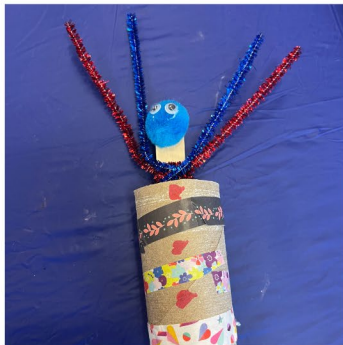




Clean Water Education Partnership Annual Report

Fiscal Year: FY25 (7/1/2024 - 6/30/2025)

Report Date: 8/29/2025



Clockwise from top left: Mary Duncan Library, Bailey Elementary School, Oxford STEAM Club, Apex Track Out Camp, Knightdale High School, Western Wake Farmers' Market

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CENTRAL PINES
REGIONAL COUNCIL

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ACRONYMS AND ABBREVIATIONS

CPRC	Central Pines Regional Council (formerly Triangle J Council of Governments)
CTNC	Conservation Trust of North Carolina
CTR	Click Through Rate
CWEP	Clean Water Education Partnership
FY	Fiscal Year (FYs run from July 1 to June 30 and are numbered by the year they end in)
Meta	Facebook and Instagram
MOU	Memorandum of Understanding
NCDEQ	North Carolina Department of Environmental Quality
Partner	CWEP Partner Government
Program	CWEP program
PSA	Public Service Announcement
RCW	Regional Creek Week

EXECUTIVE SUMMARY

The Clean Water Education Partnership (CWEP) is a program of Central Pines Regional Council (CPRC), formerly Triangle J Council of Governments. CPRC 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 CPRC and is governed by a Steering Committee that is composed of representatives from each Partner jurisdiction or agency. At the end of FY25, there were 44 local government partners in CWEP. In FY25, 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. **CWEP's FY25 stream and floodplain protection mass media campaign had 10,142,016 impressions throughout the CWEP partner areas.**

1.0 CWEP FISCAL YEAR 2025 ACTIVITY SUMMARY

In FY25, CWEP continued to provide stormwater education through both in-person and virtual education methods using similar mass media outlets as in previous years, advertising via digital and streaming platforms, and building on previous years direct stormwater education and outreach. In person, CWEP Partner visits occurred in many forms including classrooms, after-school programs, and festivals. In FY25, CWEP held its fifth-annual Regional Creek Week engaging over 6,000 people.

Local governments that participated in the program in FY25 are shown within the map on the following page (Figure 1). CWEP membership agreements include a 3-year Memorandum of Understanding (MOU) that was created in response to North Carolina Department of Environmental Quality (NCDEQ) Stormwater and Nutrient Strategy staff recommendations. The MOU details the specific education and outreach items that CWEP provides to Partners and how CWEP will help with stormwater public education and outreach requirements, as well as audit documentation for those regulated CWEP communities that will need to implement local programs under the stormwater rules and regulations. Notably, a statistically valid stormwater survey was added to CWEP's outreach offerings for all partner jurisdictions at least every five years to gauge public perceptions and behaviors regarding stormwater. Language was also added to the MOU's mass media campaign programming section to allow Partners more flexibility in requested media offerings. CWEP continues to give a bi-annual summary of events and updates from CWEP's Newsletter "The Drop" (Appendix A).



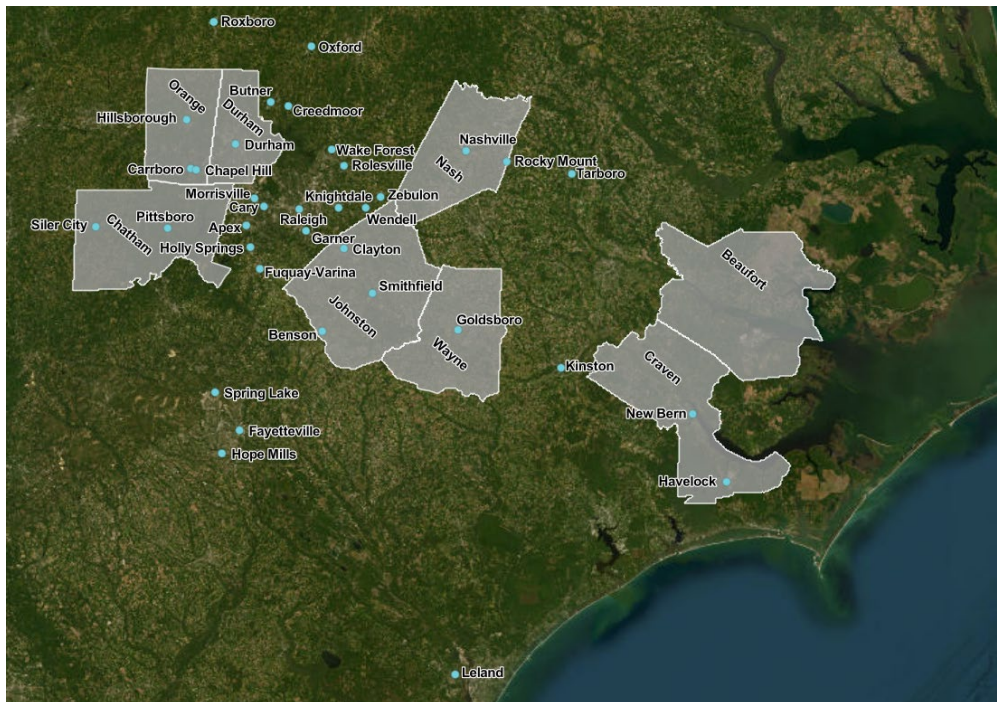
CWEP representatives spoke at the 2025 Municipal Wet Weather Stormwater Conference, hosted by the [International Erosion Control Association](#), where they promoted the benefits of regional stormwater outreach programs alongside the [Regional Stormwater Partnership of the Carolinas](#) (see Appendix B for presentation).

1.1 CWEP EDUCATIONAL OFFERINGS WITH PARTNERING ORGANIZATIONS

FY25 marked a year of meaningful progress, characterized by program expansion, enhanced community relationships, and strengthened educational outreach. Sterling McDonald served as the CWEP AmeriCorps NC/Resilience Corps service member for the year and continued existing programming through direct education and social media. CPRC is able to host this service member thanks to a partnership with the Conservation Trust of North Carolina (CTNC) who administers the AmeriCorps NC/Resilience Corps program. CWEP has continued their involvement with Stream Watch NC Programming. As a member of the inaugural NC Stream Watch Ambassadors cohort, Sterling learned how to best demonstrate stream watch curriculum in partner communities. The curriculum has been archived in CWEP's program files and can be expanded upon in future years.



Figure 1: FY25 Local Government Partners Participating in CWEP



1.2 CWEP STORMWATER SURVEY

To better understand community awareness of stormwater management, the Clean Water Education Partnership (CWEP) sought out a contractor to design and conduct a statistically valid survey. Jackson Insight was selected to administer this effort, with the statistically valid survey distributed by mail to targeted populations within CWEP's jurisdiction as well as an additional survey online. The purpose of the survey was to gauge residents' knowledge of common stormwater concepts and collect feedback that will help guide outreach and education strategies.

In late April, 10,000 stormwater surveys were mailed to residents in targeted communities. During the first four weeks, 150 responses were received, with one-third submitted online and the rest by mail. Extending the survey period by two weeks increased the total to 200 responses.

The overall response rate for the mailed survey was 2 percent, well below the typical 5–8 percent seen for stormwater surveys. Alan Jackson of Jackson Insight recommended supplementing with random email surveys in the same communities to strengthen participation.

The email survey phase was subsequently launched and has now been completed. This effort resulted in a total of **599 responses**, exceeding the original target of 500 by nearly 20 percent. The larger dataset will provide a stronger foundation for analysis and more reliable results. The final results from Alan Jackson will be added as an appendix to this report when available.

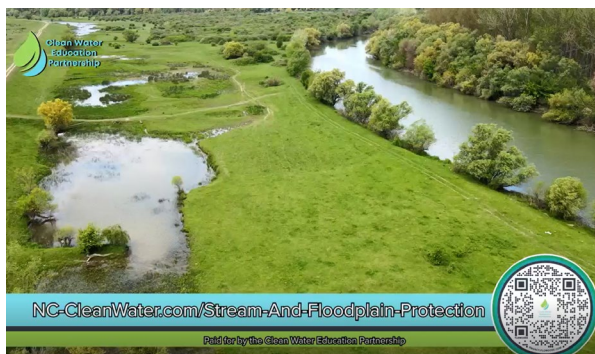
1.3 CWEP MASS MEDIA CAMPAIGN ACCOMPLISHMENTS

1.3.1 New Media Created in FY25

CWEP's mass media programming reached **10,142,016** impressions via a new mass media contract with Nexstar CBS17. Mass media offerings in FY25 included stream and floodplain protection digital materials, such as educational PSAs and varied ads, which were tailored to perform best on different advertising and social media platforms.

In FY25, the CWEP partners stormwater public outreach efforts were focused on stream and floodplain protection. The primary goal of the stream and floodplain protection campaign was to include messages that emphasized both personal responsibility and easy, everyday solutions – targeted towards homeowners and landscapers, as well as the general population. CPRC staff and their mass media contractor worked together to produce engaging content, as well as a [3-minute segment on CBS17's My Carolina](#) to promote CWEP's message. Two, 15-second videos were created in English and in Spanish* that linked out to a [stream and floodplain protection landing page](#) that served to promote education and action on the subject. The landing page on CWEP's website supplemented the stream and floodplain videos (Figure 2) with additional information about local resources and other ways to practice sustainable stream and floodplain practices for homeowners and more.

Figure 2: Stream and Floodplain Protection Thumbnail



The stream and floodplain protection videos created by CBS17 explained the function and importance of preserving these natural features, including two separate videos that define [a stream buffer](#) and [a floodplain](#). It then suggests a few best practices that can help people protect streams and floodplains on their properties.

** Translations provided by Spanish-speaking CPRC staff in-house*

1.3.2 CBS17 Stream and Floodplain Protection Digital Campaign

CBS17 was contracted to perform the FY25 Spring Stream and Floodplain Protection Digital Campaign. This thirteen-week campaign delivered over **3 million** digital impressions and over **3,800 clicks** to the website for more information. Figures 3 & 4 show examples of ads shared during the campaign. The targeted geography covered all CWEP partner local governments – advertisements were shown on Meta-based social media platforms, Facebook and Instagram, along with YouTube. Refer to Appendix C for a detailed FY25 Stream and Floodplain Protection Campaign Report.

A combination of social media and internet Display Networks were used to effectively distribute the primary message to targeted users (Homeowners, Landscapers, and Spanish demographics) in the CWEP partner local governments footprint. Two objectives were utilized:

1. The reach or awareness (impressions) objective is designed to reach the most people in your target regardless of their online interest or behaviors. It has shown to be successful in delivering the most messages
2. The traffic or engagement (clicks) objective is designed to send users to a chosen destination, usually a website or app. This objective was used to reach people who have an interest and/or behaviors related to environmental issues. We estimated the message would be more relevant and would trigger these users to visit the website for more information.

The homeowner population within CWEP's partner communities garnered **518,196 impressions** with **346 clicks** from display ads. The communities with the most impressions amongst English homeowners were in Pinetown (Beaufort County) and Apex. Landscapers, for both English and Spanish populations, reached 251,129 impressions in total, with 259 clicks. Notably, New Bern had a high CTR for both Spanish and English landscapers, with Morrisville having the highest engagement for English landscapers and Hillsborough the highest for Spanish.

Our social media campaign metrics have also given us insight into what demographics engage most with our content. **Ages 55+ had the highest number of impressions**, with men showing higher levels of engagement overall. Within Spanish demographics, women aged 25-34 showed the most interest, with a high overall CTR amongst both men and women.

YouTube brought in a total of **54,074 views** between both English and Spanish ads distributed. It is notable to add that between the two video ads produced, “A Stream Buffer” had higher engagement on YouTube overall. Due to a lack of YouTube engagement within our targeted demographics compared to industry standards, it is recommended to explore options such as streaming services in future campaigns.

