

OUTREACH METRICS

TYPE	WHAT	Dec-10	Jan-11	Feb-11	Mar-11	April	May	Comments
Press/PR	Press events	2	2	3	1	2		
	Press mentions/coverage	15	15	29	10	17		
Grossroots	number of events		7	6	6	24	9	
	number of tabling/court monitoring		3 tabling: 1 cart	2 tabling: 2 cart	4 tabling	20 Tabling, 4 (in house events	8 - Tabling, 1 (in house event)	
	number of current interns		13	18	16	16	17	
	number of new volunteer applicants to SFE		30	15	NA	NA	NA	
	number of new intern applicants to SFE		26	11	NA	NA	NA	
	number of training attendees		34	16	?	7	12 (SFE only)	
	number of trainings facilitated		3	2	2	2	1	
	number of volunteers participating		27	26	8	20	12	
	SFEW Neighborhood Campaign Update on targeted District							May column is the total of months Feb-May in D2: Dec column is the results of campaigning in D5. No canvassing in Jan
	Number of met biz visited	2,361						
	Forms collected (Site Access Agreements)	14			54	26	1,228	
	Callbacks conducted	501					101	
	Number of callbacks that requested an audit	41					11	
Programs	Zero Waste							
	Recology diversion numbers or interesting tidbits							
	Sunset Staveholder Fan3BlueCart: tons per day (tpd)		428	408	421	411		
	Sunset Staveholder Fan3BlueCart: tons per day (tpd)		288	276	280	269		
	Sunset Staveholder Fan3GreenCart: tons per day (tpd)		218	222	221	257		
	Sunset Staveholder Commercial: tons per day (tpd)		1113	102	105	1111		
	SS Diversion %		56.3%	56.2%	56.4%	57.6%		
	Golden Gate Fan3BlueCart: tons per day (tpd)		191	176	182	181		
	Golden Gate Fan3BlueCart: tons per day (tpd)		143	137	161	166		
	Golden Gate Organics (tpd)		192	162	192	209		
	GG Diversion %		62.0%	62.9%	63.1%	63.9%		
	EnvNow/ZW biz outreach businesses touched for ZW outreach		362	406		520	520	
	EnvNow/ZW biz outreach number of businesses in compliance		62%	68%		61%	65%	
	Green bin service requests from Google Form - Commercial and residential combined	17	22	18	15	15	12	
	Green bin service requests from Recology report	8	2	3	3	3		
	Recology Web							
	Pageviews to Res Compost	156						
	Pageviews to Res Recycle	142						
	Pageviews to Res Landfill	101						
	Pageviews to HazWaste pickup	71						
	Green Apartment Campaign							
	Number of building getting green cart program rollout	7	7	6	5	1		
	Number of units getting green cart program rollout	572	829	608	503	468		
	Number of buildings getting re-education effort	0	0	4	0	2		
	Compost Pails Distributed	205	160	235				
	Construction and Demolition							
	Number of Calls							
	Number of Audits (only includes audits where a conversation occurred)							
Event Auditing	Number of Calls			8	10			
	Number of Audits/Report Cards							
Toxics (see SF Outreach/Toxics Tracking/HHW Collection table)	Number of home collections	11/6	n/a	Q3 (Jan-March)				
Residential Energy - SF Home Improvement & Performance	Number of doors flyered							
	Number of tabling and/or presentations given on SFHIP only						763	
	Press: number of articles/blog mentions/tweets etc.						3	
	Web Traffic (non-GCSF) - Unique Page Views				5	133	192	
	Number of cogmeter list downloads						4	
	Number of hotline inquiries						2	
	Number of audit subsidy apps received					11	6	
	Number of Jobs Approved for Install					1	7	
	Number of Jobs Complete and Paid					12	113	
	Total Jobs					412	24%	
	Average Modeled Energy Savings							
	Total ARPA Job Hours (paid jobs only - calculated based on website percent)			37.41				
	Total Job Hours (paid jobs only)			186				
	Total Metrics (CO2e / year Saved)			3.47				
Residential Energy - Green Home Assessment	Number of assessments completed						700	
Newsletters/Social Mktg	SFE newsletter subscribers (groups 1 and 2)	3,220	3,802					
	SFE newsletter open rates							
	SFE newsletter clicks							
	SFE Environment Facebook page - followers		1,606	1,654				
	SFE Green Business Facebook page - followers		394	?				
	SFE Recycles.org Facebook Page - followers		883	906				
	SFE Action Network Facebook page	840	406	413				
	SFE Twitter followers		4,800	4,959				
	YouTube video views		20,560	21,409				
Web	SFE Environment website: GCSF							
	- visits	3,312	4,143	3,894	4,642	3,946	3,903	
	- pageviews	16,660	21,316	19,665	23,774	19,713	22,790	
	- bounces rate	5.0%	5.1%	5.0%	5.2%	5.0%	5.8%	
	- bounce rate	9.60%	8.23%	4.21%	5.02%	4.51%	5.61%	
	SFE Environment website: Non-GCSF (the public)							
	- visits	12,338	14,809	14,853	15,422	18,891	14,181	
	- pageviews	89,430	114,125	115,387	114,786	129,139	111,027	
	- page/view	7.25	7.71	7.85	7.44	6.84	7.81	
	- bounce rate	6.01%	1.48%	3.84%	1.12%	0.66%	1.02%	
	Ecofinder searches	56	4536	4729	3590	3357	3629	
	Toxics "wonder" URL visits		63	80 (11/10-2/10)	86	31	49	
	SFGreen Business.org (All visitors)							
	- visits	1,473	1,716	1,662	1,736	1,691	1,477	
	- pageviews	5,956	6,937	6,592	7,421	7,092	5,945	
	- bounce rate	4.04%	4.04%	3.97%	4.27%	4.19%	4.02%	
	- bounce rate	50.03%	47.55%	48.62%	47.55%	45.65%	52.00%	
	SFEnergyWatch.org							
	- visits	496	389	692	452	435		
	- pageviews	1,372	1,499	1,928	1,199	1,152		
	- bounces rate	2.77%	2.77%	2.77%	2.65%	2.65%		
	- bounce rate	47.28%	52.97%	49.55%	51.22%	52.64%		
	News4SF.org							
	- visits							
	- pageviews							
	Total votes					167	119	
	Total Ideas Forum #1 (cumulative)						302	
	Total Ideas Forum #2 (cumulative)						24	
	Total Ideas Forum #3 (cumulative)						7	
	Total Registered Users (cumulative)						83	
	Total in-person surveys					171	150	