

CCST Work Plan 2015 (calendar year)												
TASKS	DESCRIPTION	DELIVERABLES	MEASURES OF SUCCESS	2011 Actual	2012 Actual	2013 Actual	2014 Target	2014 Actual	2015 Target	2015 Actual (As of 12/31/2015)		
Ongoing Tasks												
Quarterly reports and Annual Summaries	Prepare reports and summaries for review by committee	<ul style="list-style-type: none"> Annual report Quarterly summary of activities 	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
Steering Committee Meetings	Prepare information and attend regular meetings	<ul style="list-style-type: none"> Attend meetings with well-prepared information 	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
Expense Tracking	Track all expenses by maintaining simple accounting system	<ul style="list-style-type: none"> Have accounting information readily available for partners 	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
Communication with CCRPC and Partners	Keep in regular communication with partners on progress	<ul style="list-style-type: none"> Provide monthly updates on progress of initiatives via meetings or email 	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
Increase Revenue	Solicit and secure in-kind or cash donations from individuals, businesses, and non-member towns	<ul style="list-style-type: none"> Corporate Sponsors Associate members Individual Donations 	Donation received	0	\$200 in plants	+\$500 in plants and donation towards sign	n/a	+\$300 in plants, and RB cleaning supplies (\$15)	n/a	+\$150 in RG plants, \$43 in individual donation		
Media Coverage	Increase media coverage of Stream Team happenings via local media outlets	<ul style="list-style-type: none"> Inform local media prior to any activity within a town Post volunteer ops on media calendars 	Independent News Pieces (articles, TV stories, published photos etc.)	3	1	3	3	4	3	6 (Milton Independent 5/7, Williston Observer 5/21/15 & 7/30/15, The Citizen 5/14/15, Shelburne News 5/6/15, WEF newsletter 5/5/15)		
Promotional Item Development	Develop additional maps and flyers to be distributed in focus areas to increase interest of residents	<ul style="list-style-type: none"> Develop more robust CCST informational materials 	Handouts/Flyers Developed	1	1	0	n/a	7	n/a	4 (RB workshop fliers, RG booklet, RG brochure)		
Partnership Development	Foster partnerships with organizations and groups to increase our reach. (Such as send all volunteer opportunities to Master Gardener Listserv with at least a 1-week lead-time Meet with conservation commissions, WVPD, ReSource, LCI, LCC etc.)	Successful partnership on one or more project in the calendar year	Number of organizations partnered with	3	4	5	n/a	12	5	9 (Town of Williston, SB NRC, SB Dept. of PW, Milton CC, CVU art club, Winooski Teen Center, Sea Grant, SB High School, local gardener)		
Outreach												
Website and FB	Keep Website and Facebook page populated with information, photos and ways to get involved	<ul style="list-style-type: none"> Biweekly information addition – photo, volunteer opportunity, upcoming events etc. Targeted marketing of online pages at outreach events 	Website Hits (Google Analytics)	317	802	801	800	1,454	850	1,773		
			Total FB “Likes”	55	66	83	95	104	114	120		
CCST Mailchimp Updates	Continue to send regular updates of CCST happenings via email mailing list	<ul style="list-style-type: none"> Quarterly mailing updates Increase mailing list 	Total Mailing List	217	246	261	275	290	300	459		
Outreach Events	Provide presence at community events to share CCST information to a broad audience. Focus on populations with low	<ul style="list-style-type: none"> Attend or organize a minimum of 3 outreach events within project area 	Participants Total	n/a	116	154	n/a	237	200	360		
			Burlington Participants	n/a	n/a	n/a	n/a	n/a	n/a	100		
			Milton Participants	n/a	n/a	n/a	n/a	n/a	41			

	participation numbers from previous years. Outreach activities should generally occur in the fall in preparation for spring implementation.			Shelburne Participants	n/a	n/a	n/a	n/a	n/a	n/a	35
Event-driven Tasks (Program & Project Implementation)											
Stormwater Project/Programming	Complete projects in three towns. Focus on towns that were targeted for outreach in the previous year.	<ul style="list-style-type: none"> ● A minimum of 3 projects completed such as: <ul style="list-style-type: none"> ○ Stream Cleanup ○ Catch Basin Stenciling ○ Buffer Planting ○ Rain Garden Installation ○ Rain Barrel/Garden Workshops ○ Adopt-A-Rain Garden ○ WQ Sampling ○ Flow Monitoring 		Projects	4	7	5	3	11	3	9
				Volunteers Total	75	153	159	100	254	100	188
				South Burlington Volunteers	n/a	n/a	n/a	10	n/a	10	60
				Winooski Volunteers	n/a	n/a	n/a	10	n/a	10	13
				Williston Volunteers	n/a	n/a	n/a	10	n/a	10	53
Adopt a Rain Garden Programming	Match volunteers with public rain gardens in need of care	<ul style="list-style-type: none"> ● Signed agreements between CCST and adopters to care for rain gardens 		Gardens Adopted	0	8	9	10	9	10	8
Water Quality Sampling	Continue projects to engage community members in water quality sampling	<ul style="list-style-type: none"> ● Maintain and/or expand sampling sites on various streams in participating towns 		Project Sites	0	13	14	13	13	13	14
Volunteer-lead Activity	Encourage volunteers to take ownership of a task	<ul style="list-style-type: none"> ● Volunteer leaders taking charge of activities in towns (fewer staff hours) 		Volunteer coordinated event-tabling or stream clean-up	0	0	0	1	0	1	0
Volunteer Appreciation Event	Recognize outstanding Stream Team volunteers at an award ceremony	<ul style="list-style-type: none"> ● Host an event with certificates to thank our volunteers 		Event held with attendance from 10 recognized volunteers	0	0	0	0	1	1	1