

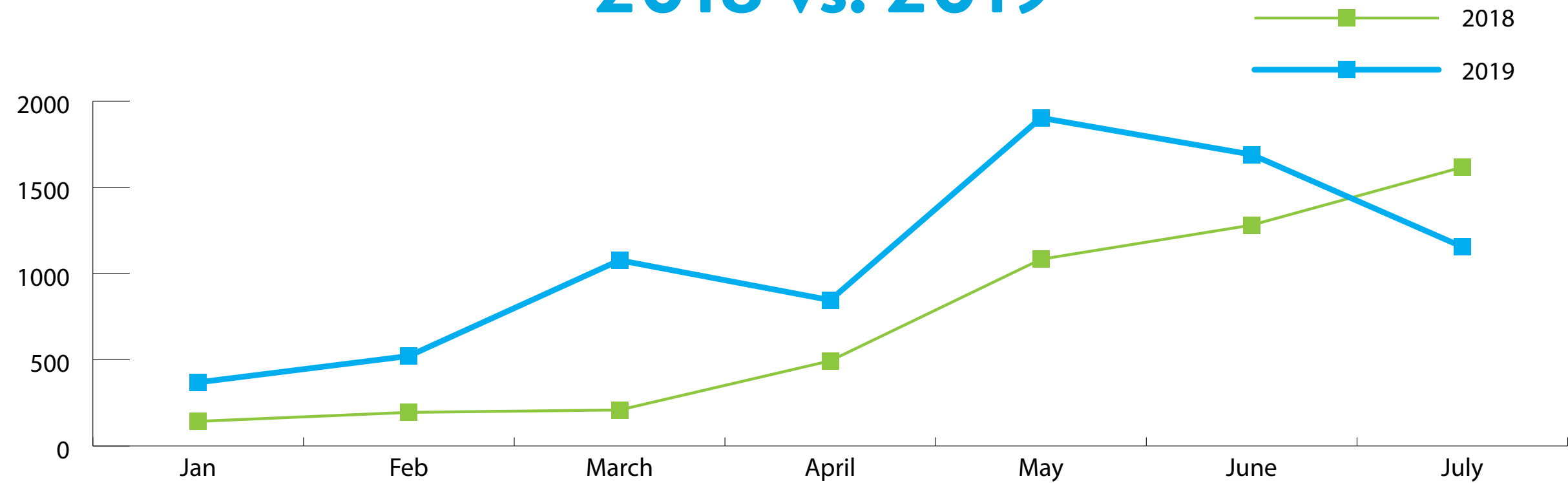
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# Rethink Runoff

## January–July 2019 Overview

August 30, 2019

# Sessions, January–June 2018 vs. 2019



## Sessions

**5,486**  
2018

**7,706**  
2019

**+40%**

## Users

**4,675**  
2018

**6,553**  
2019

**+40%**

## Top Display Ads by Interaction

TOTAL	COST PER INTERACTION
RAIN BARREL	\$0.89
WATER RECREATION	\$1.34
STREAM TEAM	\$1.34
PET WASTE *	\$1.19

## Top Display Ads by Impressions

TOTAL	IMPRESSIONS
RAIN GARDEN	901,817
GENERAL-LAKE	613,881
CHAMP	486,681
PET WASTE*	814,963

\* Includes the winter mini-campaign

## Videos by Interaction

TOTAL	IMPRESSIONS	COST PER INTERACTION
FERTILIZER	88,648	\$0.02
RAIN BARREL †	134,175	\$0.03
RAIN GARDEN	90,568	\$0.02

† Started later than other videos

Total Clicks from Ads:  
**3,360**

Total Impressions from  
Display Ads:  
**2,812,377**

## Top 10 Visits from Vermont

CITY	SESSIONS
BURLINGTON	1,312
SOUTH BURLINGTON	821
COLCHESTER	750
ESSEX	669
SHELBURNE	216
WILLISTON	103
SAINT ALBANS	81
STOWE	54
MILTON	53
MONTPELIER	46

## Users by Technology

DEVICE	2019	2018	2017
MOBILE	45.48%	37.50%	37.75%
DESKTOP	37.2%	53.77%	50.90%
TABLET	17.32%	8.73%	11.35%

# 2019/2020 Overview

## Fall 2019

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- Limited television\*
- Limited print
- Limited Radio
- Moderate Youtube/Google

\* WCAX special

Focusing on

- General
- Fertilizer
- Downspouts/Rain Barrel
- Fishing/Water Recreation (pre Labor-day)

## Winter 2019/2020

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- Limited print
- Limited radio
- Moderate Youtube/Google

Focusing on

- Pet Waste
- Salt Use

## Spring/Summer 2020

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- Moderate print
- Limited radio
- Heavy Youtube/Google
- Moderate to heavy Television
- Limited to moderate Facebook

