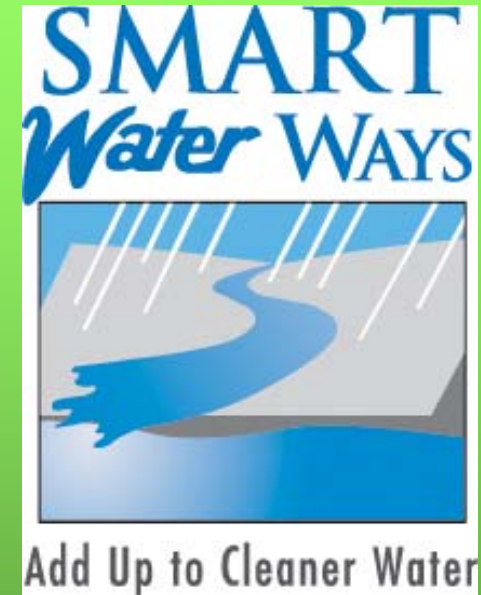


Results of a multi-year Social Marketing Campaign in Northwestern Vermont.



Chittenden County Regional Stormwater Education Program

**Dan Senecal-Albrecht, Senior Planner
Chittenden County Regional Planning Commission
110 West Canal Street, Suite 202
Winooski, VT 05404**

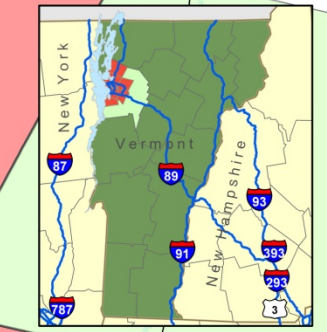
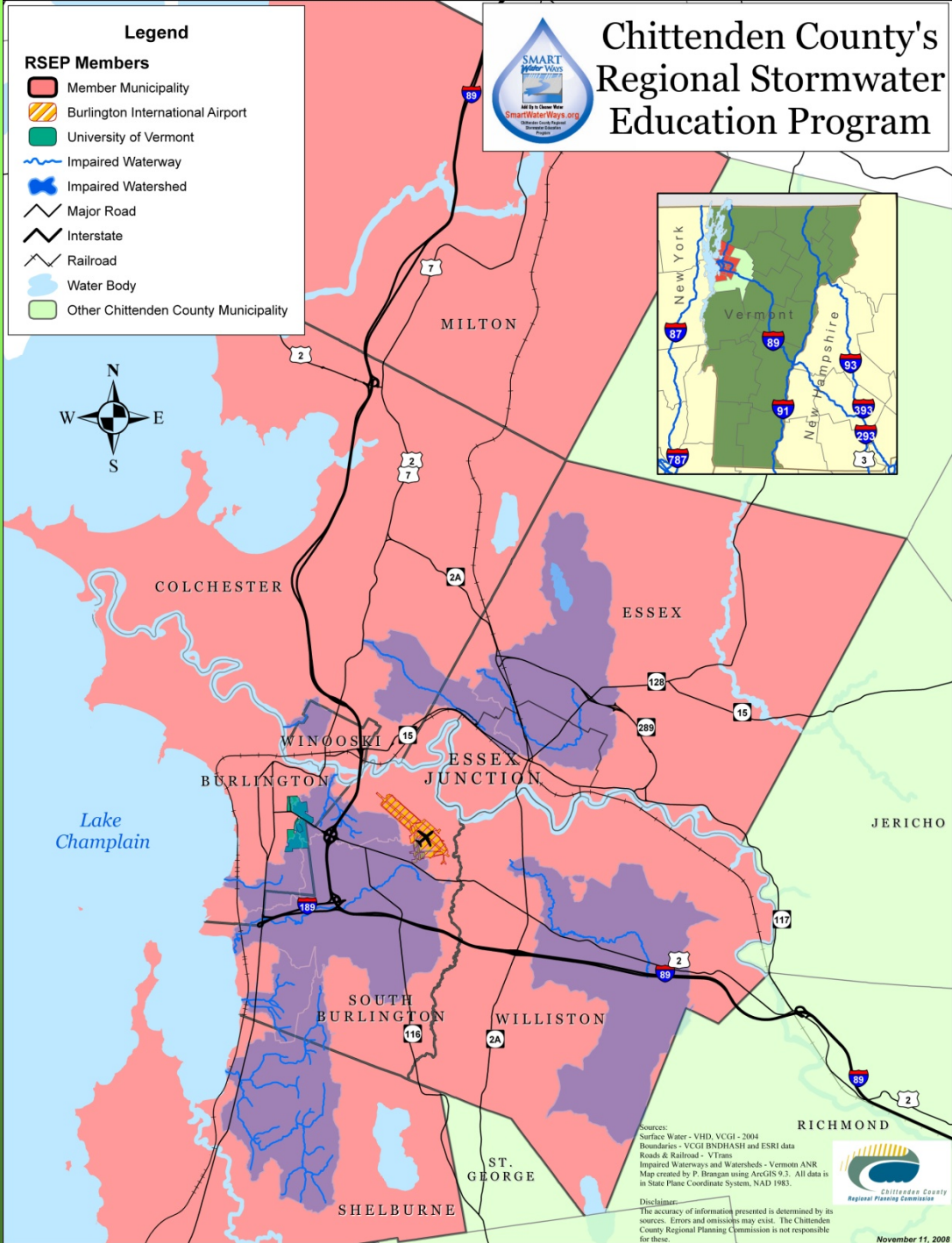
Chittenden County's Regional Stormwater Education Program



Legend

RSEP Members

- Member Municipality
- Burlington International Airport
- University of Vermont
- Impaired Waterway
- Impaired Watershed
- Major Road
- Interstate
- Railroad
- Water Body
- Other Chittenden County Municipality



Sources:
 Surface Water - VHD, VCGI - 2004
 Boundaries - VCGI BNDHASH and ESRI data
 Roads & Railroad - VTrans
 Impaired Waterways and Watersheds - Vermont ANR
 Map created by P. Brangan using ArcGIS 9.3. All data is in State Plane Coordinate System, NAD 1983.

Disclaimer:
 The accuracy of information presented is determined by its sources. Errors and omissions may exist. The Chittenden County Regional Planning Commission is not responsible for these.



November 11, 2008

9 Municipalities

- Burlington
- South Burlington
- Winooski
- Milton
- Essex Junction
- Essex
- Williston
- Colchester
- Shelburne

3 "Non-traditional"

- University of Vermont
- Burlington Int'l Airport
- VT Agency of Transportation

NPDES Phase II Requirements:

1. *Public Education and Outreach*
2. Public Involvement and Participation
3. Illicit Discharge Detection & Elimination
4. Construction Site Stormwater Runoff Control
5. Post Construction Stormwater Management in New and Re Development
6. Pollution Prevention/Good Housekeeping for Municipal Operations

Fulfilling requirement #1, without going broke or nuts.

Cooperative Regional Approach

- **Maximize resources**
- **Allows communities to retain capable, professional marketing help**
- **Provide consistent message**
- **Manage individual community role as public educator**
- **Broad approach to permit compliance**
- **Makes Sense!**

RSEP Operations, or How We Herd the Housecats

- **Memorandum of Understanding**
- **Steering committee meets monthly**
 - **Voting Members (Twelve)**
 - **Non-voting, advisory members (ANR-DEC, Champlain Water District)**

RSEP MOU

- **5-year program thru March 2008**
- **5-year commitment thru March 2013**
- **Participant Costs @ \$5,000 each / year**
- **Contract marketing firm to design Communications Plan and implement a Media Plan**
- **Lead Agency (Chittenden County RPC) for staff support and to supervise marketing firm (10-25 hours per month)**

Hiring a Marketing Consultant:

- **Relationship with media**
- **Experience with comparable projects**
- **Efficient use of funds**

Social Marketing

The adaptation of commercial marketing techniques...

to inform, persuade, or motivate behavior changes...

which improve societal welfare for the public good.

Key Findings of 2003 Baseline Survey:

Where are we starting with *behaviors* and *understanding*?

- Nearly 2 out of 3 respondents did not realize water from their outdoor lawn and garden runs directly into storm drains or creeks, rivers and Lake Champlain.
- Of those who wash their car at home more than once a month, 68.3% always wash their car on a paved surface.
- A majority of respondents (55.8%) believe there is little or no impact on water quality in this region from erosion from small home/garden construction projects.
- In contrast, 69.0% understand that roads and pavement for large-scale commercial and residential development has a significant stormwater-related effect.
- Of dog owners who walk their dog(s), only 62% dispose of their pet's waste in the trash.

The Stormwater Knowledge Gap

- Many people don't realize that stormwater runs directly into our waterways and is not treated in the sewage or septic system.
- People don't know that stormwater runoff picks up pollutants and carries it into our waterways.
- Many people don't understand the link between stormwater runoff and water quality in our local streams and Lake Champlain.
- Many people don't realize they can help improve water quality by making simple changes to their daily behaviors.

The RSEP Communication Plan:

“close the gap between public’s current stormwater-related knowledge, attitudes and behaviors and the desired knowledge and behaviors based on the EPA’s best management practices (BMPs).”

RSEP Five-Year Communications Goals:

People living and working in the Chittenden County MS4s will

- be able to explain the link between stormwater runoff and water quality.
- identify resources to help them maintain a stormwater-friendly lifestyle and spread the word to their friends and colleagues.
- adopt specific behavior and lifestyle changes that will help to achieve the goals reflected in the relevant best management practices.

