

MCM #1

REGIONAL STORMWATER EDUCATION PROGRAM

**JANUARY–DECEMBER 2017
SUMMARY OF ACTIVITIES**

**PREPARED BY
PLUCK**

Since 2003, Chittenden County's twelve MS4s have worked to pool resources to professionally engage the public in a one message, one outreach effort known as the Regional Stormwater Education Program. Through regular Spring and Summer advertisements to drive people to the program's website, www.smartwaterways.org, this cooperative approach to fulfilling their NPDES Permit Minimum Measure #1 requirements has built a regional awareness among the public of the need for individual action to assist in fighting stormwater problems.

Beginning in the summer of 2016, the MS4s contracted with Tally Ho through their Lead Agency, the Chittenden County Regional Planning Commission, to rebrand the Smart Waterways campaign into a combined effort with the MS4's Minimum Measure #2 regional effort known as the Chittenden County Stream Team. The goal was to create one cohesive organization and outreach effort to both educate the public about stormwater and boost public participation in implementation of projects to combat the negative impacts of stormwater. In spring of 2017, Rethink Runoff was publicly launched, including a new website and revised creative.

This 2017 Calendar Year report recaps the performance of the Regional Stormwater Education Program and describes the work done related to the new combined Minimum Measures #1 and #2 effort known as "Rethink Runoff."

REBRAND AND WEBSITE REDESIGN

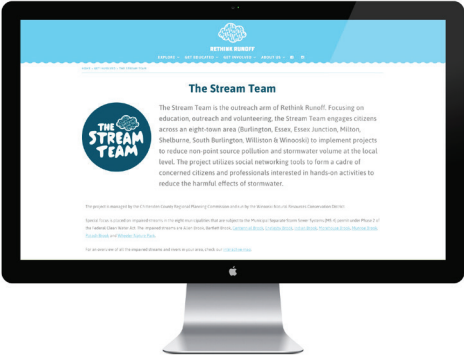
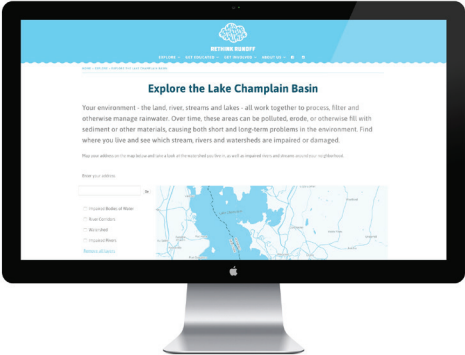
Tally Ho Design rebranded Smart Waterways as Rethink Runoff in spring 2017. Rethink Runoff combines both the existing Smart Waterways campaign and the Chittenden County Stream Team into one organization. The Chittenden County Stream Team continues as a sub-set of the larger brand, serving as the outreach arm of Rethink Runoff.

As part of that initiative, Tally Ho also redesigned and reprogrammed a new website, combining information and content from both the previous Smart Waterways website and the Stream Team website under the new URL, www.rethinkrunoff.org.

In addition to the new visual brand and website design, we created digital and print advertisements, stickers, T-shirts, and stencils for outreach.



RETHINK RUNOFF



SPRING AND SUMMER CAMPAIGNS

Spring, summer, and fall campaigns were run by Tally Ho Design. Messaging from previous campaigns was redesigned into the Rethink Runoff brand. Video and radio creative was left intact, save for an updated URL at the end of each. With that in mind, television ad buys were minimized while digital advertising was increased, specifically using the Google Ad Network. Using the Google Ad Network allowed specific tracking to reach our target audience by geographic location, age, and interests, among other factors.

SPRING 2017

Below is a cost breakdown of media buys, compared with spring 2016. Overall, we reduced our television spend and increased our online digital ad spend.

