

City of South Burlington



2008 Annual Stormwater Report

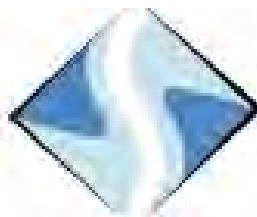
March 31, 2009

General Permit 3-9014

National Pollutant Discharge Elimination System

Number: VTR040000

Report prepared by the



South Burlington
Stormwater Utility

Thomas J. DiPietro Jr., South Burlington Stormwater Superintendent

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Executive Summary

This annual report is submitted by the City of South Burlington (hereafter referred to as the “City”) detailing its implementation of the six (6) minimum measures outlined in its approved Stormwater Management Plan (SWMP), as required under General Permit #3-9014 for the Municipal Separate Storm Sewer System (MS4) in South Burlington. This report summarizes stormwater work and accomplishments completed in 2008.

In 2008, the City continued to build upon stormwater work undertaken in previous years. In addition, new projects have yielded significant benefits for the City and its residents. Highlights from 2008 include:

- Continued efforts to educate the public on stormwater issues through participation in the Regional Stormwater Education Program (RSEP), updates to the Stormwater Utility web page, and informational mailings.
- The detection and elimination of 5 illicit discharges, and the continuation of a strong monitoring program to detect illicit discharges that are entering the MS4.
- Successful implementation of the City’s street sweeping plan. The City removed approximately 280 cubic yards of material from streets in 2008.
- Successful implementation of the City’s storm drain cleaning program. In 2008, the City cleaned nearly 700 storm drains and removed approximately 140 cubic yards of material from storm drain sumps.
- Completed construction of the Farrell Park Constructed Wetland. The wetland captures and treats stormwater runoff from the Farrell Park parking lot.
- Creation and adoption of a Stormwater Management Overlay (SMO) district that requires the inclusion of Low Impact Development (LID) techniques for projects located within the district.

During 2008, the City’s efforts to manage stormwater runoff were recognized by both a national and regional organization. The South Burlington Stormwater Utility received a Merit Award for Environmental Excellence from the Environmental Protection Agency (EPA). The Utility also received the “Utility of the Year” award from the New England Water Environment Association (NEWEA).

The City has numerous projects planned for 2009 that will further the goals of the approved SWMP. A few examples include:

- Continue efforts to inventory the City’s stormwater piping system using a robotic pipe camera. The Stormwater Utility has developed a plan for pipeline inspection and inventory and will continue the program in 2009.
- Construction of a stormwater treatment micropool in the Oak Creek Village neighborhood.
- Planning and construction of numerous stormwater treatment project using funds obtained through the American Reinvestment and Recovery Act.

If there are any questions concerning this report you can contact the Stormwater Superintendent at (802) 658-7961.

Public Education and Outreach

In order to comply with requirement 4.2.1 of the City's MS4 permit, the City of South Burlington (hereafter referred to as the "City") agreed to meet the following goals before the end of the permit cycle:

Establish a website for stormwater information

Status: Complete

Since 2003, the City of South Burlington Stormwater Utility has maintained a website for stormwater information. Due to reconstruction of the City's main web page in 2008, the stormwater utility page was moved to: <http://www.sburlstormwater.com/> . The stormwater page is still accessible from the City's web site.

The web site was completely revised in 2007, and an annual update took place in 2008. Information about the Utility and its many stormwater projects is available on the site. Also available are stormwater education messages which are consistent with the information on the Regional Stormwater Education Program (RSEP) web page (see below). Copies of the City's Stormwater management plan and annual report are also available on the site. A report on web site traffic for 2008 is included with this annual report (Appendix A). This is the first year a web site report has been prepared. We hope to continue this practice in the future.

Participate in Regional Stormwater Education and Outreach Strategy

Status: Complete

The City has participated in the Regional Stormwater Education Program (RSEP) steering committee and has made its required payments in support of the program. A copy of the RSEP annual report prepared by Marketing Partners is included with this report (Appendix B).

Supplemental Education and Outreach

Status: Complete

Since the permit cycle began, the City has conducted supplemental education and outreach in the following ways:

1. A meeting with the Butler Farms and Oak Creek neighborhoods was conducted as part of the Redesigning the American Neighborhood (RAN) project.
2. During Green-Up Day in 2008, the Stormwater Utility coordinated a stream clean up. Volunteers were sent to pick up trash in areas where debris is known to have accumulated along streams. South Burlington residents collected 1.44 tons of trash in 2008. This included 57 tires and 1 cubic yard of metal.
3. City staff from the Department of Planning and Zoning set up an educational stormwater display at the 2008 National Night Out. The booth contained outreach information on stormwater best management practices. Pet waste disposal bags, magnets advertising smartwaterways.org, stormwater bookmarks and other items were given away.
4. The stormwater superintendent met with the South Burlington Natural Resources Committee to discuss stormwater and describe the role of the stormwater utility. Future collaboration with the citizen board was discussed.
5. In January of 2008, the stormwater superintendent met with residents in the Stonehedge neighborhood to discuss stormwater issues in the neighborhood and discuss future stormwater projects in the area.

