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PEP-12-11



Annual Report of Fiscal Year 2012
askHRgreen.org

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RICHARD CASE

GENERAL SERVICES MANAGER
ASSISTANT GENERAL SERVICES MANAGER
FACILITIES SUPERINTENDENT

ASKHRGREEN.ORG ANNUAL REPORT

JULY 1, 2011 - JUNE 30, 2012

This report was included in the HRPDC Unified Planning Work Program which was approved by the HRPDC at its Quarterly Commission Meeting of April 19, 2012

Prepared by the
Hampton Roads Planning District Commission
September 2012

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GLOSSARY OF TERMS

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.*

Added Value: *earned but unpaid advertising value.*

Exposure Value: *the combination of advertising cost and public relations value.*

CTR (Clickthrough Rate): *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.*

Unique Visitors: *a measure of the amount of unique people who visit a site, or click on a link in a given amount of time. While a single person could tally multiple page views by reloading a page, it will still count as a single unique visitor.*

DEAR ASKHRGREEN.ORG FRIENDS AND MEMBERS,

Fiscal year 2011-2012 has been an exciting year for askHRgreen.org. New media campaigns were launched, the website saw over 27,500 visitors, and the mobile education trailer traveled to 27 regional events. We also hosted a week-long Drinking Water Week Celebration to encourage residents to “Take Back the Tap”, gained national attention and region-wide citizen participation by hosting The Great American Cleanup™ National Action Days, and published the inaugural issue of our newspaper insert, Green Living, which was included in *The Virginian-Pilot* and the *Daily Press*. This whirlwind year was made possible by the dedication and involvement of our members from the cities of Chesapeake, Franklin, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach and Williamsburg; the counties of Gloucester, Isle of Wight, James City, Southampton, Surry and York; and HRSD.

Julia Hillegass

*Public Information & Community Affairs Administrator
Hampton Roads Planning District Commission*



ABOUT ASKHRGREEN.ORG

askHRgreen.org is a public awareness program and central resource for environmental education in Hampton Roads — from earth-friendly landscaping ideas and pointers for keeping local waterways clean to recycling tips and simple steps to make local living easy on the environment. The initiative is powered by the 16 cities and counties of Hampton Roads, HRSD, and the Hampton Roads Planning District Commission. Work on the askHRgreen.org campaign began in July 2010 as the individual programs of HR CLEAN, HR FOG, HR STORM and HR WET unified into one central-focused, regional awareness campaign.

askHRgreen.org was launched in June 2011. With an emphasis on simple steps residents and businesses can take to find their “inner green” and become environmental stewards, askHRgreen.org has blossomed into a go-to resource for everything green in Hampton Roads. Website features include easy-to-use green practices; locality specific information; an interactive calendar highlighting regional events; and the “Let’s Talk Green” blog written by a team of local experts who work in the region’s municipal utility and environmental divisions.

You can “like” askHRgreen.org on Facebook at [Facebook.com/askHRgreen](https://www.facebook.com/askHRgreen), tweet and retweet at [Twitter.com/HRgreen](https://twitter.com/HRgreen), “tune in” at [YouTube.com/HRGreenVA](https://www.youtube.com/HRGreenVA), and read and comment on the blog, askhrgreen.org/blog.



“This whirlwind year was made possible by the dedication and involvement of our members...”

askHRgreen.org

FY 2011-2012
Highlights

27,685 website visitors from
July 2011 - June 2012

30.7 million opportunities to
see or hear askHRgreen.org
in the media

225,000 Green Living Inserts
distributed through
The Virginian-Pilot & Daily Press

New exterior wrap for the
mobile education trailer

Facebook contests

Hosted Great American
Cleanup™ National Action
Days

Awarded **\$9,248** in
environmental education
mini-grants to **24** schools
in **9** localities

ASKHRGREEN.ORG CAMPAIGN RESEARCH

In the fall of 2010, focus group and online research was conducted by askHRgreen.org to form the foundation for the development of a marketing plan designed to change environmental attitudes and behaviors in Hampton Roads. While the research was used to inform decisions in all areas of the campaign, specifically it was used to:

- Profile target audiences for the campaign
- Develop creative strategies
- Plan educational and marketing tactics
- Help with media planning

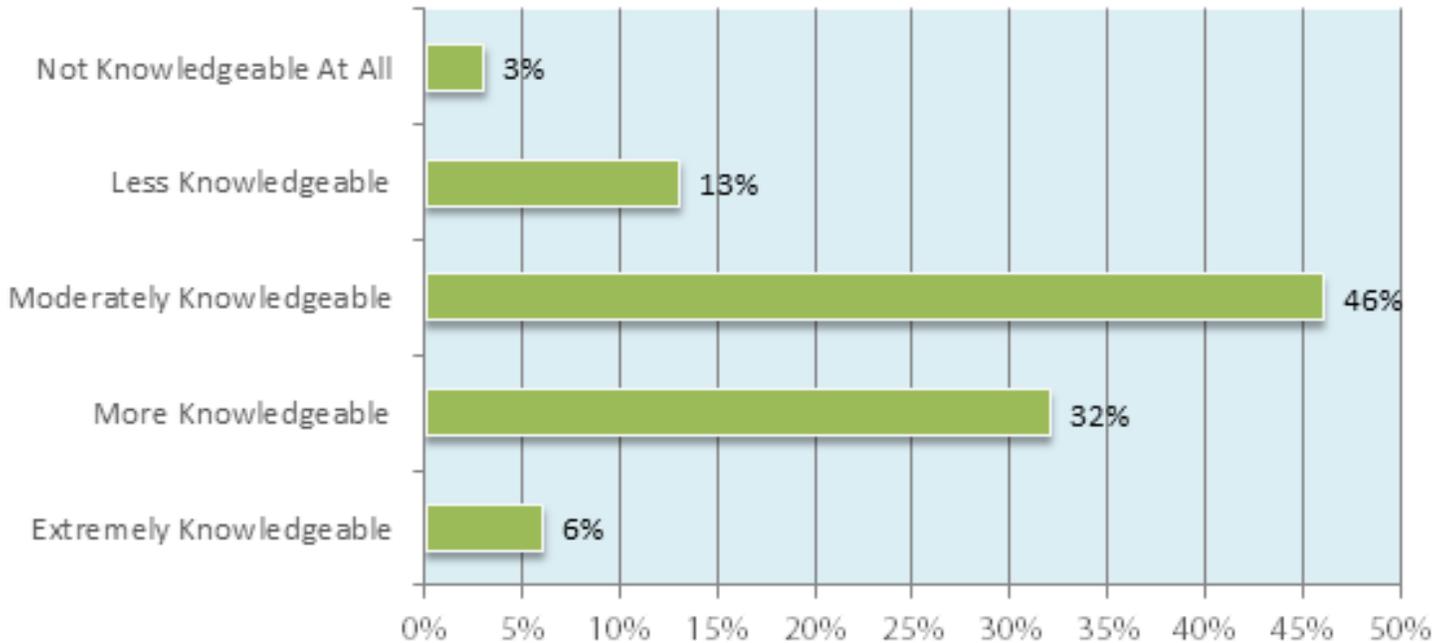
The research revealed that members of the Hampton Roads community are at different stages in the adoption of desired environmental behaviors. Some have very heightened awareness of what it means to be good stewards and rigorously follow best practices. According to the baseline survey, they are more likely to:

- Be male, over 50 years of age
- Have a college degree
- Earn over \$100K
- Be married

Others are aware of what they should be doing, but only do it when it is convenient. Others have no awareness and no interest. This is typical of communities adopting new knowledge or behavior over time.

One of the questions posed on the baseline online survey was: "How knowledgeable do you feel about local environmental issues?" Thirteen percent of respondents said they are *less knowledgeable* and 3% said they are *not knowledgeable at all* about local environmental issues. The *less knowledgeable* group indicates a measure of interest that can be seen as an opportunity for behavioral change. The remaining 84% of the population described themselves as *moderately knowledgeable* to *extremely knowledgeable*.

Hampton Roads Population Self-Described Knowledge of Local Environmental Issues



For the askHRgreen.org campaign, the audience that describes itself as *moderately to not knowledgeable* is of great interest for planning purposes. The survey results revealed participants who fell into this category were more likely to be:

- Women
- 18-49 years of age
- Without college degrees
- Earn under \$75K
- Unmarried

The survey also asked who is seeking information. The results show that the demographic profile of those *without knowledge of local environmental issues* in Hampton Roads is very similar to the profile of those *not seeking information*. Once again, they were more likely to be:

- Women
- 18-49 years of age
- Without college degrees
- Earn under \$75K

This means that not only does a large share of the audience describe itself as moderately or not knowledgeable, but a similar share is not seeking information. While it is clear that both groups share a similar profile and can be targeted by the campaign, it is disturbing for Hampton Roads that *50% and more of those surveyed described themselves as moderately or not knowledgeable and display little interest in seeking environmental information*. Therefore, askHRgreen.org really has its work cut out for it.

50% and more of those surveyed described themselves as moderately or not knowledgeable and display little interest in seeking environmental information.

FISCAL YEAR 2011-2012 CAMPAIGN SCHEDULE & RESULTS

Nine environmentally-themed media campaigns ran throughout FY12 for a total of 18 weeks of exposure.



Campaign	Media	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
askHRgreen.org Media	R-P-O 4 weeks												
Thanksgiving Cooking - FOG	R-O 2 weeks												
Super Bowl Cooking - FOG	R-O-FB 2 weeks												
Great American Cleanup	R-P-O-FB 2 weeks												
Find and Fix Leaks - Fix a Leak Week	R-O-FB 2 weeks												
Spring Fertilizer Use	R-O-FB 2 weeks												
Garbage Disposal Use	R-O-FB 2 weeks												
Value of Water - Tap vs. Bottled	R-O-FB 2 weeks												
Green Living Newspaper Insert	P-O 2 weeks												
Public Relations	various												
Promotions	various												
eNewsletters													

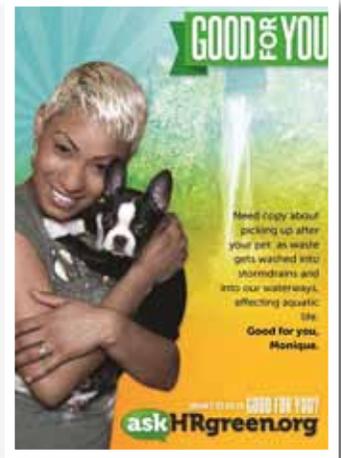
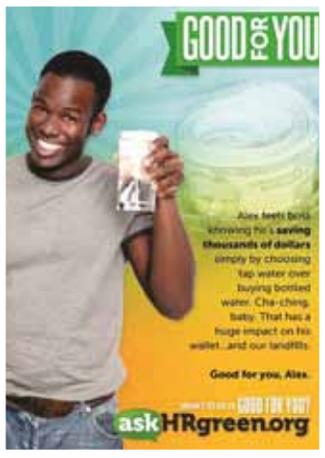
R = Radio P = Print O = Online FB = Facebook

Total Advertising Weeks	20
Impressions	
Newspaper	3.8 million
Radio	3.5 million
Online	19.6 million
Added Value (earned unpaid media)	1.8 million
Public Relations (unpaid coverage)	2 million
Total Media Budget	\$129,531
Total Public Relations & Creative Budget	\$111,531
Value	
Added Value (earned unpaid media)	\$44,952
Public Relations (unpaid coverage)	\$253,314
Total Exposure Value	\$539,328
Totals	
Impressions	30.7 million
Cost per Thousand Impressions	\$7.84
Return on Investment	2.24 : 1



YOUR GO-TO RESOURCE FOR EVERYTHING GREEN IN HAMPTON ROADS

askHRgreen.org Website Statistics	
Visits	27,685
Unique Visitors	21,393
Average Page Views	2.42
Average Time on Site	2:19
Bounce Rate	62%



“LET’S TALK GREEN” BLOG

The askHRgreen.org website features a blog written by subcommittee members covering everything from green tips around the house to community events and local volunteer opportunities. The blog is interactive as readers are able to post comments and questions for the bloggers.

