



**CHITTENDEN COUNTY RPC**  
*Communities Planning Together*

# **Stormwater Programs in Chittenden County, Vermont**

**Presentation to the  
House Committee on Fish, Wildlife, and Water Resources  
Vermont General Assembly  
January 29, 2015**

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**Senior Planner**

# Presentation Outline

CCRPC serves the twelve MS-4 entities in Chittenden County through management of several cooperative efforts to fulfill permit requirements

- Minimum Measure #1: Public Education & Outreach
- Minimum Measure #2: Public Involvement and Participation
- Emerging efforts on Technical Assistance in Low Impact Development and Municipal Green Infrastructure
- Comments on applicability elsewhere in Vermont

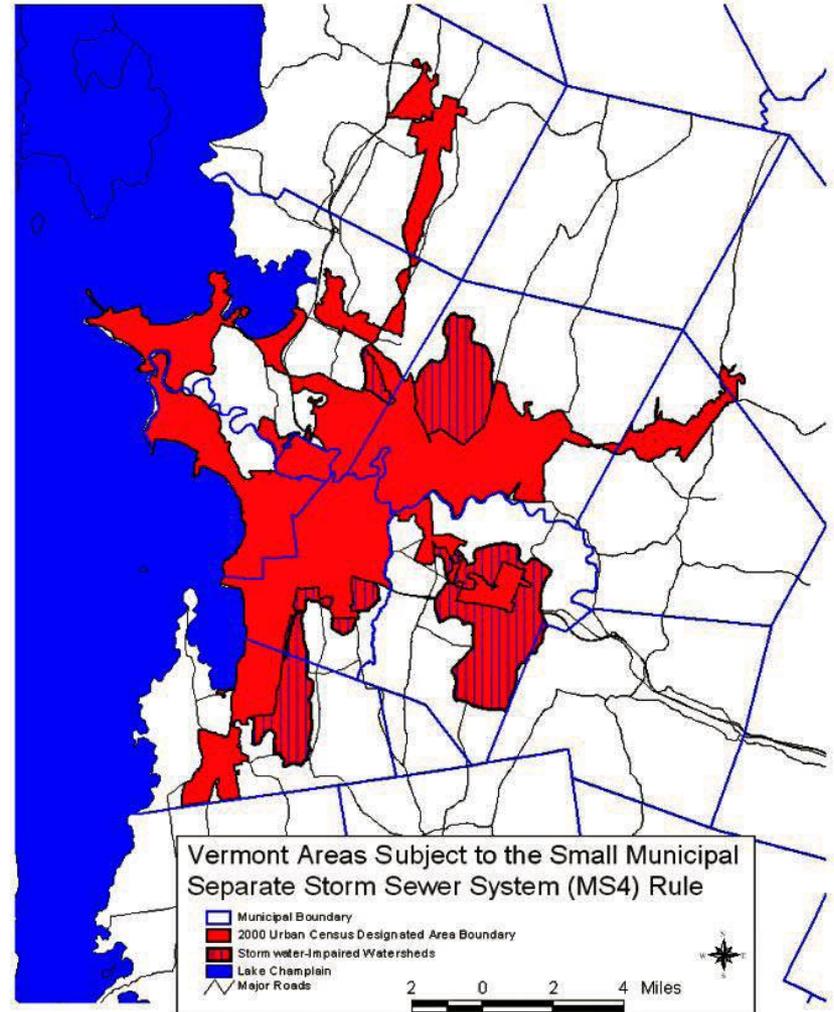
# Chittenden County's 12 MS-4s:

## 9 Municipalities

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

## 3 “Non-traditional”

- UVM
- Burlington Int'l Airport
- VT Agency of Transportation



# NPDES Phase II Requirements (Minimum Measures):

## ***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

# RSEP MOU

- **5-year program starting March 2003; current 5-year commitment thru March 2018**
- **Participant Costs @ \$5,000 each / year x 12 MS-4s = \$60,000**
- **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 (10-20 hours per month)**
- **Quarterly meetings with staff of MS-4s**

# 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!

## 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).”

The backbone of the Program buys ads in spring and late summer to drive people to the web.....

