

# CLEAN WATER EDUCATION PARTNERSHIP

## FY21 Q2 STEERING COMMITTEE MEETING



**October 13, 2020**

**9:30 to 11:30am**

**Location:** Remote; Microsoft Teams

**Attendees:**

Heather Holley, Town of Carrboro

Tony Victor, Town of Morrisville

Laura Smith, City of Durham

Carmela Teichman, City of Raleigh

Sammy Bauer, Town of Chapel Hill

Deanna Rosario, Town of Spring Lake

McKenzie Myers, Durham County

Fred Nelson, Town of Benson

Darrel Smith, Town of Oxford

Jessica Batten, Johnston County

Jennifer Mitchell, Town of Fuquay-Varina

Jaclyn Stannard, Town of Garner

Susan Locklear, Town of Clayton

Stephen Wensman, Town of Smithfield

Ike Archer, Town of Knightdale

Carrie Mitchell, Town of Wake Forest

James Misciagno, Town of Apex

Heather Fisher, Town of Hillsborough

TJ Cawley, Town of Morrisville

Emily Cochran, Town of Carrboro

Shauna Haslem, City of Fayetteville

Elizabeth Barbulescu, City of Raleigh

Tommy Jones, Nash County

Monica Sarna, Town of Wake Forest

Craig Benedict, Orange County

Allison Weakley, Town of Chapel Hill

Guests: Gary Weiss, Jim Coleman, Ron Phillips (Radio One); Danica Heflin (PTRC); Jeanette Powell and Trish D'Arconte (NCDEQ)

**Welcome, introductions**

- Lightning Partner spotlight: Knightdale covered their stormwater truck with CWEP poster graphic to help advertise their new stormwater hotline
- Had the truck wrap created by same company as police car wraps

**Triangle J Mission Statement**

To serve as an intergovernmental organization for local elected officials that works proactively on regional issues in order to sustain and improve the quality of life for our citizens.

- Please contact Maya and Ike if you have any questions about doing something similar
- Also, contact Maya if you would like to do a Partner Spotlight at a future meeting! We want to bring these back and keep meetings as interactive as possible.

### **General Program Updates**

Maya shared the following updates with the group:

#### Summer 2020 Digital Campaign Recap

- Capital Broadcasting Company continues to provide the best value (0.5 cents/impression) and highest number of impressions (11.5 million) including generous in-kind impressions
- 4x increase in website views while both campaigns are running
- This information also shared via Annual Reports and monthly CWEP Communicator e-newsletter

#### Invoice and Annual Report Reminder

- All should have received invoices and the annual report from Maya- thanks to those of you who have already filed (about 2/3rds of you) and thanks in advance to everyone else for doing this!

#### Grants Update

- Maya is still waiting to hear about EEG grant. Checked in with the grantors and the selection committee has reviewed all proposals, final decisions are still being made by Attorney General's office
- The proposal was for a 3-year Regional Creek Week incubator; CWEP will assist Partners with a Regional Creek Week regardless of grant funding. If awarded, grant funds would enable to CWEP staff to spend more time on the project over the longer term! Regional Creek Week will likely be virtual or hybrid depending on needs.

#### Professional Development opportunity:

- [Wow Wednesday Monthly Stormwater Webinars](#) offered by NC DEMLR on a range of stormwater topics

### **Direct Education Updates**

#### New Education Content

- Hannah shared a new stormwater video for CWEP to use: <https://www.youtube.com/watch?v=O8mi2F1Hfho> Please share any suggested edits with Maya and Hannah, and feel free to use for your virtual engagement! We can also use this for the Virtual Creek Week.
- Hannah has created "Big 6" Stormwater Pollutant posts for social media, located here (copy and paste images to reshare): <https://nc-cleanwater.com/stormwater-pollution/why-is-stormwater-a-problem/>
- Hannah has started doing weekly "Watershed Spotlight" social media posts featuring a watershed in each CWEP jurisdiction, starting with those that she was not able to reach in-person due to COVID. Be on the lookout for an email from her, as she will reach out to the CWEP representative for input prior to posting!
- Hannah ran a stormwater art contest during August-September, advertised via Facebook and listservs. Had a hard time getting participation; had best luck reaching out to specific teachers, who had multiple students submit. See winners on [CWEP's Facebook](#), soon to be featured on website as well

#### Website Updates

- Per your requests at previous meetings, the CWEP website now has a page with [links to local government pages](#) for stormwater, yard waste and household hazardous waste disposal. Please email Hannah if any changes are needed!
  - Hannah has also [uploaded virtual storytimes to the website](#) and has shared these with all librarians who she had scheduled with and had to cancel due to COVID. She has focused outreach on libraries rather than schools due to the ongoing burden teachers face with balancing remote, in-person or hybrid learning in different jurisdictions, and prohibitions on guest speakers in some.

#### Programming Updates

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- Hannah can be available for (physically distanced) in-person education in your jurisdiction if/when needed. She will do her first in-person program since March in partnership with Kinston Public Library and housing authority. The program will be an outdoor stormwater scavenger hunt capped at no more than 10 people, all wearing masks and following appropriate distancing guidelines
- Hannah continues to be available for any virtual programs--reach out to her with any specific events run by schools, libraries or elsewhere!

