

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.
- 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.
- Created a summary to recap 2008 **calendar year** accomplishments.

Below is the website impression information for 2008. Website traffic increases are marked in conjunction with paid and unpaid media.

