***Let it Rain Stormwater Program***
***Connecting the Drops* Rain Barrel Project**
**RSEP Sponsorship**

**Final Report**
**11-18-13**

**Sponsorship Amount**: $12,500

## Contact Information:

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## Summary of Project:

December 2012, the *Let it Rain* stormwater program was awarded a grant for $40,000 from the ECOS Project, managed through the Chittenden County Regional Planning Commission, for an art and education exhibit featuring stormwater called "Connecting the Drops." This project identified the problem of limited public awareness of the issues of stormwater pollution and proposed methods to link this serious message with a fun and engaging outdoor art exhibit in the summer of 2013.

Nineteen rain barrels were positioned from the top of Church Street (at Pearl Street) and down College Street to the doors of the ECHO Lake Aquarium and Science Center. Each barrel featured a panel of the *Kids VT* water story illustrated by local artist Matt Morris. As visitors walked the trail from the top of Church Street down College Street to the shore of Lake Champlain, they read the panels mounted atop the barrels to learn about the way stormwater damages Lake Champlain and what each of us can do to intercept the runoff through the use of "green infrastructure." On the other side of the story panels featured SmartWaterways "Win a Rain Barrel" ads urging passersby to scan a QR code for a chance to win – bringing scanners first to the SmartWaterways website to answer a question about their town of residence.

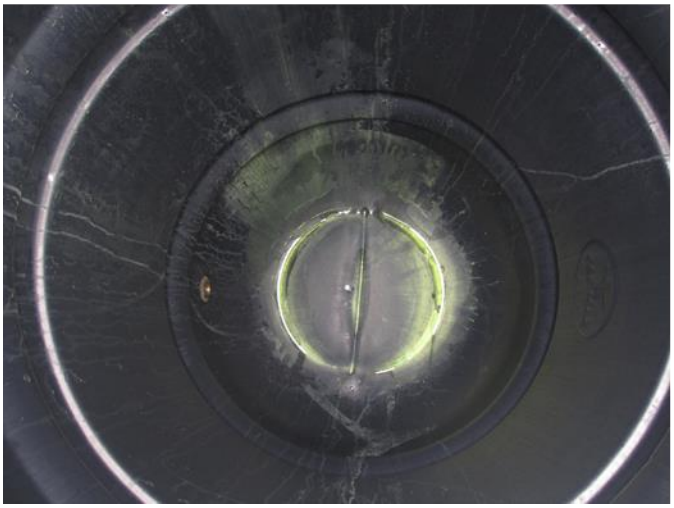
Frog Hollow hosted the exhibit banner in their front windows with a synopsis of the exhibit, a map of the barrel locations, artist names and partners. ECHO Lake Aquarium and Science Center hosted an "investigation table" featuring samples of pervious and conventional concrete, a rain chain and a rain barrel. Visitors conducted their own rain water experiments on the two concrete materials and see what makes them so different during a rain event. In the fall of 2013, ECHO was installing outdoor signage featuring information on their installed rain gardens.

All of the displayed barrels were available for purchase at a live auction during SEABA's South End Art Hop on September 7th. One lucky winner was selected to take home the first barrel on the *Kids VT* water story walk for free – the SmartWaterways barrel. *ArtsRiot*, with support from Signal Kitchen, coordinated an additional connection with the arts community through six Wednesday evening concerts right on Church St. from June 26 to July 31 at 6:30-8:30 p.m. These events featured local and touring acts, games, educational information, prizes and giveaways.

In the spring of 2013 RSEP agreed to sponsor the Connecting the Drops Rain Barrel Project in downtown Burlington with $12,500 in cash in return for logo placement on high profile signage, barrels, flyers and advertising, a QR code link to the SmartWaterways website, the marketing and giveaway of a SmartWaterways rain barrel, and an opportunity to speak at each of the six Church Street Marketplace events and the live auction event held during the South End Art Hop in September. The following report outlines the entirety of the project including outcomes of each sponsorship element, web analytics, additionally leveraged funds, and the actual value of the received advertising.

