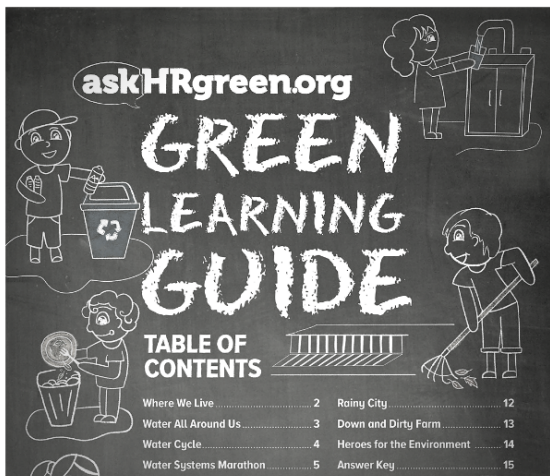




PEP19-02



WORKING TOGETHER FOR A CLEANER, GREENER HAMPTON ROADS

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Report Documentation

TITLE:

askHRgreen.org Annual Report for Fiscal Year 2018-2019

REPORT DATE

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ABSTRACT

The Hampton Roads Planning District Commission (HRPDC) is one of 21 Planning District Commissions in the Commonwealth of Virginia and is a regional organization representing the 17 local governments of the Hampton Roads area. This report provides an overview of the askHRgreen.org regional public outreach program and campaign results for fiscal year 2018-2019. It also provides an overview of the individual initiatives and results from each of the four askHRgreen.org environmental education committees: Recycling and Beautification, Stormwater Education, Water Awareness, and Fats, Oils & Grease Education.

ACKNOWLEDGEMENTS

This report was prepared by the HRPDC staff in cooperation with the member localities. Preparation of this report was included in the HRPDC Work Program for Fiscal Year 2019, approved by the Commission in May 2018.

Robert A. Crum, Jr.
Executive Director / Secretary

About askHRgreen.org

Launched in 2011, askHRgreen.org is more than just a robust website; it is an award-winning comprehensive public outreach initiative. The program combines traditional and social media with grassroots outreach efforts to not only educate, but inspire residents of Hampton Roads to make changes that have a positive impact on the environment. By combining local expertise and taking advantage of economies of scale, the askHRgreen.org program is able to help local jurisdictions fulfill requirements of MS4 permits, groundwater withdrawal permits, and state consent orders to reduce sanitary sewer overflows. For citizens, it has become a "one-stop shop" to find answers, resources, and inspiration for a cleaner, greener 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, all you have to do is askHRgreen.org.

Financial support for askHRgreen.org is made possible by the following member localities and agencies: 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; the town of Smithfield and HRSD. Members of local staff and HRSD comprise four askHRgreen.org committees who meet monthly to develop and implement the regional program.

Recycling and Beautification Committee - 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, waste reduction, and recycling education. This group has been working cooperatively since 1981.

Fats, Oils, and Grease (FOG) Education Committee - A coalition of local government staff members working together with HRSD to protect wastewater infrastructure, reduce sanitary sewer overflows, and improve local water quality. The Committee shares both technical resources and educational strategies to prevent 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.

Water Awareness Committee - Regional public utilities staff members who work together to educate citizens about aging infrastructure, the value of tap water, and the importance of water conservation. This cooperative effort to promote the vital role water plays in the quality of life of Hampton Roads and the need to conserve it assists localities in meeting requirements of various locality goals as well as water supply and ground water permit education requirements.

Stormwater Education Committee - A cooperative partnership of the region's seventeen member cities and counties which has served 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) since 1997. Local government staff members work together to share ideas and pool resources for various education programs tailored to stormwater pollution prevention.



..... 2018-19 Highlights

eleven million opportunities 
to see or hear about askHRgreen.org

 **58,893** visitors to askHRgreen.org

42 community events with over **325,800** people in attendance 

BAY STAR PROGRAM
 **3,072 homes**  **39 businesses**

 **7,497 students impacted by \$9,668**
in environmental education mini grants

64 pet waste stations installed 
impacting neighborhoods across the region

 **22,000 Green Learning Guides**
printed and distributed to third grade students



@askHRgreen
2,576



@HRgreen
1,701

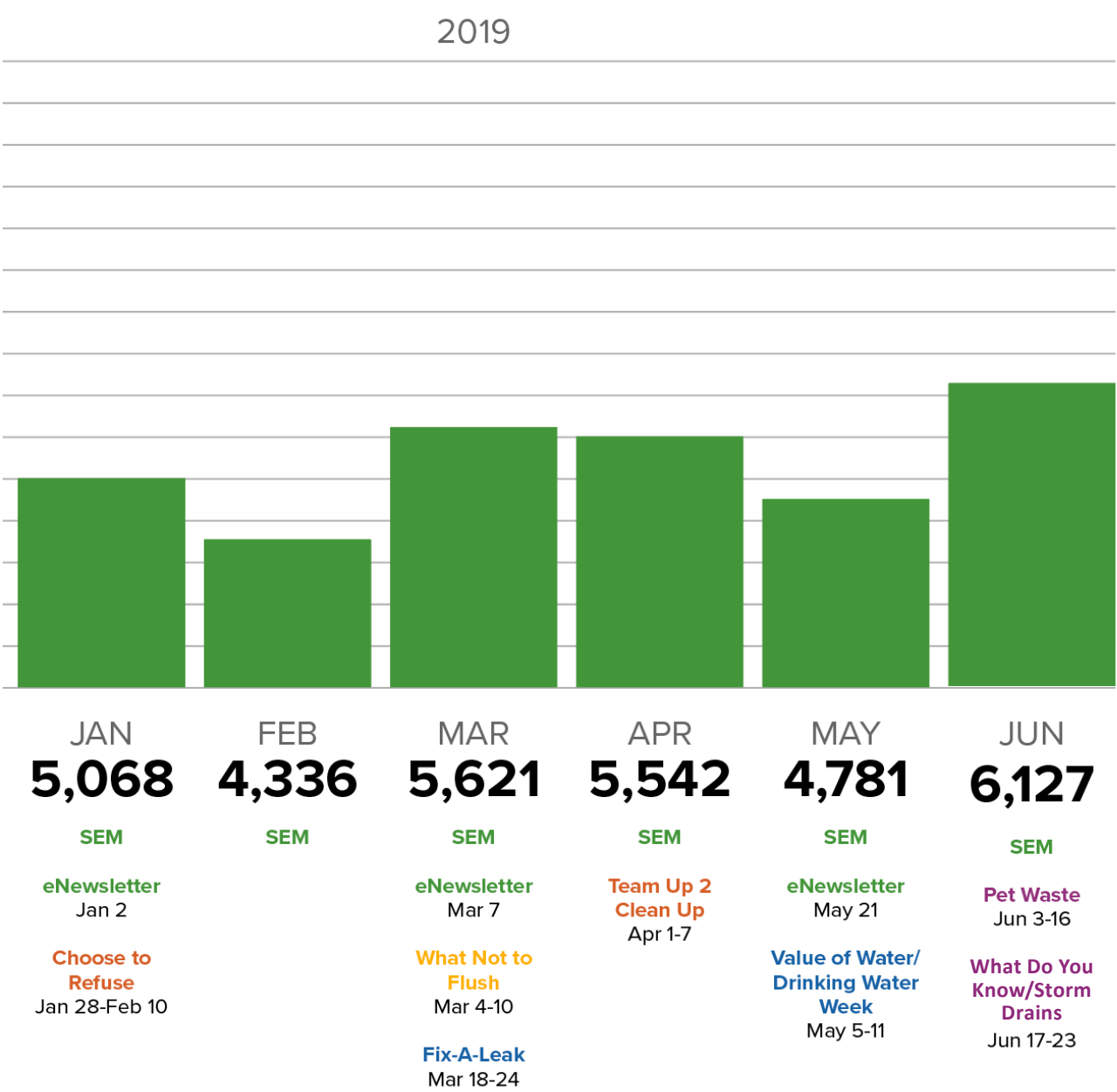
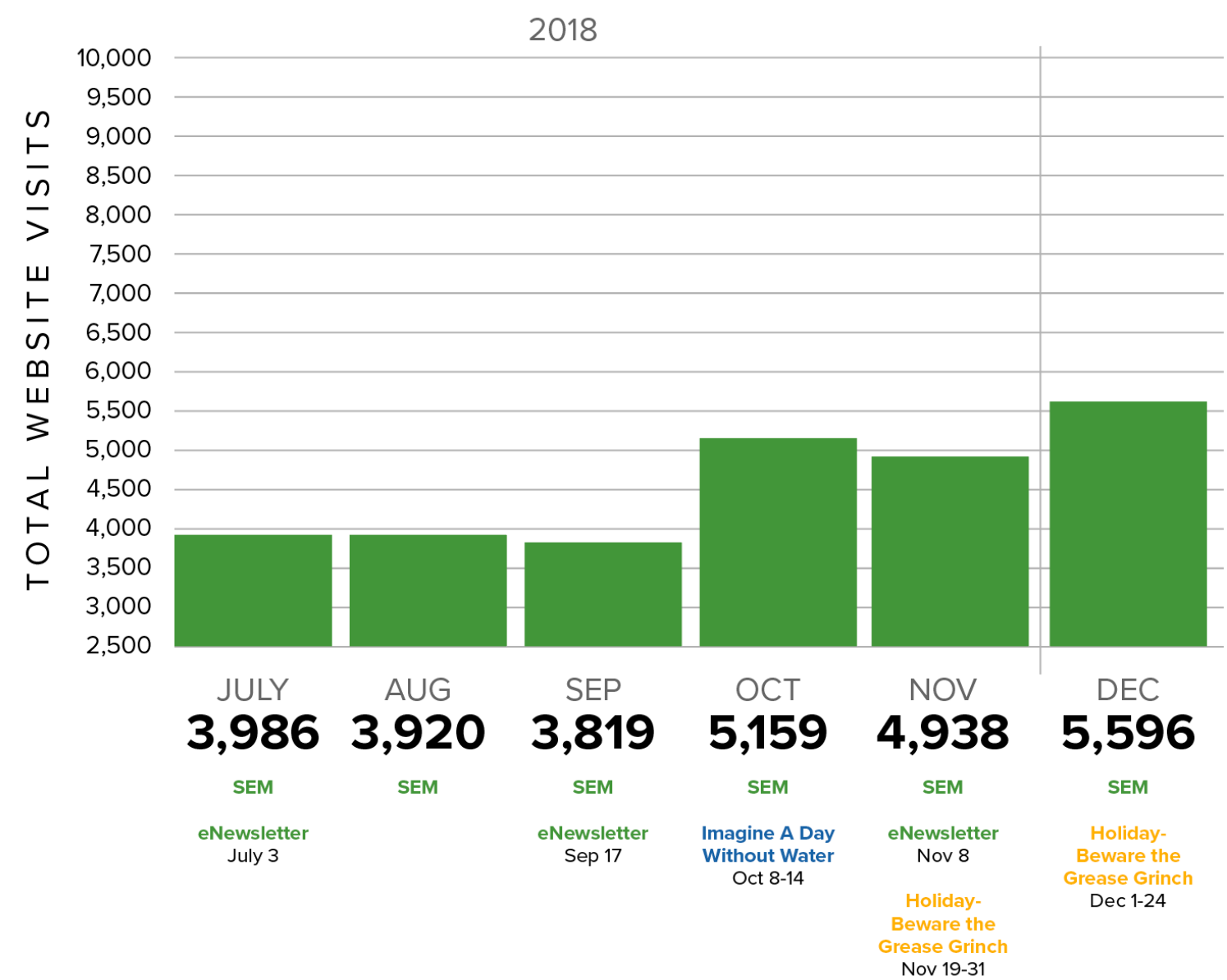


