

## **P2Rx WEB GROUP CALL, Thursday, March 25, 2010**

Attendees: Andy Bray and Nate Bisbee (NEWMOA); David Webb (ESRC); Zac Fowler (P2RIC); Tyler Rubach (GLRPPR); Michelle Gant (Peaks); Jonathan Stumpf and Ken Grimm (PPRC); Donna Walden, John Handzo and Cesar Garibaldo (WSPPN), Thomas Vinson (Zero Waste), Madeline Sten (P2Rx) and Beth Andersen (EPA)

Andy led the meeting. He introduced Madeline Sten, new P2Rx Coordinator. John Handzo introduced Donna Walden, the new WSPPN director.

**Briefing on Pending Changes to P2Results.** . <http://www.p2rx.org/measurement/> . Andy Bray and Nate Bisbee of NEWMOA gave an overview of the next round of updates for P2Results that NEWMOA will be sending out mid-April. Examples of changes to anticipate include flagging grant funded activities, GHG measures, and backend cost coefficients. Prior to the call, Centers were asked to check that they had their log in credentials for the test bed on P2Rx.org.

### ***Technical Upgrades.***

Changes to allow tracking for federal funding source (EPA, P2 or Source Reduction). From the P2Results page on P2Rx.org, Andy directed the group to the test bed where they logged in and pulled up the Administration menu, "Add a New Project", and highlighted the new features for adding grant information including form fields for identifying the source of federal funding, the amount of funding, the grant title, the grant number, and a brief description of the grant. These features apply only to P2 and Source Reduction Assistance grants and on the reporting side allows segregation by grant funded, non-grant funded, and both.

Cost calculations. The cost savings in the reports are calculated based on backend cost savings coefficients developed originally by PPRC. For example cost savings for air releases are based on charges for air permits. These coefficients have since been updated by EPA and slightly modified. NEWMOA has added the updated coefficients to the system and added a feature to create transparency, allowing the user to see the basis for the cost calculations.

New metrics for Green House Gas Emissions. Prior to the change, GHG releases were included under air emissions just as CO<sub>2</sub> and NO<sub>x</sub>; now a new group of metrics have been split out for GHG, moving these two gases to this new section and adding a number of other new metrics for additional high global warming potential (GWP) gases. . At the recommendation of Ken Grimm, PPRC, the P2 Results Task Force decided to break GHGs down to this more granular level. Reductions of individual gases are stored directly in the database. Calculations for CO<sub>2</sub> equivalents are based on the current IPCC standards. Storing actual reductions and calculating the CO<sub>2</sub> equivalency allows the group to update the conversion factors in the future as the science improves and protocols are refined.

GHG Reporting features. NEWMOA also demoed the reporting features that were added for GHGs and highlighted that the CO<sub>2</sub> conversion factors are transparent so that users can easily see how the calculations were made. Also in the regional highlights report, there is a new metric which is a roll-up of all GHGs as CO<sub>2</sub> equivalents.

**Next Steps.**

- NEWMOA plans to roll out the changes in mid-April. NEWMOA (Nate) will document instructions and specific changes. Adoption will be similar to the last CVS update.
- Centers should backup their files first, and then copy the files over.
- Call Nate if you have any problems.

**Changes to the Programs Directory.**

(<http://www.p2rx.org/Networking/NationalProgram.cfm>) During the last conference call, the group agreed to make changes to the Programs Directory. The code was rolled out in December. No problems were reported by the group. No issues were reported on data work to identify core programs in the regions. Several of the regions have completed this. (e.g., P2RIC, Peaks, and WSPPN).

**Discussion.** There was a question about the NPPR display on regional sites. Andy reminded the group that there is a toggle for display/no display on the Programs Directory admin page on P2Rx.org. He noted that this should not affect how the logo is displayed on the P2Rx.org site and that the logo should be displayed there for all states where there are members.

**Next Steps**

- Andy asked the Centers to have the changes done to the Programs Directory in the next few weeks (end of April).