Barrel Installation

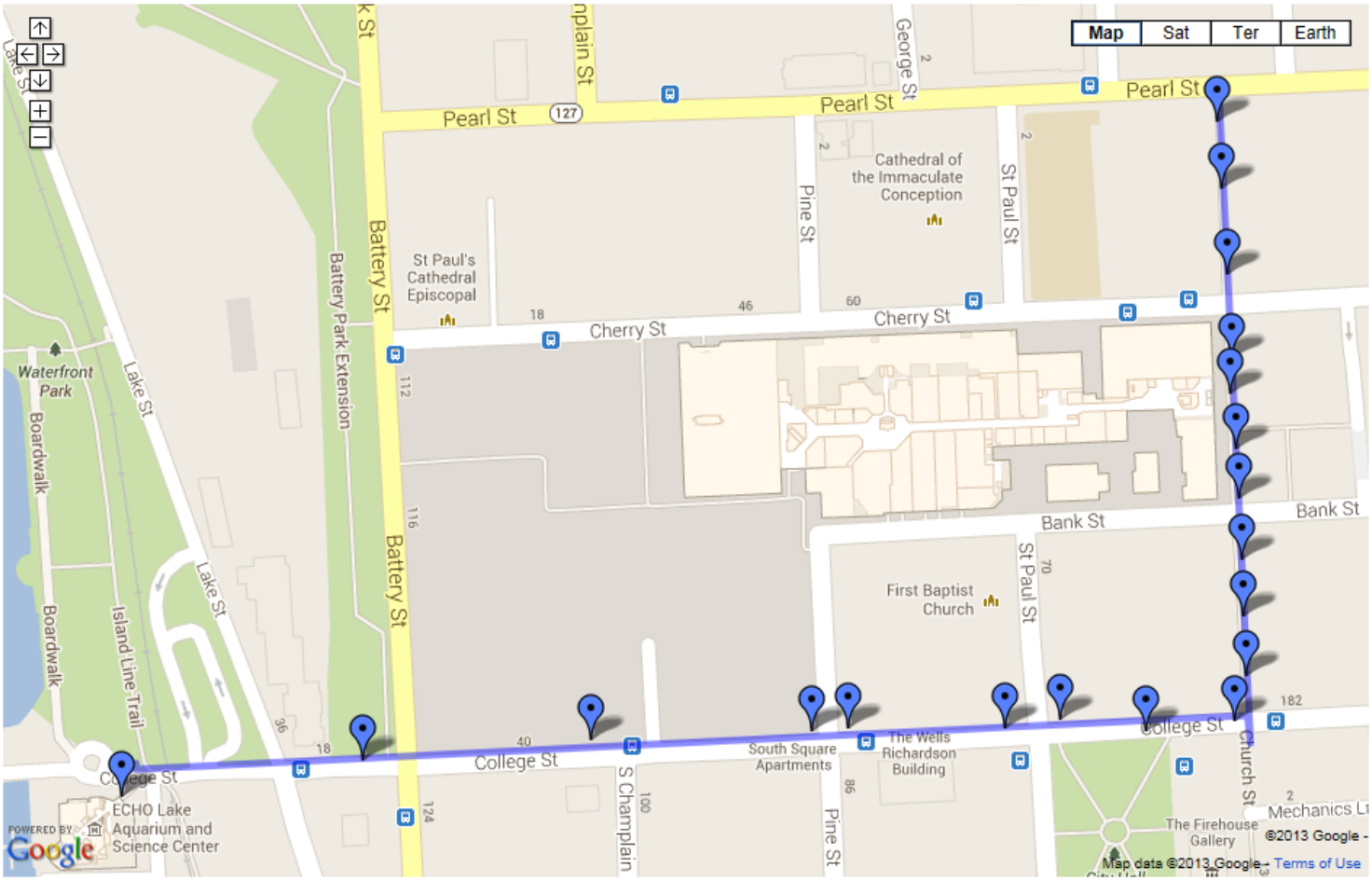
The rain barrels were installed on the streets on May 13th and 14th. Using concrete pads, specially-designed fastening jigs, and tools made just for this application, the barrels were firmly secured to the street. Artists dropped off the finished barrels to a donated warehouse space off of Pine Street in Burlington the previous week. During installation of the barrels on Church Street we were informed that Burlington police wanted there to be nothing on the street for the Vermont City Marathon on Memorial weekend. Thinking quick and calling on our strong community partners, we were able to secure temporary display of the barrels in the Burlington Town Center Mall. This first major step in the project took a combined effort of all our partners: ECHO Lake Aquarium and Science Center, Church Street Marketplace, Seven Days, Kids VT, *ArtsRiot*, Frog Hollow, Lake Champlain Sea Grant, Lake Champlain Land Trust, and the City of Burlington.



**Volunteers preparing to install barrels**

Barrel Locations

Working with the staff at the Church Street Marketplace, the City of Burlington, and the ECHO Lake Aquarium, we chose nineteen locations from the top of Church Street, down College Street to the shore of Lake Champlain. This map shows the barrel locations, indicated with blue flags.