[www.smartwaterways.org](http://www.smartwaterways.org)

**SMART**  
WaterWays



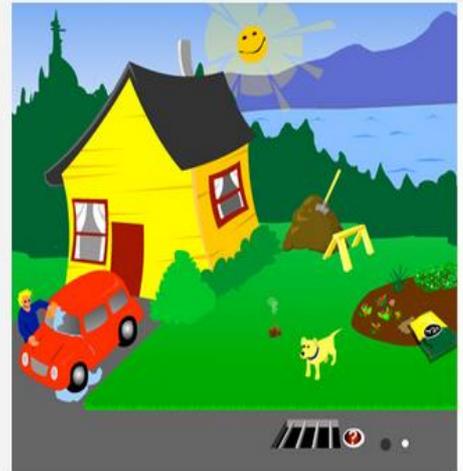
**Add Up To  
Cleaner Water**

- HOME
- PROBLEMS/SOLUTIONS
- ACCOMPLISHMENTS
- RESOURCES
- ABOUT US
- CONTACT US



Welcome to Smart WaterWays,  
the Chittenden County stormwater website!

- VIDEOS AND MEDIA
- GLOSSARY
- CHITTENDEN COUNTY RESOURCES
- VERMONT RESOURCES
- NATIONAL RESOURCES
- RESOURCES FOR EDUCATORS



**What's happening in Stormville?**

There's a lot going on in Stormville today, and unfortunately it's not all good. Find the problem behaviors that effect the lake and see how to keep the lake clean.

QUICK LINKS

- Member towns and partners
- Steering Committee, Agenda and Minutes
- Teaching Resources
- Videos and Media

**Low Impact Development Technical Assistance for Homeowners**

Coming soon! [Link 1](#) [Link 2](#) [Link 3](#) ... (Read More...)

WELCOME TO SMART WATERWAYS, THE CHITTENDEN COUNTY STORMWATER WEBSITE!

FEATURED PAGES



# Regional Stormwater Education Program

## Typical Advertising

Scheduled on fiscal year basis in two Time Periods

- 6-weeks in April-May, ~ \$20,000
- 4-weeks in August, ~ \$10,000

### Media

- Radio
- Broadcast TV & Cable TV
- Web, pop-up ads
- Front Porch Forum
- ( Print was part of first 10 years of program

# Regional Stormwater Education Program 2008 – 2012 soil test coupon effort



[www.SmartWaterWays.org](http://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](http://www.smartwaterways.org)

# Regional Stormwater Education Program

## Typical Advertising, 2014



### Slow the Flow

Rain water from strong storms sheets over roofs and driveways, picking up debris along the way. Stormwater can pollute our streams and Lake Champlain. You can help slow the flow of stormwater and help keep our waterways clean.

