

MCM #1
REGIONAL STORMWATER EDUCATION PROGRAM
RETHINK RUNOFF

JANUARY–DECEMBER 2019
ANNUAL REPORT

Prepared by:

Pluck

Introduction

Since 2003, Chittenden County's twelve MS4s have worked to pool resources to professionally engage the public in a one message, one outreach effort known as the Regional Stormwater Education Program. Through regular spring and summer advertisements to drive people to the program's website, www.smartwaterways.org, this cooperative approach to fulfilling its NPDES Permit Minimum Control Measure #1 (Public Education & Outreach) requirements has built a regional awareness among the public of the need for individual action to assist in fighting stormwater problems.

In the summer of 2016, the MS4s contracted with Tally Ho through their Lead Agency, the Chittenden County Regional Planning Commission, to rebrand the Smart Waterways campaign into a combined effort with the MS4's Minimum Measure #2 regional effort known as the Chittenden County Stream Team. The goal was to create one cohesive organization and outreach effort to both educate the public about stormwater and boost public participation in implementation of projects to combat the negative impacts of stormwater. In spring of 2017, Rethink Runoff was publicly launched, including a new website and revised creative.

In late 2017, Tally Ho transitioned to Pluck, retaining the same client contact. Pluck subsequently took over the creative, administration, and management of Rethink Runoff.

This 2019 calendar year report recaps the work done primarily related to Minimum Control Measure #1.

2019 Initiatives

Having completed the initial rebranding to Rethink Runoff and the website redesign in 2017, and a focus on updating the advertising in 2018, this past year left us a canvas to improve on the work done.

We revised digital display advertising and updated all three video animations for YouTube. Similar to last year, we targeted various demographics in all MS-4 towns based on subject matter and interests (home improvement, gardening, fishing, water recreation, pets, etc.).

In addition to a heavy YouTube presence, videos were also shown on WCAX in limited quantity as well as on Comcast/Infinity cable stations.

Print advertising in *Seven Days* also continued our seasonal approach, increasing visibility for specific activities at specific times.

In addition to advertising, we revised content across the website. We simplified top-level messaging, simplifying terms and making headlines and introductions more conversational in nature. The same shift in content was carried throughout the subpages as well.

We also created a new system of materials for the Stream Team. For events, we created a tabling system, including a branded tablecloth and a large-scale pop-up banner with top-level messaging. In addition, we finalized the Rain Garden signage.

We created a series of print materials:

- A rack card highlighting simplified actions that homeowners can take to mitigate runoff.
- Another rack card highlighting the Stream Team and its various activities and initiatives.
- A small call-to-action card, printed on seed-based paper that could be planted with wildflowers native to the Northeast.
- Series of downloadable posters, 8.5x11 and 11x17, for each of our ad series: Champ, Car Care, Rain Gardens, Pets, Rain Barrels, and The Stream Team.