Regional Educational Focus

5 Key Messages

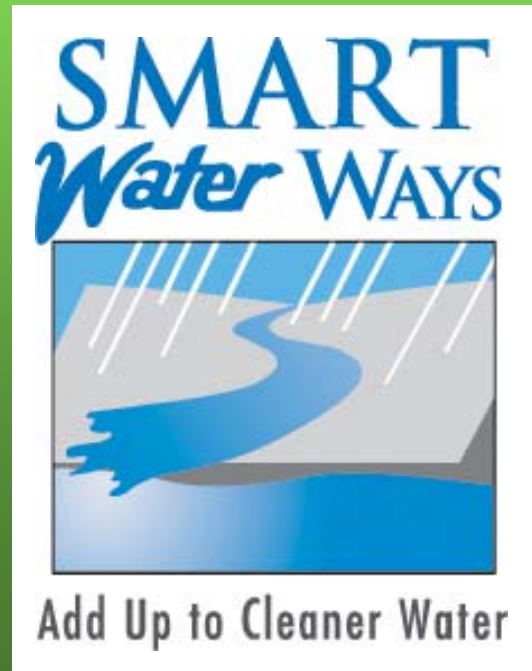
- What is the Stormwater System
- Home Projects & Erosion Control
- Toxic Chemicals & Fertilizer
- Car Washing
- Pet Waste

Communication Toolbox

- :30 TV ad – “Dog Owners”
- :30 TV ad – “Car Washers”
- :30 TV ad – “General Public”
- :30 TV ad – “Erosion”
- :30 TV ad – “Lawn & Garden”
- Print ad – “Smart Water Ways”
- :30 Radio ad – “Car Washing”
- :30 Radio ad – “Erosion”
- :30 Radio ad – “Pet Waste”
- :30 Radio ad – “System”
- :30 Radio ad – “Fertilizer”
- Tip Sheet – “At Home”
- Tip Sheet – “Auto Maintenance”
- Tip Sheet – “Home & Garden”
- Tip Sheet – “Home Repair & Remodeling”
- Tip Sheet – “Painting”
- Tip Sheet – “Rural Homes”
- Website, expanding annually:
www.smartwaterways.org
- 5-Minute Video – “After the Storm in Vermont”
- Video – 1 Hour Panel Discussion – “Stormwater in Vermont”
- Bookmark – “Be a Water Wizard”
- Household Magnet – “Smart Water Ways”
- Series of news releases and fact sheets

Purpose of all communications to public
is to drive them to the web!!!!

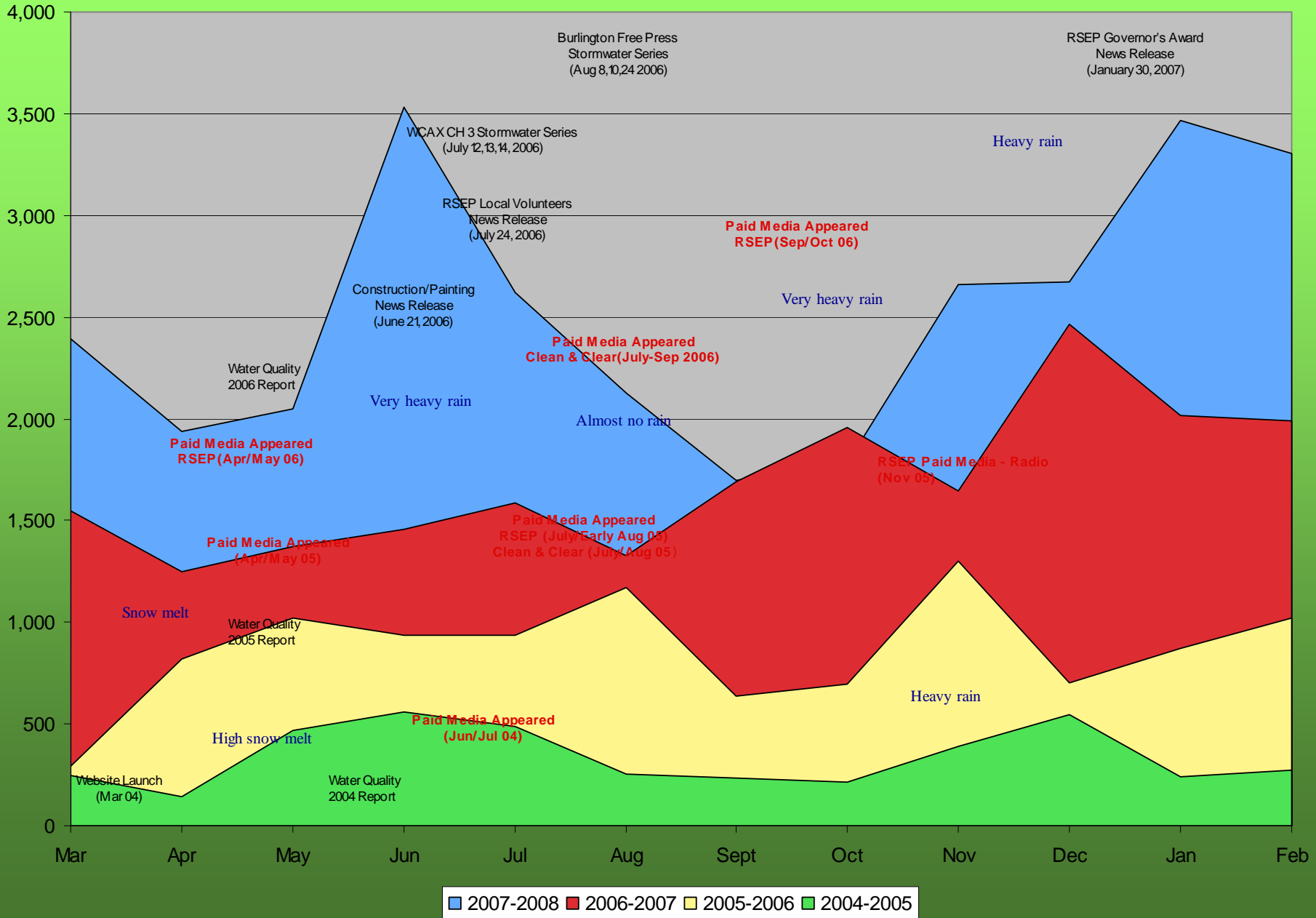
www.smartwaterways.org



Welcome to Stormville



RSEP website visits in conjunction with paid and unpaid media and water discharge levels (Urchin Data), 2004- 2008

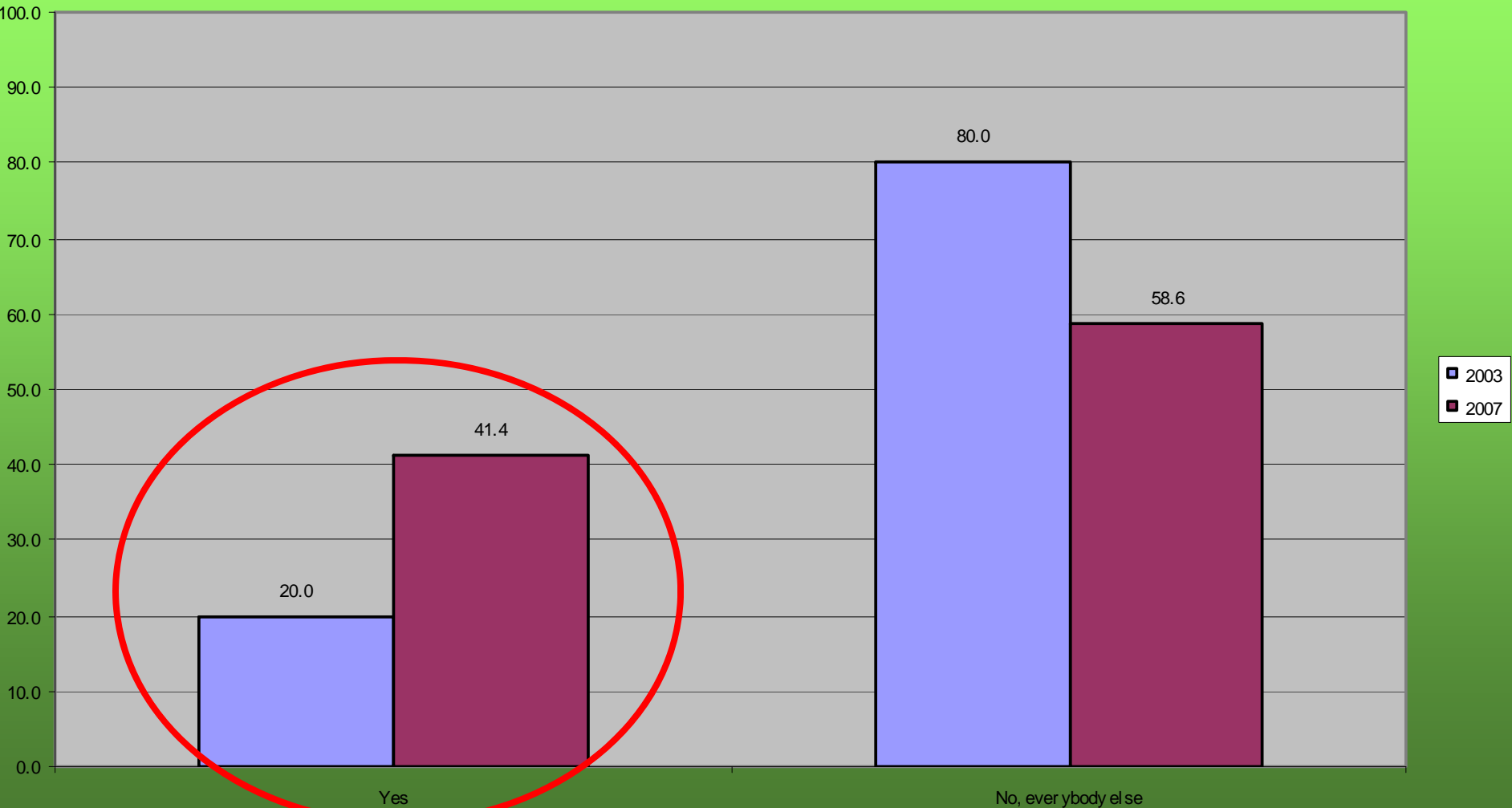


Fall 2007 Survey

- Gauge effectiveness of first 5-year campaign
- Replicated 2003 survey

What is the Stormwater System?

