

P2Rx Activity and Web Measures Report

January 1 – June 30, 2007

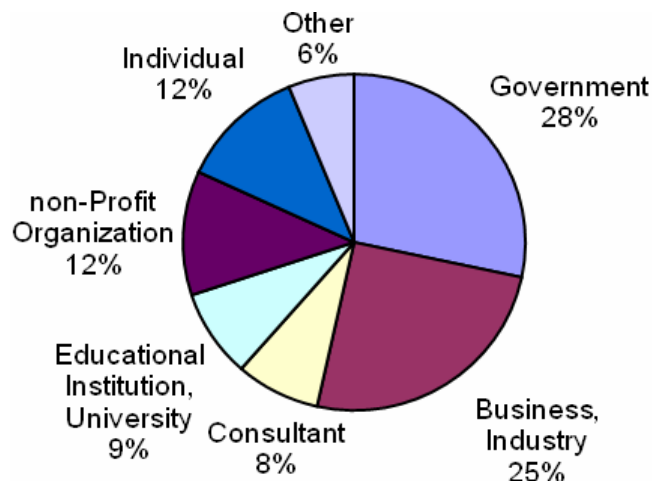
Report Prepared by: Andy Bray

P2Rx adopted standards for activity and Web measurement in September 2002. The P2Rx Centers Activity Measures Standard is designed to communicate available data on the utilization of the different services provided by P2Rx Centers. This standard closely defines what types of activities and website use statistics that the Centers track. The Website Measures Standard specifies a number of shared filters that Centers use to eliminate internal traffic and irrelevant traffic generated by search engine “spiders.” The website usage numbers accurately reflect activity of “real users.” In addition to general website use statistics, the Standard and this report include usage data on a number of specific P2Rx online resources.

The primary intent of this report is to communicate aggregate activities of the entire P2Rx National Network. Each Regional Information Center is unique in terms of audience served, maturity of program, information model, and other factors. These differences make direct comparison of Centers based solely or primarily on their statistics invalid.

The P2Rx Centers engage in many networking activities and provide services that are funded by EPA PPIN funds, 50 percent matching state funds, and other funding sources. Federal and state P2Rx-funded activities and other leveraged activities are often interdependent and collectively help the P2Rx National Network to meet its organizational goals. Activity and Web measures identified in this report are wholly or partially funded by P2Rx funds.

Figure 1. Direct Contact with Clients, January - June 2007
(Universe – 2,234 Clients Served)

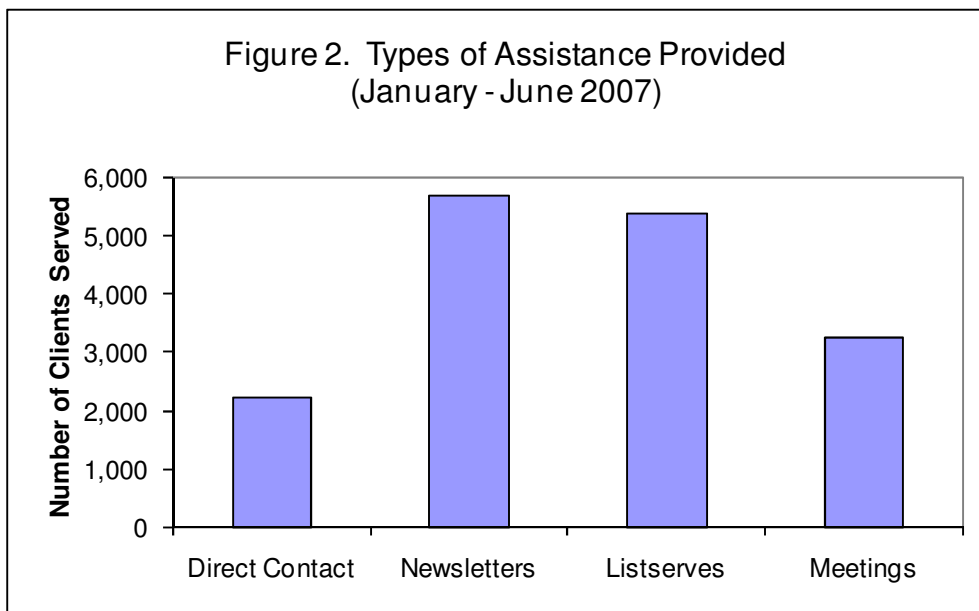


As shown in Figure 1, the majority of people requesting direct technical assistance from P2Rx Centers are from government agencies or industries. Technical assistance activity is considered to be any type of communication (i.e., personal, phone call, e-mail, etc.) where a direct request for information is made and the Center directly provides information to the client. This measure represents the most direct contact Centers have with clients.

