



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

**PUBLIC EDUCATION & OUTREACH**  
Katie Cullipher | September 2, 2015



## askHRgreen.org | OVERVIEW

- askHRgreen.org FY15 Results
- In the Media
- Events & Promotions
- Green Magazine
- Research



**askHRgreen.org**

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## askHRgreen.org Results

- 10 themed media campaigns with creative advertising materials
- SEO/SEM Campaigns
- Held media training and arranged 6 interviews
- Partnered with *Coastal Virginia Magazine on Green Magazine*
- Published the *State of Recycling in Hampton Roads*
- Produced three videos and a movie theater ad
- Conducted third wave of campaign research
- Developed region-wide Bay Star Homes program



## askHRgreen.org Results

	2011-12	2012-13	2013-14	2014-15
Visits	27,685	34,080	55,505	<b>58,279</b>
Unique Visitors	21,393	26,081	43,547	<b>46,994</b>
Pageviews	67,381	75,251	116,818	<b>103,228</b>
Pages per Visit	2.42	2.21	2.10	<b>1.77</b>
Avg. Visit Duration	2:19	2:10	1:48	<b>1:26</b>
Bounce Rate	61.63%	61.27%	64.37%	<b>74.80%</b>
% New visits	70.78%	75.50%	77.74%	<b>79.87%</b>



# askHRgreen.org Results

Hampton Roads Planning District Commission 2014-2015 askHRgreen.org Campaign

## MONTHLY PROMOTIONS & WEBSITE VISITATION June 16, 2015



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# askHRgreen.org Results | SEO

## Search Engine Optimization (SEO)

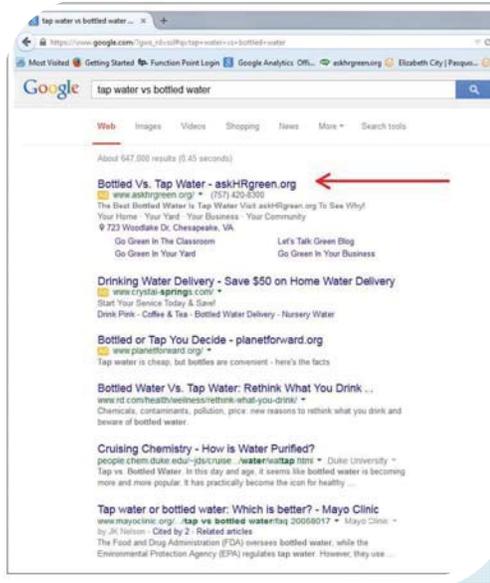
- Impressions: 255,206
- 10 months
- Organic search results
  - 2012-2013 — 8,513 clicks
  - 2013-2014 — 14,842 clicks
  - 2014-2015 — 20,637 clicks
  - 39% increase

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# askHRgreen.org Results | SEM

## Search Engine Marketing (SEM)

- Ads and keywords for all committees plus askHRgreen.org
- 12 months
- Impressions: 329,983
- Clicks: 5,879

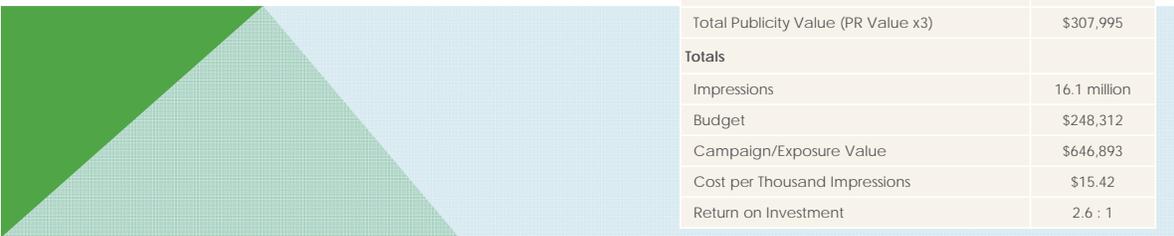


# askHRgreen.org Results

## Combined Media Results

- Total advertising weeks: 52 consecutive
- Total impressions: 16.1 million
- Total Budget: \$248,312
- Total Campaign/Exposure Value: \$646,893
- Return on Investment: 2.6:1