**Measurement Dry Run.** The group discussed issues that arose during the December measurement collection dry run. In January, the Centers should have started reporting just page views and user sessions rather than the granular data required before.

Center	Platform used/discussion
NEWMOA	ISP uses Webalizer. Allows for simply pulling the numbers from the control panel provided by the ISP.
ESRC	Use Urchin which is owned by Google. Problems with analyzing page visits for pages where ASP URL variables are used. Urchin doesn't have great support. URL validation is not as straight forward as WebTrends Analytics
GLRPPR	Google Analytics. Happy with it. See a benefit of the way they count as being a better representation of when it is another person on the end of the page request as opposed to a "spider".

P2RIC	WebTrends. Raised a question about consistency of approaches given the difference platforms being used.
Peaks	Google Analytics. Works fine.
WSPPN	WebTrends and Google Analytics. Some question about whether or not they were to continue doing web measurement, likely due to the temporary suspension of web measures in 2009.
PPRC	Google Analytics. Going fine.

**Next Steps.**

- Madeline will send out notices to the Center Directors prior to the next Semi-Annual report. The data from the regions is aggregated by the Coordinator and provided to EPA. The next report is due in July 2010, so requests for data will probably go out in late May 2010 with a mid-June deadline.

**Discussion.**

- Static Feedback pages. GLRPPR raised concerns about static feedback pages. NEWMOA has not implemented these measures because they have made it to the top of their to-do list.
- Inconsistencies between WebTrends and Google Analytics. There was considerable discussion over the difference between WebTrends, which counts every visit, and Google Analytics which uses Javascript and requires that the request come from a web browser. Therefore there is a lot of traffic that isn't counted by Google. The major difference is the spiders that aren't counted by Google Analytics. Google Analytics also doesn't count traffic to pages that are not publicly available, e.g., admin sections, password protected directories. Andy provided some background on the Center Directors' discussion about the issue of consistency and analytics software when web measures were redone. They discussed the inconsistency of application of filters. Based on the perceived value of the measures themselves and what they were being used for, the decision was made not to spend as much time on filtering and pushing for a very high degree of consistency. Sometimes glossing over problems is not a bad solution and in this case it was decided that this is a right-sized solution. However, it was noted that Google Analytics is probably capturing the users that P2Rx is most interested in—the ones working from their desktops and using Javascript recognizing its shortcomings related to mobile devices and PDF documents. Google provides good overall insight into use trends.
- A question was raised about the list of blocked spiders for those that are still using WebTrends or other analytics software that allow for blocking spiders. NEWMOA

offered to update the list if for those that are using it. This would require that Centers send NEWMOA a list of any new spiders that they become aware of.

**Summit Communications.** The Centers, as Media Sponsors, have agreed to help push out information on the upcoming NPPR Summit Meeting in Orlando, Florida (May 25-27), in exchange for promotion of P2Rx at the Summit.

- Madeline will send the web group members the Summit image and text.
- At a minimum, web group members need to post Summit information, either image or text, on the home page of their regional sites and to enter information into their calendars or events listings. Other opportunities to advertise the Summit are appreciated.

#### Open Forum.

- There was a discussion of cookies. The analytics provide just a snapshot, rather than a time interval, of the number of cookies from the last time a request was made until a new request is made. NEWMOA said that while this change could be made, the amount of time and effort it would take outweighs the benefit derived. Simple math allows for incrementing the count when doing reporting.
- WSPPN wanted to know if it was alright to delete Topic Hub admin pages on their regional server or just take the files off line. Andy offered that the method of disabling the pages wasn't important but that the important thing was that they be disabled to prevent someone from spending time making changes that won't be applied to the production environment (live website).
- NEWMOA will be sending out an updated P2Rx footer reflecting the change from WRRRC to ESRC. Centers will need to apply this revised template to the Centers' regional sites.
- News Updates continue to be a work in progress.
- Google Analytics Javascript has new updates related to asynchronous loading that should help with speed. Centers should consider implementing this upgrade to improve users' experience.