

P2Rx Activity and Web Measures Report

January 1 – June 30, 2008

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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.

The primary intent of this report is to communicate aggregate activities of the entire P2Rx National Network. 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. Note that this report summarizes the activity for four centers.

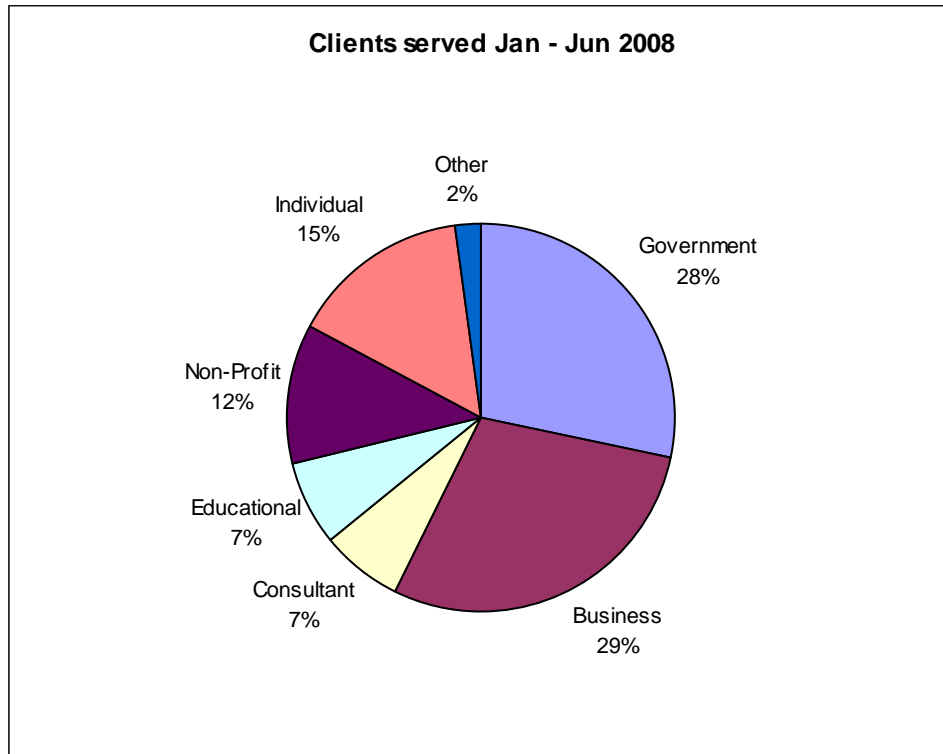
The P2Rx Centers engage in many networking activities and provide services that are funded by EPA PPIN funds, 50 percent matching state funds, and other funding sources. Federal and state P2Rx-funded activities and other leveraged activities are often interdependent and collectively help the P2Rx National Network to meet its organizational goals. Activity and Web measures identified in this report are wholly or partially funded by P2Rx funds.

Technical Assistance and Other Center Activity

Centers report on a variety of activities, including direct technical assistance delivered electronically, in-person, or via the telephone. Centers report separately on the number of newsletters produced and the subscribers, number of listservs and subscribers, and number of meetings organized or attended and number of attendees.

In this report, for the first time, a summary of some “testimonials” and networking activities among centers is reported in the appendix. This Testimonial Addendum is intended to qualitatively show that centers leverage their resources and networks and that clients use P2 information provided by the centers. Note that centers are not required to report these testimonials but some have voluntarily contributed this information.

