

P2Rx Activity and Web Measures Report

January 1 – June 30, 2006

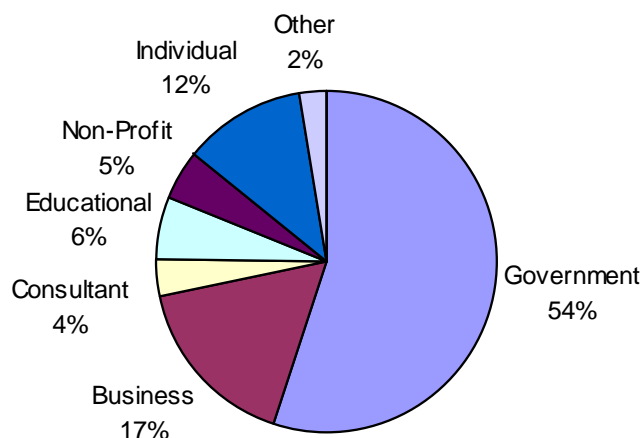
Report Prepared by: Andy Bray

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.

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 communicate aggregate activities of the entire P2Rx National Network.

The P2Rx Centers engage in many networking activities and provide services that are funded by EPA NIN 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 Clients, January – June 2006
(Universe – 1,300 Clients Served)



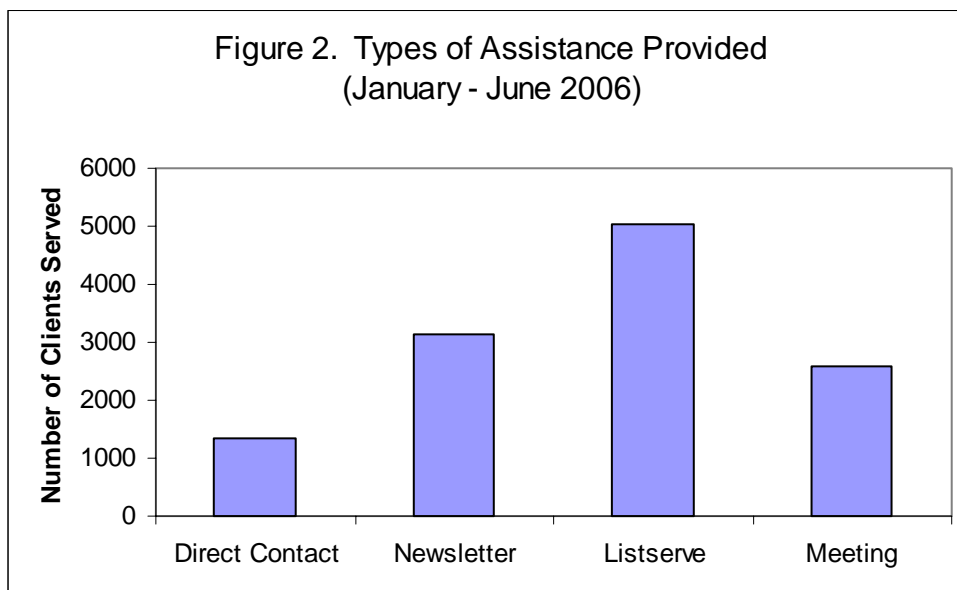
As shown in Figure 1, the majority of people requesting direct technical assistance are from government or industry. Technical assistance activity is considered to be any type of communication (i.e., personal, phone call, e-mail, etc.) where a request for information is made and the Center provides information.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

More than 1,300 individuals received direct technical assistance from January through June, 2006. This level of direct assistance has been consistent over the last two years. Collectively, about 77 percent of the technical assistance provided during this reporting period was within a Center's region. This shows the strong reliance of technical assistance providers on their Regional Center. About 16 percent of Centers' clients are from outside the Center's region but within the US, 5 percent are international, and 2 percent are of unknown origin.

During the first half of 2006, Centers produced 24 newsletters and distributed in excess of 10,800 copies to roughly 3,100 unique recipients as shown in Figure 2. (Note: three 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.

