

MCM #1
REGIONAL STORMWATER EDUCATION PROGRAM
RETHINK RUNOFF

JANUARY–DECEMBER 2018
ANNUAL REPORT

Prepared by:

Pluck

Introduction

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 Control Measure #1 (Public Education & Outreach) requirements has built a regional awareness among the public of the need for individual action to assist in fighting stormwater problems.

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.

In late 2017, Tally Ho transitioned to Pluck, retaining the same client contact. Pluck subsequently took over the creative, administration, and management of Rethink Runoff.

This 2018 Calendar Year report recaps the work done primarily related to Minimum Control Measure #1.

2018 Initiatives

Having completed the initial rebranding to Rethink Runoff and the website redesign in 2017, we focused on updating the advertising in 2018.

We revised initial digital display advertising and introduced three :30 second animations. Each animation targeted a specific action that could help reduce either stormwater runoff, or the chemicals introduced into stormwater drainage. We placed an emphasis on Lake Champlain, creating a link between the small streams throughout the Lake Champlain Basin and their larger impact on the health of the lake. The audio of the :30 second animations was also repurposed as a radio spot.

Display advertising was rolled out seasonally, with new ads appearing throughout the calendar year, according to seasonal activities, such as a swimming or fishing. In addition, we included a series of ads identifying pet waste as a contributor to pollution in Lake Champlain via stormwater discharge. Videos were uploaded to Youtube. Video advertising was targeting by subject matter, age, geographic location and other demographics. Videos were also shown on WCAX in limited quantity as well as on Comcast/Infinity cable stations. The radio spot was broadcast locally, in addition to VPR underwriting.

Print advertising in *Seven Days VT* also reflected this seasonal approach, increasing visibility for specific activities at specific times, including a smaller campaign during Clean Water Week.

In addition to advertising, we continued to work on the website. We updated content site-wide. We redesigned the stream monitoring pages, including HTML5 graphs highlighting NaCL, Phosphorus and Turbidity measurements, providing a stronger visual display of information.

We also introduced an Events portal, allowing the Stream Team representative to post events relating to outreach efforts. We also included regional events during Clean Water Week.

For Stream Team outreach, we programmed a new HTML email template for use in MailChimp, that allows monthly e-newsletters sent to our contact list.

Media Buy Breakdown

Below is a cost breakdown of media buys, compared with spring and fall 2016. Overall, we reduced our television spend and increased our online digital ad spend. Over the past two years, we've also shifted some of our advertising spending to the mid-summer. This helps to provide a longer timeframe for advertising outreach from spring into fall, when many people are focused on the rivers, lakes and streams in the area.

2016 – MEDIA BUY			
SOURCE	SPRING	SUMMER	FALL
RADIO	\$4,500	-	\$3,258
DIGITAL	\$7,500	-	\$4,985
TV	\$5,500	-	\$2,379
PRINT	\$2,500	-	
TOTAL	\$20,000	-	\$10,622

2017 – MEDIA BUY			
SOURCE	SPRING	SUMMER* 05/28–08/02	FALL
RADIO	\$3,088	-	\$1,080
DIGITAL	\$3,600	\$3,826	\$4,582
TV	\$2,015	-	\$1,833
PRINT	\$1,755	\$585	\$1,170
TOTAL	\$13,191	\$4,235	\$8,666

2018 – MEDIA BUY			
SOURCE	SPRING	SUMMER* 6/16–08/27	FALL
RADIO	\$2,675	-	\$1,044
DIGITAL	\$3,393.96	\$7,533.96	2986.82
TV	\$3,710	-	\$2,472
PRINT	\$1,755	-	\$1,006
TOTAL	\$8,140.96	\$7,533.96	\$7,509

* For 2017 and 2018, Summer was initially planned as part of the Spring 2018 budget. Moving forward, the Spring Media Buy will include all purchases made through 7/1. The Fall media buy will include any media buys made from 7/1 the end of the summer.

Creative

Advertising during 2017 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.

Advertising for 2018 included 2017 creative as well as updated ads released from April-July, tied to spring/summer activities. In addition, we included a mini-campaign promoting Clean Water Week. All ads were rolled out in 8-10 different sizes.

