

Earth Day Online University

*Helping the Roanoke community recognize the 50th
anniversary of Earth Day, all online*

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Background

- Roanoke hosts a big Earth Day festival each year that was cancelled due to COVID-19
- Regional economic development strategy focused on outdoor recreation and appreciation
- Thought it was important to recognize the 50th anniversary of Earth Day
- Significant opportunity to discuss sustainability programs of local governments and local businesses as news stories began to focus on the positive air quality impacts of a sudden massive shift to telework

Solution

RIDE Solutions Presents:

EARTH DAY ONLINE UNIVERSITY

April 22, 2020



Solution

- Partnership with Carilion Clinic, City of Roanoke, Clean Valley Council, and others
- 9-hour Facebook/Twitter event with a series of live videos and curated videos either produced just for the event by local partners, or recommended by partners and local governments
- Covered topic areas like air and water quality, energy, local food, transportation, LEED, and more

Process

- Two weeks from conception (April 8) to execution (April 22)
- Email coordination with local governments and business to collection videos.
- Document created with video schedule, post text, comment text, links, and tags
- Focus on educational material that directed viewers to ways to take local action
- Live videos by Jeremy introduced topic areas, ran contests, and provides recognition for the TDM program

Process

- Video posted every 10/15 minutes
- Comments monitored for trolls (there were none)
- Videos posted on FB, Twitter, and website simultaneously
- Videos archived on website

Results

- Media attention – Zoom television interviews and radio interviews with all major local media
- 25,700 people reached during event promotion, both organic and paid reach on Facebook
- ~ 500 participants the day of
- 9,000 videos views within the first week

Results

- Due to the success of the event, the City of Roanoke emulated the online component for its new Every Corner is a Crosswalk campaign, which RVARC, through RIDE Solutions, managed, including video creation and day-of production
- May be a model used even post-COVID to host appropriate virtual events