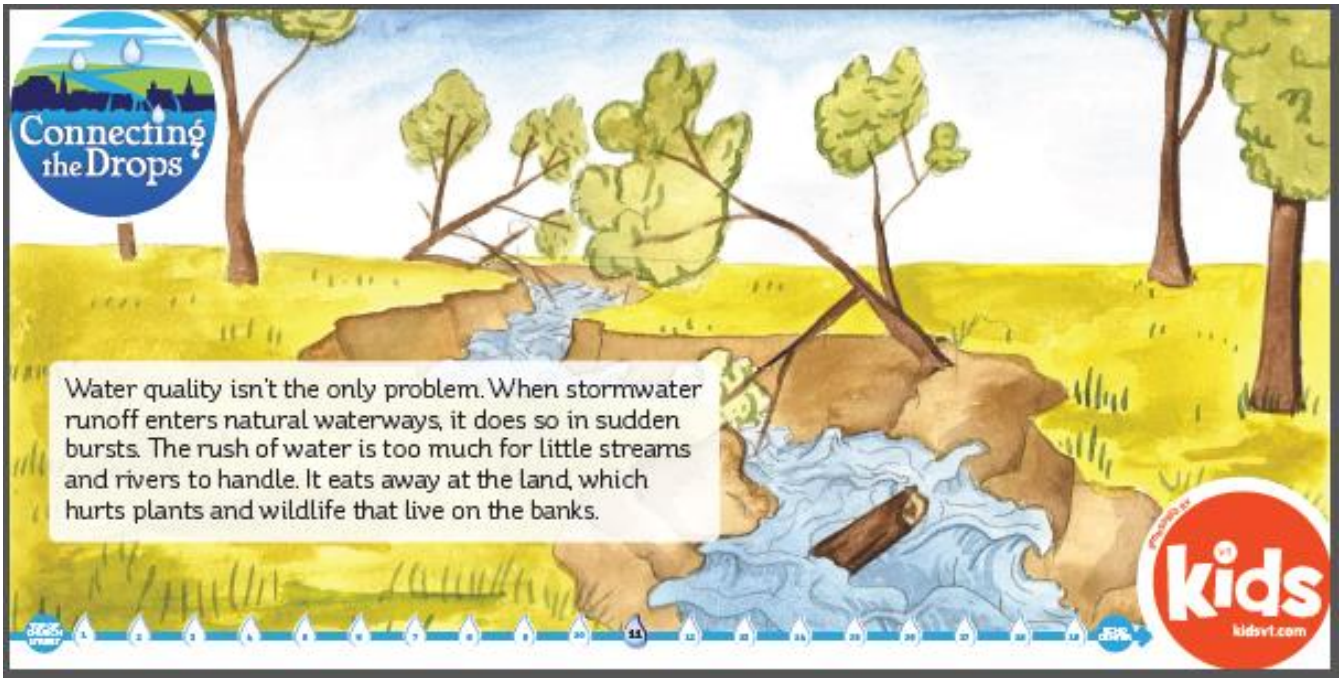


Installed Barrels

Once installed, the barrels could be seen lining the street between Lake Champlain and the Church Street Marketplace. The following are some selected photographs of installed barrels from the exhibit.

Stormwater Story Panels

With lots of help from our partners at Kids VT and illustrator Matt Morris, we created nineteen story panels that were mounted on top of the barrels. When read in order (from the top of the Marketplace to ECHO) they tell a tale about stormwater in Vermont and what each of us can do to stop its harmful effects by managing water runoff on our own properties. The story can be read in its entirety online at letitrainvt.org. On the other side of each stormwater story panel was a message from SmartWaterways and an offer to win a rain barrel. Throughout the summer, we received over 500 sign-ups and the rain barrel was given away to a lucky winner at the auction on September 7, 2013.




Stormwater story panel 11 of 19

RSEP panel on the back of storyboards

Signage at Frog Hollow

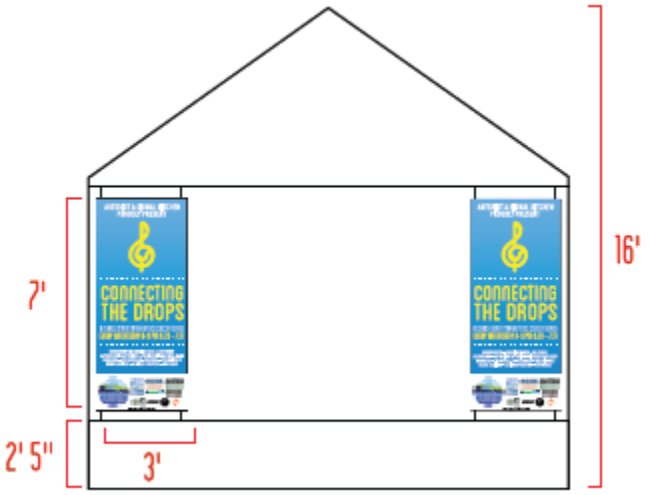
The panels installed in the front windows of Frog Hollow spanned the entire length of their front windows that look out onto Church Street. The signs served to raise awareness and visibility of the project and provided us with a central headquarters where those who were intrigued by the work could ask questions and find out more about the project and the local artists whose work was displayed for an environmental purpose.

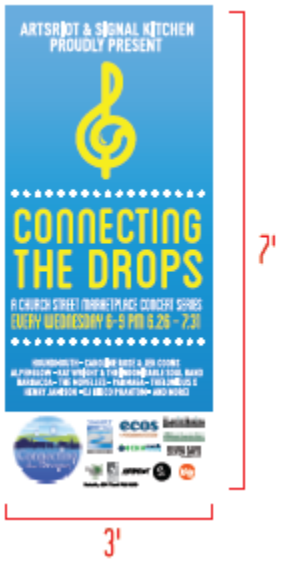
Events

*ArtsRiot* and Signal Kitchen secured local and touring bands from the US and Canada to perform on Chruch Street over six Wednesdays in the summer (June 26- July 31). The first event was cancelled due to electric storms but the remaining five were well-attended. While the music served to attract a crowd, *Let it Rain* and several partners capitalized on the public presence by tabling with information, games and prizes to educate the public on the problem of stormwater and the role of green infrastructure in land use decisions. At each of the concert events, a rain barrel was given away to a lucky winner. These events proved to provide the perfect opportunity for one-on-one conversations with passersby about the *Let it Rain* Stormwater Program and opportunities to get involved in local communities through the Chittenden County Stream Team. Kids VT was at every event with a portable version of the game, "Runoff", a fun addition to the street fair atmosphere with an environmental message. Below are some photographs taken at the concerts.

**Music, education, and giveaways**

Concert banners on the stage were designed as an in-kind donation by *ArtsRiot*. The design is pictured below.



