



Clean Water Education Partnership Annual Report

Fiscal Year 2021-2022
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Prepared by:

Maya Cough-Schulze, Senior Water Resources Planner
mcough-schulze@tjcog.org
919-558-9389

Caroline Wofford, Stormwater Education Coordinator
AmeriCorps NC – Resilience Corps '21-'22
cwofford@tjcog.org | cwep@tjcog.org



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ACRONYMS AND ABBREVIATIONS

CWEP	Clean Water Education Partnership
FY	fiscal year (note: FYs run from July 1 to June 30 and are numbered by the year they end in)
OMS	Outsource Marketing Solutions
Partner	CWEP Partner Government
Program	CWEP program
PSA	Public Service Announcement
PTRC	Piedmont Triad Regional Council
RCW	Regional Creek Week
SMART	Stormwater SMART
TJCOG	Triangle J Council of Governments



Executive Summary

The Clean Water Education Partnership (CWEP) is a program of Triangle J Council of Governments (TJCOG). TJCOG serves a diverse seven-county region, promoting collaboration among local governments, stakeholders and other partners, tackling challenges that cross jurisdictional lines. CWEP is a cooperative effort (Program) between local governments, state agencies, and nonprofit organizations to protect water quality in the Tar-Pamlico, Neuse, and Cape Fear River Basins. CWEP helps public entities communicate the important fact that clean water is vital for healthy ecosystems and a high quality of life for area residents. The Program is administered by TJCOG and is governed by a Steering Committee that is composed of representatives from each Partner jurisdiction or agency. At the end of FY22, there were 42 local government Partners in CWEP, including one new member, the Town of Rolesville, who joined mid-FY22. In FY22, the CWEP program developed and delivered high-quality stormwater education and outreach to communities across the region, enabling the Partners to achieve more cooperatively than they could individually.

The 2021-2022 fiscal year marked ongoing development and expansion of CWEP's direct stormwater education and outreach portfolio. The previous year's part-time staff member helped supervise the AmeriCorps who returned to in-person outreach and education and created/edited new mass media materials. CWEP continued to disseminate professional-quality animated online videos and audio via online advertising, radio and broadcast TV, as well as in the Spanish-language newspaper *La Noticia*. Additional details on these activities are described throughout this report. Please note that some campaigns overlapped slightly into the 2022 fiscal year.



1.0 CWEP FISCAL YEAR 2022 ACTIVITY SUMMARY

Fiscal year 2021-2022 presented ongoing challenges due to the COVID-19 pandemic, and CWEP continued to provide stormwater education through both in-person and virtual education methods. In FY22, CWEP continued to provide education via similar mass media outlets as in previous years, advertising via radio instead of cinema, and built on previous years' direct stormwater education and outreach to efforts via virtual and socially distanced visits to classrooms, after-school programs, and festivals. In FY22, CWEP's second-annual Regional Creek Week was exponentially larger than its initial year in FY21. CWEP continued to innovate with online engagement via social media and website platforms. CWEP staff also worked with all Partners to set up individual Membership Agreements (for July 2022 start) detailing CWEP's annual offerings which will help document Partners' and CWEP's accomplishments and responsibilities for reporting and audit purposes.

1.1 NEW LOCAL GOVERNMENT PARTNERS

One new local government partner, Rolesville, joined CWEP during FY22. Local government Partners as of the beginning of FY22 are shown in the map on the following page.

1.2 NEW CWEP EDUCATIONAL OFFERINGS WITH PARTNERING ORGANIZATIONS

FY22 was an exciting year for continuing growth alongside organizations that have helped CWEP deepen and focus outreach and education efforts in local government Partner communities. New in FY22, CWEP AmeriCorps Caroline Wofford conducted several homeschool track-out programs in local, county and State Parks. She continued CWEP's direct education partnership with new and existing school, local government festivals and other education settings in partner local government jurisdictions. By offering outdoor in-person and virtual education programs, CWEP's direct education programming circumvented challenges associated with the ongoing COVID-19 pandemic, and reached nearly 3000 individuals during FY22.

CWEP's mass media programming reached several million individuals via a new mass media contract with Outsource Marketing Solutions as well as continued contracts with previous years' providers, Spectrum and Radio One. Mass media offerings in FY22 were expanded to include two pollutant foci (restaurant pollution and household hazardous waste) and new materials were created for each, tailored to perform best on different advertising and social media platforms.

Figure 1: Local Government Partners Participating in CWEP as of FY22





1.3 CWEP MASS MEDIA CAMPAIGN ACCOMPLISHMENTS

1.3.1 New Media Created in FY22

Consensus among CWEP partners was for the pollutant focus of FY22 to be restaurant pollution and household hazardous waste. Thus, in FY22 TJCOG staff and mass media contractors worked together to edit the existing animated HHW informational video down to 15- and 30-second versions for use in mass media and social media (where shorter is better.) Additionally, the Town of Chapel Hill offered for CWEP to use their previously-created video about best practices to prevent restaurant pollution, and this was edited down to 30 seconds for use in the spring mass media campaign.

Looking forward to FY23, CWEP plans to create a new informational video on sediment pollution. The plan is to make a 2-minute video with the potential to pull out shorter videos for mass media use. As of the time of writing, specific details are still in discussion, and a sub-committee will likely be formed to collaborate on decisions for the content. Partners want the video to include messages that emphasize both personal responsibility – e.g., cover your bare dirt on your yards – as well as the importance of keeping an eye on sediment from construction sites, including examples of good and bad erosion and sediment control (E&SC) – so constituents can report any sediment discharge to the appropriate stormwater authority.

In FY22 CWEP also added a radio spot that introduces listeners to how they can take action to reduce their impact on stormwater pollution, specifically household hazardous waste.

1.3.2 Winter Radio Campaign

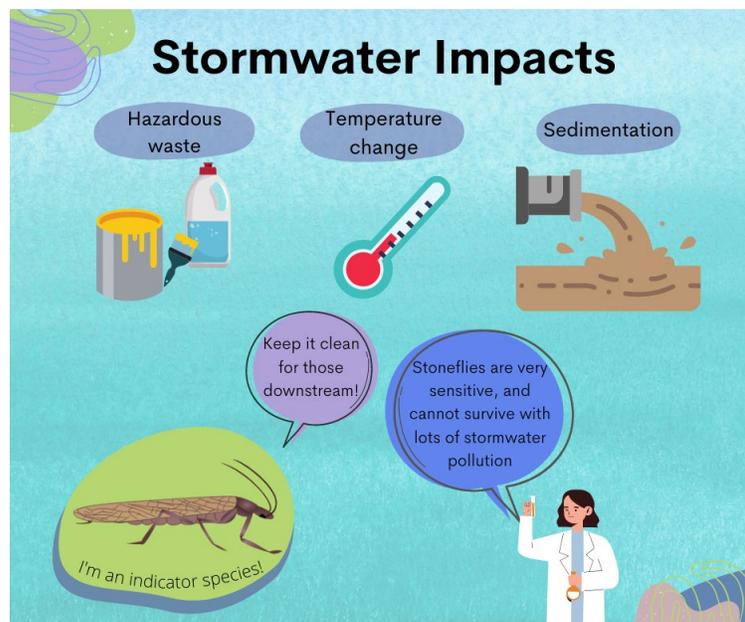
CWEP Partners opted to deliver stormwater public service announcements (PSAs) via radio instead of cinema again in FY22, working with the same radio provider as in FY21, Radio One of Raleigh. From Dec 6 – 27th, 2021, Radio One ran 655 CWEP spots on three major stations (WFXC, WQOK & WNNL) as well as streaming on these radio stations online. These stations reached across Chatham, Durham, Johnston, Orange and Wake Counties and beyond. (CWEP Partners in the fringe of the Radio One stations' coverage received proportionately more coverage as determined by their population in the OMS spring/summer campaign.) Additionally, Radio One shared CWEP social media posts weekly on each station's social media. The combined delivery methods Radio One used garnered an estimated 1,774,000 listeners across the region.

The figures below shows demographic information associated with one of the stations on which Radio One advertises and one of CWEP's social media posts that Radio One shared on their social media pages during the campaign.

Figure 3: Listener Demographics for Radio One Station K97.5



Figure 2: Part of CWEP Social Media Post Shared by Radio One



1.3.2.1 Radio Campaign Value

Overall, the total cost to the CWEP program was \$11,000 for FY22 radio programming. There was a total of 1,774,000 impressions delivered with these funds, for an average per-impression cost of \$0.006. Radio continued to be a viable public education method with an excellent return on investment compared to other mass media delivery methods.

1.3.3 Spectrum Digital Campaigns

Spectrum ran CWEP’s household hazardous waste (HHW)-focused 30-second video spot from February 28, 2022 through May 29, 2022 online and via streaming TV networks across CWEP Partner communities. Spectrum used digital analytics to target adults with environmental interests who were homeowners, under the assumption that these audiences would be most receptive to changing their behaviors regarding collection and disposal of HHWs, CWEP’s priority pollutant for FY22 along with restaurant pollution.

The video was shared digitally via pre-roll ads (in which a viewer must watch the spot in its entirety to continue to their chosen content) and as live streaming videos. See below for an illustration of these outreach methods.

Figure 4: Digital Campaigns Illustration



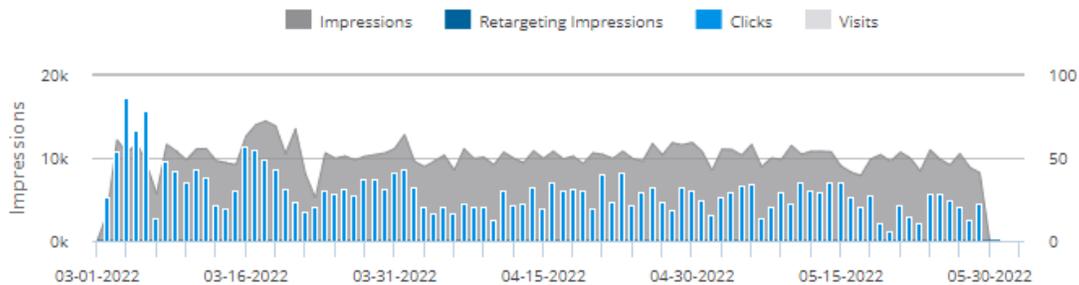
Viewers that clicked on the spot in either capacity were directed to the CWEP website described earlier in this report. In 2022, these Spectrum digital campaigns generated over 1,381,556 impressions across the region. (As the spot was delivered online, these are verified actual video plays rather than estimates.) This total includes pre-roll ads described above and detailed below, as well as via streaming TV ads described

below. (The Spectrum digital campaign was first piloted in 2015, with 347,105 impressions, and has grown in subsequent years.)

1.3.3.1 Spectrum Pre-Roll Ad Campaign

Statistics for the 3-month Spectrum pre-roll campaign are provided in the chart below. Overall, 65% of the 906,621 impressions from pre-roll ads resulted in a user viewing the 30-second video in its entirety. These views also resulted in over 2,600 people clicking through to visit the CWEP website. Top performing sites included Yahoo, the New York Post, Accuweather, and AP News.

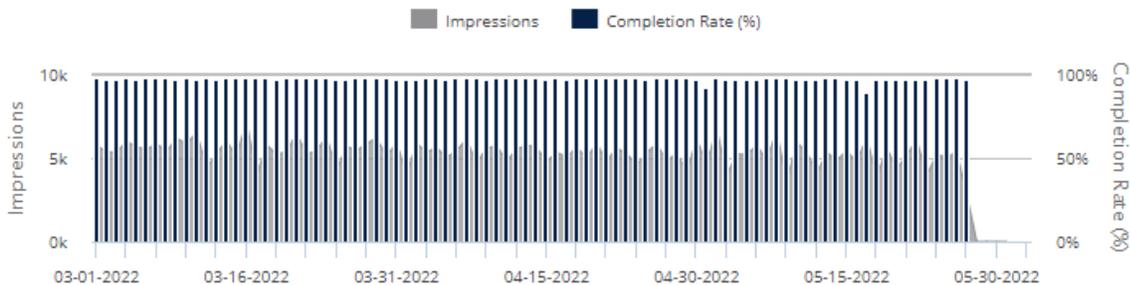
Figure 5. Spectrum Pre-Roll Video Statistics FY22



1.3.3.2 TV-Everywhere Campaign

Spectrum also ran the subtitled 30-second spot as part of their TV-Everywhere system, which allows users to view cable television in real-time on their personal devices such as smartphones and tablets. Commercial breaks during the cable programming are filled with ad slots. 97.8% of viewers completed the video using this outreach method—an unprecedented rate—and this campaign generated an additional 468,244 impressions across the region. Top networks the public viewed the HHW PSA on included Spectrum News, ESPN, CNN, and Fox News.