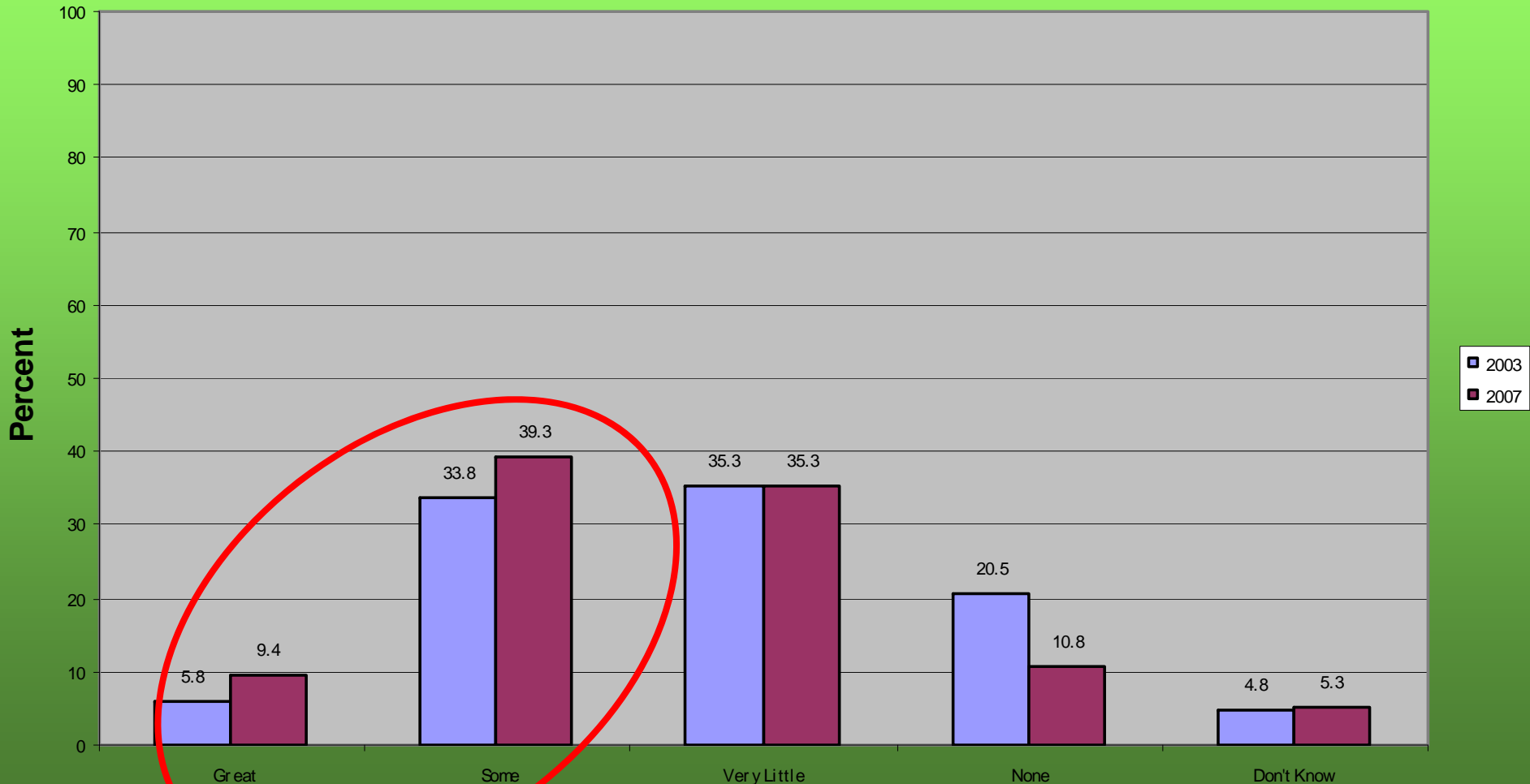
- Water from overwatered lawns and gardens, can you tell me where that drains to?. % answering "Creeks/Rivers/Lake", 2003 vs. 2007



Results showed a significant change

Erosion from small home/garden construction projects

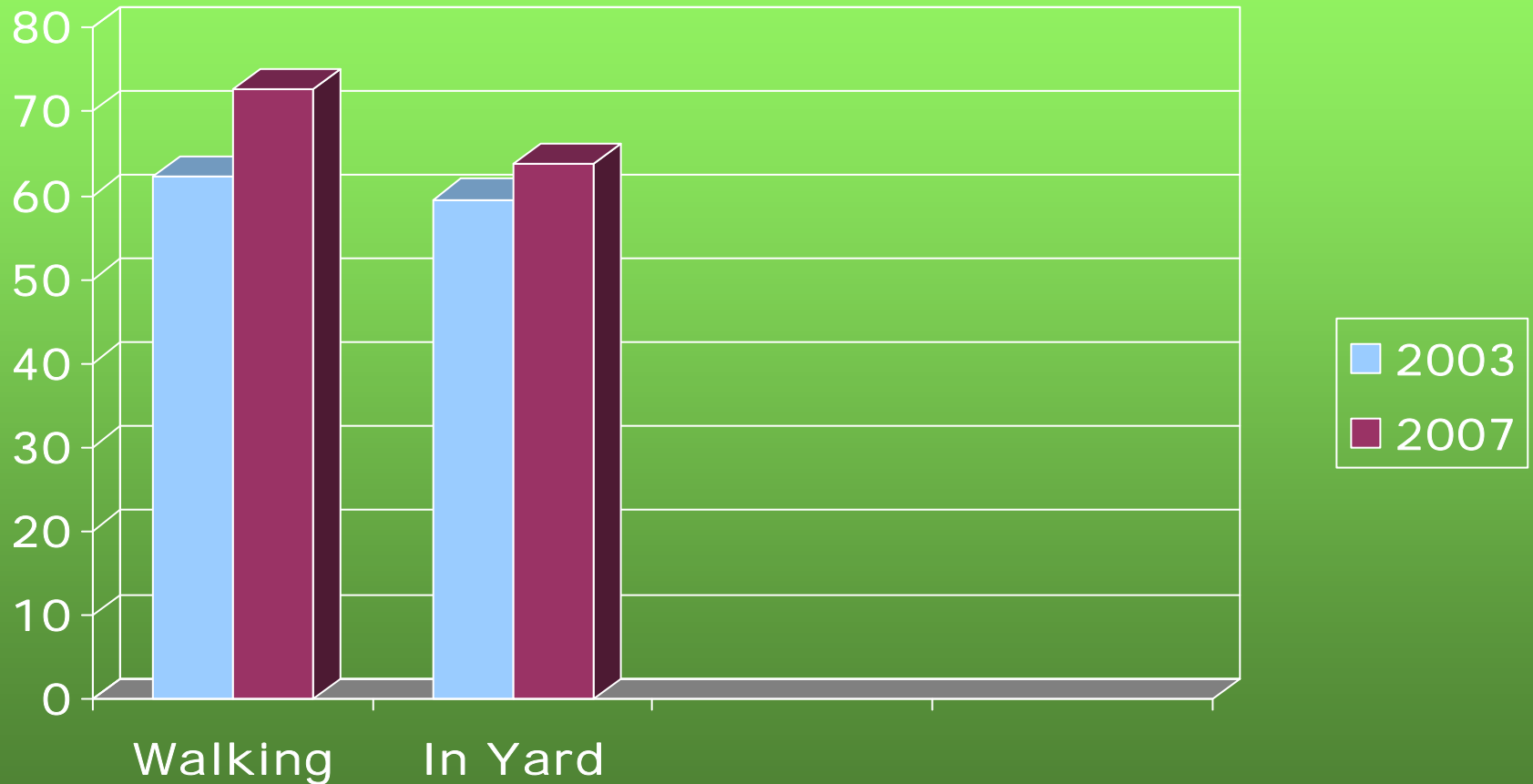
- Relative impacts on water in your region, 2003 vs. 2007



Results showed a significant change

Disposal of pet waste by pet owners

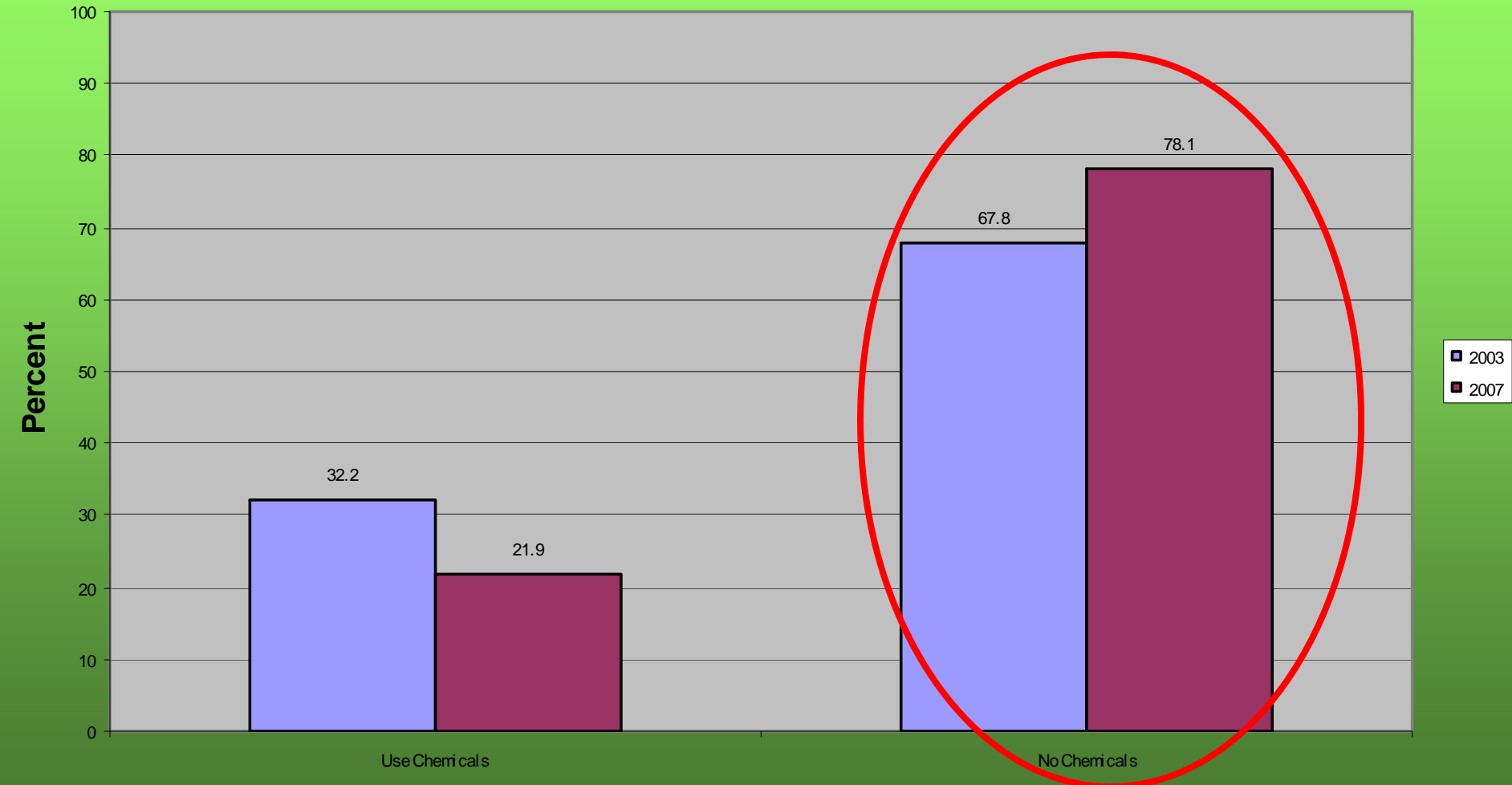
--while walking and in yard, 2003 vs. 2007



