

## MEMORANDUM SUBJECT: FY22 BUDGET/SURPLUS FUNDS

BASELINE COSTS	
1. REPORTS	\$1,500
2. NEW CREATIVE	\$1,000
3. CONTENT AND WEB UPDATES	\$3,500
4. AD PRODUCTION/PLACEMENT/MEDIA BUYING	\$2,000
5. DESIGN FOR STREAM TEAM	\$1,000
	\$9,000

### SURPLUS OPTIONS (in order of recommendation)

#### Social Media Content Development

Develop a content strategy and develop content for posts across Facebook and Instagram for Rethink Runoff.

We recommend creating a comprehensive year-round plan for social media, using the Attract/Convert/Retain approach to posts. This is a multi-tier content development process that brings in new audience members (Attract), engages with them (Convert), and transitions them to social ambassadors that help promote our messages through interaction and conversation online—likes, comments, etc. (Retain).

**GOALS:** Community Outreach, Extend our messaging reach

**COST:** Anywhere from \$250-\$1,000 per month. This is also something that can work in tandem with the general Content and Web Updates section of our Baseline Costs, where we reduce our overall updates to the site (i.e. only correcting outdated information), and work to develop social media content.

#### Interactive Basin Map

Building off the current basin map, bring in additional functionality that includes pop-up windows identifying each smaller sub-basin, impaired streams in each sub-basin, and links to other pages (stream monitoring pages, action-item pages, etc.). This is a larger web development project, combining javascript and Google Maps.

One key element here would be to tie-in a direct call-to-action for visitors, so the visitor experience does not stop at education.

**GOALS:** Individual education, reduced bounce rate off the site, greater engagement for “citizen scientists”

**COST:** TBD- depending on functionality. I don’t have a specific cost for this, but I would estimate \$5,000 as a starting point and we can discuss based on that, as to whether it makes sense to research this more in-depth.

#### Refresh Current Animated Spots

Refresh the current animated spots. Using existing assets, we would refocus our messaging. Currently our :30 second spot covers a lot of information about stormwater in a short amount of time. This was initially earmarked as an FY22-23 task, but could be moved up.

**GOALS:** General education, targeted messaging

**COST:** \$5,000-\$6,000

#### Other Thoughts:

In addition, I would open with discussion up to see if members have any issues they want to address. We can ask “what are the challenges you see among your residents,” in terms of stormwater education, outreach and engagement. This would be a good way ask our members about what they feel we should focus on, redirecting any concrete discussions to another time.

I do get the sense differing towns have different focus points and needs, so it presents an opportunity for town-/city-specific future planning as well for Runoff. I think we’re seeing that a little bit with Drain Defender participation, but towns that do not participate may have other education/outreach focus points.