SPRING 2016 – MEDIA BUYS ACTUAL		
SOURCE	COST	PERCENTAGE
PRINT	\$2,500	12.5%
RADIO	\$4,500	22.5%
ONLINE	\$7,500	37.5%
TV	\$5,500	27.5%
TOTAL	\$20,000	100.0%

SPRING 2017 – MEDIA BUYS, BUDGETED		
SOURCE	COST	PERCENTAGE
PRINT	\$1,755	10.0%
RADIO	\$3,088	17.6%
ONLINE	\$10,650	60.9%
TV	\$2,015	11.5%
TOTAL	\$17,508	100.0%

Our actual spend differed from our initial budget, as we adjust Google Adwords spends based on performance. As a result, we were able to continue running our Adwords campaign on/off throughout the summer. We continued to run display ads between 5/27–8/02 before our Fall Campaign started.

SPRING 2017 MEDIA BUYS, BUDGETED	
SOURCE	COST
PRINT	\$1,755
RADIO	\$3,088
ONLINE	\$10,650
TV	\$2,015
TOTAL	\$17,508

SPRING 2017 MEDIA BUYS, ACTUAL 04/15–05/27	
SOURCE	COST
PRINT	\$1,755
RADIO	\$3,088
ONLINE	\$3,600
TV	\$2,015
TOTAL	\$13,191

LATE SPRING/EARLY SUMMER 2017 MEDIA BUYS, ACTUAL 05/28–08/02	
SOURCE	COST
PRINT	-
RADIO	-
ONLINE	\$3,825.96
TV	-
TOTAL	\$3,825.96

In addition, we budgeted a small algae-bloom related campaign designed to run during beach closures. Our goal was to piggyback on local coverage of beach closures during the summer months. There were no large scale beach closures before school started. There was an algae bloom outbreak once school started. As a result, we trimmed some of our advertising buys, and ran digital ads related to algae blooms in tandem with the existing fall creative.

FALL

Our Fall campaign continued the same display ads used in the spring. In addition, we introduced the algae bloom-focused ads, based on the mid-September algae bloom-related beach closing.

ALGAE BOOM MEDIA BUYS BUDGETED	
SOURCE	COST
PRINT	\$585
RADIO	-
ONLINE	\$3,650
TV	-
TOTAL	\$4,235

FALL 2017 MEDIA BUYS, BUDGETED		
SOURCE	COST	PERCENTAGE
PRINT	\$1,170	12.5%
RADIO	\$1,080	22.5%
ONLINE	\$7,100	37.5%
TV	\$1,833	27.5%
TOTAL	\$11,183	100.0%

08/03–10/01 FALL/ALGAE COMBINED MEDIA BUYS, ACTUAL		
SOURCE	COST	PERCENTAGE
PRINT	\$1,170	13.5%
RADIO	\$1,080	12.5%
ONLINE	\$4,582.69	52.9%
TV	\$1,833	21.1%
TOTAL	\$8,665.69	100%

CREATIVE—ADVERTISING

Advertising during year 1 included redesigned creative, incorporating existing messaging with a new visual language based on Rethink Runoff. Video and radio creative was modified to include a new URL, but otherwise remained the same.

Digital ads were created at the following sizes: 160x600, 200x200, 250x250, 300x250, 320x50, 336x280, 480x60, 640x360, 728x90, 970x90, 980x30. This allowed maximum distribution across the Google Ad Network.

SAMPLE 250x250 ADS

RETHINK RUNOFF

Rain water runs over roofs & driveways, carrying debris into our streams, rivers and lakes.

KEEP LAKE CHAMPLAIN CLEAN!

RETHINKRUNOFF.ORG

Slow the flow of stormwater

RETHINKRUNOFF.ORG

SLOW THE FLOW

Redirect downspouts from driveways and sidewalks.

RETHINKRUNOFF.ORG

RETHINK RUNOFF

Rain water runs over roofs and driveways, carrying debris into our streams, rivers and lakes.

KEEP LAKE CHAMPLAIN CLEAN!

FERTILIZING YOUR LAWN?

In the fall or not at all. Learn More.

RETHINKRUNOFF.ORG

RETHINK RUNOFF

Learn how you can help reduce algae blooms on Lake Champlain.

KEEP LAKE CHAMPLAIN CLEAN!

