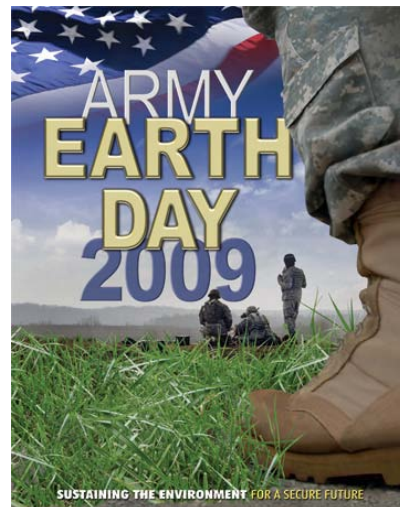


U.S. Army Environmental Command Army Earth Day 2009 Survey Results

Army Earth Day: Overview

The U.S. Army celebrates Earth Day at numerous installations, major commands and organizations in the continental United States and around the world. The Army's Earth Day theme, "Sustaining the Environment for a Secure Future," reflects its commitment to meet the current and future needs of Soldiers, their Families and the nation through the sound stewardship of environmental resources. Army events vary from Earth Day fairs with educational exhibits to tree plantings to other initiatives that sustain installation operations.



The Army's observance of Earth Day provides an opportunity to support the Army's mission by doing something to preserve the natural environment on Army installations and contribute to the well-being of its communities. Earth Day is a time for everyone – Soldiers, Families and civilians – to consider the "boot print" they make, and the impact they have on natural resources whether they are on an installation, deployed or in their home. By sustaining the environment, the Army can assure its strength and quality of life for generations to come.

2009 Survey Results

Each year, the U.S. Army Environmental Command (USAEC) Public Affairs Office (PAO) provides Earth Day products and support to Army installations worldwide to aid them in commemorating Earth Day. Products and support provided by USAEC include:

- Production and distribution of Army Earth Day posters;
- Army Earth Day messages and public service announcements; and
- Promotional items such as planning guides, ads, flyers, mazes and coloring books, which are available for download on the USAEC Web site.

The USAEC PAO conducts an annual survey to collect feedback on the types and scope of activities and programs held to celebrate Earth Day at Army installations worldwide.

Type/Number of Events Planned

Survey results reveal that more than two-thirds of those engaged in Army Earth Day plan some kind of event to promote it, and almost one-half of all participants plan several events to mark the occasion. However, survey results also show a decrease in the scope of Earth Day events planned than in previous years. The number of respondents displaying posters only rose nearly four percent in 2009, and the percentage of respondents indicating they planned no event in 2009 rose more than nine percent.

- Recommendation for next year: include questions in the survey that will indicate why some participants do and others don't plan Army Earth Day events.

Type of event	2009
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A single event	26.6%
Several events	43.0%
Displayed posters only	15.2%
No event	15.2%

Focus of Earth Day Activities on Environmental Issues

Results show that recycling and natural resources remain popular topics for Earth Day activities. This year the USAEC added “Sustainability” to the list of topic selections, which ranked third.

Rank	2009
1.	Recycling
2.	Natural resources
3.	Sustainability
4.	Water quality
5.	Water conservation

Audiences Targeted

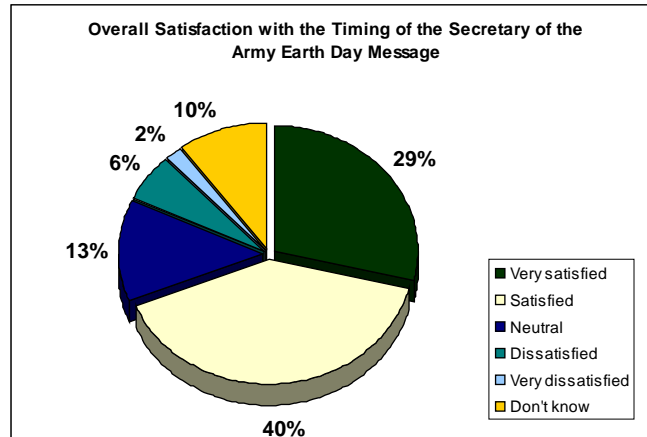
Results show that installations with Earth Day programs develop them mostly for Army audiences, although some expand their event to include the local community. The table below shows the ranking of the top five audiences in 2009.

