

P2Rx Activity and Web Measures Report

July 1 – December 31, 2007

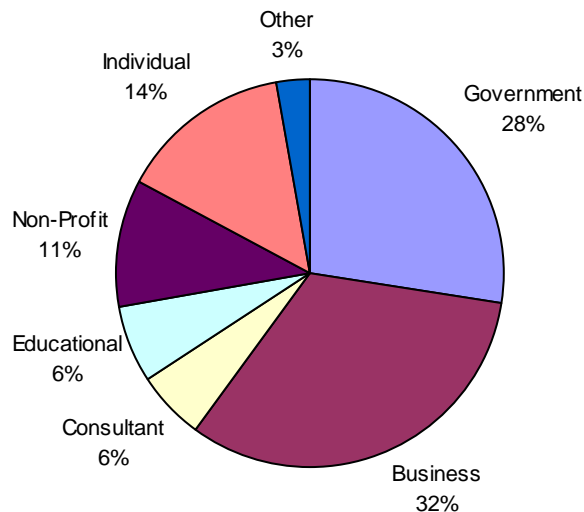
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P2Rx adopted standards for activity and Web measurement in September 2002. The P2Rx Centers Activity Measures Standard is designed to communicate available data on the utilization of the different services provided by P2Rx Centers. This standard closely 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, July - Dec 2007
(Universe – 1,935 Clients Served)

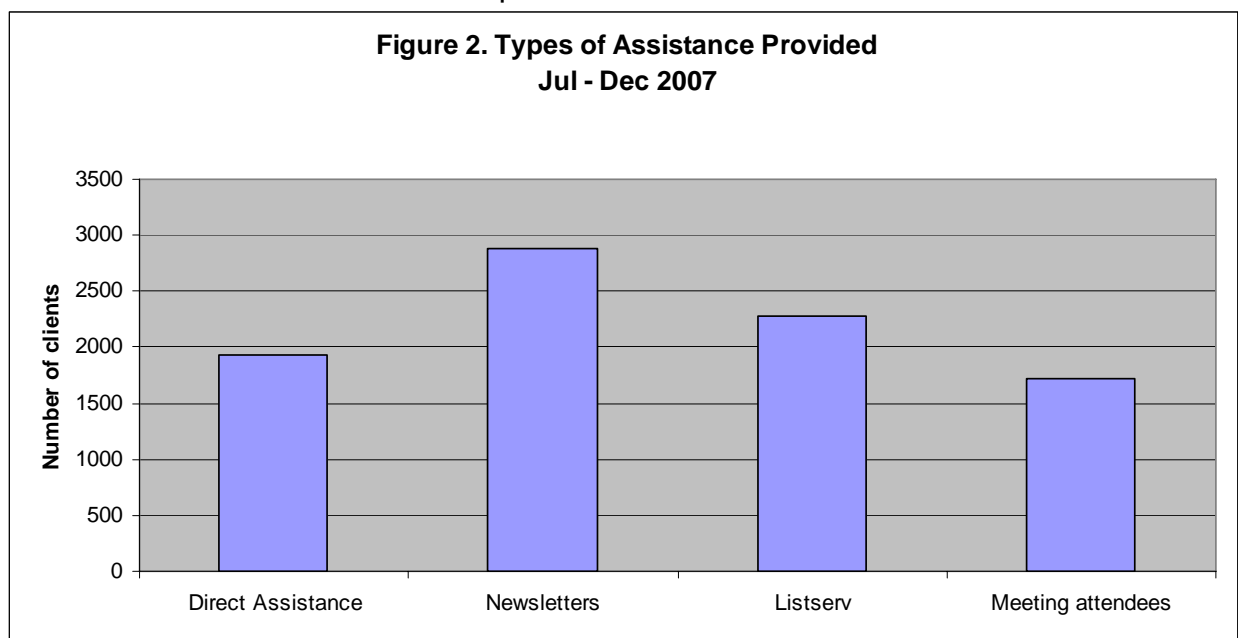


As shown in Figure 1, the majority of people requesting direct technical assistance from P2Rx Centers are from government agencies or industries. Technical assistance activity is considered to be any type of communication (i.e., personal, phone call, e-mail, etc.) where a direct request for information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

More than 1,900 individuals received direct technical assistance from P2Rx Centers during July - December 2007. This level of direct assistance is slightly less than the previous reporting period (e.g., roughly 2,200 individuals received assistance during the previous reporting period). Collectively, about 77 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 20 percent of Centers' clients during this period were from outside the Center's region but within the U.S., three percent were international, and less than one percent were of unknown origin.