Current askHRgreen.org Blogging Team



Tiffany Wright
Virginia Beach



Lisa Hardy
HRPDC



Debbie Blanton
Hampton



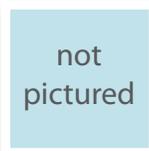
Brianna Venner
Hampton



Julia Hillegass
HRPDC



Katie Cullipher
HRPDC



Cris Ausink
Hampton

to FY13, the recipient list is already up to over 1,100 subscribers and the goal is to send out a newsletter full of interesting tips, events, and articles each month.



ELECTRONIC NEWSLETTER

The askHRgreen.org electronic 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. Two newsletters were sent out in FY12 to 900 recipients. Looking ahead

SOCIAL MEDIA

In FY12, social media was a key source for public outreach. askHRgreen.org continues to use Facebook, Twitter, and YouTube to promote the blog and upcoming events, as well as to hold contests that generate more followers.

GREEN LIVING INSERT

This was the inaugural year for the Green Living newspaper insert. The insert was created in partnership with *The Virginian-Pilot* and included ads from local businesses in the green sector and contained six full pages of askHRgreen.org editorial content plus four half-page askHRgreen.org ads. The editorial content gave an overview of askHRgreen.org; discussed the importance of choosing tap water over bottle water; provided money-saving lawn and landscaping tips; advised what not to put down your home drain; and promoted the Great American Cleanup™ National Action Days. The insert was included in the April 18, 2012 edition of both *The Virginian-Pilot* and the *Daily Press* to a total distribution of 225,000. In addition, members of askHRgreen.org received 10,000 overprints to distribute as needed.



REGIONAL EVENTS

The mobile askHRgreen.org education trailer received a face lift this year with a beautiful new exterior wrap that clearly conveys the campaign messages. It stands out at events, and with committee members staffing it and handing out promotional items and information, it is hard to pass by without learning something new. Two new banner signs were also purchased for display at indoor events. In FY12, committee members represented askHRgreen.org at 24 community events.

Green Living Readership

The Virginian-Pilot	348,696
Daily Press	143,220
Total Readership	491,916
Print Impressions	491,916
Online Impressions	80,000
Totals	
Total Impressions	571,916
Cost to askHRgreen.org	\$13,803
Public Relations Value	\$195,288
Total Value	\$218,068
Return on Investment	16 : 1



FY 2011-2012 Regional Events

9/9 - 9/11	Hampton Bay Days	Hampton
9/15 - 9/18	Isle of Wight County Fair	Windsor
9/22	NASA Safety & Health Fair	Hampton
10/15	Great Chesapeake Bay Schooner Race	Portsmouth
3/2 - 3/4	McDonald Garden Center Outdoor Show	Hampton
3/3	SEVA Community Association Day	Virginia Beach
3/9 - 3/11	TBA Mid-Atlantic Home & Garden Show	Virginia Beach
4/13 - 4/15	PHBA Home & Garden Expo	Hampton
4/17	ODU Blue Goes Green	Norfolk
4/19	Gloucester Chamber of Commerce Green Vendor Fair	Gloucester
4/21	Virginia Living Museum Earth Day	Newport News
4/22	Earth Day at Mount Trashmore	Virginia Beach
4/28	RiverFest 2012	Norfolk
5/6	DWW Take Back the Tap Event	Virginia Beach
5/7	DWW Take Back the Tap Event	Chesapeake
5/8	DWW Take Back the Tap Event	Suffolk
5/9	DWW Take Back the Tap Event	Norfolk
5/10	DWW Take Back the Tap Event	Newport News
5/11	DWW Take Back the Tap Event	James City County
5/12	DWW Take Back the Tap Event	Hampton
5/19	Girl Scout Jamboree	Virginia Beach
5/24	NASA-Langley Employee Expo	Hampton
5/24	Sensible Seafood Fest	Virginia Beach
6/2	King-Lincoln Park Day	Newport News
6/5	Anheuser-Busch Earth Event	Williamsburg
6/9-6/10	NOAA Days on the Hague	Norfolk
6/30	Smithfield Olden Days	Smithfield

MINI GRANTS

The Mini Grant Program provides grants up to \$500 for environmentally-themed projects in schools and with youth groups. To be eligible, the project must be in line with one or more of the askHRgreen.org messages. Grants are awarded on a rolling basis. In FY12, a total of \$9,248 was awarded to 24 schools in nine localities.

- The Recycling and Beautification Subcommittee awarded \$2,046.96
- The Stormwater Education Subcommittee awarded \$5,017.10
- The Water Awareness Subcommittee awarded \$2,049.50
- The Fats, Oils and Grease Education Subcommittee awarded \$133.00