#### What you can do:

- Plant a rain garden
- Use a rain barrel
- Plant trees



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Learn more about stormwater:  
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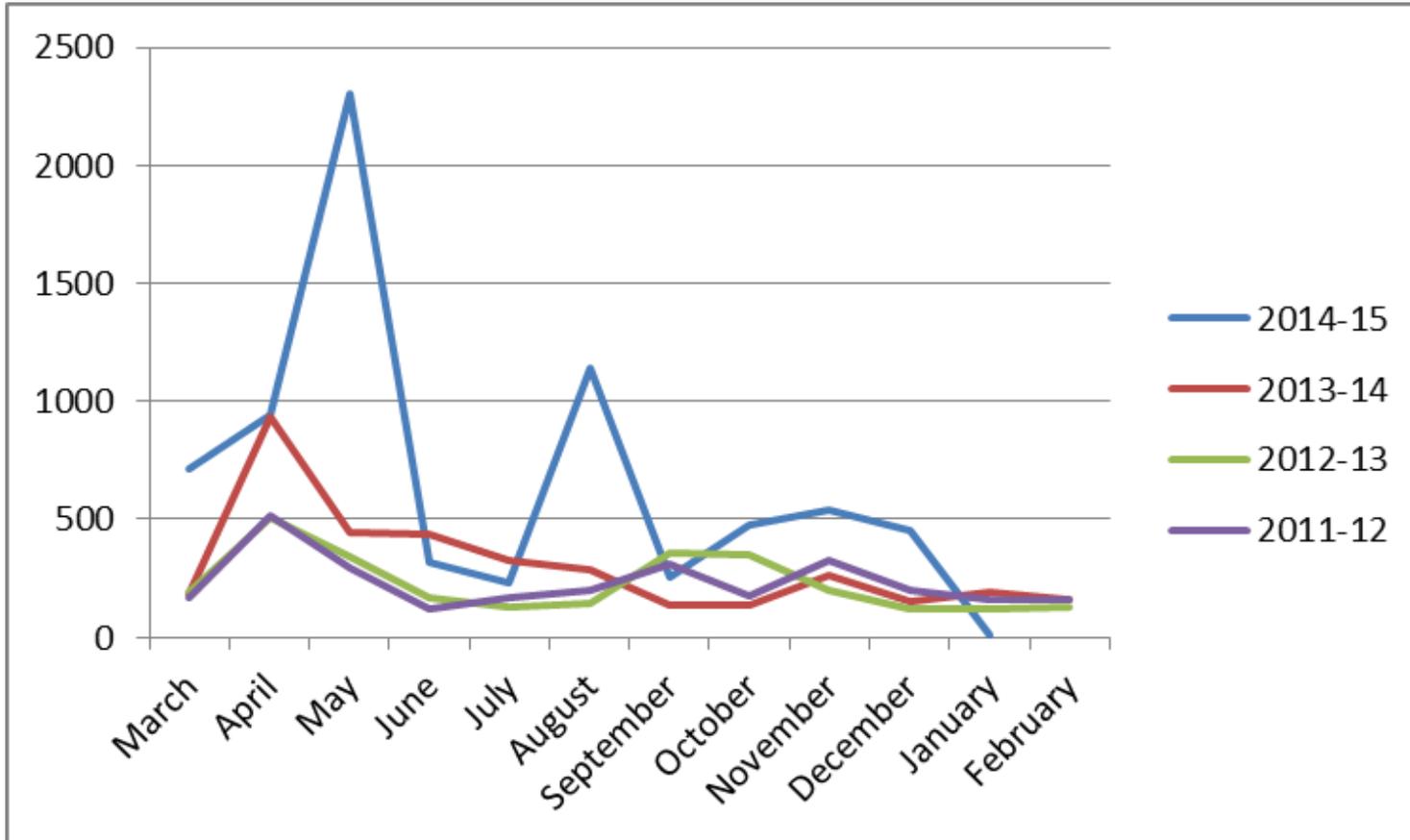
A program of the Chittenden County  
Regional Stormwater Education Program



Learn more about stormwater:  
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A program of the Chittenden County  
Regional Stormwater Education Program

# Regional Stormwater Education Program Monthly traffic to smartwaterways.org



TOTAL	TIME PERIOD
7387	March 2014 - Feb. 2015
3645	March 2013 - Feb. 2014
2756	March 2012 - Feb. 2013
2804	March 2011 - Feb. 2012

# Regional Stormwater Education Program

## Tracking effectiveness of program

Monitor effectiveness through surveys every 5 years asking reported behaviors of 400+ residents in 9 towns

### Key Results

#### Initial survey conducted 2003 and replicated in 2007

- In 2003, 27 percent had no idea where storm water goes.
  - In 2007, only 12 percent surveyed had no idea
- In 2003 only 62 percent said they throw their pet waste in the trash when walking their dogs;
  - In 2007, this had increased to 73 percent.