Figure 1. Direct Contact with Clients, Jan – Jun 2008
(Universe – 1,306 Clients Served)

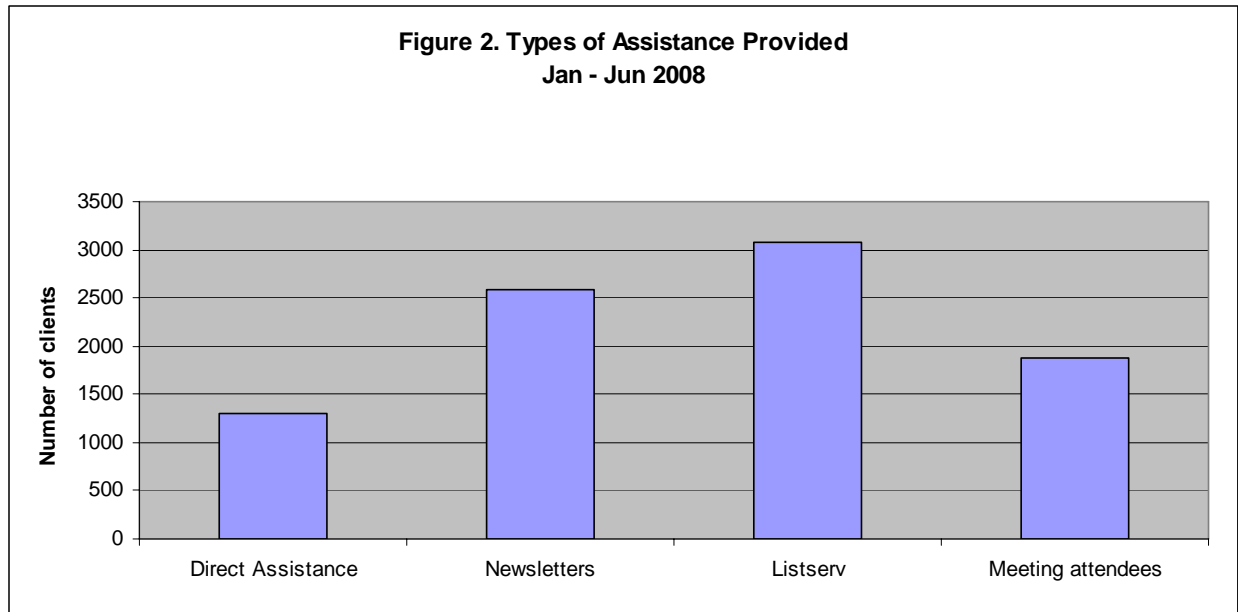


As shown in Figure 1, the majority of people requesting direct technical assistance from P2Rx Centers are from government agencies or businesses. Technical assistance activity is considered to be any type of communication (i.e., personal, phone call, e-mail, etc.) where a direct request for information is made and the Center directly provides information to the client. This measure represents the most direct contact Centers have with clients.

More than 1,300 individuals received direct technical assistance from P2Rx Centers during January through June 2008. Collectively, about 75 percent of the technical assistance provided during this reporting period was within a Center's region. This demonstrates that businesses, government agencies, and others identify with the P2Rx Center as their point of entry for accessing P2Rx services. About 20 percent of Centers' clients during this period were from outside the Center's region but within the U.S., two percent were international, and two percent were of unknown origin.

During the first half of 2008, Centers produced 29 newsletters and distributed in excess of 3,700 copies to roughly 2,586 unique recipients as shown in Figure 2. 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.

