

pluck

# Rethink Runoff

## Winter Update

January 3, 2020

# 2019 General Updates


---

- Menu shift:  
from full navigation to more directed
- Enhanced landing pages
- Messaging: Headlines, SEO title tags
- Internal links
- Stream Team materials: cards, rack cards, banners
- Videos refresh

### HOW CAN YOU HELP KEEP LAKE CHAMPLAIN CLEAN?


By reducing stormwater runoff 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 DOES RAIN AND STORMWATER RUNOFF AFFECT LAKE CHAMPLAIN?

Excess water from rain or snowmelt flows over hard surfaces like driveways, sidewalks, and streets, picking up pollutants such as oil and grease, chemicals, nutrients, metals, and bacteria. These flow into stormwater systems or directly to streams, rivers, and eventually Lake Champlain.

The actions of every person in Chittenden County can impact local streams and rivers, which in turn affect Lake Champlain. By taking small steps around your home, you can help reduce runoff, as well as the pollutants that enter local streams and rivers and help keep Lake Champlain clean.



#### RETHINK RUNOFF


Rethink Runoff is a campaign that raises awareness and educates citizens across a nine-municipality area in Vermont about stormwater runoff and its effects on streams, rivers and 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!



### STREAM CLEAN-UPS

*Get involved!*


Stream Team volunteers help recover trash that has washed into the waterways. From tires to old toys, we never know what we'll find. This is a great way to get involved if you don't mind getting wet and getting your hands dirty for conservation.



#### WORKSHOPS AND EVENTS

*Come together!*

Throughout the year, we offer a variety of workshops on topics like green lawn care or how to build a rain barrel. We often organize storm drain mural painting contests, bringing together art and clean water messages. We are also available to present to school groups.



#### THE STREAM TEAM

The Stream Team, the outreach arm of Rethink Runoff, engages citizens across a nine-municipality area in Vermont to reduce stormwater runoff and related pollution through workshops, events and education.


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

Rain Garden Signs

## WHAT CAN YOU DO TO HELP WITH STORMWATER RUNOFF?


### 1 REDUCE OR AVOID LAWN FERTILIZERS

When too much fertilizer is applied to the landscape, rain often washes it directly into our streams, rivers and lakes.




### 2 PLANT A RAIN GARDEN


Rain gardens allow stormwater runoff to soak into the ground, instead of running into storm drains, carrying dirt, chemicals and other pollutants.



### 3 INSTALL A RAIN BARREL OR REDIRECT YOUR GUTTERS

Keeping stormwater runoff off driveways and other hard surfaces can help prevent it from washing dirt and pollutants into our streams, rivers and lakes.






#### RETHINK RUNOFF

Large Banner

Table cloth




### THE STREAM TEAM

The Stream Team is a group of clean water-minded volunteers working to improve water quality in the Lake Champlain Basin.

#### HELP KEEP LAKE CHAMPLAIN CLEAN!

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

Plantable cards



### PLANT THIS CARD!

This card contains the seeds of naturally occurring wildflowers in Vermont.

By planting it in the dirt, you're helping to reduce stormwater runoff around your home.

Plant it and watch it grow!