FY 2011-2012 Mini-Grants			
Watersheds	Deep Creek Middle School	Chesapeake	\$499
Watershed Restoration	Greenbrier Middle School	Chesapeake	\$500
Butterfly Garden	Hunter B. Andrews	Hampton	\$500
Secret Agents Going Green	Machen Elementary	Hampton	\$500
Taking to the Air and Canoe	Spratley Gifted Center	Hampton	\$500
Student Water Quality Assessment of the James, Elizabeth and York Rivers	Booker T. Washington Middle School	Newport News	\$439
Restoring Oysters to the Chesapeake Bay	Booker T. Washington High School	Norfolk	\$500
Oyster Restoration	Norfolk Christian Lower School Norfolk Campus	Norfolk	\$110
Oyster Restoration	Norfolk Christian Lower School Norfolk Campus	Norfolk	\$110
Rain Barrel	Willard Elementary School	Norfolk	\$500
Go Green With Blue Recycling Bins	I.C. Norcom High School	Portsmouth	\$225
Butterfly and Vegetable Garden with Rain Barrel	Olive Branch Preschool Center	Portsmouth	\$500
Watershed Peers	Woodrow Wilson High School	Portsmouth	\$250
Composting with the Ecology Club & 3rd Grade	Poquoson Elementary School	Poquoson	\$360
Metamorphosis Project	John F. Kennedy Middle School	Suffolk	\$500
Oyster Reef Restoration	Landstown Middle School	Virginia Beach	\$150
Pearls of Environmental Wisdom	Linkhorn Park Elementary School	Virginia Beach	\$370
Oyster Restoration	Norfolk Christian Schools Beach Campus	Virginia Beach	\$110
Environmental Science & Sustainable Gardening	Saint Gregory the Great School	Virginia Beach	\$400
Army Corps	Seatack Elementary School	Virginia Beach	\$250
Operation Oyster	Strawbridge Elementary School	Virginia Beach	\$150
Oyster Restoration Project	Virginia Beach Middle School	Virginia Beach	\$280
Paper Recycling Project	James River Elementary	Williamsburg	\$212
Lafayette Vegetable Garden	Lafayette High School	Williamsburg	\$500
Restoration of Children's Garden	Williamsburg Montessori School	Williamsburg	\$584
Vermicomposting with our School	J. Blaine Blayton Elementary School	Williamsburg	\$250

PROMOTIONAL ITEMS

askHRgreen.org distributes a variety of educational and promotional items at community events including: reusable shopping bags, shower timers, toilet leak detection dye tablets, hose nozzles, rain gauges, seed packets, lemonade packets, cups, koozies, pencils, pens, dog waste bag holders, stickers, reusable water bottles, flashlight carabineers, silly bands, grease can lids, sink strainers, pot scrapers, measuring spoons, and more. The items display the askHRgreen.org logo and are a good draw at events.



RECYCLING AND BEAUTIFICATION SUBCOMMITTEE

The Recycling and Beautification Subcommittee is a coalition of local government staff members working together to share ideas and pool resources for various education programs tailored to beautification, litter prevention and recycling education.

Focal Area: Electronics Recycling
Target Audience: Entire Hampton Roads Community

The proper management and handling of unwanted electronics was a major campaign message this year. askHRgreen.org received a grant from Keep America Beautiful to host two electronics recycling events, one

on the Peninsula and one on the Southside, on America Recycles Day, November 15. The grant allowed askHRgreen.org to provide residents and businesses an opportunity to recycle their electronics and have their documents shredded at no cost. Special effort was given to reach out to small businesses, which have been an under served market for electronics recycling in this area.

Yorktown Collection Site

- 287 vehicles (many were fully loaded trucks/vans)
- 1 ½ tons of paper shredded and recycled
- 150 cell phones collected for Phones For Warriors Program
- 3 large plastic bags full of plastic bags and film to be recycled
- 31,194 pounds of electronics

Norfolk Collection Site

- 168 vehicles (many were fully loaded trucks/vans)
- 2 ½ tons of paper shredded and recycled
- 2 ½ large plastic bags full of plastic bags and film to be recycled
- 23,044 pounds of electronics

Focal Area: Christmas Tree Recycling
Target Audience: Entire Hampton Roads Community

The majority of localities in Hampton Roads provide Christmas tree pickup and recycling. In FY12, askHRgreen helped to get the word out about each locality's service by issuing a media release, featuring the information prominently on the website, and promoting it via Facebook.



Focal Area: Great American Cleanup™
National Action Days

Target Audience: Entire Hampton Roads
Community

Hampton Roads, through the partnership of askHRgreen.org and Keep Virginia Beautiful, was selected as one of 10 national locations for Keep America Beautiful's 2012 Great American Cleanup™ National Action Days. The Great American Cleanup is the largest grass roots community involvement program in the United States. The launch of the Hampton Roads cleanup events, April 27-28, 2012, represented the only event in Virginia and involved over 1,700 volunteers transforming local parks, waterways, and recreational areas into cleaner, greener environments.

For our 2012 National Action Days, Hampton Roads localities hosted and organized "transformational" community improvement projects that involved the help of 25 or more volunteers per project, for a half day of work. The event was designed to connect Hampton Roads volunteers with projects that are meaningful to their community. Hampton Roads businesses and military servicemen and servicewomen were also invited to form their own cleanup teams to work on projects as a group. In addition, community and environmental leaders applied to spearhead their own projects. Through the fundraising efforts of Keep Virginia Beautiful, \$10,000 was raised for localities to use for future community improvement projects. For a full report of the Great American Cleanup, please visit askHRgreen.org.



Overall Results

- Number of volunteers: 1,781
- Number of sites: 92
- Number of participating localities: 13
- Number of corp/military/neighborhood groups: 48
- Pounds of litter/debris collected: 124,862
- Number of trees planted: 86
- Number of shrubs and plants planted: 818
- Number of structures painted: 248

Other activities included removal of invasive species, collection of 515 pounds of household hazardous waste, construction of bear playground for the Virginia Zoo, landscaping of shelters, and collection of plastic bags for recycling and distribution of reusable bags.