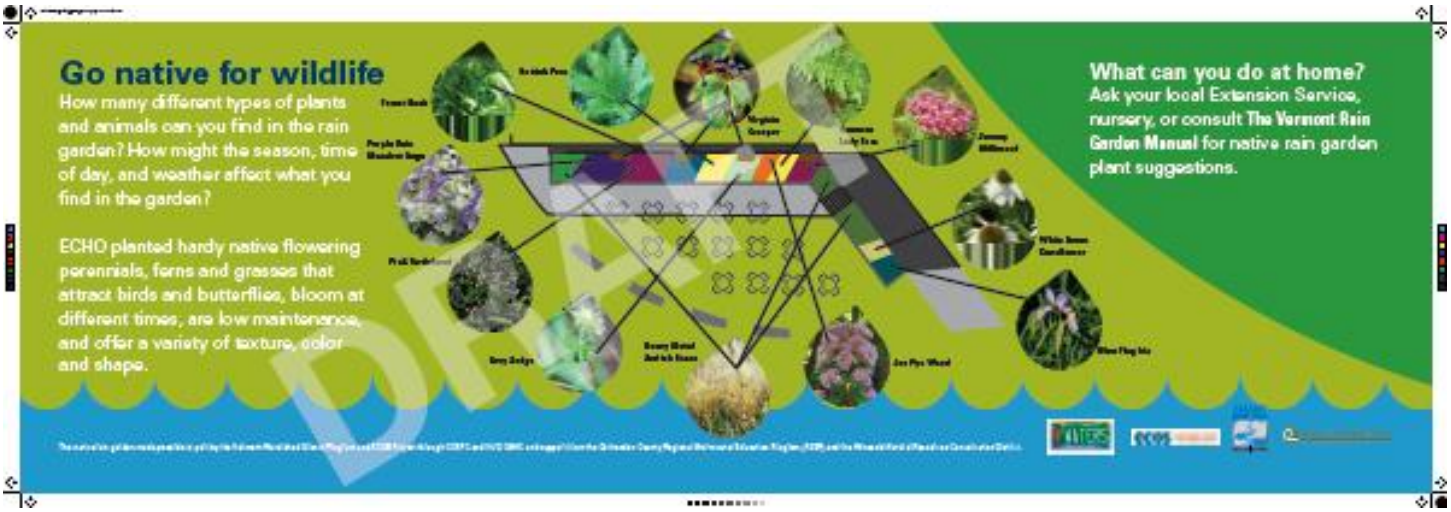

Runoff

Project partners at Seven Days and Kids VT were learning about stormwater through our collaboration on the stormwater story walk and they wanted to do more. They had been discussing the development of a computer game for some time and the idea of a game that explored a topic with environmental significance piqued their interest and they got right to work on it. Working with partners at Birnam Wood Games, "Runoff" was created. Featuring a rain barrel and two rain gardens, players move the barrel across the screen to catch the rain drops – and avoid falling cats - to earn points. The game can be downloaded at the App Store, or played at playrunoff.com. Throughout the summer of 2013 visitors to ECHO could play the game in a refurbished game cabinet – pictured below. In addition to providing a whimsical component to our project, Seven Days volunteered to be the first in what we hope to be several sponsors of the game by giving 25 cents for the first 1,000 games played. This game provides an opportunity for corporations with an environmental ethos to advertise on a popular and educational computer game.

ECHO - Permanent Outdoor Signage and Investigation Table

ECHO Lake Aquarium and Science Center on Burlington's Lake Champlain waterfront hosted a Let it Rain stormwater investigation table throughout the summer. Manned by volunteers, the mobile learning station featured hands-on green infrastructure elements. Visitors explored the difference between conventional and porous concrete by pouring water over each and observing the difference, peered inside a rain barrel to discover the inner workings and saw a display rain chain. Museumgoers were given information about the Connecting the Drops exhibit, the *Let it Rain* Stormwater Program, and how they could avail themselves of the benefits.

Signage to be installed outside of ECHO invites passersby and visitors to the aquarium to think about the function and look of rain gardens while exploring those that are in place at the shore of Lake Champlain. The signage will be installed in the fall of 2013 and will be a year round display for many years. Below is a draft of the sign design.

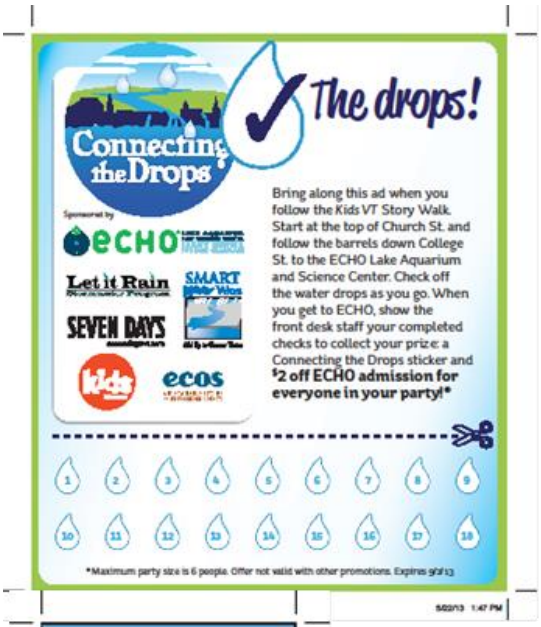


Rain Barrel Auction

The final and capstone event of the exhibit was a live auction event held during the South End Art Hop on September 7th. After the barrels were removed from the street they were cleaned and prepared to collect rain water from a downspout. Those functional barrels were displayed in the *ArtsRiot* gallery and event space during an evening reception and auction event featuring live music by a local bluegrass trio, appetizer buffet, and an entertaining auctioneer who peddled the barrels to the highest bidders. The Smart Waterways barrel was given away to one of the many people who had signed up for the drawing on the Let it Rain website throughout the summer. All of the remaining eighteen barrels sold, raising over $2,800 for the continuation of *Let it Rain* to offer financial and technical assistance to landowners who choose to install green infrastructure practices on their properties. Photos from the auction event:

Advertising

We were grateful to have the funding to promote this great project and by securing Seven Days and Kids VT as our media sponsors, we were able to make those funds go twice as far. From early May to early September, we had print advertisements in the weekly Seven Days Newspaper, the monthly magazine Kids VT and in their e-news mailings. The reach of these publications was particularly valuable as we spread the word about the project, promoted the events and attempted to lure a large crowd for the auction. The total value of our ad campaign was over $8,000. The following are a selection of ad proofs from the project.