Three :30 second videos were launched in April, May and June. A :30 second radio spot that ran in spring and fall used the voice over of the Fertilizer video spot.

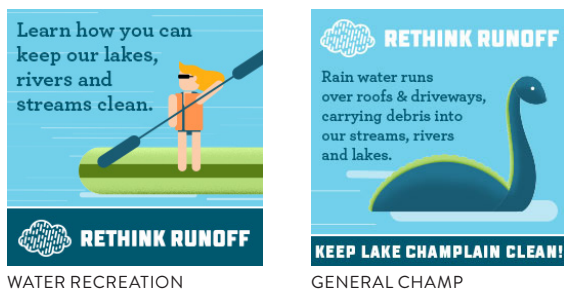
2017 Creative



2018 Creative: Spring Rollout



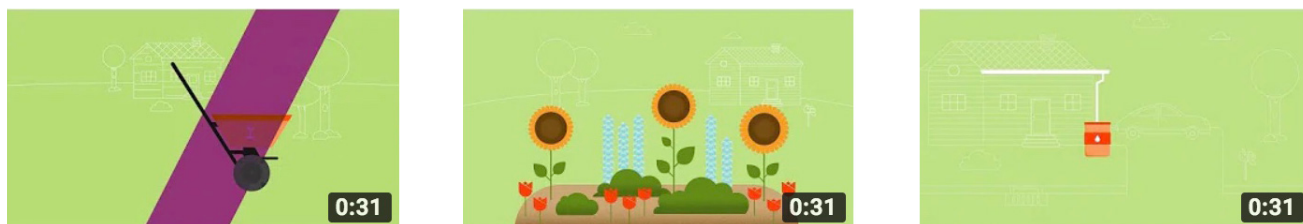
Summer Rollout



Clean Water Week



Videos



April - Fertilizer
<https://www.youtube.com/watch?v=7gTbzJN-oeE>

May - Rain Garden
<https://www.youtube.com/watch?v=imZKTAotD04>

June - Rain Barrel
<https://www.youtube.com/watch?v=r4-NEvelP40>

Advertising Click-through Rates

SOURCE	IMPRESSIONS	INTERACTIONS/ VIEWS	COST	COST PER CLICK
DISPLAY ADS	4,091,143	3,988	\$6,238.46	\$1.56
VIDEO (YOUTUBE)	417,346	210,979	\$3,942.31	\$0.02
WCAX DIGITAL	84,467	35	\$750	\$21.42

Google Display Ads Overview

Most Popular by Impressions

CALENDER YEAR 2018 NAME	SPRING: 4/15-MEMORIAL DAY NAME	SUMMER: MEMORIAL-LABOR DAY NAME	FALL: LABOR DAY-10/31 NAME
GENERAL CHAMP	RAIN GARDEN	WATER RECREATION	GENERAL CHAMP
PET WASTE	GENERAL CHAMP	PET WASTE	PET WASTE
WATER RECREATION	PET WASTE	GENERAL CHAMP	FERTILIZER