Great American Cleanup Media & Public Relations	
Paid Media (2 weeks)	
Radio (WAFX-FM Classic Rock, WNOR-FM, WJOI-FMJ)	
Impressions	346,000
Reach*	24.1%
Frequency*	2.2
Newspaper/Online (The Virginian-Pilot, Daily Press)	
Newspaper Readership/Impressions	983,832
Online Impressions	200,381
Clicks	104
CTR (Clickthrough Rate)	0.052%
Facebook (adults in Hampton Roads)	
Impressions	2,978,292
Clicks	696
CTR (Clickthrough Rate)	0.023%
Unpaid Media	
Added Value (earned unpaid media)	\$1,400
Added Value Impressions	202,000
Articles and Interviews	23
Public Relations Impressions	1,503,907
Public Relations Value (unpaid coverage)	\$96,789
Overall Campaign	
Total Impressions	6,220,255
Total Budget	\$10,453
Total Exposure Value	\$108,642
Return on Investment	10.39 : 1
Cost per Thousand Impressions	\$1.68

*Radio projections of audience levels are based on data provided by Arbitron Research that projects the impressions within a target audience and the number of times the audience is exposed to the message. For the Great American Cleanup campaign, 24.1% of the target audience (the entire Hampton Roads community) was exposed to the message an average of 2.2 times.

askHRgreen.org Website Statistics During Campaign	
Visits	2,329
Unique Visitors	1,884
Page Views	5,843

Focal Area: Legislative Support
Target Audience: Virginia General Assembly

During the 2012 General Assembly Session, the elimination of the Virginia Litter Control and Recycling Fund Advisory Board was proposed by the Governor. This proposed action was seen as an effort to weaken the Litter Control and Recycling Fund. The Fund is available to localities to support programs that accomplish the goals of reducing litter and increasing recycling. The State of Virginia mandates that localities meet or exceed a 25% recycling rate and the money from the Fund is an integral piece of a locality's efforts to meet that rate. The Recycling and Beautification Subcommittee of askHRgreen.org networked with the Virginia Recycling Association and other public service authorities. Based on the committee's recommendation, the Hampton Roads Planning District Commission sent a letter to the Hampton Roads Legislative Delegation urging them to oppose the elimination of the Board. In the end, the Board was saved, but HRPDC staff and the Subcommittee will continue to follow the Fund and ensure it is maintained as intended.





STORMWATER EDUCATION SUBCOMMITTEE

The Stormwater Education Subcommittee is a cooperative partnership of the region's sixteen 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: Pet Waste

Target Audience: Women; Age 18-49; Not college graduates

As a way to target dog owners at the scene of the crime, the subcommittee has been giving out Scoop the Poop stickers for residents to place on their trash can. The stickers serve as a visual reminder to dog owners walking by.

Focal Area: Lawn Care

Target Audience: Men; College graduates; All household income ranges

Based on the target audience information from the fall 2010 survey, the subcommittee ran the "3 Reasons Why You Should Stop & Think Before Fertilizing" radio and online campaign from March 12-25, 2012. The promotions reminded people to test their soil before fertilizing; to leave grass clipping after mowing instead of using fertilizer; and that stormwater runoff washes fertilizer chemicals into waterways, killing aquatic life.



Money-Saving Lawn & Landscaping Tips

We can't give you a money tree, but we can give you lawn and landscaping tips to save you both money—and time. This spring, when yard work beckons, consider these easy-to-implement practices:

Treat Your Soil Right

Test your soil every 3-4 years to determine exactly what your lawn needs so you don't waste money overfertilizing and damaging your yard. If your lawn does need fertilizer, make sure rain isn't in the two-day forecast, and keep the fertilizer off paved surfaces, driveways, sidewalks and roadways. To learn more about proper fertilizer use, visit askHRgreen.org/fertilizing.

Go Native with Your Plantings

Trees, shrubs and hardy perennials not only beautify your yard, they keep the soil in its place and slow down the flow of rain water so it soaks deep within the ground. When selecting new plantings, choose native varieties which require less or no watering and fertilizer. A bonus: These plants are more resistant to insects and diseases.

Mulch, Mulch, Mulch

A two-inch layer of mulch material, such as fir bark, pine needles or wood chips, will control erosion, retain

moisture, reduce water loss and stabilize the soil temperature. Mulch also can reduce or eliminate weeds, freeing you up to reach for your tennis racket instead of a rake.

Mow at the Proper Height

Newly-seeded lawns should be mowed early and often, leaving 1.5 to 2 inches of grass height. Once your lawn is established, set the mower blade higher, leaving 2 to 3.5 inches of grass.

Water Wisely

Water only when your lawn is stressed from lack of water. Then, water deeply, but infrequently, to encourage deep roots. Typically, a total of 1 inch of water a week is all you need.

For more lawn and landscape tips, visit askHRgreen.org/lawn-garden-care



the Scoop on Poop

Dog poop is not a fertilizer! Instead of turning your grass green, it will cause burns and unsightly discoloring to your lawn. Keep pet waste off the lawn, out of the storm drain and away from our streams, bay and ocean. Simply scoop it, bag it and trash it in the garbage. Request a free "Scoop the Poop" sticker for your trashcan or car at askHRgreen.org/contact or on [facebook.com/askHRgreen](https://www.facebook.com/askHRgreen).



Fertilizer Campaign Media Results	
Paid Media (2 weeks)	
Radio (WAFX "The Fox" Classic Rock and WVSP-FM "ESPN 94.1" - Sports Radio)	
Impressions	427,850
Reach*	40.6%
Frequency*	3.5
Online Newspaper (The Virginian-Pilot, Daily Press)	
Impressions	217,870
Clicks	467
CTR (Clickthrough Rate)	0.21%
Online TV (WVEC.com)	
Impressions	319,994
Clicks	288
CTR (Clickthrough Rate)	0.09%
Facebook (adults in Hampton Roads)	
Impressions	2,316,818
Clicks	733
CTR (Clickthrough Rate)	0.032%
Unpaid Media	
Added Value (earned unpaid media)	\$4,500
Added Value Impressions	195,833
Overall Campaign	
Total Impressions	3,484,504
Total Budget	\$21,500
Total Exposure Value	\$26,000
Return on Investment	1.21 : 1
Cost per Thousand Impressions	\$6.17

*Radio projections of audience levels based on data provided by Arbitron Research that projects the impressions within a target audience and the number of times the audience is exposed to the message. For the Lawn Care campaign, 40.6% of the 296,000 men in Hampton Roads that are between the ages of 35 and 64 were exposed to the message an average of 3.5 times.

