

P2Rx Activity and Web Measures Report

July 1 – December 31, 2005

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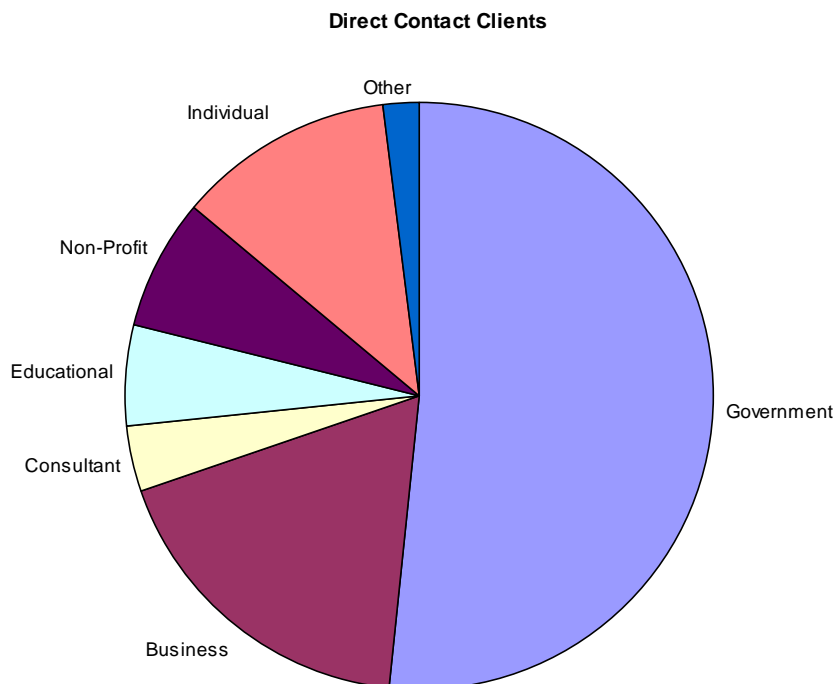
The P2Rx centers engage in many “networking” activities and provide services that are funded by P2Rx funds and other leveraged fund sources. P2Rx funded activities and these leveraged activities are often interdependent and help P2Rx meet its organizational goals. The activity and Web measures identified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

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. Thus, it should be emphasized that the primary intent of this report is to facilitate the national aggregation of measures describing the activities of the P2Rx network.

P2Rx adopted the standard for activity and Web measurement September, 2002. The P2Rx activity standard is designed to provide a better representation of the kinds of services P2Rx Centers provide. This standard closely defines where to track different activities and specifies “filters” used to record Web statistics. These filters remove false activity from search engine “spiders” that index Web pages and are continually updated. Our resultant numbers accurately reflect activity of “real users.” Also, as much as possible, individual P2Rx product usage is being tracked.

Two centers were unable to supply complete activity data for this report.

