

P2Rx Activity and Web Measures Report

January 1 – June 30, 2004

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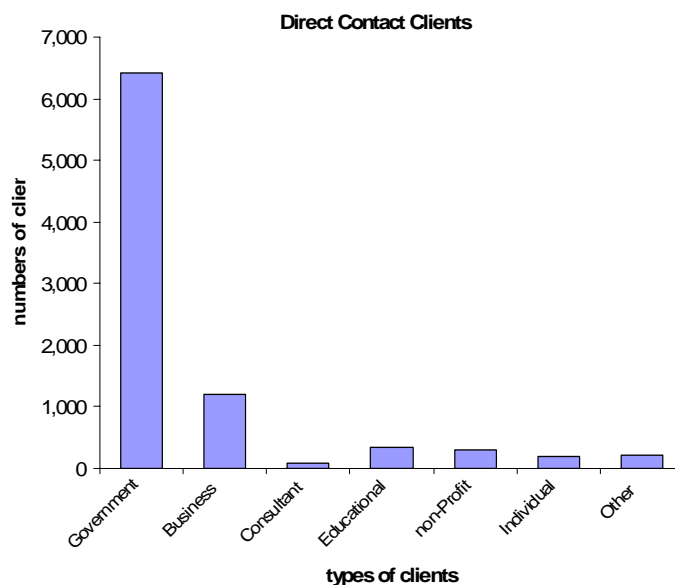
The P2Rx centers engage in many “networking” activities and provide services that are funded by P2Rx funds and other leveraged fund sources. P2Rx funded activities and these leveraged activities are often interdependent and help P2Rx meet its organizational goals. The activity and web measures identified 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 26, 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, June – July, 2004

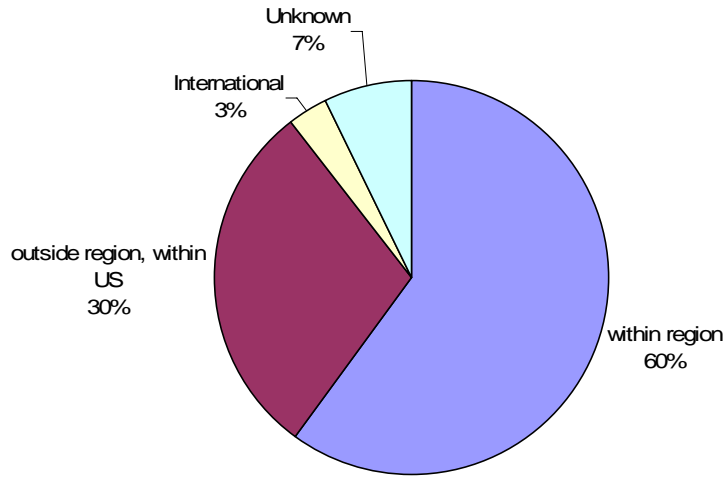
- The majority of people (over 85%) requesting direct technical assistance is from government or industry. Technical assistance activity is considered to be any type of communication (personal, phone call, e-mail,



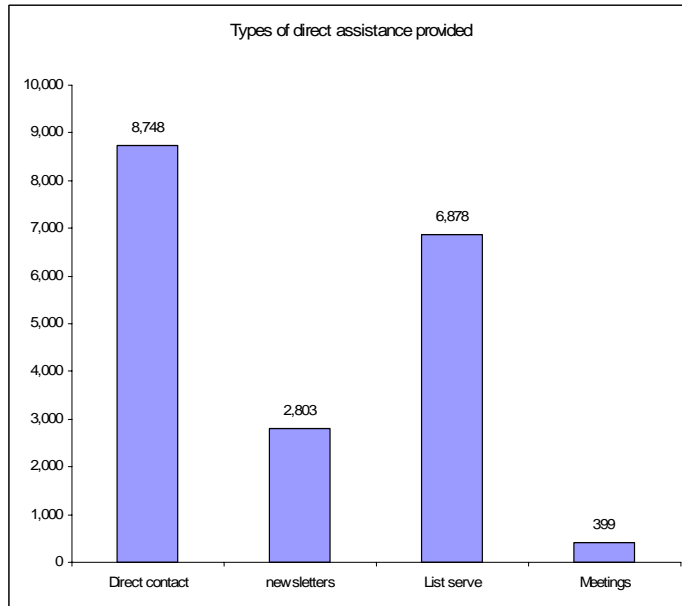
etc.) where a request for information is made and the Center provides information. This measure represents the most direct contact Centers have with individuals. In this six-month period, over 8700 individuals received direct technical

assistance between January and June, 2004. Over half of this activity was reported by one center and was related to some special work.

- Collectively, about 60% 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 3% of clients overall, 30% are from outside the region but within the US, and 7% are unknown.



- Centers produced 35 newsletters and distributed over 17,000 copies to around 2800 individual readers. Some newsletters are electronic.



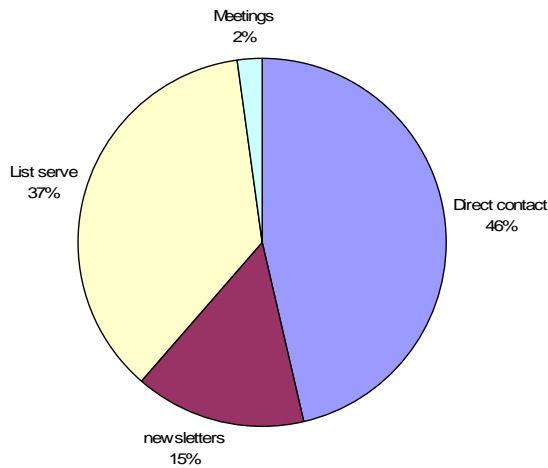
Newsletters represent a "push" of information by the Centers. They provide promotion of P2, environmental news, information about activities, products, or services, and

promote a sense of community.