## Press Releases

Two press releases were sent out broadly within Vermont to announce the project and to announce the successful completion. A third and related press release was sent by Seven Days to announce the launching of the "Runoff" game. The two that were initiated from our office are included in this report.

**Contact**: Rebecca Tharp – Coordinator
Lake Champlain Sea Grant/ Let it Rain Program
**Telephone**: 802-578-8592
**Email**: rtharp@uvm.edu
**Website**: www.letitrainvt.org
**Date**: May 22, 2013 – For immediate release

**Connecting the Drops Rain Barrel Exhibit Opens in Burlington**

The Let it Rain Stormwater Program recently installed art-adorned rain barrels in downtown Burlington. This exhibit aims to raise awareness about stormwater pollution in Lake Champlain and what property owners can do to mitigate its impact.

Funded by the ECOS Project through the Chittenden County Regional Planning Commission and the Chittenden County Regional Stormwater Education Program, the Connecting the Drops installation brings together the vibrant Burlington arts community with an important environmental message — stormwater is damaging the health of Lake Champlain, and our land-use decisions make a difference. Rebecca Tharp, program coordinator notes, "Urban stormwater runoff is a leading concern for pollution in Lake Champlain and the waterways that feed it. Often, the first flush of water in a rain event contains levels of contamination at higher levels than are normally found in sewage. It's vital that we reduce the flow of pollutants off of our cityscapes. Installing rain barrels, rain gardens, green roofs and pervious pavements are excellent ways to do that."

Nineteen rain barrels are positioned from the top of Church Street (at Pearl Street) and down College Street to the doors of the ECHO Lake Aquarium and Science Center. Each barrel features a panel of the *Kids VT* water story illustrated by local artist Matt Morris. As visitors walk the trail from the top of Church Street down College Street to the shore of Lake Champlain, they can read the panels mounted atop the barrels to learn about the way stormwater damages Lake Champlain and what each of us can do to intercept the runoff through the use of "green infrastructure." Green infrastructural improvements such as rain gardens, rain barrels, green roofs and pervious pavement help to capture, store, treat and infiltrate stormwater where it originates, lessening pressure on municipal systems and eliminating a major source of pollutants to Lake Champlain.

ECHO Lake Aquarium and Science Center will host an "investigation table" featuring samples of pervious and conventional concrete, a rain chain and a rain barrel. Visitors can conduct their own rain water experiments on the two concrete materials and see what makes them so different during a rain event. Inside ECHO's Lake Champlain Resource Room visitors can investigate how rain gardens and rain barrels work by looking at them up-close and by asking the Lake Champlain Basin Program staff for instructions on how to create original stormwater landscaping. While on the waterfront, stroll past two examples of rain gardens, one in the College Street turnaround and one at ECHO's Dealer.com Terrace near the Lake. You don't want to miss the art in nature.

To incentivize property owners in Vermont's Lake Champlain Valley to use green infrastructure practices, the Let it Rain Stormwater Program offers financial incentives to offset installation costs. All of the displayed barrels will be available for purchase at a live auction during SEABA's South End Art Hop on September 6, and one lucky winner will be selected to take home the first barrel on the *Kids VT* water story walk for free. Participants can sign up for a chance to win at www.letitrainvt.org – or scan the QR code on the sign atop each barrel.

*ArtsRiot,*with support from Signal Kitchen, is coordinating an additional connection with the arts community through six Wednesday evening concerts right on Church St. from June 26 to July 31 at 6:30-8:30 p.m. These events will feature local and touring acts, games, educational information, prizes and giveaways.

Frog Hollow will host the exhibit banner in their front window with a synopsis of the exhibit, a map of the barrel locations, artist names and partners. For more information visit: letitrainvt.org.

Connecting the Drops would not be possible without the following sponsors:
Project Funders: ECOS Project: CCRPC & HUD OSHC (ecosproject.com), Regional Stormwater Education Program (smartwaterways.org)
Project Partners: Winooski NRCD, Lake Champlain Sea Grant, ArtsRiot, Frog Hollow, Seven Days, Kids VT, Church St. Marketplace, City of Burlington, City of South Burlington, ECHO Lake Aquarium and Science Center

**Contact**: Rebecca Tharp – Coordinator
Lake Champlain Sea Grant/ Let it Rain Program
**Telephone**: 802-656-2514
**Email**: rtharp@uvm.edu
**Website**: www.letitrainvt.org
**Date**: September 10, 2013 – For immediate release

**Connecting the Drops Rain Barrel Auction at Art Hop – A Great Success**

The Let it Rain Stormwater Program – responsible for the art-adorned rain barrels on Burlington streets this summer – completed their Connecting the Drops Rain Barrel Project with a community event and live auction during Art Hop at the new *ArtsRiot* gallery in Burlington this past Saturday, September 7th.

Funded by the ECOS Project through the Chittenden County Regional Planning Commission, HUD OSHC, and the Chittenden County Regional Stormwater Education Program, the Connecting the Drops installation brought together the vibrant Burlington arts community with an important environmental message — stormwater is damaging the health of Lake Champlain, and our land-use decisions make a difference.

With live music, great food and a lively auctioneer, the thirty bidders battled for their favorites in a fun atmosphere. People off the street joined in the festivities and as the place filled up, the competition for barrels increased. Many of the artists responsible for the barrel art were present – giving the extra community connection that Art Hop has become known for. Some even signed the barrels of the highest bidders. One lucky winner had her name drawn from a hat and went home with the "Smart Waterways" barrel, painted by Tara Goreau, for free. Seventeen barrels went to the highest bidders, raising over $2,800 to support the continuation of the Let it Rain Stormwater Program, providing incentives for property owners in the Lake Champlain Basin who install green infrastructure in order to manage stormwater. Green infrastructural improvements such as rain gardens, rain barrels, green roofs and pervious pavement help to capture, store, treat and infiltrate stormwater where it originates, lessening pressure on municipal systems and eliminating a major source of pollutants to Lake Champlain.