#### Revised survey conducted in 2008 and replicated in 2013

- Increase to 81.1% in 2013 reported throwing pet waste in trash when walking dogs
- Drop in use of fertilizers from 50 percent in 2008 to 29 percent in 2013

# NPDES Phase II Requirements (Minimum Measures):

1. *Public Education and Outreach*

2. *Public Involvement and Participation*



3. Illicit Discharge Detection & Elimination

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6. Pollution Prevention/Good Housekeeping for Municipal Operations



- Started July 2011
- 11 members; all MS-4s except Colchester
- Lower initial investment, \$1,800 annual dues
- CCRPS as Lead Agency; subcontract with Winooski NRCDC
- 3+ outreach events per year
- 3+ hands on activities per year
- Website: [www.ccstreamteam.org](http://www.ccstreamteam.org)
- Facebook: Chittenden County Stream Team



Winooski



South Burlington



Milton



Shelburne

# Chittenden County Stream Team

[www.ccstreamteam.org](http://www.ccstreamteam.org)

The screenshot shows a web browser window displaying the homepage of the Chittenden County Stream Team. The browser's address bar shows the URL [www.ccstreamteam.org](http://www.ccstreamteam.org). The website features a large background image of a river and a map of the watershed. The main content area is divided into two columns. The left column, titled "My Watershed", lists several categories: "Events & Workshops", "Volunteer Opportunities", "Resources", "Stream Monitoring", "Build A Rain Barrel", "Steering Committee", and "Agendas & Minutes". The right column, titled "What's New", features a headline "5 Lucky Winners Received Rain Barrels at the Essex Junction Block Party!" followed by a paragraph: "The 2014 Connecting the Drops stormwater outreach campaign was a success! We spoke to over 50 people about stormwater and rain barrels at the Block Party on July 19th. We gave away the 5 artist-decorated rain barrels on stage during the block party. Thanks to all those who entered to win and thanks to all the talented artists!". Below the text is a photograph of two women at a table under a blue canopy tent, with a banner for "Chittenden County STREAM" in the background. At the bottom of the page, there are two smaller photographs of women standing outdoors in a park-like setting. The browser window includes standard navigation buttons (back, forward, refresh) and a search icon. The Windows taskbar at the bottom shows the system clock as 11:28 AM on 1/28/2015, along with various application icons.

Welcome! x

www.ccstreamteam.org

## STREAM TEAM

Home About Us Contact Us

### My Watershed

- Events & Workshops
- Volunteer Opportunities
- Resources
- Stream Monitoring
- Build A Rain Barrel
- Steering Committee
- Agendas & Minutes

### What's New

#### 5 Lucky Winners Received Rain Barrels at the Essex Junction Block Party!

The 2014 Connecting the Drops stormwater outreach campaign was a success! We spoke to over 50 people about stormwater and rain barrels at the Block Party on July 19th. We gave away the 5 artist-decorated rain barrels on stage during the block party. Thanks to all those who entered to win and thanks to all the talented artists!



11:28 AM  
1/28/2015

# Chittenden County Stream Team Tracking effectiveness of program

Monitor effectiveness through annual tracking of

-# of volunteers

-# of facebook likes, Constant Contact email open rate

-# of newsletter subscribers

-# of web visits to [www.ccstreamteam.org](http://www.ccstreamteam.org)

## Key Results

	2011	2014
Web Traffic	313	1,454
Facebook Likes	55	104
Volunteers	75	254



CHITTENDEN COUNTY RPC

*Communities Planning Together*

**New requirement in 2012 permit:**

*the permittee shall develop a program to identify opportunities for and provide technical assistance to landowners in the implementation by landowners of low impact BMPs*

**-CCRPC consolidating technical assistance information on [www.smartwaterways.org](http://www.smartwaterways.org)**



## **Applicability of RSEP/CCST model outside Chittenden County**

**Model is transferrable**

- Northwest RPC and Town & City of St. Albans have created Franklin County Stormwater Collaborative**
- Rutland RPC, Rutland NRDC and Town of Rutland have created Waterwise – Rutland Town**
- Other regions / watersheds can adapt materials and messaging as needed.**



**CHITTENDEN COUNTY RPC**  
*Communities Planning Together*

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**[www.smartwaterways.org](http://www.smartwaterways.org)**

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