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



## IN THE MEDIA

Water Awareness - Sustainability

Radio, online, and Facebook

September 22 – October 4, two weeks

Impressions: 851,650

Clicks: 3,067



## IN THE MEDIA

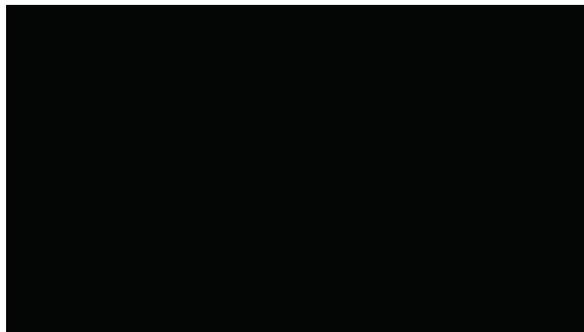
Fats, Oils & Grease – What Not To Flush

Movie theater, radio, online, and Facebook

October 24 – November 2, one week

Impressions: 265,000

Clicks: 1,566



## IN THE MEDIA

Fats, Oils & Grease – Holiday FOG & Garbage Disposal

Radio, online, and Facebook

November 24 - 30, one week

Impressions: 412,100

Clicks: 2,277

FOR A **Clog-Free Season...** Get the straight scoop on keeping pipes clog-free

GIVE YOUR *disposal a holiday!* ▲▲ CLOSE ▲▲

Disposals just chop scraps into tiny pieces that cause costly blockages & backups

- 1 SCRAPE AND WIPE PLATES**  
Remove the leftovers and grease before they even hit the sink.
- 2 STRAIN THE BITS THAT REMAIN**  
Catch the rest before they go down the drain and toss them in the trash.
- 3 FREEZE GREASE AND TRASH IT**  
Pour grease and oils in an empty can and trash it when it's solid and cool.

For more tips to keep drains clear and enjoy a clog-free season, just [askHRgreen.org](http://askHRgreen.org)

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## IN THE MEDIA

Water Awareness & FOG - Infrastructure

Radio, online, and Facebook

February 23 – March 8, two weeks

Impressions: 765,800

Clicks: 1,528

**LET'S BE HONEST** close ▼

Water is there every time you turn on the faucet, take a shower or flush.

6,000 miles of pipe move → 135 MILLION gallons of water to → 1.6 MILLION people in the area daily

**IT'S NOT MAGIC**

Your water and sewer bill supports the workers, pipes, and treatment that keep everything working seamlessly.

To get the honest truth about our public water systems, just [askHRgreen.org](http://askHRgreen.org)

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## IN THE MEDIA

Water Awareness – Fixing Leaks

Radio, online, and Facebook

March 9 - 22, 2 weeks

Impressions: 1,457,400

Clicks:1,674

**IS YOUR MONEY DRIP-DRIP-DRIPPING AWAY?**

**THE WATER WASTING CULPRITS**

- { THE FICKLE FAUCET } ---
- { THE LEAKY LINE } ---
- { THE NEVER ENDING FLUSHER } ---

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

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## IN THE MEDIA

Water Awareness & Stormwater – Lawn Care/Outdoor Watering

Radio, online, and Facebook

March 23 – April 4, 2 weeks

Impressions: 741,000

Clicks: 2,922

**WORK SMARTER, NOT HARDER**  
with these lawn care & outdoor watering tips.

**LAWN CARE**

1. Test your soil before using fertilizer.
2. Seed bare spots to reduce erosion
3. Leave grass clippings on the lawn.
4. Reduce your lawn with bigger flower beds.

**WATERING**

1. Plant native plants that are suited to our climate.
2. Use compost and mulch in flower beds to help retain water.
3. Install a rain barrel & adjust sprinklers away from paved areas.
4. Water in the morning when there's less evaporation.

To get the secrets of easy lawn care and wise outdoor watering, just [askHRgreen.org](http://askHRgreen.org)

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## EVENTS

askHRgreen participated in 32 regional events in FY 15

- 20 trailer appearances
- 12 table displays
- Collected 1,382 newsletter signups



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## PROMOTIONS

Value of Water – “What Do You Know?” Video Series

- Cost of a gallon of tap water
- Gallons of tap water per person per day
- Gallons of tap water used in HR per day
- What does water mean to you
- Importance of availability 24/7/365



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## GREEN MAGAZINE

- Green Magazine in partnership with Coastal Virginia Magazine
- 24-page lifestyle supplement produced at no cost to askHRgreen.org
- Committees provided expertise and recommended homeowners and projects to feature
- COVA staff conducted interviews, developed content and provided photography
- 7,500 copies were provided to localities to use for education and outreach
- 32,000 copies mailed to households in HR
- Advertising value: \$65,668