For more information visit: letitrainvt.org or visit us on facebook for pictures and comments from the auction evening.

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Project Partners: Winooski NRCD, Lake Champlain Sea Grant, *ArtsRiot*, Frog Hollow, Seven Days, Kids VT, Church St. Marketplace, City of Burlington, City of South Burlington, ECHO Lake Aquarium and Science Center

**Disclaimer**: The work that provided the basis for this publication was supported by funding under an award with the U.S. Department of Housing and Urban Development. The substance and findings of the work are dedicated to the public. The author and publisher are solely responsible for the accuracy of the statements and interpretations contained in this publication. Such interpretations do not necessarily reflect the views of the Government.

Flyers/ Outreach

Flyers were designed, printed, shared with partners, and displayed throughout Chittenden Country to provide additional buzz about the project and associated events. Designs are below. Front Porch Forum was also used to get the word out with help from our partners at the Chittenden County Regional Planning Commission. Dates for all events were included in community calendar sections of area newspapers.

Independent Press

The "Connecting the Drops" project inspired several independent news stories. Excerpts from the news stories are included below. Website links to the full stories are provided.

**Burlington Free Press – May 10, 2013**
(http://www.burlingtonfreepress.com/article/20130512/ARTS04/305120006/Art-adorned-rain-barrels-carry-water-and-a-message)

## Art-adorned rain barrels carry water and a message

**Utilitarian delight: A summer-long installation of art-adorned rain barrels opens Monday in Burlington**

Show Caption | View Thumbs | PURCHASE IMAGE | 1 of 7 | JOEL BANNER BAIRD/FREE PRESS

Written by
**Joel Banner Baird**
**Free Press Staff Writer**

FILED UNDER

Arts
ARTSbtv

The paint is dry but the smell of pickled peppers lingers.

On Monday — several downpours later — these 20 rain barrels, adorned by local artists, will go public, and evoke more complex ingredients.

Among them: The physics of ripples; a steam-punk submarine; the

**Seven Days – March 27, 2013**
(http://www.7dvt.com/2013can-rain-barrels-save-lake-champlain-no-some-say-its-start)

# Can Rain Barrels Save Lake Champlain? No, But Some Say It's a Start

Local Matters

BY **KATHRYN FLAGG** [03.27.13]

TAGS: **environment**, **local matters**, **water**

Jim Kleptz — Oliver Parini

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PRINT VERSION
FEEDBACK
66
Like
11
Tweet
0
+1

Forget bears and cows: This summer, brightly painted rain barrels will line Church and College streets in downtown Burlington. Part public art display and part educational campaign, the 20 barrels — each decorated by a different local artist — are meant to encourage homeowners to collect pollutant-laden storm water before it rushes too fast into rivers and Lake Champlain.

The project is being funded by a $40,000 grant from the ECOS Project, a nonprofit whose tagline is "a sustainable future for Chittenden County," that was awarded to a coalition that includes the Winooski Natural Resources Conservation District, ECHO Lake Aquarium and Science Center, the Church Street Marketplace and ArtsRiot.

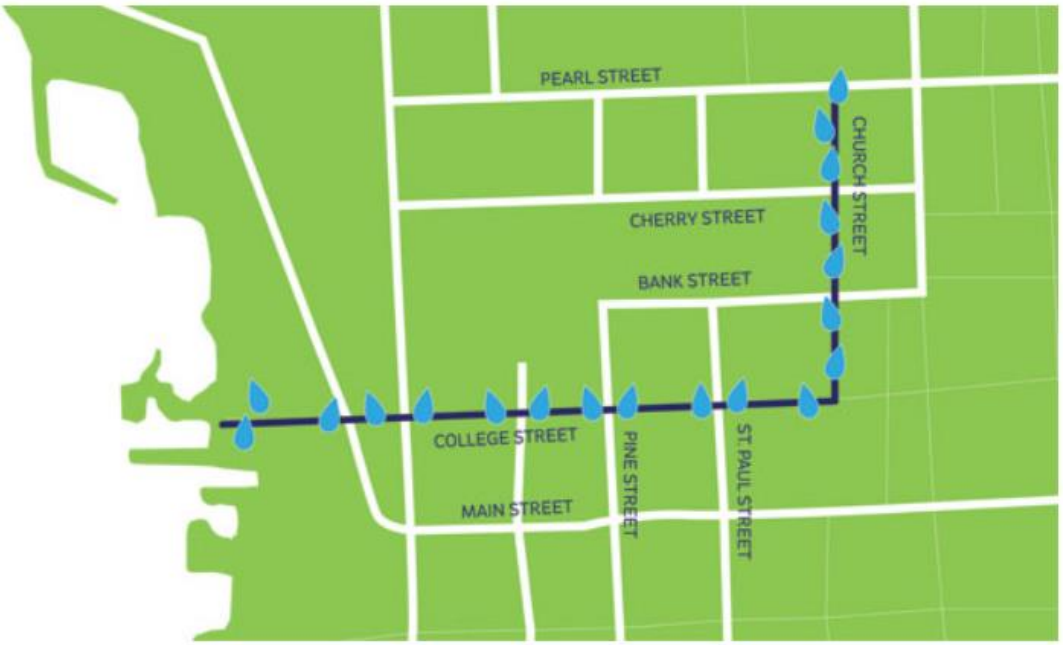
Rain barrels might seem like an entirely uncontroversial thing, but they are touching off debate — more than a month before their May debut — about how best to control runoff, especially from urban developments. No one thinks rain barrels alone will solve the lake's pollution problem, but organizers hope the display will educate the public about simple ways they can help.