Figure 1: Example of Shared Social Media Ad

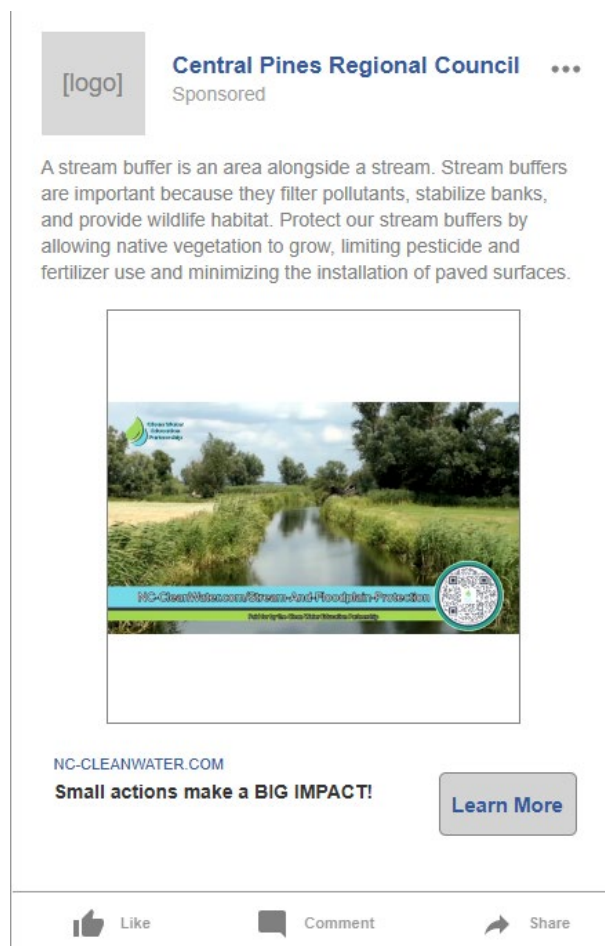
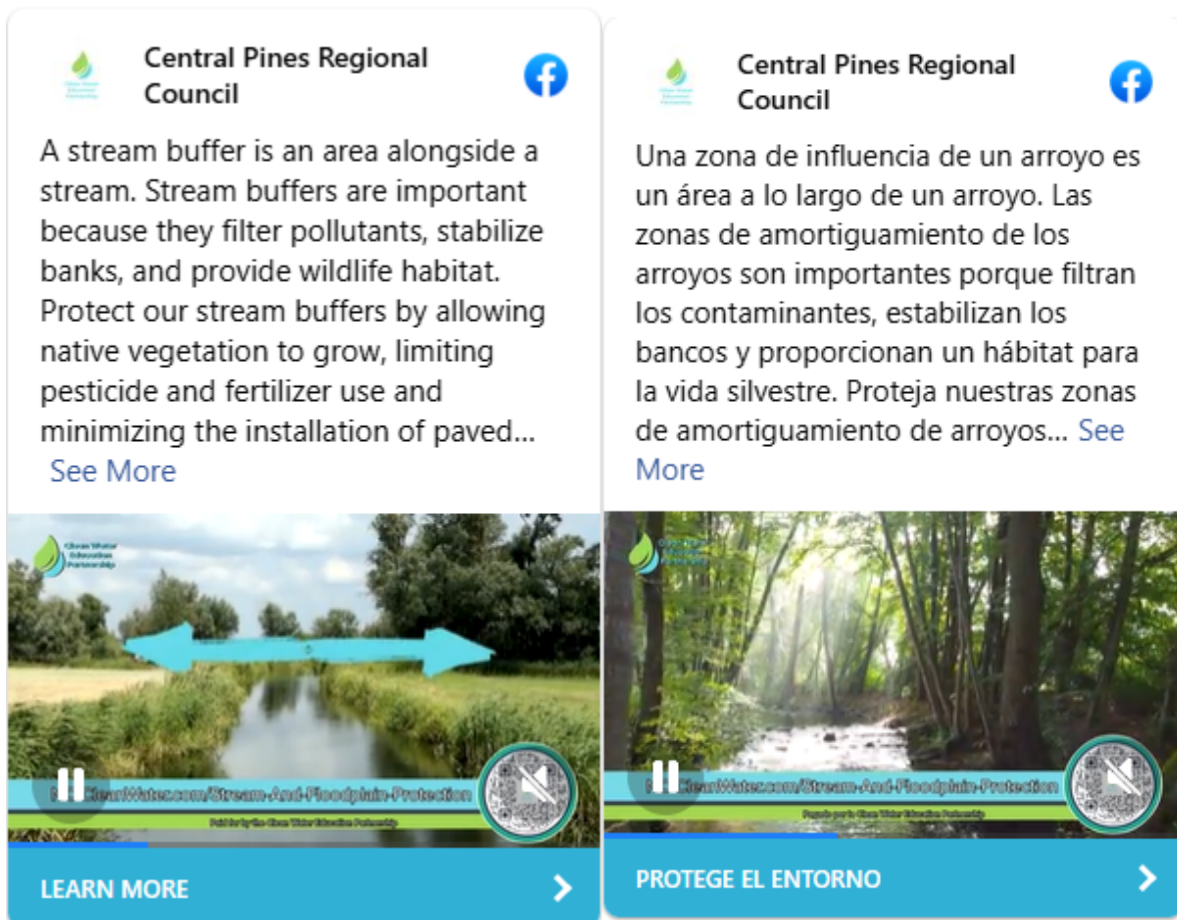


Figure 2: Example of Social Engagement Banners



1.3.3 **CBS17 Stream and Floodplain Public Outreach Campaign – Broadcast TV**

CBS17 was also contracted to perform the FY25 Spring Stream and Floodplain Protection Public Outreach Campaign using television (cable). The use of television in addition to social media platforms and display ads allows people to see ads more often, which in turn increases the chances of CWEP's messages being received and engaged with. CBS17 ran the two [stream and floodplain protection videos](#) over a 13-week campaign period from March 31, 2025 to May 1, 2025. This campaign delivered over **6.8 million impressions** over the CWEP jurisdictions with a high visit rate to CWEP's website – at **18,002 website visits** (only on days when ad spots aired). The highest hours of engagement were between 2am-6am and 11pm-midnight (Figure 5).



As a free addition to CWEP's campaign, CBS17 included a [3-minute-long segment](#) on their lifestyle morning show, My Carolina, to help educate their audience on stream and floodplain protection. My Carolina leads CBS Mornings - from 7-9am - preceding "Let's Make a Deal" & "The Price is Right". My Carolina reaches an average of

20,000 to 30,000 households daily, including 12,000 Adults 25+ daily. CWEP's interview segment aired the morning of May 7, featuring host, Trent Gilbreath, and speakers Sterling McDonald, Planning Assistant with CPRC, and Tony Victory, Environmental Specialist with the Town of Morrisville. This interview resulted in **36,184 total impressions**.

■

Figure 5: Broadcast TV Best Performing Dayparts

Daypart	Ads	Share of Ads	Visits	Share of Visits	VPA - Visits per Airing™
📺 Overnight ⓘ	111	18.26%	152	20.51%	1.37
📺 Late News ⓘ	19	3.13%	26	3.51%	1.37
📺 Early Fringe ⓘ	79	12.99%	100	13.50%	1.27
📺 Late Fringe ⓘ	78	12.83%	94	12.69%	1.21
📺 Early Morning ⓘ	307	50.49%	355	47.91%	1.16
📺 Daytime ⓘ	14	2.30%	14	1.89%	1.00

1.3.4 Overall Mass Media Campaign Values

Total impressions and values (as measured by number of impressions) of all mass media performance tactics are summarized in the table below. The FY25 Stream and Floodplain Campaign has satisfied performance expectations while costing less than previous years. Over **10 million** impressions were reached because of the multi-media campaign at a total cost of **\$60,000** (Table 1). CPRC staff facilitating the CWEP program continue to explore ways of assessing and fostering public behavior change through both direct education and mass media efforts.

Table 1: FY25 Overall Mass Media Campaign Values

Performance Tactic	Number of Impressions
Broadcast Television	6,794,800
My Carolina	36,184
Digital Display	844,572
YouTube	72,316
Social Media	2,394,144
Total	10,142,016

Approximately **10,142,016** impressions were delivered within the CWEP partner jurisdictions for a total investment of **\$60,000** for an average per-impression cost of **\$0.0059** (Table 2). Note that Table 2 below was created as an estimate of impression distribution to partner communities based on current population statistics and percentages along with total campaign impressions.

Table 2: FY25 Estimated Impressions by CWEP Partner Jurisdictions

Partner Municipality	Population for FY25* (July 2023 certified pop, NC State Demographics)	Impressions per Jurisdiction
Town of Apex	71,992	13,420
Town of Benson	4,270	683
Town of Butner	8,092	111
Town of Carrboro	21,319	1,151
Town of Cary	181,488	24,084
Town of Chapel Hill	54,788	12,797
Town of Clayton	30,151	8,812
City of Creedmoor	5,105	1,449
City of Durham	297,556	714,581
City of Fayetteville	193,975	15,074
Town of Fuquay-Varina	41,010	10,557
Town of Garner	38,211	6,348
City of Goldsboro	34,239	6,510
City of Havelock	17,479	3,954
Town of Hillsborough	9,996	1,995
Town of Holly Springs	46,052	3,619
Town of Hope Mills	18,035	954
City of Kinston	19,242	2,881
Town of Knightdale	20,957	3,222
Town of Leland	30,264	9,394
Town of Morrisville	32,431	2,591
Town of Nashville	5,871	566
City of New Bern	33,917	7,969
City of Oxford	8,986	1,483
Town of Pittsboro	5,364	3,848
City of Raleigh	479,921	748,446
City of Rocky Mount	55,427	3,273
Town of Rolesville	11,268	439
City of Roxboro	8,127	2,362
Town of Siler City	7,909	751
Town of Smithfield	12,135	2,295
Town of Spring Lake	11,619	1,593
Town of Tarboro	10,664	3,023
Town of Wake Forest	54,242	10,975
Town of Wendell	13,550	2,959
Town of Zebulon	8,326	2,022
	1,903,978	1,636,191

Partner County	Population for FY25* (July 2023 certified pop, NC State Demographics)	Impressions per Jurisdiction
Beaufort County	30,947	
Chatham County	63,407	4,599
Craven County	43,298	11,923
Durham County	34,931	727,378
Johnston County	171,483	11,790
Nash County	42,371	3,839
Orange County	55,134	15,943
Wayne County	75,578	6,510
	517,149	781,982

* CPRC staff reached out to CBS17 to inquire about a lack of reporting for Beaufort County. While Beaufort County was targeted in their advertising approach, CBS17 confirmed that their available data did not show engagement high enough from homeowners or landscapers within the county to be captured in the impression pool.

1.4 CWEP DIRECT EDUCATION AND OUTREACH ACCOMPLISHMENTS

1.4.1 Public Education and Outreach

From September 2024 to June 2025, CWEP conducted 29 direct education visits in-person, totaling approximately over **4,000 people reached**. In terms of resource distribution, about 1,532 physical giveaways (brochures, stickers, and grease lids) were distributed at tabling events and directly to partners throughout the year. Table 3 shows a breakdown of in-person direct education by CWEP Partner, associated event and estimated number of people reached. Table 4 shows a breakdown of material resource distribution.

Table 2: FY25 In-Person Direct Education Events

Partner	Event Title/Location	Type of Outreach	# of People Reached
Apex	Apex Track Out Camp	Camp Visit	29
Apex	Apex Track Out Camp	Camp Visit	21
Benson	Mary Duncan Library	Library Visit	16
Butner	Butner Summer Festival	Tabling	70
Cary	Good Hope Farms	Tabling	103
Cary	Kingswood Elementary School	School Visit	420
Cary	Cary Arbor Day	Tabling	75
Chatham County	Chatham County Spring Ag Fest	Tabling	175
City of Durham	Durham Bimbe Festival	Tabling	195
City of Raleigh	Storm Drain Marking - Left Hook Coffee	Tabling	25
Clayton	Clayton Harvest Festival	Tabling	491
Creedmoor	South Granville High School	School Visit	72
Durham County	Durham County Library	Library Visit	2
Durham County	Durham County Library	Library Visit	10
Fuquay-Varina	Lincoln Heights Elementary School	School Visit	32
Garner	Garner Groundhog Day	Tabling	114
Havelock	Havelock National Night Out	Tabling	160
Holly Springs	Holly Springs High School	School Visit	90
Holly Springs	Holly Springs High School	School Visit	116
Kinston	Kinston Earth Day	Tabling	67
Knightdale	Knightdale High School	School Visit	123
Knightdale	Knightdale Christmas Tree Lighting	Tabling	156
Morrisville	Western Wake Farmers' Market	Tabling	75
Nash County	Bailey Elementary School - Science Day	School Visit	156
New Bern	MumFest	Tabling	438
Orange County	Orange County Earth Evening	Tabling	50
Oxford	Thornton Library STEAM Club	Camp Visit	22
Rocky Mount	Englewood Elementary School	School Visit	93
Wendell	Wendell Harvest Festival	Tabling	650

Total 4,046

*Highlighted light blue are NCDEQ Potentially Underserved Communities or NCDPI Title 1 Schools

Table 4: FY25 CWEP Resources Distributed on Behalf of Partners

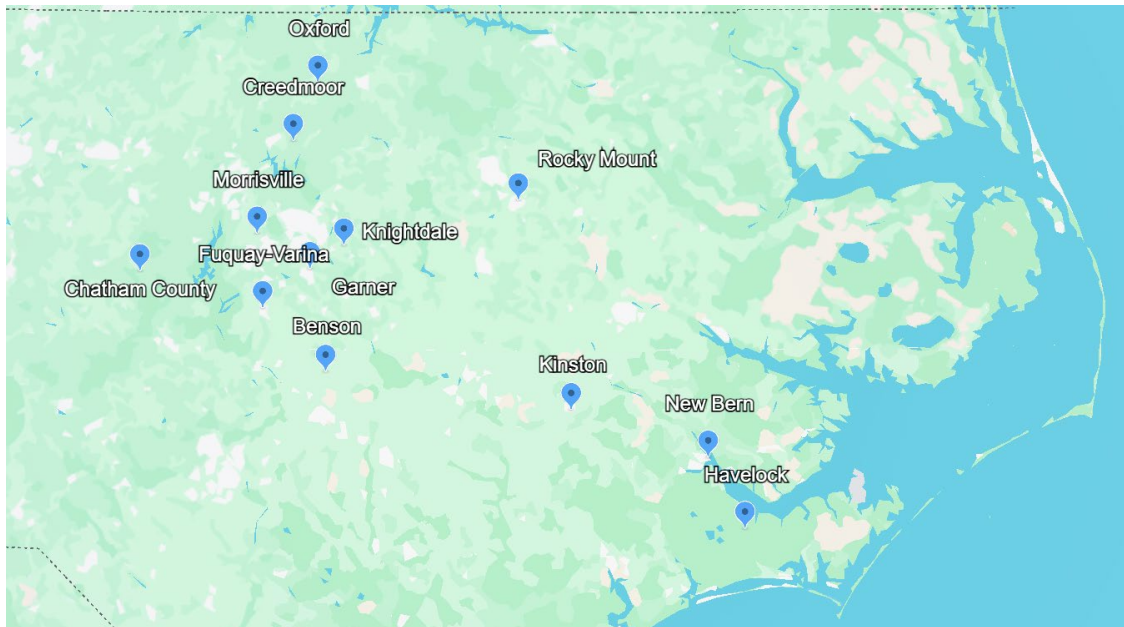
Resource Type	# Given
CWEP English Brochures	345
CWEP Spanish Brochures	210
Stream and Floodplain Brochures	15
Magnents	25
Stickers	550
English Grease Lid Covers	242
Spanish Grease Lid Covers	145

Total **1,532**

1.4.2 Education and Outreach in Potentially Underserved Communities

CWEP continues to focus on [Potentially Underserved Communities](#) as identified in NC DEQ's Community Mapping System for education and outreach efforts. In FY25, CWEP reached students in the NC Title 1 school, Lincoln Heights Elementary School. This year, CWEP visited a total of 13 communities designated as potentially underserved as referenced on the Figure 6 map and as highlighted in light blue in Table 3.

