

P2Rx Activity and Web Measures Report

July 1 – December 31, 2004

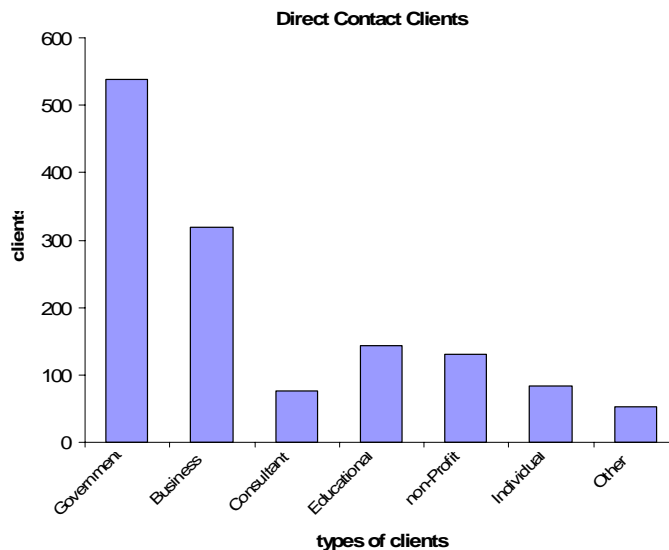
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The P2Rx centers engage in many “networking” activities and provide services that are funded by P2Rx funds and other leveraged fund sources. P2Rx funded activities and these leveraged activities are often interdependent and help P2Rx meet its organizational 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, July – December, 2004

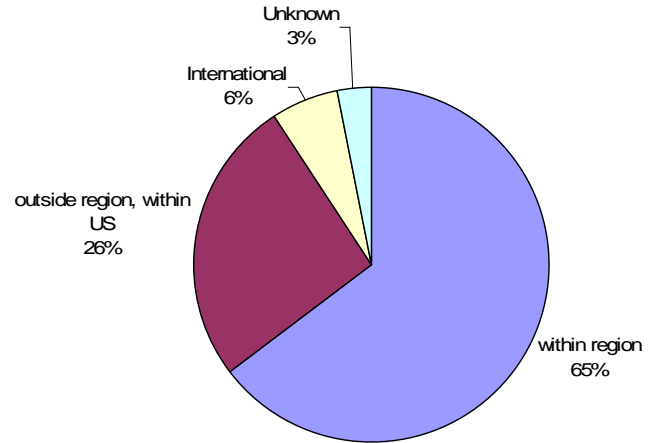


The majority of people (over 63%) requesting direct technical assistance is from government or industry. Technical assistance activity is considered to be any type of communication (personal, phone call, e-mail, etc.) where a request for information is made and the Center provides information. This measure represents the most direct contact Centers

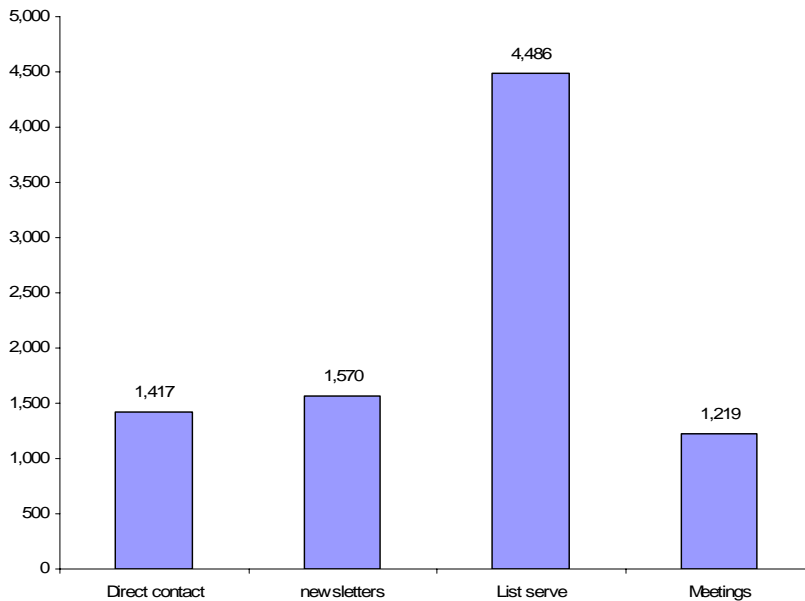
have with individuals. More than 1400 individuals received direct technical assistance between July and December, 2004.