During the second half of 2007, Centers produced 14 newsletters and distributed in excess of 4,900 copies to roughly 2,800 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.

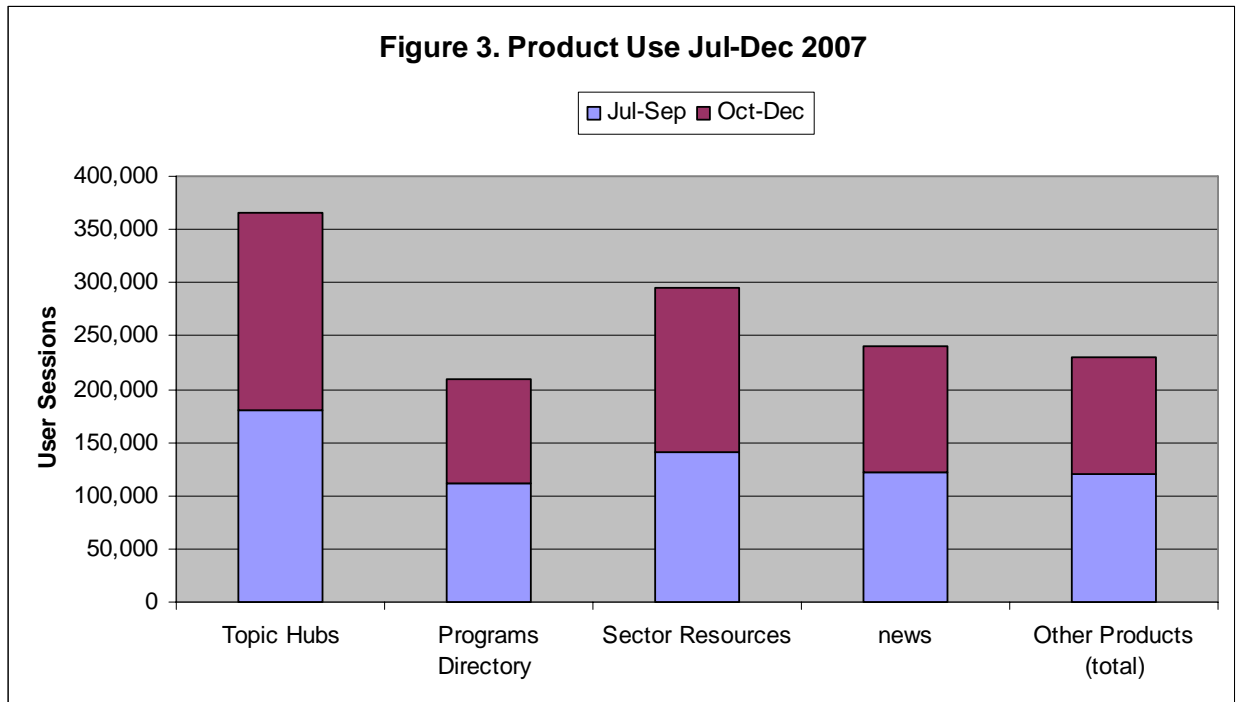
Centers operate 34 list serves, reaching about 2,200 subscribers. Two centers do not operate list serves; one center did not report their activity. These list serves facilitate discussions among a variety of Center audience segments, usually for fairly specific purposes. List serves have proven to be an effective means of providing P2 information to technical assistance providers and others.



Centers organized 38 meetings with attendance of around 1,000 people. These meetings were convened on a variety of topics, from regional roundtables to topical meetings with businesses. Centers participated in 17 additional meetings where they spoke to roughly 680 participants about P2Rx services.

Web Site Activity^{1,2}

Website use continues to be strong with more than 3.2 million user sessions reported for July – December 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 about 2.1 million user sessions during this reporting period.

