MCM #1
REGIONAL STORMWATER EDUCATION PROGRAM
RETHINK RUNOFF

JANUARY–DECEMBER 2019
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 its 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 2019 calendar year report recaps the work done primarily related to Minimum Control Measure #1.

2019 Initiatives
Having completed the initial rebranding to Rethink Runoff and the website redesign in 2017, and a focus on updating the advertising in 2018, this past year left us a canvas to improve on the work done.

We revised digital display advertising and updated all three video animations for YouTube. Similar to last year, we targeted various demographics in all MS-4 towns based on subject matter and interests (home improvement, gardening, fishing, water recreation, pets, etc.).

In addition to a heavy YouTube presence, videos were also shown on WCAX in limited quantity as well as on Comcast/Infinity cable stations. Print advertising in Seven Days also continued our seasonal approach, increasing visibility for specific activities at specific times.

In addition to advertising, we revised content across the website. We simplified top-level messaging, simplifying terms and making headlines and introductions more conversational in nature. The same shift in content was carried throughout the subpages as well.

We also created a new system of materials for the Stream Team. For events, we created a tabling system, including a branded tablecloth and a large-scale pop-up banner with top-level messaging. In addition, we finalized the Rain Garden signage.

We created a series of print materials:

- A rack card highlighting simplified actions that homeowners can take to mitigate runoff.
- Another rack card highlighting the Stream Team and its various activities and initiatives.
- A small call-to-action card, printed on seed-based paper that could be planted with wildflowers native to the Northeast.
- Series of downloadable posters, 8.5x11 and 11x17, for each of our ad series: Champ, Car Care, Rain Gardens, Pets, Rain Barrels, and The Stream Team.
Stream Team Outreach Materials

COMMUNITY RAIN GARDEN SIGNAGE

POP-UP BANNER

CALL-TO-ACTION SEED CARD

HOW CAN YOU HELP KEEP LAKE CHAMPLAIN CLEAN?

By reducing stormwater runoff from 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:

1. INSTALL A RAIN BARREL OR REDIRECT YOUR GUTTERS
   - Installing a rain barrel or redirecting your rain gutters to your rain garden reduces the amount of water that gets carried into the storm drains.

2. 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.

3. 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.

4. 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 in your lawn.

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:

1. WATER QUALITY MONITORING JOIN OUR TEAM!
   - Join our team of citizen-scientists 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.

2. 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 once the gardens capture their own water, they don’t require much maintenance.

3. 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!

4. 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.

5. 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 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.
Downloadable Posters

- **Keep Lake Champlain Clean**
  - Preventing stormwater runoff helps keep our rivers, streams and lakes clean
  - RETHINKRUNOFF.ORG

- **Install a Rain Barrel**
  - Collect rainwater to help reduce stormwater runoff
  - RETHINKRUNOFF.ORG

- **Install a Rain Garden**
  - Rain gardens help reduce stormwater runoff
  - RETHINKRUNOFF.ORG

- **Reduce or Avoid Fertilizers**
  - Unnecessary use of fertilizers contribute to water pollution
  - RETHINKRUNOFF.ORG

- **Always Remember to Scoop Your Poop**
  - Pet waste adds bacteria and excess nutrients to streams, rivers and lakes
  - RETHINKRUNOFF.ORG

- **Come Join Our Team**
  - Outreach education volunteering
  - RETHINKRUNOFF.ORG

- **Practice Eco-Friendly Car Care**
  - Use a commercial car wash or wash your car on your lawn.
  - RETHINKRUNOFF.ORG
Media Buy Breakdown
Below is a cost breakdown of media buys, compared with 2016, 2017, and 2018. Overall, we’ve continued to reduce our radio media buys, shifting to a larger digital media buy. This past year, we also increased our television media buy, since we have three different focused animated spots.

We added a small media buy in January/February, focused on pet waste pick-up—something we will continue to do in 2020. In addition, we’ve continued to roll over any excess spring digital media buys into a longer summer media buy.