6. In 2008, the City sent brochures to all residents in South Burlington describing proper lawn care and fertilizer use. The “Don’t P On Your Lawn” brochures sent out by the Stormwater Utility were developed by the Lake Champlain Basin Program and have been used to educate the public on proper fertilizer application rates.
7. The stormwater superintendent presented at a stormwater training program for school district personnel. The training took place in July of 2008 and covered a range of stormwater related topics including best management practices for stormwater and illicit discharge detection and elimination.
8. The stormwater utility created an educational poster on the functions and values of wetlands. The poster also discusses the problems associated with uncontrolled stormwater runoff and discusses stormwater treatment that was installed along Kennedy Drive. The poster has been installed in the bus stop display case on Kennedy Drive near the high school.
9. South Burlington stormwater utility staff attended career day at the South Burlington High School. Information on careers in water quality, GIS, and construction were presented to students.

Public Involvement / Participation

In order to comply with requirement 4.2.2 of the City’s MS4 permit, the following activities were conducted over the last permit cycle:

Establish a WQ Program Involving Volunteers

Status: Complete

The City worked with the UVM RAN project to continue sampling in the Butler Farms / Oak Creek Village neighborhood.

Institute a Storm Drain Stenciling Project

Status: Complete

To date, 424 storm drains have permanent markers (Figure 1). In 2008, 40 new storm drain markers were installed. These efforts will continue in the coming years.

Sponsor a Stream Clean Up

Status: Complete

During Green-Up Day in 2008, the Stormwater Utility coordinated a stream clean up. Volunteers were sent to pick up trash in areas where debris is known to have accumulated along streams. In total, South Burlington residents collected 1.44 tons of trash in 2008. This included 57 tires and 1 cubic yard of metal.