@askHRgreen
249



eNews Followers
7,878

PROMOTIONS + WEBSITE VISITATION



Website Analytics

In December of 2017 we launched a brand new, responsive website for askHRgreen.org, ensuring that all of our content would be delivered seamlessly to any user on any type of device. In FY19, the askHRgreen.org website saw a 5.6% increase in traffic over FY18 and a 9% increase in unique visitors (the number of people accessing the site). We also continue to see an increase in traffic from phones and tablets as opposed to desktop devices, as mobile users climbed to 57% in FY19.

Top Traffic Sources	Sessions
google organic	21,872
wtkr (digital ads & paid search)	16,631
direct	13,278
facebook	2,823
hrfrog.com referral	742
other referral	728
bing organic	439
yahoo organic	234

	2018-19	2017-18	2016-17	2015-16	2014-15
Visits	58,893	55,735	58,113	52,530	58,279
Unique Visitors	49,816	45,661	46,282	42,539	46,994
Pageviews	86,538	93,589	92,681	93,177	103,228
Pages per Visit	1.47	1.68	1.59	1.77	1.77
Average Visit Duration	1:03	1:27	1:12	1:32	1:26
Bounce Rate	81%	77%	79%	75%	75%
% New Visits	84%	81%	80%	80%	80%
Mobile Devices	57%	54%	53%	40%	39%
Desktop Devices	43%	46%	47%	60%	61%

Most Visited Pages	Pageviews
Homepage	9,473
/disposable-diaper-liners-flush-flush/	3,374
/gtk-gtd/recycling-at-home/	3,341
/events-happenings/	3,288
/gtk-gtd/electronics-recycling-donating/	2,423
/campaign/beware-the-grease-grinch/	2,226
/gtk-gtd/plastic-bag-recycling/	1,785
/gtk-gtd/battery-disposal/	1,516
/gtk-gtd/fat-free-drains/	1,423
/programs/great-american-cleanup/	1,392
/campaign/pet-waste/	1,326
/programs/bay-star-homes/	1,249
/dont-trash-the-grass	1,212
/gtk-gtd/restoring-chesapeake-bay/	1,135
/campaign/choose-to-refuse-single-use-plastic/	1,101
/gtk-gtd/plant-native-plants/	1,096
/gtk-gtd/lawn-garden-best-practices/	1,071
/blog/	1,009

Search Engine Marketing

The askHRgreen.org Search Engine Marketing (SEM) program employs Google pay-per-click advertising to increase traffic to the askHRgreen.org website. By bidding on select keywords and phrases, our ads direct search traffic to relevant content on the askHRgreen.org website.

In FY19, we had more than 210,000 Google search impressions from our ad campaigns which drove over 11,000 clicks (a 51% increase from FY18) to relevant content on the askHRgreen.org website for a click thru rate of 5.26%.

That translates into one click to the website for every 20 askHRgreen.org ads that appear in Google search results. See appendix A for the full SEM report for FY19.

	2018-19	2017-18	2016-17
Impressions	210,695	169,140	107,920
Clicks	11,087	7,330	4,226
CTR (click-thru rate)	5.26%	4.33%	3.92%

Ad Group	Impressions	Clicks	Cost	CTR	Avg. CPC
Electronics Disposal	28,527	2,296	\$2,887.43	8.05%	\$1.26
Reduce Reuse Recycle	27,630	1,584	\$2,318.04	5.73%	\$1.46
TMDL	21,119	1,218	\$1,756.77	5.77%	\$1.44
Recycling At Home	21,741	843	\$1,170.26	3.88%	\$1.39
Native Plants	19,615	769	\$963.02	3.92%	\$1.25
Battery Disposal	9,017	673	\$765.62	7.46%	\$1.14
Great American Cleanup	12,199	547	\$756.10	4.48%	\$1.38
askHRgreen General	3,467	484	\$285.25	13.96%	\$0.59
Medication Diposal	6,347	425	\$503.88	6.70%	\$1.19
Tap Water	8,549	337	\$490.08	3.94%	\$1.45
Plastic Bag Recycling	4,866	303	\$351.29	6.23%	\$1.16
Fertilizer Tips	7,471	216	\$325.28	2.89%	\$1.51
America Recycles Day	2,087	211	\$309.18	10.11%	\$1.47
Rain Barrels	5,626	183	\$230.09	3.25%	\$1.26
Lawn Care	9,029	166	\$256.77	1.84%	\$1.55
Team Up 2 Clean Up	3,252	128	\$192.36	3.94%	\$1.50
Soil Testing	4,401	127	\$176.08	2.89%	\$1.39
Rain Garden	2,392	82	\$91.94	3.43%	\$1.12
Water Conservation	1,593	75	\$86.92	4.71%	\$1.16
Stormwater	991	57	\$83.22	5.75%	\$1.46
Pet Waste	2,125	57	\$73.35	2.68%	\$1.29
Yard Waste Disposal	1,964	57	\$84.77	2.90%	\$1.49
Food Disposal	2,342	48	\$69.38	2.05%	\$1.45
Bay Star Homes	217	47	\$33.68	21.66%	\$0.72
Fats Oil Grease Disposal	1,009	41	\$60.37	4.06%	\$1.47
	210,695	11,087	\$14,472.56	5.26%	\$1.31

Community Outreach

Events

Each year askHRgreen.org receives numerous invitations to participate in community events. This is a vital touchpoint with residents in Hampton Roads. While some events appeal to green-minded residents, many are geared towards the general public. This provides an important opportunity for askHRgreen.org volunteers to share information about eco-friendly behaviors with those who may be hearing them for the first time. One important engagement tool for community events is the askHRgreen.org trailer. Originally part of the HR WET program formed in the early 1990s, the trailer was first wrapped with an askHRgreen.org design in 2011. The four askHRgreen.org committees worked together to fund important repairs to the trailer in FY19. The repairs included a new wrap designed to match the updated askHRgreen.org website; repairing punctures to exterior sheet metal; and new tires, marker lights, window seals, electrical wiring and more. In total, the askHRgreen.org education committees invested about \$6,500 to extend the life of the askHRgreen.org trailer.

From employee appreciation days to home improvement shows to the Virginia State Fair, community events provide askHRgreen.org volunteers an opportunity to network with residents and distribute program materials including promotional items and brochures. Events are a critical part of increasing the following of the askHRgreen.org newsletter. In FY19, over 225 people signed up to receive our news and information during outreach events. In addition, more than 325,800 event attendees may have seen askHRgreen.org materials or interacted with program volunteers at the 42 events attended in 2018-2019.

2018-2019 Regional Events			Estimated Attendance
8/18	Unity in the Community	Chesapeake	500
8/25	Bufflow Family & Friends Community Day	Chesapeake	1000
9/8	Go Green Festival	Newport News	1000
9/29	James Riverfest	Williamsburg/James City County	600
10/1	Virginia State Fair	Doswell, VA	250000
10/4 - 10/7	Peanut Festival	Suffolk	50000
10/23 - 10/24	Hill Environment, Health & Safety Expo	Newport News	2100
10/29	Monster Mega Mixer & Business Showcase	Virginia Beach	800
11/3	Litter & Recycling Expo	James City County	100
11/8	Canon Virginia Safety & Environmental Fair	Newport News	unavailable
11/13	Anthem Eco Fair	Virginia Beach	300
11/15	Anthem Eco Fair	Norfolk	300
12/14	Continental Automotive Energy & Environ. Day	Newport News	150
1/12	Jam'n Jamz	Norfolk	400
1/14 - 1/17	Home Gardener Day + MAHSC	Virginia Beach	677
1/25 - 1/27	Virginia Flower & Garden Expo	Virginia Beach	unavailable
2/9 - 2/10	Hampton Roads Home Show	Hampton	5200
2/10	Engage Norfolk	Norfolk	150
2/19	Colonial Heritage Garden Club	Williamsburg/James City County	75
3/9	Community Association Day	Virginia Beach	641
3/20	Las Gaviotas Green Forum	Chesapeake	20
3/23 - 3/24	Mid Atlantic Home & Outdoor Living Show	Virginia Beach	4525
4/6	Southern Chesapeake Community Day	Chesapeake	unavailable
4/6	Hampton Touch a Truck	Hampton	101
4/14	Wings & Things Spring Fling	Portsmouth	unavailable
4/18	Norfolk Naval Shipyard Earth Day Fair	Norfolk	300
4/20	Virginia Living Museum Earth Day	Newport News	1300
4/22	TCC Cares	Chesapeake	100
4/23	VA AWWA 30th Annual Water Distribution	Norfolk	75
4/27	Celebrate the Park	Newport News	400
4/27	Community Empowerment Day	Newport News	200
4/28	Stand Up Rally and Expo	Williamsburg	150
5/8	City of Virginia Beach Public Utilities	Virginia Beach	275
5/10	City of Suffolk Employee event	Suffolk	1400
5/11	Virginia Landscapes Exhibition at the Peninsula Fine Arts Center	Newport News	150
5/16	Sensible Seafood Fest	Virginia Beach	400
5/23	City of Virginia Beach Public Works	Virginia Beach	415
5/31	CARE and Wellness day	Chesapeake	250
6/2	Colonial Coast Girl Scout World	Chesapeake	50
6/6	NASA Langley Safety & Health Expo	Hampton	500
6/23	Elizabeth River Fest	Virginia Beach	3000
6/28	TGIF Summer Concert Series	Suffolk	200

Bay Star Homes

The Bay Star Homes program entered its third year of operation in FY19. The program recognizes residents who pledge to avoid environmentally-harmful behaviors and encourages private property owners to implement voluntary stormwater management practices such as rain barrels, rain gardens, and downspout disconnects. Residents are also encouraged to incorporate more environmentally-friendly choices into their daily routines such as waste reduction and fat free drains. In FY19, there were 379 new Bay Star Homes added across the region, bringing the program total to nearly 3,100 households.