<table>
<thead>
<tr>
<th>2016 — MEDIA BUY</th>
<th>SOURCE</th>
<th>SPRING</th>
<th>SUMMER</th>
<th>FALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>RADIO</td>
<td>$4,500</td>
<td>-</td>
<td>$3,258</td>
<td></td>
</tr>
<tr>
<td>DIGITAL</td>
<td>$7,500</td>
<td>-</td>
<td>$4,985</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td>$5,500</td>
<td>-</td>
<td>$2,379</td>
<td></td>
</tr>
<tr>
<td>PRINT</td>
<td>$2,500</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>$20,000</td>
<td>-</td>
<td>$10,622</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2017 — MEDIA BUY</th>
<th>SOURCE</th>
<th>SPRING*</th>
<th>SUMMER</th>
<th>FALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>RADIO</td>
<td>$3,088</td>
<td>-</td>
<td>$1,080</td>
<td></td>
</tr>
<tr>
<td>DIGITAL</td>
<td>$3,600</td>
<td>$3,826</td>
<td>$4,582</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td>$2,015</td>
<td>-</td>
<td>$1,833</td>
<td></td>
</tr>
<tr>
<td>PRINT</td>
<td>$1,755</td>
<td>$585</td>
<td>$1,170</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>$13,191</td>
<td>$4,235</td>
<td>$8,666</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2018 — MEDIA BUY</th>
<th>SOURCE</th>
<th>SPRING</th>
<th>SUMMER*</th>
<th>FALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>RADIO</td>
<td>$2,675</td>
<td>-</td>
<td>$1,044</td>
<td></td>
</tr>
<tr>
<td>DIGITAL</td>
<td>$3,394</td>
<td>$7,534</td>
<td>$2,987</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td>$3,710</td>
<td>-</td>
<td>$2,472</td>
<td></td>
</tr>
<tr>
<td>PRINT</td>
<td>$1,755</td>
<td>-</td>
<td>$1,006</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>$11,534</td>
<td>$7,534</td>
<td>$7,509</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2019 — MEDIA BUY</th>
<th>SOURCE</th>
<th>WINTER</th>
<th>SPRING</th>
<th>SUMMER*</th>
<th>FALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>RADIO</td>
<td>$360</td>
<td>$1,008</td>
<td>-</td>
<td>$1,025</td>
<td></td>
</tr>
<tr>
<td>DIGITAL</td>
<td>$1,800</td>
<td>$2,320</td>
<td>$5,830</td>
<td>$3,000</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td>$5,830</td>
<td>$3,306</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRINT</td>
<td>$503</td>
<td>$2,012</td>
<td>-</td>
<td>$1,006</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>$2,663</td>
<td>$11,170</td>
<td>$5,830</td>
<td>$7,509</td>
<td></td>
</tr>
</tbody>
</table>

* 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 to the end of the summer.
Creative
Advertising during 2017 included redesigned creative, incorporating existing messaging with a new visual language based on Rethink Runoff. In 2018, we created a series of three :30 animated video spots (installing a rain garden, installing a rain barrel, and avoiding fertilizer), exporting one as a radio spot. In addition, we began introducing additional seasonal display advertising, including a series for Clean Water Week.

Advertising for 2019 included updated 2017 creative as well as new ads released from April–July, tied to spring/summer activities. All ads were rolled out in 8–10 different sizes. Fertilizer and Rain Garden ads were positioned in early spring and fall. Rain Barrel and Fishing ads were positioned in late spring through fall. Water Recreation was pushed through summer to early fall while the General, Champ and Stream Team ads were positioned from early spring through fall. The media buys for the video reflected the display ad media buys. We also created winter-specific Pet Waste ads to target pet owners who may not pick up their pet waste in the winter, placing media buys in late January/February 2019.