Results showed no significant change

Dealing with weed problems

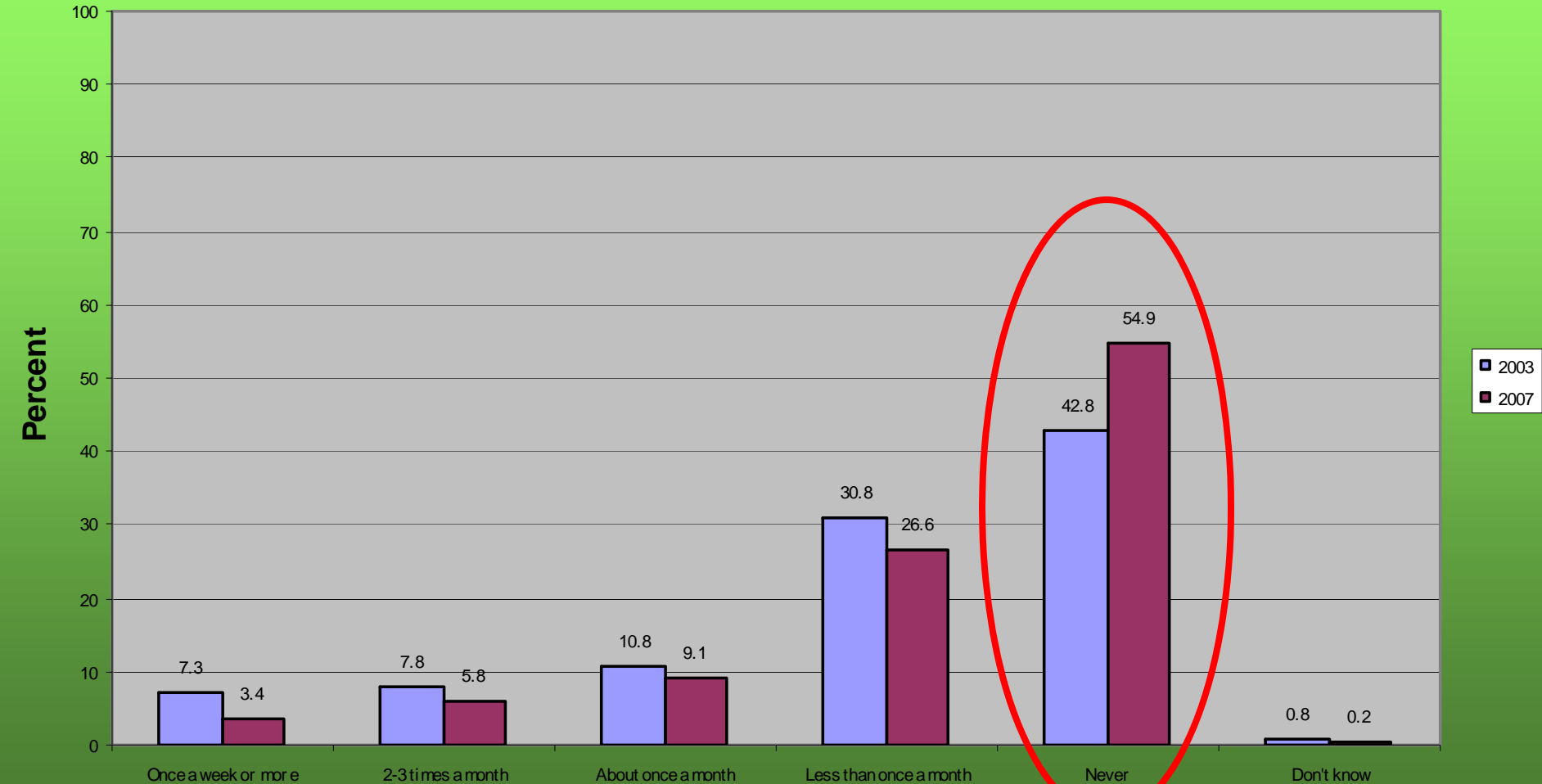
- % using or not using chemicals, 2003 vs. 2007



Results showed a significant change

Car Washing & Maintenance

- Frequency of Car Washing at Home-, 2003 vs. 2007



Results showed a significant change

3rd RSEP Survey in 9 member communities

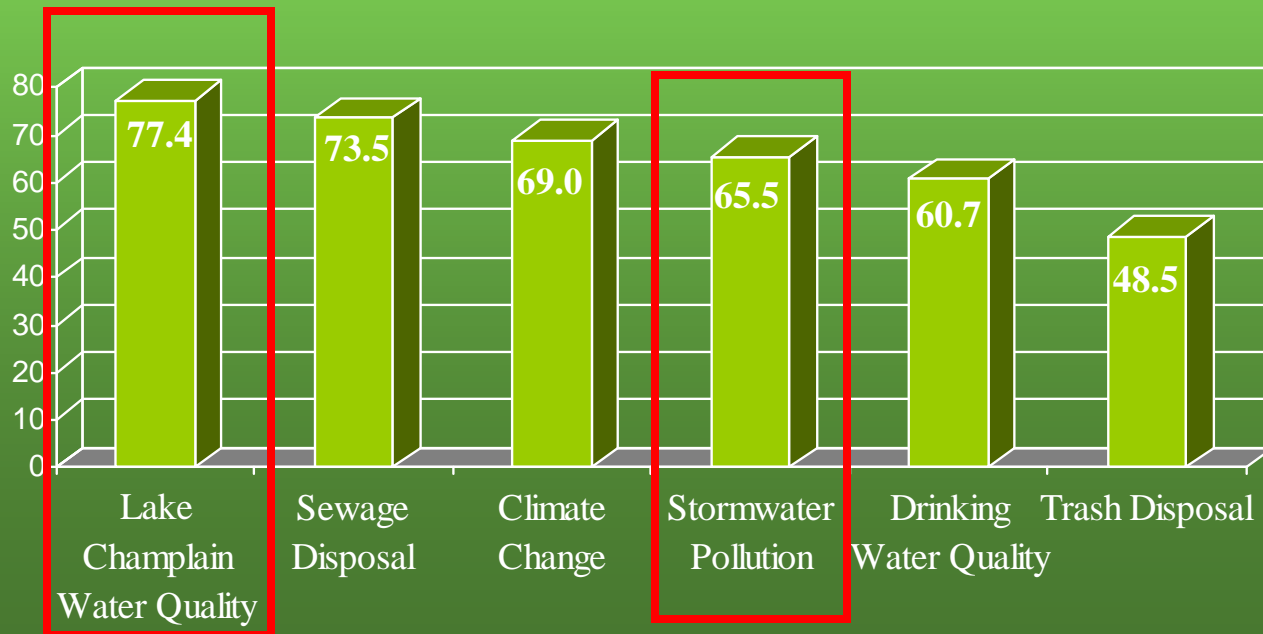
July 2008

Research Objectives

- Objective of the RSEP pre-campaign survey was to determine a new baseline of knowledge, attitudes, beliefs and behaviors related to stormwater pollution.
- Reformatted and added questions to better assess fertilizer use, car washing, environmental concerns and other issues
- Pre-campaign telephone survey was conducted in July 2008. (N=438, confidence 95%, error margin +/- 5%)

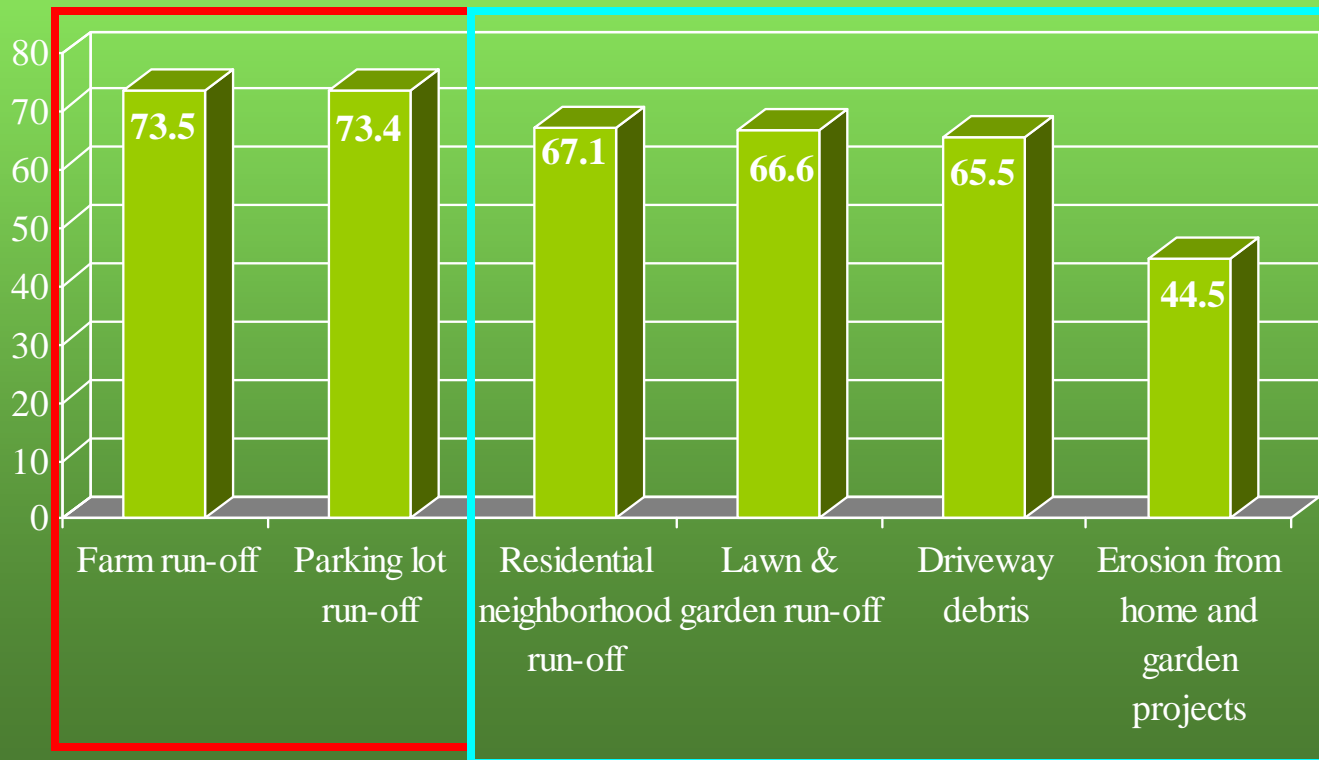
July 2008 Survey: Six Environmental Problems