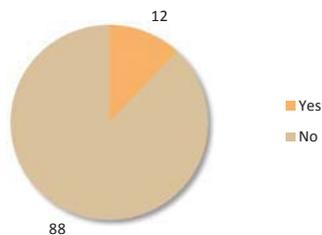
## RESEARCH

- **Benchmarking Research**
  - Wave 1 - November 2010
  - Wave 2 - November 2012
  - Wave 3 - May 2015
- **Online Survey – 411 respondents**
- **Objectives**
  - Isolate and refine profiles of behavioral “offenders”
  - Investigate drivers of positive and negative behaviors
  - Explore changes in behavior and uncover the catalysts of change
  - Assess environmental knowledge and comprehension of specific behaviors’ impacts
  - Measure awareness and effectiveness of the askHRgreen campaign

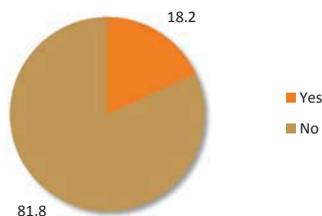
# RESEARCH

- Awareness of askHRgreen.org
  - Up 6.2% from 2012

Have you heard of askHRgreen.org? (2012)

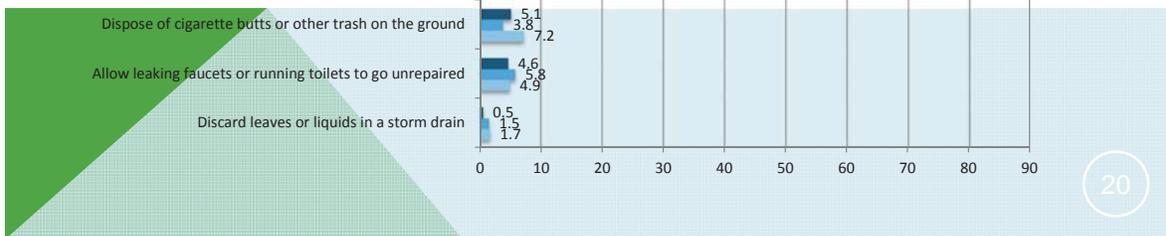
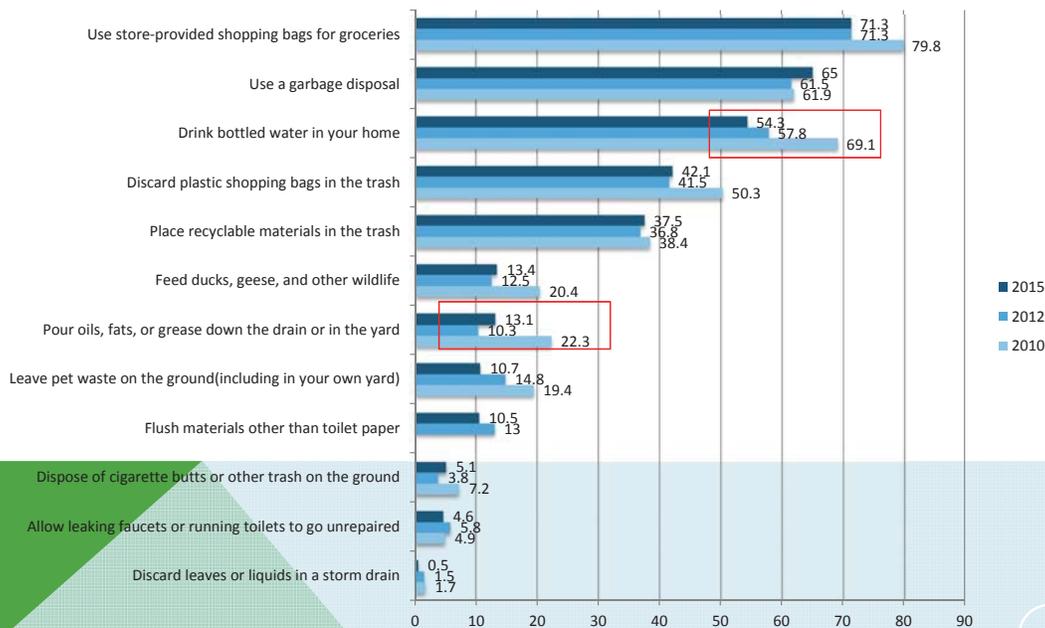


Have you heard of askHRgreen.org? (2015)