Figure 6. Streaming TV Impressions and Completion Rate FY22



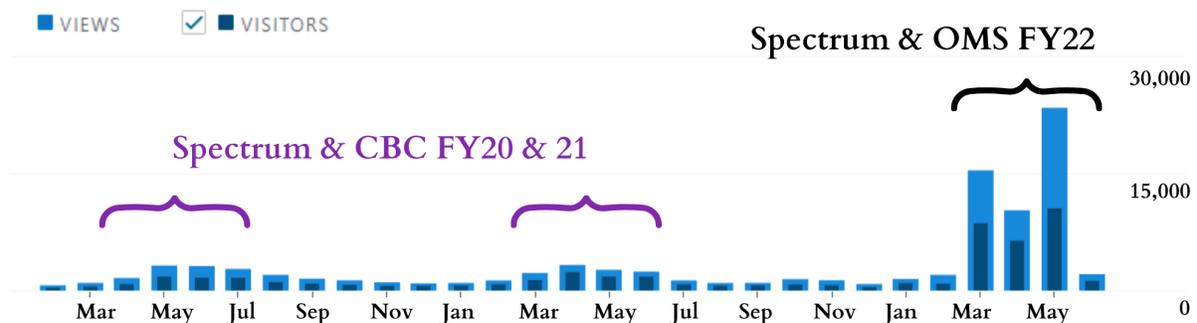
1.3.3.3 Spectrum Digital Campaign Value

Overall, the total cost to the CWEP program was \$30,000 for all FY22 digital advertising through Spectrum. There was a total of 1,381,556 verified impressions delivered with these funds for an average per-impression cost of \$0.022 per impression. The high return on investment continues to show the importance of online advertising. Spectrum’s ability to target by zip code is convenient, as is their online dashboard for reporting. Spectrum, like CBC, offers less individual attention to campaign performance than OMS.

1.3.4 Outsource Marketing Solutions Campaigns

In FY22, CWEP contracted with a new advertising partner, Outsource Marketing Solutions (OMS), to expand advertised content and increase use of strategic audience targeting. FY22 campaigns included additional digital coverage similar to the Spectrum campaign, as well as network television advertisements, display ads using addressable geofencing, and social media sponsored content. Delivering CWEP’s message via both OMS and Spectrum sends more of the public to the CWEP website than either campaign would alone, and OMS delivered an unprecedented number of clicks through to the CWEP website in comparison to the Spectrum/CBC campaigns of FY20 and FY21 (see Figure 6). In order to stay consistent with the HHW focus, clicks on the ads sent viewers to a page on CWEP’s website devoted to HHW disposal sites across the region.

Figure 7. Spectrum and OMS Campaigns Drive Website Traffic FY22



1.3.4.1 OMS – Display Campaign

OMS ran a HHW display ad from March through early May and “refreshed” the campaign by changing to a restaurant pollution spot at the end of May 2022. (Refreshing a many-week campaign by changing the content is a best practice to keep audience interest.) Viewers that clicked on these ads were directed to the CWEP webpage for HHW disposal and restaurant waste. The best performing HHW display ad that TJCOG created is shown at right:

Figure 8: OMS HHW Display Ad

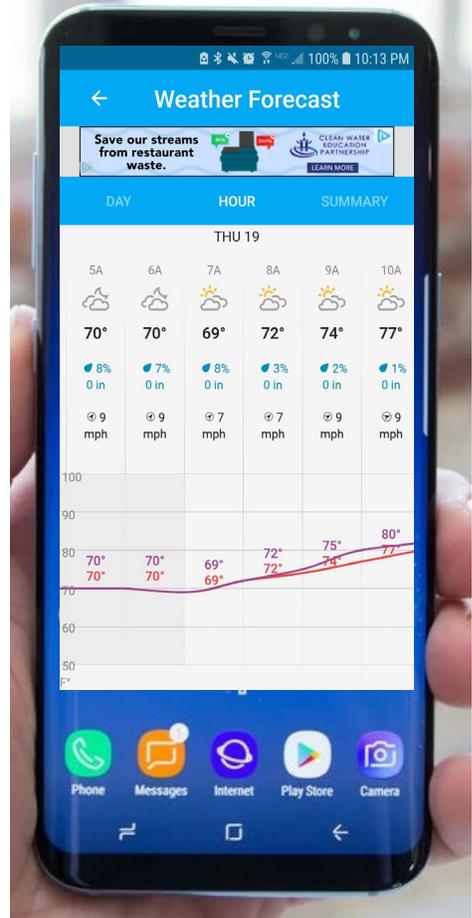


During FY22, this campaign generated 2,392,727 impressions across the region. The table below outlines the final digital display ad campaign statistics. As the spot was delivered online, these are verified actual video plays rather than estimates.

Figure 9: OMS PSA on Weather App

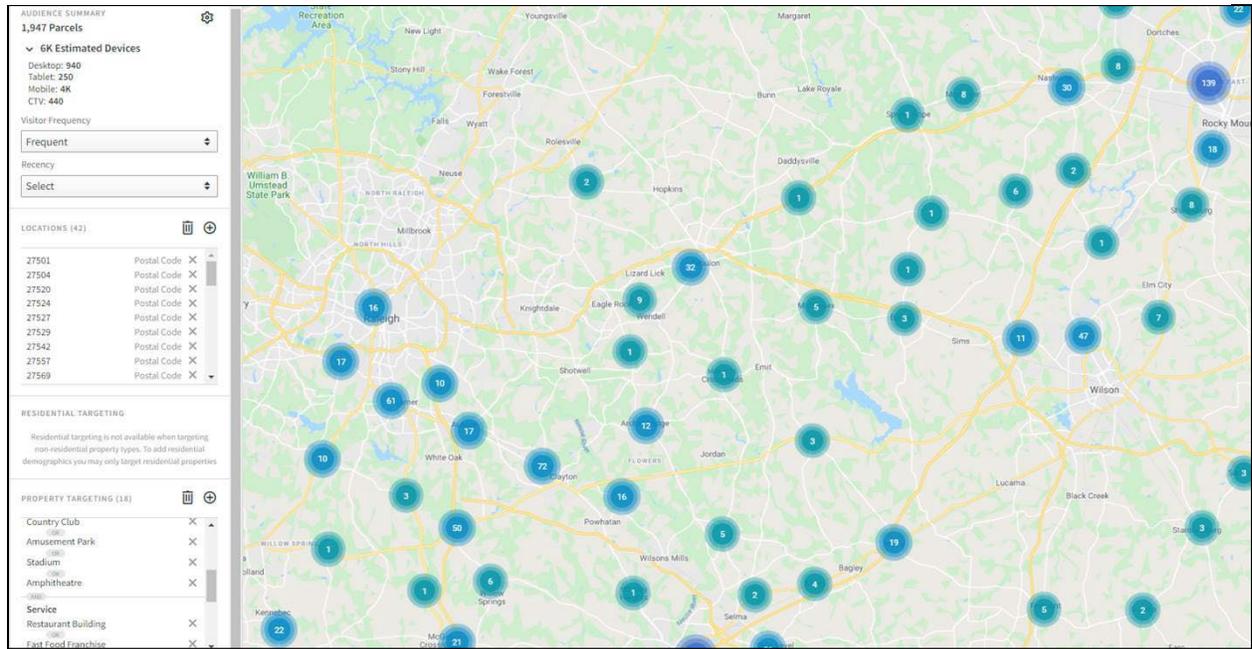
Table 1: OMS Display Ad Performance

Geographic Area	Impressions	Clicks	Click-Through Rate
Wake, Orange, Durham and Chatham Counties, Oxford, Roxboro, Butner, Creedmoor	1,615,698	2,314	0.2%
Johnston, Wayne, and Nash Counties, Havelock, New Bern, Kinston	465,784	750	0.87%
Spring Lake, Hope Mills, Leland, Fayetteville	169,007	544	1.7%



Display ads were broadcast to targeted audiences using “addressable geofencing”, a technique that uses devices’ GPS coordinates to deliver ads to target markets. Ie, this technique was used to deliver restaurant ads to patrons of restaurant buildings, fast food franchises and restaurant drive-ins, malls, shopping areas, schools, universities, and other places that served large quantities of food. An example of what this can look like is shown below:

Figure 10: Addressable Geofencing for Restaurant Display Ads in OMS Geography #2



OMS' contractor Tegna created restaurant display ads with a range of messages; the best performing ones are shown below:

Figure 11: OMS Digital Restaurant Ads



320x50 Best performing -English



320x50 Best performing -Spanish



300 x 250 English



300 x 250 Spanish



1.3.4.2 OMS – Broadcast TV Campaign

HHW and restaurant videos were broadcast via the networks below. The table below outlines the final statistics of the OMS broadcast television campaign for CWEP. Overall, the television market in the CWEP region saw an estimated 1,040,900 impressions (Table 1).

Table 2. FY22 OMS TV Impressions by Station

Station	Commercials Aired	Reach	Impressions
WRAL	18	7%	256,900
WITN (New Bern)	61	56%	532,000
EITN My TV	16	8%	69,000
GITN ME TV	21	20%	183,000
Total	116	14%	1,040,900



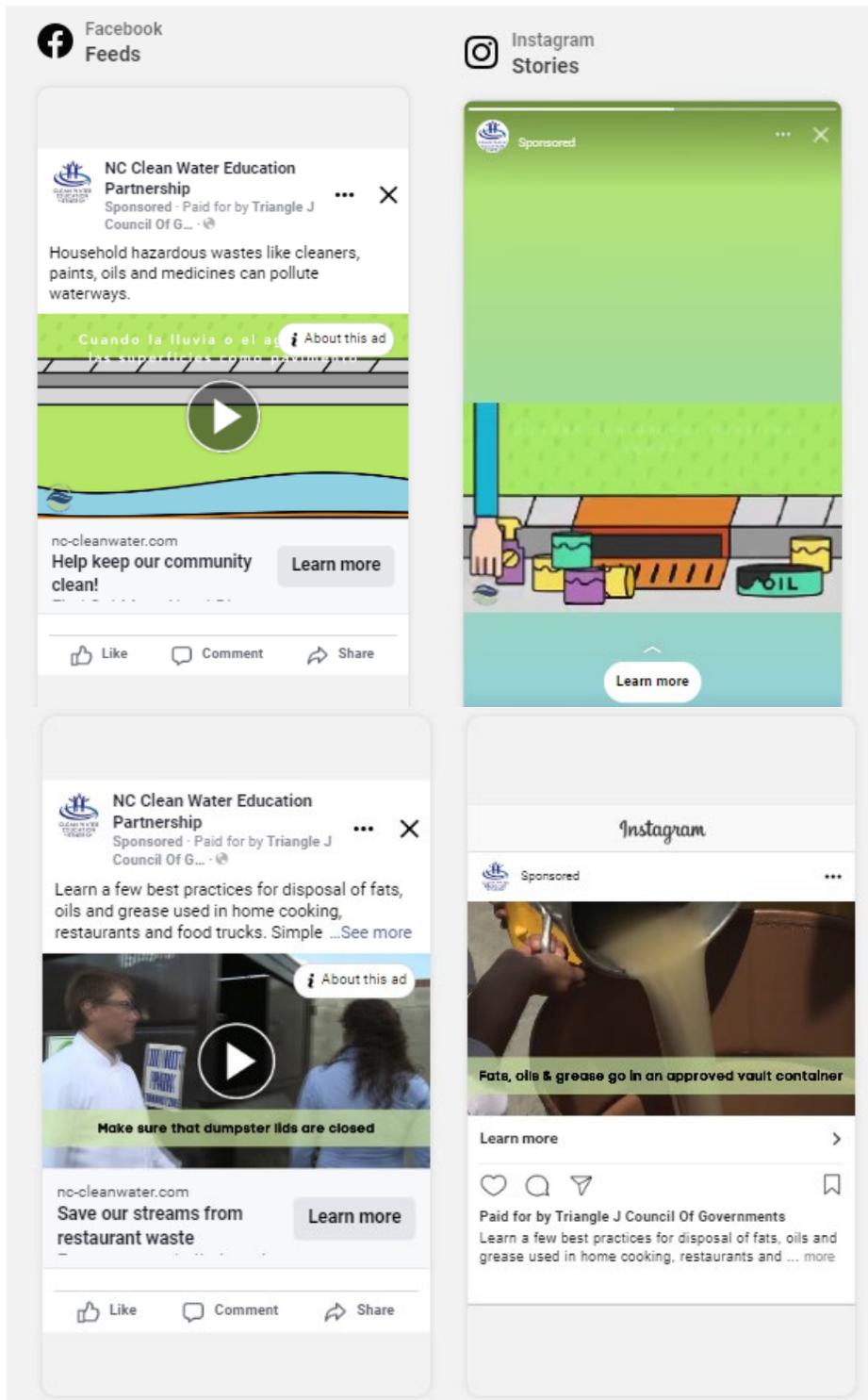
1.3.4.3 OMS – Social Media Campaign

OMS utilized CWEP’s existing presence in the Meta suite (Facebook and Instagram), with the same 30-sec HHW video and link to HHW disposal page for the first part of the campaign, and the shortened restaurant waste video for the final month. (See screenshots of these campaigns in Figure 8 below.)

The Meta campaign grossed 589,266 impressions across both platforms, and 17,427 clicks to the website – for a click through rate (CTR) of 2.96%. Women dominated the engagement on social media, with 436,066 impressions and 13,210 clicks. The 25-34 age demographic delivered the most impressions per age group, with 283,287 impressions and 8,795 clicks, with the 18-24 demographic making up a close second at 224,466 of total impressions and 6,040 clicks. This is high compared to other informational campaigns (typically the highest CTRs are related to fashion/food/entertainment.) The Spanish speaking population also had higher CTR than expected.

These numbers showcase the importance of including social media advertising to reach young audiences.