Rank	2009
1.	On-post community
2.	Soldiers, Families
3.	Off-post community
4.	On-post/off-post schools
5.	Local partners

Secretary of the Army Message

Every year the Secretary of the Army prepares an Earth Day message for distribution to all personnel to promote awareness of Army environmental issues and encourage participation in stewardship initiatives. Nearly 70 percent of survey respondents indicated that they were satisfied with the timing of the message in 2009, however those who indicated they were dissatisfied stated that they would like to have received the message sooner so they could use it to promote or prepare leadership remarks for their Earth Day program.

- Recommendation for next year: start Earth Day message development sooner in order to obtain approval and release it NLT 30 days prior to Earth Day.



Army Earth Day Products

The survey asked respondents to rate the Earth Day products that are available to them on the USAEC Web site and provide comments on each. The following charts display the ratings, with representative user comments provided below each chart.

Poster

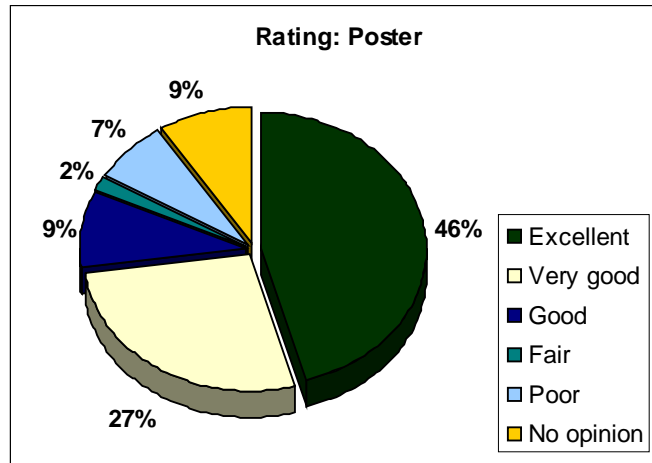
This year the Army produced two Army Earth Day posters, both featured images to reinforce aspects of the Army Earth Day theme “Sustaining the Environment for a Secure Future,” and one featuring Families to reinforce one of the reasons for the Army mission. Both designs were approved by senior Army and IMCOM leadership, with an approval rating from survey respondents at 82%. However, more comments from respondents were received on the poster than for any other product.

The comments received about the Army Earth Day poster fell mostly into two categories:

1. timeliness of poster order receipt, and
2. composition of the images.

Those who commented on poster order timeliness said that their posters never arrived. This was investigated and found to be due to issues with the USAEC computer network during the time when poster orders were being received through the Web site order mechanism. As a result, the system never registered the orders, so USAEC did not know to fill them. Those who commented on the poster images said that the images failed to relay the intended messages.

- Recommendation for next year: build a response mechanism into the online poster order form that provides a projected delivery date for the posters and contact information for orderers to use if their posters haven't arrived by the designated date.
- Recommendation for next year: vet the Army Earth Day poster designs through a sampling of known customers to gauge image effectiveness in portraying the program message.



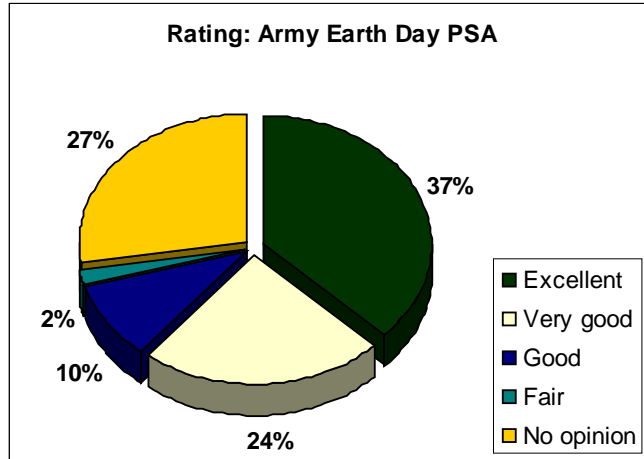
Comments on the 2009 Earth Day posters:

- “The poster never came in.”
- “Posters were not sent until AFTER Earth Day. So they pretty much went to paper recycling instead of being distributed as we would have liked to have done with them. Better late than never doesn't really cut it in this instance.”
- “Never received the poster.”
- “Why were the people wearing ear plugs in the poster?”
- “Make a more-personal message as part of the campaign. What's in it for the average citizen/ consumer to get involved in Earth Day and why should they care about the environment? A picture of a stoic soldier really doesn't "sell" what Earth Day and/or sustainability are all about.”
- “It seemed that in the posters the images of the children were meaningless; there was no message in the images. The boot side was better.”
- “I felt that this year's posters were confusing. There was a picture of kids and adults with ear plugs in, but no reason as to WHY they were wearing them.”

