## Timeline

<table>
<thead>
<tr>
<th>Month</th>
<th>Tasks</th>
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<tbody>
<tr>
<td>January</td>
<td>• Begin web production, begin content migration/development</td>
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<td></td>
<td>• Review existing advertising for 2017 updates</td>
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<tr>
<td>February</td>
<td>• Create Communications Plan</td>
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<td>• Create Media Plan for Spring 2017</td>
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<td></td>
<td>• Create Executive Summary (3/1)</td>
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<td></td>
<td>• Begin Survey questions for review</td>
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<td></td>
<td>• Continue web production</td>
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<td></td>
<td>• Make branding updates to existing advertising</td>
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<tr>
<td>March</td>
<td>• Website launches, end of month</td>
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<tr>
<td>April</td>
<td>• Spring advertising launches</td>
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Communications Plan

Brand and Website Refresh

- Rebrand/redesign site.
- Include an educational component: experiments and projects for parents/kids.
- Outreach to ECHO and an exploration to local schools, for information gathering for web content and future education integration.
- Refresh Stormville out of Flash into HTML5 or something similar.

Advertising Creative

- Print and online ads reskinned.
- Radio/video to be spliced at the end, waiting for estimate.
- Strong focus on print and web. Focus less on radio and TV in year 1.

In addition to Seven Days, we may consider KidsVT for an educational focus. Consider Youtube for video advertising.
RETHINK RUNOFF
Icon will only be used on website and other strongly controlled instances, not across the entire initiative.
Welcome to Stormville

Interactive spots
Revised illustration for Stormville will be purposed as icons, using brand colors, and serve as visuals on various advertisements.
Rethink Runoff
• overall brand
• infographic-style

The Stream Team
• “boots on the ground”
• outreach
• hand-drawn aesthetic

Ms. Drop
• monthly tips, other assorted appearances
Slow the Flow
Create a rain garden

In the fall or not at all
Fertilizer

Slow the Flow
Create a rain barrel
Neighborhood (Downspouts)

In the fall or not at all
Fertilizer

Slow the Flow
General Ad (general awareness)

Learn more about stormwater:
smartwaterways.org
**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

**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

**Slow the Flow**
Create a rain barrel
Neighborhood (Downspouts)

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

**Initial Keywords**
- Hardware
- Home Improvement
- DIY
- Yard

**Slow the Flow**
General Ad (general awareness)

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

**Initial Keywords**
- Lake Champlain
- Beaches
- North Beach
- Oakledge Park
- Community Sailing Center
- Lake Champlain Water Quality
- Algae Blooms
- Blue-green algae
- Mallets Bay
- Boat launch
Slow the Flow of Stormwater
Plant a rain garden smartwaterways.org

Strong brand presence
Direct call to action

Active engagement, or conversation in tone
Update with new style

RETHINK RUNOFF
Plant a rain garden to reduce stormwater runoff into Lake Champlain
Learn more at RethinkRunoff.org

Simplified, reduce copy

RETHINK RUNOFF
Rain water runs over roofs & driveways, carrying debris into our streams, rivers and lakes.
HELP KEEP CHAMPLAIN CLEAN!
Website Walkthrough

We will walk through the current dev site. This is not a full review for content, that will be coming in the next month.
THANK YOU!