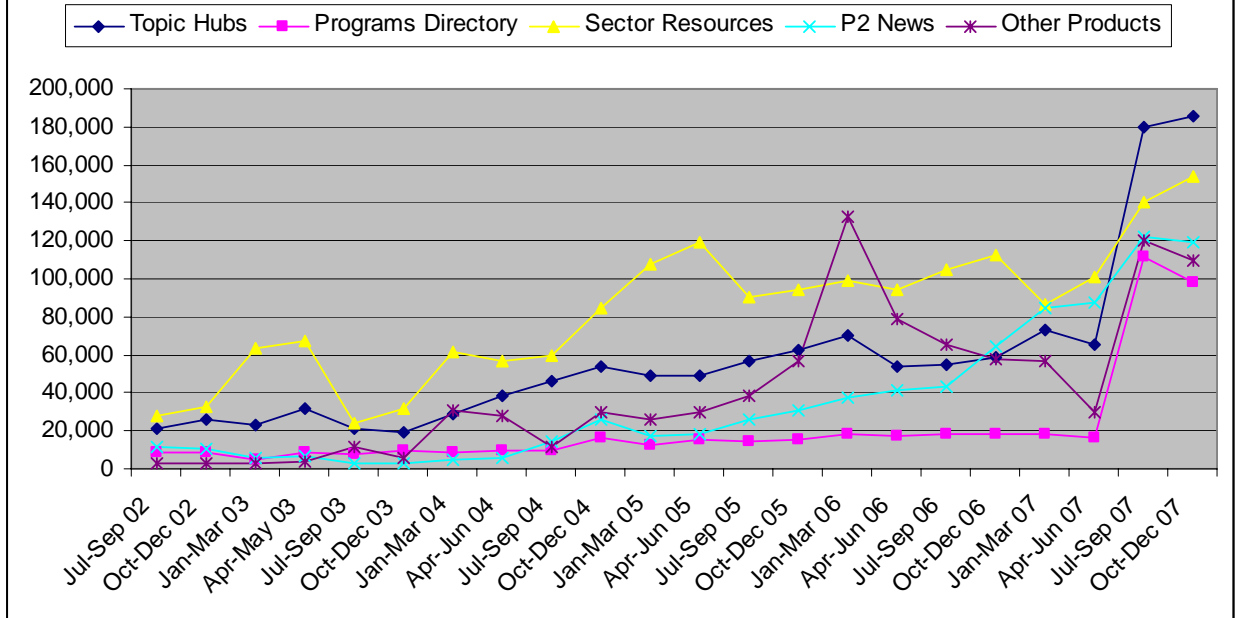


As shown in Figure 3, the products and services offered on P2Rx websites include Topic Hubs™, P2 Programs Directory, Sector Resources, P2 News, and Other Products. Other Products include Homes Across America, Tribal P2, P2 Planner, Mercury Reduction Programs Database, Case Studies Database, and Spanish-language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

¹ Note: The P2Rx.org website usage statistics were unavailable 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 normally provided in the appendix.