askHRgreen.org Website Statistics During Campaign	
Visits	2,955
Unique Visitors	2,497
Page Views	6,139

Focal Area: Only Rain Down the Storm Drain

Target Audience: *Specific target audience information is not available for this priority issue.*

There are thousands of storm drains across Hampton Roads that all lead directly to our waterways. To help remind people that "only rain belongs down the drain," the subcommittee has been recruiting schools and volunteer groups of all ages to mark storm drains with medallions that say "No Dumping: Leads To Waterway." The program includes medallions, adhesive, a lesson plan and PowerPoint presentation about stormwater and how individual actions affect our local waterways. Each group is required to work with their locality's committee member to select the storm drains for marking. This also allows the locality to record where the medallions have been placed. This fiscal year, 360 (18 boxes of 20) medallions were distributed as follows:

- Newport News – 1 box
- Norfolk – 9 boxes
- Poquoson – 1 box
- Portsmouth – 7 boxes





FATS, OILS AND GREASE (FOG) 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: Holiday Fats, Oils and Grease Disposal

Target Audience: Women; Age 25-64

The subcommittee ran a radio and online campaign in November 2011 to highlight best management practices for proper disposal of fats, oils and grease during the holiday season. The Thanksgiving-themed campaign used humor to educate the public about properly disposing of the FOG associated with



FOG Thanksgiving Campaign Media Results	
Paid Media (1 Week: November 21-27)	
Radio (WVWBW "92.9 The Wave," WGH-AM "Star 1310")	
Impressions	458,290
Reach*	22.9%
Frequency*	3.1
Online Newspaper (The Virginian-Pilot, Daily Press)	
Impressions	149,604
Clicks	380
CTR (Clickthrough Rate)	0.25%
Unpaid Media	
Added Value (earned unpaid media)	\$3,576
Added Value Impressions	227,600
Public Relations Impressions	467,668
Public Relations Value (unpaid coverage)	\$7,074
Overall Campaign	
Total Impressions	1,304,321
Total Budget	\$6,775
Total Exposure Value	\$17,424
Return on Investment	2.57 : 1
Cost per Thousand Impressions	\$5.19

*Radio projections of audience levels based on data provided by Arbitron Research that projects the impressions within a target audience and the number of times the audience is exposed to the message. For the FOG Thanksgiving campaign, 22.9% of the 598,000 women in Hampton Roads that are between the ages of 25 and 64 were exposed to the message an average of 3.1 times.

askHRgreen.org Website Statistics During Campaign	
Visits	645
Unique Visitors	588
Page Views	1,159

holiday cooking to avoid blockages and backups and consisted of 60-second radio ads as well as banner advertisements on pilotonline.com and dailypress.com.

Focal Area: Super Bowl Fats, Oils and Grease Disposal

Target Audience: Women; Age 35-64

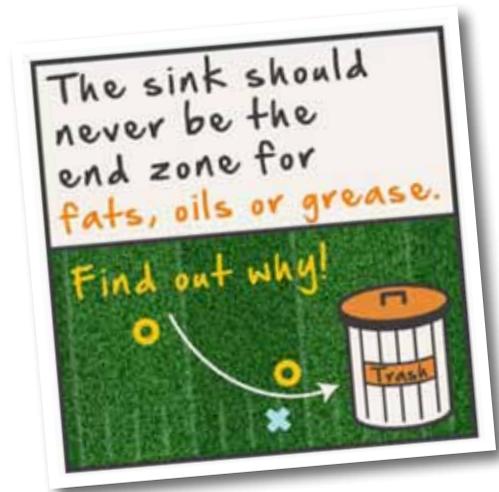
In early 2012, another campaign was developed to address proper FOG disposal in the kitchen with

a Super Bowl party theme. The campaign “Know Your Cleanup Plays for Your Gameday Graze” once again combined humorous 60-second radio ads with Facebook ads and banners on pilotonline.com and dailypress.com. The campaign ran from January 23 through February 5, 2012.

FOG Super Bowl Campaign Media Results	
Paid Media (2 weeks)	
Radio (WVWB “92.9 The Wave,” WGHM “Eagle 97”)	
Impressions	315,500
Reach*	29%
Frequency*	3.5
Online Newspaper (The Virginian-Pilot, Daily Press)	
Impressions	433,783
Clicks	619
CTR (Clickthrough Rate)	0.14%
Facebook (adults in Hampton Roads)	
Impressions	346,216
Clicks	61
CTR (Clickthrough Rate)	0.02%
Unpaid Media	
Added Value (earned unpaid media)	\$4,000
Added Value Impressions	185,000
Overall Campaign	
Total Impressions	1,283,690
Total Budget	\$12,000
Total Exposure Value	\$16,000
Return on Investment	1.33 : 1
Cost per Thousand Impressions	\$9.35

*Radio projections of audience levels based on data provided by Arbitron Research that projects the impressions within a target audience and the number of times the audience is exposed to the message. For the FOG Super Bowl campaign, 29% of the 321,100 women in Hampton Roads that are between the ages of 35 and 64 were exposed to the message an average of 3.5 times.

askHRgreen.org Website Statistics During Campaign	
Visits	1,239
Unique Visitors	932
Page Views	3,191





Gameday Cleanup Play

Time Out! The sink should never be the end zone for fats, oils or grease. Get the #1 play for keeping your sink and wallet healthy.