Bay Star Homes Registrants	
City/County	Number
Chesapeake	130
Franklin	13
Gloucester	19
Hampton	106
Isle of Wight	9
James City	10
Newport News	211
Norfolk	2092
Poquoson	15
Portsmouth	36
Smithfield	13
Southampton	2
Suffolk	134
Surry	2
Virginia Beach	204
Williamsburg	8
York	68
Total	3,072



Great American Cleanup

The Team Up 2 Clean Up (TU2CU) program moved from education to action during FY19. Launched in 2018, the TU2CU program makes it easier for residents and businesses alike to get involved with litter prevention and cleanup initiatives. An online outreach toolkit includes resources for everyone from schools and civic leagues to businesses and neighbors. Anyone can download these resources to educate their peers/employees about litter.

During FY19, the askHRgreen.org Recycling & Beautification Committee hosted a National Kickoff to the Great American Cleanup on May 3-4, 2019. In partnership with Keep Virginia Beautiful, the Committee worked together to plan cleanup and beautification projects in 13 Hampton Roads localities on each day of the event. Volunteers were recruited through the website, social media, newsletters, paid media, and word of mouth. In the end, 71 public spaces were improved through the work of over 1,000 volunteers. Improvements included removing more than 15 tons of litter from the environment including over 150 tires, as well as tending community gardens by weeding, spreading mulch, and planting new plants and trees. Odd and unusual finds from the litter cleanup were set aside and delivered to local scrap artist, Sam Hundley, who transformed found objects into a trash-to-treasure art piece to commemorate the event and extend the TU2CU message throughout the community. The artwork will be on display in venues across the region in 2019 and 2020 to inspire citizens to get involved with cleanup initiatives.



Imagine a Day Without Water

Municipal water services are a vital service for both residents and businesses in Hampton Roads. Local breweries and coffee shops are particularly dependent on a consistent supply of clean, healthy tap water. Tapping into these natural advocates for clean water, the askHRgreen.org Water Awareness Committee partnered with local breweries and coffee shops to raise awareness about the importance of water. The campaign included branded coffee sleeves and coasters that donned messages illustrating that coffee and beer are 95-99 percent water.

This special promotion engaged 23 local breweries and coffee shops around the region. The coffee sleeves and coasters were distributed starting on October 10, 2018, as part of the national Imagine a Day Without Water campaign. This advocacy and awareness campaign addresses the importance of maintaining the water and wastewater systems that bring a steady flow of water to and from residents, businesses, schools, hospitals and emergency outlets. Two videos were produced with Traditions Brewing and Coaster Coffee to give business owners an opportunity to talk about the important role water plays in brewing their beverages of choice. The campaign was also extended through the social media accounts of partnering establishments.



Straw-Free Earth Day

Single use plastics, particularly straws, received considerable international attention in FY19. In order to leverage the increased public awareness surrounding this issue, the askHRgreen.org Recycling & Beautification Committee recruited restaurants to go straw-free for Earth Day in April 2019. In partnership with Keep It Beachy Clean and Clean Virginia Waterways, the Committee asked restaurants to supply straws only upon request on April 22nd and, if possible, for the preceding weekend. The Committee provided participating restaurants with a sample of paper straws for customers who requested a straw during the promotion, as well as branded window clings, menu cards, table tents, and educational placemats. These materials helped educate the public about the wastefulness of straws and encouraged everyone to skip the straw. Through grassroots outreach, 69 restaurants across seven localities joined this campaign and went straw-free for Earth Day.

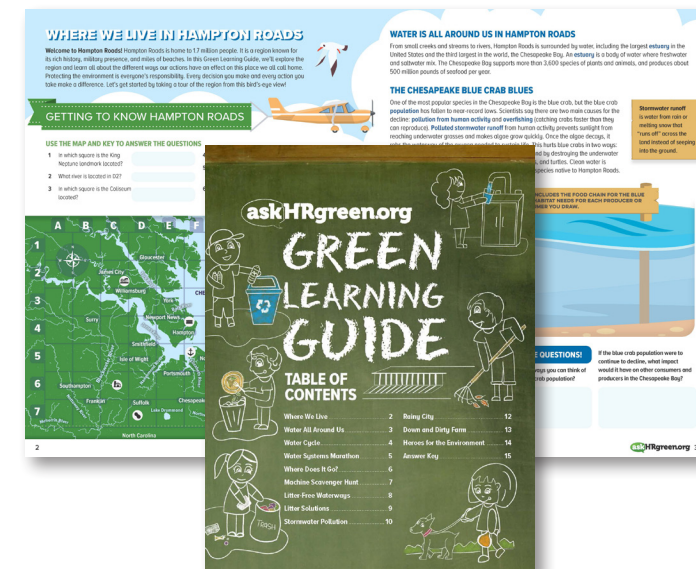


Green Learning Guide

Completed in FY18, the second edition of the askHRgreen.org Green Learning Guide was tailored to fit the environmental education needs of the region's third grade students. With help from a Chesapeake Bay Restoration Fund grant and financial support from local cities and counties, the third grade Green Learning Guide was designed to meet Virginia SOL standards, making it easy for teachers to bring environmental concepts into the classroom. These free guides showcase educational content in a fun, interactive format with colorful maps, bold graphics, and creative activities to connect students to our Hampton Roads environment. A similar sixth grade Green Learning Guide was first published by askHRgreen.org in 2012, but the third grade edition was brand new for the 2018-19 school year.

During the fall of 2018, HRPDC staff worked with local science coordinators and other school administrators in the 13 school districts of Hampton Roads to develop a distribution strategy to get free copies of the Green Learning Guide into the hands of every third grade public school student in the region. In total, about 22,000 copies of the guide were provided to schools at no charge. Once distribution was complete, there were about 9,000 copies remaining, which will be available on demand for private schools, homeschool students, and third grade students during the 2019-2020 school year.

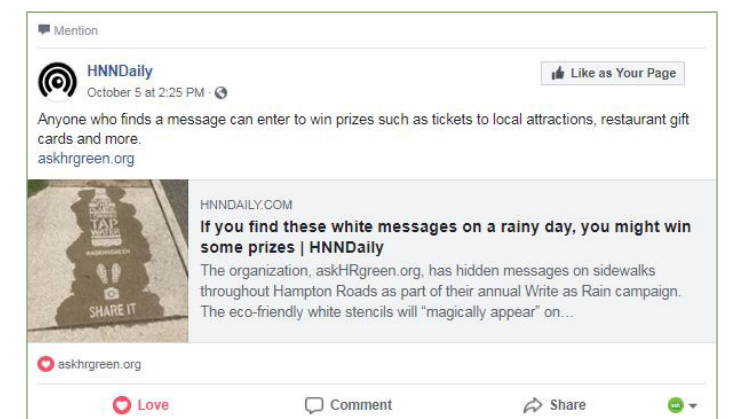
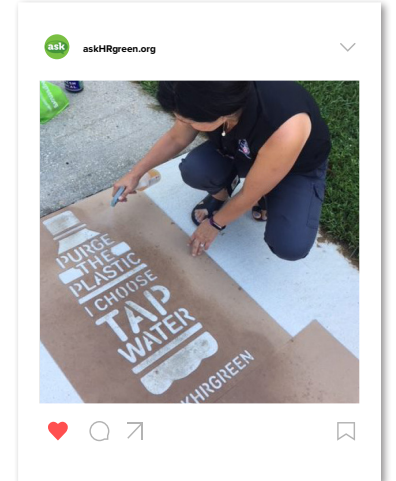
Both editions of the Green Learning Guide and accompanying teacher's guides are available for download on the askHRgreen.org website.



Sidewalk Message Campaign

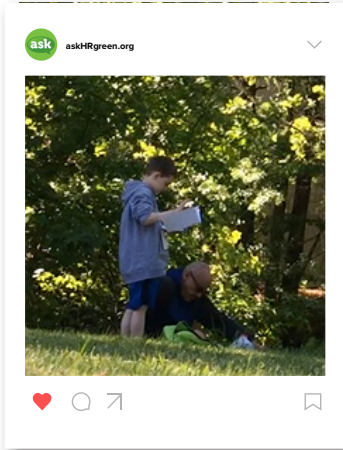
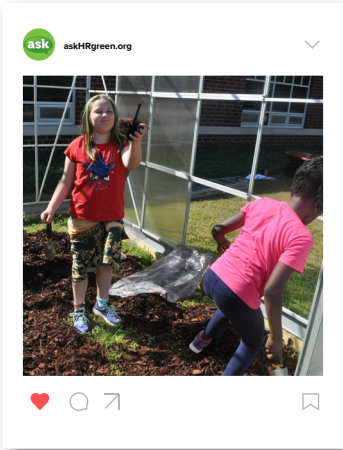
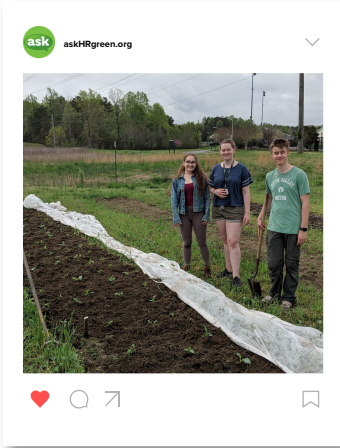
All four askHRgreen.org education committees worked together to revamp the Write as Rain project in FY19. Originally launched in 2017, the Write as Rain campaign involves installing stylized messages on sidewalks around the region using a hydrophobic spray that allows the messages to be seen only after rain.

