



October 31, 2018  
October Monthly Update, FY 19  
Prepared by Kristen Balschunat

#### Ongoing Tasks

- Complete rack card design
- Volunteer appreciation event planning
- Publish fall newsletter
- Write Final Report for Stream Team water quality monitoring season

#### Outreach Tasks

- Facebook account - Regular Posts -- Up to 217 "likes" and 220 "follows" Post engagement increased by 4,000% from Winooski Storm Drain Mural posts
- Instagram account - Regular Posts -- up to 115 account followers
- Storm drain stencils loaned to Jenna (Burlington) and Karen (Colchester) for independent stenciling projects. **39** drains were marked between the two projects.
- Press Release sent to 9 local new outlets
- Winooski Storm Drain Mural TV Coverage:

<https://www.wcax.com/content/news/Winooski-mural-aims-to-educate-on-stormwater-pollution-496723301.html>

- Burlington Storm Drain Stenciling TV Coverage:

<https://www.mychamplainvalley.com/news/protecting-vermont-s-water-by-rethinking-runoff/1510638055>

#### Completed Event/Project Driven Tasks

- Tabled at Milton Activities Fair on Sept 27. Reached **40 adults and 60 kids from Milton** Brought "Build a Rain Garden" activity and information about green lawn care
- The Storm Drain Mural Project Winooski was a great success. Artists spoke to about **75** Winooski residents in person while they were out painting. Subsequent social media posts reached **2,700** people! (See images below)
- Total number of residents in Rethink Runoff towns reached in-person this month = **175**

#### Completed Administrative Tasks

- 2018-2019 Work-plan and activity tracking
- FY19 Budget tracking
- Prepared this update

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Budget FY19 Expenses from Sept 22, 2018-Oct 23, 2018:

WNRCD - \$ 1541.25  
Travel - \$ 39.68  
Supplies - \$ 0  
Promotional - \$  
Contractual - \$  
Advertisements - \$  
**Total ~ \$ 1580.93**

Total FY19 Expenses:

WNRCD - \$11,947.5  
Travel - \$262.4  
Supplies -\$ 58.57  
Promotional - \$0  
Contractual - \$0  
Advertisements - \$0  
**Total ~ \$12,268.47**

Total budgeted for FY19 - \$23,000.00

Total spent FY19 to date - \$12,268.47

Total remaining FY19 budget - **\$10,731.53**

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