Figure 6: NC Potentially Underserved Communities Visited



1.4.3 Regional Creek Week



From March 15th to the 22nd, 2025, CWEP hosted the fifth annual Regional Creek Week (RCW). Six monthly planning meetings for RCW occurred from November 2024 – April 2025. Partners contributed time and expertise for RCW planning, and this year built on the successes of the three prior years. Partners hosted at least one in-person or virtual event or participated in amplifying CWEP’s regional event 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, a list of participating Partners, and a description of Creek Week and its mission. Over **6,600** people were engaged in Creek Week events, including walks, litter cleanups, storm drain marking, competitions, invasive plant removal workdays, and much more (Figure 7). A press release about RCW 2025 was drafted and widely distributed, and a Creek Week Proclamation Template was provided for those communities who enjoy using RCW to emphasize these efforts during a more formal event like a Council meeting or Board meeting. RCW outreach impact participation and events are summarized in Table 5.

Figure 7: FY25 Regional Creek Week Metrics

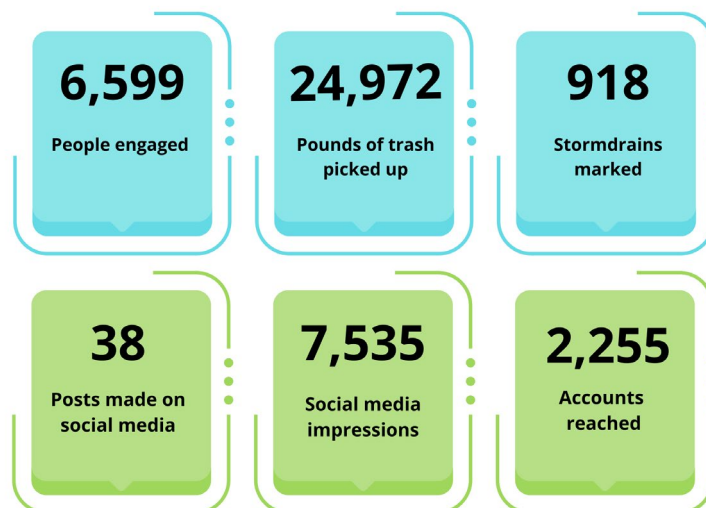


Table 3: FY25 Regional Creek Week Event Participation

Jurisdiction	Event Title/Location	# of People
CWEP Regional	Virtual BioThon Bingo	2,200
Raleigh Stormwater	Stream Cleanup	22
Raleigh Stormwater	Biothon	45
Raleigh Stormwater	Streambank planting	26
Raleigh Stormwater	Rain Garden Rain Barrel Workshop	7
Raleigh Stormwater	GSI Mosaic Workshop	22
Raleigh Stormwater	Adopt-a-stream events	94
Knightdale	Litter Sweep	46
Knightdale	StoryWalk	-
Town of Holly Springs	Litter Sweep	7
Town of Holly Springs	StoryWalk	-
Town of Holly Springs	Rain Barrel event	-
Chatham County	Creek Geeks Field Day	75
Durham Co/City	Litter clean up	557
Durham Co/City	educational events	772
Town of Leland	Storm drain marking	-
Town of Leland	Wild Wetlands Presentation	4
Town of Leland	Home School Studio	13
Town of Leland	Lend a Hand in Leland	113
Town of Morrisville	SW Drain Assessment - Breckenridge #3	5
Town of Morrisville	SW Drain Assessment - Wilson Place	6
Town of Morrisville	SW Drain Assessment - Kitts Creek Area #1	3
Town of Morrisville	SW Drain Assessment - Kitts Creek Area #3	6
Town of Morrisville	SW Drain Assessment - Town Hall North Area	3
Town of Morrisville	SW Drain Assessment - Providence Place Area #1	3
Town of Morrisville	SW Drain Assessment - Providence Place Area #2	6
Town of Morrisville	SW Drain Assessment - Carpenter Park Area	6
Town of Morrisville	SW Drain Assessment - Weston Estates Area	5
Town of Morrisville	SW Drain Assessment - Park West Village Area	3
Town of Morrisville	SW Runoff 5K	202
Town of Morrisville	Aquatic Insect Collection and WQ Monitoring Activity	2

Town of Morrisville	MAFC Ed. Booth	72
Town of Morrisville	Libraray SW Program #1	58
Town of Morrisville	Libraray SW Program #2	45
Town of Morrisville	Stream Cleanup - Crabtree Creek	8
Town of Morrisville	Stream Cleanup - Morrisville Community Park	17
Town of Morrisville	Stream Cleanup - Indian Creek	16
Town of Morrisville	Litter Sweep - Xylem on Trans Air Dr.	45
Town of Morrisville	Stream Cleanup -Breckenridge	18
Town of Morrisville	Stream Cleanup - Morrisville Market	12
Chatham County	Creek Week Programs	530
Town of Cary	Monthly Workday at Good Hope Farm	40
Town of Cary	Spruce Litter Sweeps	51
Town of Cary	CaryVan to GHF	18
Town of Cary	Hemlock Bluffs Creek Week Programming	32
Town of Cary	Arbor Day	800
City of Oxford	Litter Pickup & Storm Drain Marking- Granville Street Area	6
City of Rocky Mount	Picture Books on Tap, Larema Beverage	31
City of Rocky Mount	Braswell Library Tabling	150
City of Rocky Mount	Benvenue Elementary Storytelling/Watershed Model	68
City of Rocky Mount	Creek Week Trivia, Larema Beverage	32
City of Rocky Mount	Stream Clean with Cummins of Cowlick Creek, Unity Cemetery	13
City of Rocky Mount	Fairview Elementary Storytelling/Watershed Model	96
City of Rocky Mount	Braswell Library World Water Day Event	56
Town of Hillsborough	Invasive Species Removal	29
Town of Hillsborough	Rain Garden Spruce Up	11
Town of Hillsborough	Gold Park Wetland Cleanup	10
Town of Hillsborough	Bioswale Maintenance	2
Town of Wendell	East Wake High School educational outreach	70
Town of Wendell	Rotary Club Litter Sweep	15
Town of Wendell	Little River Litter Sweep	9
Town of Pittsboro	Creek Week Programs	23

Total 6,636

1.4.4 Social Media Outreach

Preceding Creek Week, CWEP made a general awareness post advertising the event as well as their regional, virtual event – BioThon Bingo. CWEP’s BioThon Bingo event encouraged people to get outside into their local waterways and identify streamside species.

During 2025 RCW, CWEP posted a series of social media posts focusing on important aspects of Stream and Floodplain Protection. This theme was decided by CWEP partners to tie in with the pollutant theme of the year and mass media campaign. The posts defined basic terms relating to streams and floodplains, such as “What is a Stream Buffer?” and “What is a Watershed?”. The posts were intended to provide brief bits of education which can serve to promote behavioral change through awareness.

Overall, in FY25, a total of **19,034** people were reached through non-paid social media posts about stormwater pollution, watersheds, and CWEP activities and programs. The breakdown of this total is shown in Table 6. CWEP had the greatest success with Facebook, making 10,589 impressions with 431 engagements. CWEP’s X made 5,237 impressions with 96 engagements, and Instagram made 3,208 impressions with 214 engagements.

	Impressions	Engagements
	5,237	96
	10,589	431
	3,208	214

Table 6: FY25 Social Media Metrics

1.5 CWEP STEERING COMMITTEE ACTIVITIES

The CWEP Steering Committee met for quarterly meetings on July 9, 2024; October 8, 2024; January 14, 2025; and April 8, 2025. 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. Two hybrid meetings were held during FY25 to promote in-person interaction and discussion while providing flexibility for Partners with restrictions on travel. More hybrid meetings will be planned for the upcoming year with the idea that in-person interaction can lead to a greater depth of engagement.

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-capital 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 (FY25 used 2022 certified estimates). The CWEP Steering Committee approved the CWEP FY25 program cost shares outlined in Table 7.

Table 4: CWEP FY25 Cost Shares

Partner	Base Cost \$2,000	Population for FY25* (July 2022 certified pop, NC State Demographics)	Cost Share (@ 0.041 per capita)	FY25 Cost Share (\$0.041 per cap + Base Cost)
Town of Apex ^{2,5}	\$2,000	69,535	\$2,851	\$4,851
Town of Benson ²	\$2,000	4,164	\$171	\$2,171
Beaufort County ⁴	\$2,000	30,994	\$1,271	\$3,271
Town of Butner ²	\$2,000	8,577	\$352	\$2,352
Town of Carrboro ^{2,5}	\$2,000	21,136	\$867	\$2,867
Town of Cary ^{1,2,5}	\$2,000	180,367	\$7,395	\$9,395
Town of Chapel Hill ^{2,5 *}	\$2,000	53,615	\$2,198	\$4,198
Chatham County ^{5,6}	\$2,000	62137	\$2,548	\$4,548
Town of Clayton ²	\$2,000	29,204	\$1,197	\$3,197
Craven County ¹	\$2,000	43,466	\$1,782	\$3,782
City of Creedmoor ²	\$2,000	5,043	\$207	\$2,207
City of Durham ^{1,3,5}	\$2,000	292,939	\$12,010	\$14,010
Durham County ^{1,5}	\$2,000	37104	\$1,521	\$3,521
City of Fayetteville ^{2,3 *}	\$2,000	192732	\$7,902	\$9,902
Town of Fuquay-Varina ²	\$2,000	38,516	\$1,579	\$3,579
Town of Garner ^{1,2}	\$2,000	33,537	\$1,375	\$3,375
City of Goldsboro ^{1,2}	\$2,000	33,463	\$1,372	\$3,372
City of Havelock ¹	\$2,000	17,848	\$732	\$2,732
Town of Hillsborough ²	\$2,000	9902	\$406	\$2,406
Town of Holly Springs ²	\$2,000	45072	\$1,848	\$3,848
Town of Hope Mills ²	\$2,000	17986	\$737	\$2,737
Johnston County ¹	\$2,000	166112	\$6,811	\$8,811
City of Kinston ¹	\$2,000	19408	\$796	\$2,796
Town of Knightdale ²	\$2,000	20386	\$836	\$2,836
Town of Leland ²	\$2,000	28126	\$1,153	\$3,153
Town of Morrisville ^{2,5}	\$2,000	32224	\$1,321	\$3,321
Nash County ^{4,6}	\$2,000	41897	\$1,718	\$3,718
Town of Nashville ^{2,4}	\$2,000	5788	\$237	\$2,237
City of New Bern ^{1,2}	\$2,000	32980	\$1,352	\$3,352
Orange County ^{1,5,6}	\$2,000	54579	\$2,238	\$4,238
City of Oxford ⁴	\$2,000	8827	\$362	\$2,362
Town of Pittsboro ⁵	\$2,000	4971	\$204	\$2,204
City of Raleigh ^{1,3 *}	\$2,000	466401	\$19,122	\$21,122
City of Rocky Mount ^{2,4}	\$2,000	54943	\$2,253	\$4,253
Town of Rolesville	\$2,000	10484	\$430	\$2,430
City of Roxboro ²	\$2,000	8162	\$335	\$2,335
Town of Siler City	\$2,000	7705	\$316	\$2,316
Town of Smithfield ¹	\$2,000	11867	\$487	\$2,487
Town of Spring Lake ²	\$2,000	11670	\$478	\$2,478
Town of Tarboro ⁴	\$2,000	10601	\$435	\$2,435
Town of Wake Forest ²	\$2,000	50278	\$2,061	\$4,061
Wayne County ^{1,6}	\$2,000	75482	\$3,095	\$5,095
Town of Wendell ²	\$2,000	11317	\$464	\$2,464
Town of Zebulon ²	\$2,000	7868	\$323	\$2,323
		2,369,413		\$187,146

1. Subject to Neuse River Basin Nutrient Management Regulations.
 2. Subject to NPDES Phase II Stormwater Regulations.
 3. Subject to NPDES Phase I Stormwater Regulations.
 4. Subject to Tar-Pamlico River Basin Nutrient Management Regulations.
 5. Subject to Jordan Lake Nutrient Management Regulations.
 6. MS4 Post-Construction "Tipped Counties"
- *Populations have been adjusted for group quarters covered by another state stormwater permit

2.2 CWEP PROGRAM DRAFT FINANCIAL REPORT FOR FY25

Table 8, below, outlines the FY25 revenue and expenditures for the Clean Water Education Partnership. The partnership expended \$5,172 less than member dues collected in FY25. At the end of FY25, the CWEP Reserve Fund Balance is \$52,703, which lies within the recommended 3-month reserve fund balance based on FY25 expenditures, specifically \$45,800.