Respondents Very Concerned and Concerned
about Six Environmental Problems (in rank
order)



July 2008 Survey: Sources of Stormwater Pollution

Sources of Stormwater Pollution Believed to
have Some & Greatest Impact



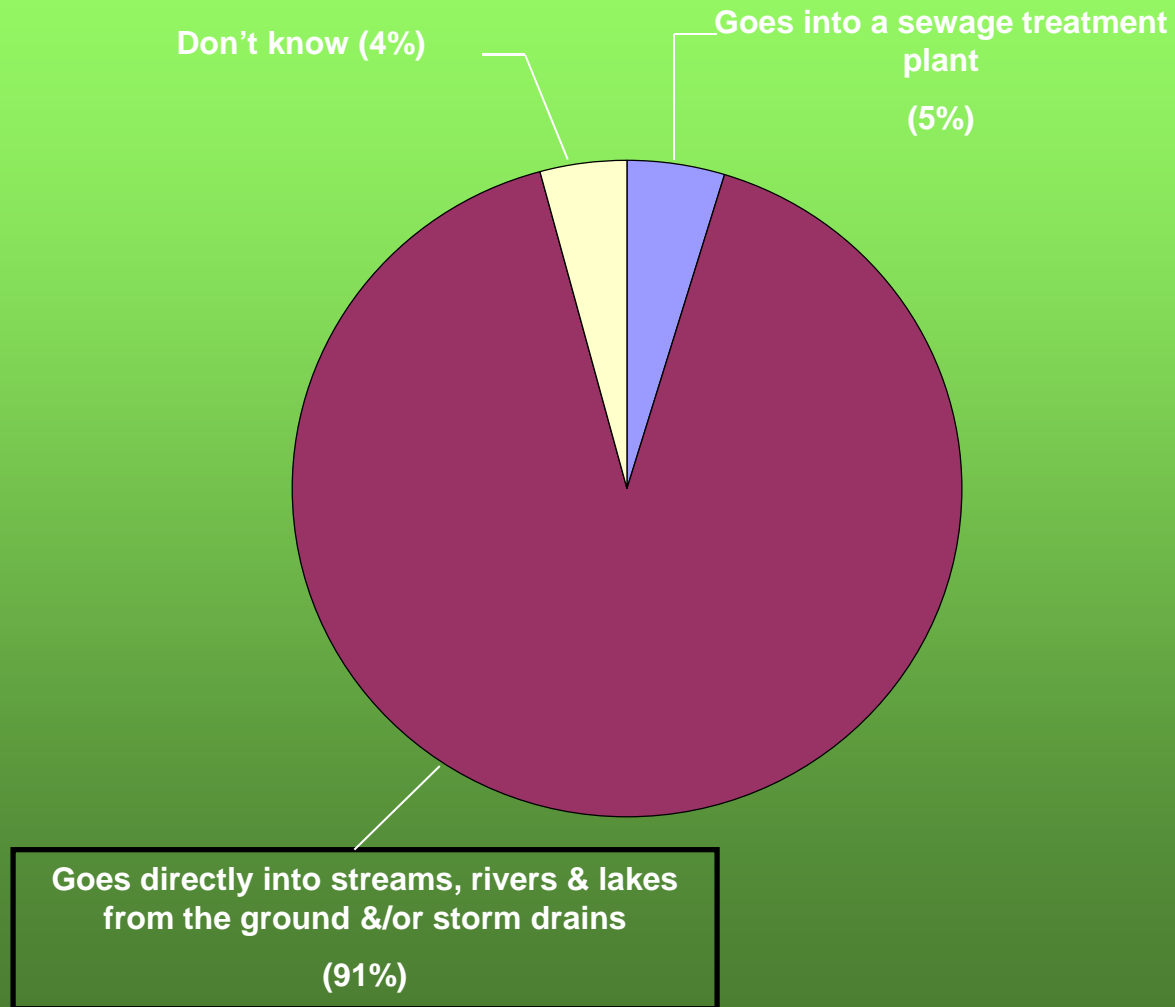
July 2008 Survey: General Stormwater Knowledge

- Nine out of ten understand that improper disposal of pet waste can close beaches.
- Nine out of ten understand that excess use of fertilizers can cause poor water clarity and algae blooms.
- Nine out of ten understand that increasing runoff volume in a stream causes the stream to widen and banks to erode.
- Eight out of ten understand that the more paved or gravel surfaces there are in an area, the greater the runoff volume and therefore the greater the stormwater pollution.

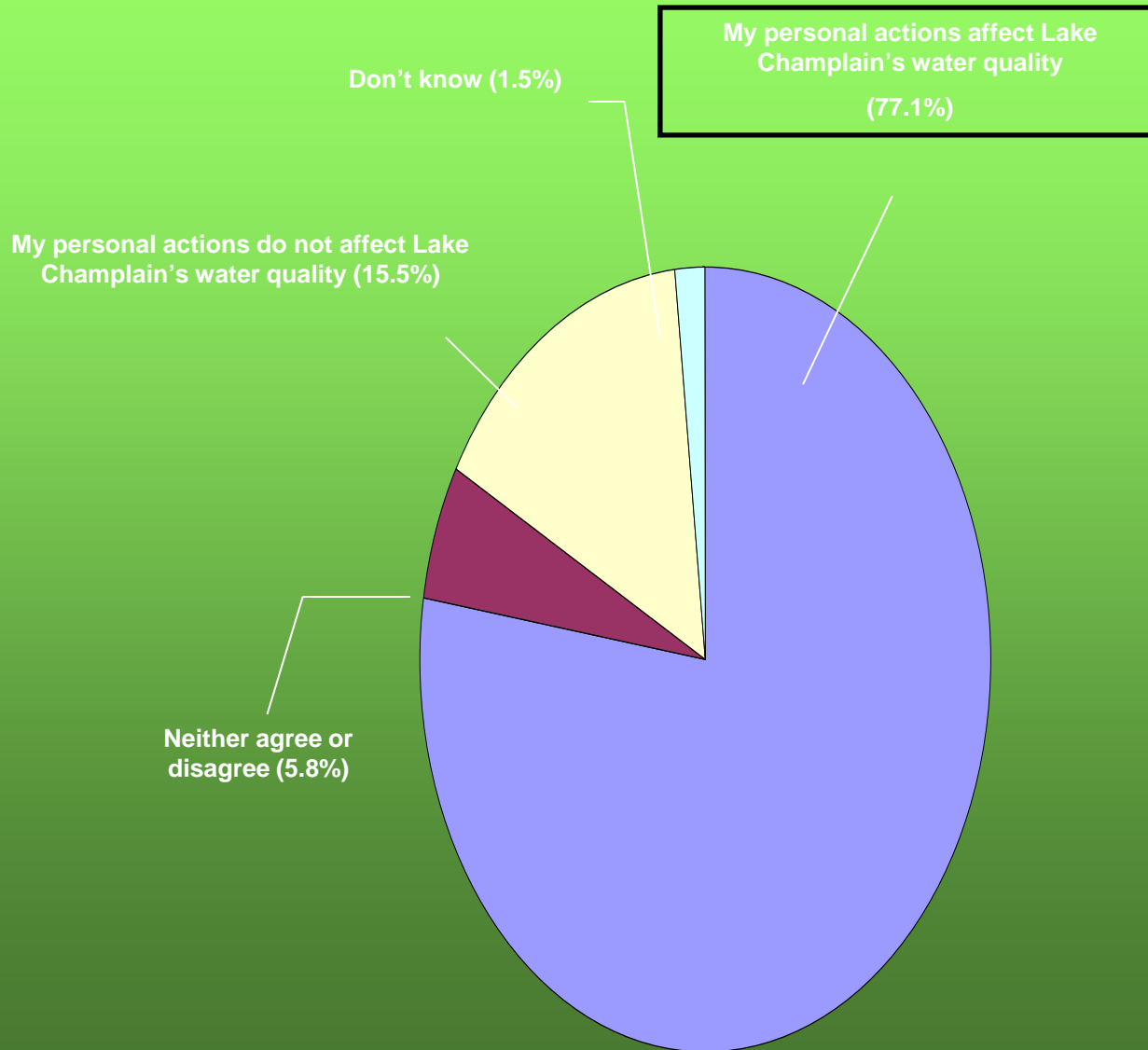
5 Problems Originally Targeted for Media Campaign (2003)

- Stormwater system knowledge gap
- Pet waste
- Car washing on pavement
- Erosion/sediment from home construction projects
- Fertilizer & chemical use

July 2008 Survey: "Where does stormwater go?"



“My personal actions affect Lake Champlain’s water quality.”