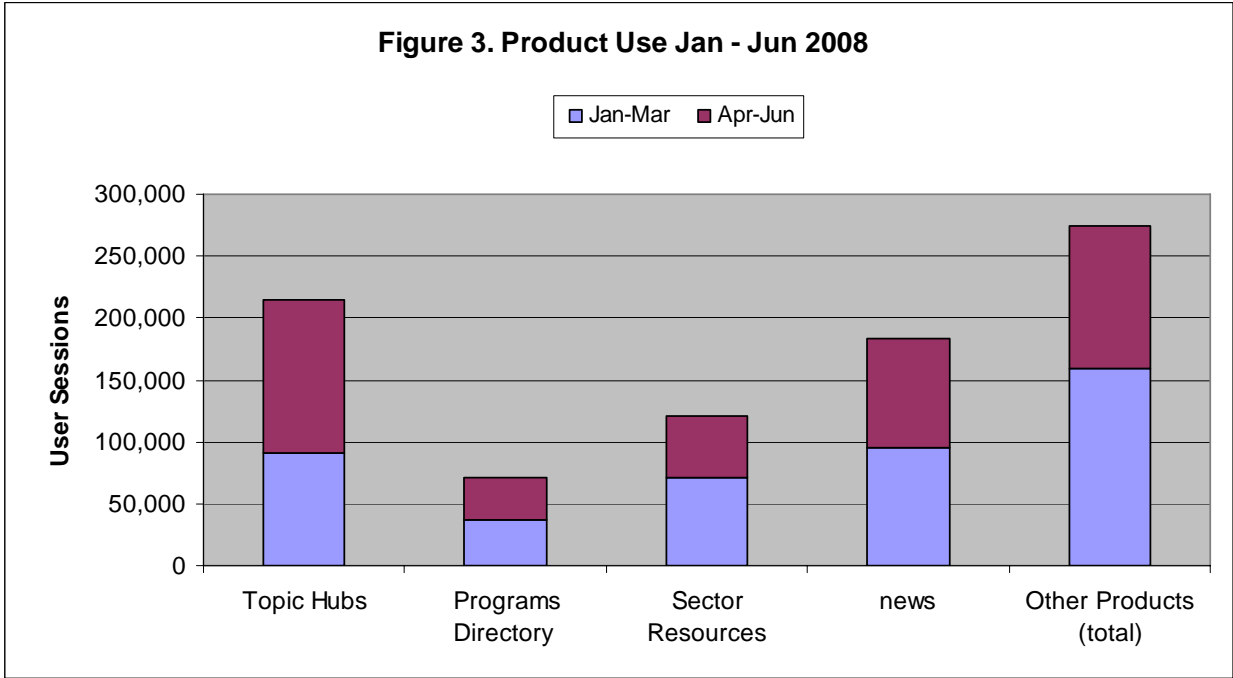
Centers reported operating 44 list serves, reaching about 3,000 subscribers. These list serves facilitate discussions among a variety of Center audience segments, usually for fairly specific purposes. List serves have proven to be an effective means of providing P2 information to technical assistance providers and others.



Centers organized 30 meetings with attendance of around 550 people. These meetings were convened on a variety of topics, from regional roundtables to topical meetings with businesses. Centers participated in 41 additional meetings where they spoke to roughly 1,300 participants about P2Rx services.

Web Site Activity

Website use continues to be strong with more than 2,700,000 user sessions reported for January – June 2008. P2Rx continues to use filters to analyze website use statistics to eliminate activity from search engine “spiders” and from internal Center use.