Table 5: FY25 Financial Report

CLEAN WATER EDUCATION PARTNERSHIP FISCAL YEAR 2025 (July 2024 to June 2025)		FY25 Revenue
FY25 Cost Share Revenue		\$185,148
Total Revenue		\$185,148
CLEAN WATER EDUCATION PARTNERSHIP RECOMMENDED FY2024 EXPENDITURES		Actual FY25 Expenses
CPRC Costs		
CPRC Staff Time (includes Fringe Benefits)		\$78,778
AmeriCorps Member		\$14,640
Travel, Website, AI		\$1,442
Meeting Supplies for CWEP Steering Committee		\$724
CPRC Costs Total		\$95,584
Mass Media Campaign Costs		
CBS 17 Campaign		\$60,000
Survey		\$20,631
Perpetual Use License		\$2,000
Mass Media Campaign Costs Total		\$82,631
Campaign Content & Outreach Materials		
Direct Education/Outreach Materials/Printing		\$1,761
Campaign Content & Outreach Materials Totals		\$1,761
Total Expenses		\$179,976
Unexpended Funds FY25		\$5,173
Fund Balance at Close of FY24		\$47,530
Available Fund Balance at end of FY25		\$52,703

2.3 CWEP APPROVED ESTIMATED FY26 BUDGET

Table 9, below, outlines the FY26 budget for the Clean Water Education Partnership.

Table 9: Projected FY26 CWEP Budget

CLEAN WATER EDUCATION PARTNERSHIP FY26 BUDGET	
FY26 Cost Share Revenue	\$196,665
Total Revenue	\$196,665
CPRC Costs for CWEP Administration	
CPRC Staff Time + Conferences/Professional Development	\$106,926
Travel/Mileage/Vehicle	\$5,575
Software/Dues/Subscriptions	\$1,365
Meeting Supplies for CWEP Steering Committee	\$900
CPRC Costs Total	\$114,766
Mass Media Campaign Costs	
Advertising	\$50,000
Contractual	\$23,796
Mass Media Campaign Costs Total	\$73,796
Campaign Content & Outreach Materials	
Direct Education/Outreach Materials/Printing/Postage	\$5,788
Campaign Content & Outreach Materials Totals	\$5,788
Total Expenses	\$194,350
Anticipated One-Year Remainder at the End of FY26	\$2,315
Allocated Fund Balance at the End of FY25	\$52,703
Anticipated Allocated Fund Balance at the End of FY26	\$55,018

Central Pines Regional Council (formerly Triangle J Council of Governments) helped Local Government Partners establish the CWEP program in 2001. Since then, CPRC has provided management and technical support for CWEP.

Contact:



Emily Barrett

Water Resources Program
Manager



919-538-0001

www.centralpinesnc.gov

ebarrett@centralpinesnc.gov

4307 Emperor Blvd, Durham, NC
27703

Learn More and Connect With Us:

<https://nc-cleanwater.com/>

<https://www.facebook.com/NCcleanwater>

https://instagram.com/CWEP_NC

https://twitter.com/CWEP_NC/

Appendix A: CWEP Newsletters

FALL 2024

The Drop

Clean Water Education Partnership Newsletter



Lake Johnson - Raleigh, NC

UPDATE ON THE FALL ANNUAL REPORT

The FY24 Fall Annual Report is complete! CWEP was able to reach more than 14.5 million people through our mass media campaigns. These campaigns included a stormwater pollution educational video along with a website landing page for additional information. CWEP also reached 2,938 people through direct education and outreach and hosted its fourth annual Regional Creek Week. Creek week events resulted in 14,312 pounds of trash collected, 654 storm drains marked, and over 3,500 participants! The annual report contains detailed information about CWEP's mass media campaigns, direct education efforts, steering committee activities, and overall program information. You can view the Annual Report [HERE](#).

WELCOME STERLING

In September, CPRC welcomed Sterling McDonald as the 2025 AmeriCorps Stormwater Education Coordinator. She has been working hard to onboard and get working with CWEP and looks forward to the year ahead!



What's Inside

Fall Annual Report

Introducing Sterling

Regional Creek Week
Planning -- Beginning
Now

Direct Education Update

Project Pando

**Next Quarterly
CWEP Meeting:**
January 14 @ 9:30 am
(Hybrid)



CREEK WEEK 2025 (MARCH 15-22)



Mark your calendars! It's about time to start gearing up for Creek Week 2025. Next year's events will be held March 15th-22nd. In anticipation of a full week of programming, our first Creek Week planning meeting will be held November 14th, 10:00 - 11:00 am, linked [HERE](#). We hope for a productive winter of planning. If you are interested in attending or would like to be included in future Creek Meeting planning communications, please feel free to reach out to Sterling!

DIRECT EDUCATION UPDATE

Sterling has been busy setting up direct education outings for her AmeriCorps term! So far, she's visited Havelock, Wendell, Fuquay-Varina, New Bern, Holly Springs, Durham County, Knightdale, and Clayton-- and she's hoping to make it to as many CWEP partners as possible!

If you have an event that you would like Sterling to attend, please fill out [THIS FORM](#), contact Sterling at smcdonald@centralpinesnc.gov, or 919-558-9389.

Havelock National Night Out



Wendell Harvest Festival



Knightdale: Knightdale High School



New Bern Mumfest



Clayton Harvest Festival

Leaf & Limb: Project Pando

During the CWEP FY25 Q2 Steering Committee Meeting, we introduced Fiona and EB of Project Pando, a Leaf & Limb program. Project Pando is a non-profit that seeks to reforest ecosystems by providing communities and organizations with free, native saplings to plant. They also promote the planting of “pocket forests” to rapidly reinforce degraded lands. Through their work, they hope to aid ecological restoration projects while also fostering connections between people and trees.

CWEP hopes to partner with Project Pando in the near future in conjunction with this year's theme of Stream and Floodplain Protection. Sapling planting will promote bank stabilization, stormwater filtration, as well as provide macroinvertebrates with nutrients. You can learn more about Project Pando [HERE](#).

project  pando



@leaflimb

What is a Pocket Forest?



2 months



2.5 years



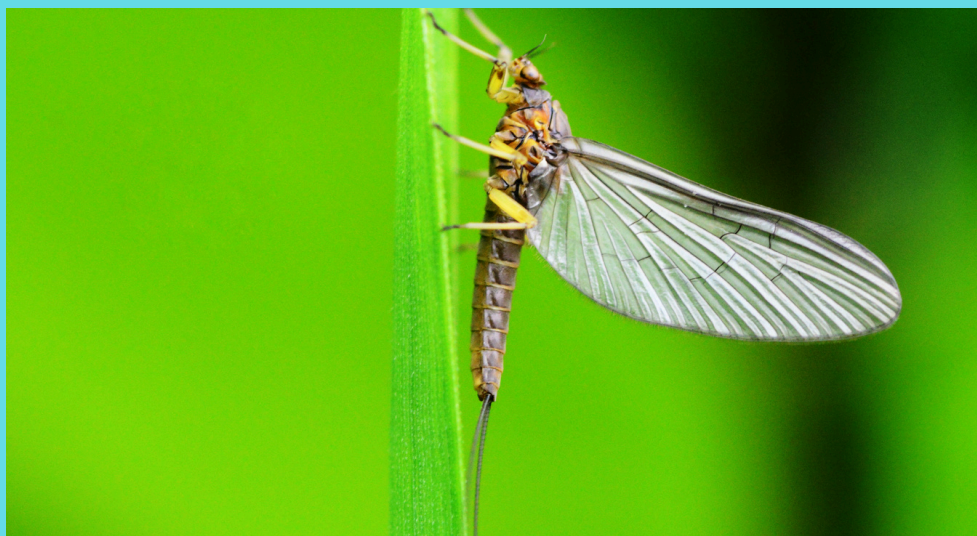
5 months

Pocket forests are tiny, dense patches of forest that help create biodiversity hotspots. Saplings are planted together in 1 - 4 acre spaces to rapidly establish a forest micro-climate. The saplings that survive close in to form a canopy, providing habitat for wildlife and enhancing water retention. This approach offers a quick solution for reinforcing land that has been degraded by urbanization or erosion, making it ideal for bank stabilization. Project Pando has partnered with Raleigh's Walnut Creek Wetland Center to stabilize stream banks along their walking trails.

SPRING 2025

The Drop

Clean Water Education Partnership Newsletter



MASS MEDIA CAMPAIGN UPDATE

The spring mass media campaign is currently underway. CWEP has partnered with Nexstar CBS17 for our television, social media and digital campaigns. Attached are examples of [English](#) and [Spanish](#) TV advertisements.

As of March, our mass media campaign has garnered 962,282 impressions (the number of opportunities a person has to view the campaign) with a click through rate of 0.13% (the percentage of people visiting a web page from an advertisement). Targeting homeowners and landowners, Zebulon is leading with a CTR of 0.64% for English audiences. For Spanish demographics, Pittsboro and Hillsborough lead with a CTR of 1.03% and 1.14% respectively.



Thumbnail for FY25 advertisement, created by Nexstar CBS17



Clean Water
Education
Partnership

What's Inside

**Mass Media
Campaign
Update**

**Regional Creek
Week Recap**

**Direct Education
Updates**

**Next Quarterly
CWEP Meeting:
July 8 @ 9:30am
(Via Teams)**

A LOOK BACK AT REGIONAL CREEK WEEK 2025

We had an awesome Regional Creek Week this year with 17 CWEP Partners participating! Here are a few images from the region.



Creek Week by the Numbers

84 Events held across the state **~2,000** BioThon Bingo Participants
9,900+ lbs. of trash collected **918** Storm Drains Marked
7400+ People engaged

DIRECT EDUCATION UPDATES

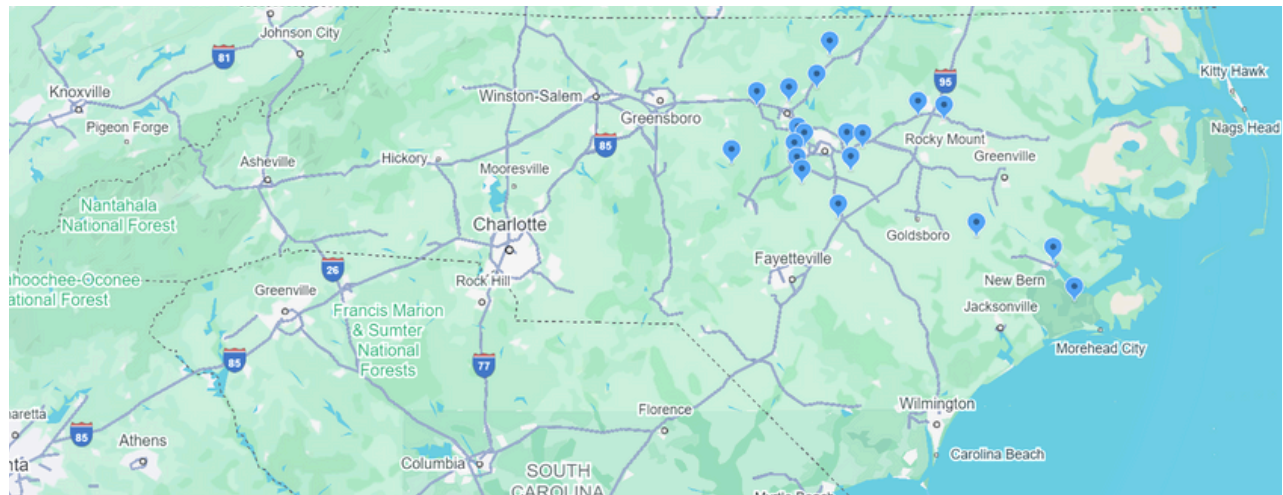
Our AmeriCorps Stormwater Education Coordinator, Sterling, will be wrapping up her term in July. So far during FY25, CWEP has reached over 3,400 people across 19 communities.