Skeptics like Jim Kleptz, a Shelburne farmer who owns LaPlatte River Angus, say the

**Kids VT – May, 2013**
(http://www.kidsvt.com/vermont/connecting-the-drops-a-water-story/Content?oid=2151934)

# Connecting the Drops: A Water Story

## How does a raindrop become stormwater runoff?




How does stormwater runoff hurt the natural waterways we all love? And what can we do to keep it from gushing into the lake every time it rains?

Find out this summer by reading a seasonal story walk created by Kids VT and the Winooski Natural Resources Conservation District. "Connecting the Drops: A Water Story" starts at the top of the Church Street Marketplace and ends at the ECHO Lake Aquarium and Science Center on the Burlington Waterfront. The fact-based tale unfolds along the way on 19 separate panels illustrated by Winooski artist Matt Morris.

The story walk and the rain barrels will appear in mid-May and remain in

EMAIL
PRINT
ADD TO FAVORITES
ADD TO CUSTOM LIST
COMMENTS

**Stormwater runoff** is rain that doesn't soak into the ground during a storm. It runs off into lakes, rivers and streams

**Seven Days – May 8, 2013**
(http://www.7dvt.com/2013rain-gardens-sop-stormwater-runoff)

HOME & GARDEN

# Rain Gardens Sop Up Stormwater Runoff

BY **AMY LILLY** [05.08.13]

TAGS: **environment, home & garden**

Ron and Maureen Caruso have lived in their Williston house for 29 years. Last year, Maureen decided she wanted a decorative pond in their sloped backyard. A depressed area near the end of the slope tended to retain water anyway; the house's perimeter drain emptied into it, and it bordered an asphalt sidewalk and road. "It was already swampy," Ron Caruso recalls, standing on his lawn.

One of the Carusos' neighbors happened to be Rebecca Tharp, district manager at the Winooski Natural Resources Conservation District. Tharp had noticed how, during rain events, "the water was getting funneled right to the paved walkway" and, from there, directly into the wetlands of Allen Brook, a Winooski River tributary that's on Vermont's list of impaired waters for sediment and E. coli limits.

"In the summer, it was fast, hot and picked up a lot of water. It was like a river," Tharp recalls.

So, instead of a pond, Tharp encouraged the Carusos to put in a rain garden. Such a bowl-shaped garden filters stormwater runoff from the roofs, driveways, compacted lawns and other impervious surfaces of developed land.

Storm-water runoff was "nothing we ever thought a whole lot about," Ron Caruso admits. But the DIYer

**WCAX - June 28, 2013**
(http://www.wcax.com/story/22718624/runoff-videogame-debuts-at-echo)

## RUNOFF video game debuts at ECHO

*Posted: Jun 28, 2013 7:04 PM EDT*
*Updated: Jul 29, 2013 8:00 PM EDT*

By WCAX News - bio | email

BURLINGTON, Vt. - A new video game at ECHO Lake Aquarium and Science Center is supposed to be fun and educational. It is called "RUNOFF" and it teaches users about stormwater runoff. The game is the product of a partnership between ECHO, Seven Days and Kids VT.

Seven Days Associate Publisher and Kids VT executive director Cathy Resmer and creator Marguerite Dibble detail how the idea was developed.

**WCAX – June 19, 2013**
(http://www.wcax.com/story/22637914/burlington-showcases-art-that-helps-the-environment)

## Burlington showcases art that helps the environment

*Posted: Jun 19, 2013 7:09 PM EDT*
*Updated: Jun 21, 2013 5:01 PM EDT*

By Melissa Howell - bio | email

BURLINGTON, Vt. - There's a new exhibit bringing artwork to downtown Burlington. The question is, what exactly is it all about?

"I sit next to one every day and I don't know what they are," said Sonia Santvoord, who works at kiosk on Church Street.

A few tourists seemed to get what these creative barrels are all about.

"Seems like a rain barrel, like collects the rain, seems like all of them are decorated really different," said Carrie Kaufman, a tourist.

"Uh, is it for rain? It is for rain!" said Evan O'Keefe, a student in Burlington.

Connecting the Drops is an exhibit presented by the Let It Rain Stormwater Program. The exhibit has brought together Vermont artists to create works of art that help the community. The goal is to improve the water quality in our lakes and streams by reducing the amount of water that hits the ground.

**World Environment Federation Stormwater Report – July 10, 2013**
(http://stormwater.wef.org/2013/07/connecting-the-drops/)



July 10, 2013 | 0 Comments

# Connecting the Drops

One of 19 rain barrels on display for Connecting the Drops, an outreach campaign on stormwater issues in the Lake Champlain Basin. *Image by Rebecca Tharp*

In downtown Burlington, Vt., people stop to examine a blue rain barrel decorated with a metal submarine. It is one of 19 barrels transformed by local artists to tell the story of a raindrop and how it affects local water quality. The rain barrels line Burlington's downtown thoroughfares leading to the edge of Lake Champlain. Each rain barrel contains a page of a children's story about stormwater.

The barrels and the story lead participants to the ECHO Lake Aquarium and Science Center (ECHO). There, visitors can pour water through permeable pavement, take apart a rain barrel, learn about rain gardens, and play an interactive arcade-style game called *Runoff*.

Burlington's unique combination of art and science is called Connecting the Drops, a public outreach campaign courtesy of the Let it Rain stormwater program.

