

RRST Work Plan 2021 (calendar year)													
TASKS	DESCRIPTION	TASK/DELIVERABLE	TIMEFRAME	MEASURES OF SUCCESS	2013 Actual	2014 Actual	2015 Actual	2016 Actual	2017 Actual	2018 Actual	2019 Actual	2020 Actual	2021 Proposal
Ongoing Tasks													
Quarterly reports and Annual Summaries	Prepare reports and summaries for review by committee	<ul style="list-style-type: none"> Develop annual report Submit monthly status reports and invoices 	Annual Report due March Status Updates due every month	n/a	n/a	n/a	n/a	n/a	n/a	n/a	Complete	Complete	1 Annual Report Delivered in February 12 Status Updates 12 Invoices
Steering Committee (MS4) Meetings	Prepare information and attend regular meetings	<ul style="list-style-type: none"> Attend meetings as needed to collaborate with MS4 partners 	Ongoing	n/a	n/a	n/a	n/a	n/a	n/a	n/a	7 mtgs	5	4 meetings
Expense Tracking	Track all expenses by maintaining simple accounting system	<ul style="list-style-type: none"> Submit expense tracking report with every status report 	Due every quarter	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	Continuous
Communication with CCRPC and Partners	Keep in regular communication with partners on progress	<ul style="list-style-type: none"> Provide updates on progress of initiatives via meetings or email once a month 	Ongoing	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	Continuous
Increase Revenue	Solicit and secure in-kind or cash donations from individuals, businesses, and non-member towns, apply for grants to support or match RRST work	<ul style="list-style-type: none"> Corporate Sponsors Grant-giving organizations 	By December 31st	Donation received	\$500 in plants and signs	\$300 in plants and RB cleaning supplies	\$0	+\$100 wood chips	+\$515 Compost bin, etc	\$0	LaRosa: \$2,600 in kind, Stream Clean Up: \$3,500	Product donation from Lake Champlain Chocolates \$60	No revenue goals this year
Media Coverage	Increase media coverage of Stream Team happenings via local media outlets	<ul style="list-style-type: none"> Inform local media prior to major programs Post volunteer ops on media calendars 	Ongoing	Independent News Pieces	3	4	6	9	6	6	7	6	7
Promotional Item Development	In collaboration with media partner, develop additional maps and flyers to be distributed in focus areas to increase interest of residents	<ul style="list-style-type: none"> Develop program brochures/rack cards for water monitoring program, adopt-a-rain garden program, stream clean ups events, and rain barrel workshops 	By December 31st	Promo Items Developed	0	7	4	3	6	3	6	1	2
Promotional Item Giveaway	Hand out promotional items at events. Promotional items include rack cards, brochures, t-shirts and stickers.	<ul style="list-style-type: none"> Hand out designated amount of RRST promotional items 	By December 31st	# of Promo Items Handed Out	Not measured	Not measured	Not measured	Not measured	Not measured	Not measured	320	15 t-shirts, 30 handouts	No specific target due to possible continued covid restrictions
Partnership Development	Foster partnerships with organizations and groups to increase program and event success.	<ul style="list-style-type: none"> Develop successful partnership with at least twelve non-municipal organizations or groups. 	By December 31st	Number of non-municipal organizations partnered with	5	12	9	14	11	18	11	8	12
Outreach													
Website, Facebook, and Instagram	Keep Website, Facebook page, and Instagram populated with updated information, photos and ways to get involved	<ul style="list-style-type: none"> Biweekly information addition – photo, volunteer opportunity, upcoming events etc. 	By December 31st	Total Instagram Followers	n/a	n/a	n/a	n/a	n/a	n/a	182	248	275

			By December 31st	Total FB "Likes"	83	104	114	152	177	219	254	282	300	
CCST Mailchimp Updates	Continue to send regular updates of CCST happenings via email mailing list	<ul style="list-style-type: none"> Send quarterly mailing updates 	Ongoing	Total Mailing List	261	290	459	426	467	512	629	767	# subscribers: 800 # newsletters: 4	
Outreach Events	Provide presence at community events to share CCST information to a broad audience.	<ul style="list-style-type: none"> Attend or organize a minimum of 1 outreach events in "Outreach" towns Complete outreach activities in other municipalities as time allows 	Burlington Outreach Event	# of residents reached	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	20	
			Milton Outreach Event	# of residents reached	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	20
			Shelburne Outreach Event	# of residents reached	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	20
			Outreach events in other municipalities	# of residents reached	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	20
Event-driven Tasks (Program & Project Implementation)														
Stormwater Project/Program ming	Complete projects in three towns. Focus on towns that were targeted for outreach in the previous year.	<ul style="list-style-type: none"> Collaborate with MS4 reps from "Project" towns to create plans for a high-engagement program (may be in-person or digital). 	Total # Projects	Total number of projects or events	5	11	8	7	5	5	6	3	3	
			Williston Event	# of participants	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	15
			Winooski Junction Event	# of participants	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	15
			South Burlington Event	# of participants	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	15
			Projects in other municipalities	# of participants	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0
Adopt a Rain Garden Programming	Match volunteers with public rain gardens in need of care	<ul style="list-style-type: none"> Agreements between RRST and adopters to care for rain gardens 	Ongoing	Gardens Adopted	9	9	8	6	5	6	10	10	10	
Water Quality Sampling	Continue projects to engage community members in water quality sampling	<ul style="list-style-type: none"> Coordinate with LaRosa program regarding water quality sampling support, recruit volunteers, coordinate sampling logistics 	Ongoing	# of WQ volunteers	14 sites	13 sites	14 sites	15 sites	18 sites	23 sites, 13 volunteers	21 sites, 21 volunteers	15 volunteers	20 volunteers	
Volunteer Appreciation Event	Recognize outstanding Stream Team volunteers at an award ceremony	<ul style="list-style-type: none"> Host an event to thank volunteers or purchase small thank you gifts 	By December 31st	# of events held	0	1	1	1	1	1	1	1	1	
Total Reach	Record the total number of people reached through RRST projects or outreach	<ul style="list-style-type: none"> Submit town-by-town project engagement tracking spreadsheet 	By December 31st	Total number of people reached through RRST projects or outreach	n/a	n/a	n/a	56	383	467	449	123	300	