The FY19 outreach strategy specifically targeted youth and their parents. In advance of the new school year, local staff partnered with schools and community centers to install messages to area sidewalks. This year's four new designs asked students and parents to make a pledge for a cleaner environment. Messages included "Purge the plastic, I choose tap water," "I won't stand for litter," "I pledge only rain down the drain," and "I won't add wipes to our pipes." The campaign was accompanied by a social media contest asking residents to post pictures of the stencils in exchange for a chance to win gift certificates to local restaurants and attractions. In total, nearly 80 locations across nine cities and counties were tagged with a Write as Rain message as part of this campaign.



Environmental Education Mini Grant Program

Supporting environmental education in the classroom has been a long standing commitment of askHRgreen.org. With a small amount of grant funding, local educators are able to spark an idea in the minds of our region’s youth and encourage tomorrow’s leaders to make a positive impact on our environment. askHRgreen.org offers all Hampton Roads teachers (K-12), youth leaders, or organizations working with youth environmental education mini grants of up to \$500 to provide funding for environmentally-themed projects. In FY19, \$9,668.06 in grant funding was awarded to support 20 projects in and out of the classroom. These projects reached nearly 7,500 students across Hampton Roads and included drip irrigation for water conservation, demonstration rain gardens, air quality monitoring, new recycling programs, upcycled trash cans and bottle caps, and for the first time, a schoolyard chicken coop.



Project	# Students	Project Description	School/Organization	City/County	Grant
Be Fantastic, Use Less Plastic	1200	This project will install water bottle filling stations at Hugo Owens Middle School.	Hugo Owens Middle School	Chesapeake	\$500.00
Butterfly and Bee Garden	397	A butterfly garden was planted at Barron Fundamental Elementary School.	Barron Fundamental Elementary School	Hampton	\$250.00
Chicken Coop in Our Garden	40	This project funded a chicken coop designed and constructed by garden club students.	Maury High School	Norfolk	\$500.00
Community Learning Garden and Beautification Project	40	This project mitigated drainage issues along the front walkway to Saunders Elementary and the installation of a community learning garden.	Saunders Elementary/ Youth Volunteer Corps of Hampton Roads	Newport News	\$500.00
Creating, Conserving, and Protecting Monarch Habitats	569	This project features a compost bin, and raised garden beds to be built in the fall. Students also will place milkweed with butterfly eggs in mesh cages to observe the life cycle of the butterfly.	Great Bridge Primary School	Chesapeake	\$500.00
Downstream Collaborative	79	This grant sought to create and support meaningful watershed opportunities that connect students with community partners.	Kempsville Meadows Elementary School	Virginia Beach	\$500.00
Drip Smart	80	The Drip Smart project helped convert the Williamsburg Community Growers farm to a drip irrigation system.	Williamsburg Community Growers	James City County	\$500.00
Eaton Middle School Lunch Recycling Program	650	This project helped create a lunchroom recycling and composting program run by Ecology Club students.	Eaton Fundamental Middle School	Hampton	\$418.06
Granby Go Green	20	This project beautified the garden and repaired a trellis at Granby High School.	Granby High School	Norfolk	\$500.00
Green Run Demonstration Rain Garden	42	This project installed a rain garden at Green Run High School.	Green Run High School	Virginia Beach	\$500.00
Keeping the Chesapeake Bay Clean	925	This project provided library books about environmental stewardship to Western Branch Middle School.	Western Branch Middle School	Chesapeake	\$500.00
Keeping the Vibrance and Learning in Our Gardens	530	This project was a continuation of a multi-year effort at to expand Newtown's morning garden club.	Newtown Elementary School	Virginia Beach	\$500.00
Lights of Love for the Hague	50	The Lights of Love Attraction created a walking path around the Hague with luminaries decorated by guests and facilitated by volunteers from Maury High School.	Breathe Easy and Smile Yoga Co.	Norfolk	\$500.00
Little Hands Big Clean Up	600	This project implemented a recycling program at Granby Elementary School.	Granby Elementary School	Norfolk	\$500.00
Norfolk Academy Pollinator Garden	400	This project involved building raised bed gardens and a new greenhouse at Norfolk Academy.	Norfolk Academy	Norfolk	\$500.00
One Man's Trash is Another Man's Treasure	25	This beautification project took trash cans throughout the school and transformed them into works of art.	Western Branch Middle School	Chesapeake	\$500.00
Plants & Air Quality	100	This project will fund the use of an Air Quality Egg learning system in York County high schools.	York County Beautification Committee	Yorktown	\$500.00
Plastic Bottle Art	150	This project will continue efforts at Lakeland High School to create art from recycled items.	Lakeland High School	Suffolk	\$500.00
Snip-N-Drip	1400	This project installed a watering system in the school pollinator and vegetable gardens.	Old Donation School	Virginia Beach	\$500.00
Soak Up the Rain!	200	This project guided students to create a rain garden in an eroded area and conduct monthly litter clean-ups.	Spratley Gifted Center	Hampton	\$500.00
7,497					\$9,668.06

Business Outreach

Bay Star Business Program

Launched in June 2018 by the Stormwater Committee, the Bay Star Business Program offers a free, pledge-based program to Hampton Roads companies that are committed to protecting water quality in the region. Business owners sign up online and select at least five of 15 suggested practices to become part of the program. Practices promoted through the program include conserving water, recycling, cleaning and preventing litter, maintaining company vehicles, organizing a community cleanup, and more. Most action items are no- or low-cost solutions to help businesses run more efficiently while being stormwater stewards. In return for their pledge, HRPDC staff mails the business a welcome packet including pertinent information from askHRgreen.org and the city or county in which they operate, as well as Bay Star Business



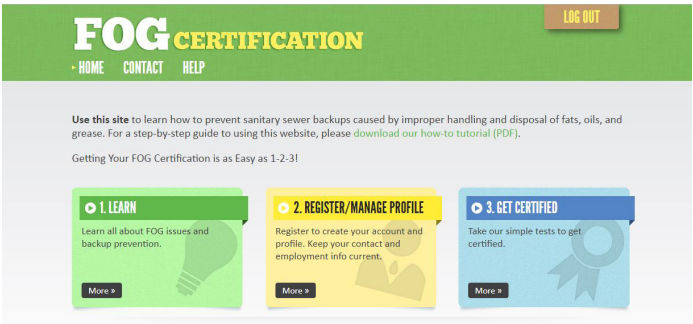
window clings to display in their office or on company vehicles. Participating businesses also receive recognition on the askHRgreen.org website and Facebook page.

New in 2019, a Google map was added to the website to visually display all participants. This makes it easier for residents to find a Bay Star Business near them while also illustrating the geographic reach of the program. The program has grown to include nearly 40 companies in its first year from a diverse range of businesses including real estate firms, landscapers, museums, marinas, schools, and restaurants.

Fats, Oils, and Grease (FOG) Commercial Training and Certification Program

The regional FOG training and certification program is designed to educate local food service workers and grease haulers on how to prevent sanitary sewer backups caused by improper handling and disposal of fats, oils, and grease. FOG certification requirements vary by locality, and the free certification program is available to anyone through the HRFOG.com website.

Various updates and enhancements were made to HRFOG.com during FY19. The changes improved the user experience but also made it easier for administrators to clean up and manage data. HRPDC staff now have access to data pulls from the database making it possible to proactively monitor the database for fraudulent accounts and duplicate user and business profiles. The developer has also taken the first steps to convert the website to a responsive design. Once the conversion is complete, FOG program administrators will be better able to administer certification tests in the field and will have to rely less often on paper tests.



The FOG Education Committee also produced two new brochures to use in outreach to local restaurants. The first combines the best management practices poster with descriptions of FOG, common sources, and how to comply with local FOG ordinances. The second piece was developed to help FOG inspectors educate local restaurant owners about proper storage and management of yellow grease, including how to respond to spills.

In FY19, the FOG Education Committee reviewed the 2007 Memorandum of Agreement (MOA) between HRSD and participating localities. It came to light that not all localities had adopted the MOA when it was originally created in 2007. The Committee recommended several changes to the document to be more inclusive for localities that do not have a FOG ordinance or no FOG enforcement program. The updated MOA was presented for review and approved by the Directors of Utilities. Each locality plans to formally adopt the new MOA during FY20.