Public Service Announcement

A video public service announcement (PSA) for Army Earth Day was produced in 2009 featuring the images from the posters. It was shown on the electronic bulletin board at the Pentagon, distributed through SRTV, and posted on the USAEC Web site. Although 71% of survey respondents liked the PSA, more than 25% had no opinion of the product, indicating a potential either that they never saw it or didn't use it.

- Recommendation for next year: produce the PSA next in year in a format that installations can use on their electronic bulletin boards, and promote the product's availability through the Earth Day listserv.



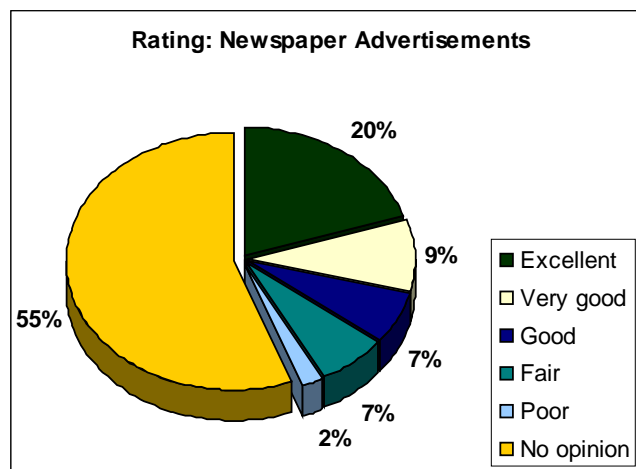
Comment on the Earth Day Public Service Announcement:

- “I’m proud of your job and the public service announcement.”

Newspaper Advertisements

Both broadsheet and tabloid newspaper ads installations can use to promote their Army Earth Day event were created for both poster designs and made available on the USAEC Web site Army Earth Day Web page. The ads could be modified for any installation/organization/activity to use, however this product had the highest “No opinion” rating of all the Army Earth Day products at 55%. Although no comments on this product were received, this rating indicates a significant lack of interest in the product.

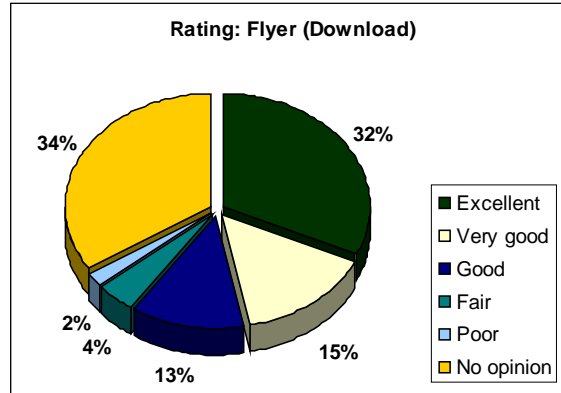
- Recommendation for next year: either discontinue developing the newspaper advertisement products or target this product solely at installation newspaper editors at garrison public affairs offices.



Flyer

Although not as high as the rating for the newspaper ads, the “No opinion” rating for the Army Earth Day flyer was still quite high at 34%. Event summaries provided by Army Earth Day event planners over the past several years suggest a reason for the rating, that event planners create their own flyers tailored to their particular events.

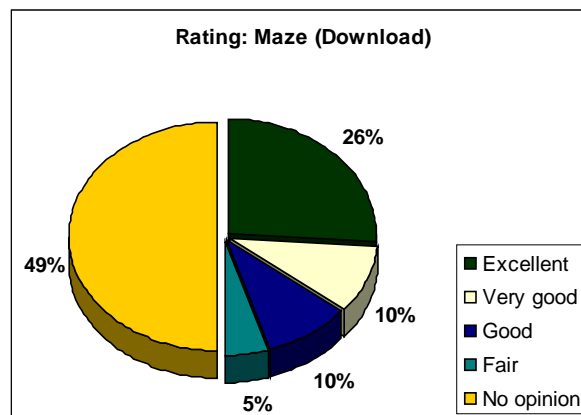
- Recommendation for next year: either discontinue developing the flyers or develop a flyer than can easily be tailored by event planners.



