

CLEAN WATER EDUCATION PARTNERSHIP

FY21 Q3 STEERING COMMITTEE MEETING



February 9, 2020

10:30am to 12:00pm

Location: Remote – Microsoft Teams

Attendees

Jaclyn Stannard, Town of Garner
Sammy Bauer, Town of Chapel Hill
Elizabeth Barbulescue, Raleigh Water
Marie Cefalo, Town of Cary
Liz Kline, guest, Capitol Broadcasting
Shauna Haslem, City of Fayetteville
Carmela Teichman, City of Raleigh
Emily Barrett, TJCOG
Darrel Smith, city of Oxford
Fred Nelson, Town of Benson
Phil Ross, Stormwater Coordinator, Alley Williams
Carmen and King (Roxboro)
Tommy Jones, Nash County
Mackenzie Myers, Durham County
Craig Benedict, Orange County
Monica Sarna, Town of Wake Forest
Tony Victor, Town of Morrisville
Lauren Neaves, Durham County
Kelli McKelvey, guest, Spectrum Reach
Laura Smith, City of Durham
Susan Locklear, Town of Clayton

Jessica Batten, Johnston County
Amy Ratliff, City of Oxford
Amy Hayden, Town of Zebulon
Hannah Barg, Clean Water Education Partnership/
TJCOG
Maya Cough-Schulze- Clean Water Education
Partnership/ TJCOG
Jennifer Mitchell, Town of Fuquay-Varina
Ike Archer, Town of Knightdale
James Misciagno, Apex
Joe Collins, Town of Wendell
Scott Miles, Town of Rocky Mount
Soni Hawkins, City of Kinston
Danny Colavito, Town of Holly Springs
Zachary Pitts, Town of Holly Springs
Deanna Rosario, Town of Spring Lake
Michael Frangos, City of Creedmoor
Alyssa Blair, Oxford Communications/social media
Heather Fisher, Hillsborough
TJ Cawley, Town of Morrisville

General Program Updates / Discussion

Emily is the new Natural Resources and Resilience Program Manager; as the title suggests, her role is broader than our existing Water Resources expertise, to include climate resilience and other natural resources areas. She supervises Maya and Hannah and can provide input/ideas on CWEP as needed! We are glad to have her on board. Maya and Hannah will continue to manage CWEP day-to-day.

FY22 projected cost shares

- Use the NC state numbers per capita (couple of years behind)
- Sent out in August, see presentation slide for numbers for your budget if needed

Mass Media Recap/Update

Recap of Radio One + looking forward to La Noticia, CBC, Spectrum

- New audio for Radio One (Hannah's voice!)- approx. 2 million listeners, primarily African American demographic
- Social media posts, holiday greeting and radio ad all a part of this campaign

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- La Noticia- winter general stormwater message, March through June: yard waste focus, can feature new pollutant July onward if we choose one then

Liz, Capitol Broadcasting

- 2021 campaign: Begins in March
 - Radio was unpredictable in FY20 because less people were commuting to work, so for FY21 changed the funds previously allocated for radio to over the top TV
 - Targeting general public in Triangle and New Bern region
 - TV ads in Triangle and New Bern on broadcast networks
 - Triangle: March-July (5.2 million impressions, cost per thousand is \$6, 341 total spots)
 - New Bern: 2 million impressions, cost per thousand is \$7, total of 452 spots
 - Targeted digital outreach in Triangle and New Bern, English and Spanish ads
 - Over the top TV: air through streaming devices (apple TV, Roku, Amazon fire stick). This reaches non-cable subscribers. Can target down to the zip code and based on demographics, interest, language, etc.

Contact Liz with any other questions LKline@wral.com

Kelli, Spectrum Reach

- 2021 campaign: Begins end of March
 - Display, online, streaming, and cable TV campaign on spanish speaking networks
 - Run ads on spanish-speaking cable networks; 2,600 spots
 - Targeted audience: Adults 25+, \$50,000 income, people with outdoor patios
 - Reaching targeted audience via zip code, anywhere people are watching TV

Contact Kelli with questions kelli.mckelvey@charter.com

- Note mass media campaigns will run concurrently with Regional Creek Week and will drive traffic to CWEP's RCW webpage (which we will make our homepage at that time.)

Discussion

- Marie Cefalo- Impressions are great, but I wonder how we can tell if this is making a difference. In the future, could we experiment with a specific ad about an event (i.e. Big Sweep, etc.) and be able to measure the increase with and without the ads? Perhaps over multiple years
- Liz- Prevention is nearly impossible to measure. Including a pledge on website, targeted call for a specific event (i.e. clean ups, etc.) could help measure how these spots are worth it
- Maya- Evaluating results of campaigns is important – historically CWEP has shared information but have a hard time measuring results per se.
- Kelli- This is the age old question- is it working? Great to have a call to action. Something event based is the way to go because this is how you can see a result. Marketing for this is more intensive (more in a smaller time frame). If you want to push a concert or festival, push it for 2 weeks leading up to the event
- Marie- Love your idea about a call to action. I challenge this group to pick up the gauntlet and champion this type of advertising in the future.
- Maya- Regional Creek Week would be a great event to do this for starting next year.
- Liz- Could run ad campaign and event/ call to action concurrently since they have different purposes.