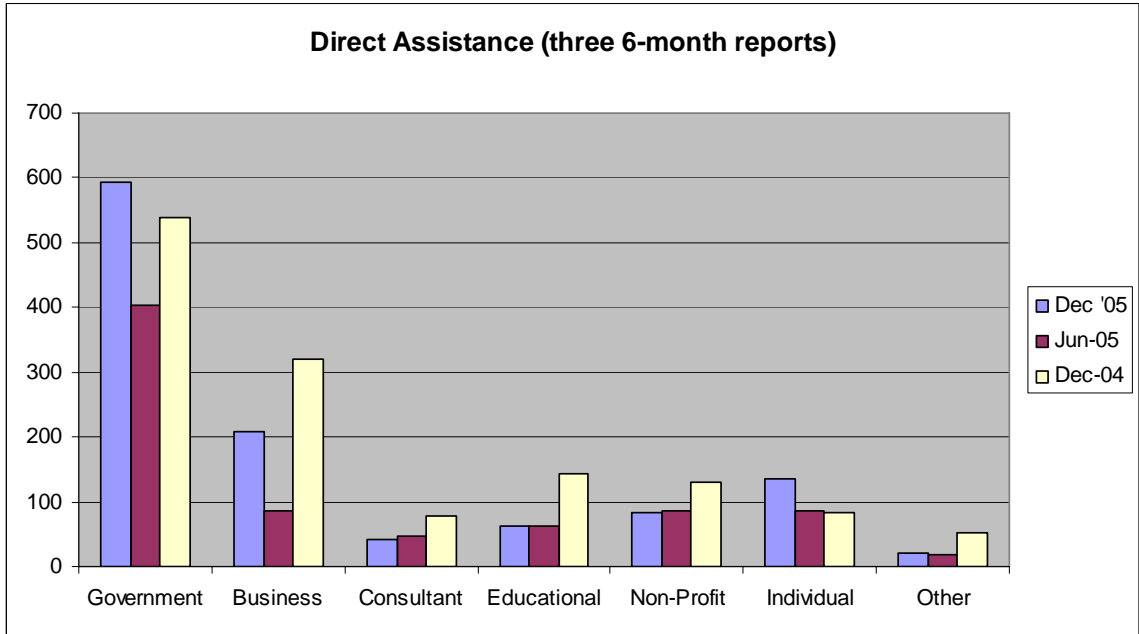
Activity Data, July – December, 2005



The majority of people requesting direct technical assistance are from government or industry. Technical assistance activity is considered to be any type of communication (personal, phone call, e-mail, etc.)

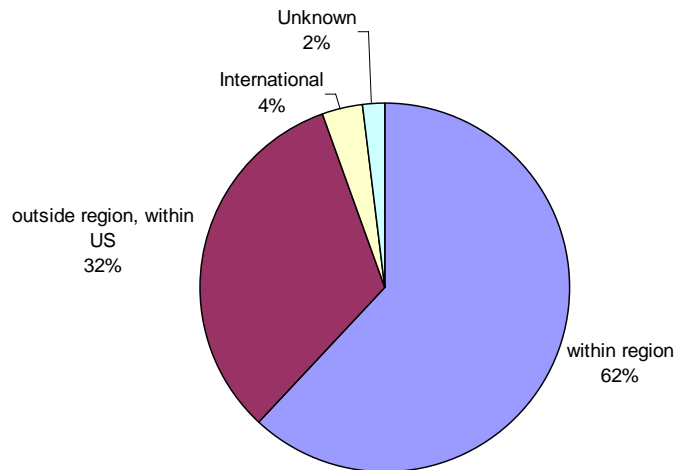
where a request for information is made and the Center provides information. This measure represents the most direct contact Centers have with individuals.

More than 1200 individuals received direct technical assistance between July and December, 2005. This trend has been consistent over the last 18 months, as shown in the graph below. Each bar represents a six-month period ending in December 2005, June 2005, and December 2004 respectively. The trend indicates more individual activity in the fall periods than in the spring.



Collectively, about 62% of technical assistance is provided within a center's region. This shows the strong reliance of regional technical assistance providers on their regional Center. International clients make up about 4% of clients overall, 32% are from outside the region but within the US, and 2% are unknown.