Figure 12: Images of HHW and Restaurant Waste Videos Shared on Social Media In OMS Campaign



1.3.4.4 OMS – Radio Campaign

OMS contracted with WHQR 91.3 and 92.7 NPR for a radio advertisement. For \$2,100, the short audio advertisement reached an estimated 40,000 people over 50 ads, played during peak weekday rush hour windows. Radio copy has a very limited length and requires citing the sponsoring agency. The message was as follows: “Support for [station] comes from our members and the Clean Water Education Partnership, committed to environmental disposal of household cleaners, paints, pesticides and more. Information about how to dispose of these items can be found at N-C-clean-water-dot-com-slash-stormwater-dash-contact.”

1.3.4.5 Outsource Marketing Solutions Campaign Value

Overall, the total cost to the CWEP program was \$41,732.50 for digital display, social media, radio and broadcast TV advertising through Outsource Marketing Solutions. 4,062,893 impressions were delivered with these funds, for an average per-impression cost of \$0.010.

Additionally, while the OMS campaign was running, CWEP website traffic increased manifold, a result of the collaborative effort of staff from OMS, contractor Tegna and TJCOG to use best practices for advertising, social marketing and sustaining audience interest, including:

- 1) Editing PSA videos to a length people are likely to watch in full on each platform
- 2) Having a clear ask in each video (don't dump in storm drains and contact your local government for HHW disposal; follow these 6 best practices for restaurant pollution disposal)
- 3) Targeting the video topics to audience interest, demographics and employment, ie, via addressable geofencing referenced above - delivering PSAs in areas with high amounts of food service workers, during mealtimes and restaurant closing times
- 4) Switching the video PSA topic from HHW to restaurant pollution partway through the campaign to retain audience interest (this is a best practice that prior advertising contractors have not shared)

OMS' responsiveness and attention to these best practices aids in CWEP's goal of encouraging behavior change, because the more people can see PSAs that they find interesting and relevant, the more people click to the website where they can learn where to dispose of their HHWs and further best practices for restaurant waste disposal.

1.3.5 La Noticia Campaign

In FY22 CWEP continued advertising in the Spanish-language newspaper *La Noticia*. They ran the ¼ page ad shown at right for 7 weeks both in *La Noticia* print newspaper and as a banner ad on lanoticia.com. *La Noticia*'s print newspaper is estimated to reach 86,250 readers per week, yielding an estimated 603,750 print readership impressions, and 69,230 viewers per week on lanoticia.com, yielding an estimated 484,610 impressions, for an estimated 1,088,360 impressions total. This at a cost of \$1,920, or \$0.002 per view, an excellent return on investment.

Figure 13: La Noticia Ad FY22 - HHW Theme



1.3.6 Overall Mass Media Campaign Values

Total costs and value (as measured by number of impressions) of all mass media outlets are summarized in the table below. Note that “value” could also be measured by clicks to the website (a proxy for desire to learn more), or response to a specific ask or call to action (which is much harder to measure.) TJCOG staff facilitating the CWEP program continue to explore ways of assessing and fostering public behavior change through both direct education and mass media efforts.

Figure 14. FY22 Overall Mass Media Campaign Values

Media Type	Specific Media Campaign	Number of impressions	Cost of campaign	Per-impression cost per provider
Radio	Total Radio One	1,774,000	\$11,000.00	\$0.006
Spectrum	Preroll	906,621	\$30,000.00	\$0.022
	TV-Everywhere	474,935		
	Total Spectrum	1,381,556		
OMS	Digital Display	2,392,727	\$41,732.50	\$0.010
	Television	1,040,900		
	Social Media	589,266		
	Radio*	40,000		
	Total OMS	4,062,893		
La Noticia	Print newspaper	603,750	\$1,920.00	\$0.002
	Lanoticia.com	484,610		
	Total La Noticia	1,088,360		
	GRAND TOTAL	8,306,809		

*Radio estimated reach likely undercount as provider did not subscribe to Nielsen ratings



Table 3. FY22 Estimated Impressions by Jurisdiction

Partner	Population* for FY22	Impressions
Town of Apex	61,319	234,699
Town of Benson	3,556	13,611
Town of Butner	8,088	30,957
Town of Carrboro	20,769	79,493
Town of Cary	167,223	640,046
Town of Chapel Hill	60,813	232,762
Chatham County	59,055	226,033
Town of Clayton	23,775	90,999
City of Creedmoor	4,703	18,001
City of Durham	269,339	1,030,896
Durham County	43,306	165,754
City of Fayetteville	187,727	718,526
Town of Fuquay-Varina	28,109	107,587
Town of Garner	32,219	123,318
City of Goldsboro	33,969	130,016
City of Havelock	19,323	73,959
Town of Hillsborough	7,809	29,889
Town of Holly Springs	36,394	139,298
Town of Hope Mills	17,416	66,660
Johnston County	145,182	555,684
City of Kinston	20,154	77,139
Town of Knightdale	17,264	66,078
Town of Leland	22,610	86,540
Town of Morrisville	26,973	103,239
Nash County	42,135	161,272
Town of Nashville	5,239	20,052
City of New Bern	30,014	114,879
Orange County	55,373	211,940
City of Oxford	8,574	32,817
Town of Pittsboro	4,667	17,863
City of Raleigh	466,549	1,785,717
City of Rocky Mount	54,916	210,191
Town of Rolesville	6,921	26,490
City of Roxboro	8,144	31,171
Town of Siler City	8,534	32,664
Town of Smithfield	11,619	44,472
Town of Spring Lake	4,565	17,473
Town of Tarboro	10,446	39,982
Town of Wake Forest	38,641	147,899
Wayne County	84,183	322,211
Town of Wendell	7,515	28,764
Town of Zebulon	5,165	19,769
Total	2,170,295	8,306,809

There was a total of approximately 8,306,809 impressions delivered for the total investment of \$84,652.50, for an average per-impression cost of \$0.010. (Note that CWEP partners voted to allocate almost \$20,000 less in mass media advertising in FY22 than in FY21 in order to save funds for FY23 to create a new sediment-themed video in and address other priorities education priorities.)

As shown in Table 3, CWEP mass media resulted in approximately 4 times the number of impressions than there are people living in the region. This illustrates how delivering CWEP’s stormwater quality messages via multiple mass media methods makes the messages ubiquitous across the region, an important way to promote widespread understanding.

1.4 CWEP DIRECT EDUCATION AND OUTREACH ACCOMPLISHMENTS

1.4.1 Public Education and Outreach

From September 2021 to June 2022, CWEP conducted 37 direct education visits in-person, totaling 2913 individuals reached with in-person programming (see Table 3). Returning to in-person visits was of high priority to partners, after the disruption in direct programming due to the pandemic. However, fluctuating restrictions and risk levels made it difficult to ensure programs would go forward, and program cancellations were common. Another 3,330 resources were distributed, including an estimated 2,000 physical giveaways (brochures, stickers, pet waste bags, grease lids, flyers, & more) distributed at tabling events (Table 4). CWEP presented at the PEJ Walnut Creek Watershed Learning Network final meeting and a meeting of the Creedmoor Board of Delegates, for an estimated 14 additional people (see Table 5). Virtual resources generated and shared by CWEP gained 2,922 views – views on resources generated for partners were not able to be quantified (excluding social media, see Table 6). The photographs below picture a selection of education and outreach events that took place in FY22.

Figure 15. Sampling of CWEP in Person Events in FY22



From left to right: top row - Track Out Camp in Apex, Duke School in Durham, Kenly Public Library in Johnston County; middle row - Lake Crabtree County Park in Morrisville, South Granville High School in Creedmoor, Manchester Elementary in Spring Lake; bottom row – Brumley Nature Preserve in Chapel Hill, NC Hot Sauce Festival in Oxford, Carrington Middle School in Durham



This year, CWEP expanded partnerships with Parks and Recreation Departments, including Homeschool and Track Out Camp programs. The flexibility offered by outdoor programs was appealing during times when social distancing measures were regularly changing, though weather was a frustrating variable. These partnerships have great potential for stormwater outreach, as the outdoor exploration element ties in very well with an emphasis on environmental protection. In the future, macroinvertebrate or other water-related outreach with Parks may be an area worth expanding, depending on CWEP Partner interest.

Table 4. All FY22 In Person Direct Education Events

Partner	Type of Outreach	Event Title/Location	# People Reached
Apex	Park Visit	Apex Track Out Camp	10
Butner/Creedmoor	School Visit	South Granville High School	104
Carrboro	Tabling	*Cancelled	N/A
Chapel Hill/Orange County	Tabling	Operation Earth Day	160
Clayton	Tabling	Clayton Harvest Festival	315
Durham	School Visit	Carrington Middle School	255
Durham County	Tabling	Barktoberfest	141
Fayetteville	Park Visit	*Cancelled	N/A
Fuquay Varina	School Visit	Lincoln Heights Elementary	251
Garner	Tabling	Groundhog Day Festival	105
Havelock	School Visit	Roger Bell New Tech Academy	120
Hillsborough	Library Visit	Orange County Public Library	40
Hillsborough	Library Visit	*Cancelled	N/A
Holly Springs	Tabling	Holly Springs Farmer's Market	54
Johnston County	Library Visit	Kenly Public Library	11
Kinston	After School	Neuse Regional Library	19
Kinston	Tabling	Neuseway Nature Park	74
Knightdale	Tabling	*Cancelled	N/A
Morrisville	Park Visit	Lake Crabtree County Park	12
Morrisville	Tabling	Western Wake Farmer's Market	64
Nashville/Nash County	Tabling	Eggciting Saturday	72
Oxford	After School	Richard H Thornton Library	18
Oxford	Tabling	NC Hot Sauce Festival	184
Pittsboro/Chatham County	Library Visit	Chatham Community Library	27
Raleigh	School Visit	Durant Road Elementary	61
Raleigh	Tabling	Community Garden Celebration	30
Roxboro	Park Visit	*Cancelled	N/A
Siler City	Library Visit	Wren Memorial Library	36
Siler City	Tabling	*Cancelled	N/A
Smithfield/Chatham County	Library Visit	Public Library of JoCo & Smithfield	18
Spring Lake	School Visit	Earth Day (NC Science Festival)	133
Tarboro	School Visit	Princeville Elementary School	50
Wake Forest	School Visit	Envision Science Academy	81
Wake Forest	Park Visit	*Cancelled	N/A
Wayne County/Goldsboro	Field Trip	Cliffs of Neuse State Park	75
Wendell	Tabling	Wendell Harvest Festival	349
Zebulon	Tabling	Zebulon Farm Fresh Market	44
Total In Person			2913

Table 5. FY22 Resources Shared

Partner	Type of Outreach	Type of Resource	# of Print Resources
Regional	Resource sharing while tabling	Brochures, pet waste bags, stickers, grease lids	2000
Butner	Resource sharing	Brochures, pet waste bags	40
Cary	Resource sharing	Brochures	50
Clayton	Resource sharing	Posters	30
Creedmoor	Resource sharing	Posters	20
Fuquay Varina	Resource sharing	Posters	100
Hope Mills	Resource sharing	Craft kits	40
Knightdale	Tabling materials lent	Tabling setup	N/A
Leland	Resource sharing	Brochures	500
Smithfield	Resource sharing	Posters, brochures	250
Raleigh	Resource sharing	Posters, pet waste bags	100
Rocky Mount	Resource sharing	Posters, brochures, stickers	200
Wendell	Tabling materials lent	Spinning wheel, catch basin	N/A
Total Resources Distributed			3330

Table 6. Presentations

Partner	Type of Outreach	Event Title/Location	# People Reached
Raleigh	Presentation	Watershed Learning Network	14
Creedmoor	Presentation	Board of Delegates Meeting	N/A
Total Viewers			14

Table 7. Virtual Resources

Partner	Type of Outreach	Resource	# Views
Regional	Resources generated	Stormwater Bingo	N/A
Regional	Virtual Resource	Water Recreation Map	2922
Chapel Hill	Resources generated	Watershed Profile	N/A
Fayetteville	Resources generated	Cape Fear Fact Sheet (in prog)	N/A
Leland	Resources generated	Watershed Profile	N/A
Morrisville	Resources generated	Watershed Profile	N/A
Orange County	Resources generated	Agriculture SCM PSA (in prog)	N/A
Spring Lake	Resources generated	Watershed Profile	N/A
Total Virtual Resources			2922

Table 3 shows a breakdown of in person direct education by CWEP Partner, including events that were scheduled and cancelled. Table 4 shows a breakdown of print material distribution and sharing by CWEP Partner. Table 5 shows presentations made by CWEP staff. Table 6 shows virtual resources generated by CWEP staff for Partners, and views where applicable.

1.4.1.1 *Education and Outreach in Environmental Justice Communities*

CWEP continues to focus on environmental justice (EJ) communities for education and outreach efforts. CWEP visited 5 Title 1 schools in FY22: Carrington Middle School, Durant Road Elementary School, Manchester Elementary School, Roger Bell New Tech Academy, and South Granville High School. Other programs reaching individuals in EJ communities included a return to STEM4All at Neuse Regional Library in Kinston, PEJ's Watershed Learning Network, and Princeville Elementary School. 685 individuals were reached in these communities, representing approximately 1/4 of CWEP's in-person education total.