Focal Area: Best Management Practices for FOG

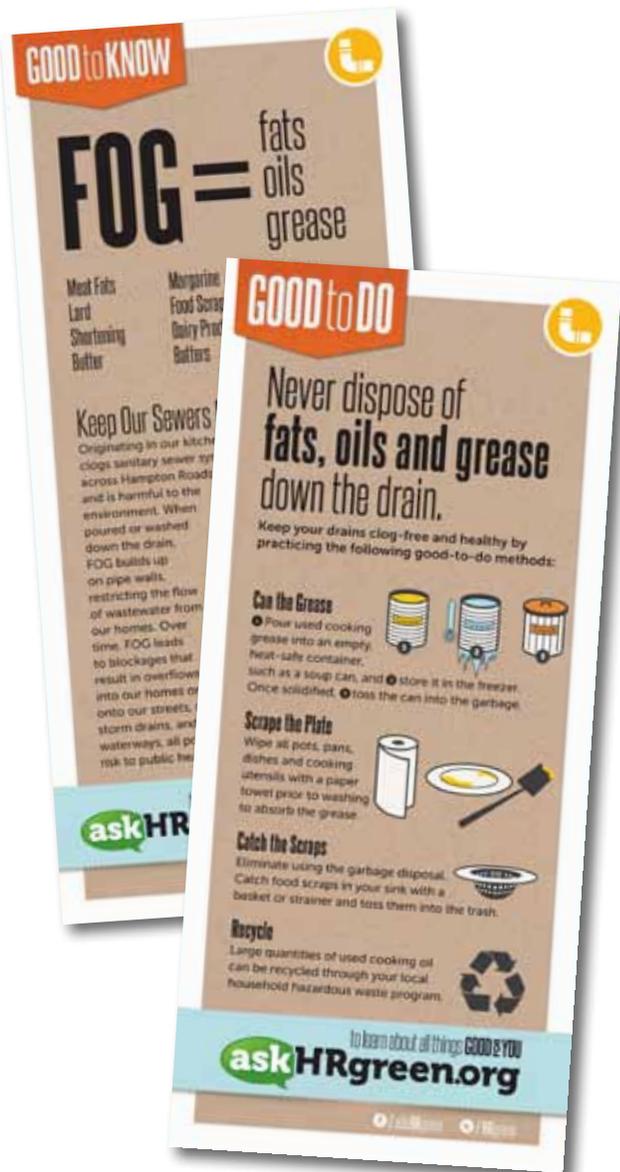
Target Audience: Entire Hampton Roads Community

A rack card was also developed to illustrate how harmful FOG can be to the environment. The rack card provides examples of the many sources of FOG and explains “good to do” methods for preventing pipe build-up and overflows: Can the grease, scrape

the plate, catch the scraps, and recycle leftover cooking oil. The rack card also features a QR (Quick Response) Code that, when scanned with a smart phone, will take users directly to a page on the askHRgreen.org website to get more FOG information. 5,000 FOG rack cards were printed and they are distributed at community events throughout the region.

In an effort to ensure all FSE employees had access to materials they could understand, the committee had the following educational materials translated into Spanish and Chinese and printed for distribution:

- Best Management Practices for Restaurant Grease Brochure
- Best Management Practices for Restaurant Grease Poster
- Grease Interceptor Maintenance Guide
- No Grease Sign



In addition to the translations of existing educational materials, the FOG subcommittee worked to develop a grease trap cleaning guide to instruct FSEs in the proper cleaning and maintenance of small grease control devices (under 50 gallons). The following regional grease hauler FOG certification trainings were also offered in FY12:

- August 24, 2011
- November 8, 2011
- February 29, 2012
- May 24, 2012

Focal Area: FOG Training

Target Audience: Food Service Establishment Employees and Grease Haulers

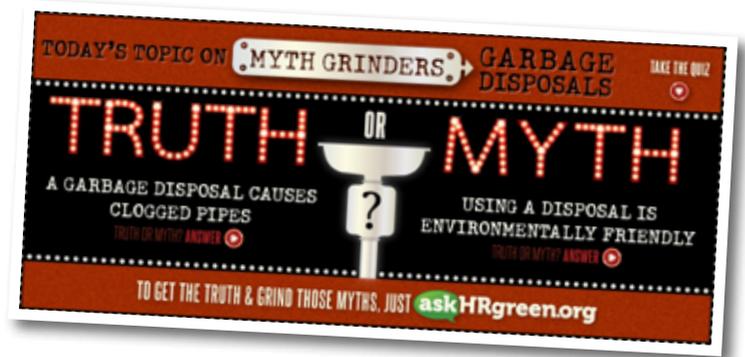
The subcommittee continues to reach out to food service establishments (FSEs) and grease haulers to ensure they are properly trained for handling FOG.

The regional FOG certification program for grease haulers and FSEs was established to inform and train FSE employees and haulers on best management practices for proper disposal of fats, oils and grease. This certification is required by local FOG ordinances and the training will be offered online in FY13.

Focal Area: Garbage Disposals

Target Audience: Women; Age 35-64

Discouraging the use of garbage disposals has become an important message for the FOG subcommittee. In the spring, the “Myth Grinders” campaign was developed to help break the myth that garbage disposals are environmentally friendly. The radio and online campaign ran from April 30 through May 13, 2012 and featured a 60-second radio spot as well as Facebook and banner ads on pilotonline.com and dailypress.com.



askHRgreen.org Website Statistics During Campaign

Visits	2,664
Unique Visitors	2,309
Page Views	4,669

Garbage Disposal Campaign Media Results	
Paid Media (2 weeks)	
Radio (WVWB "92.9 The Wave," WGHM "Eagle 97")	
Impressions	414,600
Reach*	29%
Frequency*	3.5
Online Newspaper (The Virginian-Pilot, Daily Press)	
Impressions	340,772
Clicks	655
CTR (Clickthrough Rate)	0.19%
Facebook (adults in Hampton Roads)	
Impressions	4,804,307
Clicks	1,047
CTR (Clickthrough Rate)	0.022%
Unpaid Media	
Added Value (earned unpaid media)	\$6,500
Added Value Impressions	270,833
Overall Campaign	
Total Impressions	5,830,512
Total Budget	\$12,000
Total Exposure Value	\$18,500
Return on Investment	1.54 : 1
Cost per Thousand Impressions	\$2.06



 **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 the value of tap water and the importance of being good water stewards. This cooperative effort to promote conservation assists localities in meeting requirements of various water supply and ground water permits.

