfolk-Portsmouth-Newport News VA	Hampton	92	3064	3.00%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	91	2970	3.06%
Norfolk-Portsmouth-Newport News VA	Newport News	86	3746	2.30%
Norfolk-Portsmouth-Newport News VA	Newport News	83	2853	2.91%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	83	3725	2.23%
Norfolk-Portsmouth-Newport News VA	Chesapeake	83	3596	2.31%
Norfolk-Portsmouth-Newport News VA	Williamsburg	78	3726	2.09%
Norfolk-Portsmouth-Newport News VA	Williamsburg	74	2836	2.61%
Norfolk-Portsmouth-Newport News VA	Hampton	69	2358	2.93%
Norfolk-Portsmouth-Newport News VA	Norfolk	67	1939	3.46%
Norfolk-Portsmouth-Newport News VA	Norfolk	66	2896	2.28%
Norfolk-Portsmouth-Newport News VA	Suffolk	66	2271	2.91%
Norfolk-Portsmouth-Newport News VA	Chesapeake	54	1845	2.93%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	52	1580	3.29%
Norfolk-Portsmouth-Newport News VA	Norfolk	50	4742	1.05%
Norfolk-Portsmouth-Newport News VA	Portsmouth	47	1051	4.47%
Norfolk-Portsmouth-Newport News VA	Chesapeake	47	1462	3.21%
Norfolk-Portsmouth-Newport News VA	Portsmouth	46	2095	2.20%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	45	2482	1.81%
Norfolk-Portsmouth-Newport News VA	Newport News	43	1262	3.41%
Norfolk-Portsmouth-Newport News VA	Norfolk	43	1346	3.19%
Norfolk-Portsmouth-Newport News VA	Norfolk	42	1446	2.90%
Norfolk-Portsmouth-Newport News VA	Norfolk	42	1317	3.19%
Norfolk-Portsmouth-Newport News VA	Newport News	41	1658	2.47%
Norfolk-Portsmouth-Newport News VA	Williamsburg	40	1946	2.06%
Norfolk-Portsmouth-Newport News VA	Yorktown	38	1192	3.19%
Norfolk-Portsmouth-Newport News VA	Suffolk	36	1293	2.78%
Norfolk-Portsmouth-Newport News VA	Suffolk	34	1478	2.30%
Norfolk-Portsmouth-Newport News VA	Norfolk	32	1460	2.19%
Norfolk-Portsmouth-Newport News VA	Norfolk	29	950	3.05%
Norfolk-Portsmouth-Newport News VA	Portsmouth	28	1189	2.35%

Norfolk-Portsmouth-Newport News VA	Norfolk	27	963	2.80%
Norfolk-Portsmouth-Newport News VA	Hampton	26	561	4.63%
Norfolk-Portsmouth-Newport News VA	Yorktown	25	940	2.66%
Norfolk-Portsmouth-Newport News VA	Norfolk	25	755	3.31%
--	Unspecified	25	1284	1.95%
Norfolk-Portsmouth-Newport News VA	Portsmouth	22	654	3.36%
Norfolk-Portsmouth-Newport News VA	Unspecified	22	984	2.24%
Norfolk-Portsmouth-Newport News VA	Newport News	21	905	2.32%
Norfolk-Portsmouth-Newport News VA	Chesapeake	20	680	2.94%
Norfolk-Portsmouth-Newport News VA	Yorktown	19	657	2.89%
--	Virginia Beach	18	1334	1.35%
Norfolk-Portsmouth-Newport News VA	Unspecified	18	569	3.16%
Norfolk-Portsmouth-Newport News VA	Suffolk	17	971	1.75%
Norfolk-Portsmouth-Newport News VA	Chesapeake	17	563	3.02%
Norfolk-Portsmouth-Newport News VA	Hampton	15	461	3.25%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	14	211	6.64%
Norfolk-Portsmouth-Newport News VA	Newport News	14	542	2.58%
Norfolk-Portsmouth-Newport News VA	Norfolk	14	425	3.29%
Norfolk-Portsmouth-Newport News VA	Newport News	14	676	2.07%
--	Norfolk	13	1942	0.67%
Norfolk-Portsmouth-Newport News VA	Chesapeake	13	364	3.57%
Norfolk-Portsmouth-Newport News VA	Unspecified	12	472	2.54%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	12	283	4.24%
--	Virginia Beach	11	185	5.95%
Norfolk-Portsmouth-Newport News VA	Newport News	11	363	3.03%
--	Williamsburg	11	583	1.89%
Norfolk-Portsmouth-Newport News VA	Portsmouth	11	493	2.23%
Norfolk-Portsmouth-Newport News VA	Norfolk	11	577	1.91%
Norfolk-Portsmouth-Newport News VA	Hampton	11	1076	1.02%
Norfolk-Portsmouth-Newport News VA	Chesapeake	10	130	7.69%
Norfolk-Portsmouth-Newport News VA	Yorktown	10	70	14.29%
Norfolk-Portsmouth-Newport News VA	Chesapeake	10	128	7.81%
Norfolk-Portsmouth-Newport News VA	Norfolk	10	367	2.72%
--	--	4002	158276	2.53%

