



## SUMMARY

### CLEAN WATER EDUCATION PARTNERSHIP

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

### STEERING COMMITTEE MEETING

January 7, 2020

Triangle J Council of Governments, Durham NC  
27703

#### Present

Heather Holley, Town of Carrboro  
Marie Cefalo, Town of Cary  
Sammy Bauer, Town of Chapel Hill  
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  
TJ Cawley, Town of Morrisville  
McKenzie Myers, Durham County  
Daniel Colavito, Town of Holly Springs  
Darrel Smith, Town of Oxford  
Deanna Rosario, Town of Spring Lake  
Carrie Mitchell, Town of Wake Forest  
Drew Blake, Chatham County  
Shauna Haslem, City of Fayetteville  
Jaclyn Stannard, City of Garner  
Heather Fisher, Town of Hillsborough

#### On the Conference Line

Phillip Bunton, Town of Knightdale  
Scott Miles, City of Rocky Mount  
Jennifer Mitchell, Town of Fuquay-Varina  
Tyler Riddle, Town of Hope Mills  
Keep Durham Beautiful

## **Program Updates**

Maya updated the group on CWEP's winter 2019 campaign that recently wrapped up through National CineMedia and ScreenVision, as well as the upcoming spring 2020 campaign through Capital Broadcasting Company (and WITN in New Bern.)

Spanish brochures and a run of new English are also now available.

## **FY20 Goals/ Five Year Plan Updates**

Hannah presented on direct education updates that relate to CWEP's FY20 goals, Five Year Plan, and action items from the last meeting, including:

- The Flood the Fidgets online game (freely available at [pbskids.org/designsquad/games/don't\\_flood](https://pbskids.org/designsquad/games/don't_flood)). Hannah used this game during a classroom visit in Zebulon where kids used it to explore strategies to prevent flooding.
- CWEP bumper stickers: Hannah designed a test run that she will hand out at tabling events.  
Comments from members:
  - Carmela: Can we move the text up so that they can put a sticker for their own jurisdiction?
  - All: Make the text bigger! Especially for "storm drain leads to streams"
- CWEP Clean Up Days/Litter updates:
  - Stream Watch Update: Maya and Hannah arranged for training with Danica, and Hannah will now be available to deliver Stream Watch train-the-trainer events.
    - Lesson learned from Danica: train already established groups, like Boy Scouts!
    - PTRC is developing a hard copy Stream Watch Field Guide due to challenges using Stream Watch app in areas with poor cell reception (will share with CWEP when completed!)
  - Litter Clean Up in Chatham County with Clean Jordan Lake: Hannah joined a cleanup where 130 people picked up over 250 bags of trash
    - Marie: What's the age minimum for cleanups? Heather Holley: 10, but must have chaperone and sign waiver.
    - Carmela, Zach: Anyone below age 18 has to have a chaperone and sign a waiver.
  - Keep Durham Beautiful Litter Kit Pilot Program
    - Hannah is developing curriculum in partnership with Keep Durham Beautiful
    - Keep Durham Beautiful's litter curriculum materials will be available to all CWEP members—keep an eye out for a blog post soon
  - Grant Priorities: CWEP is in the process of applying for a \$7000 Clif Bar Family Foundation mini grant. What are members' top priorities for this opportunity?
    - Litter kits for schools? (1 vote)
      - TJ: Could we have an app to track where litter is?
      - Hannah: Clean Jordan Lake uses the Literatti app to track where to schedule trash pickups. A high school student in Chatham wants to do what you describe—can connect you!
    - Cigarette voting boxes? (1 vote)

- Storm drain mural contest?
    - TJ: Could use banners? More temporary—if people don't want to commit to a permanent mural
  - Watershed Game distribution or trainings? (13 votes)
    - NC specific version made by WRRRI?
    - Morrisville: How much are they? \$75 for classroom version, \$250 for local leader (adult) version
  - Regional Creek week (chosen by consensus if we can apply twice)
    - Daniel: We should do this as well
      - Ask PTRC for their model
    - Jen: Each municipality leads their own events, but CWEP coordinates
      - Scaled-up version of what Laura does in Durham
    - Phil Ross: Timing aligns with school calendars. Runs for 1-2 months.
    - Jen: Local governments' events may not be at the exact same time
    - Durham County: Logistical considerations to take into account:
      - Had to move actual Creek Week because it snowed one year
      - Started planning 3 months in advance
- Goal in progress: Recruit additional partners
  - Suggested events/groups to present to beyond WRRRI, SWANC?
- Goal in progress: Pursue education grants
  - Recommended state or local mini-grants?
    - Sammy: Just got a River Network grant, partnering with Coca Cola to distribute rain barrels (build-your own)
    - EEG grant—McKenzie from Durham applied in Sept; waiting to hear back