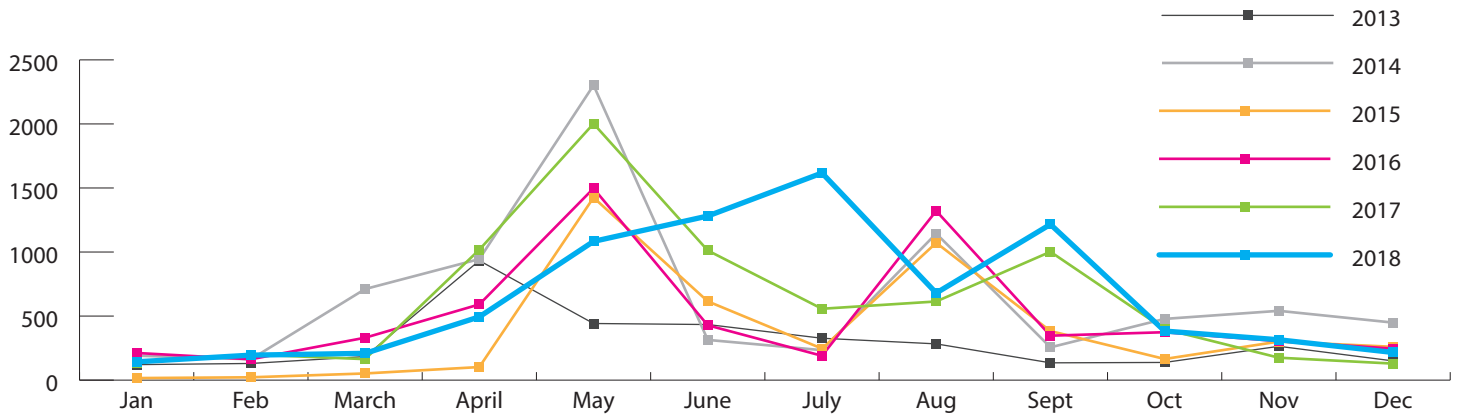
Most Popular by Interaction

CALENDER YEAR 2018 NAME	SPRING: 4/15-MEMORIAL DAY NAME	SUMMER: MEMORIAL-LABOR DAY NAME	FALL: LABOR DAY-10/31 NAME
GENERAL CHAMP	PET WASTE	WATER RECREATION	GENERAL CHAMP
PET WASTE	RAIN GARDEN	PET WASTE	PET WASTE
WATER RECREATION	GENERAL CHAMP	GENERAL CHAMP	FERTILIZER

Most Effective by Cost-per-click

CALENDER YEAR 2018		SPRING: 4/15-MEMORIAL DAY		SUMMER: MEMORIAL-LABOR DAY		FALL: LABOR DAY-10/31	
TOTAL	TIME PERIOD	TOTAL	TIME PERIOD	TOTAL	TIME PERIOD	TOTAL	TIME PERIOD
WATER REC.	\$0.45/CLICK	RAIN GARDEN	\$0.39/CLICK	WATER REC.	\$0.45/CLICK	WATER REC.	\$0.46/CLICK
RAIN GARDEN	\$0.46/CLICK	SLOW THE FLOW	\$0.39/CLICK	RAIN GARDEN	\$0.54/CLICK	FERTILIZER	\$0.54/CLICK
SLOW THE FLOW	\$0.63/CLICK	GENERAL CHAMP	\$0.39/CLICK	SLOW THE FLOW	\$0.64/CLICK	GENERAL CHAMP	\$0.65/CLICK

Website Metrics for 2013–2018



Total Sessions/Visits (1/1–12/31)

TOTAL	TIME PERIOD
7,832	2018
7,407	2017
6,004	2016
4,659	2015
7,728	2014
3,541	2013
2,787	2012

Website visits by device

DEVICE	2018	2017	2016
DESKTOP	50.1%	52.8%	65.7%
TABLET	40.6%	36.4%	24.5%
MOBILE	9.3%	10.8%	9.8%

Top Vermont Cities and Towns, 2018

TOTAL	USERS	
BURLINGTON	1318	19.25%
SOUTH BURLINGTON	767	11.34%
COLCHESTER	519	7.58%
ESSEX/ESSEX JCT.	456	6.66%
SHELBURNE	171	2.5%
WILLISTON	93	1.36%
MONTPELIER	76	1.11%
SAINT ALBANS CITY	71	1.04%
STOWE	66	.96%

New York, 149 Users

Boston, 67 Users

Most visited pages, 2018

TOTAL
HOMEPAGE
GET EDUCATED PROBLEMS & SOLUTIONS/PET WASTE
GET EDUCATED /PROBLEMS & SOLUTIONS/RAIN GARDEN
GET INVOLVED/STREAM TEAM
GET EDUCATED/FOR KIDS
GET EDUCATED/PROBLEMS & SOLUTIONS/FERTILIZER & LAWN CARE
GET EDUCATED/PROBLEMS & SOLUTIONS
ABOUT RETHINK RUNOFF
GET EDUCATED
GET EDUCATED/PROBLEMS & SOLUTIONS/REDIRECT YOUR DOWNSPOUTS