Managing Fats, Oils and Grease

Never ❌	Always ✅
NEVER pour cooking residue directly into the drain. NUNCA vierta residuos de cocina directamente en el drenaje. 切勿将烹饪残渣直接倒入下水道。	ALWAYS wipe pots, pans, and work areas prior to washing. SIEMPRE limpie con un paño los ollas, sartenes y áreas de trabajo antes de lavarlas. 请务必在清洗之前擦净厨具并清洁工作区域。
NEVER dispose of food waste directly into the trash can. NUNCA eche restos de comida en la trituradora de basura. 切勿将食物残渣倒入垃圾处理器中。	ALWAYS dispose of food waste directly into the trash can. SIEMPRE elimine los restos de comida directamente en el contenedor de basura. 请务必将食物残渣直接倒入垃圾桶。
NEVER pour waste oil down the drain. NUNCA vierta restos de aceite en el drenaje. 切勿将废油倒入下水道。	ALWAYS collect waste oil and store for recycling. SIEMPRE recolecte los restos de aceite y guárdelos para su reciclaje. 请务必收集废油并存储以进行循环再利用。
NEVER wash floor mats where water will run off directly into the storm drain. NUNCA lave tapetes de piso en sitios donde el agua corra directamente hacia el drenaje de lluvias. 切勿在水可直接流入雨水排水沟的地方清洗地垫。	ALWAYS clean mats inside over a utility sink that is connected to a grease control device. SIEMPRE lave los tapetes de piso en un fregadero de lavado que esté conectado a un atrapagrasas. 请务必在接好油控装置的公用水槽中清洗地垫。

For more information, please contact the askHRgreen.org FOG Program 757.420.8300 | HRfog.com

Illicit Discharge Rack Cards

Certain industries have a greater potential to discharge harmful waste into the stormwater system and local waterways through the course of their work. In order to arm local stormwater inspectors with better tools for education and outreach, the askHRgreen.org Stormwater Education Committee developed industry-specific rack cards for the following high priority industries: lawn care and landscaping, automotive services (such as car dealers, repair shops, and fleet maintenance), and animal services (including animal boarding facilities, animal shelters, pet groomers, and veterinary offices). Each rack card addresses sources of pollution produced by that industry and recommends the proper steps to take to prevent illicit discharges.

The Committee targeted the lawn care industry further by mailing letters and educational resources to landscaping businesses licensed in the following cities: Chesapeake (51), Hampton (40), Newport News (257), Norfolk (208), Portsmouth (188), Suffolk (211), and Virginia Beach (397). In total, 1,352 letters were mailed to landscape and lawn care companies in Hampton Roads to help companies better understand how they can comply with local stormwater requirements and prevent water pollution from illicit discharge.



2018-19 Media Campaigns

Waste Reduction

With turbulent recycling markets and changing municipal recycling contracts, the priority of the Recycling & Beautification Committee has increasingly focused on waste reduction. While recycling education continues to be an important initiative, the waste reduction message helps residents decrease their waste contribution no matter the state of recycling. The Committee’s message for residents is that we should all choose to reduce our waste production first before focusing on what can and cannot be recycled.

Paid Media. A one-week radio, two-week digital media campaign ran from January 28 to February 10, 2019. The campaign included new creative using the theme Choose to Refuse. The campaign focuses on single use plastics including bottled water, straws, utensils, take out containers, and plastic bags. Viewers are urged to refuse disposable products and choose reusable alternatives. The campaign included radio, Spotify, digital display ads and retargeting, native content ads, social media, and targeted pre-roll. Throughout the year, specific waste reduction messages were included in the Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

Outreach Materials. In support of the waste reduction message, the Committee purchased reusable portable cutlery sets and reusable straws to distribute at outreach events. Both items provide a practical alternative to help residents reduce their use of single use disposable plastics.

Public Relations. Public relations support succeeded in promoting the waste reduction message through a variety of media channels including news releases, interviews with local TV (WTKR) and radio shows, print coverage (Suffolk News Herald, Southside Daily), and articles in the askHRgreen.org newsletter.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. Outreach included sharing waste reduction tips, upcycling projects, and stories about the negative environmental impacts of plastics and our throw away culture. The paid Facebook

campaign for the Choose to Refuse campaign was the highest performing campaign in FY19, reaching over 106,000 users in February 2019.



Litter Prevention

Litter was a major focal area for the Recycling & Beautification Committee in FY19. In partnership with Keep Virginia Beautiful, the Committee organized and hosted the National Kickoff to the Great American Cleanup on May 3-4, 2019. More than 1,000 volunteers took to the streets to remove litter from parks and roadways, plant trees, tend gardens, and freshen up public spaces across Hampton Roads. In total, 71 locations across 13 cities and counties were spruced up as a result of the effort. The Committee also promoted litter prevention and the Team Up 2 Cleanup campaign in the following ways:

Paid Media. A one-week media campaign ran from April 1-7. The campaign included radio, billboard, and social media ads. The purpose of the campaign was to educate residents about local litter problems and recruit volunteers to take action by joining one of the events planned for May 3-4. Throughout the year, specific litter prevention messages were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

Outreach Materials. With funds secured through the

Virginia Litter Prevention and Recycling Competitive Grant, the Committee purchased 800 class 3 hi-vis safety vests with the Team Up 2 Clean Up logo imprinted on the back. The new vests improve morale among volunteers and help identify roadside cleanups as voluntary acts of community service.

Public Relations. Public relations was an important part of litter prevention messaging in FY19. Messages about litter prevention and cleanups were featured in various media channels including news releases, interviews with local radio and TV shows (WCTV, WVEC, Wavy, WTKR), print coverage (Coastal Virginia Magazine), Write as Rain messages, and articles in the askHRgreen.org newsletter.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. Outreach topics included the negative impacts of litter, advertising cleanup opportunities, and reporting the results of local litter cleanups. The aftermath of Floatopia, an unofficial event in Virginia Beach over Memorial Day Weekend that resulted in tons of litter left on Chic’s Beach, was a hot topic on social media in FY19.



Residential Recycling Practices

Due to turbulent recycling markets and changes in municipal recycling contracts, the Recycling & Beautification Committee was hesitant to put resources into paid media for recycling in FY19. They did, however, continue to include recycling messages in all other marketing channels and began work to develop a web lookup tool that will make it easier for residents to find out what is (and is not) recyclable in each city/county in Hampton Roads. The new tool will be available on the askHRgreen.org website in FY20.

Paid Media. Throughout the year, specific recycling topics were featured in the Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword

searches. Recycling continues to be the top driver of website traffic from the SEM campaign.

Public Relations. News releases on Christmas tree recycling and America Recycles Day were issued. The America Recycles Day release discouraged “wishful” recycling in an effort to help reduce contamination. The recycling message was also included in a variety of media channels including news (Suffolk News Herald, The Virginian Pilot, Hampton Newport News Daily), interviews with local radio and TV shows (WTKR), and multiple articles in the askHRgreen.org newsletter.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. Outreach included sharing recycling news and trending stories, answering recycling questions, and promoting local recycling collection events. HRPDC staff created a series of “Recycle This, Not That” graphics to feature on the askHRgreen Facebook and Instagram account for America Recycles Day.



Fats, Oils & Grease (FOG) Disposal

The FOG Committee focuses each year on helping residents and local restaurants understand what FOG is, where it comes from, how it harms the sanitary sewer system, and the best management practices needed in

order to prevent sanitary sewer overflows. This focal area was addressed with the following strategies:

Paid Media. The Committee created a new holiday FOG message in FY19. The “Grease Grinch” spot took viewers through a holiday cooking scene with a lurking Grease Grinch ready to spoil the holiday fun with a backed up drain. The campaign ran online for five weeks (digital display ads and retargeting, social media, targeted pre-roll, digital TV) and on radio for two weeks. Throughout the year, specific FOG messages were included in the Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.



Outreach Materials. The FOG Committee continued to distribute relevant promotional items including sink strainers, grease can lids, sponges, washcloths, and more.

Public Relations. Public relations supported public education and outreach through a variety of media channels including news releases, print coverage (*Southside Daily*), interviews with local radio and TV shows, and multiple articles in the askHRgreen.org newsletter.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. Outreach topics included the negative impacts of improper grease disposal, fatbergs, canning the grease, and the importance of infrastructure.

What Not to Flush

The FOG Subcommittee continues to educate the public about proper flushing etiquette and the harmful side

effects of flushing personal hygiene products like wipes, dental floss, cotton swabs, and more.

Paid Media. The Committee used the “man on the street” style video campaign and a new radio creative for a one-week media campaign. The video shows local residents guessing what items are flushable or not. The newly developed radio spot reflected the Q&A format as two men discuss wipes and other items that should not be flushed. The campaign included radio, digital display ads and retargeting, social media, targeted pre-roll ads, and digital TV. Throughout the year, specific “what not to flush” messages were included in the Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.



Outreach Materials. The FOG Committee continued to distribute washcloths and toilet stress squeezers to support the message.

Public Relations. Public relations supported the what not to flush message through a variety of media channels including news releases, interviews with local radio and TV shows, and articles in the askHRgreen.org newsletter.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. Outreach topics included the damaging side effects of flushing trash, deragging photos, proper medication disposal, and the myth of flushable wipes.

Communicating the Value of Water

The Water Awareness Committee continued to promote the value of water to the Hampton Roads community.

Beyond our daily needs, water also fuels our economy, fire protection, sanitation, and public health.

Paid Media. Throughout the year, specific messages about the value of water were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches. There were also two separate media campaigns for the value of water message during FY19, both coordinating with larger national awareness campaigns.

Imagine a Day Without Water. A one-week media campaign ran from October 8-14, 2018 to coincide with the national “Imagine a Day Without Water” initiative. The campaign included radio, digital display ads, native content ads, social media, and advanced TV. The paid campaign complimented the partnership with local breweries and coffee shops to distribute branded coasters and coffee sleeves on October 10. The video assets were pickups of videos previously produced which illustrate the importance of tap water for local quality of life. Similarly, the new radio creative features two men discussing the value of water and all the things they would miss without access to tap water.



Drinking Water Week. A one-week media campaign ran from May 5-11, 2019 as part of the national Drinking Water Week awareness campaign from American Water Works Association. The campaign included radio, digital display ads, native content ads, social media, and advanced TV.

The campaign creative again featured the new radio spot with two men discussing the value of water. The video assets were also a pickup, but this time used the “man on the street” style video with diverse people explaining in one word what water means to them.

Outreach Materials. The Committee continued to distribute a variety of promotional items including water bottles, mood pencils, sponges, toothbrushes, and more.

Public Relations. Public relations exposure came from features on various media channels including news releases, print coverage (*Williamsburg-Yorktown Daily*, *Southside Daily*, *Hampton Newport News Daily*, *The Virginia Gazette*), interviews with local radio and TV shows, Write as Rain messages, and articles in the askHRgreen.org newsletter.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. HRPDC staff produced two videos featuring owners of Traditions Brewery in Newport News and Coaster Coffee in Norfolk as they discussed the important role water plays in operating their business and what would happen on a day without water. The videos were promoted on social media during the Imagine a Day Without Water campaign.