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River Network grant update

General purpose, equity focus

- Applied to \$2500 mini grant
- Proposal for community engagement in Environmental Justice communities (>20% poverty rates, outside of Triangle metro area)
 - Work with partners to deepen engagement- laying groundwork and building relationships
 - Potential outcome could be to offer watershed education similar to Watershed Academy (ECWA) and Watershed Network (PEJ)
 - Look to CWEP partners to help identify communities and potential partnerships with individuals/ orgs if grant money is awarded

Membership Agreements (MOUs)

timeline, needs from all

- Working with you all to create MOUs under new Neuse and Tar Pamlico rules
- Please run agreements by LG legal counsel- do this sooner rather than later because it can take a while
 - Want agreements to be in place by July 1; will send out DocuSign link in March
 - If you have specific language tweaks, Maya can do this by jurisdiction. Otherwise, feel free to sign on to the general agreement.
 - Laura Smith and Shauna Haslem (maybe others) will need in PDF form because they have their own specific signing process with the city – let Maya know if this is the case for you as well!

SWANC update: Training videos for IDDE, other MCMs

- Daniel Colavito representing Stormwater Association of North Carolina here today
- Training for phase 1 and phase 2 permitting requirements
 - Video to train staff; new hires for field or facility staff
 - Annual training for continued education
- Easily trackable and reportable
- Please contact Danny or visit SWANC website to get on e-mail list and/or become a member
 - Goal is to advocate for stormwater programs across the state
 - Unified front for municipalities and advocate for reasonable stormwater legislation/ policies
 - Standard inspection forms repository (goal of state)

Contact Daniel.colavito@hollyspringsnc.us for more info or input regarding SWANC, GH/PP training video or NPDES SW Program forms, SOPs, etc.

Direct Education Updates / Discussion

Regional Creek Week updates

- Regional Creek week will occur March 13th-20th, 2021
- 8 local governments on the steering committee to plan a (virtual or socially distant) event and share asynchronous resources all can use
- Anyone CWEP local government can join the steering committee, or share any resources
- CWEP-run event will be a spring Biothon, where participants join the group so they can report spring species.

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- Look for an email from Hannah about a Biothon training in a few weeks, and please plan to join the project!
- Deanna – add Spring Lake to RCW!

Website updates - stormwater staff profiles

- Maya and Hannah participated in internal TJCOG racial equity training, which reminded us to take advantage of highlighting black leaders in water quality during February for Black History Month.
- This is kicking off an idea Hannah and Maya had to put together a longer-term Water Leadership Profile Series to continue throughout the year!
- Multimedia (video, audio or written) interviews will be featured on CWEP's blog.
- Send us your water leaders! Nonprofit staff, teachers, youth, engaged community members, as well as of course - you local government employees!

Social media: reporting and design needs – poll / discuss

- Most people (94%) want us to tag them rather than just letting them reshare or providing posts another way.
- Regarding the types of posts you'd like to be tagged in, the vast majority (75%) said stormwater PSAs; 13% said events. 6% each said virtual learning tools and water-related holidays.
- Due to a poll glitch, we didn't get particularly useful info from poll questions regarding whether attendees administer your social media whether someone else at their jurisdiction was.
- The question we should have asked was: Who is the contact at your local government that administers town stormwater social media accounts? If it varies by type of social media, please specify!
- Social media platforms jurisdictions use - There was a glitch with the poll question (didn't allow select multiple) but from the chat it sounds like Facebook and Twitter were used more frequently than Instagram or Youtube.

From chat- bold=most important platform for that jurisdiction

- **Facebook**- Morrisville, Spring Lake, Fuquay Varina, Kinston, **Hillsborough**, City of Durham, Cary
- **Instagram**-Fuquay Varina, Kinston, Cary
- **Twitter**- **Morrisville**, Spring Lake, Fuquay Varina, Kinston, Hillsborough, City of Durham, Cary
- **YouTube**- Kinston, City of Durham, Cary
- 100% of respondents wanted the bold color design over the muted pastel palette.
 - Sammy Bauer suggested varied palettes with consistent fonts
- Member runs social media page: Chapel Hill, Spring Lake, Morrisville, Benson, Hillsborough, Fayetteville, Kinston,
- Run by someone else- Cary (Marie can post on FB), Garner, Raleigh (Kristen Freeman), Oxford (Alyssa Blair), Wake Forest, Benson (Tyler Douglas - tdouglas@townofbenson.com), Wendell (Joseph Collins, jcollins@townofwendell.com)
- Needs approval: Durham County
- No account: Roxboro

Final thought from Liz Kline:

If anyone is looking for social media consulting, WRAL Digital Solutions puts together customized "Social Media Playbooks" for clients. We will run paid social media ad campaigns for clients, but when it comes to organic posting/social channel management we offer consulting (we do NOT manage social media for you, we only advise). But this could be a good resource. www.wraldigitalsolutions.com

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Action items

- Please send the Membership Agreement to your legal counsel ASAP
- Let Maya know what format you need the Membership Agreement in for signature (DocuSign, PDF)
- Email Hannah if you would like to join the Regional Creek Week effort
- Sign up for the spring Biothon Hannah will email about (training + quick iNaturalist account creation) – as part of Regional Creek Week
- Fill out this [google form](#) with your social media contacts and preferences for tagging (sorry about the poll glitches!) If you weren't able to attend this meeting, please respond to this google form so we can help you reach more people and track more numbers from our social media posts!

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