

Green With Envy

Building for Tomorrow



Purpose

Designed to highlight the Town of Greenville's efforts to address the need for more housing choice and a greater supply of affordable workforce housing in the community.

Ads congratulated Greenville on proposed changes to their comprehensive plan and zoning code which provided smaller lots sizes, more flexibility in development and housing options and a more predictable and efficient approval process.

The hope was that through a positive campaign on behalf of Greenville, surrounding communities would want similar 'free' advertising and follow suit.

Additionally, business leaders were also considered "consumers" for this campaign, tied to a secondary goal of engaging them in the advocacy for affordable housing for their workforce.

The campaign targeted mediums that have these two groups as their primary audience.

Outreach



Publications – ½ pages ads in the two most prominent community magazines ~~two months~~ running 4 months



Digital ad program - targeting local employees and business owners



Direct Mailing - to area business leaders and company human resource departments



\$38,500

\$35,00 Consumer Advocacy Outreach Grant
\$3500 WRA 10% match

GREENVILLE GETS TO WORK

More Workforce Housing Choices Move the Community to a Brighter Future

Greenville leads the way with transformative change to its regulations and zoning codes, with a wider range of new housing options and lower overall development costs by:

- Speedier review processes
- More flexibility in housing types – apartments, townhouses, duplexes, granny flats, and smaller homes



As a Fox Cities Area native, I am proud to see the positive effect of Greenville's housing development efforts have had not only for my family, but those close to me. Thank you Greenville!"

- Nicholas Heenan, Quality Technician, Zebra Technologies, Greenville, WI.

Greenville's hard work ensures that all citizens - including those people working in their community - have affordable housing choices that meet their needs today...and in the future.

Greenville...a Blueprint for Progress in Fox Valley!



Paid for by the Wisconsin Homeowners Alliance.
<https://wisconsinhomeownersalliance.org/>

GREENVILLE IS GROWING STRONGER

More Workforce Housing Choices Move the Community to a Brighter Future

Ready, Set...GROW!

Greenville is leading the way with transformative change to its regulations and zoning codes, spurring a wider range of new housing options and lower overall development costs with:

- Speedier review processes
- More flexibility in housing types – apartments, townhouses, duplexes, granny flats, and smaller homes

Greenville's hard work and innovation ensure that all citizens – including those people working in their community – have affordable housing choices that meet their needs today...and in the future.

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for Progress in Fox Valley!**



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GREAT JOB, GREENVILLE!

*Congratulations
From the REALTORS® Association of Northeast Wisconsin*

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- Speedier review processes
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Greenville's hard work and innovation ensure that all citizens – including those people working in their community – have affordable housing choices that meet their needs today...and in the future.

**Greenville...a model for what
Fox Valley can become!**



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GREENVILLE IS GETTING IT DONE

Congratulations

From the REALTORS® Association of Northeast Wisconsin

A Community with Vision

Greenville is leading the way with transformative change to its regulations and zoning codes, with a wider range of new housing options, attracting new businesses and lower overall development costs by:

- Speedier review processes
- More flexibility in housing types – apartments, townhouses, duplexes, granny flats, and smaller homes



"Greenville is a great place to live and work - and we want our employees to have the ability to do both. We commend Greenville for its recent proactive efforts to increase the supply of workforce housing in Greenville."
- Scott Sawinski Owner, Flash Nutrition and Executive Director, Fox West Chamber of Commerce and Resident of Greenville

Greenville's hard work and business development strategy ensures that all citizens - including those people working in their community - have affordable housing choices that meet their needs today...and in the future.

**Greenville...a model for what
Fox Valley can become!**



Paid for by the Wisconsin Homeowners Alliance.
<https://wisconsinhomeownersalliance.org/>

CAMPAIGN: WI - Workforce Housing LOCAL – "Green With Envy" – Report 5
AD TYPE: Display Ads
START DATE: November 9, 2020
END DATE: December 11, 2020



Display Summary

From November 9th through December 11th, display ads delivered a total of 192,358 impressions to the target audience and generated a total of 195 clicks, for an overall click through rate (CTR) of 0.10%. The strongest CTR came through the 320x480 creative ad unit, while the 320x50 ad unit drove in the most clicks. As we expect to see, impression delivery by device type significantly favored mobile devices over desktop computers.

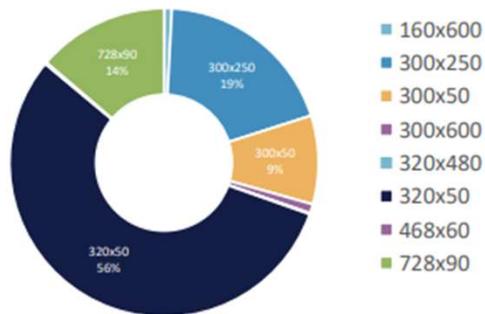
Performance by Ad Dimension

Dimension	Impressions	Clicks	CTR
160x600	1,579	3	0.19%
300x250	37,018	45	0.12%
300x50	17,851	13	0.07%
300x600	1,801	3	0.17%
320x480	264	3	1.14%
320x50	107,022	78	0.07%
468x60	362	-	0.00%
728x90	26,461	50	0.19%
Grand Total	192,358	195	0.10%

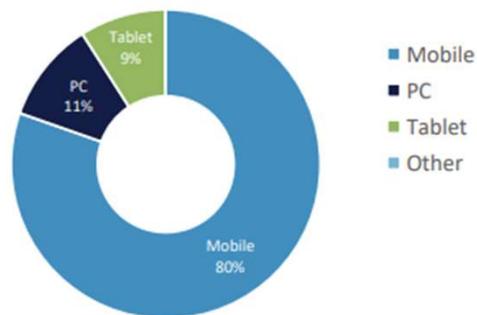
Performance by Device

Device	Impressions	Clicks	CTR
Mobile	154,589	142	0.09%
PC	20,342	11	0.05%
Tablet	17,420	42	0.24%
Other	7	-	0.00%
Grand Total	192,358	195	0.10%

Creative Size by Impressions



Device Type by Impressions



Display Ads

Direct Mail Piece

Wisconsin Homeowners Alliance
4801 Forest Run Road
Madison, WI 53704

Paid for by the Wisconsin Homeowners Alliance
<https://wisconsinhomeownersalliance.org>

Ready, Set...GROW!



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GREAT JOB, GREENVILLE!

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More Workforce Housing Choices Move Our Community to a Brighter Future

Greenville is leading the way with transformative change to its regulations and zoning codes, spurring a wider range of new housing options and lower overall development costs, with:

- Fair and predictable review processes
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Greenville's hard work and innovation ensure that all citizens — including those working in their community — have affordable housing choices that meet their needs today and in the future.



Greenville — a Model for Progress in the Fox Valley

What did we do right?



We had been building a better working relationship with the town staff and board



We were involved in the process of developing the comprehensive plan update and zoning code update



We sought to implement a positive campaign to highlight the positive relationship AND the policy changes the town was proposing



We approached the town board before beginning the ad campaign to get their approval

What went wrong?



Future Grants



RANW will apply for a Consumer Outreach Grant again



RAWN will continue with the positive message approach



RANW will build local campaigns off future state association initiatives to try to garner some local media attention