

Chittenden County Regional Stormwater Educational Program Annual Review: 2008 Program Summary

During the 2008 program year (March 10, 2008 - March 9, 2009), RSEP built on its previous efforts by expanding the media reach and toolbox of materials for its public education and outreach campaign. The multifaceted campaign used both paid and unpaid media to educate the public about the effects of stormwater runoff on water bodies and simple steps that the public can take to reduce these effects. Key messages include stormwater runoff and stormwater systems, tips on prevention methods related to soil and lawn care (fertilizer/chemicals) and home construction erosion or debris and autocare. Marketing Partners, Inc. continues to work on contract with RSEP to implement the public outreach campaign.

RSEP accomplished the goals outlined in the 2008 Communication Plan, including:

- Post-campaign survey assessment and presentation of key findings.
- Refined campaign messaging to focus on those behavioral changes that continue to needed work.
- Developed a “Free Soil Test” initiative which was the focus of the Fall 2008 buy. The program included a partnership with the University of Vermont Agriculture Labs as well as a drive-to-web focus for all paid media.
- Planned sponsorship of Vermont Public Radio for the Fall 2008 buy to highlight the “Free Soil Test” initiative.
- Updates to the website to included a new landing page to allow Chittenden County residents to download a free soil test coupon. A custom database was developed to filter those who were living outside of the eligible counties.
- Conducted a paid media campaign throughout Chittenden County in Spring 2008 that includes two weeks of print ads, three weeks of spots airing on three of the top radio stations, three weeks of targeted broadcast television and a two week schedule of targeted cable television.
- Conducted a Fall 2008 campaign of an additional two weeks of spots airing on three of the top radio stations, three weeks of targeted broadcast television and a two week schedule of targeted cable television.
- New creative to support the Free Soil Test program was developed for radio, print and television.
- Compiled website and other media visibility tracking data in order to monitor outreach effectiveness.
- Continued to collaborate with partners, such as the Governor’s Clean & Clear Action Plan and public school officials, in furthering stormwater education outreach.
- Compiled materials (graphics, images and media graph) for the Municipal Sewer & Water Magazine editorial feature.
- Developed new graphics for the homepage and new content regarding excess stormwater and rain gardens, rain barrels.
- Created a summary to recap 2008 **calendar year** accomplishments.

Gross Impressions/Audience Reach Chittenden County Regional Stormwater Education Program Annual Review: 2008-2009 Program Year Summary

1. Unpaid Media (Public Relations)

Print: 123,568 (based on circulation reported by media outlet)

Insert: 47,000 (Champlain Water District Report)

Online: 3,767 (based on monthly visitors reported by website)

Total unpaid impressions*: 174,335

2. Paid Media

Print: 1,479,132 (based on circulation reported by media outlet)

TV: 2,960,640 (gross impressions – based on number of households)

Radio: 670,000 (based on number of listeners age 12+, Mon – Sun, 6am to midnight)

