

Introduction

Tally Ho Design is charged with working with the Regional Stormwater Education Program (RSEP) Steering Committee to develop and implement a coordinated media campaign to comply with the EPA's requirement "to educate the public about the impacts of stormwater discharges on water bodies and the steps that the public can take to reduce pollutants in stormwater runoff." The annual communication plan guides our efforts. This 2009 communication plan is the seventh such plan and it builds on previous efforts and learnings. It also continues to incorporate findings from the 2008 stormwater survey conducted for RSEP by UVM's Center for Rural Studies.

Tally Ho Design will be working with Regional Stormwater Education Program (RSEP) to develop and implement an outreach/social marketing campaign to comply with the EPA's requirement "to educate the public about the impacts of stormwater discharges on water bodies and the steps that the public can take to reduce pollutants in stormwater runoff."

The Regional Stormwater Education Program (RSEP) includes the following towns and communities:

Burlington	Milton	Williston	Non-traditional Members	
South Burlington	Essex Junction	Colchester	UVM	VTrans
Winooski	Essex	Shelburne	Burlington Int'l Airport	

Goals

- Rebrand Smartwaterways, incorporating the Chittenden County Stream Team into a single entity.
- Redesign the current site, at www.rethinkrunoff.org, incorporating a revised brand hierarchy, responsive design, eliminating all Flash functionality.
- Reskin print and web ads, retaining the existing messaging. Edit TV and radio spots to include revised URLs, as best as possible.
- Create a new survey for implementation.

Strategic Focus and Concepts

Overall, messaging will remain consistent through year one, especially pertaining to advertising. We will begin simplifying messaging to increase accessibility.

Key Concepts:

- Fertilizers: Reduced use; correct time to fertilize; no phosphorus fertilizers.
- Pet Waste: Pick-up pet waste at all times; in the yard, trails, woods. Organic/biodegradable doesn't mean you should leave it.
- Slow the Flow: small DIY projects—rain gardens, rain barrel workshops, proper gutter runoff.

Rebranding

Tally Ho Design has rebranded the campaign Smart Waterways as Rethink Runoff. The name change kicks off a major rebranding effort, including a new visual identity, revised website, and updated advertisements.

Our goal in the rebrand is to bring Smartwaterways and the Chittenden County Stream Team under a unified brand umbrella.

In terms of the website content, we envision the site as a resource for solutions to stormwater runoff problems, in addition to providing education. We would retain all municipal information, but our goal will be to provide solutions, encouraging multiple visits from people. Information and education will be our primary focus: stormwater infographics and DIY-projects that the average person can implement to reduce or eliminate run-off. This is currently on the website, but the information is not readily accessible. We would advise implementing a drop-down menu, so all pages are consistently accessible.

We will design with responsive behaviors in mind: larger imagery, directing visitors to certain parts of the site with a navigational structure that is much more clear.

We would recommend redesigning, restructuring the Stormville interactive feature currently on the website, and building upon this, using either HTML 5/animated videos, with a much larger footprint on the webpage. Again, the illustration style would reflect any new branding implemented. Our graphics in this could be further used down the in videos as needed.

In addition, we would create a kids-specific section in the website, focusing on education and awareness, combined with age-appropriate (elementary school) activities: checklists for kids to review with parents, smaller science projects that highlight issues surrounding stormwater runoff, and potential projects.

We also plan to incorporate all relevant content from the Chittenden County Stream Team into their own section on rethinkrunoff.org. The Stream Team would update the blog with news, events, and recaps. There would be multiple links on the homepage, and throughout, encouraging people to connect with the Stream Team.

Prior to launch, we would optimize the entire site for search engines (SEO), reviewing keywords based on search topics, and adjust our content across all pages accordingly. While some of our content is specific to Chittenden County, projects and other pages may have a larger potential reach, which would in turn raise the visibility of the website in search engines.

Overall, the website should serve a continual resource for stormwater-runoff prevention.



Rethink Runoff

- overall brand
- infographic-style



The Stream Team

- “boots on the ground”
- outreach
- hand-drawn aesthetic



Ms. Drop

- runoff tips and techniques

Website Layout

Responsive behavior

Monthly rotating tips

Multiple entry points to Stream Team information

Instagram Feed

Website Content:

- Header:** RETHINK RUNDOFF, WEATHERS | FIBER OPTICS | SECURITY | COMMUNICATIONS | SERVICES | ABOUT
- Hero Section:** Tips for keeping your storm drains clean and clear. Read More
- Text Block:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum pellentesque magna a leo feugiat efficitur. Aliquam erat volutpat. Donec a gravida ante. Fusce sit amet molestie justo, sed commodo mi. In volutpat purus sit amet lorem aliquam cursus. Curabitur rutrum, dui suscipit rhoncus fermentum, tortor sapien rhoncus lorem, ut congue tortor justo nec enim. Praesent maximus
- Ms. Drop's Monthly Tip:** Ms. Drop's Monthly Tip. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum pellentesque magna a leo feugiat efficitur. Aliquam erat volutpat. Donec a gravida ante. Fusce sit amet molestie justo, sed commodo mi. In volutpat purus sit amet lorem aliquam cursus.
- My Watershed:** A watershed is an area of land where all water flows to the lowest point, or river, stream or lake. Water flows over the sides of the area from the highest point to the bottom of the watershed. This area flows to the lowest point or river, and is called the watershed. Watersheds are important because they determine how water flows and what it can do to help clean up our lakes and streams.
- Teaching Resources:** Our resources for educators and students from elementary school to high school. These resources include articles, curricula and activities for the classroom to address students of all ages about Stormville and what they can do to help clean up our lakes and streams.
- Get Involved:** Learn more about all our activities and programs. We have a variety of programs and activities for all ages. We have a variety of programs and activities for all ages. We have a variety of programs and activities for all ages. We have a variety of programs and activities for all ages.
- Stream Team:** THE STREAM TEAM. STORMVILLE GRAPHIC TO COME
- Call to Action:** CALL TO ACTION. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum pellentesque magna a leo feugiat efficitur. Aliquam erat volutpat. Donec a gravida ante. Fusce sit amet molestie justo, sed commodo mi. In volutpat purus sit amet lorem aliquam cursus. Curabitur rutrum, dui suscipit rhoncus fermentum, tortor sapien rhoncus lorem, ut congue tortor justo nec enim. Praesent maximus
- Photo Stream:** PHOTO STREAM. A grid of small images showing various scenes.
- Upcoming Events:** UPCOMING EVENTS. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum pellentesque magna a leo feugiat efficitur. Aliquam erat volutpat. Donec a gravida ante. Fusce sit amet molestie justo, sed commodo mi. In volutpat purus sit amet lorem aliquam cursus. Curabitur rutrum, dui suscipit rhoncus fermentum, tortor sapien rhoncus lorem, ut congue tortor justo nec enim. Praesent maximus
- Footer:** Stormville Runoff is a program of Otsego County Regional Planning Commission. Copyright 2019. Runoff and Web Design and Development: Tals Hb Design.

Advertising

Advertising during the year one implementation will not include new messaging. Tally Ho Design will take existing ads and update them, whenever possible to reflect the new brand.

Print and web digital ads will be skinned to reflect the new brand. Our goal is to edit and update the TV and radio spots to include the new name and URL at the end. We've collected the previous print and web advertisements and parsed them out into the following 4 categories. With each category, we're targeting a "best practice" in terms of targeting. This means we're trying to target the largest majority demographic associated with each group that will provide the best reach per dollar. All ads will be updated visually.

1. Slow the Flow, Create a rain garden



Demographic

Men and women
30-65
Homeowner/Condo-owners
Burlington, South Burlington,
Winooski, Williston, Colchester,
Essex, Essex Junction, Shelburne

Initial Keywords

- Horticulture
- Gardening
- Perennials
- Annuals
- Mulch
- Compost
- Planting
- Seeds
- Vegetable Garden
- Gardening Equipment

2. Slow the Flow, Create a rain barrel | Neighborhood (Downspouts)



Demographic

Men and women
30-65
Homeowner/Condo-owners
Burlington, South Burlington,
Winooski, Williston, Colchester,
Essex, Essex Junction, Shelburne

Initial Keywords

- Hardware
- Home Improvement
- DIY
- Home Projects
- Yard

3. Fertilizer, In the fall or not at all



Demographic

Men
30-65
Homeowner
Burlington, South Burlington,
Winooski, Williston, Colchester,
Essex, Essex Junction, Shelburne

Initial Keywords

- Fertilizer
- Lawn Care
- Mowing
- Seed
- Yard Care
- Weeds
- Lawn Mower

4. Slow the Flow, General Ad (general awareness)



Demographic

Men, 30-65
Homeowner, Condo-owner, renters
Burlington, South Burlington,
Winooski, Williston, Colchester,
Essex, Essex Junction, Shelburne

Initial Keywords

- Lake Champlain
- Beaches
- North Beach
- Oakledge Park
- Community Sailing Center
- Algae Blooms
- Blue-green algae
- Mallets Bay
- Boat launch
- Lake Champlain Water Quality

Advertising (cont.)

Television & Radio

Television and radio advertising will be updated with a revised URL. We are currently awaiting estimates on both.