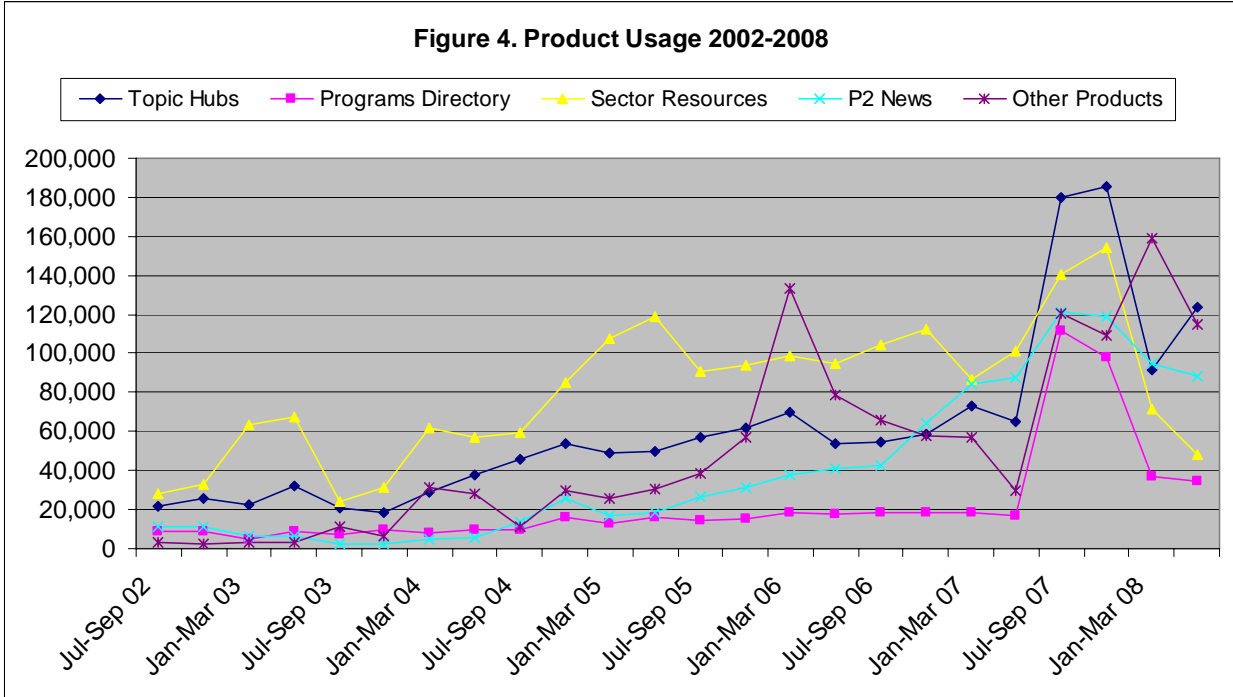


As shown in Figure 3, the products and services offered on P2Rx websites include Topic Hubs™, P2 Programs Directory, Sector Resources, P2 News, and Other Products. Other Products include Homes Across America, Tribal P2, P2 Planner, Mercury Reduction Programs Database, Case Studies Database, and Spanish-language Resources.