Water Conservation

The Water Awareness Committee continued to raise awareness about conserving water in Hampton Roads. Central topics for this focal area include fixing leaks, water-conserving landscaping practices, WaterSense fixtures, and general indoor/outdoor conservation tips.

Paid Media. In promotion of Fix-a-Leak Week, a nationwide campaign from EPA, a one-week media campaign ran from March 18-24, 2019. The campaign utilized a new video creative showing locals answer questions about water waste and how to find and fix a leaky toilet. The campaign included radio, digital display ads, native content ads, social media, and advanced TV. Throughout the year, specific water conservation messages were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

Outreach Materials. The Committee distributed numerous promotional items to help remind residents to conserve water. Items included rain gauges, five minute shower timers, toilet leak detection dye tablets, black-eyed Susan seed packets, and hose nozzles. They also developed a new print brochure to help residents detect and fix common household water leaks.



Public Relations. Conservation messages were featured in various media channels including news releases, print coverage, interviews with local radio and TV shows, and articles in the askHRgreen.org newsletter.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. Outreach topics included rain barrels, the use of drought tolerant and native plants, finding and fixing household water leaks, and winterizing the home to prevent burst pipes during freezing temperatures.

Storm Drain Awareness

New in FY19, the Stormwater Education Committee prioritized storm drain education. The new campaign raises public awareness about storm drains: what they are, where they go, and what’s safe to put down them. The campaign features the “only rain down the drain” theme and highlights many other best management practices like reducing fertilizer use, proper yard debris disposal, and scooping the poop.

Paid Media. New creative was developed using a “man on the street” interview in which local residents were asked to identify a storm drain and describe what types of materials could safely go down the drain. A week-long media campaign ran from June 17-23. The campaign included digital display and retargeting ads, native content ads on WTKR.com, social media, and advanced TV. Throughout the year, specific stormwater messages were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

Outreach Materials. The Committee maintains a comprehensive library of brochures and rack cards and distributes outreach materials such as stormwater message pens and mood pencils. Select localities also purchased storm drain medallions to support local storm drain marking programs.

Public Relations. Public relations supported this focal area through news releases, print articles, interviews with local radio and TV shows, Write as Rain messages, and features in the askHRgreen.org newsletter.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. Outreach included sharing news about local water quality concerns, promoting events/workshops, and explaining best management practices. Social media was also an important part of promotions in FY19. Native plants, soil test kits, and goodie bags were given away as prizes for various contests involving stormwater management.

Chesapeake Bay Restoration Fund Grant (CBRF). The Committee hosted four rain barrel workshops using funds from the CBRF grant. The workshops were held in



Suffolk, Virginia Beach, Newport News, and James City County. Participants paid a modest \$20 registration fee and received stormwater management information, a rain barrel, and a selection of native plants to take home. The workshops were very popular and had over 60 participants with 60 rain barrels and 83 native plants distributed.

Pet Waste Disposal

The Stormwater Education Committee continued to raise awareness about the importance of scooping the poop and the harmful impacts of bacteria-laden waste on local water quality.

Paid Media. The Committee ran a two-week media campaign from June 3-16, 2019. The campaign used new creative featuring a “poo-em” about cleaning up after your pet and the harmful impacts of pet waste on local water quality. The campaign included radio, digital display ads, native content ads, social media, and advanced TV.

Outreach Materials. The Committee purchased 5,000 dog waste bag holders and 2,500 hand sanitizers for distribution. The message pens also contain scoop the poop information.

New Pet Waste Stations in FY19	
Chesapeake	9
Hampton	6
Isle of Wight	2
James City	8
Newport News	12
Norfolk	5
Poquoson	1
Portsmouth	2
Smithfield	3
Suffolk	7
Virginia Beach	7
York	2
	64



Public Relations. The pet waste message was promoted in news releases, print articles, interviews with local radio and TV shows, and features in the askHRgreen.org newsletter.

Social Media. Social media is an important tool for sharing the “scoop the poop” message, and we utilized Facebook, Twitter, and Instagram in our outreach efforts.

Pet Waste Station Grant Program. The askHRgreen.org Pet Waste Station Grant Program, which began in 2013, continued to thrive in FY19. Geared toward neighborhood associations, community groups, and property management companies, the regional program gives citizens an opportunity to receive a free pet waste station to install and maintain in their neighborhoods. Approved applicants are responsible for installing the station, emptying the trash regularly, and replacing the bags as needed. The neighborhood is also tasked with sharing information with residents about the negative impact of pet waste on local water quality. Since the launch of the program, 349 pet waste stations have been awarded and installed across the region. Of those, 64 were awarded and installed during FY19.

Total Pet Waste Stations Awarded FY14 to FY19	
Chesapeake	39
Franklin/Southampton	8
Gloucester	5
Hampton	31
Isle of Wight	6
James City	30
Newport News	72
Norfolk	13
Poquoson	5
Portsmouth	18
Smithfield	8
Suffolk	33
Virginia Beach	57
Williamsburg	5
York	19
	349

Lawn Care & Fertilizer

Paid Media. Throughout the year, lawn care, native plants, fertilizing, and soil testing topics were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

Outreach Materials. The Stormwater Education Committee distributes many brochures related to lawn care best management practices, fertilizing and how to properly take a soil test. Soil test kits are also distributed to the public at community events. The Committee additionally targeted lawn care companies by mailing letters and educational resources to lawn care companies licensed in the following cities: Chesapeake (51), Hampton (40), Newport News (257), Norfolk (208), Portsmouth (188), Suffolk (211), and Virginia Beach (397). In total, 1,352 letters were mailed to landscape and lawn care companies in Hampton Roads to help companies better



understand how they can comply with local stormwater

requirements and prevent pollution from illicit discharge.

Public Relations. Fertilizer and lawn care best management practices are commonly included in various public relations strategies throughout the year including news releases, print articles, interviews with local TV and radio stations, and features in the askHRgreen.org newsletter. In June 2019, askHRgreen.org partnered with Anderson’s Garden Center to discuss native plants and host a native plant giveaway. Three native rose mallow hibiscuses were donated by Anderson’s Garden Center and raffled off to participants through a Facebook contest.

Social Media. Social media is an important tool for sharing all of our eco-friendly messages, including fertilizing and lawn care tips, and we utilized Facebook, Twitter, and Instagram in our outreach efforts. As mentioned above, social media was also an important part of promotions in FY19. Native plants, soil test kits, and goodie bags were all given away as prizes for various contests involving lawn care messages.

2018-2019 Media Campaigns & Results

NOVEMBER 19 - DECEMBER 24 “Grease Grinch”
Radio, digital display ads, native content ads, social media, video pre-roll, advanced TV

Impressions: 1,535,051
Video Views: 74,631
Clicks/Actions: 3,271

BUDGET: \$18,636 | VALUE: \$29,501 | ROI: 1.58:1

JANUARY 28 - FEBRUARY 10 “Choose to Refuse: Waste Reduction”
Radio, digital display ads, native content ads, social media, video pre-roll

Impressions: 1,012,319
Video Views: 26,483
Clicks/Actions: 1,629

BUDGET: \$14,635 | VALUE: \$25,374 | ROI: 1.73:1

MARCH 18 - 24 “Fixing Household Water Leaks”
Radio, digital display ads, native content ads, social media, video pre-roll, advanced TV

Impressions: 1,272,672
Video Views: 53,691
Clicks/Actions: 833

BUDGET: \$14,775 | VALUE: \$21,240 | ROI: 1.44:1

MAY 5 - 11 “The Value of Tap Water”
Radio, digital display ads, native content ads, social media, video pre-roll, advanced TV

Impressions: 882,815
Video Views: 62,591
Clicks/Actions: 1,389

BUDGET: \$14,775 | VALUE: \$24,556 | ROI: 1.66:1

JUNE 17 - 23 “Storm Drains - Only Rain Down the Drain”
Digital display ads, native content ads, social media, video pre-roll

Impressions: 174,506
Video Views: 38,065
Clicks/Actions: 687

BUDGET: \$5,425 | VALUE: \$5,828 | ROI: 1.07:1

OCTOBER 8-14 “Imagine a Day Without Water”
Radio, digital display ads, native content ads, social media, advanced TV

Impressions: 1,277,598
Video Views: 29,973
Clicks/Actions: 2,038

BUDGET: \$15,185 | VALUE: \$26,012 | ROI: 1.71:1

MARCH 4 - 10 “What Not to Flush”
Radio, digital display ads, native content ads, social media, video pre-roll, advanced TV

Impressions: 966,787
Video Views: 57,627
Clicks/Actions: 473

BUDGET: \$14,275 | VALUE: \$21,600 | ROI: 1.51:1

APRIL 1 - 7 “Team Up 2 Clean Up: Great American Cleanup”
Radio, social media, billboards

Impressions: 1,106,107
Clicks/Actions: 1,034

BUDGET: \$8,100 | VALUE: \$46,595 | ROI: 5.75:1

JUNE 3 - 16 “Pet Waste - Scoop the Poop”
Radio, digital display ads, native content ads, social media, video pre-roll

