

# P2Rx Activity and Web Measures Report

January 1 – June 30, 2005

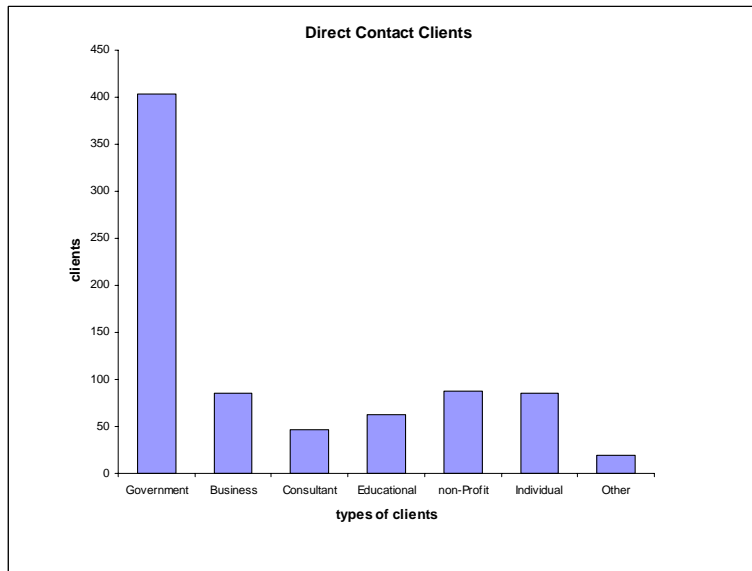
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The P2Rx centers engage in many “networking” activities and provide services that are funded by P2Rx funds and other leveraged fund sources. P2Rx funded activities and these leveraged activities are often interdependent and help P2Rx meet its organizational 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.

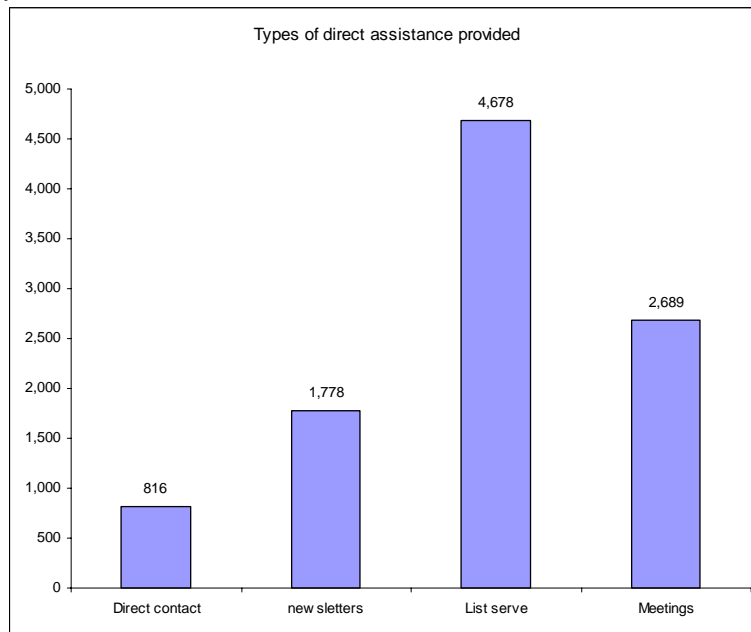
## Activity Data, January – June, 2005



The majority of people requesting direct technical assistance is 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 800 individuals received direct technical assistance between January and June, 2005.

- Collectively, about 75% 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, 20% are from outside the region but within the US, and 1% are unknown.
- Centers produced more than 32 newsletters and distributed in excess of 16,000 copies to 1800 individual readers. Some newsletters are electronic. Newsletters represent a "push" of information by the Centers. They provide promotion of P2, environmental news, information about activities, products, or services, and promote a sense of community.
- List serve activity is strong with 53 list serves operating, reaching about 4600 users. 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.



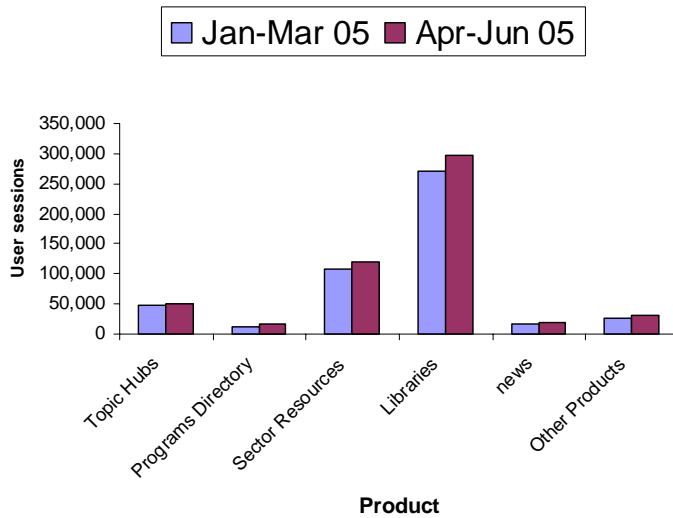
- Centers organized 29 meetings with attendance of around 700 people. These meetings were convened on a variety of topics, from regional roundtables to topical meetings

with businesses.

### **Web Site Activity**

- Web site use continues to be strong, with about 1,100,000 user sessions. Due to technical difficulties, two centers were unable to report several week's worth of web data. 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 940,000 filtered user sessions were reported. All centers reported web data. The usage numbers include activity on all center's libraries.