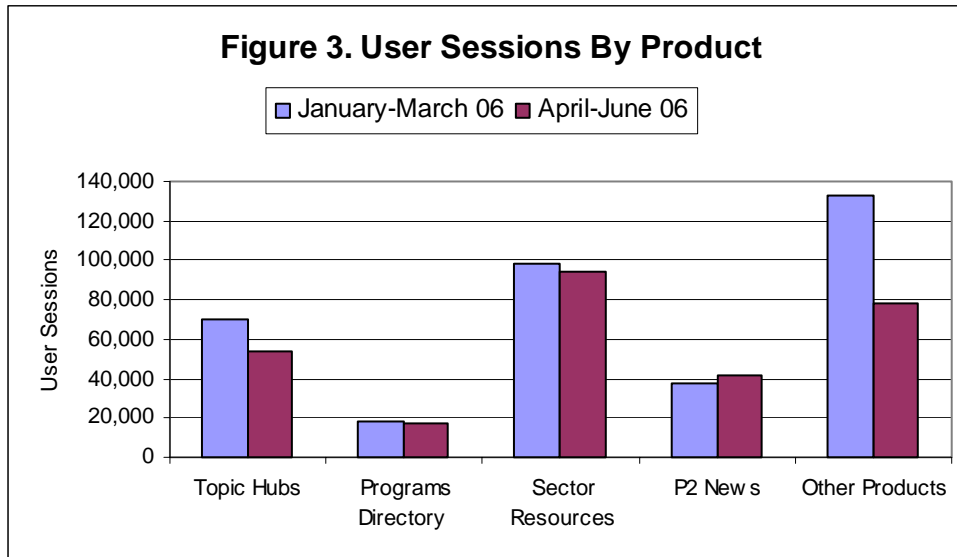
Centers operate 53 list serves, reaching about 5,049 subscribers. These list serves facilitate discussions among a variety of Center audience segments, usually for fairly specific purposes. List serves have proven to be an effective means of providing P2 information to technical assistance providers and others.

Centers organized 34 meetings with attendance of around 716 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 more than 1,800 participants about P2Rx services.



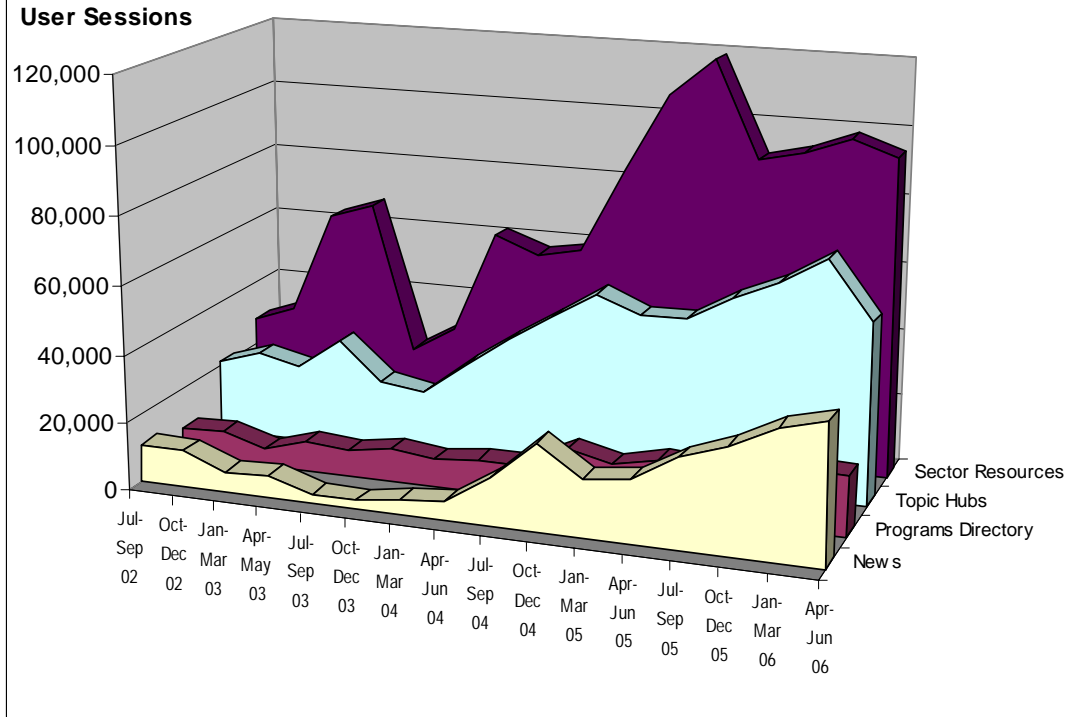
Web Site Activity

Website use continues to be strong, with more than 2.4 million user sessions reported for January – June 2006. P2Rx continues to use filters to analyze website use statistics to eliminate activity from search engine “spiders” and from internal Center use.



