

Chittenden County Regional Stormwater Educational Program Annual Review: 2010- 2011 Program Year Summary

During the 2010-2011 program year (March 1, 2010 through February 28, 2011) of the Regional Stormwater Educational Program (RSEP) included some new elements while maintaining a consistent stream of public education and outreach. The program included paid media and website redesign to educate the public about the effects of stormwater runoff on water bodies and the simple steps that the public can take to reduce these effects.

As in previous years, key messages of the campaign have remained the same, and include stormwater runoff and stormwater systems education, tips on prevention methods related to pet waste, car washing, fertilizer/chemicals, and home construction erosion or debris. Within the stormwater runoff and stormwater system messaging, there has been an increasing emphasis on water volume. Marketing Partners, Inc. continues to work on a contract basis with RSEP to implement the public outreach campaign.

RSEP Communications Plan goals achieved in 2010-2011 have included:

- Complete website re-design and rebuild, including installation of Content Management System (CMS) software; new design/layout development; transfer of existing website content to the new CMS site; launch and troubleshooting of the newly designed site; and training of the selected CCRPC representative to make website content updates.
- New print creative was developed to reflect the look and feel of the new website.
- Extension of the “Soil Test” campaign in partnership with the University of Vermont (UVM) Agricultural Testing Lab to provide residents within the MS4 a free soil test. The ad campaigns drove people to the RSEP website where 261 eligible residents downloaded a printable coupon during this program year. UVM continues to track the number of coupons redeemed during paid media campaigns running in the spring and fall. Twenty-eight tests were submitted.
- The 2010 spring media campaign included a low-frequency schedule of four weeks of radio spots on VPR and WCPV; four weeks of cable TV spots; print ads in Seven Days; and four weeks of advertising on Front Porch Forum (an opt-in community e-newsletter). The spring 2010 media budget totaled \$4,988.60, a significant reduction as compared to the 2009 spring media budget.
- Another small paid media campaign was completed throughout Chittenden County in fall of 2010 that consisted of two weeks of print ads in core community papers, radio spots airing for four weeks on VPR, and four weeks of placement on Front Porch Forum. The fall 2010 ad campaign budget totaled \$7,500. This also represents a significant reduction in media budget as compared to the 2009 fall media budget.
- Compiled website and other media visibility tracking data in order to monitor outreach effectiveness.
- Continued to collaborate with partners in furthering stormwater education outreach.

Gross Impressions/Audience Reach Chittenden County Regional Stormwater Educational Program Annual Review: 2010-2011 Program Year Summary

1. Unpaid Media (Public Relations)

In program year 2010-2011, there was no public relations effort. There were no impressions measured.

2. Total Paid Media Impressions, 2010-2011 (Spring and Fall campaigns)

The 2010-2011 paid media budget was less than half of the previous program year. The number of media spots, time period that paid media appeared, and the number of media outlets were reduced.

Print: 509,569*

Cable TV: 15,444 (Nielsen program ratings)

Radio: 130,172 (based on Arbitron ratings of adult listeners age 25-54, M-F 6a – midnight)

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

Total impressions: 722,985

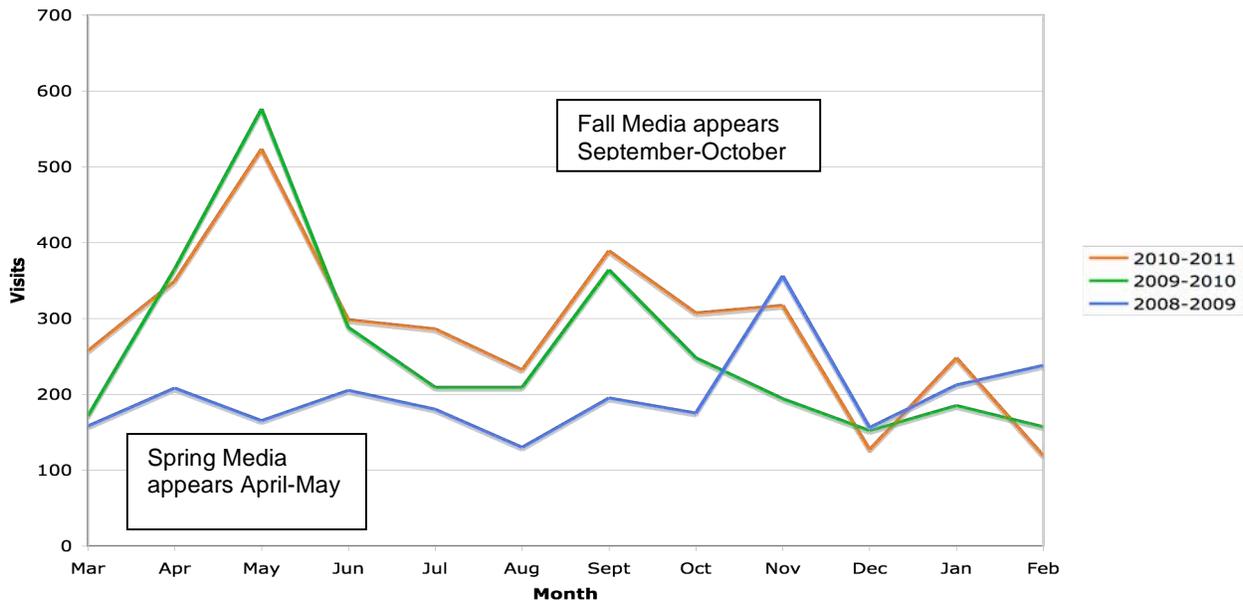
**Impressions are based on circulation as reported by outlet and an average readership of 2.34 per issue for community newspapers.*

3. Website

Below is the website visitor information for 2010, as compared to the two most recent preceding years. Website traffic increases are marked in conjunction with paid media campaigns.

Smartwaterways.org Website Visits

3-Year Comparison



NOTE: This chart includes data Google Analytics for reporting. In program years 2004-5 to 2007-8, Urchin website pageviews were reported. As noted previously, Google Analytics provides a more accurate picture of actual website traffic, hence the switch in 2008.