More than 2,200 individuals received direct technical assistance from P2Rx Centers during January through June 2007. This level of direct assistance is higher than previous reporting periods (e.g., roughly 1,300 individuals received assistance during the previous reporting period). Collectively, about 63 percent of the technical assistance provided during this reporting period was within a Center's region, which is consistent with previous reporting periods. This demonstrates that industries, government agencies, and others identify with the P2Rx Center as their point of entry for accessing P2Rx services. About 21 percent of Centers' clients during this period were from outside the Center's region but within the U.S., 2 percent were international, and 14 percent were of unknown origin.

During the first half of 2007, Centers produced 33 newsletters and distributed in excess of 5,700 copies to roughly 2,400 unique recipients as shown in Figure 2. (Note: four Centers did not report newsletter distribution activities for this time period.) Centers produce newsletters to promote P2; disseminate environmental news; inform readers about various Center and client activities, products, or services; and promote a sense of community among P2 practitioners.

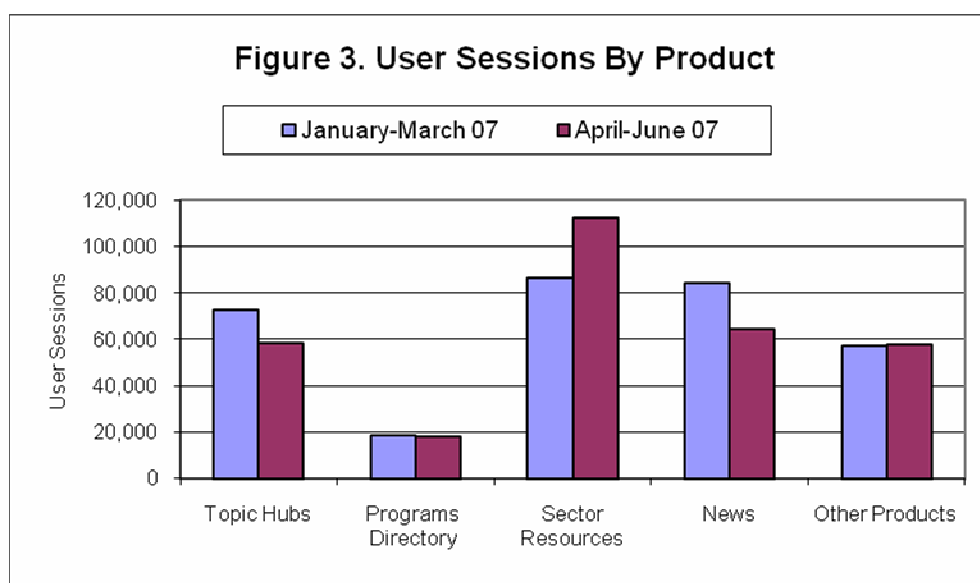
Centers operate 55 list serves, reaching about 5,378 subscribers. These list serves facilitate discussions among a variety of Center audience segments, usually for fairly specific purposes. List serves have proven to be an effective means of providing P2 information to technical assistance providers and others.



Centers organized 61 meetings with attendance of around 811 people. These meetings were convened on a variety of topics, from regional roundtables to topical meetings with businesses. Centers participated in 48 additional meetings where they spoke to roughly 2,445 participants about P2Rx services.

Web Site Activity^{1,2}

Website use continues to be strong with more than 2.8 million user sessions reported for January – June 2007. P2Rx continues to use filters to analyze website use statistics to eliminate activity from search engine “spiders” and from internal Center use. P2 Libraries, not shown in Figure 3, received the highest Web usage, totaling more than 2.1 million user sessions during this reporting period.