Revised Creative

Videos

APRIL - FERTILIZER
HTTPS://WWW.YOUTUBE.COM/ WATCH?v=TB8Y6UBQ5UW

MAY - RAIN GARDEN
HTTPS://WWW.YOUTUBE.COM/ WATCH?v=E9RNXJ5YEiG

JUNE - RAIN BARREL
HTTPS://WWW.YOUTUBE.COM/ WATCH?v=ZJ_MEP9Q_Q
Advertising Click-through Rates, 2019

<table>
<thead>
<tr>
<th>SOURCE</th>
<th>IMPRESSIONS</th>
<th>INTERACTIONS/VIEWS</th>
<th>COST</th>
<th>COST PER CLICK</th>
</tr>
</thead>
<tbody>
<tr>
<td>DISPLAY ADS</td>
<td>4,432,126</td>
<td>4,870</td>
<td>$6,910</td>
<td>$1.41</td>
</tr>
<tr>
<td>VIDEO (YOUTUBE)</td>
<td>380,633</td>
<td>176,983</td>
<td>$3,850</td>
<td>$0.02</td>
</tr>
<tr>
<td>WCAX DIGITAL</td>
<td>200,004</td>
<td>116</td>
<td>$1,500</td>
<td>$12.93</td>
</tr>
</tbody>
</table>

Google Display Ads Overview, 2019

Most Popular by Impressions

<table>
<thead>
<tr>
<th>CALENDAR YEAR 2019</th>
<th>NAME</th>
<th>SUMMER: MEMORIAL LABOR DAY</th>
<th>FALL: LABOR DAY-10/31</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAME</td>
<td></td>
<td>NAME</td>
<td>NAME</td>
</tr>
<tr>
<td>GENERAL LAKE</td>
<td>RAIN GARDEN</td>
<td>RAIN GARDEN</td>
<td>GENERAL LAKE</td>
</tr>
<tr>
<td>PET WASTE</td>
<td>GENERAL CHAMP</td>
<td>GENERAL LAKE</td>
<td>FERTILIZER</td>
</tr>
<tr>
<td>RAIN GARDEN</td>
<td>GENERAL LAKE</td>
<td>RAIN GARDEN</td>
<td>GENERAL CHAMP</td>
</tr>
</tbody>
</table>

Most Popular by Interaction

<table>
<thead>
<tr>
<th>CALENDAR YEAR 2019</th>
<th>NAME</th>
<th>SUMMER: MEMORIAL LABOR DAY</th>
<th>FALL: LABOR DAY-10/31</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAME</td>
<td></td>
<td>NAME</td>
<td>NAME</td>
</tr>
<tr>
<td>GENERAL LAKE</td>
<td>RAIN GARDEN</td>
<td>RAIN GARDEN</td>
<td>GENERAL LAKE</td>
</tr>
<tr>
<td>PET WASTE</td>
<td>GENERAL CHAMP</td>
<td>GENERAL LAKE</td>
<td>FERTILIZER</td>
</tr>
<tr>
<td>RAIN GARDEN</td>
<td>GENERAL LAKE</td>
<td>RAIN GARDEN</td>
<td>GENERAL CHAMP</td>
</tr>
</tbody>
</table>

Most Effective by Cost-per-click

<table>
<thead>
<tr>
<th>CALENDAR YEAR 2019</th>
<th>TOTAL TIME PERIOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>FERTILIZER</td>
<td>$0.55/CLICK</td>
</tr>
<tr>
<td>RAIN GARDEN</td>
<td>$0.58/CLICK</td>
</tr>
<tr>
<td>GENERAL CHAMP</td>
<td>$0.59/CLICK</td>
</tr>
<tr>
<td>SPRING: 4/15–MEMORIAL DAY</td>
<td></td>
</tr>
<tr>
<td>TOTAL TIME PERIOD</td>
<td></td>
</tr>
<tr>
<td>GENERAL CHAMP</td>
<td>$0.55/CLICK</td>
</tr>
<tr>
<td>RAIN GARDEN</td>
<td>$0.56/CLICK</td>
</tr>
<tr>
<td>GENERAL LAKE</td>
<td>$0.67/CLICK</td>
</tr>
<tr>
<td>SUMMER: MEMORIAL–LABOR DAY</td>
<td></td>
</tr>
<tr>
<td>TOTAL TIME PERIOD</td>
<td></td>
</tr>
<tr>
<td>RAIN GARDEN</td>
<td>$0.58/CLICK</td>
</tr>
<tr>
<td>GENERAL CHAMP</td>
<td>$0.63/CLICK</td>
</tr>
<tr>
<td>GENERAL LAKE</td>
<td>$0.69/CLICK</td>
</tr>
<tr>
<td>FALL: LABOR DAY-10/31</td>
<td></td>
</tr>
<tr>
<td>TOTAL TIME PERIOD</td>
<td></td>
</tr>
<tr>
<td>FERTILIZER</td>
<td>$0.54/CLICK</td>
</tr>
<tr>
<td>GENERAL CHAMP</td>
<td>$0.58/CLICK</td>
</tr>
<tr>
<td>GENERAL LAKE</td>
<td>$0.76/CLICK</td>
</tr>
</tbody>
</table>
Website Metrics for 2013–2019