Goals

In an effort to increase engagement and continue to learn how users interact with your website, earlier this year; we implemented Google Analytic goals. This is all in an effort to fully understand how users are engaging on your site, and how we can use this information to maximize our SEM efforts. So far, since implementation of these goals, we were able to complete 6,068 goal completions. Your SEM campaign was the third source of traffic with 666 of these goal completions. Organic being the first source and Direct traffic being the second source of all goal completions. The goal completions are as followed:

- Time on Site - 1,548
- Average Page Views per Session - 2,141
- Mini Grant Application Package Page - 44
- Cigarette Litter Page - 56
- Healthy Drinking Water Page - 72
- Recycling at Home Page - 692
- Scoop the Poop Page - 51
- Fats, Oils, and Grease Disposal Page - 669
- Storm-water Run-off Page - 87
- Let's Talk Green Blog Page - 202
- Recycle More Trash Less RTML Page - 476



Source / Medium	Goal Completions	% Goal Completions
1. google / organic	1,809	27.50%
2. (direct) / (none)	1,300	21.42%
3. google / cpc	666	10.98%
4. WTKR / Facebook	554	9.13%
5. hrfog.com / referral	301	5.95%
6. facebook.com / referral	204	3.38%
7. bing / organic	196	3.23%
8. m.facebook.com / referral	181	2.98%
9. yahoo / organic	115	1.90%
10. WTKR / Targeting	75	1.24%

Summary

In an effort to increase engagement and continue drive clicks to your website via paid & organic search, we focused on the following in so far in 2015/2016:

- Narrowed geographic targeting across all campaigns due to increased impression share lost due to budget.
- As a result of continued significant organic searches based around "electronics recycling and disposal" these keywords will remain a focus in 2016.
- To continue successful Google campaigns during the second half of 2016 and into 2017, we will continue to make keyword adjustments, change ads according to events and promotions on your site and implement SEM updates where applicable. We will keep an eye on your organic search queries as this information helps provide insight to improve your SEM campaigns. These adjustments will ensure your campaigns are positioned for success moving forward.

Recommendations

Bing's searches grew by 2% in the USA, bringing it to 21.6% of the market share (Neowin, 2016). It is true that Google AdWords has the largest audience, however its is not just about the quantity of people you can reach, rather about taking advantage of the unique characteristics of the Bing audience. Who even uses Bing? Bing's strategy has been to put the search where people are. The Bing Ads audience is "A little older, more income, more educated and slightly more female" (White Shark Media, 2015). In addition to the unique audience you can capture, it is also possible to pay less for this investment. Don't underestimate the impact that adding Bing Ads campaign could have for your business. Be proactive and find in Bing another way to expand your PPC advertising efforts while increasing your ROI.

Keep in mind that our overall SEM efforts are still limited to the current budget by 49%. In order to gain the majority of the impression share available; we suggest an increase in media spend of \$500.00 per month. This would be billed at \$2,000.00 per month; \$1,500.00 in media spend, and \$500.00 for our management fee. This new budget would allow for an average of \$48.00 per day for an average of 20 clicks with an average of 620 clicks per month. Your current budget allows for \$34.00 per day and 15 clicks -- an average of 460 clicks per month. For more information, speak with Teresa Eure, your Marketing & Sales Executive today!

As always, we thank you for your business!