Focusing on

- All campaigns
- Fertilizer (pre-June 1)
- Water recreation (post-Memorial Day)



**THE STREAM TEAM**  
EDUCATION • OUTREACH  
VOLUNTEERING

**SIGN UP TODAY AT  
RETHINKRUNOFF.ORG**

**REDUCE OR AVOID FERTILIZERS**



*Help keep Lake Champlain clean!  
Learn more...*

**RETHINKRUNOFF.ORG**

**SLOW THE FLOW**



Install a rain barrel to prevent runoff

**RETHINKRUNOFF.ORG**

*Help reduce stormwater runoff*  
**INSTALL A RAIN GARDEN**



**RETHINKRUNOFF.ORG**



**RETHINK RUNOFF**

**PREVENTING STORMWATER RUNOFF HELPS KEEP OUR RIVERS, STREAMS AND LAKES CLEAN**



**KEEP LAKE CHAMPLAIN CLEAN**



**RETHINK RUNOFF**

Learn about how rain & stormwater runoff affect Lake Champlain and its rivers & streams.

**KEEP LAKE CHAMPLAIN CLEAN**

**WALKING YOUR DOG?**



*Scoop your poop, even in the woods.*

**RETHINKRUNOFF.ORG**



**IT HAPPENS**

**ALWAYS REMEMBER TO SCOOP YOUR POOP**



**RETHINK RUNOFF**

Learn how to keep our lakes, rivers and streams clean.





**RETHINK RUNOFF**

Learn how you can keep our lakes, rivers and streams clean.




**RETHINK RUNOFF**

**WALKING YOUR DOG?**



*Scoop your poop, even in the winter.*

**RETHINKRUNOFF.ORG**

# HOW CAN YOU HELP KEEP LAKE CHAMPLAIN CLEAN?

By reducing stormwater runoff around your house and minimizing the amount of pollutants that are carried into the storm drain, you can help keep Lake Champlain clean.

Here are a few simple things you can do around your home:



## INSTALL A RAIN BARREL OR REDIRECT YOUR GUTTERS

Installing a rain barrel or redirecting your rain gutters to your lawn or garden reduces the amount of water that gets carried into the storm drains.



## SCOOP YOUR DOG'S POOP ALL YEAR LONG

Dog poop can contribute phosphorus and *E. coli* to the streams, rivers and Lake Champlain, causing algae blooms and bacteria outbreaks.



## REDUCE OR AVOID LAWN FERTILIZERS

Stormwater runoff can wash fertilizers into the storm drains, bringing the nutrients that cause algae blooms into the rivers, lakes, and streams.



## PRACTICE ECO-FRIENDLY CAR CARE

Washing your car on pavement will send detergents directly into storm drains. Use a commercial car wash or wash your car on your lawn.



## HOW CAN YOU HELP KEEP LAKE CHAMPLAIN CLEAN?

Rain or snowmelt flows over driveways, sidewalks, and lawns, carrying pollutants such as oil, grease, dirt, pet waste, metals, and bacteria. These pollutants eventually flow into storm drains or directly to Lake Champlain.

One person in Chittenden County can make a difference. Taking small steps around your home, such as reducing runoff, as well as the pollutants you use, can help keep Lake Champlain clean.

## THINK RUNOFF

A campaign that raises awareness about stormwater runoff and its effects on Lake Champlain.

[RETHINKRUNOFF.ORG](http://RETHINKRUNOFF.ORG)

# GET INVOLVED WITH THE STREAM TEAM!

The Stream Team is a group of clean water-minded volunteers working to improve water quality in the Lake Champlain Basin. We hold various events throughout the year.

Here's what we do:



## WATER QUALITY MONITORING JOIN OUR TEAM!

Join our team of citizen-science volunteers who collect water samples from streams on a bi-weekly basis throughout the summer. These samples are vital in helping to monitor trends in levels of phosphorus, chloride, and turbidity in our waterways.



## ADOPT-A-RAIN GARDEN SLOW THE FLOW!

Do you have a green thumb? Help us keep our rain gardens clean and healthy. Rain gardens help to "Slow the Flow" by absorbing and filtering rainwater. Volunteers sign up for 1-2 years of stewardship, and since the gardens capture their own water, they don't require much maintenance!



## TRASH PICKUPS

Stream Team pickups help recover trash that has washed into streams. From tires to old toys, we find it. This is a great way to get outdoors, and getting wet and getting your hands dirty.



## WORKSHOPS AND EVENTS

We offer a variety of workshops on topics such as how to build a rain barrel, stream drain mural painting contests, and clean water messages. We are open to school groups.

## THE STREAM TEAM

The Stream Team is the outreach arm of Rethink Runoff, a nine-municipality area in Vermont focused on reducing stormwater runoff and related pollution through workshops, events and education.

[RETHINKRUNOFF.ORG/STREAMTEAM](http://RETHINKRUNOFF.ORG/STREAMTEAM)