- Collectively, about 65% 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 6% of clients overall, 26% are from outside the region but within the US, and 3% are unknown.
- Centers produced more than 22 newsletters and distributed in excess of 9300copies to around 1500 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 39 list serves operating, reaching about 4500 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 600 people.

Regional Assistance is Key



Types of direct assistance provided

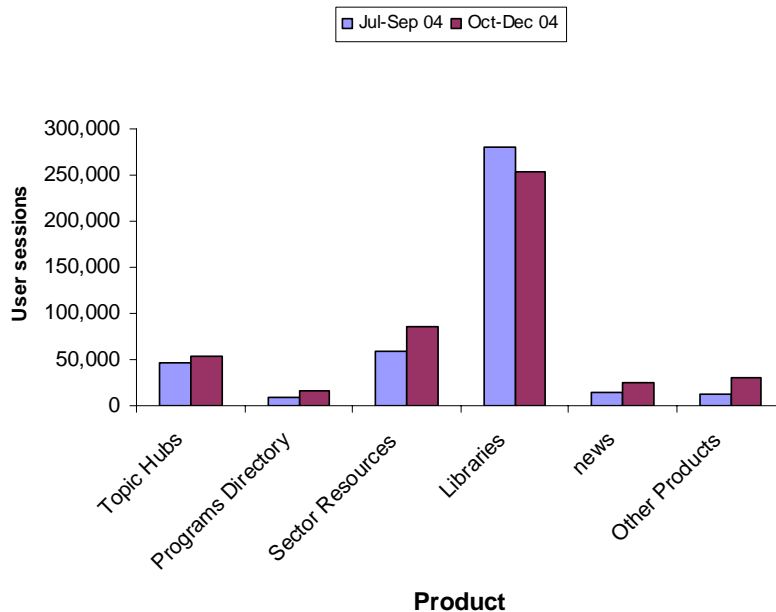


These meetings were convened on a variety of topics, from regional roundtables to topical meetings with businesses.

Web Site Activity

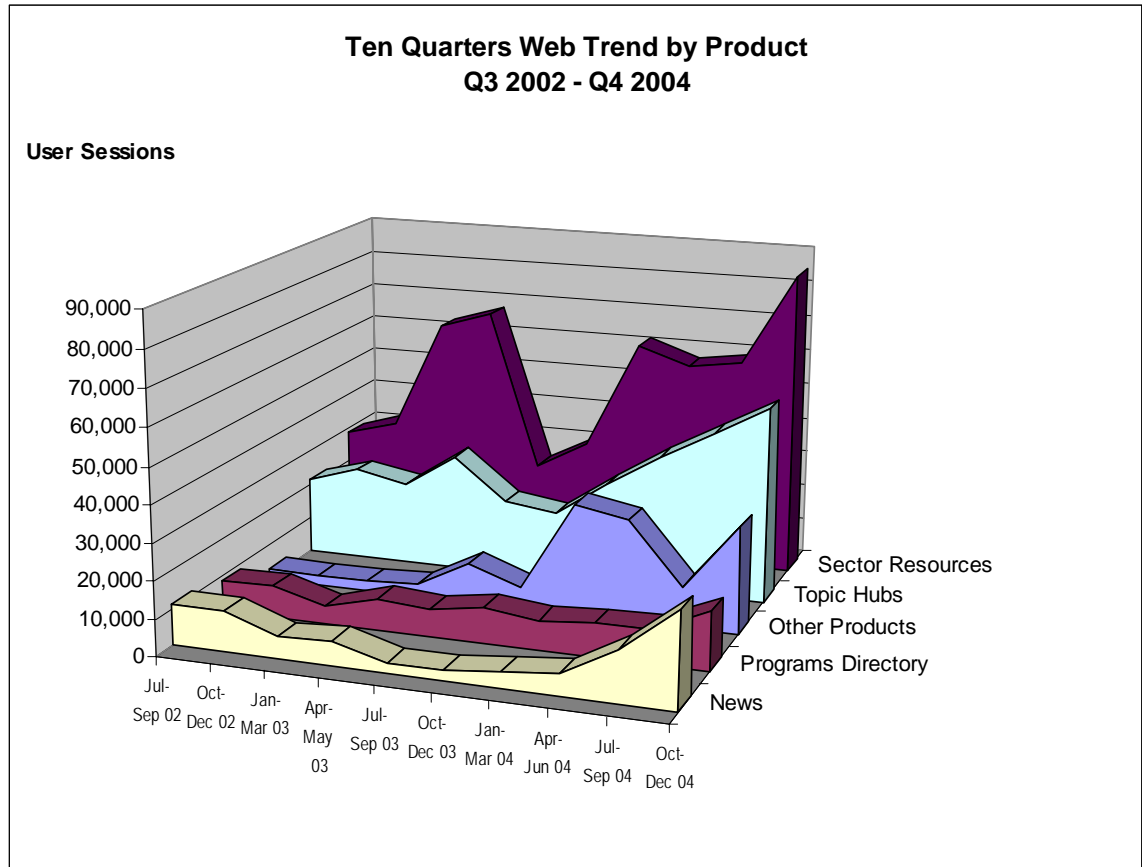
- Web site use continues to be strong, with about 940,000 user sessions. Due to technical difficulties, two centers were unable to report several week's worth of web data. For this six month report, filters continued to be used by each center, to eliminate activity from search engine "spiders" and from internal center use. The numbers compare favorably to the filtered numbers collected six months ago, when 1,100,000 filtered user sessions were reported. All centers reported web data. The usage numbers include activity on all center's libraries.
- The number of visitors that visit ten or more times was greater than 6,100. This measure was included to show the utility of the sites. This number has been filtered to exclude "false" activity from web "spiders" that index sites, and from internal use, so should be representative of real users who repeatedly use P2Rx web sites.