1.4.2 **Regional Creek Week**

From March 12-19th, 2022, CWEP hosted the second annual Regional Creek Week (RCW). Twenty-four CWEP Partners (Carrboro, Cary, Chapel Hill, Chatham County, Clayton, Durham, Durham County, Fayetteville, Garner, Hillsborough, Holly Springs, Knightdale, Leland, Morrisville, Orange County, Oxford, Pittsboro, Raleigh, Roxboro, Smithfield, Spring Lake, Wake Forest, Wendell, and Zebulon) participated in monthly planning meetings from November 2021-March 2022, up from ten partners in 2021. These partners hosted at least one in-person or virtual event or participated in amplifying CWEP's regional events during the Regional Creek Week celebration. This collaborative effort allowed local governments of various sizes to participate in Creek Week without the pressure to coordinate a week's worth of events, and virtual events allowed for public engagement across municipal boundaries. The CWEP website acted as the RCW landing page, which housed a complete list of events, an event calendar, a list of participating Partners, and a description of Creek Week and its mission. CWEP slightly re-designed the logo from RCW 2021 to include a sidewalk representing impervious surfaces, based on partner input. 2,974 people were engaged directly in Creek Week events, including walks, litter cleanups, storm drain marking competitions, HHW drop-off days, and many more! Outreach impact is summarized below.

For full list of events, see Table 7.

Figure 16. Updated RCW Logo



Figure 17: Regional Creek Week Outreach Overview





Table 8. Regional Creek Week Event Participation

Partner	Regional Creek Week Events	Event Title/Location	# People Reached
Regional	CWEP Virtual Event	Stormwater Run Off 5k	61
Regional	CWEP Virtual Event	BioThon	24
Carrboro	Orange County Creek Week	Informational Booth	Cancelled
Carrboro	Orange County Creek Week	Creek Week Office Hours	See OCCW total
Cary	Regional Creek Week Events	My Tree, Our Tree	600
Cary	Regional Creek Week Events	Winter Amphibians	N/A
Chapel Hill	Regional Creek Week Events	Physical 5k Route	N/A
Chapel Hill	Orange County Creek Week	Morgan Creek Cleanup	Cancelled
Chapel Hill	Orange County Creek Week	Meet the Creek	See OCCW total
Chapel Hill	Orange County Creek Week	Litter Clean Up	See OCCW total
Chapel Hill	Orange County Creek Week	OWASA WWTP Tour	See OCCW total
Chapel Hill	Orange County Creek Week	Pritchard Park Workday	See OCCW total
Chatham County	Chatham County Creek Week	Wetland Plants Webinar	19
Chatham County	Chatham County Creek Week	Love's Creek Stroll	9
Chatham County	Chatham County Creek Week	Love's Creek Clean Up	8
Chatham County	Chatham County Creek Week	HHW Day	147
Chatham County	Chatham County Creek Week	Aquatic Insects	Cancelled
Chatham County	Chatham County Creek Week	Rocky River Clean Up	Cancelled
Hillsborough	Orange County Creek Week	Invasive Species Removal	See OCCW total
Hillsborough	Orange County Creek Week	Green Infrastructure Tour	See OCCW total
Holly Springs	Regional Creek Week Events	Rain Barrell Sale	90
Holly Springs	Regional Creek Week Events	Litter Clean Up	50
Knightdale	Regional Creek Week Events	Litter Clean Up	14
Leland	Regional Creek Week Events	Litter Clean Up (Town Staff)	N/A
Leland	Regional Creek Week Events	Presentation	N/A
Morrisville	Regional Creek Week Events	Volunteers	91
Morrisville	Regional Creek Week Events	Educational Booths	168
Morrisville	Regional Creek Week Events	Library Presentations	24
Orange County	Regional Creek Week Events	Orange County Creek Week	305
Orange County	Regional Creek Week Events	Livestreams	1330
Pittsboro	Chatham County Creek Week	Town Pond Park Cleanup	7
Spring Lake	Regional Creek Week Events	Creek Exploration	Cancelled
Raleigh	Regional Creek Week Events	Stream Monitoring Workshop	12
Raleigh	Regional Creek Week Events	Stream Cleanup	Cancelled
Wake Forest	Regional Creek Week Events	Creek Cleanup	5
Wake Forest	Regional Creek Week Events	Physical 5k Route	N/A
Wendell	Regional Creek Week Events	Stream Walk	10
Total People Engaged			2974

CWEP created daily educational social media posts during the week on the 2022 annual theme of Household Hazardous Waste (Figure 13 below). The posts identified 6 types of HHWs: E-waste, fats, oils, & greases (FOGs), paints & stains, cleaning supplies, vehicle leaks & soaps, and medications. Each post explained the potential environmental and health hazard of the substance, and the best practices for disposal or alternative choices. CWEP reached a total of 29,065 people with 46 posts – HHW posts as well as water recreation locations & greenways – throughout Creek Week and the weeks prior, on 3 social media platforms (Twitter, Facebook, and Instagram). Engagement was summarized in Figure 12. Regional Creek Week Outreach Overview.

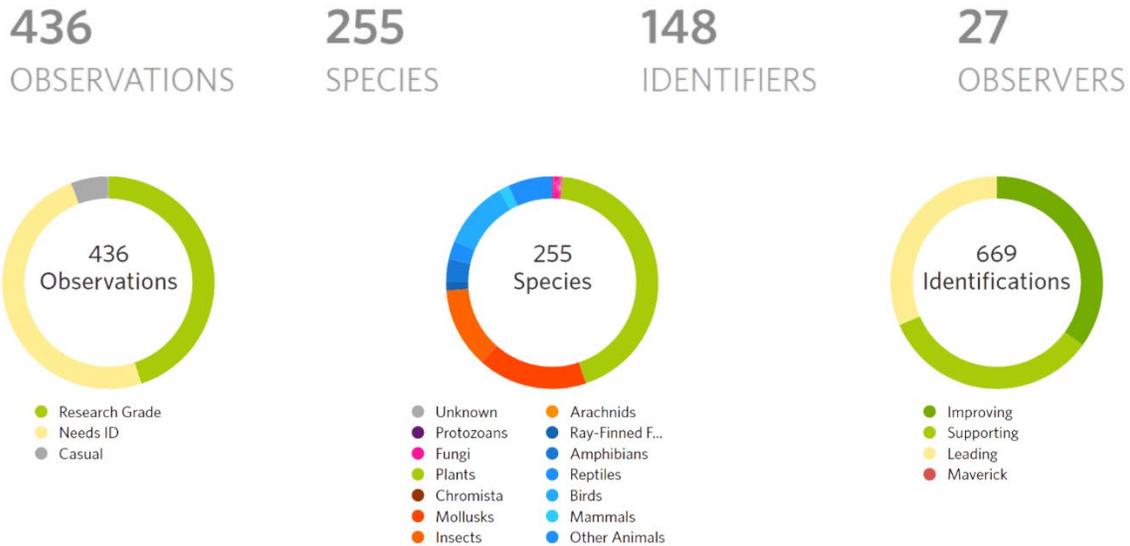
Figure 18. Household Hazardous Waste Social Media Series



1.4.2.1 Regional Virtual Events

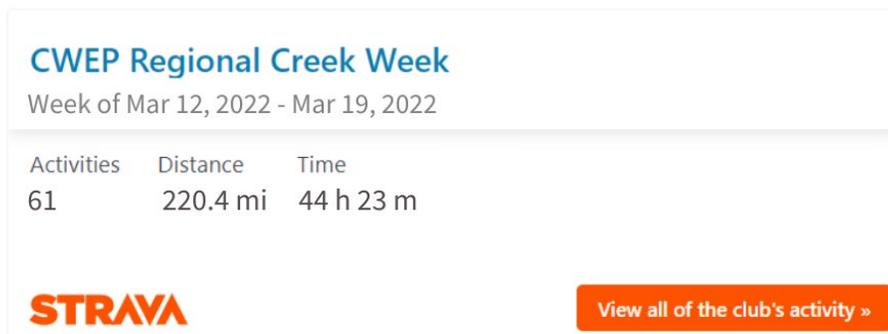
In addition to coordination, planning, promotion, and social media, CWEP hosted two regional virtual events. Like in 2021, CWEP hosted a BioThon via the iNaturalist app/website. The BioThon had 24 participants, which was lower than anticipated as multiple in-person wildlife ID events were cancelled due to inclement weather on March 12th, 2022, the first Saturday of Creek Week. Even with few observers, 436 observations were made (averaging 16 observations per participant). 148 naturalists from the community contributed identifications on the posts made, totaling 255 species identified (see Figure 14).

Figure 19. iNaturalist BioThon 2022 Statistics



CWEP also hosted the Stormwater Run Off Virtual 5k on the exercise tracking app Strava. CWEP created a Club in Strava to track virtual submissions, as well as a Strava FAQ document for new app users. Participants were required to join the CWEP club to participate in the 5k, or email CWEP staff if they did not want to or could not use the app. 61 participants logged submission on Strava, though it is likely that many more were exposed to the messaging (see Figure 15) - two Partners, Town of Chapel Hill and Town of Wake Forest, printed & displayed yard signs with stormwater messaging along greenways as a suggested 5k route. Participation was boosted by alerting local running groups in Chapel Hill, which shows promise as an outreach strategy if Partners want to repeat the virtual 5k in FY23.

Figure 20. Strava Widget for Stormwater Run Off Virtual 5k



1.4.3 Social Media Outreach

FY2022 saw CWEP expand social media content on Facebook, Instagram, and Twitter. No new content was posted on YouTube this fiscal year due to a lack of staff capacity to generate video content. Social media continues to be an especially important tool in the promotion of regional efforts such as Regional Creek Week. CWEP also utilized this platform to spread educational messages about stormwater pollution and watersheds, post blog updates, and share information about water-related holidays and events. Across these three social media platforms, CWEP earned 139,336 impressions and 2,206 engagements, for an average engagement rate of 1.58%. Facebook earned the highest number of impressions of the three sites, but Twitter had the highest engagement rate on posted content. The wide reach of these posts underscores the importance of continuing to use social media to spread stormwater awareness in CWEP partner governments and beyond. Figure 16 shows social media analytics by platform.

Figure 21. FY22 Organic (Not Paid) Social Media Reach Across Twitter, Facebook, & Instagram

	Impressions	Engagements
	31,924	1,025
	69,537	1,023
	37,875	158

Educational posts about stormwater pollutants and watersheds tended to garner high engagement across social media platforms. These types of posts serve a similar role as mass media CWEP print materials and videos as the content is general enough to be regionally relevant. These posts were often reposted by CWEP partner governments. Tactics CWEP utilized to increase the reach of each post included utilizing consistent and relevant hashtags, tagging local government Partners and relevant community organizations and resharing content from partner government pages.



1.5 CWEP STEERING COMMITTEE ACTIVITIES

The CWEP Steering Committee met for quarterly meetings on July 13, 2021; October 12, 2021; January 11, 2022; and April 12, 2022. Summaries and minutes for all FY22 meetings are included in Appendix A of this report. As in past years, Steering Committee meetings were used as an opportunity to outline in depth current CWEP program activities and finances, and to solicit input on future directions. Virtual Steering Committee meetings have continued to garner broader engagement from Partners located farther from TJCOG's offices in Durham/RTP area and offer flexibility to Partners with varying restrictions on office travel. CWEP is hoping to begin offering a hybrid option for quarterly meetings in FY23.



2.0 PROGRAM FINANCIAL INFORMATION

2.1 CWEP PARTNERS AND COST SHARES

CWEP local government Partners share the costs of the program. Each of the Partners' shares is the sum of a base cost of \$2,000 and a proportionate cost comprised of its population multiplied by a per-capita rate of \$0.041 per person. Partner population estimates are the latest official estimates available from the NC State Demographics unit at the time that cost shares are calculated (FY22 used 2019 certified estimates). The CWEP Steering Committee approved the CWEP FY22 program cost shares outlined in the table at right and all partners were invoiced for these amounts in July-August 2021.