January-March Visits:

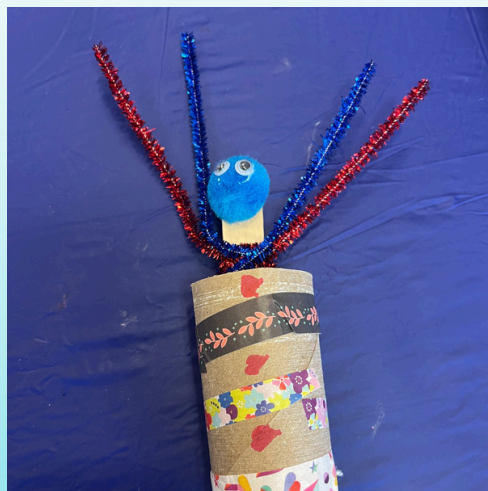
- Garner Groundhog Day
- Apex Track Out Camp
- Kingswood Elementary School
- Englewood Elementary School
- Holly Springs High School
- Mary Duncan Library
- Cary Arbor Day
- Chatham County Spring Ag Fest

April-June Visits:

- Thorton Library STEAM Club
- Orange County Earth Evening
- Kinston Earth Day
- Durham Bimbe Festival
- Raleigh Storm Drain Marking
- Butner Summer Fest
- Rolesville Summer Camp
- Zebulon Into the Wild Camp
- Person County Library



CWEP municipalities visited for direct education programming in FY25



Left to right: Bailey Elementary School, Apex Track Out Camp (Caddisfly Craft), Mary Duncan Library

Appendix B: IECA Municipal Wet Weather Conference – CWEP Presentation



REGIONAL
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OF THE CAROLINAS



Clean Water
Education Partnership

Regional Stormwater Partnerships

April 29, 2025
Municipal Wet Weather Stormwater Conference
Charlotte, NC

1

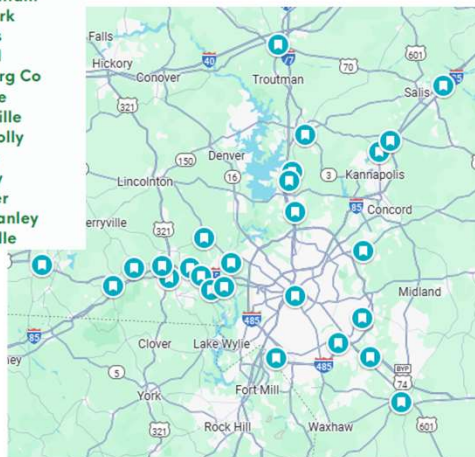
1

Our Partners

Belmont
Bessemer City
Charlotte
China Grove
Cramerton
Dallas
Gaston County
Gastonia
Harrisburg
Kings Mountain
Lake Park
Landis
Lowell
Mecklenburg Co
Monroe
Mooresville
Mount Holly
Ranlo
Shelby
Spencer
Town of Stanley
Statesville

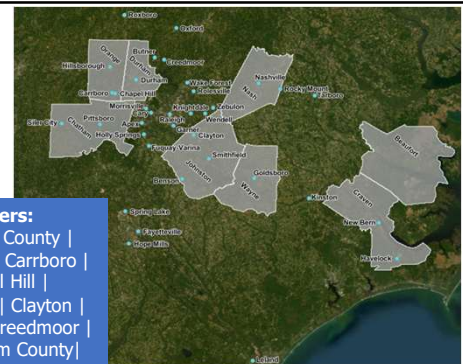


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Our Partners:

Apex | Beaufort County |
Benson | Butner | Carrboro |
Cary | Chapel Hill |
Chatham County | Clayton |
Craven County | Creedmoor |
Durham | Durham County |
Fayetteville | Fuquay-Varina |
Garner | Goldsboro | Havelock
| Hillsborough |
Holly Springs | Hope Mills |
Johnston County | Kinston |
Knightdale | Leland |
Morrisville | Nash County |
Nashville | New Bern | Orange
County | Oxford | Pittsboro |
Raleigh | Rocky Mount |
Rolesville | Roxboro | Siler City
| Smithfield | Spring Lake |
Tarboro | Wake Forest |
Wayne County | Wendell |
Zebulon



Clean Water
Education
Partnership

2

2



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OF THE CAROLINAS

"We seek to educate and bring awareness to the public, local businesses and education centers of our region about stormwater issues and their impact on our water quality and our environment. We further aim to unite local stormwater professionals and stormwater programs by sharing information and ideas in order to collaborate, discuss and address similar stormwater issues on a regional level."



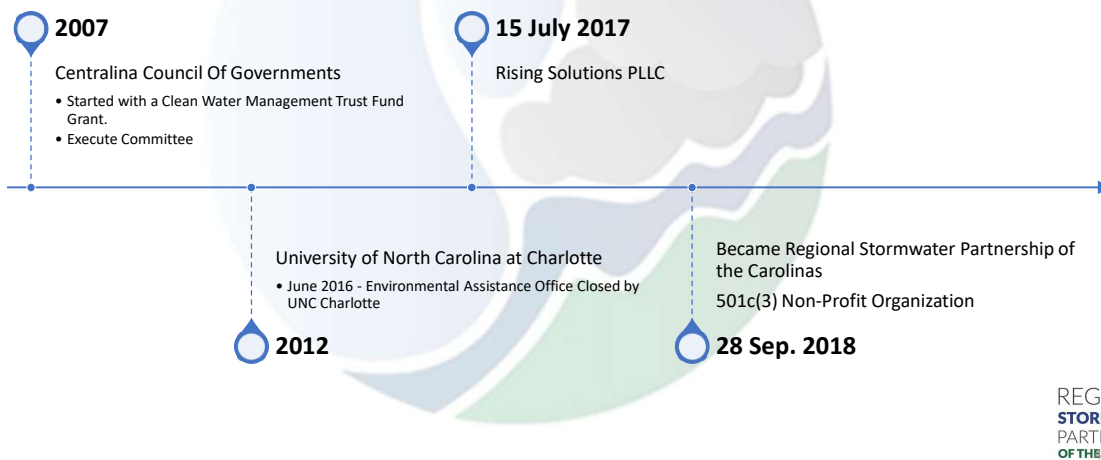
Clean Water
Education
Partnership

The Clean Water Education Partnership (CWEP) aims to protect North Carolina's waterways from stormwater pollution through public education and outreach in our 44 partner communities."

3

3

History of the Regional Stormwater Partnership of the Carolinas



REGIONAL
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OF THE CAROLINAS

4

Regional Stormwater Partnership of the Carolinas (RSPC) - Non-Profit Status

RSPC Quarterly Meeting



- August 22, 2018 – Adopted bylaws and legal documents
- Elect the Board of Directors and Officers
- Hold quarterly and annual meetings
- Offer training
- Participate in outreach events
- Seek grant opportunities
- Develop and provide workshops
- Coordinate media campaigns
- Manage the RSPC website.

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RSPC Board Members

- Chair: Danon Lawson, Gastonia
- Vice Chair: Ellen Dowling, Monroe
- Treasurer: Marissa Houston, Mooresville
- Secretary: Jamie Watkins, Bessemer City
- Facilitators: Rising Solutions, PLLC
 - Regina Guyer
 - Kari Raburn

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Quarterly Member Meeting

MAY 7, 2025

Networking Opportunities for member county and municipality staff to understand and discuss current stormwater issues, collaborate for solutions and team together toward permit compliance.

February, May, August, November

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OF THE CAROLINAS

8

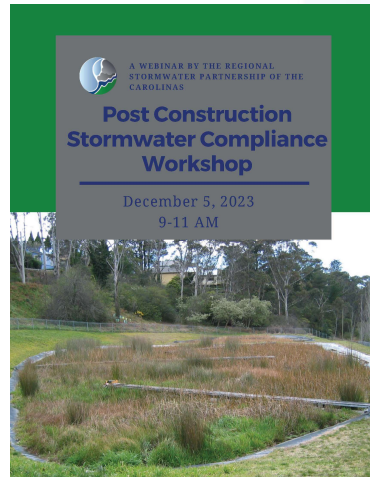
Tech Talks

9

Elected Officials Stormwater Workshop

10

Post Construction Stormwater Compliance Workshop



Webinar Agenda	
9:00-9:10	Opening Remarks and Introduction <i>Craig Miller, RSPC Chair, Charlotte NPDES</i>
9:10-9:30	Safety: The Key to a Successful SCM <i>Kara Becker, Charlotte Project Coordinator</i> <i>Scott Doty, Charlotte Safety Manager</i>
9:30-9:50	Common Issues/Problems during SCM Construction & Closeout <i>Jay Wilson, Charlotte Erosion Control Manager</i>
9:50-10:10	Lessons from Post-Construction for SCM Design and Implementation <i>Sam Jackson, G2 Design Stormwater Inspector</i>
10:10-10:30	Municipal Perspective on Implementing a Post Construction Ordinance <i>Mallory Hodgson, Harrisburg Director of Public Works</i>
10:30-10:50	Post-Construction Stormwater Compliance Related Legislative Updates <i>John McDonald, NC League of Municipalities</i>
10:50-11	Q&A with all speakers <i>David Caldwell, Mecklenburg County, Environmental Supervisor</i>
11	Closing Remarks



2023 Workshop Presentations



10:00-10:05 Welcome and Mission of RSPC, Sharon Lawson, RSPC Chair, Gaston Stormwater Administrator

Workshop Recording



Workshop Slides

Safety: The Key to a Successful SCM Inspection by Kara Becker and Scott Doty
Common Issues/Problems during SCM Construction & Closeout by Jay Wilson

Tech Talk Recording



Presentations

Using 3-1-1 Call Data to Study Flood Events, Jennifer Haskins
Observed Changes in Weather Patterns within Stormwater Flooding, and a Status Update on Completed and Ongoing Local, Statewide, Regional and National G&H Reference Studies, Jon Hopper

Flood Mitigation Program: Tools and Mitigation Works, Tim Trautman
Practical and Proven Methods for Keeping Stormwater Clean, Alan Vais

REGIONAL
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11

Required Training

THE REGIONAL STORMWATER PARTNERSHIP OF THE CAROLINAS

HOME ABOUT STORMWATER REPORT POLLUTION FOR EDUCATORS EVENTS RESOURCES CONTACT

Municipal Staff Training

Staff training is required by municipal stormwater permit and this training will meet that requirement. Below are links to online training.

Good Housekeeping and Pollution Prevention Training

Spill Response

Identifying and Reporting Illicit Discharge

Municipal Staff Training Completion Form

Name *

Title

Municipality *

Email

Email of stormwater supervisor

Staff Trainings Completed

☐ Good Housekeeping and Pollution Prevention

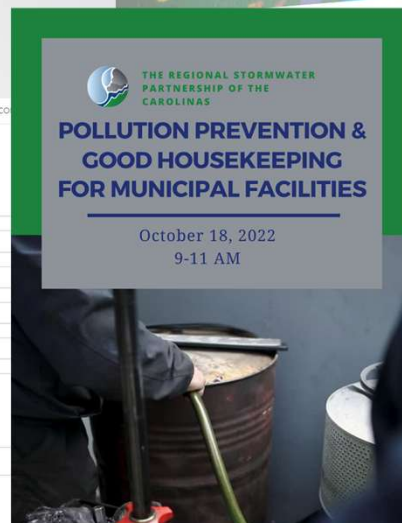
☐ Spill Response

☐ Identifying and Reporting Illicit Discharge

Date *

Submit

The Regional Stormwater Partnership of the Carolinas present Municipal Staff Training Spill Response, Illicit Discharges, and Good Housekeeping



Agenda

9:00-9:15 a.m.
Continental Breakfast

9:15-9:20 a.m.
Welcome

9:20-9:50 a.m.
Municipal Good Housekeeping & Pollution Prevention
Craig Miller, Charlotte

9:50-10:20 a.m.
Municipal Spill Response
Charles Sheeks & Franklin Gover, China Grove

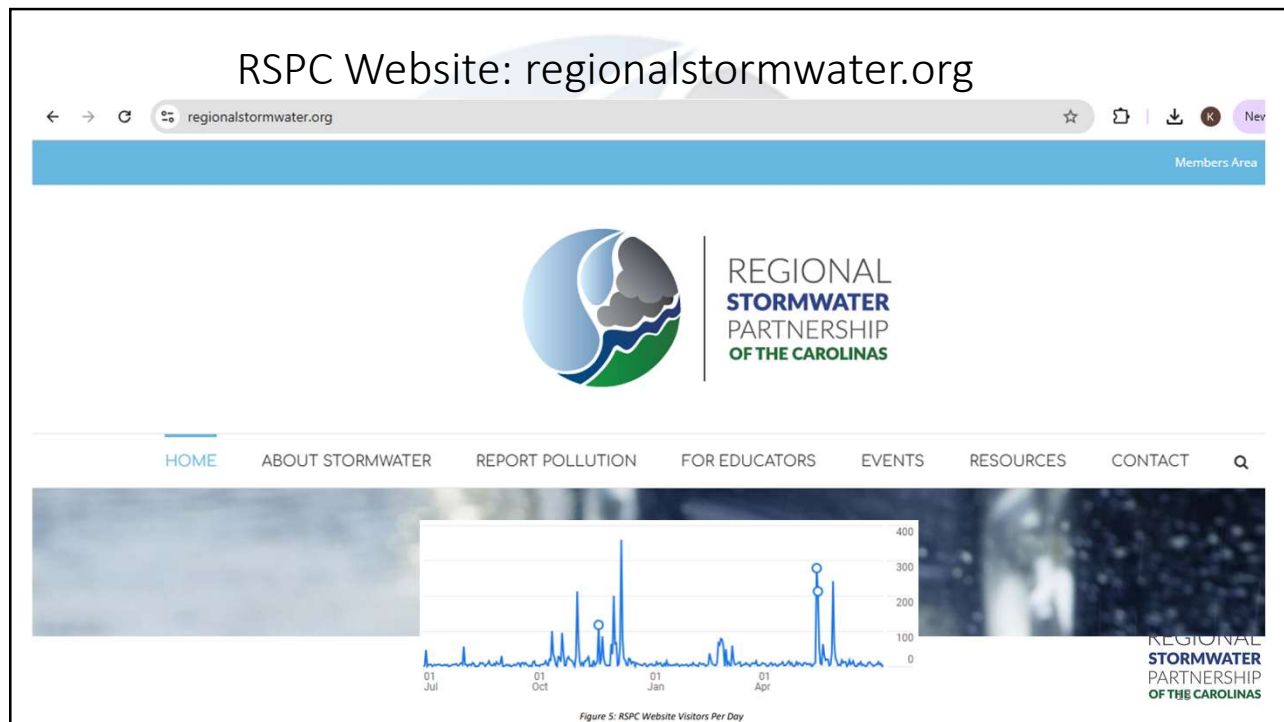
10:20 - 10:30 a.m.
Break

10:30-11:00 a.m.
Illegal Discharge Detection & Reporting
Isaiah Reed, NCDEQ-EMLR

11:00-11:25 a.m.
Interactive Panel

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12



13

Reporting Pollution

[HOME](#)
[ABOUT STORMWATER](#)
[REPORT POLLUTION](#)
[FOR EDUCATORS](#)
[EVENTS](#)
[RESOURCES](#)
[CONTACT](#)

- Belmont
- Bessemer
- Charlotte Mecklenburg
- China Grove
- Cornelius
- Cramerton
- Dallas

- Davidson
- Gaston County
- Gastonia
- Harrisburg
- Huntersville
- Kings Mountain

- Lake Park
- Landis
- Lowell
- Matthews
- Mint Hill
- Monroe
- Mooresville

- Mount Holly
- Pineville
- Ranlo
- Shelby
- Spencer
- Town of Stanley
- Statesville

How to report pollution in Charlotte-Mecklenburg

Call 311
or Use our [online form](#),
or Download the [CLT+ App](#).