ANALYTICS FOR FY2017

TOTAL SESSIONS (1/1–12/31)

TOTAL	TIME PERIOD
7,407	2017
6,004	2016
4,659	2015
7,728	2014
3,541	2013
2,787	2012

TOP 10 VERMONT LOCATIONS (4/1–12/31)

TOWN	VISITS/PERCENT
Burlington	1165 (29.3%)
South Burlington	661 (16.6%)
Essex*	587 (14.7%)
Colchester	506 (12.7%)
Shelburne	181 (4.5%)
Montpelier	101 (2.5%)
Williston	100 (2.5%)
Stowe	83 (2%)
Milton	48 (1.2%)
Cambridge	43 (1%)

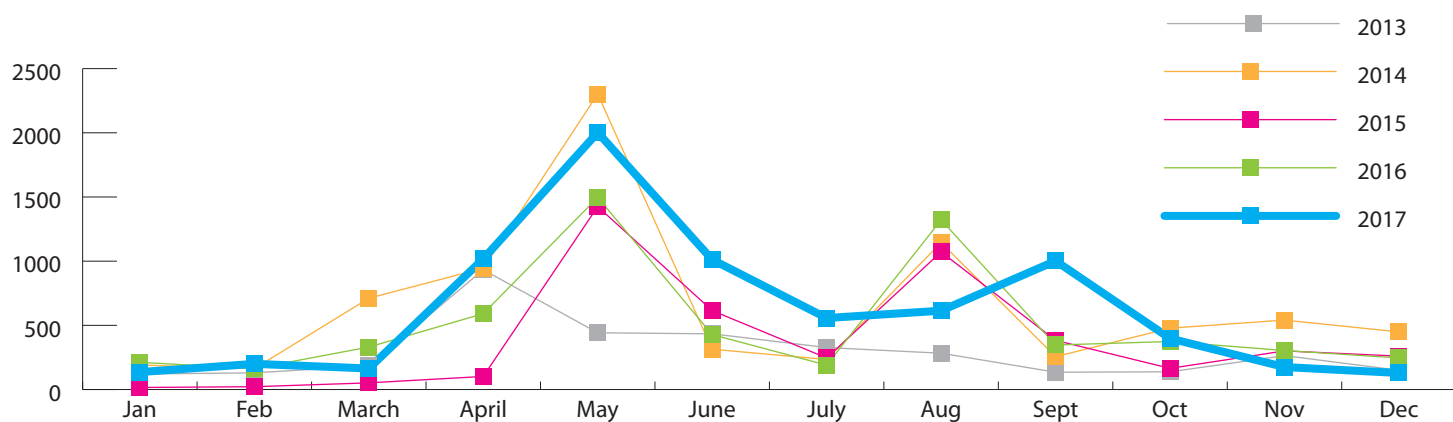
70.5% of total visitors were from Vermont.

* also includes Essex Junction

DEVICE (4/1–12/31)

TYPE	VISITS/PERCENTAGE
desktop	50.94
mobile	37.71%
tablet	11.35%

YEAR BY YEAR COMPARISONS OF SESSIONS



ADVERTISING CLICK-THROUGHS

SPRING 2017 DIGITAL ADVERTISING METRICS (THROUGH 5/27/17)

SOURCE	IMPRESSIONS	CLICKS	COST	COST PER CLICK
WCAX (DIGITAL)	130,000 impressions	488	\$1,100	\$2.25
GOOGLE AD NETWORK	pay-per-click	2,880	\$3,600	\$1.26

SUMMER/FALL 2017 ADVERTISING METRICS (6/1–8/2)

SOURCE	IMPRESSIONS	CLICKS	COST	COST PER CLICK
GOOGLE AD NETWORK	pay-per-click	4,178	\$3,825.96	\$1.79

FALL 2017 ADVERTISING METRICS (8/3-10/1)

SOURCE	IMPRESSIONS	CLICKS	COST	COST PER CLICK
GOOGLE AD NETWORK	pay-per-click	948	\$3,382.69	\$3.57
VTDIGGER.ORG	74,993 web	57	\$1,200	\$13.95
	Daily Digger email	29		