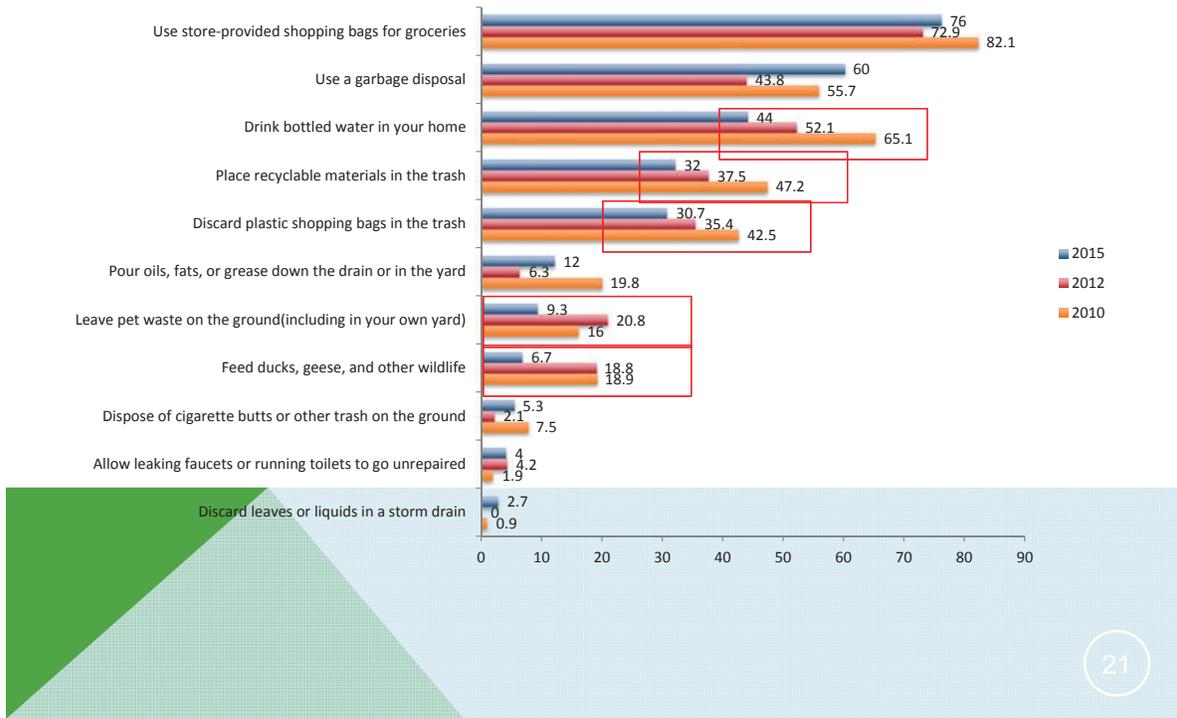
# RESEARCH

% of Respondents Committing Negative Behaviors



# RESEARCH

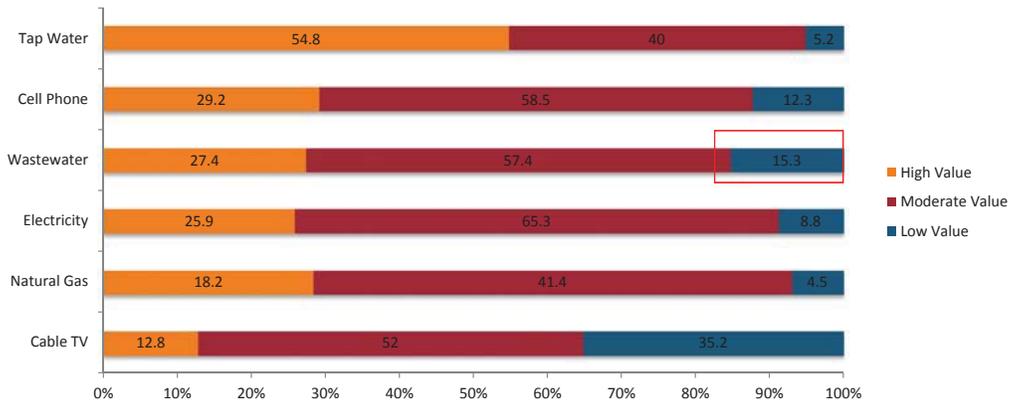
**% of askHRgreen-Aware Respondents Committing Negative Behaviors**