Green-Up Day volunteer collecting trash along Potash Brook

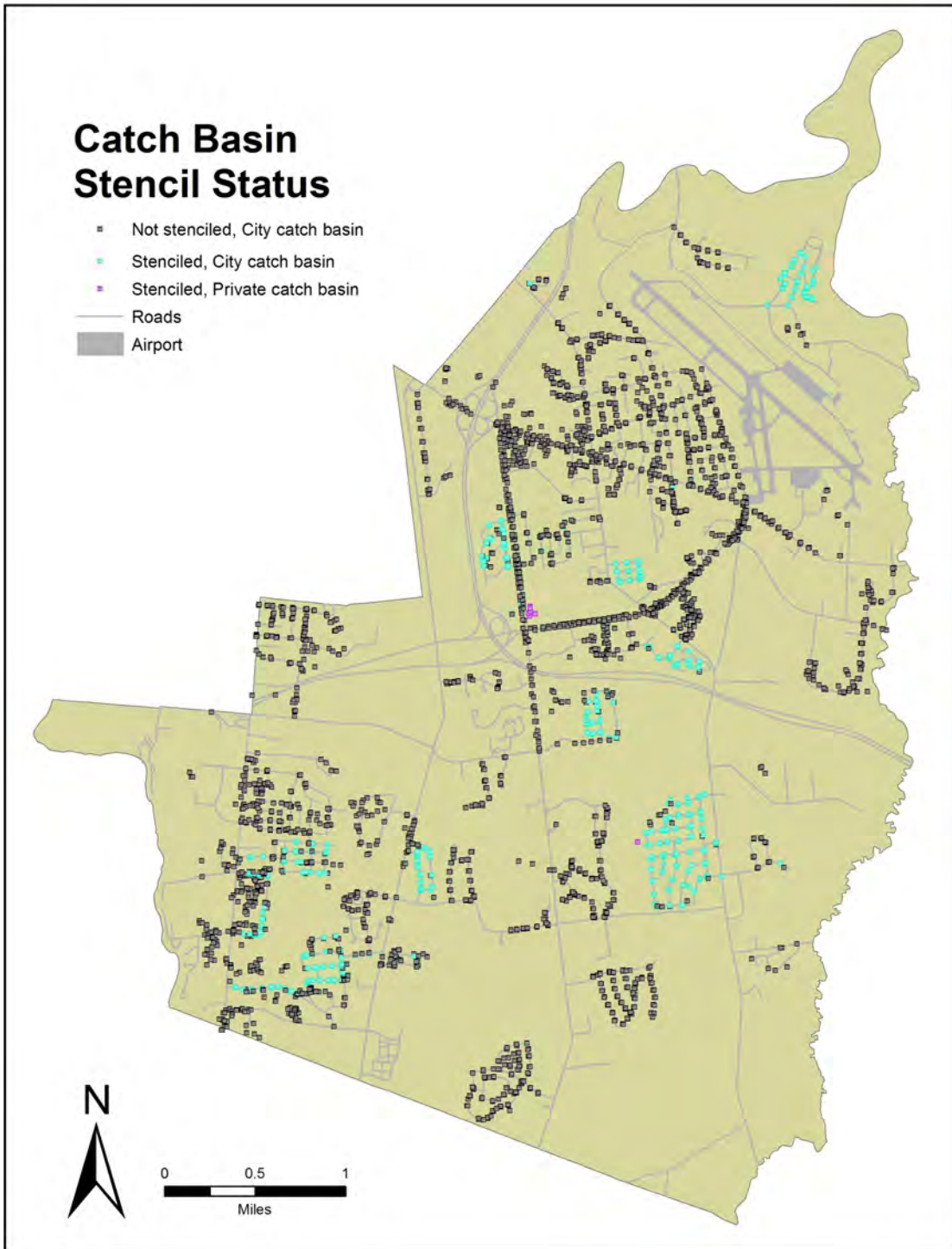


Figure 1 – Storm Drains in South Burlington with Permanent Markers Attached

Additional Actions**Status:** Complete

1. The City completed stormwater system acquisitions of the stormwater infrastructure and permits in the Valley Ridge and Stonehouse Village neighborhoods. The City of South Burlington is now the permittee on these State permits and the Stormwater Utility is responsible for all reporting and maintenance activities required by the permits.
2. In 2007, the City undertook an engineering study to determine the cause of stormwater and flooding issues in the Laurel Hill South neighborhood. In 2008, the City completed work on the critical maintenance items identified in the report. There have been no reports of flooding since this work was completed.
3. In April of 2008 the City participated in Career day at South Burlington High School. Representatives from the Stormwater Utility discussed careers in water quality, Geographic Information Systems (GIS), and Public Works with students. Stormwater educational materials were also distributed.
4. During 2008, the City worked to design a stormwater treatment micropool in the Oak Creek Village neighborhood. As part of this project, the City held two public meetings to discuss the project with adjacent landowners and other interested individuals.
5. During 2008, the City updated its Land Development Regulations to include a Stormwater Management Overlay (SMO) district. The SMO district replaced the Bartlett Brook Overlay District and requires projects of a certain size to incorporate Low Impact Design (LID) techniques into their project.
6. The stormwater superintendent gave numerous tours of the existing stormwater treatment facilities located on Farrell Street and Bartlett Bay Road.

Illicit Discharge Detection and Elimination

In order to comply with requirement 4.2.3 of the City's MS4 permit, the following activities were undertaken during the last permit cycle:

Develop a Program to Detect and Eliminate Illicit Discharges**Status:** Complete

In 2008, the Stormwater Utility continued its outfall screening program with the purpose of finding and eliminating illicit discharges. Utility staff uses methods described in the Illicit Discharge Detection and Elimination (IDDE) guidance manual prepared by the Center for Watershed Protection and Robert Pitt. Priority areas were determined by reviewing past studies. Prioritization for outfall screening was accomplished using desktop analysis and review of the Stormwater Management Plan.

During the 2008 outfall investigation, the City updated its stormwater outfall data set. End-of-pipes that do not meet the definition of a "stormwater outfall" as defined by EPA guidance have been moved to a new data set. These end-of-pipe locations are no longer included in the outfall inspections conducted by Utility staff.

In 2008, the City visually inspected 355 of the 495 outfalls in South Burlington. Sampling was conducted at all outfalls where screening protocols indicated that an illicit discharge may exist.

MS4 Information Maps

Status: Complete

Mapping of the MS4 system is substantially complete. Updates and ground-truthing are ongoing. All information collected on paper forms has been added to the ArcGIS database. Copies of this database are available upon request.

IDDE Ordinance

Status: Complete

The City of South Burlington adopted an ordinance to deal with illicit discharges on March 22, 2005.

Hydrant Flushing BMP

Status: Complete

The Champlain Water District (CWD) has implemented de-chlorination.

Conduct IDDE Training

Status: Complete

The Stormwater Superintendent attended a two day “Train the Trainers” course intended to assist other entities with their illicit discharge program. Stormwater Utility staff has been trained in methods established in the IDDE Guidance Manual prepared by the Center for Watershed Protection and Robert Pitt.

Complete Initial Testing

Status: Ongoing

Information on all stormwater outfalls in the City is now contained in an ArcGIS database. In 2008, stormwater utility staff conducted 368 outfall assessments. When this work was originally undertaken, the City reviewed the outfall inventory data prepared by Pioneer Environmental (as part of the impaired sub-watershed delineation mapping project) and conducted testing to evaluate the potentially illicit discharges identified in that study. Since initial testing was completed, follow up assessments have taken place annually.

Outfall testing conducted to date has identified a number of illicit discharges. In addition, a handful of illicit discharges occurred in the City during 2008. Steps have been taken to correct all illicit discharges encountered. Specific information concerning illicit discharges that occurred during 2008 is provided below:

1. San Remo Drive – Workers at an auto repair shop on San Remo Drive cleaned out a plugged floor drain in the vehicle maintenance garage. The oil and grease contaminated water and sludge that was removed from the drain was dumped into a storm drain on San Remo Drive. The stormwater superintendent followed up on a report of this activity and discovered that the majority of solid material was still located within the storm drain’s sump. Utility staff cleaned the oily waste from the basin. An oil absorbent boom was placed at the stormwater outfall connected to this drain. The stormwater superintendent reviewed proper oil and contaminated waste disposal methods with staff at the garage.
2. Gregory Drive Propylene Glycol Dumping – Maintenance staff working on a boiler at an office building on Gregory drive drained the boiler into a nearby storm drain. In

total, approximately 20 G of propylene glycol was discharged to the storm drain. The stormwater collection system discharged to an on-site stormwater detention pond. The glycol in the pond was collected using a vacuum truck so that it could be properly disposed of. City staff reported the incident to ANR and enforcement staff followed up with the responsible individuals.