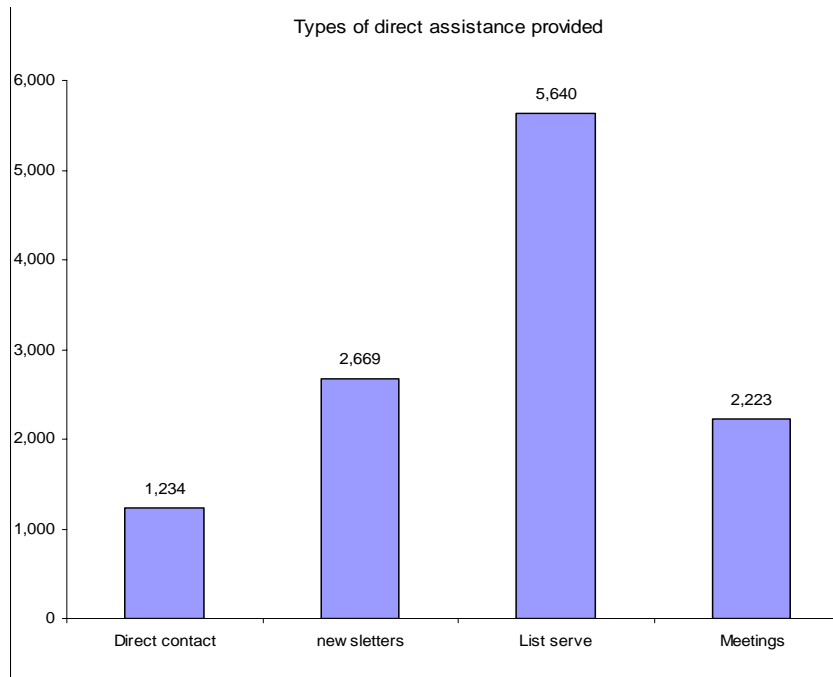
Regional Assistance is Key



Centers produced 55 newsletters and distributed in excess of 15,000 copies to 2,600 individual readers. Some newsletters are electronic. Newsletters represent a “push” of information by the They provide promotion of P2, environmental news, information about activities, products, or services, and promote a sense of community.



centers.



List serve activity is strong with 50 list serves operating, reaching about 5,600 subscribers. List serves are used by a variety of audiences, usually for fairly specific purposes. List serves expand the audience for P2 information to

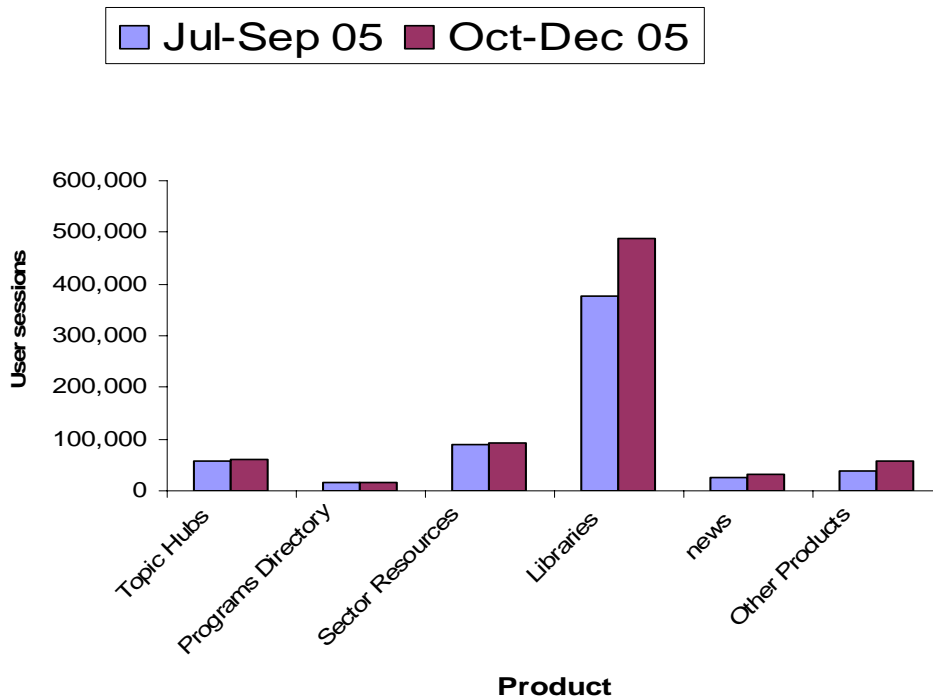
include professionals other than P2 technical assistance providers.