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# RESEARCH

**Utility Value Comparison**



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# RESEARCH

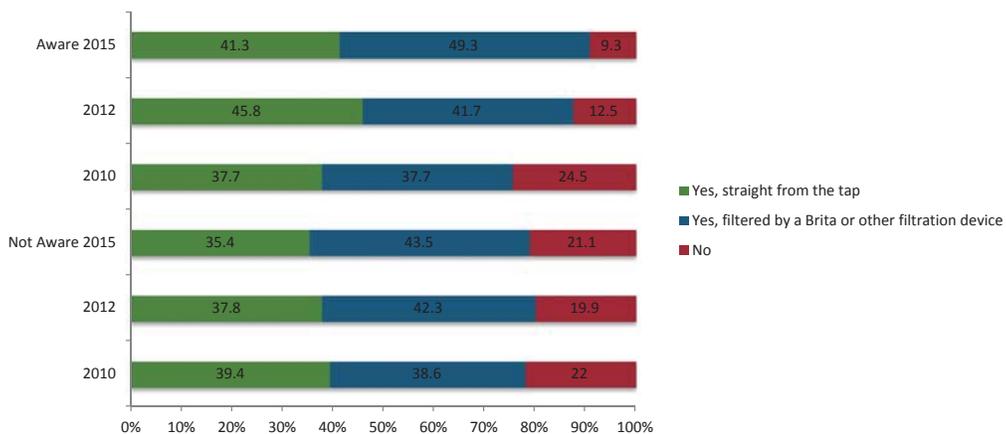
**% Who See Wastewater as Low Value**      **2015**  
**15.3**  
**%**

Age	18-34	7
	35-49	13
	50+	38
Income	<\$75K	34
	\$75K - \$100K	7
	> \$100K	16
Marital Status	Married	35
	Not Married	23
Knows Local Env. Issues Well	Yes (Top-2)	18
	No (Bot-3)	40
Aware of askHRgreen	Yes, Aware	7
	No, Not Aware	51

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# RESEARCH

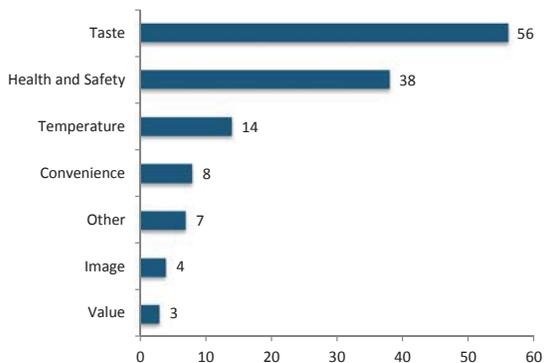
**Change in Tap Water Drinking Related to askHRgreen Awareness**



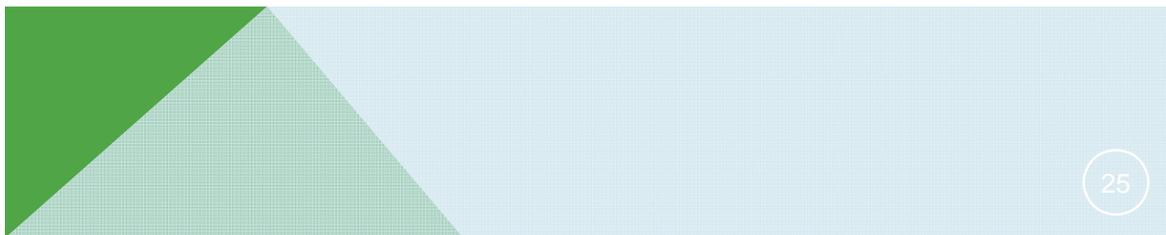
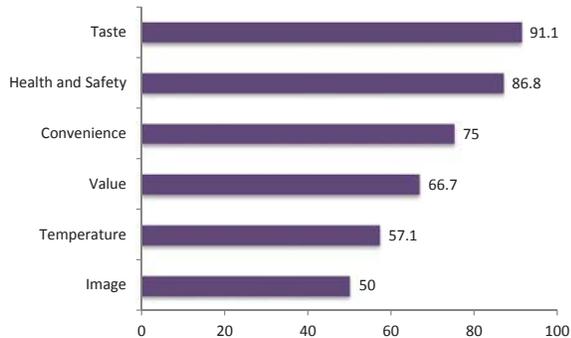
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# RESEARCH