Stream Team Outreach Materials



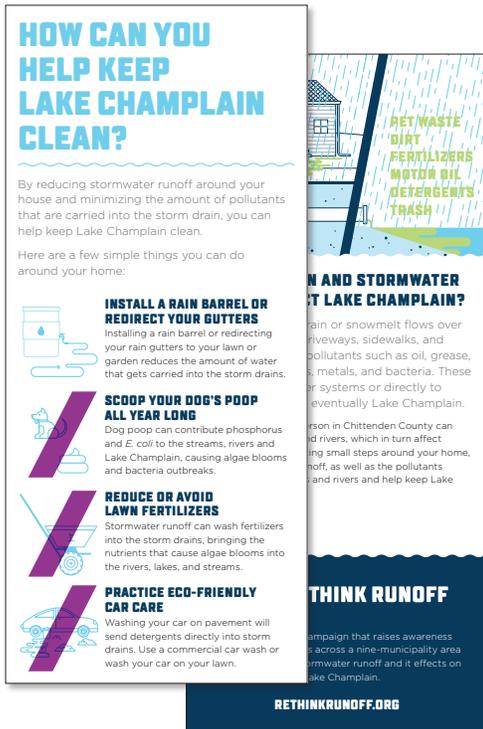
COMMUNITY RAIN GARDEN SIGNAGE



POP-UP BANNER



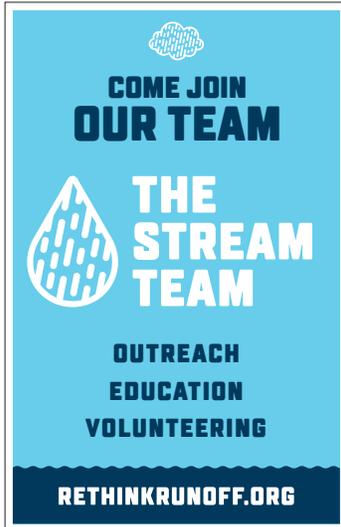
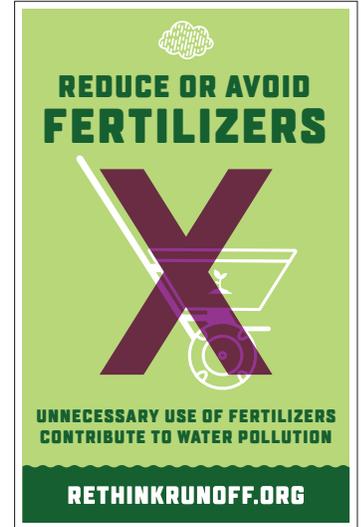
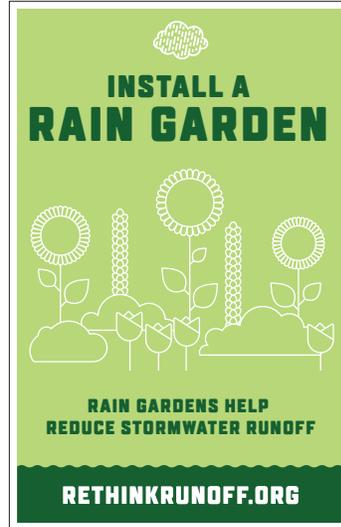
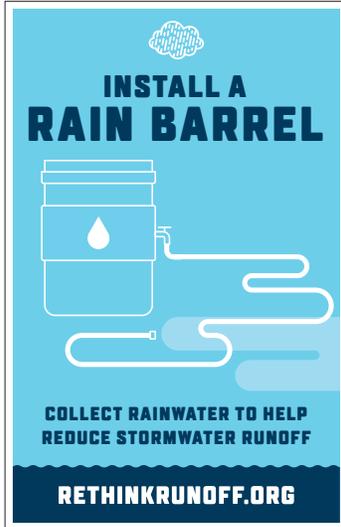
CALL-TO-ACTION SEED CARD



RACK CARDS



Downloadable Posters



Media Buy Breakdown

Below is a cost breakdown of media buys, compared with 2016, 2017, and 2018. Overall, we've continued to reduce our radio media buys, shifting to a larger digital media buy. This past year, we also increased our television media buy, since we have three different focused animated spots.

We added a small media buy in January/February, focused on pet waste pick-up—something we will continue to do in 2020. In addition, we've continued to roll over any excess spring digital media buys into a longer summer media buy.

| 2016 – MEDIA BUY | | | |
|------------------|----------|--------|----------|
| SOURCE | SPRING | SUMMER | FALL |
| RADIO | \$4,500 | - | \$3,258 |
| DIGITAL | \$7,500 | - | \$4,985 |
| TV | \$5,500 | - | \$2,379 |
| PRINT | \$2,500 | - | |
| TOTAL | \$20,000 | - | \$10,622 |

| 2017 – MEDIA BUY | | | |
|------------------|----------|------------------------|---------|
| SOURCE | SPRING | SUMMER* 05/28-08/02 | FALL |
| RADIO | \$3,088 | - | \$1,080 |
| DIGITAL | \$3,600 | \$3,826 | \$4,582 |
| TV | \$2,015 | - | \$1,833 |
| PRINT | \$1,755 | \$585 | \$1,170 |
| TOTAL | \$13,191 | \$4,235 | \$8,666 |

| 2018 – MEDIA BUY | | | |
|------------------|----------|-----------------------|---------|
| SOURCE | SPRING | SUMMER* 6/16-08/27 | FALL |
| RADIO | \$2,675 | - | \$1,044 |
| DIGITAL | \$3,394 | \$7,534 | \$2,987 |
| TV | \$3,710 | - | \$2,472 |
| PRINT | \$1,755 | - | \$1,006 |
| TOTAL | \$11,534 | \$7,534 | \$7,509 |

| 2019 – MEDIA BUY | | | | |
|------------------|---------|----------|----------------------|---------|
| SOURCE | WINTER | SPRING | SUMMER* 5/27-09/2 | FALL |
| RADIO | \$360 | \$1,008 | | \$1,025 |
| DIGITAL | \$1,800 | \$2,320 | \$5,830 | \$3,000 |
| TV | | \$5,830 | | \$3,306 |
| PRINT | \$503 | \$2,012 | | \$1,006 |
| TOTAL | \$2,663 | \$11,170 | \$5,830 | \$7,509 |

* For 2017 and 2018, Summer was initially planned as part of the spring 2018 budget. Moving forward, the spring media buy will include all purchases made through 7/1. The Fall media buy will include any media buys made from 7/1 to the end of the summer.