Propylene Glycol dumped down a storm drain collected in a stormwater detention pond located down stream.

3. Office Building Sanitary Sewer Cross Connection – During construction of a new office building on Tilley Drive the stormwater superintendent was contacted about a cross connection. A sanitary sewer line had been accidentally connected to a roof drain and wastewater was flowing into a stormwater treatment pond located on the property. City staff worked with the construction company to properly reconnect the pipes. Water in the detention pond was trucked to a wastewater treatment facility where it could receive treatment. Because the building was new, and only a few of the offices had been leased, the extent of contamination was not as bad as it could have been. Follow up monitoring showed no adverse effects.
4. Residential Sanitary Sewer Connection to Stormwater Piping – In 2006, City staff discovered a sanitary sewer line connected to the stormwater piping under Mill Pond Lane. Follow up monitoring was inconclusive, and City staff undertook additional investigation into the stormwater and sanitary sewer lines in the area. After purchasing a robotic camera, the City was able to thoroughly investigate the piping systems and discovered a second sanitary connection to the stormwater piping system under Mill Pond Lane. The connection was immediately dug up and properly connected to the sanitary system. Due to the fact that two improper connections were discovered in this neighborhood, both installed by the same contractor, the City contacted everyone in the neighborhood whose home was constructed by this builder and conducted dye tests to ensure that sanitary sewer lines were properly connected to the sanitary system. No additional cross connections were found.
5. Compacting Dumpster – Neighbors contacted Stormwater Utility staff to complain about a foul odor originating from a stormwater detention pond at a nearby beverage warehouse and distribution facility. South Burlington Stormwater Utility and Wastewater staff contacted the facility's manager and investigated the problem. It was discovered that staff at the distribution facility had been putting spoiled (out of date) soda into a dumpster and compacting them. The liquid would spill out of the dumpster, flow into a nearby storm drain, and collect in the site's stormwater detention pond. Upon discovering the cause of the problem, the facility's staff stopped disposing of

spoiled product in this way. Spoiled product is now shipped to another facility where it is properly disposed of.



Out of date soft drinks were being disposed of in a compacting dumpster at a warehouse facility. Spoiled fluids would leak out of the dumpster into a nearby storm drain.

Additional Actions:

Status: Complete

1. During 2008, the Stormwater Utility began using a robotic camera to inventory the condition of its stormwater piping system and look for illicit connections to the stormwater system. Utility staff has developed a multi-year plan to conduct a comprehensive evaluation of all stormwater piping in South Burlington. The plans will be implemented in 2009 and beyond.

Pre-Post Construction Stormwater Management

In order to comply with permit requirements 4.2.4 and 4.2.5 the City conducted the following activities over the last permit cycle:

Adopt Land Development Regulations (LDRs)

Status: Complete

The City has conducted a thorough review of its ordinances and regulations regarding construction runoff control. The Stormwater Utility Ordinance has provisions regarding inspection, which rely on the standards in Article 16 of the LDRs. The construction erosion control standards in the LDRs have been observed, and the City anticipates improving them over time.

In 2008, the City created a Stormwater Management Overlay (SMO) district to replace the outdated Bartlett Brook Overlay district. The SMO district requires the use of Low Impact Development (LID) techniques for all applications that result in greater than ½ acre of impervious area, or that disturb greater than ½ acre of land. The SMO currently covers the Bartlett Brook and North Brook watersheds, however, the City anticipates expanding the size of the SMO to include other impaired watersheds in the future.

Procedure to Notify ANR of Projects Requiring a CGP**Status:** Complete

The City has added a box to its application forms for site plan, final plat, and miscellaneous land development permits requiring information on the total area to be disturbed. Applicants are referred to City requirements in Article 16 of the LDR for projects disturbing between ½ and 1 acre, and to VT DEC for projects disturbing more than 1 acre. A list of South Burlington projects creating greater than 1 acre of impervious area and/or disturbing greater than 1 acre of land is included in Appendix C.

Assist with Inspections and Enforcement**Status:** Complete

Both the City's Administrative Officer and the Stormwater Superintendent inspect sites for compliance with requirements relating to construction runoff control. The Stormwater Superintendent maintains a list of active construction projects within the City, and Utility staff ensures the proper maintenance of BMPs on these sites. In 2008, 32 construction site inspections were conducted by City staff.

Pollution Prevention / Good Housekeeping

In order to comply with permit requirement 4.2.6 the City has conducted the following activities during the last permit cycle:

Disposal Procedures for Waste Removed From MS4**Status:** Complete

Materials collected during cleaning activities (i.e. street sweeping, catch basin cleaning, etc...) are added to a pile located at the DPW facility. In the summer of 2007, the City made improvements to the storage area so that wastes collected from street sweeping could be separated from waste collected from cleaning stormdrains. This material is tested for pollutants annually. Composite samples of the individual piles are collected and analyzed for metals (Arsenic, Barium, Cadmium, Chromium, Lead, Mercury, Selenium, and Silver) and hydrocarbons. To date, metal and hydrocarbon levels in the collected material have not exceeded regulatory thresholds. These materials are then reused as fill, or screen and mixed in with other soil to be used as top soil.