Maze

The maze is a product designed for children that can be downloaded from the USAEC Earth Day Web page and printed as an Army Earth Day event giveaway. Although event planners often ask USAEC to provide giveaways, this product had the second-highest “No opinion” rating in the survey at 49%.

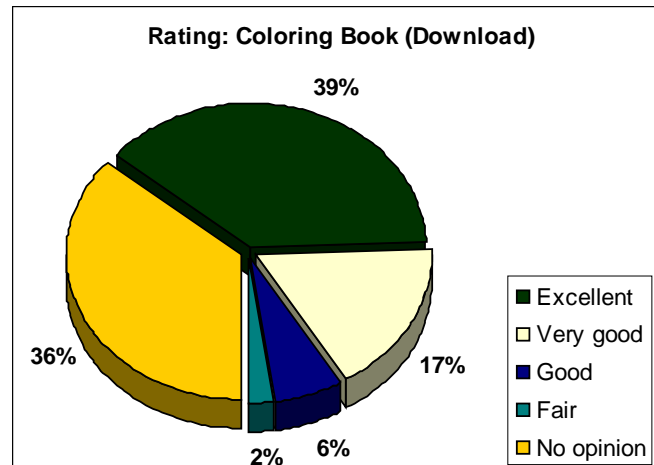
- Recommendation for next year: Remove this item in favor of focusing on other Earth Day products.



Coloring Book

The Army Environmental Programs Coloring & Activity book is another product designed for children that can be downloaded from the USAEC Earth Day Web page and printed as an Army Earth Day event giveaway. Although this product has its own icon on the “Resources” page to make it prominent, and many respondents rate the product as very good to excellent, a high number had “No opinion” of it. Since experience with the coloring book indicates that it is a very desirable giveaway in hard copy, the fact that this is an electronic product suggests a reason why so many respondents rated it the way they did. Since this several-page product is expensive to produce in hard copy USAEC may only be able to provide it as an electronic resource.

- Recommendation for next year: investigate whether USAEC is able to provide the Army Environmental Programs Coloring & Activity book as an orderable resource through the Web site perhaps by redesigning it into a smaller, less-expensive product.



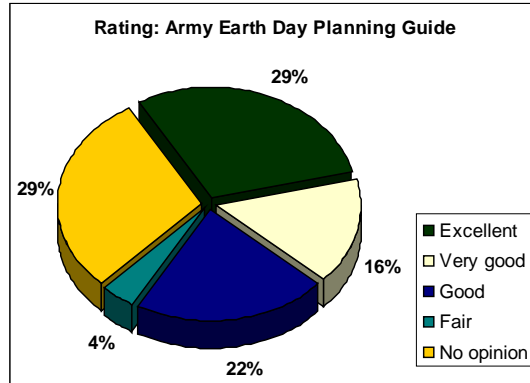
Comment on the Coloring Book:

- “Everybody loved the coloring book. I wish it was available for us to order large quantities and keep them available all year long.”

Planning Guide

The Army Earth Day Planning Guide has a favorable rating by two-thirds of the survey respondents. Even so, one third thought little of it. Although the guide was updated in January 2009, one respondent suggested that it was out of date.

- Recommendation for next year: make a thorough review of the planning guide to see if it is a timely and applicable resource for Army Earth Day event planners.
- Recommendation for next year: use the winter *Environmental Update* and the listserv to promote the availability of the planning guide as a resource to Army Earth Day event planners in advance of the planning season (January).



Comments on the Army Earth Day Planning Guide:

- “Planning guide must be updated.”
- “We seem to have gotten the Earth Day Planning Guide through our PAO rather than "environmental" channels. This could be put out a little further in advance through our network and maybe mentioned in the winter issue of the Environmental Update.”

General Product Comments

General comments from survey respondents regarding Army Earth Day products are provided below. USAEC responses follow as appropriate.