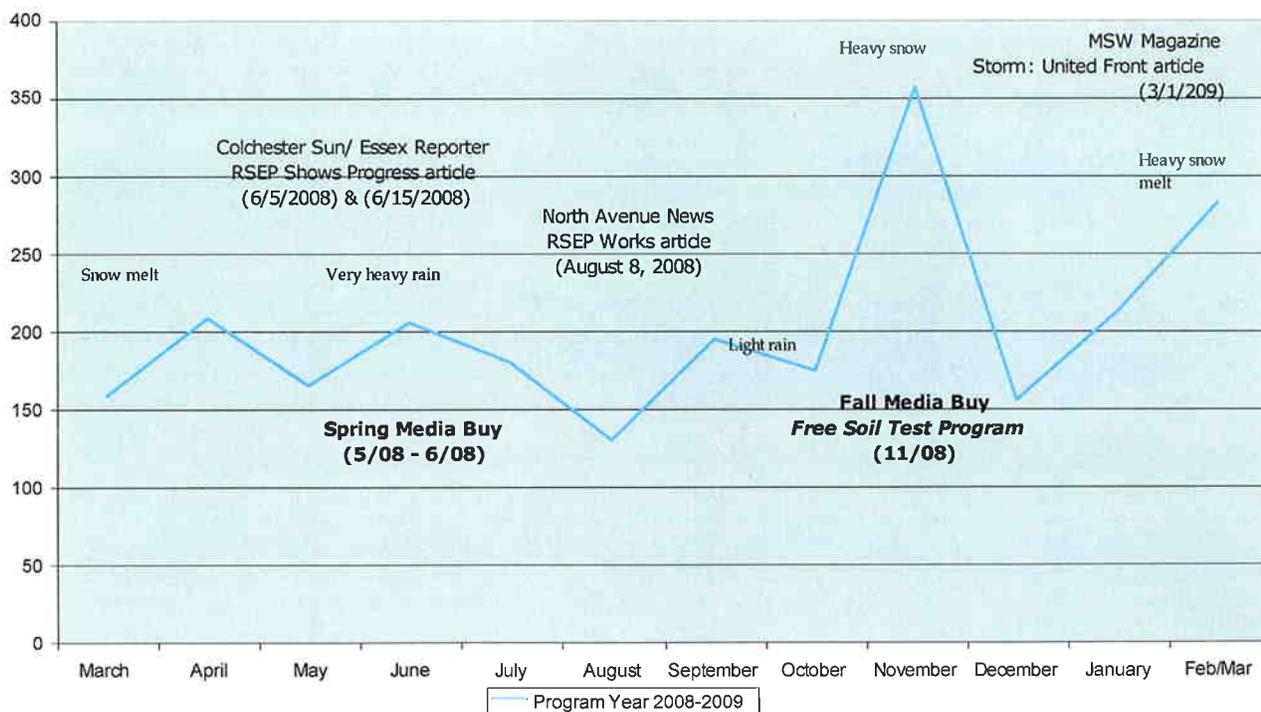
Front Porch Forum Online: 22,600 (based on number of subscribers reported by outlet)

Total paid impressions*: 5,132,372

3. Website

Below is the website visitor session information for the 2008-2009 program year. Website traffic increases are marked in conjunction with paid and unpaid media.

RSEP Visitor Sessions Annual Summary
March 9, 2008 to March 10, 2009
www.smartwaterways.org



*Impressions represent the possible total number of times a spot is heard/seen, not the number of actual persons who hear/see the ad. Unpaid RSEP visibility includes: any mention of RSEP, any mention of steering committee members and stormwater, informative pieces dealing with key messages – the effects of stormwater and the stormwater system, soil maintenance and lawn care (chemical/fertilizers), erosion and pollution, pet waste and auto care. Excludes articles solely on stormwater permitting.

Regional Stormwater Educational Program - 2008 Calendar Year Recap

During 2008, RSEP continued its work on a public education and outreach campaign. The multifaceted campaign included both paid and unpaid media, with an overall goal of increasing awareness and understanding of stormwater runoff pollution, prevention methods, and the connection between stormwater runoff and water quality. Marketing Partners, Inc. continues to work on contract with RSEP on the public outreach campaign.

Building on success of previous program efforts and as outline in the 2008 Communication Plan for March 10, 2008 to March 9, 2009 the following goals were accomplished:

- Post-campaign survey assessment and presentation of key findings.
- Refined campaign messaging to focus on those behavioral changes that continue to needed work.
- Developed a “Free Soil Test” initiative which was the focus of the Fall 2008 buy. The program included a partnership with the UVM Agriculture Labs as well as a drive-to-web focus for paid media.
- Planned sponsorship of Vermont Public Radio for the Fall 2008 buy to highlight the “Free Soil Test” initiative.
- Updates to the website to included a new landing page to allow Chittenden County residents to download a free soil test coupon. A custom database was developed to filter those who were living outside of the eligible counties.
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- Compiled website and other media visibility tracking data in order to monitor outreach effectiveness.
- Continued to collaborate with partners, such as the Governor’s Clean & Clear Action Plan and public school officials, in furthering stormwater education outreach.
- Compiled materials (graphics, images and media graph) for the Municipal Sewer & Water Magazine editorial feature.
- Developed new graphics for the homepage and new content regarding excess stormwater and rain gardens, rain barrels.
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Below is the website impression information for 2008. Website traffic increases are marked in conjunction with paid and unpaid media.