Housekeeping Issues**Status:** Complete

The City has taken steps to reduce pollution by covering the fueling station at the DPW facility and calibrating the salt systems on the plow trucks. The City began using a newer version of the salt calibration system on two trucks in 2006. During 2008, a total of 4 trucks were outfitted with this new equipment. The updated version of the salt calibration system increases the efficiency of the salt used, thus resulting in a lower application rate. In addition, in the fall/winter of 2007 the City purchased a liquid chloride system that reduces the amount of road salt applied. By treating the salt with this chloride mixture prior to spreading it on the road less salt is lost to scatter. Treating the salt in this way also reduces the operating temperature of the salt, thus requiring less salt to be used in order to achieve the desired amount of de-icing.

Street Sweeping Program**Status:** Complete

The City now operates two street sweepers. In the Summer/Fall of 2006 the City rewrote its street sweeping plan (available upon request). The program's goal is to ensure that all streets are swept at least twice a year, with higher traffic streets getting swept on a more regular basis.

The program was pilot tested in the Fall of 2006, reworked during the Winter 2006, and implemented in 2007 and 2008. Updates are made to the plan as new roads become the responsibility of public works, or as needed. Approximately 280 cubic yards of material were removed from South Burlington roads in 2008.

Catch Basin Cleaning & Inventory

Status: Complete

Current mapping indicates that there are 5,081 catch basins (a.k.a. storm drains) and manholes in the City. Of these, 3,022 (59.5%) are owned by the City. Since the Stormwater Utility crew began its maintenance program in July of 2005, 1,457 basins have been cleaned (Figure 2). This accounts for 48% of the City-owned catch basins in South Burlington. In 2008, 696 basins (23%) were cleaned and approximately 140 cubic yards of material was removed.

Accurate inventory data for 81.8% (2473) of catch basins has been collected since the summer of 2005. Stormwater Utility staff collects storm drain and pipe inspection and inventory data in a digital format using ArcGIS software and a handheld GPS unit. All records are now kept digitally and are available upon request.

Training Municipal Staff

Status: Ongoing

The stormwater superintendent presented at a stormwater training program for school district personnel. The training took place in July of 2008 and covered a range of stormwater related topics including best management practices for stormwater and illicit discharge detection and elimination. Maintenance staff from the South Burlington school district attended the training.

Additional Actions:

1. In 2008, Stormwater Utility staff repaired an eroding outfall on Patchen Road. A stormwater outfall pipe that collects water from Patchen Road and the surrounding area had eroded the bank and undermined a nearby culvert that carries Centennial Brook under Patchen Road. Utility staff installed a stormwater drainage structure, repaired the damaged culvert, and repaired the eroded bank.