[VISIT CHARLOTTE-MECKLENBURG STORMWATER HERE](#)

How to report pollution in Mount Holly

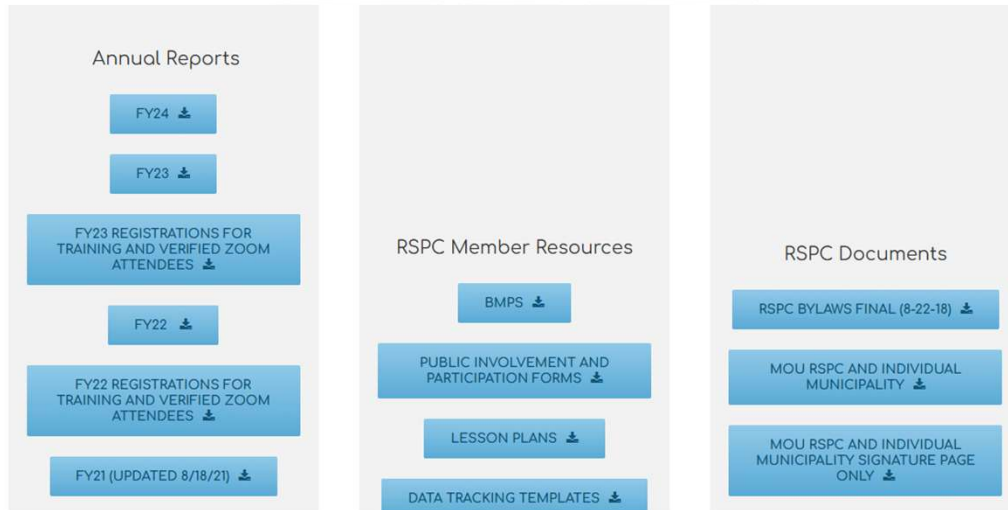
Contact: *Kim Sturgis, Stormwater Compliance Specialist II*

kimberly.sturgis@mtholly.us
704-951-0074 ext. 1008 — or — 704-813-0251 cell

[CONNECT WITH MOUNT HOLLY STORMWATER SERVICES HERE](#)

14

Members Only Section



REGIONAL
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15

Best Management Practices for Industries

FOOD INDUSTRY Stormwater Best Management Practices

ONLY RAIN BELONGS DOWN THE DRAIN

The storm drainage systems in Belmont are designed to prevent flooding by collecting excess stormwater during storms or rain events. This stormwater flows over surfaces, picks up pollutants and is eventually discharged into the lakes, streams, and rivers. Industrial waste runoff can clog the storm drain system to effectively filter out these contaminants downstream.

The by-products of the food industry can harm our wastewater drain system. This is typically caused by disposing of food waste cleaning up outdoor food or chemical spills, or by improper disposal of food waste into the storm drain system. For this reason, it is important the food industry can help us in keeping our wastewater Management Practices (BMPs) BMPs are methods or activities pollution.

The quality of our waters depends on your action to protect our local water quality and comply with regulations!

Report Spills or Stormwater Pollution to Stormwater Coordinator, Chad McElroy at 704-901-2070 or stormwater@monroestormwater.org

MANTENIMIENTO DEL COCHE MEJORES PRÁCTICAS DE GESTIÓN DE AGUAS PLUVIALES

SOLO LA LLUVIA SE TIRA POR EL DESAGÜE

La contaminación de las aguas pluviales en nuestras vías fluviales puede ser perjudicial para la calidad del agua y la vida acuática. El sistema de drenaje pluvial en Monroe es una red de canales de drenaje pluvial y tuberías subterráneas que llevan las aguas pluviales de nuestras calles directamente a nuestros arroyos.

Los derrames de fluidos y la eliminación inadecuada de materiales como aceite, grasa, anticongelante, etc. durante o después de las actividades comunes del taller de mantenimiento pueden resultar en contaminantes, metales pesados y materiales tóxicos que ingresan a nuestras vías fluviales a través del sistema de drenaje pluvial, creando riesgos para la salud pública y el medio ambiente. Por esta razón, es importante comprender las formas en que la industria del mantenimiento de vehículos puede ayudar a mantener limpias nuestras vías fluviales a través de las siguientes Mejores Prácticas de Gestión (BMPs). Las BMPs son métodos o actividades que pueden ayudar a prevenir la contaminación de las aguas pluviales.

La calidad de nuestras aguas depende de sus acciones. ¡Podemos trabajar juntos para proteger la calidad del agua local y cumplir con las regulaciones locales, regionales y estatales!

Para reportar derrames o contaminación llame al 704-282-4555

Para obtener más información, visite: <https://www.monroestormwater.org/Departments/Engineering/Stormwater-Services>

Vehicle Maintenance (Spanish)

MANTENIMIENTO DEL COCHE MEJORES PRÁCTICAS DE GESTIÓN DE AGUAS PLUVIALES

SOLO LA LLUVIA SE TIRA POR EL DESAGÜE

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La calidad de nuestras aguas depende de sus acciones. ¡Podemos trabajar juntos para proteger la calidad del agua local y cumplir con las regulaciones locales, regionales y estatales!

Para reportar derrames o contaminación llame al 704-282-4555

Para obtener más información, visite: <https://www.monroestormwater.org/Departments/Engineering/Stormwater-Services>

FOOD INDUSTRY Stormwater Best Management Practices

KEEP WORKSITE CLEAN

- Clean equipment, tools, parts, tires, accessories, and garbage cans to the sanitary sewer.
- Always dispose of wash water into a designated indoor area that drains to the sanitary sewer.
- Do NOT wash outside where flow could go to street, gutter, storm drain or creek.

PREVENT OIL AND GREASE SPILLS

- Never pour oil and grease into storm drains, ditches, or into parking lots, streets, or into gutter inlets, lawns, trees, etc.
- Regularly inspect and clean out grease traps.
- Properly dispose of waste grease with a professional service company.

GOOD HOUSEKEEPING

- All facility liquid waste must be discharged to the sanitary sewer or septic system.
- Materials should be stored properly or covered to prevent substances from entering storm drains.
- Keep liquid waste out of dumpsters and landfills. Cover dumpsters to keep stormwater out and trap it in tanks or tanks around the dumpsters.

EMPLOYEE TRAINING

- Post BMPs where employees and customers can see them.
- Train your employees to implement stormwater BMPs and spill cleanup procedures.
- Ensure employees understand storm water discharge requirements, and these best management practices.
- Document training of employees.

DEVELOP PREVENTATIVE ACTION PLANS

- Prepare a plan of preventive action for different types of spills.
- Purchase absorbent materials and other spill response equipment in well-marked, accessible areas.
- Clean up spills immediately and dispose of non-hazardous solid waste in the garbage for municipal pick-up.
- Keep spills from entering storm drains.

Report Spills or Stormwater Pollution to Stormwater Coordinator, Chad McElroy at 704-901-2070 or stormwater@monroestormwater.org

For more information, visit: <https://www.monroestormwater.org/Departments/Engineering/Stormwater-Services>

REGIONAL
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- Commercial Property Management
- Food
- Citizens Guide
- Pool Cleaning
- Construction
- Landscape Management
- Painting
- Vehicle Maintenance



CONSTRUCTION INDUSTRY
Stormwater Best Management Practices

ONLY RAIN BELONGS DOWN THE DRAIN

Protect Our Community's Environmental Resources
Protect Our Stormwater

Stormwater is the polluted runoff gathered from rain and other precipitation events from roads, parking lots, and other impervious surfaces, where runoff collects pollutants and carries them downstream. Unfortunately, the construction industry is a significant contributor to this problem. As storm water flows over a construction site, it picks up pollutants like sediment, debris, and chemicals. Abundant volumes of storm water can also cause stream bank erosion, and destroy downstream aquatic habitat. In addition to the environmental impact, uncontrolled erosion can have a significant financial impact on a construction project, it costs money and time to repair vegetation, clean sediment clogged storm drains, and mitigate damage to other nearby property or natural resources.

Through the use of best management practices (BMPs), construction site operators are the key defense against erosion and sedimentation. By following the erosion and sediment BMPs in this pamphlet, you can help guarantee a safe working environment for your business and clean waterways for all. These guidelines include control measures and practices, which prevent or reduce erosion and redirect stormwater flow during construction activities.

The quality of our water depends on your actions. We can work together to protect our local water quality and comply with local, regional, and state regulations!



COMMERCIAL PROPERTY MANAGEMENT
Stormwater Best Management Practices

ONLY RAIN BELONGS DOWN THE DRAIN

Protect Our Community's Environmental Resources
Protect Our Stormwater

Storm drain systems are designed to prevent flood rains. This stormwater flows over surfaces, picks up pollutants, and carries them downstream. Unfortunately, there is a drain system to filter out these pollutants before they enter the waterways. Stormwater contains pollutants such as metals, paints, solvents, oil, grease, pesticides and fertilizers can be blown or washed away into storm drains that eventually flow into our waterways.

For this reason, it is important to understand the ways management industry can help aid in keeping our waterways clean. By following the ways management industry can help aid in keeping our waterways clean. By following the ways management industry can help aid in keeping our waterways clean.

The quality of our waters depends on you together to protect our local water quality regional, and state level.



COMMERCIAL PROPERTY MANAGEMENT
Stormwater Best Management Practices

CLEAN AND MAINTAIN STORM DRAIN SYSTEM

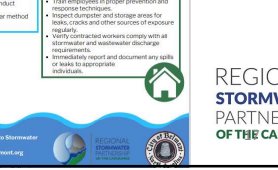
- Ensure all storm drains are properly installed (i.e. dump no waste, drains to be installed).
- Routinely inspect and clean out storm drains around the property.
- Never discharge wash water to a street, gutter, parking lot, or storm drain.
- Use dry cleaning methods such as sweeping for removal of litter and debris.

PREVENTATIVE MEASURES

- Develop and implement proper material handling, storage, and clean-up procedures for the property.
- Post signs to inform property owners and employees of the importance of proper disposal of materials.
- Post signs informing property owners of proper dumpster procedures (i.e. lids closed, acceptable materials, etc.).

GOOD HOUSEKEEPING

- Train employees in proper prevention and response techniques.
- Inspect dumpster and storage areas for leaks, cracks and other sources of exposure regularly.
- Identify and correct workers' safety hazards.
- Immediately report and document any spills or leaks to appropriate individuals.



REGIONAL STORMWATER PARTNERSHIP OF THE CAROLINAS

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NPDES Template

Templates

- Illicit Discharge Notice of Violation
- Outfall Screening/Inspection Form
- Municipal Facility Inspection Checklist
- IDDE Investigation Procedures
- MS4 Maintenance and Ope
- Spill Preparedness & Response Proce

- Need a te
- Have a te
- Not Inter

On or After: [DATE] (FULL NAME OF INDIVIDUAL) (PRINT)

Collect, remove, and properly dispose of the discharge material, and

Remove any debris or other material that may be present in the discharge.

Take appropriate corrective and/or preventive actions to prevent further illegal discharge.

You are required to submit a written response to Mount Holly Stormwater within ten (10) calendar days following receipt of this notice. The response must include:

- The action taken to correct the violation.
- The action taken to prevent the violation from recurring.
- The action taken to prevent the violation from recurring.
- The action taken to prevent the violation from recurring.

The written response will be taken into consideration in determining if additional enforcement action is warranted regarding the violation, which could include potential civil penalty assessment and/or criminal prosecution.

The City of Mount Holly Stormwater Coordinator, David Johnson, 214 Ashland St., Mount Holly, NC 28120.

It is your responsibility to correct the violation. If you fail to do so, the City of Mount Holly Stormwater will be forced to take enforcement action against you.

Mount Holly Stormwater will be responsible for the cost of the investigation and enforcement action.

For more information or to schedule a meeting, please contact the City of Mount Holly Stormwater Coordinator at 704.661.1111 or visit the City website at www.mounthollync.gov.