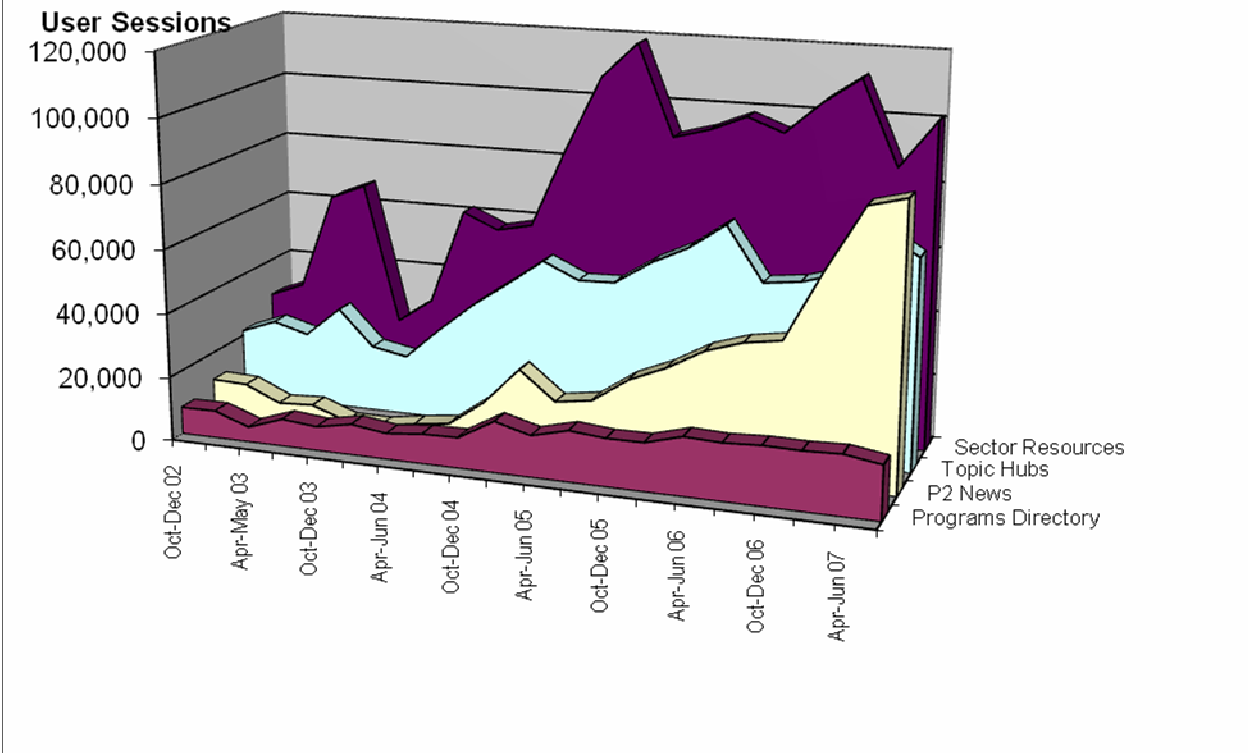


As shown in Figure 3, the products and services offered on P2Rx websites include Topic Hubs™, P2 Programs Directory, P2 News, Sector Resources, and Other Products. Other Products include Homes Across America, Tribal P2, P2 Planner, Mercury Reduction Programs Database, Case Studies Database, and Spanish-language Resources.

¹ Note: One P2Rx Center did not report website usage statistics for this reporting period.

² Website activity listed in this section does not include use of the P2Rx.org website. Website use statistics for the P2Rx.org website are provided in the appendix.

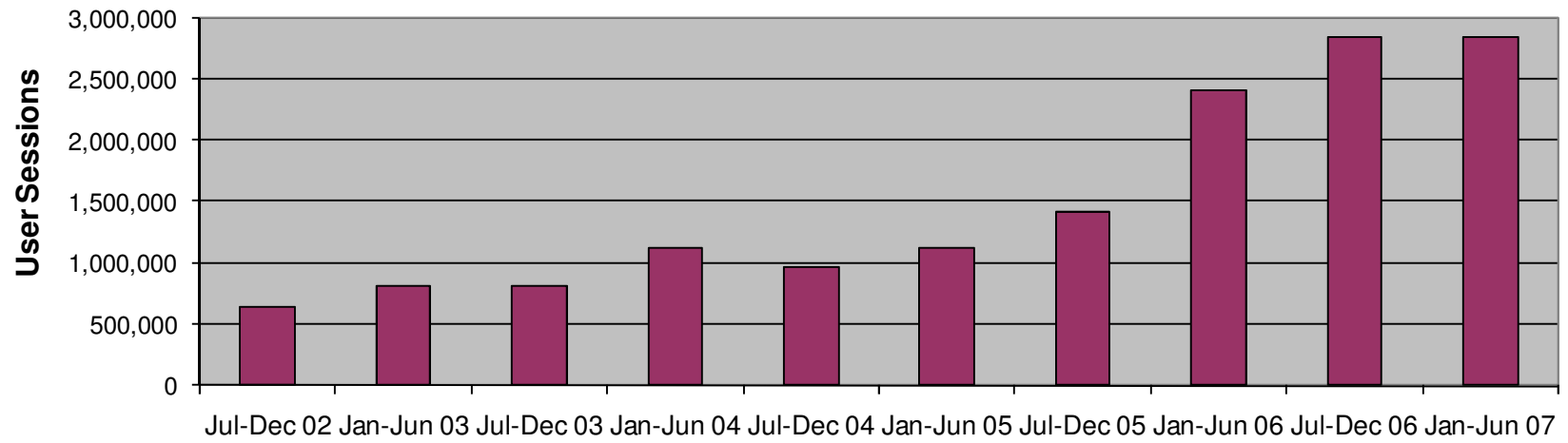
**Figure 4. Website Usage by Product
July 2002 - June 2007**



