



SUMMARY

CLEAN WATER EDUCATION PARTNERSHIP

www.nc-cleanwater.com

STEERING COMMITTEE MEETING

April 14, 2020

Webex meeting ([PowerPoint](#), [recording](#))

Present

Heather Holley, Town of Carrboro
Marie Cefalo, Town of Cary
Sammy Bauer, Town of Chapel Hill
Alisha Goldstein, Town of Chapel Hill
Laura Webb Smith, City of Durham
Daryl Hales, Town of Wendell
Charles Brown, Town of Cary
Zachary Pitts, Town of Holly Springs
Tony Victor, Town of Morrisville
Carmela Teichman, City of Raleigh
Phil Ross, AWCM/City of Roxboro
Jen Schmitz, TJCOG
Maya Cough-Schulze, TJCOG
Hannah Barg, TJCOG
James Misciagno, Town of Apex
Daniel Colavito, Town of Holly Springs
Darrel Smith, Town of Oxford
Deanna Rosario, Town of Spring Lake
Carrie Mitchell, Town of Wake Forest

Shauna Haslem, City of Fayetteville
Jaclyn Stannard, City of Garner
Heather Fisher, Town of Hillsborough
Ike Archer, Knightdale
Jack Meadows, Siler City
Katrina Marshall, Havelock
Soni Hawkins, Kinston
Monica Sarna, Town of Wake Forest
Scott Miles, City of Rocky Mount
Jennifer Mitchell, Town of Fuquay-Varina
Susan Locklear, Town of Clayton
TJ Cawley, Town of Morrisville
Erin Joseph, Town of Benson
Fred Nelson, Town of Benson
Tommy Jones, Nash County
Wesley Poole, Orange County
Jessica Batten, Johnston County
Ashley Allen, Town of Creedmoor

Spring/Summer 2020 Mass Media Campaign Updates

- Capital Broadcasting Company campaigns started at the end of February/ beginning of March and go through July 2020
- We're reaching many people through CBC digital, radio and TV campaigns:
 - >5 million Triangle, >700,000 New Bern area impressions via TV
- Digital Campaigns: Still ads and 30 second litter video are playing on WRAL.com, before news clips, during news, and in body of articles
- Radio: >700,000 impressions
- We will not be doing spring cinema due to COVID-19

Marie asked: Is there more traffic to website as a result of ads?

- According to our website stats, website traffic has increased in line with the ads, with peak number of daily visits in the 60s and 70s. We expect this to continue into July as ads continue to run.

Fiscal Year 2020 Budget Updates

- In our second year of direct education, we have not had to purchase educational equipment thanks to member donations (Enviroscape, spin-the-wheel).
- CWEP staffing: Jen: 5% on budget and high-level oversight, Maya 30% on day-to-day responsibilities and AmeriCorps supervision, AmeriCorps doing direct education
- Minor changes to actual (vs proposed) FY20 budget:
 - TJCOG staff time is still in flux due to change from in-person to remote education
 - Less funds devoted to travel, supplies, and miscellaneous due to efficiencies in the second year of the program
 - No summer cinema (\$12,000)
 - La Noticia ads slightly more expensive (\$1920) due to running for a full year instead of 10 months as we did the first year

What do these changes mean for fiscal year 21?

What a normal year would look like:

- Typical cost share revenue: \$166,042
- Fund balance at close of FY20: \$50,000
- AmeriCorps term would increase by 1 month/ \$1500 for a total of 11 months/ \$11,000
- Use of fund balance: \$17,000

Proposed budget changes:

- Eliminate AmeriCorps member next year, and instead, hire Hannah on as a TJCOG temporary staff member for 1000 hours for a 1-year term
 - Expertise Hannah has developed this year would enable her to do as much as this year but in fewer hours (AmeriCorps term is 1700 hours)
 - Direct continuation of this year's work; would "hit the ground running" and spend more time doing direct education relative to training
 - For an AmeriCorps, first quarter is necessarily a spin-up period while learning/training
 - We will all likely be doing remote education for some time. In the meantime, it takes Hannah less time to create and deploy distance learning resources for all members than it does to plan, schedule and implement direct education events for all members
 - Hannah has already developed distance learning resources she can build on until it's possible to do direct education again
 - As a staff member, she would not be constrained to AmeriCorps-required tasks--would give more flexibility in how she could serve CWEP!
- Propose cancelling of summer FY21 cinema (\$12,000)
 - Spring digital campaign, summer cinema and spring/summer broadcast TV campaigns all run at the same time—unnecessary duplication and summer cinema historically has a lower return on investment
 - Jen added CBC two years ago; this is a much better value (triples our impressions!)
 - Unclear how AMC's bankruptcy/further repercussions of COVID might affect cinema
- No printing costs for FY21 because we have more than enough brochures from this year since we won't be giving any out over the next 6ish months

- With these changes, this budget proposal will overall remain similar to past years (net neutral use of fund balance)
- Will ask for formal approval via e-mail in the next couple of months

Other updates

- Members with **group quarters** should please email Jen/Maya their most accurate number from universities
- If there's a concern about **cost shares** for next year, please reach out to Jen
- **We will be sending cost share invoices in July** at beginning of new fiscal year

Direct Education updates

Hannah updated the group on direct ed services lost due to COVID-19: 26+ events cancelled in 21 CWEP member communities, including 0 school visits, 5 library visits, 11 festivals (total predicted reach: ~3,170 people)

AmeriCorps requires reporting pre/post direct education for 20% of visits, but does not specify pre/post survey question content. CWEP's Annual Reporting on direct education could be bolstered by including further information about learning outcomes.