Centers organized 24 meetings with attendance of around 780 people. These meetings were convened on a variety of topics, from regional roundtables to topical meetings with businesses.

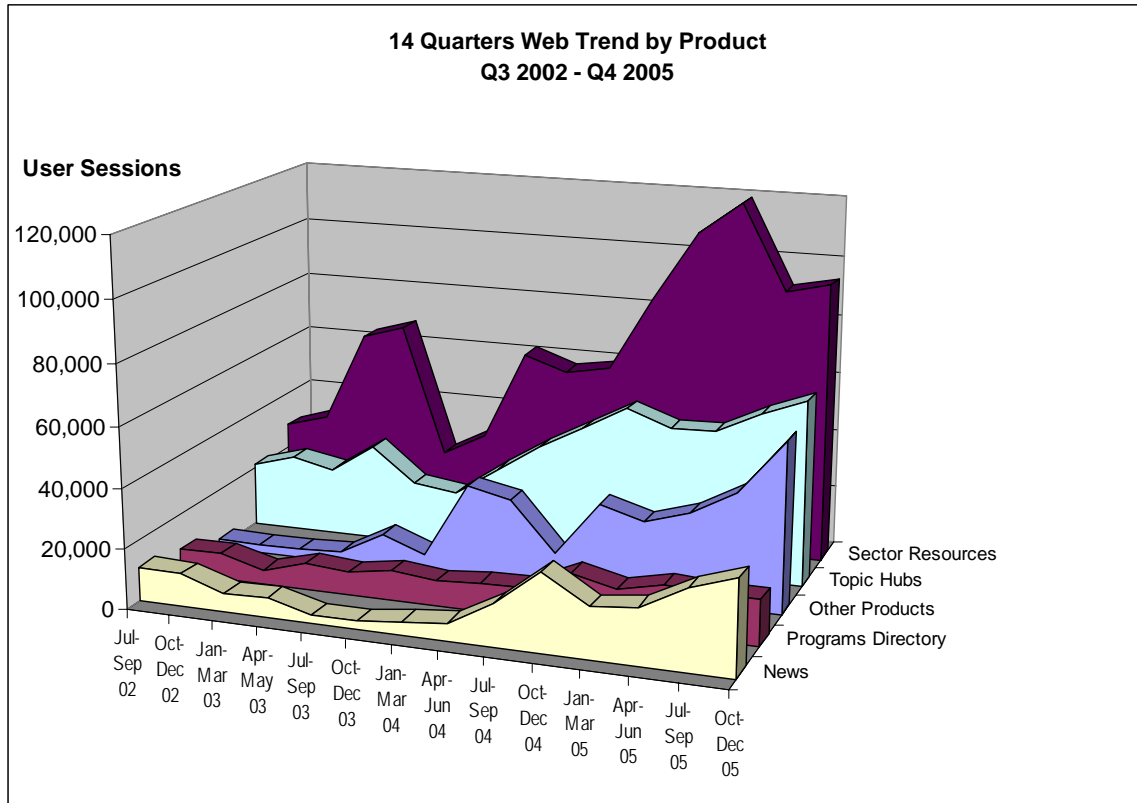
Web Site Activity

Web site use continues to be strong, with more than 1,400,000 user sessions. For this six month report, filters continued to be used by each center, to eliminate activity from search engine “spiders” and from internal center use. The numbers compare favorably to the filtered numbers collected six months ago, when 1.120,000 filtered user sessions were reported. The usage numbers include activity on all center’s libraries.