- List serve activity is strong with 48 list serves operating, reaching about 6,800 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 22 meetings with attendance of around 400 people.

Types of direct assistance provided

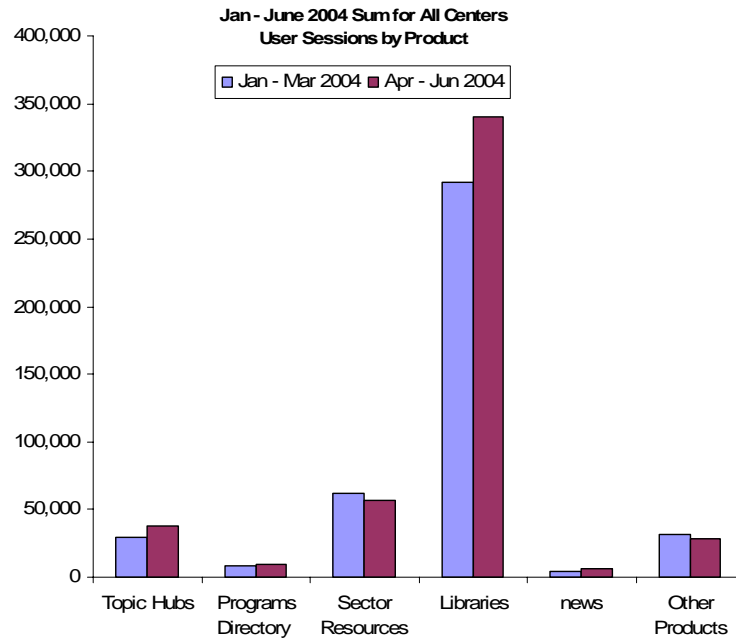


These meetings were convened on a variety of topics, from regional roundtables to topical meetings with businesses.

Web Site Activity

- Web site use continues to be strong, with over 1,100,000 user sessions. Due to technical difficulties, one center was unable to report any web data, another center could not report about three weeks 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 800,000 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 over 6,400. 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.

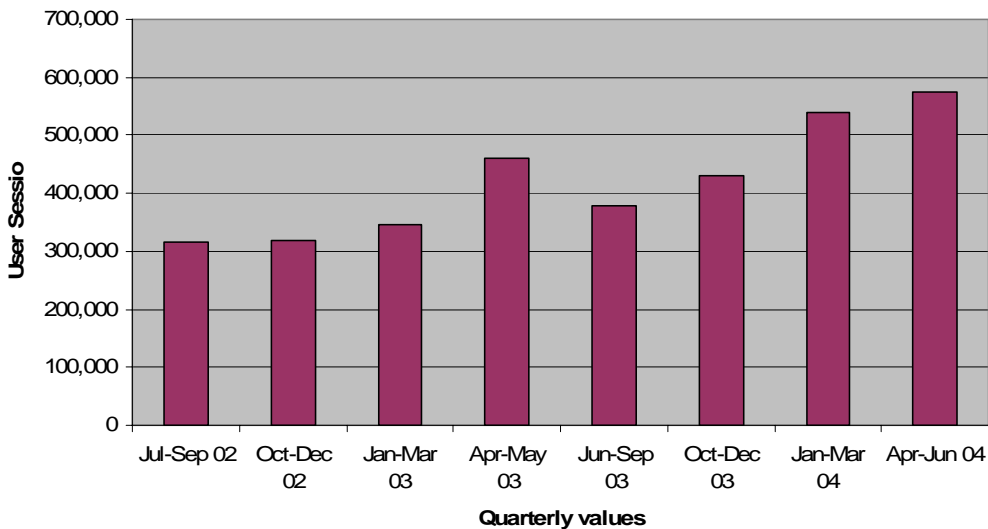
- The products and services offered by P2Rx include topic hubs, P2 Programs Directory, P2 News, Sector Resources, Libraries, and Other Products. Other Products includes Homes Across America, Request for Proposals database, and Mercury Reduction Programs database. Libraries receive the highest web usage, 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
Eight Quarters of Filtered Web Data
July 2002 - June 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 the 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 any web data, another center could not report about three weeks worth of web data.

- Seven centers provided some breakdown of P2Rx products on their sites, however they weren't all able to provide information in every category.
- 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	1697
Outside Region	838
International	90
Type of Organization (Tech. Assist. Requests)	
Government	6419
Business/Industry	1196
Consultant	83
Educational Institution	343
Non-Profit	311
Individual	185
Other	211
Other P2Rx Regional Center	Not reported
Newsletters	
Distributed (all methods)	17,093
Newsletters Produced	35
List Serve Activity	
Number of e-mails	75,939
Number of subscribers	6,878
Number of list serves	48
P2 Meetings/Workshops	
Number of meetings organized	22
Number of Attendees at meetings organized	399
Number of meetings Center's attended and talked about P2Rx network	46
Regional Conference Calls	91

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Web Measures	P2Rx.org	P2Rx & Centers
Number of user sessions, including libraries	21,863	1,113,387
Number of Page impressions	48,152	2,344,113
Number of Visitors who visit ten or more times	141	6,483
Number of user sessions for P2Rx products		
Topic Hubs	1,854	66,968
P2 Programs Directory	587	17,525
News	295	10,355
Sector Resources	0	118,926
Libraries	0	631,615
Other products	1,256	59,370

January 1 – June 30, 2004, is the ninth reporting period for the P2Rx Activity and Web Measures. Eight Regional P2Rx Centers reported measures for this period.