Total Sessions/Visits (1/1–12/31)

<table>
<thead>
<tr>
<th>TIME PERIOD</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>10,111</td>
</tr>
<tr>
<td>2018</td>
<td>7,832</td>
</tr>
<tr>
<td>2017</td>
<td>7,407</td>
</tr>
<tr>
<td>2016</td>
<td>6,004</td>
</tr>
<tr>
<td>2015</td>
<td>4,659</td>
</tr>
<tr>
<td>2014</td>
<td>7,728</td>
</tr>
<tr>
<td>2013</td>
<td>3,541</td>
</tr>
<tr>
<td>2012</td>
<td>2,787</td>
</tr>
</tbody>
</table>

Top Vermont Cities and Towns, 2019

<table>
<thead>
<tr>
<th>CITIES/TOWNS</th>
<th>TOTAL USERS</th>
<th>HEALTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>BURLINGTON</td>
<td>1354</td>
<td>27.32%</td>
</tr>
<tr>
<td>SOUTH BURLINGTON</td>
<td>877</td>
<td>17.73%</td>
</tr>
<tr>
<td>COLCHESTER</td>
<td>784</td>
<td>15.84%</td>
</tr>
<tr>
<td>ESSEX/ESSEX JCT.</td>
<td>770</td>
<td>15.56%</td>
</tr>
<tr>
<td>SHELBURN</td>
<td>254</td>
<td>5.12%</td>
</tr>
<tr>
<td>HINESBURG</td>
<td>120</td>
<td>2.43%</td>
</tr>
<tr>
<td>WILLISTON</td>
<td>98</td>
<td>1.98%</td>
</tr>
<tr>
<td>SAINT ALBANS CITY</td>
<td>97</td>
<td>1.96%</td>
</tr>
<tr>
<td>MONTPELIER</td>
<td>59</td>
<td>1.17%</td>
</tr>
</tbody>
</table>

New York, 193 Users
Boston, 47 Users

2019 vs. 2018

Users +26.05%
8,531 vs 6,768

New Users +27.95%
8,529 vs 6,666

Pageviews +30.64%
15,769 vs 12,071

Website visits by device

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>DESKTOP</td>
<td>40.2%</td>
<td>50.1%</td>
<td>52.8%</td>
<td>65.7%</td>
</tr>
<tr>
<td>MOBILE</td>
<td>44%</td>
<td>40.6%</td>
<td>36.4%</td>
<td>24.5%</td>
</tr>
<tr>
<td>TABLET</td>
<td>15.8%</td>
<td>9.3%</td>
<td>10.8%</td>
<td>9.8%</td>
</tr>
</tbody>
</table>

Most visited pages, 2019

<table>
<thead>
<tr>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOMEPAGE</td>
</tr>
<tr>
<td>GET EDUCATED/PROBLEMS &amp; SOLUTIONS/RAIN GARDEN</td>
</tr>
<tr>
<td>GET EDUCATED/PROBLEMS &amp; SOLUTIONS/PET WASTE</td>
</tr>
<tr>
<td>GET EDUCATED</td>
</tr>
<tr>
<td>GET EDUCATED/PET WASTE</td>
</tr>
<tr>
<td>GET INVOLVED</td>
</tr>
<tr>
<td>EXPLORE THE LAKE CHAMPLAIN BASIN</td>
</tr>
<tr>
<td>GET EDUCATED/KIDS</td>
</tr>
<tr>
<td>GET EDUCATED/REDUCE FERTILIZER</td>
</tr>
<tr>
<td>GET EDUCATED/ALGAE BLOOMS</td>
</tr>
</tbody>
</table>