Table 9: FY22 CWEP Cost Shares

Partner	Population* for FY22	FY22 Cost Share
Town of Apex ^{2,5}	61,319	\$ 4,514
Town of Benson ²	3,556	\$ 2,146
Town of Butner ²	8,088	\$ 2,332
Town of Carrboro ^{2,5}	20,769	\$ 2,852
Town of Cary ^{1,2,5}	167,223	\$ 8,856
Town of Chapel Hill ^{2,5 *}	60,813	\$ 4,493
Chatham County ^{5,6}	59,055	\$ 4,421
Town of Clayton ²	23,775	\$ 2,975
City of Creedmoor ²	4,703	\$ 2,193
City of Durham ^{1,3,5}	269,339	\$ 13,043
Durham County ^{1,5}	43,306	\$ 3,776
City of Fayetteville ^{2,3 *}	187,727	\$ 9,697
Town of Fuquay-Varina ²	28,109	\$ 3,152
Town of Garner ^{1,2}	32,219	\$ 3,321
City of Goldsboro ^{1,2}	33,969	\$ 3,393
City of Havelock ¹	19,323	\$ 2,792
Town of Hillsborough ²	7,809	\$ 2,320
Town of Holly Springs ²	36,394	\$ 3,492
Town of Hope Mills ²	17,416	\$ 2,714
Johnston County ¹	145,182	\$ 7,952
City of Kinston ¹	20,154	\$ 2,826
Town of Knightdale ²	17,264	\$ 2,708
Town of Leland ²	22,610	\$ 2,927
Town of Morrisville ^{2,5}	26,973	\$ 3,106
Nash County ^{4,6}	42,135	\$ 3,728
Town of Nashville ^{2,4}	5,239	\$ 2,215
City of New Bern ^{1,2}	30,014	\$ 3,231
Orange County ^{1,5,6}	55,373	\$ 4,270
City of Oxford ⁴	8,574	\$ 2,352
Town of Pittsboro ⁵	4,667	\$ 2,191
City of Raleigh ^{1,3 *}	466,549	\$ 21,129
City of Rocky Mount ^{2,4}	54,916	\$ 4,252
Town of Rolesville (prorated last 4 months FY22)		\$ 1,046
City of Roxboro ²	8,144	\$ 2,334
Town of Siler City	8534	\$ 2,346
Town of Smithfield ¹	11,619	\$ 2,476
Town of Spring Lake ^{2 *}	4,565	\$ 2,187
Town of Tarboro ⁴	10,446	\$ 2,428
Town of Wake Forest ²	38,641	\$ 3,584
Wayne County ^{1,6}	84,183	\$ 5,452
Town of Wendell ²	7,515	\$ 2,308
Town of Zebulon ²	5,165	\$ 2,212

*Per July 2019 Certified Pop from NC State Demography



2.2 CWEP PROGRAM FINANCIAL REPORT FOR FY22

The table below outlines the approved FY22 budget. In FY22, Hannah Barg continued as the part-time Education and Outreach Coordinator from June 2021-February 2022. Her role included helping to train and supervise FY22 AmeriCorps Caroline Wofford, assisting CWEP manager Maya with new mass media campaign strategy, and creating new materials for the campaigns that were also made available CWEP Partners' individual use. This expanded the number and quality of education and outreach products and services CWEP offered Partners in FY22 and eliminated the cost of hiring a contractor to do video editing.

Table 10 : CWEP FY22 Financial Report

CLEAN WATER EDUCATION PARTNERSHIP (CWEP) FY2022 AVAILABLE FUNDS		
	Budgeted	Actual
FY22 Cost Share Revenue	\$170,696	\$171,742
Fund Balance at close of FY21	\$60,358	\$60,358
Total	\$231,054	\$232,100
CLEAN WATER EDUCATION PARTNERSHIP (CWEP) FY22 EXPENDITURES		
TJCOG Direct Costs		
TJCOG Staff Time	\$46,048	\$58,313
AmeriCorps Member	\$11,000	\$11,000
Travel, Supplies, Miscellaneous	\$7,200	\$1,682
TJCOG Direct Costs Total	\$64,248	\$70,994
Mass Media Campaign Costs		
Spring Online Spectrum Campaign	\$30,000	\$30,000
July '21 CBC + Spring '22 OMS Campaign	\$61,250	\$51,985
Winter Cinema or Radio One	\$11,000	\$11,000
La Noticia Ads	\$1,920	\$1,920
Video Editing/Production (for Creek Week or other)	\$2,000	\$0
Mass Media Campaign Costs Total	\$106,170	\$94,905
Campaign Content & Outreach Materials		
Direct Education/Outreach Materials	\$1,100	\$571
Printing	\$2,100	\$2,391
Campaign Content & Outreach Materials Totals	\$3,200	\$2,963
Total Expenses	\$173,618	\$168,862
FY22 Use of Fund Balance	\$2,922	-\$2,880
Projected Available Fund Balance at end of FY22	\$57,436	\$63,238



Direct education continued to be a mix of in-person and virtual, which greatly reduced the cost of travel (mileage) and physical outreach supplies. In addition, CWEP Partners opted to reduce the scope of the spring 2022 mass media campaign as compared to FY21 in order to reserve funds for a new video about sediment to be created in FY23.

Table 11: Projected FY22 CWEP Budget

CLEAN WATER EDUCATION PARTNERSHIP (CWEP) 8/2/22 PROJECTED FY2023 AVAILABLE FUNDS	
FY23 Cost Share Revenue	\$175,360
Fund Balance at close of FY22	\$63,238
Total revenue	\$238,598
CLEAN WATER EDUCATION PARTNERSHIP (CWEP) 8/2/22 PROPOSED FY2023 EXPENDITURES	
TJCOG Direct Costs	
TJCOG Staff Time	\$52,637
AmeriCorps Member	\$13,000
Travel, Supplies, Miscellaneous	\$7,100
TJCOG Direct Costs Total	\$72,737
Mass Media Campaign Costs	
Spring Online Spectrum Campaign	\$30,000
Spring/Summer CBC Campaign	\$51,250
Winter Cinema or Radio One	\$11,000
La Noticia Ads	\$1,920
Video Editing/Production (for new sediment materials)	\$10,000
Mass Media Campaign Costs Total	\$104,170
Campaign Content & Outreach Materials	
Direct Education/Outreach Materials	\$1,000
Printing	\$5,000
Campaign Content & Outreach Materials Totals	\$6,000
Total Expenses	\$182,907
FY23 Use of Fund Balance	\$7,547
Projected Available Fund Balance at end of FY23	\$55,691

When discussing projected FY23 budget, CWEP Partners opted to continue with two staff supporting CWEP’s mass media and direct education efforts based on appreciating the level of service provided in FY22. Part-time staff member Hannah moved on to a new position outside TJCOG in March 2022, and at the time of writing TJCOG was in the process of hiring a staff member who will fill this part-time role. CWEP



Partners opted to have FY22 AmeriCorps Caroline train incoming FY23 AmeriCorps via a contract for 2 weeks of her time in September 2022. The cost to TJCOG to have an AmeriCorps conduct direct education will increase from \$11,000 to \$13,000 in FY23 as the Conservation Trust for North Carolina (CTNC) which oversees the program CWEP's AmeriCorps serves through, and pays half of all AmeriCorps living stipends, aims to increase living stipends to a more tenable level. CWEP allocated up to \$10,000 to contract with a videographer to make a video about sediment pollution in FY23. Finally, the FY22 budget includes printing costs for a new run of CWEP's existing design of 6-fold flyers or alternative physical outreach/education materials that may be needed.

APPENDIX: STEERING COMMITTEE MEETING SUMMARIES



CLEAN WATER EDUCATION PARTNERSHIP FY22 Q1 STEERING COMMITTEE MEETING



July 13, 2021

9:30 to 11:00am

Remote; Microsoft Teams

Attendance:

Heather Holley, Town of Carrboro
 Michael Frangos, Town of Creedmoor
 Fred Nelson, Town of Benson
 Heather Fisher, Town of Hillsborough
 Jack Meadows, Town of Siler City
 Sherry Moss, Town of Nashville
 Soni Hawkins, City of Kinston
 Heidi Salminen, City of Creedmoor
 Loren Hendrickson, Piedmont Triad Regional Council
 Tony Victor, Town of Morrisville
 Sammy Bauer, Town of Chapel Hill
 Carmela Teichman, City of Raleigh
 Carrie Mitchell, Town of Wake Forest
 Joe Collins, Town of Wendell
 Mate'a Tindal, Town of Wake Forest
 Jennifer Mitchell, Town of Fuquay Varina

Zack Pitts, town of Holly Springs
 Laura Webb Smith, City of Durham
 Deanna Rosario, Town of Spring Lake
 Jaclyn Stannard, Town of Garner
 Monica Sarna, Town of Wake Forest
 Grace Messinger, Piedmont Triad Regional Council
 Danny Colavito, Town of Holly Springs
 TJ Cawley, Town of Morrisville
 Wesley Poole, Orange County
 Drew Blake, Chatham County
 Craig Benedict, Orange County
 Phil Ross, City of Roxboro
 Matthew Lassiter, City of Goldsboro
 Nathanael Shelton, Town of Clayton
 Allison Weakley, Town of Chapel Hill
 Tommy Jones, Nash County
 Hannah Barg, TJCOG
 Maya Cough-Schulze, TJCOG

Program Updates – led by Maya Cough-Schulze, TJCOG

- MOU/Membership Agreements: all are completed or in final stages of signing for FY21. Thanks to all for your efforts – we know it was administratively effortful for some. We received requests from several partners to have longer membership agreement terms in future. CWEP (and DEQ) are open to this – we want to save you effort! We know that local governments typically budget for one year, though; would you be permitted to sign a membership agreement for more than one year? (Note cost shares also increase or decrease incrementally year-to-year based on population.)
- **Informal poll vote on term length for future MOUs:**
 - 1 year: 1
 - 2 year: 1
 - 3 year: 9
 - Unsure/need to check with finance: 7

To do for members: Please let Maya know what you learn from your Finance colleagues about feasibility of longer than 1 year membership agreements.

- Reminder: We will send out invoices and CWEP Annual Report in August

Summer Mass Media Campaign Update (see slides for visuals/detail)

Wrapping up at end of July

- Continue to get >6 million (>4 million from CBC, ~2 million from Spectrum)
- CBC rep said that they are revamping their reporting methods nationally, so impressions are likely higher in line with past years
- Spectrum dashboard gives us more specific reporting on performance of our pre-roll, display and streaming TV PSAs

- Pre-roll videos get the majority of impressions and have a 58% completion rate (this is good)
 - Sammy Bauer- over half, that's great!
- Results indicate we want to make sure ads are mobile friendly
- Roku dominates ads from streaming platforms

Informal poll/discussion on Mass Media FY22 Focus

- Vehicle waste: 1
- Household hazardous waste: 1
- Sediment: 8
- Restaurant businesses: 11
- Auto businesses: 4

Discussion:

- Looks like targeted campaign for restaurant businesses is the top choice, followed by sediment
- Chapel Hill has restaurant education resources that CWEP partners can use as long as we cite UNC (since they were developed with grant funding.) Link to resources here:
<https://www.townofchapelhill.org/government/departments-services/public-works/stormwater-management/prevent-water-pollution/water-pollution-prevention-restaurants>
 - Carmela (Raleigh) and Laura (Durham) have reproduced these with permission in past years for mass mailings. Graphics are great!
- Allison Weakley- business outreach is needed and a targeted campaign can make a big difference. This came up during the audit.
- Camela- more business outreach is needed!
- Laura Webb Smith- Can we put sediment in the cue for next year? Can utilize any down time of AmeriCorps member to do research/ create materials for the following year's campaigns
 - Maya: Good plan!

Informal poll on what new materials we should create in FY22 (we will revisit this throughout year)

- New live 30 second video: 1
- Edit current English videos to :15 for social media, and split out Spanish video to :30 pollutant specific shorts for mass media advertising: 7
- Create new audio: 0
- New print materials: 7

In the chat:

Phill Ross- Our audit requested more print materials

Laura Smith- 15 second videos and postcards with 1 key message that links to more information

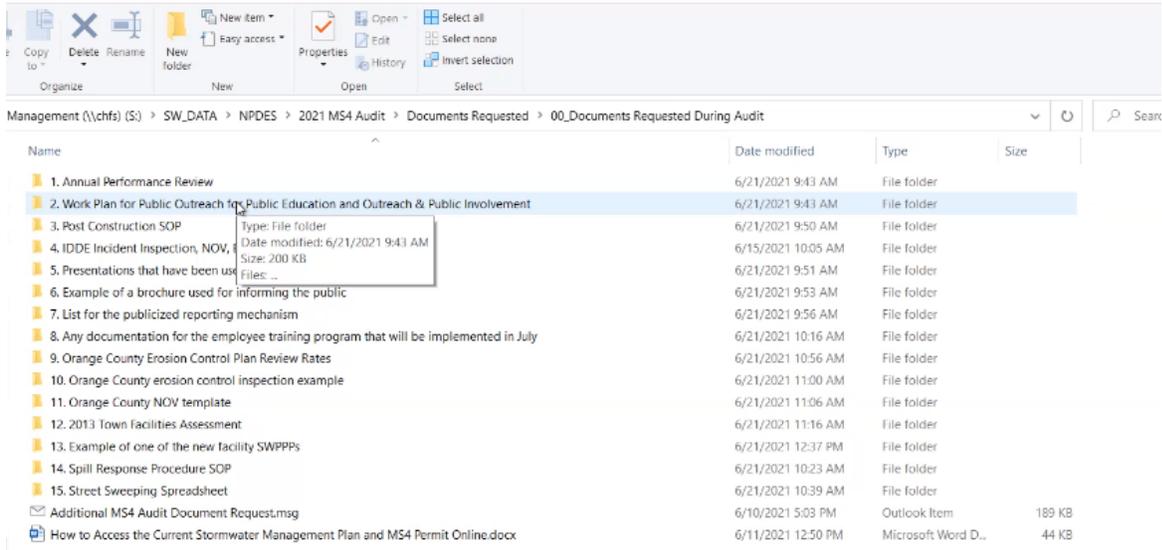
Reminder: We allocated \$2000 to create new materials this year – we could target some around Regional Creek Week needs. We will come back to this discussion topic at future meetings as well.

Education, Outreach, and the 6 MCMs: NPDES Audit Lessons Learned- led by Allison Schwartz Weakley and Samantha Bauer, Chapel Hill

Goal: Share lessons learned for any other MS4s who haven't been audited yet! Even if you aren't audited on the Public Education MCM, education touches all MCMs so this should be helpful. And if you aren't an MS4 community, you may be in future, with how population is booming in NC.