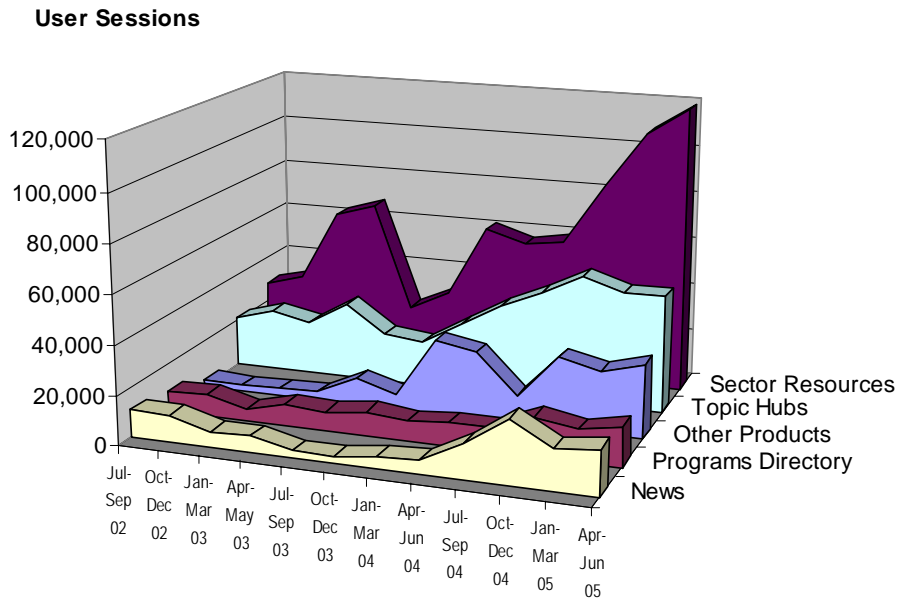
**Jan - Jun 2005 Sum for All Centers  
User Sessions by Product**



- 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

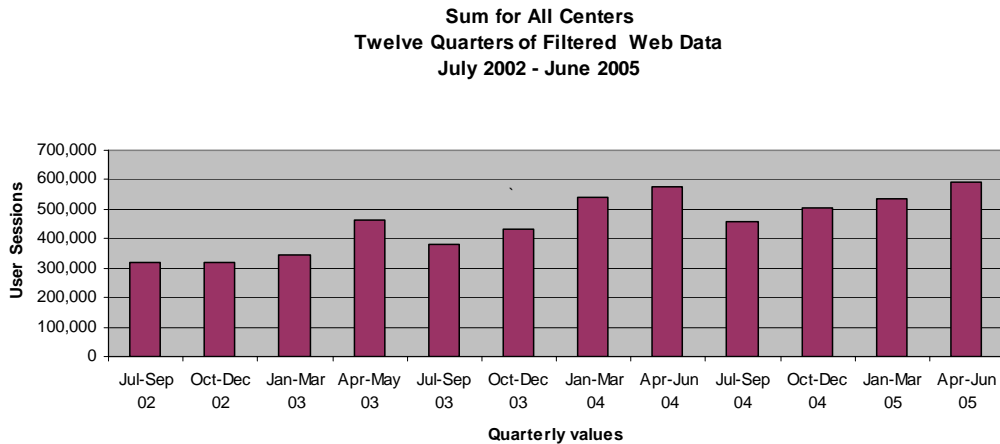
Proposals database, and Mercury Reduction Programs database. Libraries receive the highest web usage, illustrating the utility and history of internet libraries.

**Twelve Quarters Web Trend by Product  
Q3 2002 - Q4 2004**



## Data Trends

P2Rx now has twelve 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.



## 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, two centers were unable to report several weeks of 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>, and Homes Across America <http://peakstoprairies.org/Homes/>. Additionally, every center has resources specific to their center which are not national products.

**Raw Data**

<b>Activity Measures*</b>	<b>Quantity</b>
<b>Technical Assistance, Referrals and Contacts</b>	
<b>Location of Requests</b>	
Within Region	625
Outside Region	157
International	31
<b>Type of Organization (Tech. Assist. Requests)</b>	
Government	403
Business/Industry	85
Consultant	47
Educational Institution	62
Non-Profit	87
Individual	85
Other	19
<b>Other P2Rx Regional Center</b>	28
<b>Newsletters</b>	
Distributed (all methods)	16497
Newsletters Produced	32
<b>List Serve Activity</b>	
Number of e-mails	1,608
Number of subscribers	4,678
Number of list serves	53
<b>P2 Meetings/Workshops</b>	
Number of meetings organized	29
Number of Attendees at meetings organized	714
Number of meetings Center's attended and talked about P2Rx network	30
<b>Regional Conference Calls</b>	35

\* Two centers did not report technical assistance activity.

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<b>Web Measures</b>	<b>P2Rx.org</b>	<b>P2Rx &amp; Centers</b>
<b>Number of user sessions, including libraries</b>	30,455	1,126,410
<b>Number of Page impressions</b>	132,015	1,465,633*
<b>Number of Visitors who visit ten or more times</b>	N/A	890**
<b>Number of user sessions for P2Rx products</b>		
Topic Hubs	1,442	98,451
P2 Programs Directory	9,358	28,797
News	657	35,355
Sector Resources	0	226,878
Libraries	0	569,579
Other products	3,897	55,892

Eight Regional P2Rx Centers reported 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.