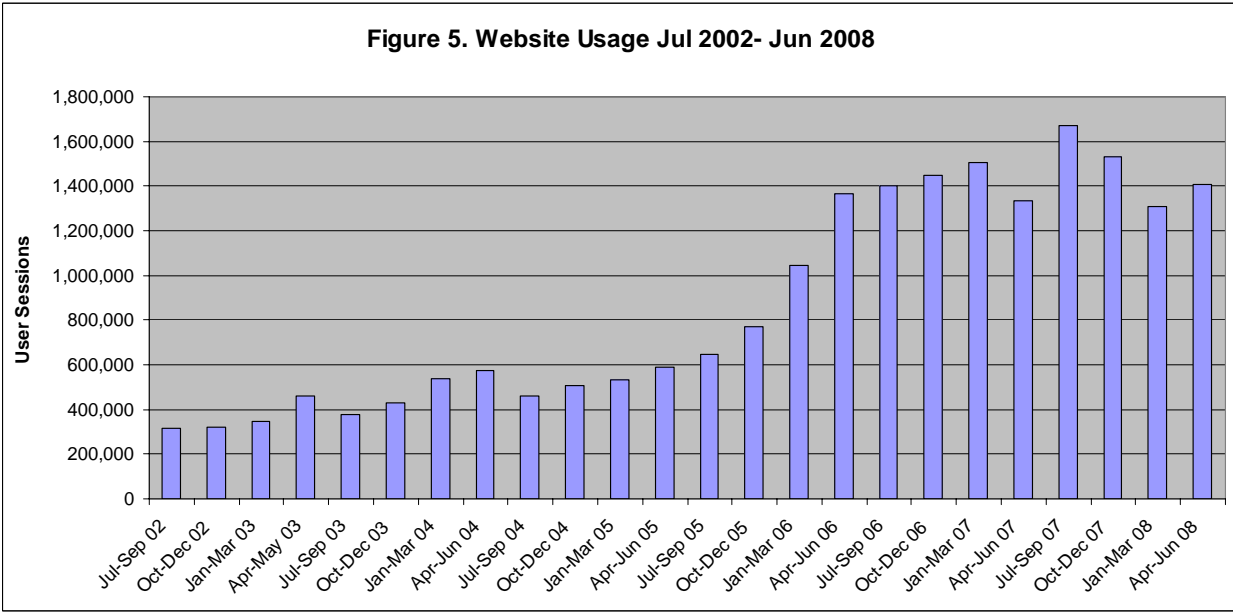
Website Usage Trends

P2Rx now has six years of filtered website usage data. Not all Centers have been able to report for every reporting period due to problems with software, hardware, and commercial Internet Service Providers (ISP). However, overall trends show usage of the Centers’ sites is stable and steadily growing.

Figure 4 shows the trend in web usage of these products over time, beginning with the first reporting period, July – September 2002. Each set of points represents one quarter’s compilation of web usage.



The number of user sessions reported for this period is slightly lower than user sessions seen in the previous six months.



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, listservs, 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:
 - 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 2008

Activity Measures	Quantity
Technical Assistance, Referrals and Contacts	1,306
Location of Requests	
Within Region	977
Outside Region	270
International	27
Type of Organization (Tech. Assist. Requests)	
Government	372
Business/Industry	375
Consultant	92
Educational Institution	90
Non-Profit	154
Individual	194
Other	30
Other P2Rx Regional Center	23
Newsletters	
Distributed (all methods)	3,772
Newsletters Produced	29
List Serve Activity	
Number of e-mails	1084
Number of subscribers	3,071
Number of list serves	44
P2 Meetings/Workshops	
Number of meetings organized	30
Number of Attendees at meetings organized	550
Number of meetings Center's attended and talked about P2Rx network	41
Regional Conference Calls	32

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 2008

Web Measures	P2Rx.org	Centers
Number of user sessions		2,715,665
Number of Page impressions (without WRRC library)		4,560,554
Number of Visitors who visit ten or more times		36,641
Number of user sessions for P2Rx products		
Topic Hubs		215,284
P2 Programs Directory		71,065
Sector Resources		120,167
Libraries		1,748,673
News		183,030
Other Products		273,814

Testimonials

This summary of some “testimonials” and networking activities among centers is reported for the first time in this report. This Testimonial Addendum is intended to qualitatively show that centers leverage their resources and networks and that clients use P2 information provided by the centers. Note that centers are not required to report these testimonials but some have voluntarily contributed this information.

Date	Center	Source	summary	quote
12/31/2004	Zerowaste	manufacturer	attended Zerowaste workshop and used P2 Planner to get emissions below regulatory level without losing money	
7/30/2007	P2RIC	Government	thank you for information on changing behavior using video games	
10/31/2007	Peaks	State P2 TAP	conference call report-out on value of Green Parks Environmental Toolkit	...having a parks-specific EMS tool saved him a huge amount of time and energy not to have to take another EMS guide and make it fit for parks. ...he has already heard from park managers how valuable it is... it saves the EMS team time and resources required to identify aspects and impacts within a park operation. An example... is in the area of green chemical use: the Toolkit specifies the user should look at the park's chemical use policy, and then provides a list of substitute chemicals for common uses (e.g. housekeeping and maintenance). That makes it easy for a park to make the switch. The Toolkit also gives an example of a policy if the park doesn't have one already. So far the parks that have engaged the Toolkit have found the recommendations fit well with their existing policies and procedures. He also liked that the Toolkit has a lot of great tip sheets and worksheets and examples, finding them really helpful.
11/15/2007	NEWMOA	WMRC	WMRC connected NEWMOA with person looking for coolant technical information	