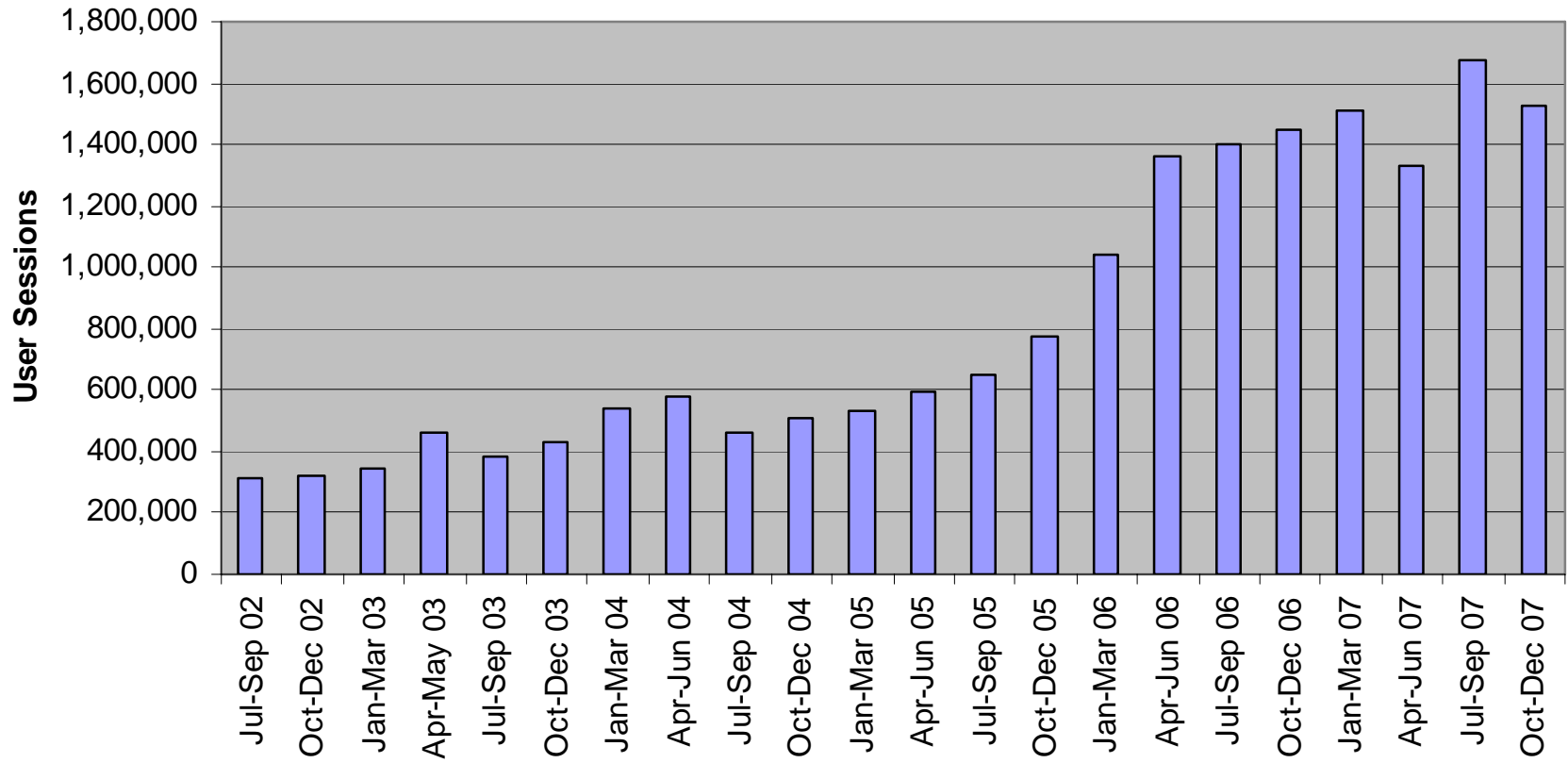
Figure 4. Product Usage 2002-2007



Website Usage Trends

P2Rx now has five and a half 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 periods, a large portion of this increase is due to an increase in user sessions for Centers’ libraries.

Figure 5. Website Usage Jul 2002 - Dec 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, listservs, 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.
- *Listserv 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, July – December 2007

Activity Measures	Quantity
Technical Assistance, Referrals and Contacts	
Location of Requests	
Within Region	1,487
Outside Region	393
International	51
Type of Organization (Tech. Assist. Requests)	
Government	517
Business/Industry	610
Consultant	110
Educational Institution	120
Non-Profit	198
Individual	272
Other	51
Other P2Rx Regional Center	57
Newsletters	
Distributed (all methods)	4,974
Newsletters Produced	14
List Serve Activity	
Number of e-mails	855
Number of subscribers	2,278
Number of list serves	34
P2 Meetings/Workshops	
Number of meetings organized	38
Number of Attendees at meetings organized	1,034
Number of meetings Center's attended and talked about P2Rx network	17
Regional Conference Calls	40

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, July – December 2007

Web Measures	P2Rx.org	Centers
Number of user sessions		3,202,085
Number of Page impressions (without WRRRC Library)		3,582,774
Number of Visitors who visit ten or more times		*6,172
Number of user sessions for P2Rx products		
Topic Hubs		365,568
P2 Programs Directory		209,394
Sector Resources		294,489
Libraries		2,087,566
News		240,699
Other Products		229,440

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