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

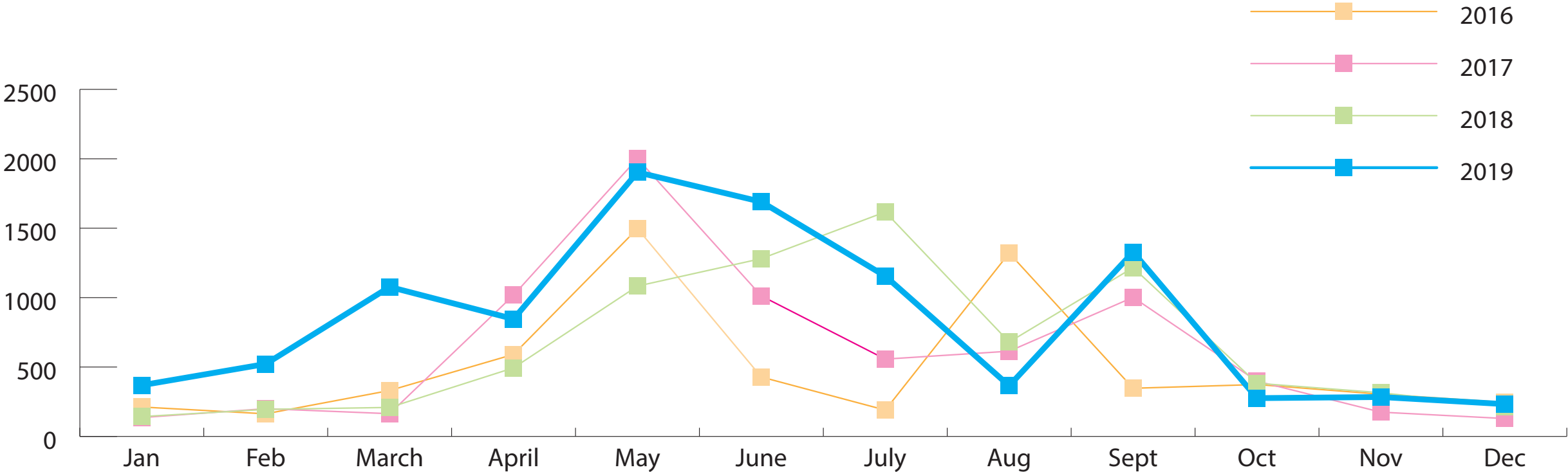
Rethink Runoff

Stream Team rollout

July 2, 2019

pluck

# 2019 Analytics Overview



## Users

+26.05%  
8,531 vs 6,768

## New Users

+27.95%  
8,529 vs 6,666

## Sessions/Visits

TOTAL	YEAR
10,111	2019
7,832	2018
7,407	2017
6,004	2016

## Website Visits by device

DEVICE	2019	2018	2017	2016
DESKTOP	40.2%	50.1%	52.8%	65.7%
MOBILE	44%	40.6%	36.4%	24.5%
TABLET	15.8%	9.3%	10.8%	9.8%

## Pageviews

+30.64%  
15,769 vs 12,071



# 2019 Advertising Overview

## VIDEO ADS

TOTAL	YEAR	
RAIN GARDEN	90,568	45,090
FERTILIZER	105,660	54,774
RAIN BARREL	184,405	77,119



## BEST PERFORMING DISPLAY ADS

TOTAL
PET WASTE
GENERAL CHAMP
GENERAL LAKE
RAIN GARDEN
STREAM TEAM
WATER RECREATION





**ALWAYS REMEMBER TO  
SCOOP YOUR POOP**  
*Even in the winter!*



**RETHINK RUNOFF**



**IT HAPPENS**  
**ALWAYS REMEMBER TO  
SCOOP YOUR POOP**



**RETHINK RUNOFF**

**ALWAYS REMEMBER TO  
SCOOP YOUR POOP**  
*Even in the winter!*



**RETHINKRUNOFF.ORG**



**IT HAPPENS**  
**ALWAYS REMEMBER TO  
SCOOP YOUR POOP**



**RETHINK RUNOFF**



**WALKING YOUR DOG?**  
*Scoop your poop, even in the winter.*



**RETHINK RUNOFF**



*Help keep Lake Champlain clean!*  
**REDUCE SALT USE  
THROUGH THE WINTER**



**RETHINK RUNOFF**

**WALKING  
YOUR  
DOG?**



*Scoop your poop, even  
in the winter.*

**RETHINK RUNOFF**

**REDUCE SALT USE  
THROUGH THE WINTER**



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

**RETHINKRUNOFF.ORG**

## 2020 Next Steps

---

- :30 second Pet Waste video
- Repurpose videos for social media use: Facts/Figures
- New rack cards: Lawn Care, Rain Garden and Salting in the Winter
- Lake Champlain Animals mini campaign
- Watershed graphic