### **Radio One of Raleigh Proposal**

- Ron Philips of Radio One originally reached out to Maya in summer 2020 about advertising with CWEP
  - This sounds like an effective way to reallocate funds that would normally go to winter cinema advertising, which no longer seems safe/advisable in winter 2020
- Ron presented a radio advertising proposal for winter 2020 (mid-December to early January 2021):
  - Objectives for partnering: Help CWEP deliver stormwater education messaging to Radio One's primary market of African American listeners in the Triangle and surrounding areas
    - See slide deck for demographic information about Radio One's station listeners including overall breakdown as well as breakdown for each station
- Stations cover Chatham, Durham, Johnston, Orange, and Wake, with weaker range extending into Harnett, Wayne, Nash and Cumberland Counties (exact coverage varies slightly by radio station.)
  - CWEP ads would run on FOXY, K97.5, the Light 103.9, which span a range of age demographics and all have >60% African American listeners
  - Potential to do a back-and-forth with one of the radio personalities
- Radio One could also post for CWEP on their social media platforms to drive traffic to CWEP social media pages
  - Social media: Radio One can do one post per week on their social media (4 posts on each station; 12 total)
  - Instagram on K97 (to reach younger listeners)
  - Facebook on Foxy and the Light
- Radio One could also stream radio ads on phones with link the CWEP website
- Radio One also does community engagement events including college tour, awards event, women's empowerment (spring)- reaches 15,000 individuals
  - Possibility for CWEP to table or provide a program during the virtual version of this event in 2021 (connect mass media and direct education)
- Proposal presented was for \$14,709 including social media. Maya reiterated that CWEP could only contract for < = 11,900 (budget for winter cinema.) Ron said proposal could be paired down by shortening campaign time or not including social media.
  - Consensus that CWEP should retain social media, reduce campaign time
- A 3-week Radio One campaign would still total <2 million gross impressions, or almost 4x as much as typical winter cinema campaigns

### **Discussion**

- Concerns about radio being spotty down near Fayetteville (Shauna) and Spring Lake/ Cumberland County (Deanna)- can we clarify range for each station?
  - Maya: It may be difficult to serve all our local governments exactly the same with a radio proposal unless we pare down this proposal and find an additional vendor who can provide service in areas further outside the Triangle. This was my only concern with this proposal.

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- Shauna: Radio is going to be different than TV spots- harder to reach everyone equally. If the radio proposal is the best one for the group, then I am good with it.
  - Maya: Radio One's social media and streaming online radio are also accessible by all, independent of geographic area

### **MOUs for MS4 / NSW Communities**

- Maya has been sitting in on the new Neuse/ Tar Pamlico stormwater rules workgroups to learn more about changes that impact our direct education/ outreach reporting
  - It has come up that it would be helpful for CWEP to more concretely document the services we provide in some kind of MOU or service agreement, which would:
    - Help CWEP be more accountable to local governments
    - Help local governments better point out to auditors what CWEP does for them, or
    - Help local governments setting up new Model Programs under new Neuse/Tar-Pamlico Stormwater Rules
  - Stormwater SMART local governments have found it useful for Danica to draft an MOU template that states the services SMART provides; CWEP has created a draft based on this template which will be sent to all Partners
    - Probably makes the most sense for MOUs to follow the fiscal year
- Danica: MS4 auditors want to see documentation that each partner be actively engaged in the collaborative; if the permittee has not been engaged then it can reflect negatively in the auditing process.
  - Not everyone has an MS4 permit and not anyone will have the same auditors as SMART MS4 communities. However, NSW and MS4 staff are coordinating reporting requirements so CWEP wants to provide any useful documentation.
- Trish D'Arconte, NCDEQ: SWMPs should be updated every year with any changes or revisions to the outreach and education plan

### **Discussion**

- Sammy: What documentation is needed to show evidence of participation?
  - Danica: Service agreement-NCDEQ needs to see the specific bulleted objectives that the collaborative plans to fulfill, and what responsibility is on the partner
- Sammy: What concerns have come up in the audits?
  - Danica: Audits are more of a concern for an MS4 permittee that did not do any of their own education/outreach efforts—left it all to the collaborative and is scrounging for numbers in their audit. Attending CWEP meetings shows active participation in CWEP.
    - Jennifer: The annual report shows attendance at meetings which can be helpful
- Maya: The goal of MOUs/service agreements is to proactively help you outline what CWEP does and what you do to meet requirements of MS4/ Neuse or Tar-Pamlico rules for education and outreach
  - Deana: I think that's an excellent document for the files.
  - Trish: What are the MCM numbers based on? We want the agreement to have the same format and structure as the annual report for the MS4 permit or SWMP document.
    - Maya: They are based on Danica's template / the Draft Phase II MS4 Permit Template. Realize the numbering might not work especially for the non-MS4s. We can tweak to reflect specific requirements!
- Shauna: We can incorporate this into our GSA. We should compare this against our Phase I permit
- Carmela: This document will be very helpful
  - Allison Weakley: Agreed—good to formalize a service agreement

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**Action Items, Next Steps**Mass Media/Admin:

- Maya will work with Radio One to implement a marketing proposal that costs no more than \$11,900 (budgeted total for winter cinema) while retaining Radio One's social media posts, as these are independent of geography and could increase CWEP's social media reach for all Partners.
- Maya will send out draft MOU template to all Partners and DWR staff.
- Reminder to please pay any outstanding invoices

Direct Education

- All Partners, please reach out to Hannah with any virtual or socially distant in-person education needs, and be on the lookout for an email from her about featuring your community's Watershed Spotlight on social media!
- All Partners check out website updates and use/enjoy all new content linked above (new stormwater video, Big 6 Stormwater Pollutant social media posts, virtual storytimes) and check back periodically as content updates are ongoing!

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