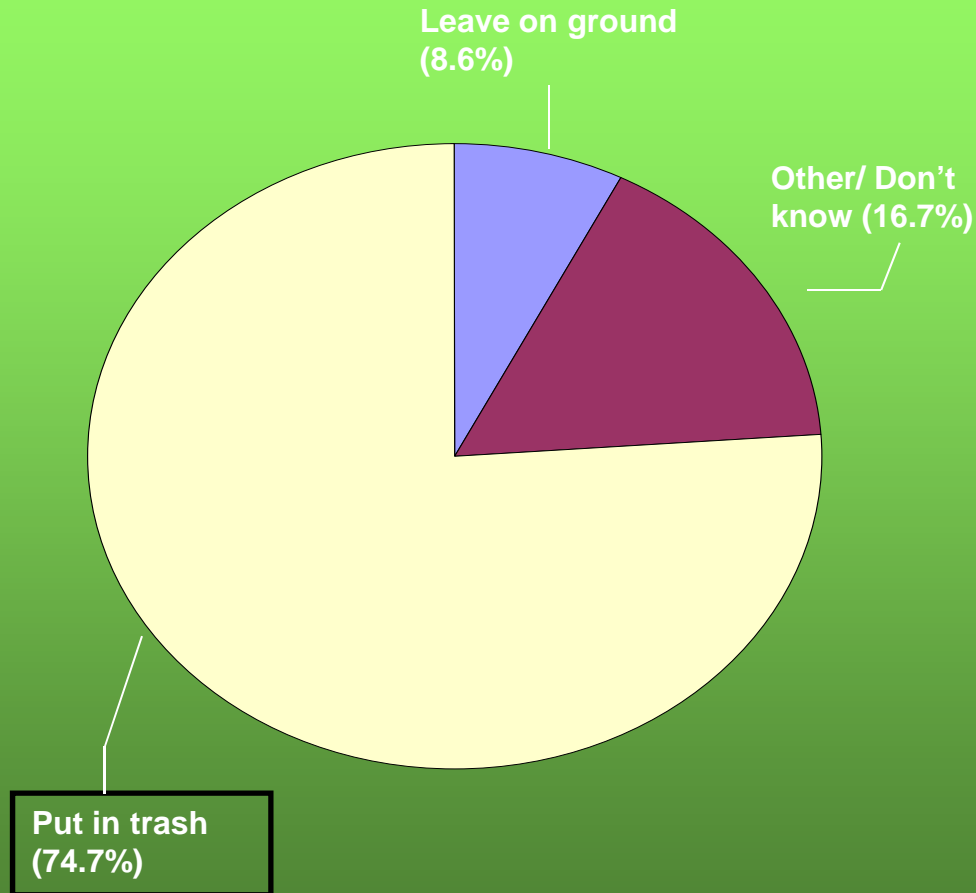


The Stormwater Knowledge Gap

July 2008 Survey: Findings & Implications:

- Nine out of ten respondents now understand that stormwater runoff is not treated in a sewage or septic system.
- People understand that stormwater runoff picks up pollutants and carries it into our rivers, streams and lakes.
- Three out of four people understand that their personal actions & behaviors affect Lake Champlain's water quality.
- **Minimal additional focus needs to be put toward reinforcing this message since the stormwater knowledge gap has significantly decreased.**

How do you handle pet waste when walking your dog?



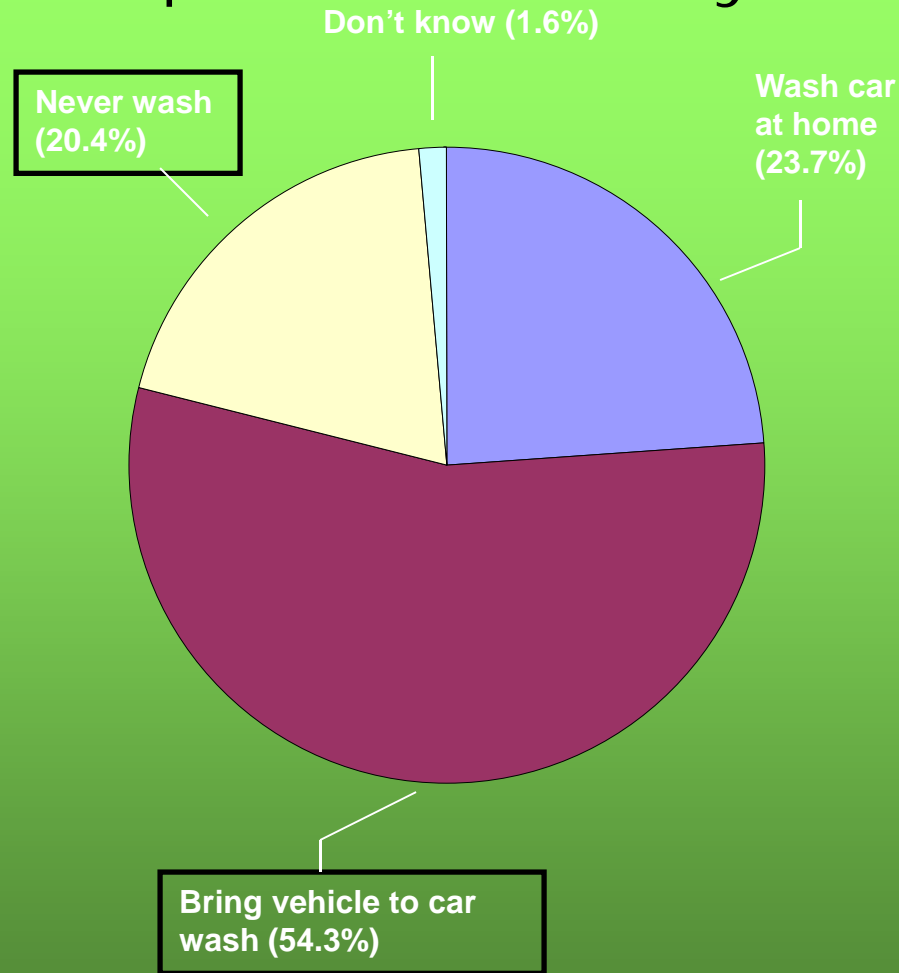
- Note: Slightly over half (54%) of respondents with dogs put pet waste from their yard into the trash.

Pet Waste

July 2008 Survey: Findings & Implications

- Three out of four pet owners throw their pet waste in the trash when on a walk.
- Two out of four pet owners leave pet waste in their yard.
- **Minimal additional focus needs to be spent on reinforcing this message since pet owners have adopted the best behavior.**

Where is the best place to wash your car?



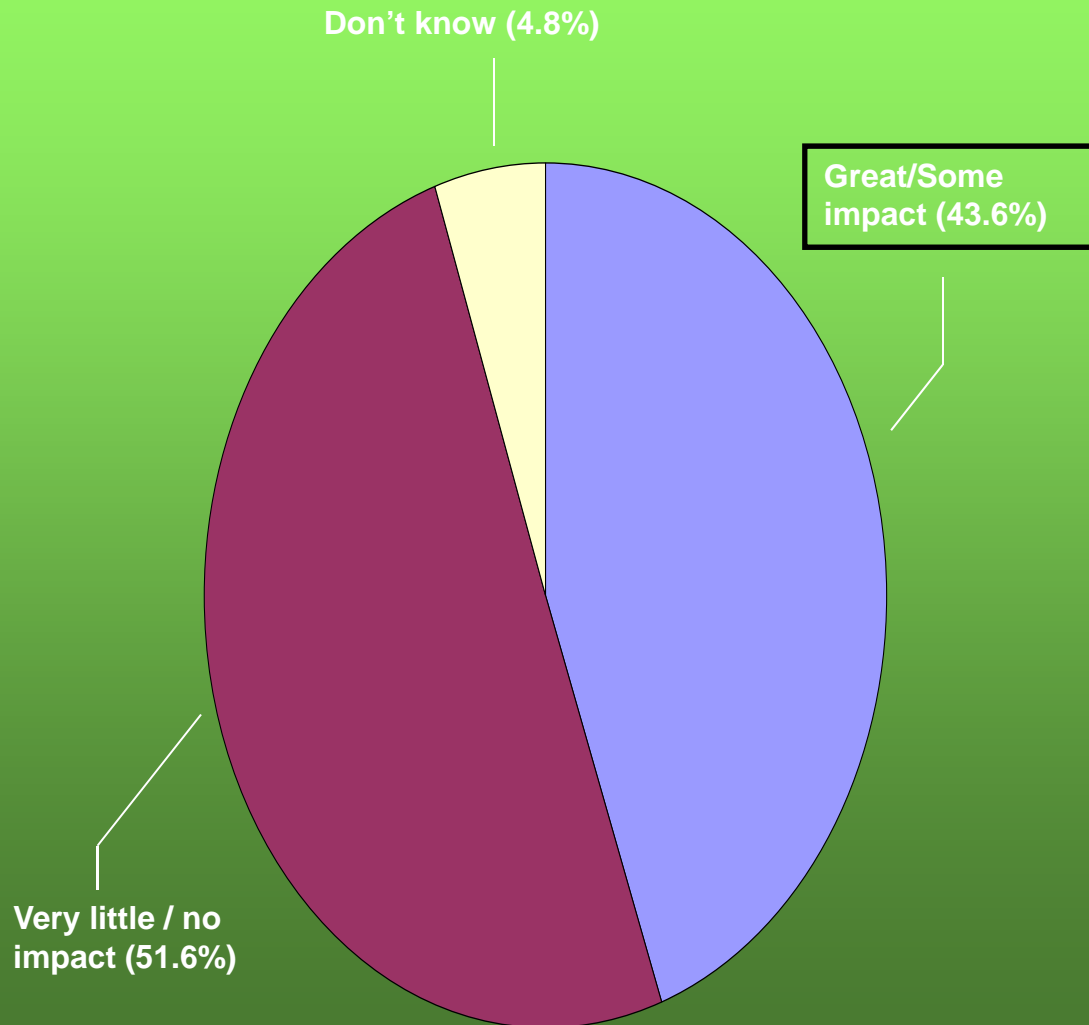
Note: Nearly three-quarters (73.7%) of all respondents recognize that washing cars either at a commercial car wash or on their lawn introduces the least amount of pollution into our waterways.

Car Washing

July 2008 Survey: Findings & Implications

- The majority of people understand that washing a vehicle at a commercial car wash is the most environmentally friendly.
- Since awareness of the best behavior is high, but a commercial car wash costs money and many people do not wash their vehicle anyway, no additional focus needs to be spent on this message.

Does erosion/sediment from home construction projects impact stormwater pollution?