Impressions: 827,316
Video Views: 34,943
Clicks/Actions: 1,782

BUDGET: \$14,278 | VALUE: \$21,013 | ROI: 1.47:1

2018-2019 askHRgreen.org Public Relations Value					
Date	Media Outlet	Topic	Length	Circ./ Imp	PR Value
Tuesday, July 31, 2018	Inside Business	Hampton Roads companies pledge to go green with Bay Star Business	16 column inches	9,000	\$3,500.00
Sept. 28, 2018	WCTV-TV Chesapeake	Write as Rain interview with Katie Cullipher and Megan Hale	1:05 minutes	1,500	\$600.00
Sept. 30, 2018	WVEC-TV Coastal Connections	Write as Rain interview with Katie Cullipher and Megan Hale	5:00 minutes	3,600	\$1,125.00
	WCTV-TV Chesapeake	Fall tips interview with Katie Cullipher	1:00	1,500	\$600.00
Oct. 5, 2018	Newport News Now Newsletter	Sidewalk messaging campaign Write as Rain	N/A	1,500	\$600.00
Oct. 5, 2018	Southside Daily News	If you find these white message one rainy day, you might win some prizes	10 column inches	3,600	\$900.00
Oct. 5, 2018	Hampton-Newport News Daily	If you find these white message one rainy day, you might win some prizes	10 column inches	3,600	\$900.00
Oct. 9, 2018	Williamsburg-Yorktown Daily	These companies are going to help you imagine a day without water	16 column inches	300	\$900.00
Oct. 9, 2018	Southside Daily News	These companies are going to help you imagine a day without water	16 column inches	3,600	\$900.00
Oct. 9, 2018	Hampton Newport News Daily	Can you imagine a day without water?	16 column inches	3,600	\$900.00
Oct. 9, 2018	The Virginia Gazette	Local businesses participate in A Day Without Water	10 column inches	12,300	\$825.00
Nov. 2, 2018	Beacon	Environmental group hopes invisible style messages will do the trick	1/2 page	41,598	\$6,525.00
Nov. 2, 2018	Bridges	Environmental group hopes invisible style messages will do the trick	1/2 page	26,186	\$2,745.00
Nov. 2, 2018	Clipper	Environmental group hopes invisible style messages will do the trick	1/2 page	31,967	\$3,300.00
Nov. 4, 2018	Suffolk News-Herald	No wishful thinking when it comes to recycling	20 column inches	10,431	\$1,965.00
Nov. 11, 2018	The Virginian-Pilot	No wishful thinking when it comes to recycling	20 column inches	120,771	\$10,230.00
Nov. 14, 2018	Hampton Newport News Daily	This Hampton Roads organization wants residents to know how to recycle properly	N/A	3,600	\$900.00
Dec. 2, 2018	Southside Daily	Heard about FOG? It can really mess up your local waterways	14.5 column inches	3,600	\$900.00
Dec. 26, 2018	WTKR-TV Online	Want to recycle your Christmas tree?	93 words	5,000	\$225.00
Mar. 29, 2019	WCTV-TV Chesapeake	Great American Cleanup "A Closer Look" interview with Katie Cullipher	7.30 minutes	1,500	\$600.00
Apr. 15, 2019	WVEC-TV	Hampton Roads gets ready for GAC "13news@noon" interview with Mike Baum	3:05	34,000	\$2,250.00
Apr. 17, 2019	Suffolk News-Herald	Skip the straws, save the turtles	21.5 column inches	10,431	\$2,115.00
Apr. 22, 2019	Southside Daily News	Celebrate Earth Day by going strawless at these Hampton Roads restaurants	15.6 column inches	3,600	\$900.00
Apr. 22, 2019	WTKR-TV	Straw-free Earth Day -- 3 live reports airing at 5 am, 6 am,, 7 am	3 @ 2:30 minutes	109,000	\$6,225.00
May-June issue 2019	Coastal Virginia Magazine	Great American Cleanup	5 column inches	35,000	\$2,220.00
Friday, May 03, 2019	WAVY-TV 10	Volunteers in Hampton Roadss Taking Part in Great American Cleanup	2:10 minutes	52,000	\$2,025.00
Wednesday, June 26, 2019	WTKR-TV Coast Live	Replacing your lawn with native plants interivew with Katie Cullipher, Michelle Williams	4:37 minutes	36,000	\$2,025.00
Saturday, June 29, 2019	The Virginian-Pilot Home + Living Section	Condo pet policies are a hot topic -- mention of askHRgreen.org Scoop the Poop	93 words	120,771	\$675.00
				689,555	\$57,575

PUBLIC RELATIONS RESULTS

Total circulation or audience	689,555
Total articles and interviews	28
Total budget	\$5,280
Total publicity value	\$57,575
Return on Investment (ROI)	10.9:1

COMBINED MEDIA RESULTS

PAID ADVERTISING WEEKS52 consecutive

TOTAL MEDIA IMPRESSIONS11,055,464

TOTAL VIDEO VIEWS378,004

TOTAL CLICKS25,631

TOTAL PROMOTIONAL CAMPAIGN BUDGET\$157,257

TOTAL MEDIA EXPOSURE VALUE\$311,188

COST PER THOUSAND IMPRESSIONS\$14.22

RETURN ON INVESTMENT (ROI)1.98:1

ask askhrgreen.org
Published by Rebekah Jones Eastep · June 27 ·
We have lots of environmental tips and we hope you follow them all. But we also want you to know that everyone has bad habits. You just have to do SOMETHING to reduce your impacts and keep moving forward towards sustainability.
More on the Green Living blog:
<http://askhrgreen.org/old-habits/>... See More



✔ Get More Likes, Comments and Shares
Boost this post for \$15 to reach up to 3,000 people.

2,667 People Reached 237 Engagements Boost Post

ask askhrgreen.org
Published by Rebekah Jones Eastep · December 27, 2018 at 1:45 PM ·
A local example of why it's important to keep our sewer lines free of grease, food scraps, wipes, and anything other than toilet paper and your "personal contribution." Sewer overflows are not only gross. They have a direct impact on our local economy. #canthegrease #nowipesinthepipes



PILOTONLINE.COM
Sewage spill temporarily halts shellfish harvesting in Newport News

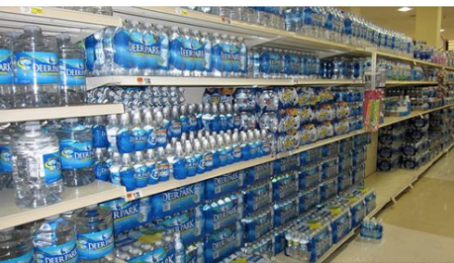
4,578 People Reached 452 Engagements Boost Post

ask askhrgreen.org
Published by Later · March 8 ·
Tired of winter? Are you over being cold? Show us with a meme or GIF below and you could be one of the fifty we pick to WIN an askHRgreen.org goodie bag that includes a SOIL TEST KIT and other cool stuff.
While we're still in the "coming in like a lion" part of March, we can prepare for the "going out like a lamb" end of the month. How do you feel about prepping your lawn and garden for spring? Love it like sunshine and butterflies? Hate it like rose thorns and poison ivy? So... See More



21,988 People Reached 2,945 Engagements Boost Post

ask askhrgreen.org
Published by Rebekah Jones Eastep · September 11, 2018 ·
Searching for bottled water? Don't overlook your tap! Convert any container with a lid into "bottled" water to use if you lose water services during Hurricane Florence. Milk jugs and soda bottles are perfect. Stay safe, Hampton Roads! #StaySafe #HurricaneFlorence #StormMode



✔ Get More Likes, Comments and Shares
Boost this post for \$15 to reach up to 3,000 people.

2,884 People Reached 371 Engagements Boost Post

ask askhrgreen.org
Published by Later · May 31 ·
Beneath your feet, there is a vast infrastructure — more than 6,500 miles of water distribution pipeline and 5,800 miles of sanitary sewer lines throughout Hampton Roads. These systems (drinking water, sanitary sewer and stormwater), and the people who maintain them, work silently and reliably to keep the water flowing.
Out of sight, out of mind, right? Not if we have anything to do with it! Let's not take these critical pipelines and their proper maintenance for granted. Wh... See More



✔ Get More Likes, Comments and Shares
Boost this post for \$15 to reach up to 3,000 people.

2,525 People Reached 141 Engagements Boost Post

ask askhrgreen.org
Published by askHRgreen · November 9, 2018 ·
Leaves are raining down along with rain drops. Remember, only rain can safely go down the storm drain!
Keeping leaves and other trash out of the drain helps prevent street flooding and local water pollution. 🍂🌧️🚰
#OnlyRainDownTheDrain #TGIF City of Norfolk Government Keep Norfolk Beautiful



YOUTUBE.COM
Only Rain Down the Storm Drain!
To ensure a beautiful community and healthy environme... Learn More

2,730 People Reached 82 Engagements Boost Again

ask askhrgreen.org
Published by Rebekah Jones Eastep · May 17 ·
Personal wipes, public problem.
Miami-Dade Water & Sewer Department can attribute up to \$3.5 million in operating costs to the management of trash flushed down the toilet. Some pump stations need to be cleaned up 3x more often than 18 years ago.
#TheMoreYouKnow #FactFriday #NoWipesInThePipes
#ToiletsNotTrashcans #WipesClogPipes HRSD



MIAMI.CBSLOCAL.COM
Wipes Clogging Up Miami-Dade Sewer System
Those single-use flushable wipes are popular, but are they causing an ev... Learn More

✔ Get More Likes, Comments and Shares
Boost this post for \$15 to reach up to 3,000 people.

4,075 People Reached 453 Engagements Boost Post

ask askhrgreen.org
Published by Rebekah Jones Eastep · May 28 ·
More on the viral video from this weekend showing the mess left behind after the Floatopia event in Chic Beach. Shout out to City of Virginia Beach Waste Management Division for getting this mess cleaned up ASAP!
#TeamUp2CleanUp #TrashFreeVaters #LeaveOnlyFootprints



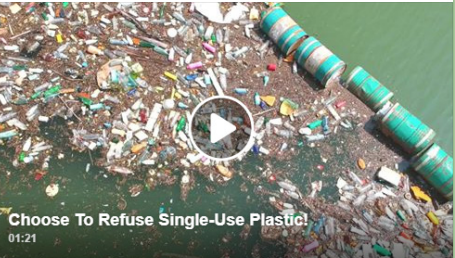
WTKR.COM
Large amounts of trash left on beach after 'Floatopia' upsets Virginia Beach residents

✔ Get More Likes, Comments and Shares
Boost this post for \$15 to reach up to 3,000 people.

4,913 People Reached 987 Engagements Boost Post

ask askhrgreen.org
Published by askHRgreen · January 31 ·
Hampton Roads is slowly being buried by #singleuseplastic (those plastic items we encounter every day that are meant to be used just once before being thrown away 🗑️). What can you do?
🚫 CHOOSE TO REFUSE! 🚫

Say "No, thank you" single-use plastics such as plastic bags, straws, and utensils. You can carry reusable shopping bags for all your retail shopping needs. Bring your own glass or metal water bottle instead of buying bottled drinks. And pack lunches using reusable contain... See More



ASKHRGREEN.ORG
Choose To Refuse Single-Use Plastic!
Learn More

58,125 People Reached 1,706 Engagements Boost Post

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.