July - Dec 2004 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

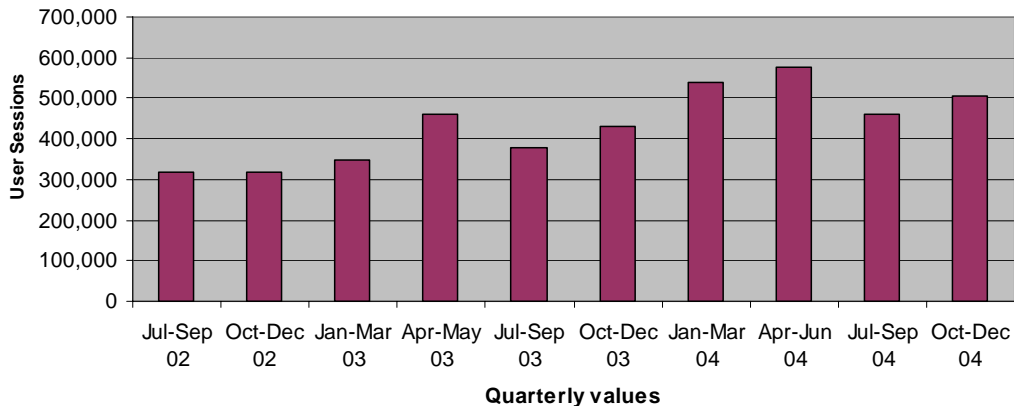
of internet libraries.



Data Trends

P2Rx now has eight 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
Ten Quarters of Filtered Web Data
July 2002 - Dec 2004**



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

Activity Measures	Quantity
Technical Assistance, Referrals and Contacts	
Location of Requests	
Within Region	733
Outside Region	295
International	70
Type of Organization (Tech. Assist. Requests)	
Government	539
Business/Industry	319
Consultant	77
Educational Institution	144
Non-Profit	130
Individual	83
Other	52
Other P2Rx Regional Center	73
Newsletters	
Distributed (all methods)	9,365
Newsletters Produced	22
List Serve Activity	
Number of e-mails	1,196
Number of subscribers	4,486
Number of list serves	39
P2 Meetings/Workshops	
Number of meetings organized	29
Number of Attendees at meetings organized	611
Number of meetings Center's attended and talked about P2Rx network	21
Regional Conference Calls	62

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Web Measures	P2Rx.org	P2Rx & Centers
Number of user sessions, including libraries	15,865	965,948
Number of Page impressions	69,159	1,575,081
Number of Visitors who visit ten or more times	N/A	6,164
Number of user sessions for P2Rx products		
Topic Hubs	1,688	99,979
P2 Programs Directory	3,670	25,540
News	333	39,675
Sector Resources	0	144,356
Libraries	0	535,394
Other products	1,686	41,305

July 1 – December 31, 2004, is the tenth reporting period for the P2Rx Activity and Web Measures. Eight Regional P2Rx Centers reported measures for this period.