Date	Center	Source	summary	quote
11/15/2007	NEWMOA	business	NEWMOA provided original technical material client had seen on WMRC website	
11/19/2007	NEWMOA	NGO	recommended they contact WRRRC about getting listed on their vendor database for water conservation kits	
12/12/2007	P2RIC	University staff	thank you for referral to other experts	Thank you for referring me to such helpful people - you rock!
1/21/2008	PPRC	Metal manufacturer	thank you for on-site technical assistance; no environmental outcomes given	Michelle diligently researched alternatives for some of our processes and hazardous materials. She identified some viable alternatives that we may be able to use in the future. Also, Ken's experience with spray coatings and surface cleaning applications was extremely helpful. Although we were not able to institute all of the ideas generated during this event, we will definitely be looking at them as our company grows. We appreciate having the PPRC as a resource and would encourage other businesses to utilize your expertise.
1/30/2008	P2RIC	government	thank you for permission to link to EPP Topic Hub and interest in other information	
2/12/2008	P2RIC	business	thank you for connecting her to health care professional trying to green their operation	
2/13/2008	P2RIC	state industry trade group	passed on corrected information about disposal of mercury from broken CFLs	
2/29/2008	P2RIC	state TAP	Dry Cleaning Hub complimented, additional resources suggested; via NEWMOA	
3/4/2008	GLRPPR	industry trade group	promoted the P2Rx 2008 calendar in their newsletter to members	...has once again published an informative pollution prevention calendar... full of P2 resources. ...this calendar will inform, inspire, and amuse!

Date	Center	Source	summary	quote
3/7/2008	P2RIC	waste management non-profit	promotion of event that P2RIC promoted on the P2 listserv to their members	
3/12/2008	P2RIC	business	newspaper story about national business based in the region and their environmental progress	Since 2005, we have saved 60 million gallons of gasoline and \$30 million (because of this training we developed and implemented)
3/12/2008	P2Rx	state TAP	thank you for information on software to manage energy shut-downs on computers	This is very helpful
3/31/2008	Peaks	business	request to include articles in online Building Science Library	As part of an online reference tool for the best and most valuable building information, your material will be read by visitors ranging from the serious do-it-yourselfer to the custom builder.
4/1/2008	P2RIC	education	thank you for environmental pledge cards	the board liked your idea for pledge cards and follow-up. It looks like there will be at least some component of that incorporated into Earth Day give-a-ways
4/7/2008	P2RIC	education	thank you for green campus information	you are all AWESOME!
4/8/2008	WRPPN	State TAP	environmental message from WRPPN picked up by industry	Closing line (Please consider the environment before printing this message) has made it into industry (correspondance).
4/17/2008	WRPPN	local government	thanks for the dry cleaning webinar	that was the best webinar I have attended. We will definitely be able to use the info for our sanitation inspection program
4/18/2008	WRPPN	State TAP (out of region)	thanks for dry cleaning webinar	I certainly learned some things. Katy (speaker) was a perfect person to do the Weginar because she has so much knowledge in the area. She was very easy to follow.
4/18/2008	WRPPN	state DEQ (out of region)	thanks for dry cleaning webinar	Six individuals from DEQ, Air Quality Division, Dry Cleaning Program viewed the webinar. It was excellent. Dr. Wolfe (speaker) was a great resource for information. We thought the format worked well especially in tight times with travel budgets.
4/24/2008	P2RIC	NEWMOA	information about ethanol meeting (P2RIC area of interest) sent	

Date	Center	Source	summary	quote
5/22/2008	P2RIC	business	thanks for education on going green; providing support at work for environmentally preferable practices and personally making choices for the environment	I am working hard at doing my part for our Environment! It all stems from P2RIC!!
5/27/2008	P2RIC	WRPPN	thank you for providing graphics	I greatly appreciate all your efforts
6/13/2008	P2RIC	Regional EPA	thank you for information provided on biofuels	what a fantastic, cost-effective investment
12/11/2008	Zerowaste	government	thank you for information on P2, renewing the economy, and protecting the environment	One student in particular, from China (PRC), even came by my office to learn more about pollution prevention, in general