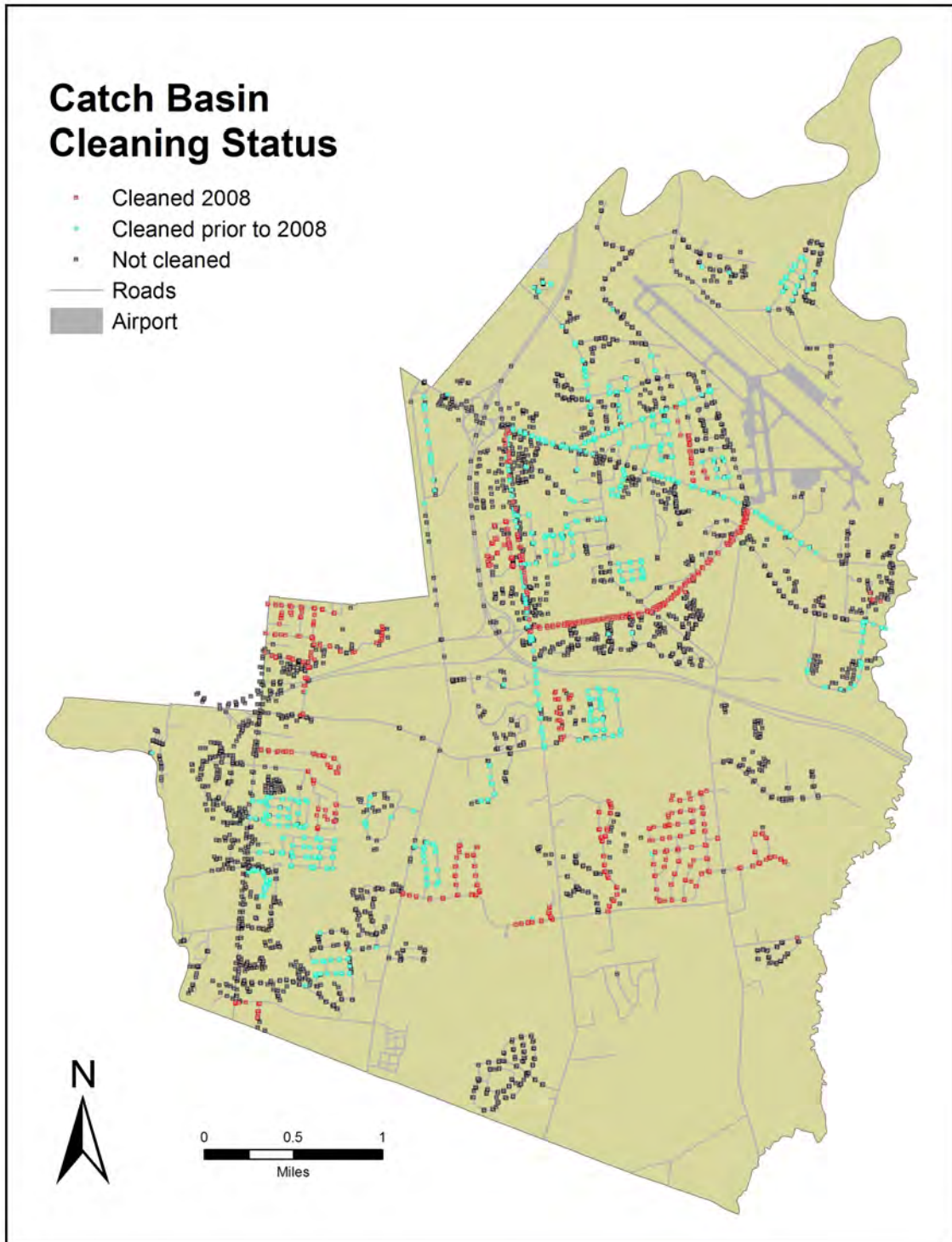


Figure 2 – Catch Basins That Have Been Cleaned Since July 2005

Reporting Requirements

Future Plans

The City will continue to follow the timeline and procedures laid out in its approved Stormwater Management Plan (SWMP).

Proposed Changes

There are no changes proposed to the Stormwater Management Plan at this time. The City will notify ANR in the event that changes are proposed.

Reliance on Other Entities

The City does not rely on another government entity to satisfy its permit obligations, other than support provided by the RSEP.

Signatures

This report was prepared by Tom DiPietro, Stormwater Superintendent.

Thomas J. DiPietro, Stormwater Superintendent

Date

Signed:

Charles E. Hafter, City Manager

Date

Appendix A – Stormwater Utility Web Site Traffic Report



South Burlington Stormwater Services
Baseline Website Analytics
March 25, 2008 – March 25, 2009
www.sburlstormwater.com

Visitors Overview

Mar 25, 2008 - Mar 25, 2009



Site Usage

Visitors	1,136 Visits	Bounce Rate	37.68% Bounce Rate
Pageviews	4,865 Pageviews	Avg. Time on Site	00:02:32 Avg. Time on Site
Pages/Visit	4.28 Pages/Visit	% New Visits	72.89% % New Visits

- Over the past year, there were 1,136 visitors to the South Burlington Stormwater Services (SBSS) website with an average of 3.1 visitors per day.
- April 8, 2008 had the heaviest single day of traffic with 20 visitors.
- The SBSS website is keeping visitors engaged:
 - An average of 4.28 pages were viewed per visit.
 - Visitors spend an average of 2.32 minutes on the site per visit.
 - The bounce rate, 37.7%, is low which is good especially for a government site.

State Detail

Mar 25, 2008 - Mar 25, 2009



Map detail of Vermont web traffic based on city (location of ISP)

Traffic Overview

All traffic sources sent a total of 1,136 visits



The top three referring sources are:

1. The South Burlington town website (Referring Site)
2. Google (Search Engine)
3. Direct traffic (people are typing the SBSS website url directly into their browser)

The top five keyword searches are:

1. South Burlington stormwater utility
2. South Burlington stormwater
3. South Burlington stormwater services
4. Stormwater utility
5. South Burlington Vermont stormwater

Top Content Pages

The South Burlington Stormwater Services website's top five content pages (based on number of pageviews) are:

1. Homepage
2. Projects page (includes project sheets on system repair and maintenance, capital projects, and IDDE)
3. Downloads page (includes forms, manuals, ordinances and reports)
4. Resources page (includes links to related organizations and relevant PDFs)
5. Outreach page (provides information on community projects, FAQs, and DIY tips)

Visitors spend the most time on the following pages:

1. Contact Us — Average time is 3.26 minutes
2. Advisory Committee — Average time is 1.3 minutes
3. Downloads and News — Average time for both is 1.19 minutes
4. About Our Utility — Average time is 1.09 minutes

Glossary

Bounce rate: The percentage of single-page visits in which the person left your site from the entrance (landing) page.

Pageviews: A pageview is an instance of a page being loaded by a browser.

Visits: The number of individual sessions initiated by all the visitors to your site.

New Visits: A visit from a user who has not made any previous visits to your site.

Appendix B – RSEP Annual Report

Chittenden County Regional Stormwater Educational Program Annual Review: 2008 Program Summary

During the 2008 program year (March 10, 2008 - March 9, 2009), 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 soil and lawn care (fertilizer/chemicals) and home construction erosion or debris and autocare. Marketing Partners, Inc. continues to work on contract with RSEP to implement the public outreach campaign.