NOTICE OF VIOLATION

TO: [NAME OF INDIVIDUAL] (PRINT)

FROM: [NAME OF INDIVIDUAL] (PRINT)

SUBJECT: [SUBJECT OF VIOLATION] (PRINT)

DATE: [DATE] (PRINT)

TIME: [TIME] (PRINT)

LOCATION: [LOCATION] (PRINT)

DESCRIPTION: [DESCRIPTION OF VIOLATION] (PRINT)

REMARKS: [REMARKS] (PRINT)

SIGNATURE: [SIGNATURE] (PRINT)

DATE: [DATE] (PRINT)

Annual Inspection Form

Facility Name: _____

Facility Address: _____

Inspection Completed By: _____

Inspection Date: _____

Year: _____

Question

1. Has the facility developed an inspection program to monitor permit compliance?

2. Are copies of inspections and follow-up records maintained?

3. Does the facility keep records of any deficiencies observed?

Corrective Action Required/Comments:

Stormwater Control Practices

4. In addition to training, spill response procedures, and inspections, has the facility developed and implemented practices designed to prevent or minimize exposure?

a. i.e. loading and unloading procedures?

b. i.e. material handling procedures?

c. i.e. are there any practices that are prohibited?

d. i.e. procedures for equipment and vehicle maintenance and/or washing?

e. i.e. procedures for waste management and recycling?

Corrective Action Required/Comments:

Question

1. Are there any materials or products stored outside in tanks and/or containers?

2. Are any waste materials stored outside?

3. Are any empty containers stored outside?

4. Is secondary containment provided for tanks and containers?

5. Is the secondary containment free of any debris, cracks, holes, or evidence of leakage?

6. Is the secondary containment free of accumulated water?

7. Are secondary containment drain valves maintained in the closed position unless the facility is draining the secondary containment?

8. Are drum legs being maintained?

9. Are all containers in good condition and properly stored, labeled, and closed?

10. Are the tank and container storage areas in good condition?

Yes

No

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When rain falls onto our roof, driveway, parking lot or street, it can not soak in. Additionally if rain is heavy or the soil is already full even the rain that reaches the soil can not soak in.

What happens when the rain can not soak in?

Rain can collect especially at low points in our yard. There are several ways to address the soggy area or even flooding that results.

A Rain Barrel at the gutter end spout can hold the rain until the soil is less full.

If there is a low point in this property, a rain garden could be a great option. A rain garden is a depressed area in the landscape that collects rain water and especially good at allowing the rain to soak in. Even without space for a rain garden, plants well-suited for rain gardens can be used with great benefits.

Potential plants for rain garden:

- Blue Blotch
- Blueberry
- Arrowwood
- Quince
- Waterbury
- Red Maple

Reducing runoff and increasing the amount of water that can soak in helps filter out pollutants and reduce flooding. We encourage learning more about your options.

REGIONAL STORMWATER PARTNERS OF THE CATAWBA
regionalstormwater.org

Citizens Guide to Stormwater
 Tips for Reducing Stormwater Pollution

CHECK STORM DRAINS OFTEN
 Locate the storm drains around your home and check them often. You can remove debris, leaves and trash from around the grate to prevent a blockage causing flooding or litter ending up in the storm drainage system. Always keep yard waste out of storm drains and dispose of it properly for municipal pick-up. For major blockage, report a stormwater pollution to contact on bottom of page.

IMPLEMENT NATURAL AREAS OR GARDENS AROUND YOUR PROPERTY
 Specifically-designed areas planted with native plants can provide natural places for rainwater to collect and soak into the ground, which could prevent flooding. In addition, rain from rooftops or paved areas can be diverted into these areas rather than into the storm drain, limiting stormwater runoff.

PICK UP AFTER YOUR PETS
 Bacteria, parasites and diseases from pet waste can be easily picked up by stormwater drains, ending up in being treated. This is harmful to the environment. Cleaning up after your areas of recreation is all!

WASH YOUR CAR AT A FACILITY
 When you wash a car at a laundromat, and grease from your car ends up in the storm drain. This runoff also contains oil, grease, and other pollutants. However, dirty water from washing goes in the gutter and ends up in the storm drain.

LIMIT PESTICIDE AND FERTILIZER USE
 One of the most pollutants that make their way into storm drain systems are pesticides, herbicides, and fertilizers. If this pollution enters our stormwater system, it can contaminate drinking water, harm aquatic life, and cause environmental damage. If you use these products, always follow directions for proper application and use only when necessary.

TAKE HAZARDOUS MATERIALS TO A RECYCLE CENTER
 Household hazardous waste (HHW) are chemicals found in homes that are toxic, flammable, corrosive and/or explosive such as motor oil, cleaners, paint, etc. Never dump these wastes down a storm drain, sink or toilet. A gallon of HHW can pollute millions of gallons of water. To inquire with your municipality about HHW service beyond GreenCity which serves 2025, visit regionalstormwater.org.

PROTECT OUR STREAMS BY REDUCING MUD AND SEDIMENTS
 In the erosion and water of pollution in NC watersheds and is made up of soil particles that have been detached from the land by erosion. Consequently, the source of sediment can be from both the topsoil and from the bottom of the stream bed. Sediment can clog stream banks, block stream flows, and degrade stream health. If you suspect a sediment build up near your stream or in a waterway, report pollution to the nearest contact below.

REDUCE LITTER AND KEEP STREAMS CLEAN TO IMPROVE OUR WATER QUALITY
 Local streams of our region provide a big water quality problem. For this reason, it is important to always put trash where it goes. If you can be an active volunteer by joining your local municipality or county agency in support of stream cleanup events. For more information visit regionalstormwater.org.

For more information about reporting pollution to your municipality, visit regionalstormwater.org.

Be wise with Fertilizers and Pesticides
 so that they stay out of our water

Limit amounts and apply only during nice weather never before anticipated rain

as rain runs across the ground it carries added chemicals down the storm drain

the storm drains lead to our local waterways

Find out more at regionalstormwater.org

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Public Outreach

By signing, I pledge to...

...not litter when it comes to pet waste.

...not use my yard or not for a walk.

...when needed.

...when needed.

Down Home Festival 2025
 DOWNTOWN RESEDA CITY, NC

Storm Drains go to our water

I help keep fish and ducks safe; only rain down the drain.

EASTER EGG-STRAVAGANZA!
 Easter Egg Hunt and Spring Event
 Saturday April 12th 2025 10:00am-12:00pm on N. Central Ave.
 Egg hunts for different age divisions, Meet & Greet the Easter Bunny, Visit the mini petting zoo, ice cream and sweet treats from local vendors.
 Hunt times: 3 and under 10:30am 4-6 years 11:00am 7-10 years 11:30am

ONLY RAIN DOWN THE DRAIN

The Surprising Story of Stormwater

Woodell and Penelope Learn About STORMWATER

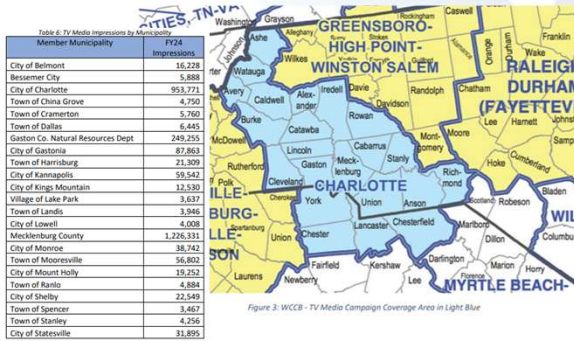
RIVERFEST CATAWBA RIVERKEEPER

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Media

Television

Date	TV Platform	Number of TV Spots (Ads)	Impressions
October and November 2023 with bonus ads in December 2024	NBC	191	2,088,000
May and June 2024	NBC	143	2,860,400
TV FY24 Total		334	4,948,400



Radio

Date	Number of Radio Spots (Ads)	Impressions
October and November 2023	45	264,000
May and June 2024	45	225,000
Radio Total	90	489,000

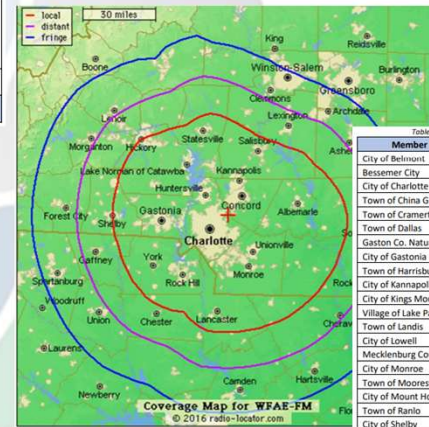


Table 2: Radio Media Impressions by Municipality

Member Municipality	FY24 Radio Impressions
City of Belmont	2,535
Bessemer City	920
City of Charlotte	148,960
Town of China Grove	742
Town of Cramerton	900
Town of Dallas	1,007
Gaston Co. Natural Resources Dept	38,929
City of Gastonia	13,722
Town of Harrisburg	3,328
City of Kannapolis	9,299
City of Kings Mountain	1,957
Village of Lake Park	568
Town of Landis	616
City of Lowell	626
Mecklenburg County	191,529
City of Monroe	6,051
Town of Mooresville	8,871
City of Mount Holly	3,007
Town of Randle	763
City of Shelby	3,522
Town of Spencer	541
Town of Stanley	665
City of Statesville	21 4,981

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Stormwater In The News



Asset Management, Funding, and Changing Infrastructure
Alyssa Dodd, Charlotte



Keeping Waterways Clean, Ray Clemmer, Mt Holly



In-Studio Interview on Stormwater
Dave Johnson, Mt. Holly



Outreach and Volunteering, Marissa Meltzer, Mooresville

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Educational Outreach Resources

THE WATER CYCLE coloring

What is Stormwater?

WHAT DOES WATER MEAN TO YOU?

REGIONAL STORMWATER PARTNERSHIP OF THE CAROLINAS

Lesson Plan Guide

Click any title to navigate to the lesson plan page.

- Public Outreach Data Tracker Template
- Enviroscape
- The Incredible Journey of a Water Drop
- Aquatic Macroinvertebrates
- Build a Case-Building Caddisfly Larva
- Storm Drain Investigation
- Scavenger Hunt
- Story Time
- Bingo

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RSPC - Future Goals

- Work with NC DEQ to better serve RSPC Partners
- Building Relationships
 - Regional
 - State
 - Stormwater Organizations
 - Elected Officials and Appointed Leaders
- Obtain Grants
- Involve new partners from NC and SC

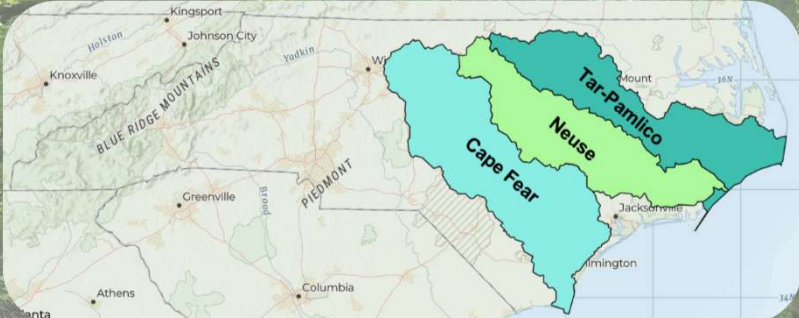


Table 4: Dues Structure Starting FY25

Regional Stormwater Partnership of the Carolinas Dues Tiers Established 2-15-24 to go into effect FY25

Tier	Population	Dues	# In Tier	Dues Total of Tier	FY 2025 Municipalities within Tiers
Tier 1	<5,000	\$825	7	\$5,775	China Grove, Lake Park, Landis, Lowell, Town of Stanley, Ramo, Spencer
Tier 2	5,000 - 10,000	\$1,650	3	\$3,300	Bessemer City, Cramerton Dallas,
Tier 3	10,001 - 25,000	\$2,750	4	\$11,000	Belmont, Harrisburg, Kings Mountain, Mt Holly, Shelby
Tier 4	25,001 - 50,000	\$4,400	3	\$13,200	Monroe, Mooresville, Statesville
Tier 5	50,001 - 100,000	\$5,500	3	\$16,500	Gastonia, Gaston County, Kannapolis
Tier 6	100,001 - 250,000	\$13,200	1	\$13,200	Mecklenburg Co + Towns
Tier 7	>250,001	\$19,250	1	\$19,250	Charlotte
Total Projected Dues Collected				\$83,875	24

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What is CWEP?

The Clean Water Education Partnership (CWEP) is a cooperative effort between local governments, state agencies, and nonprofit organizations to protect water quality in the Tar-Pamlico, Neuse, and Cape Fear River Basins administered by Central Pines Regional Council.

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Why do Local Governments Join?

► **Larger municipalities:**

- Fulfills NPDES permit education requirement
- Annual reporting
- Redirect other funds for focused work
- Raleigh = 422,000 people, dues \$23,117

► **Smaller municipalities:**

- Access opportunities beyond budgets
- Fill environmental/stormwater staff gap
- Advice/mentorship from larger munis
- Butner = 8,092 people, dues \$2,356

Small Costs Big Reward

\$2,000	CWEP Program Base Cost
\$0.044	Per Capita Cost
\$2,330	Total Cost Share for a Community with 7,500 Residents
\$194,530	Total CWEP FY26 Budget

All entities, regardless of size, geography, or community type can achieve far more with a CWEP than they ever could with their individual contributions!