Creative

Advertising during 2017 included redesigned creative, incorporating existing messaging with a new visual language based on Rethink Runoff. In 2018, we created a series of three :30 animated video spots (installing a rain garden, installing a rain barrel, and avoiding fertilizer), exporting one on as a radio spot. In addition, we began introducing additional seasonal display advertising, including a series for Clean Water Week.

Advertising for 2019 included updated 2017 creative as well as new ads released from April-July, tied to spring/summer activities. All ads were rolled out in 8-10 different sizes. Fertilizer and Rain Garden ads were positioned in early spring and fall. Rain Barrel and Fishing ads were positioned in late spring through fall. Water Recreation was pushed through summer to early fall while the General, Champ and Stream Team ads were positioned from early spring through fall. The media buys for the video reflected the display ad media buys. We also created winter-specific Pet Waste ads to target pet owners who may not pick up their pet waste in the winter, placing media buys in late January/February 2019.

Revised Creative



GENERAL LAKE



STREAM TEAM



FERTILIZER



GENERAL CHAMP



SLOW THE FLOW



RAIN GARDEN



RAIN BARREL



FISHING



PET WASTE 1



PET WASTE 2



WATER RECREATION

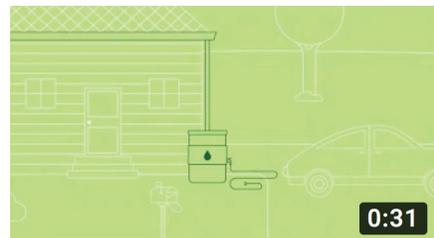
Videos



APRIL - FERTILIZER
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=T8BY6UBQSUW](https://www.youtube.com/watch?v=T8BY6UBQSUW)



MAY - RAIN GARDEN
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=E9RNXJSYEIG](https://www.youtube.com/watch?v=E9RNXJSYEIG)



JUNE - RAIN BARREL
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=ZZJ_MEP9Q_Q](https://www.youtube.com/watch?v=ZZJ_MEP9Q_Q)

Advertising Click-through Rates, 2019

| SOURCE | IMPRESSIONS | INTERACTIONS/ VIEWS | COST | COST PER CLICK |
|-----------------|-------------|------------------------|---------|----------------|
| DISPLAY ADS | 4,432,126 | 4,870 | \$6,910 | \$1.41 |
| VIDEO (YOUTUBE) | 380,633 | 176,983 | \$3,850 | \$0.02 |
| WCAX DIGITAL | 200,004 | 116 | \$1,500 | \$12.93 |

Google Display Ads Overview, 2019

Most Popular by Impressions

| CALENDAR YEAR 2019 NAME | SPRING: 4/15-MEMORIAL DAY NAME | SUMMER: MEMORIAL-LABOR DAY NAME | FALL: LABOR DAY-10/31 NAME |
|----------------------------|-----------------------------------|------------------------------------|-------------------------------|
| GENERAL LAKE | RAIN GARDEN | RAIN GARDEN | GENERAL LAKE |
| PET WASTE | GENERAL CHAMP | GENERAL LAKE | FERTILIZER |
| RAIN GARDEN | GENERAL LAKE | GENERAL CHAMP | GENERAL CHAMP |

