

**Chittenden County Regional Stormwater Educational Program
Annual Review: 2009- 2010 Program Year Summary**

During the 2009-2010 program year (March 10, 2009 - March 9, 2010), 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 pet waste, car washing, fertilizer/chemicals, and home construction erosion or debris. Marketing Partners, Inc. continues to work on contract with RSEP to implement the public outreach campaign.

RSEP accomplished the goals outlined in the 2009-10 Communication Plan, including:

- Based on the results of the 2008 Baseline Survey & Key Results, we refined messaging and developed a new communication plan and media plan for 2009.
- Extended the “Soil Test” campaign for spring and fall, which included new print creative. The campaign also included a partnership with the University of Vermont Agricultural Testing Lab to provide residents with a free soil test. Media drove to web where eligible residents were able to download a printable coupon.
- Conducted a paid media campaign throughout Chittenden County in spring 2009 that included messaging around the importance of soil testing. The campaign consisted of 4 weeks of print ads in core community papers, spots airing on two of the top radio stations, a sponsorship on VPR, highly targeted broadcast television and cable television and placements on Front Porch Forum (an opt-in community e-newsletter).
- A fall 2009 media campaign to coincide with messaging that if needed, fertilizer should be used two weeks before Labor Day. The campaign consisted of 2 weeks of print ads in core community papers, spots airing on two of the top radio stations, a sponsorship on VPR, highly targeted broadcast television and cable television and placements on Front Porch Forum.
- Assisted in the development of a presentation on the overview of program and results for Dan Senecal-Albrecht, Senior Planner, which aired on CCTV (local public access channel).
- Reported on multi-channel paid advertising campaign for both the spring and fall effort.
- Made updates to the website including updating the Problems and Solutions page and adding links related to rain gardens, rain barrels and downspout facts.
- 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 and the Lake Champlain Basin Program.

Gross Impressions/Audience Reach
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1. Unpaid Media (Public Relations)

Insert: 47,000 (Champlain Water District Report)

Total impressions*: 47,000

2. Paid Media

Print: 1,130,016 (based on circulation reported by media outlet)

TV: 367,032 (gross impressions - based on number of households, Nielsen program ratings)

Radio: 324,000 (based on number of listeners age 25-54 adults, M-Fri. 6a to Midnight per Arbitron ratings)

Online: 67,800 (based on circulation reported by media outlet)

Total impressions*: 1,888,848

3. Website

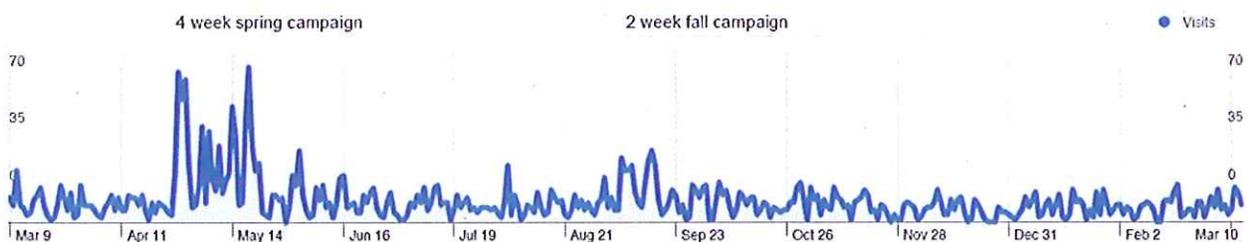
Below is the website visitor information for 2009-2010. Website traffic increases are marked in conjunction with media campaigns.

*Impressions represent the total number of times a spot is heard/seen, not the number of persons who hear/see it.

Website Traffic
March 2009 to March 2010

Mar 9, 2009 - Mar 10, 2010

www.smartwaterways.org



Site Usage

Total visits: 3,203
Pages/visit: 2.29

Pageviews: 7,339
New visits: 77.83%

Bounce Rate: 51.23%
Avg. Time on Site: 2 min, 7 sec