In addition to reviewing the current WCAX and Xfinity advertising buys, we are also considering Youtube advertising. Similar to other digital advertising via Google. Youtube video advertising will allow us to target people by location, age and affinity. We'll be able to lock relative keywords, like fertilizer, gardening, gutters while combined with geographic targeting. We will address this more in-depth in the media plan.

Survey

Based on earlier survey findings, we will be creating and implementing a new survey. Our goal is to review questions and answers from the last two surveys, in an effort to edit/adjust questions and avoid repetitive answers.

The mean age of the last survey was 6X years.

Past Survey Results

Part of the RSEP Stormwater initiative includes monitoring the effectiveness and awareness through surveys every 5 years. The past survey (2013) detailed the reported behaviors of 400+ residents in 9 towns.

Key Results

Initial survey conducted 2003 and replicated in 2007:

- In 2003, 27 percent had no idea where storm water goes.
- In 2007, only 12 percent surveyed had no idea,
- In 2003 only 62 percent said they throw their pet waste in the trash when walking their dogs;
- In 2007, this had increased to 73 percent.

Revised survey conducted in 2008 and replicated in 2013:

- Increase to 81.1% in 2013 reported throwing pet waste in trash when walking dogs
- Drop in use of fertilizers from 50 percent in 2008 to 29 percent in 2013

We will be proposing updated and new questions based on answers from the last two surveys (2008 and 2013).

In addition, we want to reduce the average age of the survey respondent from 65 to about 45. To that end, we're reviewing opportunities to administer the survey online, as well as by phone. We are discussing incentivizing the survey, but do want to ensure this will not taint the results.

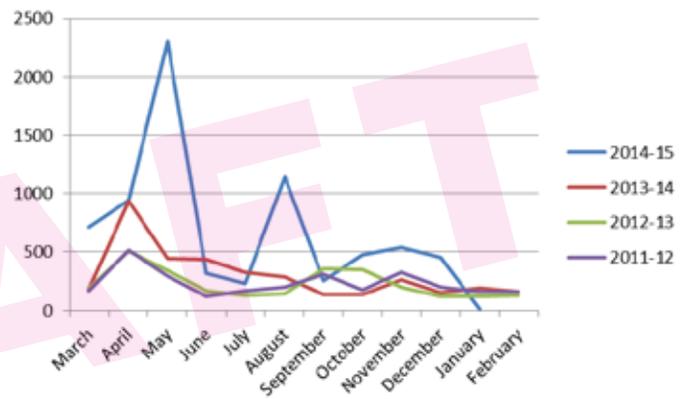
Past Performance

Recent Results:

Online Media Results, Fall 2016				
Source	Impressions	Clicks	Cost	Cost per Click
WCAX	80,000 impressions RSS feed	796	800.00	\$1.01
	250,000 PC impressions			
Xfinity	50,000	256	1,985.00	\$7.75
VPR	20,000	26	300.00	\$11.54
Front Porch Forum	140,000	377	1,050.00	\$2.79
Google ad network	pay-per-click	376	699.60	\$1.86
TOTAL		1831	4,834.60	\$2.64

Visits:

Total	Time Period
7,387	3/2014–2/2015
3,645	3/2013–2/2014
2,756	3/2012–2/2013
2,804	3/2011–2/2012



Popular Pages:



Device Use:

1. desktop	398 (61.72%)
2. mobile	73 (14.99%)
3. tablet	16 (3.29%)

Location Breakdown:

1. Burlington	524 (21.74%)
2. South Burlington	299 (12.41%)
3. Essex	239 (9.92%)
4. Colchester	221 (8.17%)
5. Williston	150 (6.22%)
6. Montpelier	111 (4.61%)
7. Shelburne	107 (4.44%)
8. (not set)	84 (3.49%)
9. Richmond	74 (3.07%)
10. Stowe	49 (2.03%)

Acquisition:



Potential Measurements of Success

- Site visits
- Stream Team Sign-ups
- Digital ad click-throughs
- Specific landing pages for print
- Survey respondents (targeting a younger age demographic)
- Overall public awareness

List of Toolbox Materials

Year One

- Website
- Digital ads: parsed into 4 categories
- Print ads: parsed into 4 categories
- Updated 30 second TV spot
- Updated 30 second radio spot
- Rethink Runoff stickers*
- Pet waste bag holder stickers*
- Stream Team banner*
- Stream Team banner*

*TBD, based on budget

Year Two

- Revised digital ads with new messaging
- Revised print ads with new messaging
- Revised TV spot (15 second) with new messaging
- Revised TV spot (15 second) with new messaging
- Stream Team Canopy
- Rethink Runoff T-shirts
- TBD

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