

MCM #1

REGIONAL STORMWATER EDUCATION PROGRAM

JANUARY-DECEMBER 2016
SUMMARY OF ACTIVITIES

PREPARED BY



Since 2003, Chittenden County's twelve MS-4s 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 through its Lead Agency, the Chittenden County Regional Planning Commission contracting with Tally Ho of Burlington, Vermont, has begun the process 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 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.

This 2016 Calendar Year report recaps the performance of the Regional Stormwater Education Program and describes some of the work done to effect the transition to the new combined Minimum Measures #1 and #2 effort to be known via the brand of "Rethink Runoff."

SPRING AND LATE SUMMER CAMPAIGNS

Spring and fall campaigns were run by J.Andrews Marketing, using the existing branding, creative, and website.

SPRING 2016

Below is a cost breakdown of media buys, compared with Spring 2015. In addition to television, radio, and online media buy, a small print buy was added.

SPRING 2015		
SOURCE	COST	PERCENTAGE
RADIO	\$2,500	25%
ONLINE	\$4,000	40%
TV	\$3,500	35%
TOTAL	\$10,000	100%

SPRING 2016		
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%



Below are the results from the online component. Print and radio click-throughs were not tracked.

SPRING 2016 ADVERTISING METRICS (SMART WATERWAYS, SLOW THE FLOW)

SOURCE	IMPRESSIONS	CLICKS	COST	COST PER CLICK
WCAX	120,000 impressions	194	\$1,000	\$5.15
XFINITY	video pre-roll, 28,000 impressions Comcast Video Plus, 28,000 impressions	n/a	\$1,965	n/a
VPR	10,000 impressions	n/a	\$150	n/a
FRONT PORCH FORUM	120,000 impressions	420	\$1,560	\$3.71
GOOGLE AD NETWORK	pay-per-click	623	\$938	\$1.51
SEVEN DAYS	100,000 impressions	47	\$1,093	\$23.26
TOTAL		1284	\$6,706	\$5.22

SPRING CREATIVE



RADIO SCRIPT

Did you ever stop and think about the fact that stormwater flows right over your property? That same stormwater can cause problems in our streams and the Lake. You can help to keep it clean and slow its flow with some simple home and yard projects.

Stormwater is not treated before it reaches local streams and rivers, so it's important that we all do our part. Simple changes to your yard can prevent erosion, algae blooms, and other environmental issues that affect our waterways.

Now that you know how you can protect our waterways, what project will you take on first to help keep stormwater runoff clean? Go to smartwaterways.org to learn more.



LATE SUMMER 2016

Advertising continued the existing creative, including the general smart waterways ads, the Slow the Flow series, and the Fertilizer (In the fall or not at all) series.

SOURCE	IMPRESSIONS	CLICKS	COST	COST PER CLICK
WCAX	80,000 impressions RSS feed 250,000 PC impressions	796	\$800.00	\$1.01
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

LATE SUMMER CREATIVE



ANALYTICS FOR FY2016

TOTAL VISITS

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

LOCATION

TOWN	VISITS/PERCENTAGE
Burlington	529 (21.74%)
South Burlington	301 (12.37%)
Essex	240 (9.86%)
Colchester	228 (9.37%)
Williston	152 (6.25%)
Montpelier	114 (4.69%)
Shelburne	107 (4.40%)
(not set)	84 (3.45%)
Richmond	74 (3.04%)
Stowe	49 (2.01%)

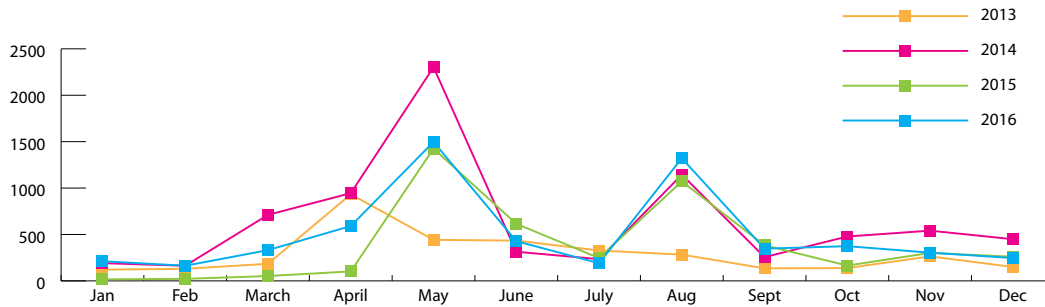
41% of total visitors were from Chittenden County

DEVICE

TYPE	VISITS/PERCENTAGE
desktop	3,886 (64.72%)
mobile	1,513 (25.20%)
tablet	605 (10.08%)



YEAR BY YEAR COMPARISONS



REBRANDING

Rebranding and launching in the spring of 2017. Smart Waterways will transition to Rethink Runoff, with the Chittenden County Stream Team as a sub-brand

In addition, we've created a character, Ms. Drop, to provide monthly tips and guidance throughout the year. The new brand, and website is scheduled to launch early April. Existing creative will be repurposed with the new look, while retaining existing messaging.

REVISED NAMING AND BRANDING



RETHINK RUNOFF

- overall brand
- infographic-style



THE STREAM TEAM

- "boots on the ground"
- outreach
- hand-drawn aesthetic



MS. DROP

- runoff tips and techniques