**Reasons to Not Drink Tap Water**

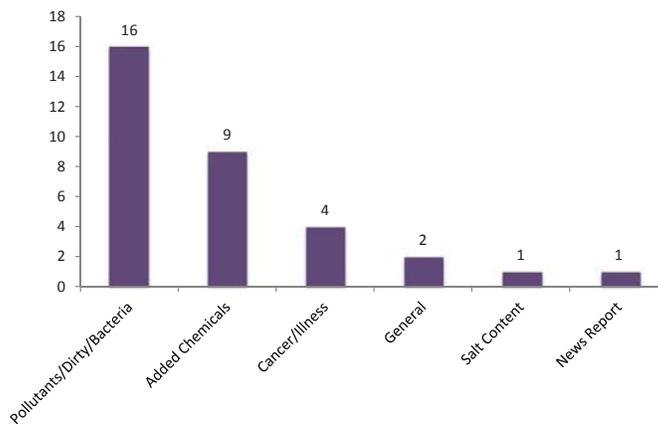


**Reasons to Not Drink Tap Water Ranked Very Influential**

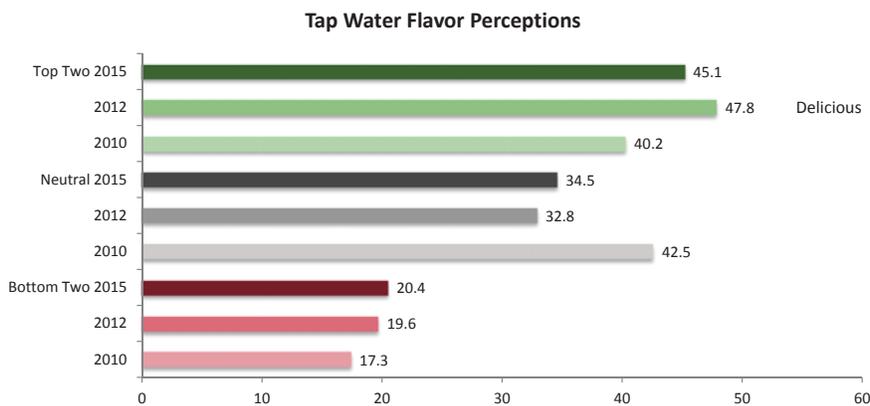


# RESEARCH

**Water Health & Safety Concerns (By Count, of 33 Total)**



# RESEARCH

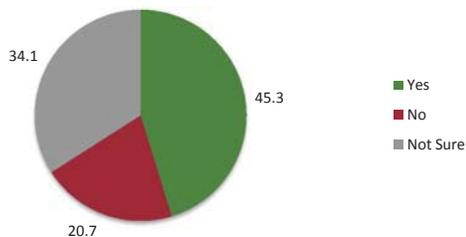


Perceptions of tap water flavor have shown no significant changes since 2012.

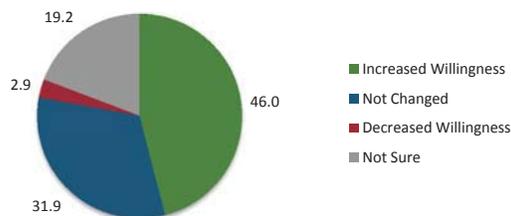


# RESEARCH

Willing to Pay a Little More to Upgrade Systems (Before Description)



Willingness After Reading Information

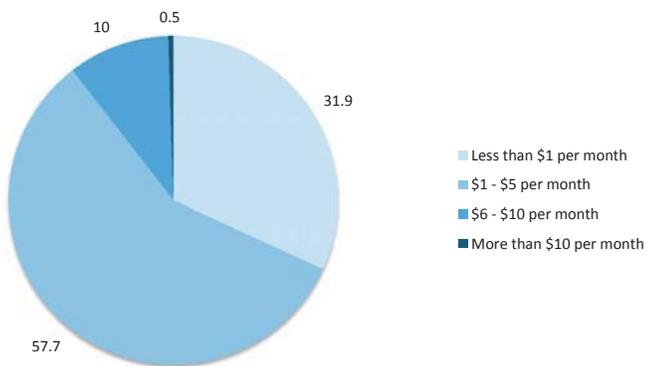


A majority of respondents are open to small price increases to accommodate system upgrades. Reading even a small piece of explanatory information greatly influences respondents toward acceptance, with almost half indicating an increased willingness to accept a price increase.



# RESEARCH

How Much More Would You Pay?



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QUESTIONS? JUST **askHRgreen.org**

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