- What CWEP partners have already been audited?
 - Holly Springs, Roxboro, Morrisville, Fuquay, Carrboro, Apex, Goldsboro
 - Spring Lake will be audited tomorrow!!

- (Allison Weakley) Chapel Hill- MS4 community with 15 full time staff (7 maintenance, 4 engineers, and others), received a notice of the audit on May 7th and audited June 8th.
 - Met as staff (and with Carrboro) every 2 weeks in preparation of the audit
- Preparation
 - Organized documentation in a folder structure that mirrored the audit structure – it looks like this:



- Staff did not know content of audit until 2 working days before visit
 - Had to find a meeting space for the audit, met at community center due to COVID
 - Brought laptops to meeting, set up a TEAMS meeting to share documents (tracking, procedures, etc.) Auditors came without computers – just had an iPad!
 - Topics: Illicit discharge, construction site runoff, pollution prevention
 - Education-related topics CH was audited on: Annual evaluation, written procedures (action items, schedules, resources, responsibilities), promotion of the hotline for reporting pollution, and outreach to targeted audiences, especially business (were expected to show that they didn't just do outreach after a business was cited for an infraction). Also employee training-employees had to sign off that they have attended training (providing a list of staff wasn't considered enough.)
 - After audit, received request for additional documentation that they had to provide within 7 days
 - Sammy- wanted SOPs and program plans specifically for education, outreach. Need more than just the work plans.
 - CWEP can provide our lesson plans that Hannah has delivered in your jurisdictions
 - Other documentation they were required to provide: Presentations for employee training, documentation of employee training program, an example brochure, specific references to SWMP
- DEQ uses their audit report template, which includes all questions that *could* be asked during the audit. Chapel Hill used this template ahead of time to answer questions, reference specific page numbers and resources, etc. Chapel Hill's SWMP and permit posted are online in case anyone's curious.
- Still waiting for outcome, should receive by August. Then will have 120 days to update SWMP and get back to DEQ.

Overall Recommendations:

- If you are getting audited soon, start populating documents into folders based on DEQ resources on website- make it easy for auditors to answer questions during the audit
- Sammy: The self-audit was the first tool we used to prepare. This helped us find our gaps. Meeting every 2 weeks with the Town of Carrboro, who was audited prior, was very helpful.
 - Recommend you make sure you have back up plans for how to share the documents—had an iPad, extra computer and cords, etc.
- Anyone from town of Chapel Hill could answer any of the questions, approached the audit like a team – this impressed auditors
- Had a staff member not participating in the discussion who went through the audit template and took notes on discussion so that they had a record of what documentation/ changes that needed to be made
- Sammy's overall reflection: going through this audit made our program stronger!

Discussion:

- Danny- Great job! I would caution local governments who are not as well established or as well staffed, know what is in your permit and management plan. It is okay to say that you are not required to do something. You don't want to get written up for something that you aren't required to do. Holly Springs able to push back on some of the suggestions by auditors because we aren't required to do it. Chapel Hill goes above the minimum requirements.
 - In his role leading the Stormwater Association of NC (SWANC) Danny is putting together a request to DEQ to iron out the variability between their auditors – and address some of these issues about auditors asking for documentation that wasn't required per current permit
 - If you would like something added to the SWANC request, let Danny know so they can present to DEQ.
- Allison- going through the template really helped us hone in on the documentation we could reference prior to the audit. Overview documents solidified the references we made through the document so they could easily find afterwards
- Sammy- in the past some folks have been marked down for not providing documentation and rationale for documentation. This is where overview doc came from, so required documentation is really clear. Important to follow this!
- Sammy was surprised to be asked for documentation for education and outreach especially because we were not audited on this. Because it overlaps with everything else, be prepared to provide anything that is related to these activities.
- Allison- We were asked to provide information about education because it is related to all minimum measures
 - Big focus on program administration and documentation
 - Templates will lead you to acknowledge you have some gaps in your program
 - Every single minimum measure needs to have written procedures
- Sammy- We had to repeat ourselves several times
- Danny- Any of it has a possibility to be overreach- if it doesn't check boxes they want to see, that doesn't mean you are currently required to do it.
- James- We were audited in November and agree with Danny. It was a bit confusing how they repeatedly asked how we were qualified to inspect BMPs (specific certifications, etc.) You might want to have you and your staff's list of current certifications on hand during audit, this threw us for a loop. It was not clear what they wanted in this respect, because we have an arsenal of certifications that we could share, many staff are P.E.s, etc.
 - Tony Victor- seconded James' comment
- Heather- we recorded our audit presentation to refer back to. This might be helpful for others!



Direct Education Updates & Resources - Hannah Barg and Loren Hendrickson (PTRC FY21 AmeriCorps, Stormwater SMART)

- Direct Education updates
 - Summer events Hannah has done in-person: Juneteenth festival in Rocky Mount, Raleigh Environmental Justice Summer Camp in Raleigh with Carmela Teichman, Square to Square festival in Clayton with Susan Locklear
 - Direct education events already scheduled for upcoming AmeriCorps Caroline this fall (Hannah will attend the first event of each type with Caroline as training, or if a CWEP rep can't attend):
 - Oxford Hot Sauce Festival (September 11)
 - Wayne County Agricultural Festival table Sept 30-October 9 (passive table setup)
 - Johnston County: Kenly Library visit
 - Roxboro: Person County Library visit
 - **Reach out to Hannah** to schedule any fall events with us now!
 - We schedule on a first-come, first served basis
 - We try to schedule with communities we haven't reached recently first
 - We try to plan a quarter ahead.
 - If you're planning a school visit in fall and would be open to Caroline shadowing you, that would be helpful for her to get trained!
 - Sammy: CH and Carrboro schools are in flux – will reach out when have more detail
 - Hannah presented about the Watershed Spotlight Series she has been deploying via social media. This is one way we can leverage our regional social media following and spread watershed awareness virtually.
 - Great option if we haven't been able to visit in-person recently or if you want to highlight a specific watershed in your jurisdiction. Eventually we want to have one for each of your communities (have done 7 so far.)
 - River Network outreach so far
 - Goal: to build relationships with individuals and organizations doing EJ work in CWEP communities.
 - Attended Spring Lake Litter Cleanup, Rocky Mount Juneteenth Community Empowerment Festival
 - Hannah is keeping a spreadsheet of contacts she makes
 - Next step: Reach out to contacts to assess potential needs and schedule and education visit if desired
 - If you're eligible for the grant, reach out to Hannah about how involved you want to be – we are happy for you to join Hannah in this outreach

Education Resource Demonstrations

CWEP Environmental Privileges activity

- Hannah has piloted this activity at a festival and at a summer camp – can be facilitate either way
 - At festival: Have participants add post-its to a big posterboard about the water-related privileges they do or don't have (ie, ability to access stream; clean drinking water; garbage pickup at home; never been displaced by flooding)
 - At camp: Have campers given slips of paper with environmental privileges and have them reflect.
 - Hannah's observation so far: Activity seems to work best with people who have environmental privilege, to get them to think about how everyone in their community might not
 - Can be done anonymously, as a warm-up for other activities
 - A good way to get peoples' input/stories without assigning blame
 - CWEP partners – feel free to take this and run with it!
 - Hannah will continue to refine and can run a demonstration of this at the next CWEP meeting

Stormwater Smart watershed brochures – Loren Hendrickson

- His major project during his AmeriCorps term was to create Watershed Brochures for 10-digit HUC watersheds in Stormwater SMART jurisdictions, since materials exist for River Basins and HUC 12s, but not HUC this intermediate size
- Created these materials as an alternative to in-person outreach during this COVID year
- Intention is to be local enough that people can make a personal connection with their watershed; educate people about how to protect their watersheds, inspire them to take action
- Audience: Students, teachers, community groups, landowners – can offer the watershed brochure for the HUCs the specific audience occupies.
- Contents include geography, water quality and impaired streams, stream buffer information/guidelines from DEQ/recommended vegetation, local contacts, and info about NC stream watch program
- Have handed these out in person and sent out PDFs virtually. Have shared via Creek Week and geocaching – included QR code for people to get watershed brochure where they are geocaching.
- All data used in brochures was publicly available from DEQ; brochures created in Canva Pro
 - o Biggest time sink was finding all the data/information, synthesizing it all, and then editing.
 - Maya: Could we share PTRC's templates?
 - Loren will confirm with Danica but thinks so!
- Laura: Thinking of doing ArcGIS Story Maps instead of brochures?
 - o Loren: Wanted to do – just didn't have time
 - o Hannah: We might try to do this for Creek Week this year
 - o Easier to change Story Map as the watershed changes
- Let Maya and Hannah know if this is something you'd be interested in us or Caroline pursuing for your watersheds as part of Creek Week. We won't be able to do everyone at once, but could build off Watershed Spotlights to create more place-based resources for you similar to these!

Review of action items, next steps

All CWEP Partners:

- Contact Maya about whether you would be allowed to have multiyear membership agreements (or are even interested in this)
- Reach out to Hannah about scheduling events for fall or later in year

Maya to follow up with the following:

- Tony and Heather doing Q and A for smaller local gov'ts at next CWEP meeting
- Sammy and Allison, Chapel Hill about sharable outreach materials for restaurants
- Danica/Loren re: Canva templates for watershed brochures

Hannah to send Carmela, Heather copies of her lesson plans



CLEAN WATER EDUCATION PARTNERSHIP FY22 Q3 STEERING COMMITTEE MEETING

October 12, 2021
9:30 to 11:30am



Location: Remote; Microsoft Teams: [Click here to join the meeting](#)
Or call in (audio only): [+1 919-436-2323,,678212302#](#)

Attendance

Deanna Rosario, Town of Spring Lake
Laura Webb Smith, City of Durham
McKenzie Myers, Durham County
Ike Archer, Town of Knightdale
Heather Holley, Town of Carrboro
Stephen Wensman, Town of Smithfield
Darrell Smith, City of Oxford
Jaclyn Stannard, Town of Garner
Jennifer Mitchell, Town of Fuquay Varina
Tommy Jones, Nash County
Charles Brown, Town of Cary

Susan Locklear, Town of Clayton
Morgan DeWit, Town of Pittsboro
Sammy Bauer, Town of Chapel Hill
Shauna Haslem, City of Fayetteville
Marie Cefalo, Town of Cary
Mary Duffy, Town of Zebulon
Heather Fisher, Town of Hillsborough
Adrianna Weber, Town of Leland
Tyler Riddle, Town of Hope Mills
Carrie Mitchell, Town of Wake Forest
TJ Cawley, Town of Morrisville

Agenda Items

Introductions; Mass Media and Admin Discussion & Updates - Maya Cough-Schulze, TJCOG

Restaurant poster printing updates

- Maya is getting a proof sent and will find out printing timeline; posters are now available for pickup at TJCOG or delivery when Caroline comes for an education event!
- We will order more English and Spanish grease lids that you can pick up at the same time.

Mass media updates

- Maya recommended advertising via radio again this year rather than cinema because cinema grosses about 300,000 impressions, and radio nearly 2 million
 - Agreement among attendees to go forward with radio for winter 2021 (local governments outside radio service area will receive proportionally more digital coverage in spring campaign)
- CBC gave CWEP 25,000 livestream video impressions in Oct on WRAL.com as a makegood for error (not placing pixel on CWEP site to track who arrives there from ads – we will make sure this happens in this year’s CBC campaign.)

Determine pollutant video for mass media use:

- For winter radio/spring-summer digital/TV campaigns, Maya recommended airing one of the 30 second videos that we haven’t aired in the last few years – household hazardous waste or pesticides/fertilizers.
 - Thanks to those who already filled out the survey about which of these pollutants you want us to focus on for mass media this year!
- The PSAs we run via digital/TV broadcasting have to be 30 seconds or less, so that people finish them and get the basic info about stormwater pollution impacts which is what leads to behavior change – which is our mission.



- We have six 30-second videos created a few years ago, about litter and trash, household hazardous waste, pesticides, yard waste, pet waste, and auto waste.
- In spring we will start thinking about sediment-related materials to create next year.
- Chapel Hill had previously created materials for restaurants including a 6-minute video which you may have seen [here](#). It would be great to find places to share this video this year, as well as the introductory stormwater video we had made last year. These videos are more in-depth than we can air via mass media (I didn't see a 30-second clip of it that would encapsulate the whole message.)

CWEP attendees voted in chat about which pollutant to use for winter/spring mass media:

Votes for HHW: Carmela, Sammy, Adrianna, Shauna, Deanna, Heather, Susan, McKenzie, Darrell, Jennifer Mitchell, Philip, Stephen Wensman, Jaclyn, Monica, TJ Cawley, Morgan DeWit

Votes for Pesticides: Marie, Stephen Wensman

- Philip- is sediment pollution also an option or has it been done recently?
- Maya- this is the biggest pollutant in our state and yes, we do plan to create resources that help people decrease sediment on their own properties (rain gardens, etc.). Stay tuned for FY23! We will start developing our messages this spring '22.
- Hannah will shorten existing 30-second videos to 15 seconds for next meeting (this length is better for social media)

Looking ahead to spring/summer and FY23

- Maya gave a recap of CBC and Spectrum digital/TV campaigns that CWEP has run for the last few years. These cover every zip code in CWEP communities via video and still ads in the body of articles online, in sidebars, before video plays, and via broadcast TV networks as well as devices like Roku, Apple TV, etc.
- For spring/summer digital/TV campaigns, Maya will also look into whether more airtime via streaming services would help- to get the best viewership by using platforms most people use.
- Maya drafted FY23 cost shares based on 2020 certified population estimates. You can use these numbers for your budget requests (with a couple of exceptions where I've contacted you already if you have group quarters.)