Website Usage Trends

P2Rx now has five years of filtered website usage data. Not all Centers have been able to report for every reporting period due to problems with software, hardware, and commercial Internet Service Providers (ISP). However, overall trends show usage of the Centers' sites is stable and steadily growing. The number of user sessions reported for this period maintains the significant increase in user sessions seen in the previous twelve months. Similar to the previous two reporting period, a large portion of this increase is due to an increase in user sessions for Centers' libraries.

**Figure 5. Five Years of Website Usage
P2Rx Centers, July 2002 - June 2007**



Appendix

Explanation of Measurement Data

Table 1, P2Rx Activity Measures, illustrates the types of organizations that are served by the P2Rx Regional Centers, and where they are located. This table also illustrates other activities of the Centers: newsletters, list serves, meetings and regional conference calls. The following provides definitions of the terms in Table 1:

- *Technical assistance* is a specific request for information (through a phone call, e-mail, in person, or other means) that is answered by the Center. This type of assistance typically represents the most direct contact between a Center and a user of P2 information.
- *Location of requests* refers to whether the request came from users within the Center's geographic area.
- *Other P2Rx Regional Center* represents specific, technical requests that were answered by one Center for another Center.
- *Newsletters* show the number of copies of newsletters that were distributed (electronically or hard copy) and the number issues produced.
- *List Serve Activity* has the total number of e-mail messages that went on the list serve, the number of individual subscribers, and the number of individual list serves that are managed by P2Rx Centers.
- *P2 Meetings/Workshops* contains information about the number of meetings a Center organized and the number of attendees at the meetings. Information is also provided about the number of meetings P2Rx staff people attended and promoted P2Rx in some way.
- *Regional Conference Calls* are included to further capture some of the organizational activities being conducted in each region by the P2Rx Centers.

Table 2, P2Rx Web Measures presents the number of user sessions (visits) and the number of page impressions reported by P2Rx Regional Centers. User sessions represent individual users that visit the site. Page impressions are representative of the number of Web pages viewed or downloaded.

- All Centers provided a breakdown of P2Rx products on their sites.
- The category "other products" includes:
 - Mercury Reduction Programs Database www.newmoa.org/prevention/mercury/programs/,
 - Homes Across America www.peakstoprairies.org/Homes/.
 - Tribal P2 www.tribalp2.org, and
 - P2 Planner <http://www.zerowastenetwork.org/P2Options/>

Additionally, every Center has resources specific to their Center that are not national products but are included under the "Other Products" heading.

Table 1. P2Rx Activity Measures, January – June 2007

Activity Measures	Quantity
Technical Assistance, Referrals and Contacts	
Location of Requests	
Within Region	1,407
Outside Region	472
International	40
Type of Organization (Tech. Assist. Requests)	
Government	633
Business/Industry	562
Consultant	178
Educational Institution	189
Non-Profit	267
Individual	266
Other	64
Other P2Rx Regional Center	75
Newsletters	
Distributed (all methods)	5,704
Newsletters Produced	33
List Serve Activity	
Number of e-mails	24,733
Number of subscribers	5,378
Number of list serves	55
P2 Meetings/Workshops	
Number of meetings organized	61
Number of Attendees at meetings organized	811
Number of meetings Center's attended and talked about P2Rx network	48
Regional Conference Calls	54

The P2Rx Centers engage in many “networking” activities and provide services that are funded by P2Rx funds and other leveraged sources. P2Rx-funded activities and these leveraged activities are often interdependent and help P2Rx meet its organizational goals. The activity and Web measures identified in this report are wholly or partially funded by P2Rx funds.

Table 2. P2Rx Web Measures, January – June 2007

Web Measures	P2Rx.org	Centers
Number of user sessions	41,500	753,490
Number of Page impressions	1,073,579	*1,934,208
Number of Visitors who visit ten or more times	496	**4,160
Number of user sessions for P2Rx products		
Topic Hubs	4,992	138,080
P2 Programs Directory	8,817	35,253
Sector Resources	N/A	187,774
Libraries	568	2,087,089
News	8,065	171,579
Other Products	N/A	86,775

One Regional P2Rx Center did not report Web measures for this period.

*Page impressions do not include numbers from all the library user sessions.

**Four Centers did not report visitors who visited 10 or more times.