Focal Area: Water Efficiency

Target Audience: Women; Age 25-49

The Water Awareness Subcommittee continues to promote wise water use in a variety of ways. Members

*Radio projections of audience levels based on data provided by Arbitron Research that projects the impressions within a target audience and the number of times the audience is exposed to the message. For the Garbage Disposal campaign, 29% of the 321,100 women in Hampton Roads that are between the ages of 35 and 64 were exposed to the message an average of 3.5 times.

participate in numerous regional community events throughout the year to promote conservation by distributing promotional items such as rain gauges, 5-minute shower timers, toilet leak detection dye tablets, and hose nozzles as well as educational “Water, Use It Wisely” brochures and rack cards and “Water Wise Landscaping and Watering” Guides. In addition to these grass roots marketing efforts, in FY12, the subcommittee developed a radio and online campaign in conjunction with National Fix a Leak Week promoting the concept that “just a few tweaks can fix those leaks” and save thousands of gallons of water. The ads ran from March 5-18, 2012 and featured a 60-second radio spot, Facebook ads, and banner placements on pilotonline.com and dailypress.com.



askHRgreen.org Website Statistics During Campaign

Visits	2,374
Unique Visitors	2,000
Page Views	5,137

Fix a Leak Week Campaign Media Results

Paid Media (2 weeks)	
Radio (WNVX “Z104”, WPTE 94.9, WVKL “95.7 R&B”)	
Impressions	532,800
Reach*	54.6%
Frequency*	3.5
Online Newspaper (The Virginian-Pilot, Daily Press)	
Impressions	421,001
Clicks	607
CTR (Clickthrough Rate)	0.14%
Facebook (adults in Hampton Roads)	
Impressions	2,774,056
Clicks	635
CTR (Clickthrough Rate)	0.023%
Unpaid Media	
Added Value (earned unpaid media)	\$5,750
Added Value Impressions	320,833
Overall Campaign	
Total Impressions	4,048,690
Total Budget	\$15,010
Total Exposure Value	\$20,760
Return on Investment	1.38 : 1
Cost per Thousand Impressions	\$3.70

Focal Area: Value of Tap Water
Target Audience: Women; Age 25-49; Entire Hampton Roads Community

The value of tap water remains a primary focus of the Water Awareness Subcommittee. In FY12, a rack card was developed to illustrate the benefits of choosing tap over bottled water. The rack card features



*Radio projections of audience levels based on data provided by Arbitron Research that projects the impressions within a target audience and the number of times the audience is exposed to the message. For the Fix a Leak Week campaign, 54.6% of the 277,000 women in Hampton Roads that are between the ages of 25 and 49 were exposed to the message an average of 3.5 times.

“6 Good Reasons To Drink Tap Water,” and a QR (Quick Response) Code that, when scanned with a smart phone, takes users directly to a page on the askHRgreen.org website where they can learn more. The subcommittee also developed a radio and online campaign promoting the benefits of choosing tap over bottled water. The ads ran from April 30 through May 13, 2012 and featured a 60-second radio spot, Facebook ads, and banner placements on pilotonline.com and dailypress.com.

Tap vs. Bottled Water Campaign Media Results	
Paid Media (2 weeks)	
Radio (WNVX “Z104”, WPTE 94.9, WVKL “95.7 R&B”)	
Impressions	532,800
Reach*	54.6%
Frequency*	3.5
Online Newspaper (The Virginian-Pilot, Daily Press)	
Impressions	344,621
Clicks	550
CTR (Clickthrough Rate)	0.16%
Facebook (adults in Hampton Roads)	
Impressions	3,096,745
Clicks	639
CTR (Clickthrough Rate)	0.021%
Unpaid Media	
Added Value (earned unpaid media)	\$5,750
Added Value Impressions	320,833
Overall Campaign	
Total Impressions	4,299,668
Total Budget	\$15,010
Total Exposure Value	\$20,760
Return on Investment	1.38 : 1
Cost per Thousand Impressions	\$3.49

*Radio projections of audience levels based on data provided by Arbitron Research that projects the impressions within a target audience and the number of times the audience is exposed to the message. For the Tap vs. Bottled Water campaign, 54.6% of the 277,000 women in Hampton Roads that are between the ages of 25 and 49 were exposed to the message an average of 3.5 times.

askHRgreen.org Website Statistics During Campaign	
Visits	2,664
Unique Visitors	2,309
Page Views	4,669

TapIt Launch in Hampton Roads

In May, the subcommittee launched *TapIt Hampton Roads*, a region-wide water bottle refilling network of participating cafés and eateries that provide free access to drinking water to people on the go. Hampton Roads residents can now take their reusable bottles into any TapIt partner café and fill it up with clean, safe tap water for free. TapIt’s search and mapping features (found online at TapItWater.com/hrva) make it easy for people to find convenient partner locations from their mobile devices or home computers.



Take Back the Tap Events

To celebrate Drinking Water Week and the launch of the TapIt program, askHRgreen.org hosted *Take Back the Tap* events across Hampton Roads from May 6-12, 2012. Armed with 4,000 free, reusable water bottles and a wealth of information on the benefits of choosing clean, safe tap water, members (and the askHRgreen.org mobile education trailer) traveled to seven different cities in seven days promoting stewardship of our most precious resource across the region. As a part of this week-long celebration, askHRgreen.org partnered with Buffalo Wild Wings locations to raise funds to support the Help to Others (H2O) program, which provides financial assistance to Hampton Roads water and wastewater utility customers in need.

A video highlighting the week-long Take Back the Tap celebrations was submitted to the American Water Works Association's 2012 Drinking Water Week Video Contest and askHRgreen.org won first prize (\$500 worth of consumer and youth education products from the AWWA bookstore) for the entry.



With a focus on simple steps residents and businesses can take to find their “inner green” and become environmental stewards, askHRgreen.org has blossomed into a go-to resource for everything green in Hampton Roads.



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