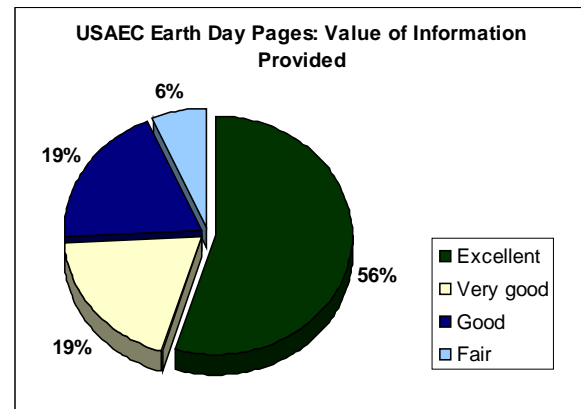
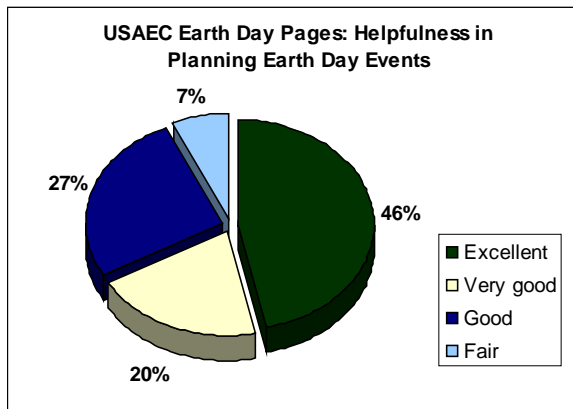
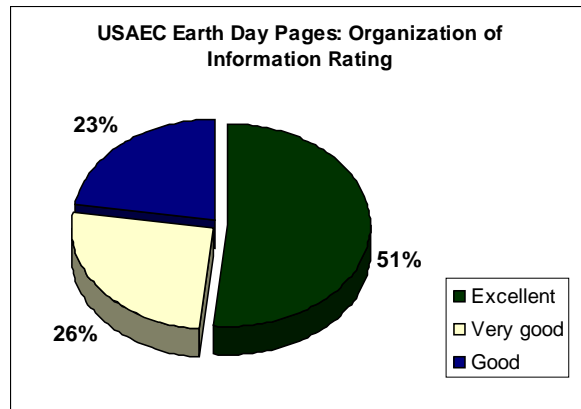
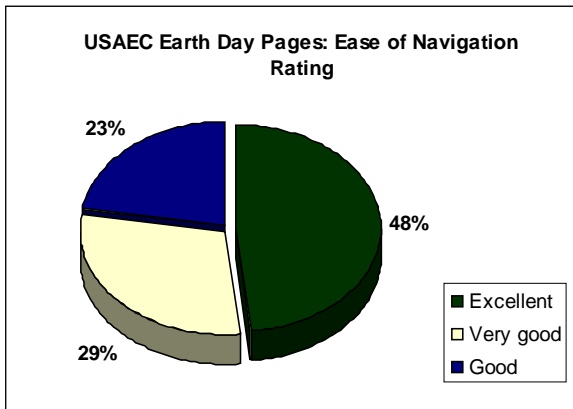
- “Suggestion: To have a tri-fold brochure to hand out that talks about Army Earth Day and the Sustainability efforts being conducted throughout the Army. Also for it to have an area that the installation can fill in for their particular date, event and effort being conducted.”
 - Recommendation for next year: look into the feasibility of producing such a brochure focused on sustainability and making it available for Earth Day and other events.
- “Goodies, such as pencils, erasers, environmental logo stickers, crayons, etc. In general, anything that can be provided to the public, especially children, who attend our Earth Day Expo would be appreciated.”
 - Recommendation for next year: although the law prohibits the USAEC from providing the kind of giveaways mentioned above, evaluate the giveaways we currently have to see if there is something we could legally produce that would be fun and informative for events like Army Earth Day. Use the listserv to let Army Earth Day event planners know what resources/giveaways USAEC is able to provide.
- “A special certificate of participation that also counts (ethical grade) for the ranking army system personnel, that would be applied in a ceremony celebration and from the veterans of the army. By this, we did honor the day, we honor the history, and we also strengthen our system values for the army and the nation in a chain value.”

NOTE: Since special certificates like these are bestowed by the installation command as it sees fit, it would be inappropriate for the USAEC to do this.

