



SUMMARY

CLEAN WATER EDUCATION PARTNERSHIP
www.ncCleanWater.org

STEERING COMMITTEE MEETING

July 23, 2020

Triangle J Council of Governments, Durham NC

Present

Jessica Gladwin, Town of Butner
Heather Holley, Town of Carrboro
Marie Cefalo, Town of Cary
Charles Brown, Town of Cary
Sammy Bauer, Town of Chapel Hill
Laura Webb Smith, City of Durham
Terry Hackett, Town of Hillsborough
Zachary Pitts, Town of Holly Springs
Tony Victor, Town of Morrisville
Carmela Teichman, City of Raleigh
Amy Farinelli, City of Raleigh
Phil Ross, City of Roxboro
Jen Schmitz, TJCOG
Maya Cough-Schulze, TJCOG
Danica Heflin, PTRC
Lindsey Lengyel, BlueStream Environmental
Julie Spriggs, Town of Nashville
Jaclyn Stannard, Town of Garner
Darrell Smith, Town of Oxford
Erin Joseph, Town of Benson
James Misciagno, Town of Apex
TJ Cawley, Town of Morrisville
Tommy Jones, Nash County
Shauna Haslem, City of Fayetteville
John Larch, City of Fayetteville
Julie Spriggs, Town of Nashville

FY19 Final Program Updates

Jen gave an overview of ScreenVision/Cinemia, La Noticia and Spectrum ad campaign performance. ScreenVision was going to double their rates but Jen was able to get the same rate as last year. Engagements and click-through rates were far above industry average. Capital Broadcasting at WRAL.com alone reached almost half a million people.

Jen also gave an overview of the CWEP giveaways Blair and Maya were able to get donated from local “green” vendors. These ads, run in conjunction with our CWEP videos, have driven more traffic to our website where viewers engage with CWEP stormwater graphics, then have the option to enter for the stormwater-friendly prize of their choice.

Updates from PTRC Stormwater Smart: Social Media, Stream Watch/Creek Week Programs

Danica Heflin of CWEP's sister program Stormwater SMART gave an overview of CWEP's social media presence. PTRC has hired a new social media staff member who is increasing the online presence of both CWEP and SMART. The suggestion of PTRC's Engagement Manager is to move towards visual media (ie, Instagram rather than Twitter.) It was suggested that once a quarter, if we think a specific post is particularly shareable, to email the CWEP listserv asking them to share it.

Danica described the public engagement benefits of a citizen science Stream Watch program. Lauren Daniel from DEQ is spearheading Stream Watch statewide. If CWEP's next AmeriCorps starts Stream Watch, this will fully cover the Public Engagement NPDES Minimum Control Measure.

This fall, Danica plans to start Stream Watch orientations to train a range of people including CWEP's AmeriCorps how to conduct Stream Watch programs on their own. Danica walked through what is included in these trainings and other considerations such as safety and accessibility. The trainings will commence in Alamance County, around Mebane.

CWEP members had good suggestions on how to make Stream Watch more user-friendly. They also suggested that municipalities often have extra kits that are about to expire which sometimes get thrown away or donate to schools--CWEP/SMART can ask for these kits!

Direct Education in FY19

Maya presented on Blair's accomplishments for the last quarter of FY19, and on CWEP's FY20 goals for direct education. She will supervise the AmeriCorps next year and has hired Hannah, who starts in September. She shared that CNTC AmeriCorps is moving towards a focus on environmental education in underserved communities, and Jen asked CWEP members to keep an eye out for opportunities to reach target populations beyond festivals. Jen noted that CWEP may spend more money this year to ensure there is food at events so that hunger isn't a barrier to kids' attendance or ability to concentrate and learn.

Updated FY20 Budget/Cost Shares

Jen gave a brief overview of FY20 budget/cost shares. We have a bit higher fund balance than expected, largely due to less of CWEP total revenue allocated towards staff time, with Maya's time largely replacing Jen's. CWEP members agreed that the current use of fund balance is sustainable.

Strategic Planning for FY20 and Beyond

Jen went over the action items from the 5-year strategic plan that CWEP has accomplished. Jen asked whether CWEP members would be willing for us to purchase a new EnviroScape, and loan out the one donated from Cary to small communities. It was suggested that we should budget for a new one in the next year or two given the condition ours is in, but that there may be an equally useful and cheaper option, such as another catch basin model. Concerns were also voiced that not everyone takes care of loaned equipment.

CWEP staff will refer members who request to borrow the Enviroscope to online resources showing them how they can fashion their own out of found materials, and consider the best type of model to invest in in future.

CWEP members discussed what the pollutant of the year should be. Discussion led to a general consensus that litter is a perennial problem ripe for education (and relates to nuisance flooding caused by clogged storm drains) and may allow us to piggyback on regional recycling/waste reduction conversations.

Maya reported out on the NCSU TomorrowNow “serious game” process that she and Heather Holley attended—keep an ear out for updates.

Jen mentioned that invoices will be coming out in the next couple weeks.

Meeting adjourned at 12:00pm.