Appendix A

Search Engine & Online Marketing Results July 2018 - Jun 2019

Campaign Overview: The below report represents the traffic to AskHRGreen.org from the months of July 2018 – June 2019 from the Pay Per Click campaign managed by Tribune Digital. In the span of your last fiscal year, Tribune has accounted for 11,087 clicks to AskHRGreen.org from serving 210,695 impressions for a click thru rate of 5.26%. That means that for every 20 ads that appear, it resulted in one click to the website.

Here is how the campaign looks by month:

July 2018:

- For the month of July, we delivered a total of **18,091 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:
- We drove a total of **920 clicks** to your website, which is **23%** of your total site traffic, only behind google organic searches.
 - 9 of your top 25 pages visited in that same time period were a direct result of wtkr’s efforts.
 - Knowing that recycling is one of your biggest initiatives, 6 of the top 7 keyword groups for July were recycling related, generating **606 clicks** to the site, accounting for **66% of all site traffic** from the search campaign (920 clicks).
 - Top five keyword groups for July were:
 1. Electronics Disposal
 2. Reduce Reuse Recycle
 3. TMDL
 4. Battery Disposal
 5. Great American Cleanup
 6. Medication Disposal
 7. Recycling At Home
 8. Native Plants
 9. Tap Water
 10. askHRGreen General

August 2018:

- For the month of August, we delivered a total of **19,586 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:
- We drove a total of **933 clicks** to your website, which is **24%** of your total site traffic, only behind google organic searches.
 - 11 of your top 25 pages visited in that same time period were a direct result of wtkr’s efforts.
 - Knowing that recycling is one of your biggest initiatives, 5 of the top 6 keyword groups for August were recycling related, generating **579 clicks** to the site, accounting for **62% of all site traffic** from the search campaign (933 clicks).
 - Top five keyword groups for August were:
 1. Electronics Disposal
 2. Reduce Reuse Recycle
 3. Recycling At Home
 4. TMDL
 5. Battery Disposal
 6. Great American Cleanup
 7. Native Plants
 8. askHRGreen General
 9. Medication Disposal
 10. Plastic Bag Recycling

September 2018:

For the month of September, we delivered a total of **15,484 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:

- We drove a total of **764 clicks** to your website, which is **20%** of your total site traffic, only behind google organic searches and direct traffic.
- 8 of your top 25 pages visited in that same time period were a direct result of wtkr's efforts.
- Knowing that recycling is one of your biggest initiatives, 4 of the top 5 keyword groups for September were recycling related, generating **436 clicks** to the site, accounting for **57% of all site traffic** from the search campaign (764 clicks).
- Top five keyword groups for September were:
 1. Electronics Disposal
 2. Reduce Reuse Recycle
 3. TMDL
 4. Recycling At Home
 5. Battery Disposal
 6. askHRGreen General
 7. Great American Cleanup
 8. Native Plants
 9. Tap Water
 10. Medication Disposal

October 2018:

For the month of October, we delivered a total of **15,463 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:

- We drove a total of **875 clicks** to your website, which is **17%** of your total site traffic, only behind google organic searches and direct traffic.
- 8 of your top 25 pages visited in that same time period were a direct result of wtkr's efforts.
- Knowing that recycling is one of your biggest initiatives, 3 of the top 5 keyword groups for October were recycling related, generating **321 clicks** to the site, accounting for **37% of all site traffic** from the search campaign (875 clicks).
- Top five keyword groups for October were:
 1. Electronics Disposal
 2. TMDL
 3. Recycling At Home
 4. Reduce Reuse Recycle
 5. Native Plants
 6. Medication Disposal
 7. Great American Cleanup
 8. Battery Disposal
 9. Lawn Care
 10. Tap Water

November 2018:

For the month of November, we delivered a total of **17,312 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:

- We drove a total of **848 clicks** to your website, which is **17%** of your total site traffic, only behind google organic searches and direct traffic.
- 8 of your top 25 pages visited in that same time period were a direct result of wtkr's efforts.
- Knowing that recycling is one of your biggest initiatives, 4 of the top 5 keyword groups for November were recycling related, generating **462 clicks** to the site, accounting for **54% of all site traffic** from the search campaign (848 clicks).
- Top five keyword groups for November were:
 1. Electronics Disposal
 2. Reduce Reuse Recycle
 3. TMDL
 4. Recycling At Home
 5. Battery Disposal
 6. America Recycles Day
 7. askHRGreen General
 8. Great American Cleanup
 9. Native Plants
 10. Tap Water

December 2018:

For the month of December, we delivered a total of **15,457 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:

- We drove a total of **793 clicks** to your website, which is **14%** of your total site traffic, only behind google organic searches, direct traffic and our Facebook campaign.
- 7 of your top 25 pages visited in that same time period were a direct result of wtkr's efforts.
- Knowing that recycling is one of your biggest initiatives, 4 of the top 5 keyword groups for December were recycling related, generating **428 clicks** to the site, accounting for **54% of all site traffic** from the search campaign (793 clicks).
- Top five keyword groups for December were:
 1. Electronics Disposal
 2. Reduce Reuse Recycle
 3. TMDL
 4. Recycling At Home
 5. Battery Disposal
 6. Native Plants
 7. Tap Water
 8. Plastic Bag Recycling
 9. American Recycles Day
 10. Great American Cleanup

January 2019:

For the month of January, we delivered a total of **16,956 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:

- We drove a total of **944 clicks** to your website, which is **19%** of your total site traffic, only behind google organic searches and direct traffic.
- 7 of your top 25 pages visited in that same time period were a direct result of wtkr's efforts.
- Knowing that recycling is one of your biggest initiatives, 4 of the top 5 keyword groups for January were recycling related, generating **491 clicks** to the site, accounting for **52% of all site traffic** from the search campaign (944 clicks).
- Top five keyword groups for January were:
 1. Electronics Disposal
 2. Reduce Reuse Recycle
 3. TMDL
 4. Recycling At Home
 5. Battery Disposal
 6. Native Plants
 7. Tap Water
 8. Plastic Bag Recycling
 9. America Recycles Day
 10. Great American Cleanup

February 2019:

For the month of February, we delivered a total of **16,931 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:

- We drove a total of **902 clicks** to your website, which is **21%** of your total site traffic, only behind google organic searches and direct traffic.
- 9 of your top 25 pages visited in that same time period were a direct result of wtkr's efforts.
- Knowing that recycling is one of your biggest initiatives, 4 of the top 5 keyword groups for February were recycling related, generating **433 clicks** to the site, accounting for **48% of all site traffic** from the search campaign (902 clicks).
- Top five keyword groups for February were:
 1. Electronics Disposal
 2. Reduce Reuse Recycle
 3. TMDL
 4. Recycling At Home
 5. America Recycles Day
 6. Native Plants
 7. Medication Disposal
 8. askHRGreen General
 9. Battery Disposal
 10. Great American Cleanup

March 2019:

For the month of March, we delivered a total of **17,931 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:

- We drove a total of **962 clicks** to your website, which is **17%** of your total site traffic, only behind google organic searches and direct traffic.
- 7 of your top 25 pages visited in that same time period were a direct result of wtkr's efforts.
- Knowing that recycling is one of your biggest initiatives, 3 of the top 5 keyword groups for February were recycling related, generating **322 clicks** to the site, accounting for **33% of all site traffic** from the search campaign (962 clicks).
- Top five keyword groups for March were:
 1. Electronics Disposal
 2. TMDL
 3. Reduce Reuse Recycle
 4. Native Plants
 5. Battery Disposal
 6. Great American Cleanup
 7. Medication Disposal
 8. Recycling at Home
 9. American Recycles Day
 10. AskHRGreen General

April 2019:

For the month of April, we delivered a total of **20,219 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:

- We drove a total of **1,099 clicks** to your website, which is **17%** of your total site traffic, only behind google organic searches and direct traffic.
- 8 of your top 25 pages visited in that same time period were a direct result of wtkr's efforts.
- Knowing that recycling is one of your biggest initiatives, 5 of the top 7 keyword groups for April were recycling related, generating **537 clicks** to the site, accounting for **49% of all site traffic** from the search campaign (1,099 clicks).
- Top five keyword groups for April were:
 1. Electronics Disposal
 2. Native Plants
 3. Reduce Reuse Recycle
 4. Recycling At Home
 5. TMDL
 6. Battery Disposal
 7. Medication Disposal
 8. askHRGreen General
 9. Great American Cleanup
 10. Rain Barrels

May 2019:

For the month of May, we delivered a total of **19,481 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:

- We drove a total of **976 clicks** to your website, which is **20%** of your total site traffic, only behind google organic searches and direct traffic.
- 9 of your top 25 pages visited in that same time period were a direct result of wtkr's efforts.
- Knowing that recycling is one of your biggest initiatives, 5 of the top 7 keyword groups for May were recycling related, generating **537 clicks** to the site, accounting for **55% of all site traffic** from the search campaign (976 clicks).
- Top five keyword groups for May were:
 1. TMDL
 2. Electronics Disposal
 3. Native Plants
 4. Reduce Reuse Recycle
 5. Great American Cleanup
 6. Battery Disposal
 7. Recycling at Home
 8. askHRGreen General
 9. Rain Barrels
 10. Tap Water

June 2019:

For the month of June, we delivered a total of **17,784 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:

- We drove a total of **1,107 clicks** to your website, which is **18%** of your total site traffic, only behind google organic searches and direct traffic.
- 11 of your top 25 pages visited in that same time period were a direct result of wtkr's efforts.
- Knowing that recycling is one of your biggest initiatives, 4 of the top 6 keyword groups for June were recycling related, generating **546 clicks** to the site, accounting for **49% of all site traffic** from the search campaign (1,107 clicks).
- Top five keyword groups for June were:
 1. Electronics Disposal
 2. Reduce Reuse Recycle
 3. Recycling At Home
 4. TMDL
 5. Native Plants
 6. Battery Disposal
 7. Great American Cleanup
 8. askHRGreen General
 9. Medication Disposal
 10. Plastic Bag Recycling