RSEP accomplished the goals outlined in the 2008 Communication Plan, including:

- Post-campaign survey assessment and presentation of key findings.
- Refined campaign messaging to focus on those behavioral changes that continue to needed work.
- Developed a “Free Soil Test” initiative which was the focus of the Fall 2008 buy. The program included a partnership with the University of Vermont Agriculture Labs as well as a drive-to-web focus for all paid media.
- Planned sponsorship of Vermont Public Radio for the Fall 2008 buy to highlight the “Free Soil Test” initiative.
- Updates to the website to included a new landing page to allow Chittenden County residents to download a free soil test coupon. A custom database was developed to filter those who were living outside of the eligible counties.
- Conducted a paid media campaign throughout Chittenden County in Spring 2008 that includes two weeks of print ads, three weeks of spots airing on three of the top radio stations, three weeks of targeted broadcast television and a two week schedule of targeted cable television.
- Conducted a Fall 2008 campaign of an additional two weeks of spots airing on three of the top radio stations, three weeks of targeted broadcast television and a two week schedule of targeted cable television.
- New creative to support the Free Soil Test program was developed for radio, print and television.
- 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.
- Compiled materials (graphics, images and media graph) for the Municipal Sewer & Water Magazine editorial feature.
- Developed new graphics for the homepage and new content regarding excess stormwater and rain gardens, rain barrels.
- Created a summary to recap 2008 **calendar year** accomplishments.

**Gross Impressions/Audience Reach
Chittenden County Regional Stormwater Education Program
Annual Review: 2008-2009 Program Year Summary**

1. Unpaid Media (Public Relations)

Print: 123,568 (based on circulation reported by media outlet)
 Insert: 47,000 (Champlain Water District Report)
 Online: 3,767 (based on monthly visitors reported by website)

Total unpaid impressions*: 174,335

2. Paid Media

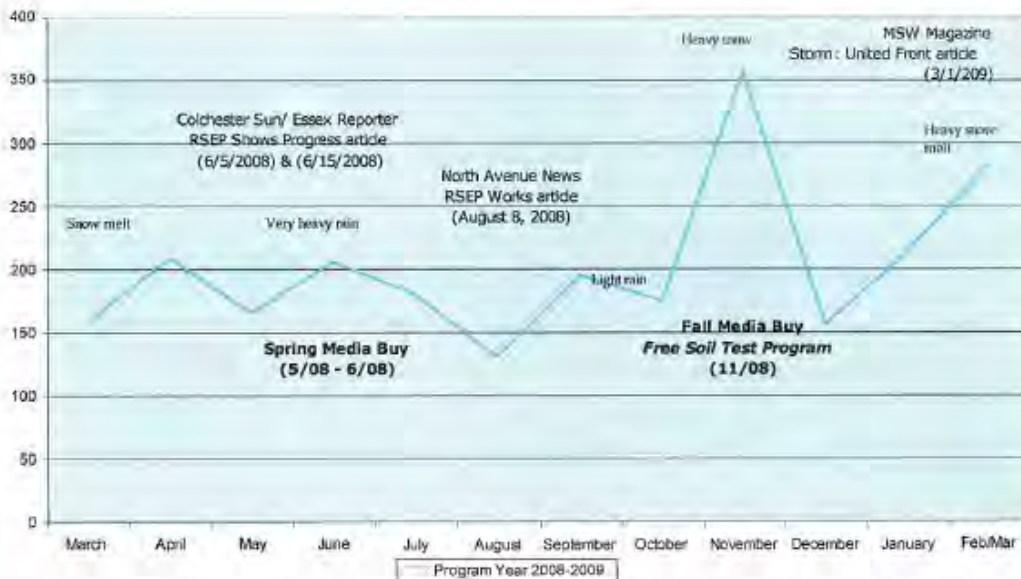
Print: 1,479,132 (based on circulation reported by media outlet)
 TV: 2,960,640 (gross impressions – based on number of households)
 Radio: 670,000 (based on number if listeners age 12+, Mon – Sun, 6am to midnight)
 Front Porch Forum Online: 22,600 (based on number of subscribers reported by outlet)

Total paid impressions*: 5,132,372

3. Website

Below is the website visitor session information for the 2008-2009 program year. Website traffic increases are marked in conjunction with paid and unpaid media.

RSEP Visitor Sessions Annual Summary
 March 9, 2008 to March 10, 2009
 www.smartwaterways.org



*Impressions represent the possible total number of times a spot is heard/seen, not the number of actual persons who hear/see the ad. Unpaid RSEP visibility includes: any mention of RSEP, any mention of steering committee members and stormwater, informative pieces dealing with key messages – the effects of stormwater and the stormwater system, soil maintenance and lawn care (chemical/fertilizers), erosion and pollution, pet waste and auto care. Excludes articles solely on stormwater permitting.