### **Direct Education updates**

- Spring calendar (especially on weekends) is filling up! Contact Hannah soon to schedule a spring event.
- Pertinent upcoming events
  - Wake County Green Schools Partnership Kick-off: A teacher training day about project-based curriculum—inform any interest teachers about this!
  - WRRRI Annual Conference: CWEP will be presenting on using GIS for education (Hannah on storm drain lesson, Lauren on Stream Watch)
- Hannah presented on the new lessons she developed, which are [available in PDF form in her Google Drive folder](#)
  - Storm Drain Consequences board game: Essentially Stormwater Candyland; reinforces good and bad actions related to our 6 pollutants

- Teaches same lessons as Enviroscope; low cost alternative (print on 8.5x11" folder and tape to cardboard)
- [Neuse](#) and [Cape Fear River](#) timelines (Tar-Pamlico coming)
  - Teaches about history and water quality events in basin
  - Piloted with 3 high schools in CWEP jurisdictions; use to transition to storm drain lesson (so as to provide stormwater education in a general to specific way, from scale of river basin to parking lot)
- Storm Drain Data Collection via Survey123 on phones
  - Goal: For students to understand that storm drain systems are the start of our watersheds. Students loved it—contact Hannah if you'd like her to do this or any other lessons in your local government's jurisdiction!
  - Carmela: How long was the lesson? Hannah: 80 minute (one block) is perfect for the timeline plus storm drain data collection.
  - Hannah hopes to integrate this with stream watch data
  - Seeking feedback on whether storm drain data is useful to CWEP members in addition to being a good education tool!

Heather Fisher, Stormwater Coordinator for the Town of Hillsborough, presented an overview of the NC Watershed Wisdom Curriculum developed by NC Watershed Stewardship Network (NC WSN).

- Curriculum kicking off to the public today! Spearheaded by Christy Perrin who leads NC WSN
  - Social media posts go out today; feel free to re-share!
- Centered around the broad question: What would it look like if all North Carolinians understand the high value of water
- Goal was to add value to the many existing educational resources
- 14 hands-on activities; free lesson plan and low-cost materials; [all resources on one website](#) including video demonstration of how to teach lessons, lessons themselves, and animations.
  - UNC-TV created animations about watersheds, pollutants, and reducing runoff that complement CWEP's animations
  - Watershed Wisdom kickoff competition: Teachers eligible for prizes if they show they use lesson plans

### **Breakout group discussion**

**Question 1: What is the main reason your local government joined CWEP (mass media, direct education, extra help with existing efforts, MS4 compliance, etc.)? (Thank you to all who already answered this question via Hannah's survey!)**

Recurring answers:

- MS4 compliance
- For non-permittees and permittees alike, direct education is seen as a huge asset, whether as an extra pair of hands at local government outreach, or in terms of connections with teachers.

- Mass media is a huge return on investment
- Partnership, networking opportunity with other municipalities
- New direct education content is much appreciated, and general innovative education techniques over the last few years!

**Question 2: How useful is the Annual Report to you right now?**

Many members expressed interest in making the narrative more concise, as members sometimes give it to their boards/councils.

Alternative idea: having a shorter and a longer version of the Annual Report, or a key/initial chapter for reporting purposes.

- **What data or information in the Annual Report are most useful to you? (Whether for permit reporting or communicating the value of CWEP and stormwater education more generally.)**

Most folks use it just for a BIMS reporting (impressions only). But would LOVE to have involvement numbers too (MCM 2).

Any answers to BIMS questions are helpful with the caveat that DEMLR’s process is evolving so questions may change.

- **Is there any data or information we could provide that is not currently included in the Annual Report?**

More direct education tracking (ages, hours spent, content area) could be helpful.

**Question 3: What new remote or in-person education strategies could CWEP provide as a direct education visit (i.e., curriculum planning, online lessons, participation in local clean-ups, etc.)?**

Several members expressed a need for adult education because they are in the process of implementing a stormwater utility fee.

Other potential direct education options included:

- Member government cameo presentations like Heather’s at future CWEP meetings
- Video how-to of the watershed game (potentially integrated into grant funding)
- Train the trainer events on teacher workdays, especially in local governments where there aren’t stormwater staff (based on Wake County Green Schools model)

**What is your relative interest in AmeriCorps providing training or online lessons to teachers, local govt staff vs any new in-person methods (Stream Watch, other cleanups,**

**etc)?**

Discussion indicated that both in-person education and curriculum handed off to train trainers would be equally appreciated. A recurring answer was that the AmeriCorps should keep up teacher contacts and offer follow-up training with them if possible. Members don't have time to create a network of teachers but appreciate CWEP developing and maintaining these connections and sharing them with members.