Meet Caroline, FY22 CWEP AmeriCorps - Caroline Wofford, TJCOG

- From Chapel Hill originally
- Reach out to Caroline if you have a direct education idea in your jurisdiction! (cwofford@tjcog.org)
- Interned for EPA in air quality department, excited to work on a more local scale with CWEP
- Experience working with pre-k-elementary aged kids, excited to help teach next generation of water stewards
- Looking forward to doing outdoor, hands-on activities (NC Stream Watch, clean ups), also virtual education and social media
- Pursuing NCEE certification

Direct Education Updates & Next Steps – Hannah Barg and Caroline Wofford, TJCOG

- Caroline has already been to the Oxford Hot Sauce Festival and Wendell Harvest festival – has seen several hundred people at each!
 - Darrell: Caroline did a fantastic job engaging citizens Hot Sauce Festival!
- Schedule your fall/winter events with Caroline- open to outdoor in-person, hybrid, or virtual: cwofford@tjcog.org or 919-360-0268
 - Upcoming events Caroline will be doing include a homeschool activity at Lake Crabtree County Park for Morrisville, an Imagine a Day Without Water lesson at Lincoln Heights Elementary for Fuquay-Varina, tabling at the Clayton Harvest Festival, and a storytime at the Kenly Library for Johnston County.

- Deanna commented that she has an education opportunity in Spring Lake in April

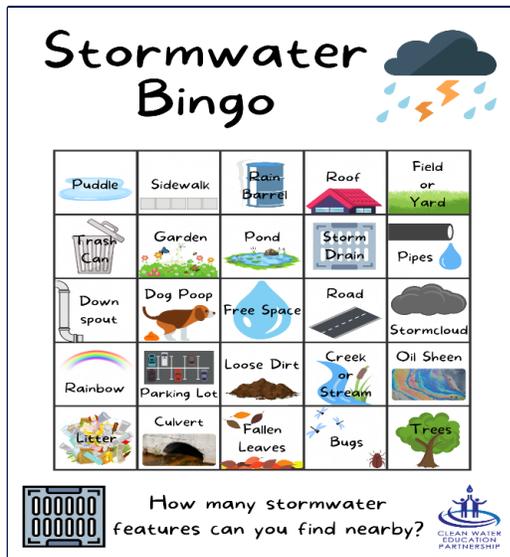
Direct Education Updates and Resources:

- Hannah will be resharing the “big 6” pollutants series via social media over 6 weeks
 - Hannah wants to include alt text with all infographics – please reach out if you know of any professional development/resources to learn about this!

Caroline will then be sharing social media macroinvertebrate posts she previewed.

Caroline has developed a Stormwater Bingo activity with vocab cheat sheet:

Stormwater Bingo



Puddle	Sidewalk	Rain Barrel	Roof	Field or Yard
Trash Can	Garden	Pond	Storm Drain	Pipes
Down spout	Dog Poop	Free Space	Road	Stormcloud
Rainbow	Parking Lot	Loose Dirt	Creek or Stream	Oil Sheen
Litter	Culvert	Fallen Leaves	Bugs	Trees

How many stormwater features can you find nearby?




Vocab Cheat Sheet

Stormwater - the water that falls as rain or snow into our environment, which flows directly into **streams**

Pervious Surface - soft places where stormwater can soak in, like a **field** or a **garden**

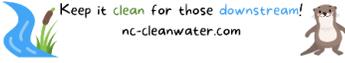
Impervious Surface: hard places that stormwater runs off, like a parking lot, sidewalk, roadway, or roof

Green Infrastructure - **trees, rain barrels, rain gardens, and ponds** help keep the water where it falls

Gray Infrastructure - storm drains, downspouts, pipes, and culverts help transport water away

Pollutants - **litter, dog poop, oil, loose dirt, and leaves** all get washed into our waters. They can hurt our animal friends, like **bugs**, that live in the water

Keep it clean for those **downstream!**
nc-cleanwater.com




Scan with smartphone to get the file!

- River Network mini-grant update
 - Planning an in-person meeting in Spring lake with Deanna and community partner Debora who has a family resource nonprofit
 - Reach out if you work for the following grant-eligible local governments and know of a community event to attend:
 - Butner
 - Roxboro
 - Fayetteville
 - Kinston
 - Smithfield
 - Any event is fine – doesn't have to be environmental justice-focused.
 - Stephen Wensman: Check with the Smithfield Downtown Development Corp to see if they will be organizing the Ham and Yam Festival this year or any other events that they might host.
- 2nd annual CWEP Regional Creek Week (to occur: March 12-19, 2022)
 - Hannah gave a recap of Regional Creek week and what it involves:
 - Participating CWEP partners will:
 - Attend monthly planning meetings from November-March
 - Plan at least one virtual, hybrid or in-person program during 2022 Regional Creek Week
 - CWEP will:
 - Schedule and facilitate monthly planning meetings, which are an opportunity to brainstorm with other jurisdictions and learn from others' experience

- List all events, resources, etc. on CWEP website
 - Create a themed social media campaign
 - Host at least one regional event (i.e., BioThon). Could be anything from a streamside litter cleanup, a HHW or FOG pickup, a virtual event – really anything you choose
- Hannah challenged 15 CWEP partners to join this year (10 did last year)
- Maya: Idea - a restaurant-associated event to raise awareness about restaurant pollution?
 - Laura: We had good luck getting restaurants to participate in Skip the Straw week/month around Creek Week
- Stephen Wensman: I like the creekweek idea, but Stormwater is split between Park and Public Works and neither have the capacity to plan for such an event. Our Parks Department does these sorts of events, but not involving stormwater. I think a paddle event down the Neuse could be a great event.
 - Maya: If one department doesn't have capacity to create a new event, you can just piggyback on a Parks dept event and hand out CWEP materials. For instance last year Cary Parks Dept was doing a tree giveaway and Marie had them include brochures about trees and stormwater.
 - Marie Cefalo: Cary's March tree give away is happening during the Creek Week again!
- Samantha Bauer: Last year I liked how we all shared asynchronous resources as well (ex. we shared a video series about water quality parameters).
- Deanna Rosario: I am considering organizing a collaboration with Carvers Creek State Park on Creek Week activities, has anyone else had any experience with something like this?
 - Laura: Yes, Deanna, We have partnered with Eno River State Park. They have often offered a themed hike or program that we co-promote for Creek Week.

Sammy Bauer: Orange County is starting up our first creek week at the same time (folks in that group, we'll need to adjust our dates).

Deanna: I am working on one in Spring Lake during that time frame too

- **Education evaluation:**

- We want to evaluate what folks are learning from direct education because we know that your permit reporting is evolving. Historically we have just focused on the reporting AmeriCorps requires.

- 1) **What is everyone's preferred pre/post question?**

- Marie: What is stormwater?
- Sammy: Storm drains lead to streams?
- Mary Duffy (Zebulon): What happens to stormwater before it hits the natural waters? (Nothing!) Adults will argue that it's treated! This continues to shock people.
 - Consensus that this should be the question
- As for how to ask the pre/post question: Caroline and Hannah to brainstorm best ways to conduct pre- and post-surveys (hand raises, paper surveys, Kahoot quiz) and will share successes and failures!

- 2) **Is it useful for CWEP to track effort as well as outcomes (ie, effort we spend reaching out to librarians, teachers, etc. as well as events completed, learning outcomes?)**

- Sammy, Laura: No – this is an internal workflow
- Heather Holley: Yes, this would be helpful – include in the annual report. We were asked for documentation on who we reached out to in addition to who we presented to in our audit. Our auditor might not ask the same questions, though.

- 3) **Do you report on social media to DEQ?**

- Morrisville, Chapel Hill, and Spring Lake were asked about social media reporting during their audit
- Tony: Morrisville reports to DEQ on social media for their posts and CWEP posts
- Deanna: Spring Lake includes addresses to accounts in annual reports in addition to reporting reach
- Sammy: Chapel Hill is not sure exactly what they will report to DEQ until their SWMP is approved
- Mary: Zebulon reports both CWEP posts and any they create, though they share more than they create
- Heather: Carrboro includes digital file of posts in social media and include handles. They were asked about this during audit since they included it in their report.
 - Jennifer Mitchell confirmed this would be helpful
 - CWEP could include links to digital files of social media posts in annual report
- Durham and Spring Lake use ArchiveSocial to track posts automatically, helps meet public record requirements for social media
- Sammy: We can see reach of the post we shared, but not the total reach. Therefore it is still helpful for CWEP to include this data in CWEP annual report.

1) Do you report on posts of CWEP's that you share?

- Yes, some do
- Several local governments use ArchiveSocial to be prepared for public records requests

Review of action items, next steps - Maya Cough-Schulze, TJCOG

- Meeting dates for 2022: Jan 11th, April 12th, July 12th, October 11th

MOUs: Multiyear or single year?

- Laura Webb Smith, Jennifer Mitchell, Heather Fisher, and Deanna Rosario are all in favor of multi-year MOUs because it saves staff time
- Marie Cefalo and Shauna Haslem will check with their legal counsel to determine preference
- No one expressed disagreement

CWEP meeting preferences:

Virtual or in-person?

- Deanna, Sammy, and Shauna are not able to travel through their local government, virtual works best
- Jennifer Mitchell, Mary Duffy, Heather Holley like virtual option for workload purposes.

Preferred length? (current invite is 9:30-12; we wrapped up around 11am today)

- Carmela, Tony, Marie, Mary Duffy, Shauna, Sammy, Michael, Susan, Deanna all prefer for us to overestimate CWEP meeting time so that we have time to catch up on other items
- Sammy says we could use extra time to have non-formal discussion as a group, or in breakout groups
- This could be optional as folks have time

CWEP RESOURCE SHARING CORNER

- Sammy: We have lots of info about stormwater pollutants, but not what they look out in the wild and when they hit the waterways! This is the topic of a "spot the pollution" social media series that Chapel Hill may run in future
 - Sammy: Please reach out if you have images of what pollutants look like before they reach the creek and/or want to collaborate!
 - Caroline: Feel free to reach out with social media ideas that you don't have capacity for- CWEP can help!
- Marie: Cary is developing 9 brief stormwater videos that will be ready early 2022 that we'd love to share in due time.



CLEAN WATER EDUCATION PARTNERSHIP

FY22 Q3 STEERING COMMITTEE MEETING



January 11, 2022
9:30 to 11:30am

Location: Remote; Microsoft Teams

Attendance:

Susan Locklear, Town of Clayton
 Monica Sarna, Town of Wake Forest
 Lauren Neaves, Durham County
 Heidi Salminen, City of Creedmoor
 Allison Weakley, Town of Chapel Hill
 Daniel Colavito, Town of Holly Springs
 Jennifer Mitchell, Town of Fuquay-Varina
 Meredith Stull, Durham County
 Catherine Deininger, Loves Creek
 Watershed (Siler City)
 Philip Cox, Chatham County
 Phil Ross, AWCK (Town of Roxboro)
 Tony Victor, Town of Morrisville
 Marie Cefalo, Town of Cary
 Laura Smith, City of Durham

Adriana Weber, Town of Leland
 Darrell Smith, City of Oxford
 Carrie Mitchell, Town of Wake Forest
 Jaquelyn Stannard, Town of Garner
 Ike Archer, Town of Knightdale
 Heather Fisher, Town of Hillsborough
 Stephen Wensman, Town of Smithfield
 Jack Meadows, Town of Siler City
 Jessica Batten, Johnston County
 Morgan DeWit, Chatham County
 McKenzie Myers, Durham County
 Shauna Haslem, City of Fayetteville
 Carmela Teichman, City of Raleigh
 TJ Cawley, Town of Morrisville
 Zach Pitts, Town of Holly Springs

Agenda items

Info item: Mass Media & Admin Updates

- Mass media updates:
 - Remind all that restaurant posters available
 - Pick up at office
 - Caroline deliver when she comes to do an event
 - Mail
 - Stephen Wensman from Smithfield would like some posters sent in the mail
 - More training materials and fact sheets available on Town of Chapel Hill website [here](#)
 - “New” materials: Hannah has edited videos to 15 seconds for social media use; working on breaking Spanish subtitled video into 30 second shorts; and pulling out sections of Chapel Hill’s restaurant video so that we could use these for mass media interspersed with HHW.
 - Laura Smith says yes to Spanish shorts (15 seconds)
 - Spring mass media recommendation: Go with new advertiser Outsource Media Solutions (OMS) instead of CBC for same ROI but better customer service, reporting, new media (Google Display ads, Facebook, Instagram.) Stick with Spectrum campaign running concurrently (has good dashboard for reporting stats.)
 - Clarification: New OMS services would just replace Capital Broadcasting for this year. Radio and Spectrum mass media will still occur
 - We will double check on what type of tracking OMS does (impressions, clicks, etc.). Folks wanted to know if impressions is someone actually viewing the ad, or it just showing up on their page – we will ask rep.
 - Website traffic is also a helpful indicator and we will have a pixel put on CWEP website with OMS services.
 - No objections to going with OMS- several affirmations in the chat