Jul - Dec 2005 Sum for All Centers User Sessions by Product



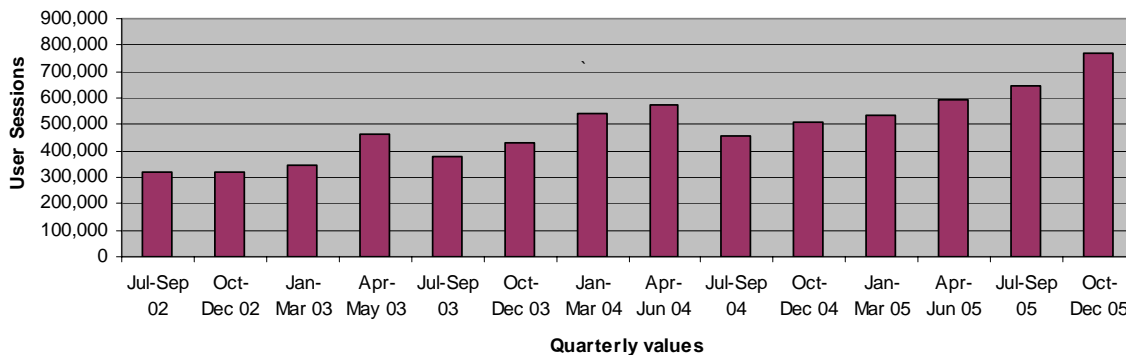
The products and services offered by P2Rx include Topic Hubs™, P2 Programs Directory, P2 News, Sector Resources, Libraries, and Other Products. Other Products includes Homes Across America, Request for Proposals database, Tribal P2, P2 Planner, and Mercury Reduction Programs database, plus any other products Centers offer. Libraries receive the highest Web usage, illustrating the utility and history of internet libraries.



Data Trends

P2Rx now has fourteen quarters of filtered Web data. This data is not perfect, as some centers have been unable to report data every single time period due to computer or software problems. Still, trends show usage of the sites is stable and growing.

Sum for All Centers
14 Quarters of Filtered Web Data
July 2002 - Dec. 2005



Explanation of Data Measurements

The first table, **Activity Measures**, illustrates what types of organizations 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.

- *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 the geographic location of the user that requested the information.
- *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 people attended and promoted P2Rx in some way.

- *Regional Conference Calls* are included to further capture some of the organization activities being done in each region by the P2Rx centers. **Web Measurement** outlines 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. Due to technical difficulties, one center was unable to report complete Web data.
 - All centers provided some breakdown of P2Rx products on their sites.
 - The category “other products” includes Request for Proposals Database <http://www.pprc.org/rfp/rfp.cfm>, Mercury Reduction Programs Database <http://www.newmoa.org/Newmoa/htdocs/prevention/mercury/programs/index.cfm>, the P2 Planner www.zerowastenetwork.org/P2Options/index.cfm, and Homes Across America <http://peakstoprairies.org/Homes/>. Additionally, every center has resources specific to their center which are not national products.

Raw Data

Activity Measures	Quantity
Technical Assistance, Referrals and Contacts*	
Location of Requests	
Within Region	773
Outside Region	404
International	44
Type of Organization (Tech. Assist. Requests)	
Government	593
Business/Industry	208
Consultant	42
Educational Institution	63
Non-Profit	84
Individual	136
Other	22
Other P2Rx Regional Center	86
Newsletters	
Distributed (all methods)	15,354
Newsletters Produced	55
List Serve Activity	
Number of e-mails	2,271
Number of subscribers	5,640
Number of list serves	50
P2 Meetings/Workshops	
Number of meetings organized	24
Number of Attendees at meetings organized	782
Number of meetings Center's attended and talked about P2Rx network	142
Regional Conference Calls	57

* One center did not report direct technical assistance activity.

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Web Measures	P2Rx.org	P2Rx & Centers
Number of user sessions, including libraries	34,135	1,420,651
Number of Page impressions	153,815	1,794,681*
Number of Visitors who visit ten or more times	N/A	6,036**
Number of user sessions for P2Rx products		
Topic Hubs	1,453	118,850
P2 Programs Directory	2,096	29,786
News	2,615	57,292
Sector Resources	0	184,743
Libraries	0	865,384
Other products	N/A	95,398

All Regional P2Rx Centers reported Web measures for this period.

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

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