Hannah shared the following poll about the most important pre/post questions to ask to assess direct education learning outcomes:

Which of the listed topics below is the most important priority to assess during stormwater education visits?

1. Stormwater is untreated –11 votes
2. Knowledge of watersheds/ river basins –1 vote
3. Understanding of how the water cycle works –2 votes
4. Stormwater and local stream ecology –6 votes
5. Actions you can take to reduce stormwater pollution –16 votes

If any members want to use CWEP's pre/post survey, or if you have a pre/post survey you would like to share, please do!

Hannah updated the members about distance learning resources she has created to replace in-person events:

- Educational content for young children via social media, read-alouds on Youtube
 - Daily posts via CWEP Hootsuite: Manage Instagram, Twitter and Facebook together
 - Increase in engagements and followers
- Virtual lessons and distance outreach for teachers and librarians who had been scheduled, and anyone else
- Virtual Neuse River Basin timeline lesson—Nearpod Links available until April 30th: Hannah will update and get back to members about links for May
 - Preview only link: <https://share.nearpod.com/AYSH82pXi5>
 - Editable link: <https://share.nearpod.com/e/AcdHjRuCG5>
- Stormwater Song and read-alouds—shared with librarians and elementary educators for visits she couldn't do in person
- Website updates: All these resources are now easy to find in the Distance Learning tab!

Hannah asked: What education or outreach projects have you not had time to do? What resources might you need for your specific watershed?

- Jaclyn: Lots of people are walking their dogs and there is a lot of pet waste everywhere. She has been working with Garner’s communication specialist but this is taking a backseat due to COVID.
 - Hannah will work with Jaclyn and build off Blair’s pet waste materials –perhaps to create a video or other material about pet waste pickup
- Deanna: Show clean and stopped up storm drains—how to prepare a demo for post-social-distancing?
 - Will brainstorm with Hannah!
- Heather Holley: Encourage not littering masks and gloves!
- Laura Smith: KDB’s Earth month webpage consolidates resources and book list for Creek Week
 - Hannah has shared these on CWEP’s website links under “additional resources”
- Suggested Hannah doing video of Enviroscape. Could Hannah get someone to pick it up from the office?
- Let Hannah know if you need help with a specific project!

Grants update:

Hannah, May and Jen collaborated on a proposal to the Clif Bar Family Foundation’s small grants program in early February. Awards will be announced June 2020.

- \$10,000 Grant Proposal: “Regional Watershed Education for Local Leaders of Today and Tomorrow”
- The Clif Bar Foundation has awarded small grants to other local organizations:
 - Ellerbe Creek Watershed Association (2016,2017)
 - Haw River Assembly (2017)

Grant funding would be used to purchase copies of the Watershed Game for CWEP members and host train-the-trainer events:

- At a CWEP quarterly meeting in 2020-2021
- At 3 regional trainings for middle/ high school teachers in region
- We can use the NCSU facilitation guide specific to NC

Laura asked: Will each teacher who attends the training receive a full copy of materials?

Hannah: Each CWEP member will receive a copy of the watershed game; they can check it out to teachers (or give it away if they like!) Maybe we should think about how to get each teacher a copy.

NCDOJ Environmental Enhancement Grant

- Plan to apply for Environmental Enhancement Grant Program (under NCDOJ)
- Annual funding for conservation, restoration, research, planning and education
- Awards grants between \$5,000-500,000; we plan to apply for \$49K (simpler process)
- Letter of Intent due April 21; applications due May 28
- Funds must be used on a three-year timeframe
- We plan to apply for funds to help coordinate a Regional Creek Week for CWEP member communities (this dovetails with statewide Creek Week planning.)

- Would start spring 2021

Would you be interested in CWEP helping start a Creek Week in your municipality or county?

- Carmela: It was hard to put together a creek week; might be easier on a county scale. More help, partners and locations.
- Laura heads up Durham Creek Week but Keep Durham Beautiful takes on the leadership role in terms of cleanup logistics/supplies. Laura coordinates educational programs. Together, they do the website and publicity. Both help fund it.
- Jaclyn: Some municipalities wanted to be a part of it and didn't have budget to participate, or resources, or time.
- Cary participated in Creek Week one year but stopped. Several municipalities in the watershed participated since Swift Creek has a TMDL.

What role would it be most useful for CWEP to play? Helping connect your municipality with partners (other municipalities who have done Creek week, potential event hosts like teachers, libraries, or stream watch leaders)? Promoting the event (creating promotional material designs, sharing via social media, etc)

Carrboro and CH have talked about possibly doing a joint or perhaps county-wide creek week

Deanna: Funds to do workshops with kids and hand out promotional materials

Would you prefer assistance with a city-specific Creek Week, or a county-wide one that serves multiple CWEP members?

County-wide

Jen: What would be the geographic reach that you think we could pull events from?

Not sure. Hannah: Lauren's created a map of existing Creek weeks. We can consider most central location