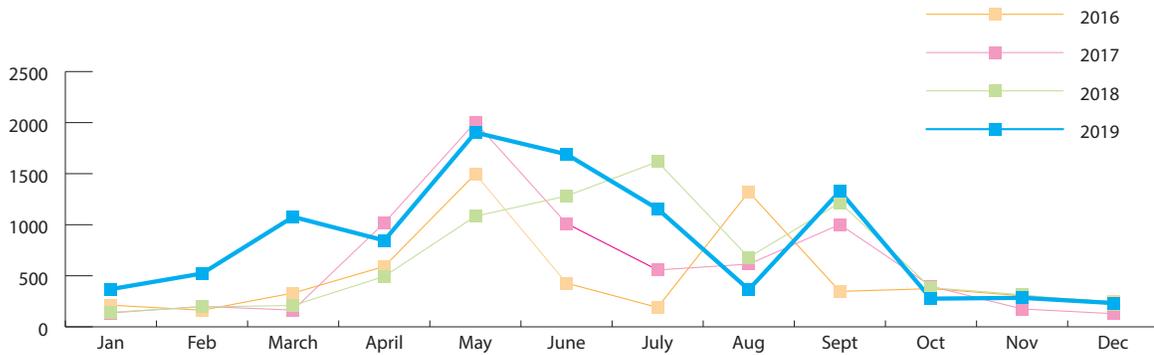
Most Popular by Interaction

| CALENDAR YEAR 2019 NAME | SPRING: 4/15-MEMORIAL DAY NAME | SUMMER: MEMORIAL-LABOR DAY NAME | FALL: LABOR DAY-10/31 NAME |
|----------------------------|-----------------------------------|------------------------------------|-------------------------------|
| GENERAL LAKE | GENERAL LAKE | RAIN GARDEN | GENERAL LAKE |
| PET WASTE | GENERAL CHAMP | GENERAL LAKE | FERTILIZER |
| RAIN GARDEN | RAIN GARDEN | PET WASTE | GENERAL CHAMP |

Most Effective by Cost-per-click

| CALENDAR YEAR 2019 | | SPRING: 4/15-MEMORIAL DAY | | SUMMER: MEMORIAL-LABOR DAY | | FALL: LABOR DAY-10/31 | |
|--------------------|--------------|---------------------------|--------------|----------------------------|--------------|-----------------------|--------------|
| TOTAL | TIME PERIOD | TOTAL | TIME PERIOD | TOTAL | TIME PERIOD | TOTAL | TIME PERIOD |
| FERTILIZER | \$0.55/CLICK | GENERAL CHAMP | \$0.55/CLICK | RAIN GARDEN | \$0.58/CLICK | FERTILIZER | \$0.54/CLICK |
| RAIN GARDEN | \$0.58/CLICK | RAIN GARDEN | \$0.56/CLICK | GENERAL CHAMP | \$0.63/CLICK | GENERAL CHAMP | \$0.58/CLICK |
| GENERAL CHAMP | \$0.59/CLICK | GENERAL LAKE | \$0.67/CLICK | GENERAL LAKE | \$0.69/CLICK | GENERAL LAKE | \$0.76/CLICK |

Website Metrics for 2013–2019



2019 vs. 2018 Users

+26.05%
8,531 vs 6,768

New Users

+27.95%
8,529 vs 6,666

Pageviews

+30.64%
15,769 vs 12,071

Total Sessions/Visits (1/1–12/31)

| TOTAL | TIME PERIOD |
|--------|-------------|
| 10,111 | 2019 |
| 7,832 | 2018 |
| 7,407 | 2017 |
| 6,004 | 2016 |
| 4,659 | 2015 |
| 7,728 | 2014 |
| 3,541 | 2013 |
| 2,787 | 2012 |

Website visits by device

| DEVICE | 2019 | 2018 | 2017 | 2016 |
|---------|-------|-------|-------|-------|
| DESKTOP | 40.2% | 50.1% | 52.8% | 65.7% |
| MOBILE | 44% | 40.6% | 36.4% | 24.5% |
| TABLET | 15.8% | 9.3% | 10.8% | 9.8% |

Top Vermont Cities and Towns, 2019

| TOTAL | CITY/TOWN | USERS | PERCENTAGE |
|-------|-------------------|-------|------------|
| 1354 | BURLINGTON | 1354 | 27.32% |
| 877 | SOUTH BURLINGTON | 877 | 17.73% |
| 784 | COLCHESTER | 784 | 15.84% |
| 770 | ESSEX/ESSEX JCT. | 770 | 15.56% |
| 254 | SHELBURNE | 254 | 5.12% |
| 120 | HINESBURG | 120 | 2.43% |
| 98 | WILLISTON | 98 | 1.98% |
| 97 | SAINT ALBANS CITY | 97 | 1.96% |
| 59 | MONTPELIER | 59 | 1.17% |

Most visited pages, 2019

| |
|---|
| TOTAL |
| Homepage |
| GET EDUCATED/PROBLEMS & SOLUTIONS/RAIN GARDEN |
| GET EDUCATED/PROBLEMS & SOLUTIONS/PET WASTE |
| GET EDUCATED |
| GET EDUCATED/PET WASTE |
| GET INVOLVED |
| EXPLORE THE LAKE CHAMPLAIN BASIN |
| GET EDUCATED/KIDS |
| GET EDUCATED/REDUCE FERTILIZER |
| GET EDUCATED/ALGAE BLOOMS |

New York, 193 Users

Boston, 47 Users