

P2Rx Activity and Web Measures Report

January 1, 2002-June 30, 2002

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July 31, 2002

Measurement Rationale:

There is an increasing emphasis within EPA and other governmental agencies on the use of objective numerical measures of program effectiveness. This trend has been brought about by the Government Performance and Results Act (GPRA) and other factors. In response to this need for objective metrics, the P2Rx group has developed a standard for activity measurement. This supports compliance with GPRA by providing a common reporting standard that greatly facilitates the aggregation of statistics from the participating regional centers. It also provides individual centers with a starting point for their own measurement protocols, and encourages informal benchmarking and information sharing between centers.

It should be noted that 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 standard is to facilitate the national aggregation of measures describing the activities of the P2Rx network.

Measurement Process:

The Activity Measures Standard was passed January 21, 2000 and the Web Measures Standard passed June 20, 2000. The centers track the measures on a continuous basis, compile the measures every six months (January-June, July-December), and report the measures to the P2Rx coordinator. The P2Rx coordinator compiles the centers' measures and disseminates the data to the regional centers, US EPA's Regional P2 coordinators, project officers, and others.

Report Notes:

January 1-June 30, 2002, is the fifth reporting period for the P2Rx Activity and Web Measures. Due to differences in centers' operations, some centers were unable to report full data, and footnotes with important data caveats follow in the tables below. Eight Regional P2Rx Centers reported measures for this period.

Data Observation:

The first table, ***Number of Clients by Organization Type***, illustrates what types of organizations are served by the P2Rx Regional Centers. The term “client” refers to the person making an information request. Government made up 6% of the P2Rx Regional Centers’ clients. The educational and business sectors (business, consultant, trade association, and educational institution) made up 39% of the centers’ clients and 55% were “Other” which included non-profit, media, international clients, individuals, other P2Rx centers and those of unknown origin. Note that the number of clients assisted for this reporting period, 4,231, is 49% of the total for the last six-month period, in which 8,680 clients were served. The numbers being recorded for activities vary slightly from center to center. Some centers include only clients which contacted them directly for information and to which the center replied. Some centers may include numbers on list serves, numbers of contacts at meetings, or numbers associated with sending newsletters. P2Rx is currently working on a revision to the activity measures standard to better reflect the kinds of activities occurring at the centers.

The ***Request Information Totals*** chart demonstrates the networking function performed by the P2Rx Regional Centers. Five centers reported networking totals. Four Centers reported how information requests were handled; 49% were handled within the Center. External referrals reflect maturation and specialization of the P2Rx network.

The ***How Did the Client Find Out About Your Center*** table illustrates that 20% of clients found out about their center through the Centers’ website or URL referral and 24% learned about the Center from a list serve. Thirty-six percent of the four reporting P2Rx Centers’ clients were referred to them by outside organizations. This shows the value of networking as marketing for the centers. Fourteen percent of the customers were repeat customers, indicating they found good information/service at the P2Rx centers.

The ***Web Measurement Report*** outlines the number of user sessions (visits) and the number of page impressions reported by the P2Rx Regional Centers. The number of user sessions for this period, over 548,791 is over 156,800 more than the previous six-month period, which is a 40% increase. P2rx.org accounted for three percent of the total number of user sessions this period with 15,821. P2rx.org had 39,439 page impressions this period. Some centers are filtering their web numbers differently than other centers. The web measures standard is currently being revised in order to provide more uniform numbers among centers.

P2Rx Activity and Web Measures Report

January 1-June 30, 2002

Type of Organization/Number of Clients per Period

Government	259		6%
Business, Industry	656		16%
Consultant	129		3%
Trade or Manufacturing Association	225		5%
Educational Institution, University	625		15%
Non-Profit Organization	566		13%
Media	55		1%
International Client	179		4%
Individual	328		8%
Other P2Rx Center	111		3%
Other	1,098		26%
Total	4,231		

Did Clients Request or Provide Information?

Client Requested Information	
Answered internally	699
Answered externally	735
Total	2,281
Client Provided Information	
Total	1,508

This is a compilation of information from five centers; one center provided total information only.

How did the client find out about your center/network?

Website / URL Referral	288
Training, Presentation	5
Referred by Outside Organization	523
Advertisement / Marketing	0
Newsletter	1
Listserv	349
Repeat Customer	194
Other: (Specify)	8
Meeting	68

This is a compilation of information from four centers.

Web Measurement Activity Report*

Number of User Sessions (Visits)	548,791
Number of Page Impressions	1,190,452

*Totals include data from P2Rx.org.

One center measured number of data downloads which was recorded as number of page impressions.