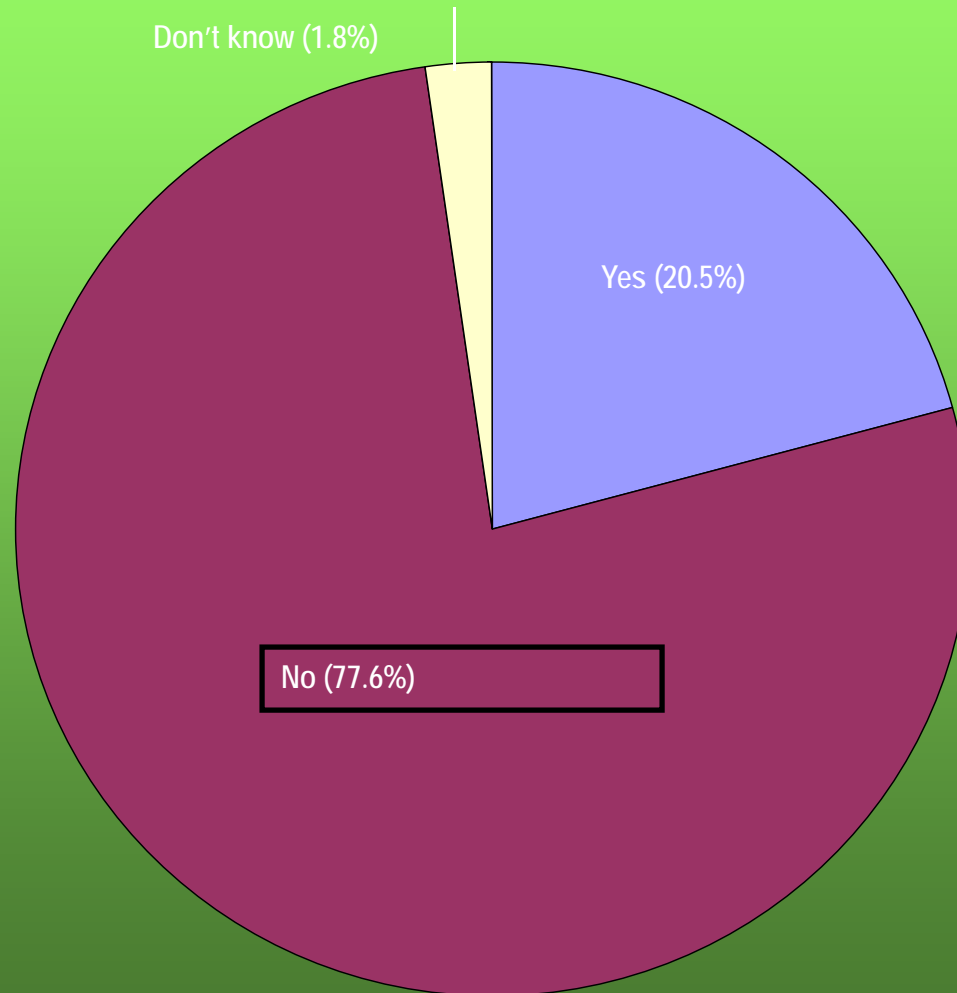


Erosion/sediment from home construction projects

Findings & Implications:

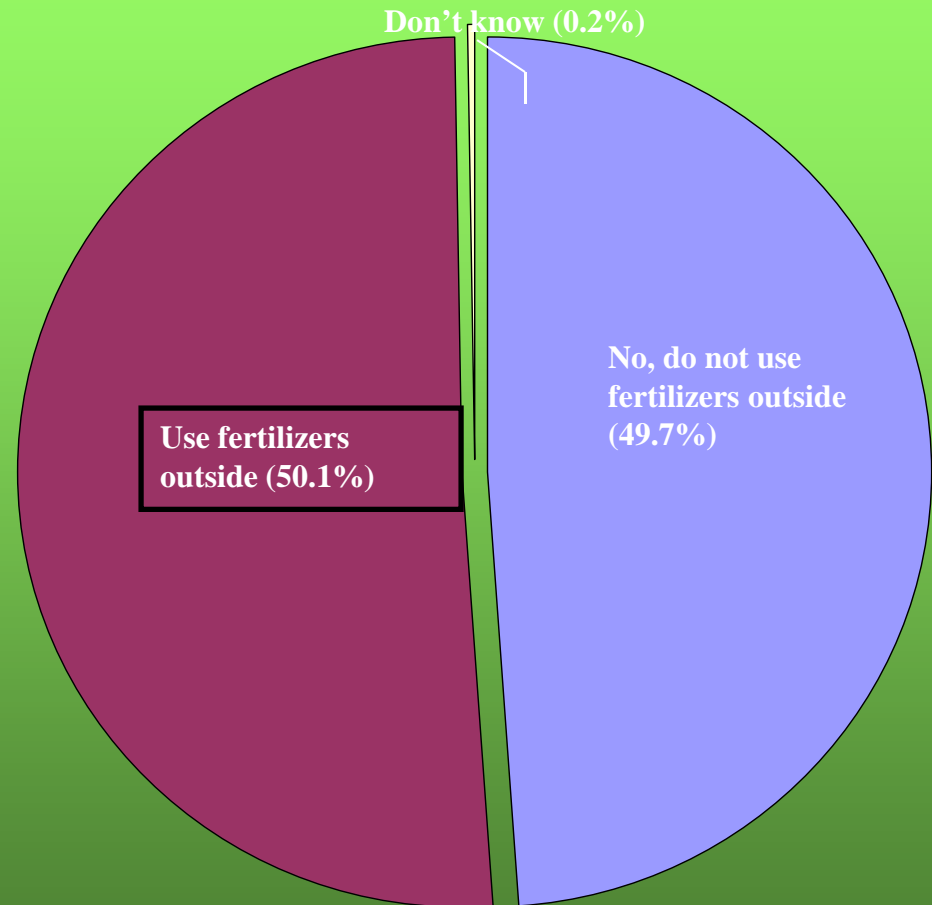
- Messages should focus on how home construction projects create erosion which contributes to stormwater pollution.
- Messages should also address best practices of berms for home construction projects.

Have you ever had a soil test done on lawn or garden?

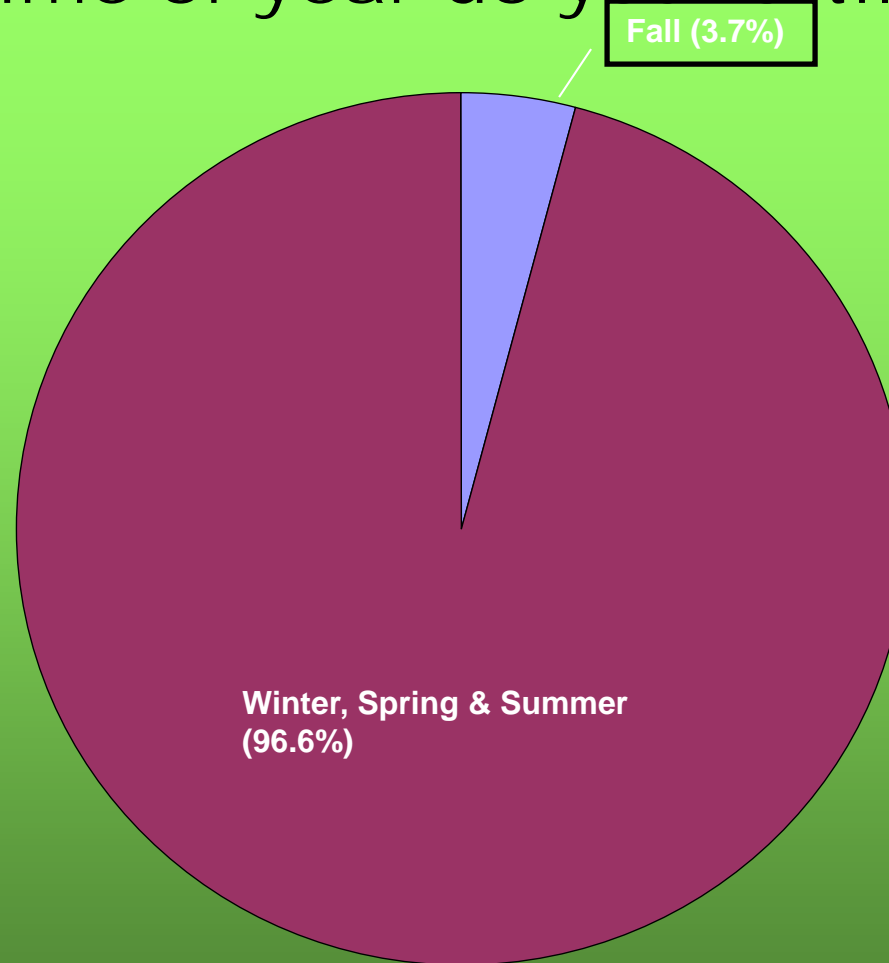


Do you use fertilizers outside?

- Of that 50.1 % who do, 73.4% use fertilizers on lawn, 31.2% use fertilizers on vegetable gardens and 34.3% use fertilizers on flower gardens.
- **Of those respondents that use fertilizer, 4 out of 10 (36.8%) do not know if their fertilizer contains phosphorus.**



What time of year do you fertilize?



Note: Of all respondents, 75.7% use fertilizers in the spring.

Fertilizers

July 2008 Survey: Findings & Implications

- **Seven out of ten respondents do not test soil before fertilizing.**
- **People fertilize in the spring, when they should be fertilizing in the fall.**
- **Advertising and communication efforts need to be spent educating the public about the importance of soil testing, where to get soil test kits and what time of year to fertilize.**
- **Why to use non-phosphorus fertilizers outreach may be needed.**

Changes to Communication Plan for 2008 - 2013

Messages with most success become Supporting Messages

Stormwater System
Pet Waste

Messages that need more emphasis become Key Messages

Soil and lawn care, test before fertilizing
D.I.Y. Home construction projects and berming

Discontinued Messages

Car washing

Changes to Media Plan

- Spring timing remains the same
- Fall ad buy moved to pre- and post-Labor Day to coincide with optimal fertilizing
- Based upon fall 08 test campaign, continue VT Public Radio sponsorship continue to sponsor Front Porch Forum neighborhood web forum in 9 RSEP communities

RSEP Program Year, March 09 – February 10

Budget Item	Amount
Lead Agency	\$7,000
Spring 2009 Ads	\$20,000
Late Summer 09 Ads	\$15,000
MP: Planning & Media Services	\$4,000
MP: New Creative	\$4,000
MP: Web Maintenance	\$2,000
MP: Meetings, evaluation	\$2,000
MP: Soil test coupons	\$3,000
Set Aside for 2013 Survey	\$3,000
TOTAL	\$60,0000

Ads for 2008-2013

Cable TV

ESPN >>>>>> Stormwater System

A&E >>>>>> Fertilizer

TNT >>>>>> Erosion

HGTV >>>>>> New Soil Test Ad

Radio

Star 92.9 (Adult Contemporary)

CHAMP 103 (Rock)

Print

Local town newspapers

Front Porch Forum

The Orchards Neighborhood Forum No. 420 - Inbox - Yahoo! Mail - Mozilla Firefox

File Edit View History Bookmarks Yahoo! Tools Help

http://us.mc373.mail.yahoo.com/mc/welcome?.gx=0&.rand=6gk4lq88kn2u0#_pg=showMessage&pSize=25&s

Most Visited Customize Links Free Hotmail Windows Marketplace Windows Media Windows

Y! Search Web Mail Shopping Personals My Yahoo! News Games Travel Finance

Please visit this issue's SPONSORS...