- Allison Weakley shared that they are tracking social media for their stormwater plan/ audit so CWEP tracking is helpful
 - Phil Ross shared that social media counted for public outreach especially during COVID counted for their audit. Auditors also looked at educational material on the local government website
 - Jaclyn mentioned there was almost no mention of social media during their in-person audit, but did share about it during self-audit afterwards
 - Carmela mentioned that Facebook ads are pretty inexpensive and a good use of funds for the return. They used them for Stormwater Art Contest last year
- Admin updates: Projected budget needs for the rest of this FY + next
 - Plan to allocate funds for sediment video next year
 - Fuquay used Amazing Studios- \$20,000 for four 3 minute videos
 - Laura suggested Horizon (CWEP has worked with them in the past). Durham used them for animated wetland videos and they were excellent. \$12,500 for 1 minute animated video
 - Discussion of what fund balance we should aim to retain from year to year?
 - CWEP will plan to set aside \$10,000 for an animated short video

Discussion: Sediment materials to create in FY23

- What would an effective video look like?
 - Audience(s)
 - Residents: cover your bare dirt
 - Businesses
 - Construction sites/ development (I.e. contractors, developers, drivers, workers)
 - Farmers
 - Message content
 - Soil health is a complicated topic, needs to be clear and informative
 - Frame it from what people experience (I.e. construction silt fence, hay bales).
 - How does sediment get created
 - Explain why it's a stormwater pollutant
 - Include who people can call to report issues
 - Definition and Sources of Sediment, what it can do to aquatic life, Turbidity versus sediment education, What construction sites are required to do
 - Actual wording
 - What can others do to prevent sediment? What can you do to prevent sediment?
 - "keep it on site", could be paired with "keep stormwater where it falls"
 - Cartoon or live-action?
 - Can discuss thoughts/ preferences at later meeting
 - Cost estimates/ranges from your experience?
 - See above suggestions from budget discussion

Info Items: Direct Education Updates & Next Steps

- Where has Caroline been, and where is she going?
 - 1,127 reached tabling
 - 244 reached during a longer educational event
 - 1,371 reached total
 - 7 programs scheduled for upcoming quarter
 - On track to have at least one event in each local government this year!
 - Please let Caroline know of any ideas for education events if you are not on the calendar
- Resource highlight: Water recreation map
 - Found [here](#) on CWEP website ("Get Outside" tab)

- 2 categories: direct water access (blue), and walkways/ trails (green)
- At least one in each CWEP community, contact Caroline with any updates of parks to add to the map
- Social media updates
 - Macroinvertebrate series
 - 15-second pollutant videos
- Regional Creek Week
 - Virtual Stormwater 5k Run Off (hosted on Strava)
 - Along with this, will have a litter clean up element and BioThon integrated for participants
 - If folks want to do an in-person 5k in their local government, along with this, that's also an option. Laura suggested creating yard signs with Stormwater slogans that could be posted periodically along the route
 - People can run or walk! There will be all kinds of prizes available (not just related to places)
 - 16 participating municipalities in RCW- CWEP goal was 15, still time to join if you're interested
 - Next RCW planning meeting is January 20th from 1:30-2:30

Discussion: Interest in multiyear membership agreements

- Recommend a 3-year term for July 1, 2022- June 30, 2025 to reduce all of our admin burden
 - No objections to this in the chat, several folks affirmed this decision in the chat
 - Clarification: Everyone would still be invoiced annually
- Include language: "Automatically renews for a total of '3' years unless either party gives 90-day notice prior to end of term."
- Reminder that Maya sent out cost share amounts to be invoiced next July for your budget discussions – will resend

Discussion: HHW/FOG offerings

1. What kind of education and/or drop-off events do you do for HHW disposal or FOGs?
 - a. Fayetteville has a brochure related to these topics
 - b. Chatham County has been doing HHW drop offs during COVID. Put out signs along the highway, paper ads. Usually well attended, especially in March when it's been a while between drop-offs.
 - c. Morrisville: did a Green Day drop off event. Don't have a brochure, but posted about FOGs on social media with good engagement
 - d. Fayetteville promotes the county HHW drop off when possible
 - e. Raleigh has [this video](#) on YouTube about HHW. Raleigh uses Wake County drop off sites for HHWs
 - f. Chapel Hill uses Orange County drop off sites. No brochure, but info on [website](#).
2. Does the types of HHWs that disposal facilities accept vary across local governments? Do they all accept pesticides? (bridging priority pollutants)
 - a. Might be a question for waste management in each local government

Review of Action Items from last meeting:

All CWEP Partners:

- Contact Maya about interest in multi-year membership agreements
- Reach out to Caroline about scheduling direct education events
- Pollutant photos?
- Interest in a shared-access resource sharing folder?
 - Yes, definitely interest in having a shared folder for resources



- Sharepoint/ OneDrive was majority vote, others suggested Dropbox
- Teams channel for file sharing – some may not be able to use Teams channels outside their organization though

Action items from this meeting:

Meeting dates for 2022: Jan 11th, April 12th, July 12th, October 11th

Several CWEP Partners stuck around for informal discussion with others at the end of the meeting.



CLEAN WATER EDUCATION PARTNERSHIP

FY22 Q4 STEERING COMMITTEE MEETING

April 12, 2022

9:30 to 11:30am



Attendance:

Catherine Grimm - Tarboro
 Charles Brown - Cary
 Chelsie Philips - Kinston
 Deanna Rosario – Spring Lake
 Meredith Gruber - Rolesville
 Heather Fisher - Hillsborough
 Heather Holley - Carrboro
 Heidi Salminen - Creedmoor
 Ike Archer - Knightdale
 Jack Meadows – Siler City

Jaclyn Stannard - Garner
 Jennifer Mitchell – Fuquay Varina
 Marie Cefalo - Cary
 Eric Marsh - Rolesville
 TJ Cawley - Morrisville
 Morgan DeWit - Pittsboro
 McKenzie Meyers – Durham Co
 Lauren Neaves – Durham Co
 Nick Nolte – Wake Forest
 Phil Ross - Roxboro

Phillip Cox – Chatham County
 Sammy Bauer – Chapel Hill
 Monica Sarna – Wake Forest
 Laura Smith - Durham
 Carmela Teichman – Raleigh
 Tommy Jones – Nash County
 Tony Victor - Morrisville
 Jessica Watkins – Wake Forest
 Kevin Watson - Clayton
 Zack Pitts – Holly Springs

Agenda items:

Mass Media Updates

- Restaurant posters are still available for pickup or delivery – contact us if you are interested
- You can share materials to the CWEP_Partners Listserv if you like
- 15 second English and Spanish HHW videos are currently running via mass media campaigns. Hannah edited these down from our :30 videos and also created all sizes of still HHW ads.
- These are now available for any of you to use in future as well
- Spectrum and OMS are currently running our PSAs in zip codes covering all CWEP communities; these campaigns run March-May/June
 - o OMS – Social media, sidebar, video ads, online banners, in-text, Google displays
 - o Spectrum – online & streaming TV
 - o We have 30 & 15 second HHW videos in English/Spanish as well as stills for your use
 - o Clicks go to HHW Disposal & Stormwater Contacts page
- See slides for a snapshot of campaign performance to date!
 - o We are getting way more clicks to the CWEP website
 - o We expect to see a peak, then sustained engagement above the levels before our campaign
 - o We have already gotten nearly as much traffic in 2022 by April as we did in 2021 total
 - o Creating a variety of sizes, lengths, etc. of ads helps target specific attention span
 - o HHW is a very specific ask, provides helpful and actionable information
 - o Social Media update – click through rate is good
 - Impressions, total # of times the ad is shown
 - Clicks – clicked through to website
 - High levels of impressions on Google Display ads
 - Will have a report on TV and Radio by next Quarterly
 - o Streaming TV – 143k impressions, approximately the same as last year
 - Most people are watching the entire 30-second ad
 - On many kinds of TV devices (Amazon, Apple TV, Roku, etc.)
 - Higher than industry average

Direct Education Updates & Next Steps

- Where has Caroline been, and where is she going?
 - o 7 visits in Q3, for a total of 455 people engaged
 - o Many visits in Q4 – busy spring, Earth Month, & NC Science Festival
- 2022 Regional Creek Week Recap
 - o Share your data with us!
 - o Overall lots of momentum from partners and community alike
 - o Future virtual 5k has momentum, come to Creek Week wrap-up to discuss Strava, outreach strategies, & more! <https://www.when2meet.com/?15324949-cZbE5>
 - o Sammy from Chapel Hill shared updates on OC engagement – physical 5k signs increased awareness, as well as getting local running groups involved
- Social media updates and strategy discussion (if time allows)

Admin and Budget Updates and Reminders

- Upcoming MOU renewal, cost shares available
 - o Begin 3-year term this July
 - Need signatory (Town/County manager or Mayor)
 - Discuss how to incorporate fee schedule in text of agreement
 - Cost shares change annually based on state-certified population numbers
 - Check in with Maya on how the cost-share spreadsheet might impact MOU agreement
- Staffing updates
 - o Hannah has moved on
 - o Caroline will be on through AmeriCorps through July
 - o Maya is currently advertising for an AmeriCorps for next year to start in September
 - o We will have the typical 1-month gap in direct education coverage in August, between AmeriCorps
- See slides for budget overview and recommendations for next year
 - o FY23 budget recommendations:
 - Small contract with Caroline to train next AmeriCorps
 - Have new planner share CWEP supervisory roles/be trained by Maya (20% time on CWEP; similar time/roles as Hannah this year)
 - Budget for more 6-fold flyers or other printing

Discuss Primary Sediment Message for FY23 Mass Media Campaign

Objective: Come up with one-sentence top message for the public to reduce sediment in runoff from their property

- TOP PRIORITY – 30 second video for mass media use targeted to general public?
 - o Consensus verbally/in the chat
 - o Heather Fisher says there is a lot of misunderstanding in the public about sediment, concept of erosion, as well as management – agreement in chat
 - o Useful questions to answer: How, why, mechanics, what to do, who is responsible
 - o Phillip Cox - Land disturbance, permitting, soil stabilization; keep it on site is applicable for everyone
 - o Sammy Bauer– clarify that it is the largest pollutant by volume, share examples of problem (visual); **focus on defining the problem**
 - o Carmela Teichman – people don't understand sediment as a pollutant; keep message simple
 - o Ike Archer – **clarification of natural erosion vs development-caused erosion**
 - o Deanna Rosario – **let people know they are losing money via erosion when their yard washes away**
 - o Jennifer Mitchell – turbidity vs sediment, **rules in place for construction**
 - o Marie Cefalo – **What is the call to action?**

- Laura Webb Smith – Define the problem, show the correct action
- Maya: We can do this visually in the video as well as in words, since it’s short
- Kevin Watson – “Keep it out of the street and out of the creek”
- Eric Marsh “cover it to keep it”
- Sammy Bauer “If it’s on the street it’s in the creek” (more applicable than just sediment)
- Heather Holley “cover it to keep it out of the streets and creeks”
- Charles Brown – Issues are often with small contractors, landscapers doing work on private property on
- Jennifer has footage that she could share
- Laura Smith has an early draft of a graphic
- Caroline - SOS – Save Our Streams – keep Soil/Sediment On Site!
- “Keep it on site” could be the call to action – broadly applicable
- Maya: What I’m hearing is we should define the problem & offer a high-level “what can you do” message
- Separate from this 30-second video, in-depth materials can be created for specific audiences (social media, etc)
- We need a videographer this summer to begin creating the video for winter/spring mass media campaigns.
 - Live action or animation?
 - More interest for live action in the chat
 - Sammy could provide context on production – people may connect more when they recognize a place/thing
 - Permissions about property, video release, etc. are more hoops to jump through
 - Maya: If we can lean on partners for some footage, we may be able to create live action at lower cost
 - Fuquay-Varina used Amazing Studios for live action (they also made our cartoon videos, so we know they can do either)
 - Cary used Digital P for their new video series

Discuss Outreach Tracking for Nutrient Rules & MS4 Permits

- What consistent things does DEQ wants tracked for both Neuse/Tar-Pamlico and MS4 outreach? What ‘best practices’ should everyone record?
 - Outreach materials distributed, topics covered, number of people reached, what else?
 - Carmela: It is helpful how you send out information in CWEP newsletter – It would be great to be able to copy these into my tracking spreadsheet
 - Caroline: I can include numbers in the body of the email for ease of harvesting information when I send out the newsletters

Review Action Items, Next Steps

- Meeting dates for the rest of 2022: July 12th, October 11th
- Let Maya know if your MOU Signatory has changed (name/title)
- Input on including fee schedule in MOU – whether this would confuse signatories or make us have to revise the MOU with a new fee schedule annually, since it changes slightly each year
- Whether you would like to attend in-person July Quarterly meeting
 - Carmela Teichman, Phil Ross, Jennifer Mitchell, Marie Cefalo, potentially
 - Remote option still appreciated
- Creek Week Wrap-Up meeting (<https://www.when2meet.com/?15324949-cZbE5>)



Triangle J Council of Governments helped Local Government Partners establish the CWEP program in 2001. Since then, TJCOG has provided management and technical support for CWEP.



Contact:

(919) 558-9389
mcough-schulze@tjcog.org
cwep@tjcog.org

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