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, Request for Proposals Database, Tribal P2, P2 Planner, and Mercury Reduction Programs Database. P2 Libraries, not shown in the graph, receive the highest Web usage, totaling more than 1.8 million user sessions during this reporting period.

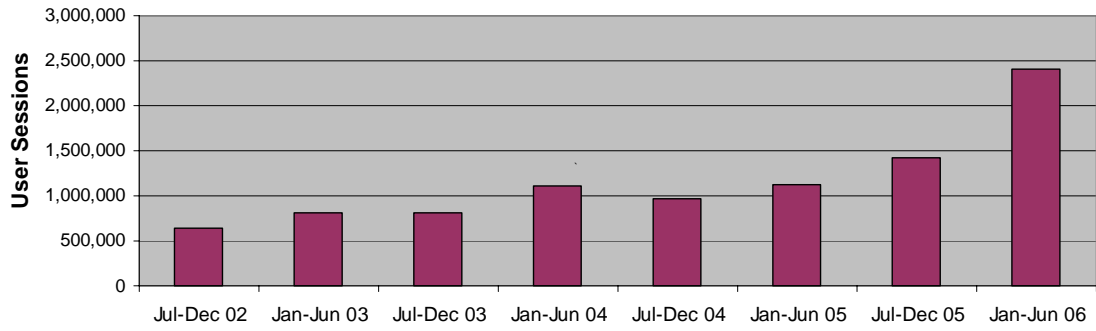
**Figure 4. Website Usage by Product
July 2002 - June 2006**



Website Usage Trends

P2Rx now has four years of filtered website usage data. Not all Centers have been able to report for every reporting period due to issues with software, hardware, and commercial Internet Service Providers (ISP). However, overall trends show usage of the sites is stable and steadily growing. The number of user sessions reported for this period represents a significant increase over the roughly 1.4 million user sessions reported during the previous six month reporting period. A large portion of this increase, roughly one million user sessions, is due to an increase in user sessions for Centers' libraries. This might be attributed to significant system upgrades to Centers' libraries that took place during this period, therefore improving access to library resources by commercial search engines and the general public. Additionally, Centers' library holdings grew significantly during this time period, thereby increasing the number of resources available for use.

**Figure 5. Four Years of Website Usage
All P2Rx Centers, July 2002 - June 2006**



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:
 - Request for Proposals Database www.pprc.org/rfp/rfp.cfm,
 - 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 2006

Activity Measures	Quantity
Technical Assistance, Referrals and Contacts*	
Location of Requests	
Within Region	1,096
Outside Region	235
International	67
Type of Organization (Tech. Assist. Requests)	
Government	740
Business/Industry	224
Consultant	49
Educational Institution	78
Non-Profit	65
Individual	156
Other	33
Other P2Rx Regional Center	82
Newsletters	
Distributed (all methods)	10,869
Newsletters Produced	24
List Serve Activity	
Number of e-mails	2,677
Number of subscribers	5,049
Number of list serves	53
P2 Meetings/Workshops	
Number of meetings organized	34
Number of Attendees at meetings organized	716
Number of meetings Center's attended and talked about P2Rx network	48
Regional Conference Calls	45

* One center did not report direct technical assistance activities for this reporting period.

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 2006

Web Measures	P2Rx.org	Centers
Number of user sessions	48,306	2,407,504
Number of Page impressions	271,068	2,391,724*
Number of Visitors who visit ten or more times	354	6,607
Number of user sessions for P2Rx products		
Topic Hubs	4,893	123,851
P2 Programs Directory	6,761	35,736
Sector Resources	N/A	193,117
Libraries	1,028	1,805,696
News	5,199	78,589
Other products	1,492	211,407

All Regional P2Rx Centers reported Web measures for this period.

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

**One Center did not report visitors who visited 10 or more times.