- “A product that we compiled was downloading several of the videos from the AEC archive and created a video montage that played throughout the day at our interactive display. Such a product could be easily compiled by AEC and made available for all.”
 - Recommendation for next year: prepare a video montage of Army environmental successes and make it available on the Army Earth Day Web page, or offer to provide DVD copies upon request.
- “The USAEC was an invited guest to our installation. They had one of the best and most impressive booths. The USAEC provided many different types of bookmarks with endangered species as handouts that the attending students loved to receive.”
- “I did not know that there were products available.”
- “The endangered species bookmarks could be tailored to regions.”
 - Recommendation for next year: create four new bookmark designs, one tailored to each of the IMCOM regions.
- “I would like to get more information sent to the installations about the Earth Day products available. We got the posters but did not know of anything else.”
- “My installation did not use any of the material, I am not sure why.”
- “How do does an entity request any of the U.S. Army Environmental Command Earth Day Products?”
 - Recommendation for next year: notify listserv members when new products become available on the USAEC Web site.
- “All material was superb.”
- “They are very useful for anyone.”

USAEC Army Earth Day Web Pages

More than 56 percent of respondents indicated that they used the USAEC Army Earth Day Web pages in planning their organization's 2009 Earth Day events. The following tables display survey participants' ratings for each of the aspects of the Web site evaluated in the survey.

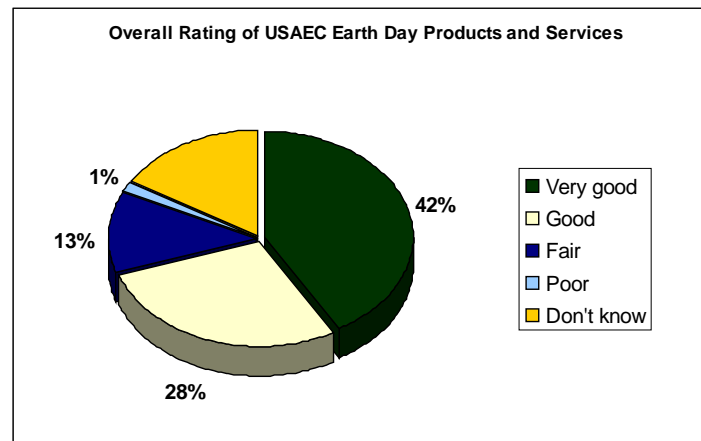


The survey then asked respondents if they were able to find everything that they were looking for on the USAEC Earth Day Web pages. More than 80 percent of respondents indicated that they were able to find everything that they were looking for. The survey also provided an opportunity for respondents to list any items they were unable to locate. Comments included the following:

- "Didn't cover enough subject areas or ideas."
- "Maybe more live examples of families (in the Army) about how they teach their children taking care for the environment during the year. They might be humorous as well, (constitute a small reward for the best of these short videos, just for motivation and culture creation)."
- "Earth Day TV advertisement."
- "Regional contacts."

Overall Satisfaction Rating

Seventy percent of survey respondents rated USAEC's Earth Day products and services as "very good" or "good"—a decrease from 88 percent in 2008.



Respondents provided the following overall comments regarding USAEC's Earth Day products and services:

- "Very organized, available to help, and dependable."
- "I must proudly say that this year's Earth Day activity was a total success. We had a great time coordinating it and working together as a team. Our goal is to each year get even better results. We enjoyed putting it all together and according to the feedback, the public also enjoyed it very much!"
- "Everyone thought that the USAEC booth was impressive."
- "I'm near MacDill in Tampa, FL and hadn't heard of any events. I became aware of your site by searching for energy efficiency ideas in the military and was quite pleased what I learned from LaHood and another base in NY."
- "Fifty posters that were ordered never arrived. Please designate a POC for next year to whom we can directly contact and receive full support."
 - Recommendation for next year: Provide USAEC POC information for Army Earth Day customers.
- "The quality is excellent."
- "Keep up the good work."
- "Providing posters is not enough to have a successful event."

Thank You!

The USAEC PAO thanks all of the respondents to the Army Earth Day 2009 survey for taking time to provide your input. This will help us make the support we provide to you better.

For more information contact: APGR-USAECEarthDay@conus.army.mil.