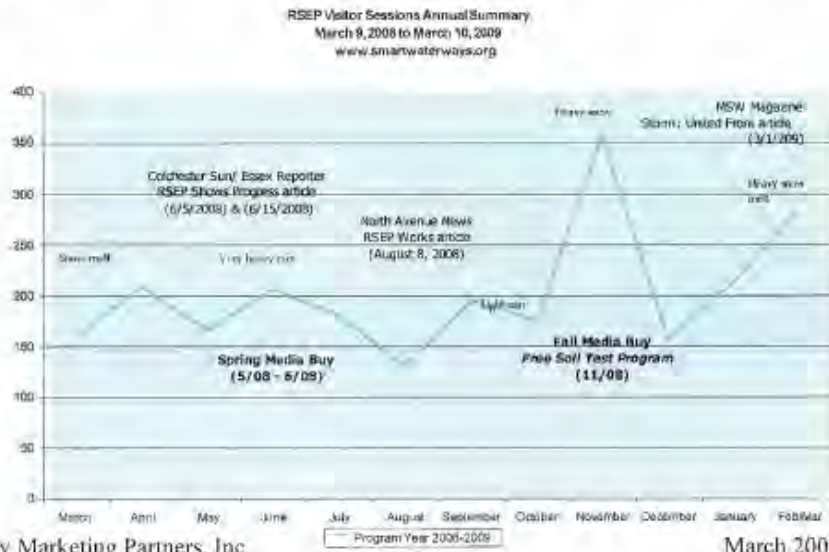
Regional Stormwater Educational Program - 2008 Calendar Year Recap

During 2008, RSEP continued its work on a public education and outreach campaign. The multifaceted campaign included both paid and unpaid media, with an overall goal of increasing awareness and understanding of stormwater runoff pollution, prevention methods, and the connection between stormwater runoff and water quality. Marketing Partners, Inc. continues to work on contract with RSEP on the public outreach campaign.

Building on success of previous program efforts and as outline in the 2008 Communication Plan for March 10, 2008 to March 9, 2009 the following goals were accomplished:

- Post-campaign survey assessment and presentation of key findings.
- Refined campaign messaging to focus on those behavioral changes that continue to needed work.
- Developed a "Free Soil Test" initiative which was the focus of the Fall 2008 buy. The program included a partnership with the UVM Agriculture Labs as well as a drive-to-web focus for paid media.
- Planned sponsorship of Vermont Public Radio for the Fall 2008 buy to highlight the "Free Soil Test" initiative.
- Updates to the website to included a new landing page to allow Chittenden County residents to download a free soil test coupon. A custom database was developed to filter those who were living outside of the eligible counties.
- Conducted a paid media campaign throughout Chittenden County in Spring 2008 that includes two weeks of print ads, three weeks of spots airing on three of the top radio stations, three weeks of targeted broadcast television and a two week schedule of targeted cable television.
- Conducted a Fall 2008 campaign of an additional two weeks of spots airing on three of the top radio stations, three weeks of targeted broadcast television and a two week schedule of targeted cable television.
- New creative to support the Free Soil Test program was developed for radio, print and television.
- 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.
- Compiled materials (graphics, images and media graph) for the Municipal Sewer & Water Magazine editorial feature.
- Developed new graphics for the homepage and new content regarding excess stormwater and rain gardens, rain barrels.
- Created a summary to recap 2008 **calendar year** accomplishments.

Below is the website impression information for 2008. Website traffic increases are marked in conjunction with paid and unpaid media.



Prepared by Marketing Partners, Inc.

March 2009

Appendix C - List of Projects in South Burlington Creating > 1 Acre of Impervious Area and/or Disturbing > 1 Acre of Land During 2008

<u>PROPERTY OWNER</u>	<u>PROPERTY ADDRESS</u>	<u>PROJECT DESCRIPTION</u>	<u>LOT SIZE (S.F.)</u>	<u>EXISTING IMPERVIOUS (S.F.)</u>	<u>PROPOSED IMPERVIOUS (S.F.)</u>	<u>TOTAL INCREASE IN IMPERVIOUS (S.F.)</u>	<u>CONSTRUCTION DISTURB (S.F.)</u>
PG Adams	1215 Airport Pkwy	increase lot coverage	65,718	29,179	42,388	13,209	~19,856
Pizzagalli	193 Tilley Drive	30000 sf office building	342,381	0	67,107	67,107	85,000
Roman Catholic Diocese	160 Hinesburg Road	cemetery phase II	1,958,136	111,614	205,604	93,991	~141,282
Chittenden Bank	55 Dorset Street	new bank	2,254,666	1,686,490	1,686,490	0	32,670
Precourt	1152 Williston Road	3200 sf office bldg	261,360	69,783	95,396	25,613	~38,501
O'Brien (Blind bldg)	60 Kimball Ave	12000 sf office bldg	101,930	0	32,720	32,720	59,000
Cider Mill II	1530 & 1580 Dorset Street	residential development	6,716,080	114,173	2,014,824	1,900,651	~2,856,961
Allen Road Land Co.	150 Allen Road	2 4-story res. Building	239,580	2,036	56,661	54,624	130,680
Paul Calkins	1840 Spear Street	Phase I infrastructure	1,733,688	4,334	720,174	715,840	~1,076,013
Burlington International Airport	228 Aviation Avenue	aircraft hangar	41,033,520	unknown	unknown	unknown	unknown
Birchwood Burlington, LLC	65 Bowdoin Street	office building	338,896	0	70,490	70,490	78,408