



Fiscal Year 2009-2010 Summary Report

OVERVIEW

This report details the Regional Coalition for Clean Rivers and Streams (Coalition) activities for the fiscal year July 1, 2009 - July 31, 2010 (2009-2010), which is comprised of portions of contract years three and four. Activities for contract year two and the first half of year three are included in reports dated July 1, 2008, and June 30, 2009. Activities for contract year one and the first half of year two are included in reports dated July 26, 2007 and September 30, 2008.

During the 2009-2010 fiscal year Coates Kokes (CK) and the Coalition utilized the existing television commercial, website and social media profiles to implement a diverse campaign. CK began developing new creative elements to enhance the Coalition's existing social media presence. Additionally, CK initiated a new wave of research on behalf of the Coalition.

Below is a summary of the activities and budget expenditures from fiscal year 2009-2010 and a look forward at the remainder of the year with a budget breakdown and activities slated.

WORK COMPLETED

Television

CK ran the existing television spot, created in contract year one, for the media schedule. No new television creative was produced during this fiscal year. (For details on the broadcast schedule, see Media Buy, below.)

Social Media

CK continued to maintain and update the Coalition's Twitter and Facebook accounts. Additionally, as research is showing consumers are no longer focusing their time on a select group of web pages but rather sharing their time between various online outlets (EX: social media, traditional media, websites, etc.), CK suggested establishing a more robust Facebook presence to help support the Coalition's existing website and the outreach efforts. Specifically, CK:

- 1 Designed a tab for Facebook that included some assets from the website (see below). The tab was designed to 'tease' the viewer with a few tips and then direct them to visit www.cleanriversandstreams.org for more information.
- 2 Established concepts for multiple 15 second videos bringing static website scenarios (EX:

person washing their car) to life. CK began shooting and producing the first video in the series in the summer, 2010. Each video is designed to demonstrate how everyday actions at home can impact rivers and streams. Once all three videos are completed, Coates Kokes will post them on Facebook and the Coalition's YouTube page.



Website

Last year, CK developed a quiz for the website. The quiz ran from July 28, 2009 through August 9, 2010. The quiz required participants to answer three questions to assess their knowledge about watershed health. Participants' were entered into a monthly drawing for prizes that addressed or encouraged behaviors or actions identified on the Coalition website, such as gift cards for car washes, doggy poop bags, and organic fertilizer. Over the course of the year, nearly 200 visitors participated in the quiz.

CK also updated the website to include a Facebook "LIKE" button. When visitors click the 'LIKE' button, a notification is posted on their Facebook wall notifying their Facebook friends that they have visited and "LIKE" the site.

Research

Funds from the 2010-2011 contract year were allocated to conduct a market research project. City of Gresham and Clean Water Services agreed to provide extra funding for the project with the understanding that they will receive additional data specific to their service areas. The Coalition members considered various research methods and approaches and after thorough discussion agreed to execute an online based survey and online panel.

The Coalition and CK agreed to hire a third party consultant to assist with the research. CK interviewed Davis, Hibbitts & Midghall, Riley Research Associates and Conkling Fiskum & McCormick. After meeting with each group, CK selected Davis, Hibbitts & Midghall (DHM) as their preferred vendor for the project. The initial survey is tentatively scheduled to begin fall/winter 2010 with a follow up survey in spring 2011.

Media Buy

The main goal of the media buy was to continue providing information that will encourage behavior change and drive traffic to the website. CK recommended a combination of web advertising and cable television media. The media dollars were targeted to oregonlive.com, columbian.com and Comcast Cable due to their reach across the region. A small Facebook advertising campaign was also recommended due to its ability to geotarget for a minimal cost. The media schedule ran as follows:

- September 1 October 25, 2009 oregonlive.com/columbian.com
- May-June 2010 Comcast Cable
- September-October 2010 Facebook

BUDGET

Below details the budget allocation for the year three contract (April 2009 - March 2010).

BUDGET SPENT SINCE MARCH 2010

The initial budget for year four contract (March 23, 2010 - March 23, 2011) totaled \$70,000. Through creative executions, social media maintenance and part of the media buy, a total of \$33,329.25 has been spent. The remaining \$30,670.25 will be spent on the remainder of the media buy, continuing with social media updates, completing the 15 second social media videos, and planning and executing the research.

ADDENDUM

Media Breakdown:

Impressions- number of times a viewer loads the webpage where the ad/spot is embedded.

Clicks- number of times a viewer clicks on the ad/spot.

Click Through Rate (CTR)- measures the spot's ability to drive qualified actions. A CTR is calculated by dividing the number of times viewers clicked on the ad/spot by the total number of times the ad/spot was viewed.

Reach- the number of different people who are exposed with an advertising message at least once.

Frequency- the number of times each person is exposed to the same message.

Cost Per Point (CPP)- the cost of buying one Rating Point, or one percent of the target population.

Gross Ratings Points (GRP)- a ratio measuring the value of a media schedule in advertising, calculated by multiplying reach by frequency.

Media	Date Range	Impressions	Clicks	CTR	Budget
Oregonlive.com	Sept 130	114,989	84	0.07%	\$941.18
Oregonlive.com	Oct 131	99,994	100	0.1%	\$941.18
Columbian.com	July 1418	5,379	7	0.13%	\$117.65
Columbian.com	September 130	38,211	41	0.11%	\$611.77
Columbian.com	October 131	39,553	30	0.08%	\$611.77
Interactive Total		298,126	262	.09	\$3,223.55
			Cost per click	\$12.30	

Medium	Date Range	Impressions	Clicks	CTR	Budget
Comcast Cable (online)	May 24 June 13	229,963	7,259	3.16%	\$3,000
			Cost per click	\$0.41	

Medium	Date	Reach	Frequency	CPP	GRP	Budget
Comcast Cable ORDERED	May- June	75.4%	3.3	\$76.21	249.3	\$19,000
Comcast Cable DELIVERED		87.3%	3.8	\$56.87	334.1	\$19,000
PSAKatty Carwash + 200 additional cobranded spots at no additional charge						

Media	Date Range	Impressions	Clicks	CTR	Budget
Facebook	Feb 1 March 22	12,071,481	1,015	0.01%	\$1,772.07
Interactive Total			Cost per click	\$0.15	

Note: The newest numbers say that an average click thru rate is anywhere from 0.023% depending on the industry. However, it is important to remember that click thru rates are not the only metric of success; in fact impressions can be just as important.

Additionally, it is important to remember that each creative message was designed to be self contained thus not necessarily requiring the viewer to 'click' for more information.

Social Media Breakdown:

Channels	Username	Followers, Friends, etc
Twitter	CleanRiverTips	460 Followers; Following 445; 234 Tweets; 26 Listed
Facebook	Clean Rivers and Streams	142 Fans

Website traffic:

These numbers are based on "sessions," which is defined as a series of clicks on your site by an individual visitor during a specific period of time. A session is initiated when the visitor arrives at your site, and it ends when the browser is closed or there is a period of inactivity. Sessions quantities will vary to some degree based on what type of visitor tracking method is employed.

Month	Sessions		Difference
July	0 (08)	488 (09)	488
August	186 (08)	872 (09)	686
September	494 (08)	528 (09)	34
October	359 (08)	968 (09)	609
November	346 (08)	647 (09)	301
December	475 (08)	551 (09)	76
January	407 (09)	802 (10)	395
February	366 (09)	1,140 (10)	774
March	452 (09)	1,267 (10)	815
April	640 (09)	784 (10)	144
May	685 (09)	820 (10)	135
June	554 (09)	643 (10)	89
Total	4,964	9,510	