SHOW YOUR COLORS WITH RED WAGON PLANTS!
Red Wagon Plants opens May 1! Vast variety of vegetables, herbs, flowers and fruits. NEW! Fabulous beginner workshops at our greenhouses: learn gardening techniques then shop from our amazing organic selection. <http://redwagonplants.com>

MAPLE SUGARIN' IN VERMONT with BETTY ANN LOCKHART AT PHOENIX BOOKS AND CAFE
Betty Ann will read from her new book, a "sweet history" of the VT maple industry. Join us Sat., May 2, 3:00 PM, in the Essex Shoppes and Cinema, Rt 15 and 289. More info at <http://www.phoenixbooks.biz>

SAVE OUR WATERWAYS. DON'T GUESS, SOIL TEST!
In Vermont, most lawns don't need soil additives. If you fertilize, excess nutrients can end up growing things in the lake instead of in your yard. The first 100 visitors to <http://www.smartwaterways.org/soil> get a free soil test.

"GREEN" YOUR SKILLS AND CAREER IN SUSTAINABILITY AT UVM
The number and salary potential of green-collar jobs is growing. Learn how UVM, named one of "America's 10 Greenest Colleges & Universities" by Forbes.com, can help you green your career. Visit: <http://tr.im/uvmgreen>

ADVERTISING INFO... <http://tr.im/fpfsponsors>

Done

start Microsoft PowerPoint ... The Orchards Neighb... 1:17 PM



SMART Water WAYS
Add Up to Cleaner Water

Featured pages:



[What's happening in Stormville](#)



[See the waterways in your town](#)

Other Links:

[Member Towns & Partners](#)

[Upcoming Events](#)

[Educational Resources](#)

[News Room](#)

Welcome

Welcome to Smart WaterWays, the Chittenden County stormwater website!

What is Stormwater Runoff and Why Is it a Problem?

Stormwater runoff occurs when water from rain or snowmelt flows over the ground. Stormwater can pick up pollutants such as oil and grease, chemicals, nutrients, metals and bacteria and flow into stormwater systems or directly to the lake, streams, rivers or wetlands. Anything that enters the stormwater system is discharged untreated into the waterways we use for swimming, fishing and providing drinking water.

By making little changes to your daily habits, you can help keep pollutants out of our stormwater. [Click here to find healthy habits for clean water.](#)



(offer open to Chittenden County residents only)

NEW: Resources for Educators

[Find sample curricula and activities for the classroom](#) to educate students of all ages about Stormwater and what they can do to help clean up our lakes and streams!

[Explore resources](#) from around the country for teachers and students from elementary school to high school. Have a curriculum or link you'd like us to post? [Email us here!](#)



Watch the video:
[After the storm](#)

New!

Presentation to the VT congressional delegation outlines RSEP projects and progress to date. (powerpoint file, 27mb) [DOWNLOAD IT HERE!](#)

Now online:

[Workshop Series Video 1](#)

Presentations by VT Agency of Natural Resources and the UVM Extension Program RSEP Receives Governor's Award for Environmental Excellence!

Partner Site:
[The Governor's Clean And Clear Action Plan](#)

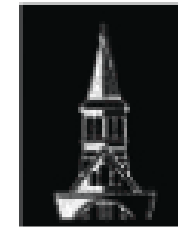


Soil Test Coupon



www.SmartWaterWays.org

Coupon code:



The University of Vermont

For your free soil test

submit this coupon along with your test form and soil sample to:

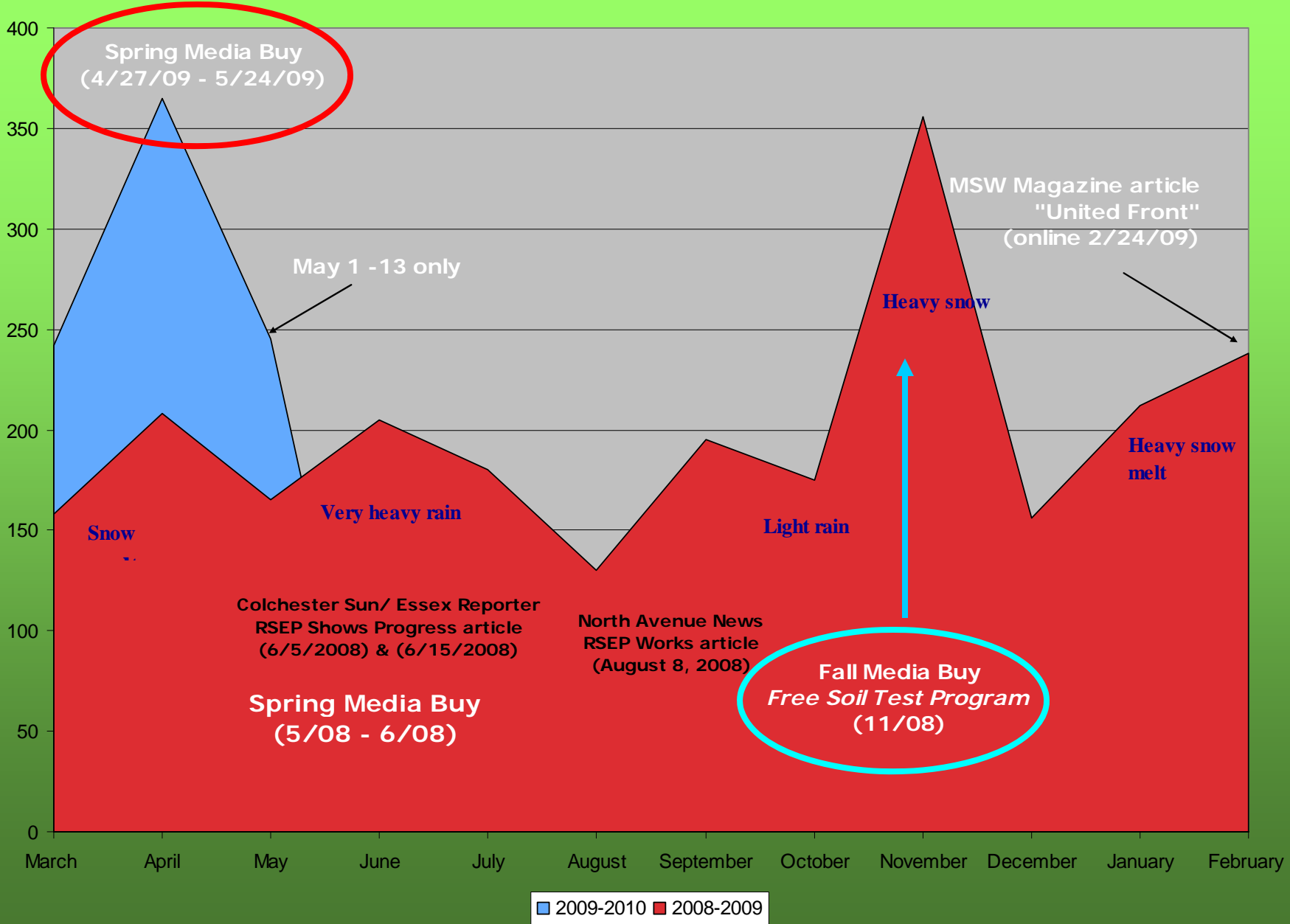
UVM Agricultural and Environmental Testing Lab, (AETL)
Hills Building, Room 219
Burlington Vermont 05404

- Only one free test per Chittenden County household.
- This coupon has no monetary value, offer is for one free soil test through UVM labs only.
- Personal information submitted for this offer will not be used or shared with any organization. Your information is for this one time processing purpose only.
- Limit 100 free tests for this offer. Cost for soil test without this coupon is \$12.

Coupon expires: January 1, 2010.

Brought to you by the Chittenden County Regional Stormwater Education Program
www.smartwaterways.org

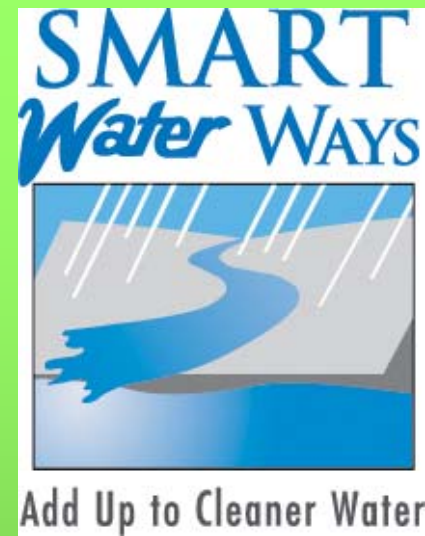
Website Traffic: 08-09 and start 09-10



■ 2009-2010 ■ 2008-2009

RSEP Web Traffic, April-May 2009

	April 2009 (Ads started April 27 th)	May 2009 (data from 1 st -13 th only)
Visits	365 ~200 visits from 27th-30th	245
Bounce Rate	38.08%	31.84%
Page views	899	634
Time on site	1:45	1:19
Pages / Visit	2.46	2.59
% New visits	86.58%	83.27%
Direct / None	37.53	57.55%
Google/ Organic	30.41%	18.37%



Dan Senecal-Albrecht, Senior Planner

Chittenden County Regional Planning Commission

110 West Canal Street, Suite 202

Winooski, VT 05404

Phone: (802) 846-4490, ext. 29

dsenecal-albrecht@ccrpcvt.org

www.smartwaterways.org