## Conveying the message

Terms like "runoff" and "nonpoint source pollution" are common in the stormwater professional's vocabulary. But, conveying the meaning and implication of these words to the public takes creativity.

"The community is more aware when issues are apparent, and recent flooding events have helped significantly to ignite a local debate on stormwater management and flood resiliency," said Rebecca Tharp, land-use planning and water quality educator at Lake Champlain Sea Grant. "The rain barrel is a symbol of water conservation that can be used to draw attention to stormwater issues. In this

# Art Hop brings sight and sound to Burlington

Art Hop offers punk music, steampunk and more

## Art for environmental awareness

The health of the planet inspires one of the Art Hop auctions. Several artists decorated those ubiquitous Connecting the Drops rain barrels that suddenly dotted the downtown Burlington landscape in May. Eighteen barrels will be available for the highest bidders at **7 p.m. Saturday in the ArtsRiot building**.

"We wanted a way to engage the public," said Rebecca Tharp, an educator with the Lake Champlain Sea Grant program at the UVM. "People should be aware that we have 17 impaired waterways in the state. On top of each barrel, we illustrated a single page of the storm water story. If you follow them from Pearl Street, along Church and College, down to the Echo Lake Aquarium, they tell the entire saga."

The barrels, which Tharp bought from a food importer, once held pickled peppers. Yes, indeed, the kind that "Peter Piper picked a peck of" in the tongue-twisting English nursery rhyme first published in 1813. Queen Victoria's grandfather, King George II, was on the throne.

This heritage ought to please Mark Elliot Schwabe, who happens to be one of the artists that contributed to the Connecting the Drops effort. His barrel sports a Nautilus submarine with a movable periscope and is — what else? — pure steampunk.

Connecting the Drops – *Let it Rain* Web Analytics Report
May-August 2013

Throughout the summer of 2013, the *Let it Rain* site received a total of **3,187** visits. Of these, **664** were directed from the Smart Waterways site via the QR code scanning from the rain barrel signage. **1,531 of the total visit were from visitors within Vermont**. Of the Vermont visits, 90 were directed to the site from Smart Waterways. There were 507 entries to win a rain barrel on our website. The breakdown of geographic location of the visits from within VT is as follows:

**RSEP Towns**

| **Town** | **# of website visits** | **# of website visits directed from smartwaterways.org** | **Other top sources of visits** |
|---|---|---|---|
| Burlington | 947 | 67 | Direct (331), Google (181), 7Days email newsletter (75), facebook (46) |
| South Burlington | 111 | 4 | Direct (48), Google (23), UVM (12), 7Days email newsletter (7), facebook (3) |
| Essex | 52 | 0 | Google (20), Direct (12), 7Days email newsletter (8), UVM (3) |
| Colchester | 36 | 5 | Direct (17), Google (4), UVM (4), facebook (2) |
| Shelburne | 32 | 1 | Direct (12), Google (9), UVM (3), Church St Marketplace (2), 7Days email newsletter (2), Vermontivate.com (2) |
| Williston | 18 | 0 | Direct (6), Google (5), 7Days Newsletter (3), Church St. Marketplace (1), Playrunoff (1) |
| Milton | 4 | 0 | Direct (3), Google (1) |
| **Total** | **1200** | **77** | |

**Other VT Towns**

| **Town** | **# of website visits** | **# of website visits directed from smartwaterways.org** | **Other top sources of visits** |
|---|---|---|---|
| Montpelier | 121 | 0 | Direct (30), Bing (26), UVM (20), facebook (18), Google (6), Playrunoff (5) |
| Charlotte | 20 | 3 | Direct (7), Google (5), 7dvt.com (2), facebook (1) |
| St. Albans | 20 | 2 | Google (4), Direct (3), Church St (2), UVM (2), 7dvt.com (1) |
| Hinesburg | 19 | 2 | Direct (5), Google (4), Church St. (1), Green Mountain Suites (1), Kidsvt.com (1) |
| Richmond | 17 | 2 | Direct (9), 7dvt (1), Church St (1), facebook |

| | | | |
|---|---|---|---|
| | | | (1) |
| Stowe | 12 | 1 | Direct (8), UVM (2), Playrunoff (1) |
| Jericho | 12 | 0 | Direct (11), Playrunoff (1) |
| Rutland | 11 | 0 | Direct (6), Facebook (2), UVM (2), WCAX (1) |
| Waterbury | 11 | | |
| Jericho | 8 | | |
| Morrisville | 6 | | |
| Waitsfield | 6 | | |
| Brattleboro | 5 | | |
| Newport | 4 | | |
| Randolph | 2 | | |
| Manchester | 2 | | |
| Bennington | 1 | | |

The following information is specific to the traffic to the SmartWaterways site.

The Let It Rain barrels were outfitted with signs with QR codes, which when scanned with a smart phone, drive web traffic to http://www.smartwaterways.org/letitrain.php with a reference tag of "rainbarrel".

### 811 visits from QR code scans

Between May 13, 2013 and September 22, 2013, the Let It Rain page was visited 811 times[1] from QR code scans.

### 25% answer question

Of the 811 visits, 25% of visitors (n=202) answered the question about where they live[2]. Upon answering the question, respondents were forwarded to the rain barrel page at http://letitrainvt.org/win-a-rain-barrel/.

### 63% of respondents live in an RSEP community

136 respondents (63%)[3] answered "YES" that they lived in an RSEP member town while 81 respondents (37%)[4] answered "NO" they did not live in an RSEP member town.

### 77 continued to Let It Rain website

Of the 217 respondents that answered "YES" or "NO" to living in an RSEP community, 77 continued to the Let it Rain website[5] (9.5% conversion rate of QR scans to page visit).