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CWEP's History

Central Pines Regional Council (formerly Triangle J Council of Governments) helped Local Government Partners establish the CWEP program in 2001. Since then, CPRC has provided management and technical support for CWEP

Key Events:

- Has grown to 44 members (to add Pembroke, NC in 2025)
- CWEP incorporates direct education efforts in 2021 through hosting AmeriCorps member (Conservation Trust for NC – Resilience Corps)
- CWEP rebrands in 2023 with new visuals to boost public engagement and build a stronger, more cohesive social media presence
- Mass Media Impressions have increased from 251,266 in 2017 to 14,509,566 impressions in 2024



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Steering Committee

CWEP is governed by a Steering Committee that is composed of representatives from each partner jurisdiction. The Steering Committee meets quarterly and guides regional stormwater outreach by shaping campaign and engagement strategies. Members benefit from shared resources, collaboration, and a direct voice in public education efforts.



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Mass Media Offerings



- ❖ Digital stills
- ❖ Social media marketing
- ❖ Radio PSA's
- ❖ 15 second TV commercials
- ❖ Advertising in both English and Spanish
- ❖ Strategic advertising based on demographic needs

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FY24 Mass Media Campaign Values

Media Type	Specific Media Campaign	Number of Impressions	Cost of Campaign	Impression Cost per Provider
Spectrum	TV Streaming	569,811		
	Cable TV	5,492,269		
	Total Spectrum	6,062,080	\$39,814	\$0.0066
OMS	Digital	7,100,017		
	Radio	314,969		
	Total OMS	7,414,986	\$39,456	\$0.0053
La Noticia	Print Newspaper	862,500		
	Lanoticia.com	170,000		
	Total La Noticia	1,032,500	\$7,000	\$0.0068
Amazing Studios	Vehicle Maintenance Video	n/a	\$8,300	n/a
	GRAND TOTAL	14,509,566	\$94,570	\$0.0065

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Direct Education



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Other Benefits



Native Plants on Site

The upcoming retrofit will plant wetland species in four different stabilization zones which are based on elevation relative to the permanent retention pool in the retrofit. Over 4200 individual plants will be planted! The planting will include native plants that occur naturally in this region of the country. There are many benefits associated with planting native plants – they often have deeper roots which soak up stormwater and stabilize the soil. They also provide a healthy habitat for native animals. What's more, they help maintain the character of the region and allow us to take care of the land which we call home.

Zone A



Carex flacca

Known as hornwort, it is often used in aquariums for submersed control – it grows rapidly and will consume excess nutrients in the water to feed this growth.



Vallisneria spiralis

This is a species of tape grass and will take and up to several feet long. Its white flowers often grow up to the water's surface.

Zone B



Peltandra virginica

These perennials often grow in dense clusters – they also produce berries which float in the water and are eaten by waterfowl.



Sagittaria arifolia

Known as arrow's tail, this plant grows on the edges of ponds. If you go up and kneel the flowers, you might notice it produces an aroma of soapberries and citrus.

Zone C



Scirpus cyperinus

Known as widgeon, this plant provides cover for local wildlife. Because widgeon grows densely, it can serve as an ideal nesting environment for waterfowl as well.



Iris versicolor

North Carolina is in the southern range of the flower, commonly known as northern blue flag. It is attractive to a number of pollinators and is rarely eaten by deer and rabbits.

Zone D



Paspalum virgatum

This ornamental grass, known as switchgrass, grows in clumps up to 10 feet tall. It was voted as the NC Wildflower of the Year in 1997 and can produce up to 20 flowers a day during peak flowering season.



Hibiscus moscheutos

The swamp rose hibiscus grows in clumps of about three to seven feet tall. It was voted as the NC Wildflower of the Year in 1997 and can produce up to 20 flowers a day during peak flowering season.

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Future Goals

- ❖ Collaboration with regional stormwater organizations
- ❖ Expand regional impact
- ❖ Enhance online and social media presence
- ❖ Innovate educational content - strengthen K-12 & youth engagement



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regionalstormwater.org

Kari Raburn

Kari.Raburn@RisingSolutionsPLLC.com
704-701-1715



Clean Water
Education Partnership

nc-cleanwater.com

Emily Barrett Sterling McDonald

cwep@centralpinesnc.gov
(919) 549-0551

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Appendix C: FY25 Nexstar CBS17 Campaign Report



Nexstar
ADVERTISING



MONTHLY PERFORMANCE REPORT

presented to:



CAMPAIGN PROMISED VS DELIVERED



Performance Tactic	Promised Impressions	Delivered Impressions
Broadcast Television	6,344,800	6,794,800
Digital Display	750,000	844,572
YouTube	267,855	72,316
Social Media	150,000-300,0000	2,394,144
My Carolina	36,000	36,184
Total Impressions	7,548,655 – 7,689,655	10,142,016
Total Reach	88.7%	89.4%
Total Frequency	9.0	11.8

On March 20th, we received a note from our ad operations team that there were not enough available impressions within the target demographics to deliver in full. We re-allocated those impressions to deliver through display ads and social media instead so we could make sure to fulfil our delivery promises.

CAMPAIGN HIGHLIGHTS

- Your digital campaign reached over **3 million impressions** in the target areas, resulting in 3,823 clicks directly to your website.
- Your Television campaign reached over 6.5 million impressions to adults 25+ and attributed to **741 visits** to your website within an 8-minute window of your commercial airing and over **18,000 visits** to your website during days that your commercials was on air. That is **4.12% higher** than the visits generated when you were not airing.
- We added **97 commercials** to your television schedule **at no cost** which translated into 450,000 additional impressions
- Traffic on your website **increased by 164%** compared to the same time period in 2024!
- Click-through rate for display tactics were **above industry standards** (0.05%) for all audiences.
- While the campaign reached more English speakers than Spanish speakers, Spanish speakers were more engaged, with an average click-through rate **.06% or higher**.
- Looking at social media, **older English speakers engaged more** with the ads, but the **CTR was higher for younger Spanish speakers**.
- :15 second messaging was helpful for delivery since we could utilize your video in your display and social creative and is what we believe helped display and social metrics deliver above benchmark.

DIGITAL CAMPAIGN OVERVIEW



Performance Tactic	Delivered Impressions	Clicks	CTR	Video Completions	Video Completion Rate
English Homeowners Display	518,196	346	0.07%	-	-
English Landscapers Display	188,389	166	0.09%	-	-
Spanish Display	75,247	116	0.15%	-	-
Spanish Landscapers Display	62,740	93	0.15%	-	-
English YouTube	65,260	-	-	48,598	74.47%
Spanish YouTube	7,056	-	-	5,476	77.61%
English Social	2,181,726	3,058	0.14%	-	-
Spanish Social	212,418	390	0.18%	-	-
Total Delivery	3,311,032	3,823	0.11%	54,074	74.77%

Campaign Benchmarks

Display- 0.05% CTR
YouTube- 50% Completion Rate
Social- 0.10% CTR

BROADCAST TV DELIVERY



Post for Central Pines Regional Council

Product:
Broadcast

Order No.: 4686844A

Visits: The "User Sessions" metric from Google Analytics

Delivery Summary

Demo	CS-A25+ CS.000
Grimps Delivered	6794.8

Expected Delivery

Expected Grimps	6344.8
% Delivered	7.1 %
Difference	450.0

CAMPAIGN METRICS

4.12%

BROADCAST VISITS PERCENTAGE

?

741

BROADCAST VISITS

?

18002

TOTAL WEBSITE VISITS ONLY ON DAYS AD SPOTS AIRED

?

BROADCAST TV IMPACT



Daypart	Ads	Share of Ads	Visits	Share of Visits	VPA - Visits per Airing™
📺 Overnight ⓘ	111	18.26%	152	20.51%	1.37
📺 Late News ⓘ	19	3.13%	26	3.51%	1.37
📺 Early Fringe ⓘ	79	12.99%	100	13.50%	1.27
📺 Late Fringe ⓘ	78	12.83%	94	12.69%	1.21
📺 Early Morning ⓘ	307	50.49%	355	47.91%	1.16
📺 Daytime ⓘ	14	2.30%	14	1.89%	1.00

BEST PERFORMING DAYPARTS

Overnight (2am-6am)- Surprisingly, high efficiency considering this is where most of your \$0 spots aired. A LOT of bang for your buck here.

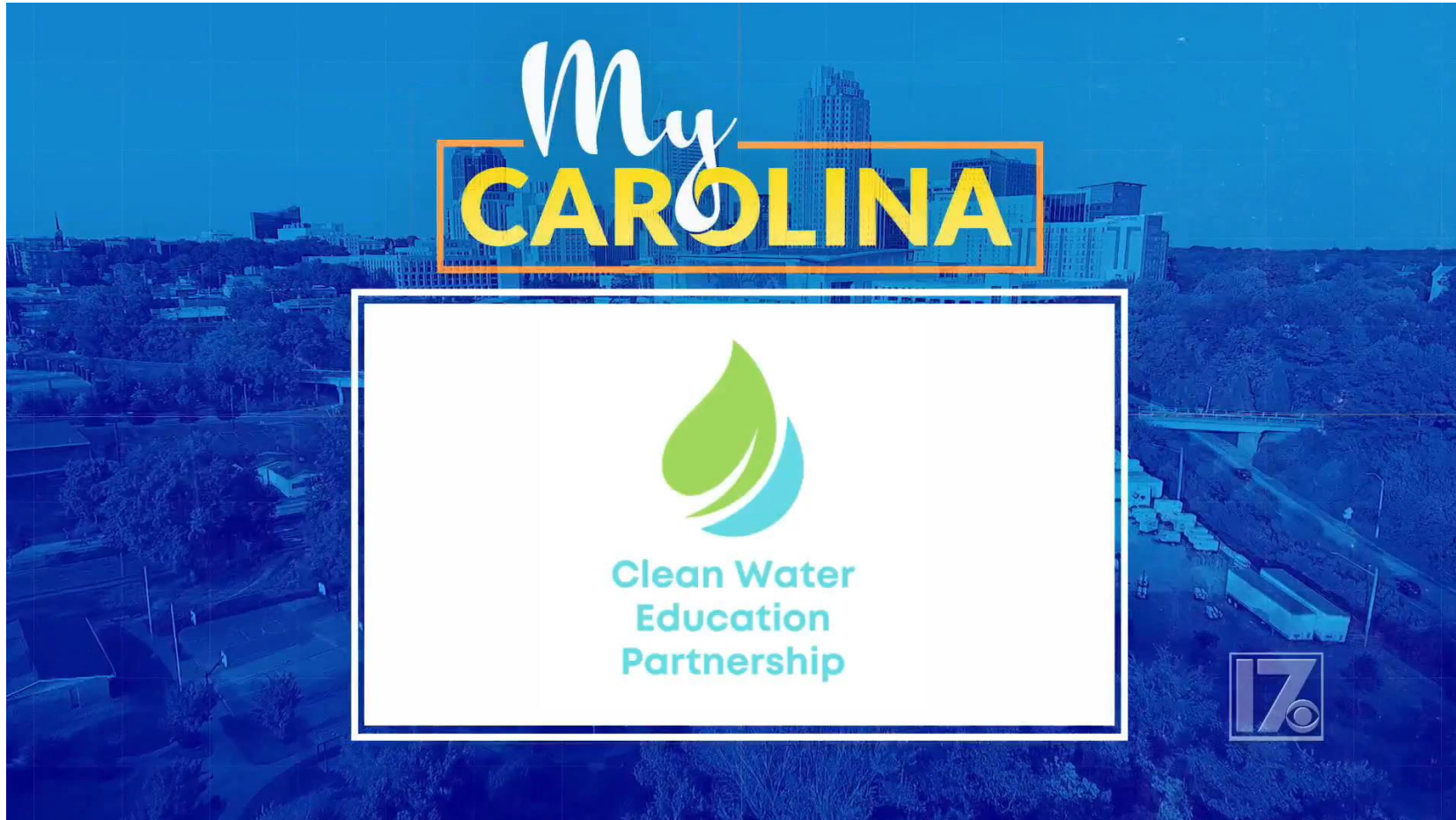
Late News (11pm-Midnight)- Smallest Ad count but high impact per airing

Early Fringe (5pm-8pm)- Great mix of reach & engagement

LOWEST PERFORMING TIME PERIOD

Early Morning (6am-10am)- While it drove the most total visits, it also held the heaviest ad volume which made it the least efficient daypart. This daypart should not be eliminated as it does provide scale and reaches benchmark delivery, but we can allocate less of the ad volume in the future and instead feed into cheaper & higher performing areas.

Your My Carolina segment aired first on May 6th and then again on May 20th reaching a total of 36,184 Households.

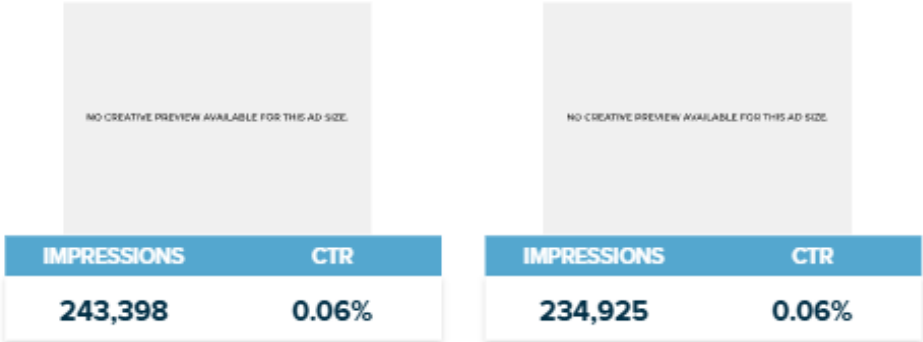


ENGLISH HOMEOWNERS DISPLAY PERFORMANCE

Overview

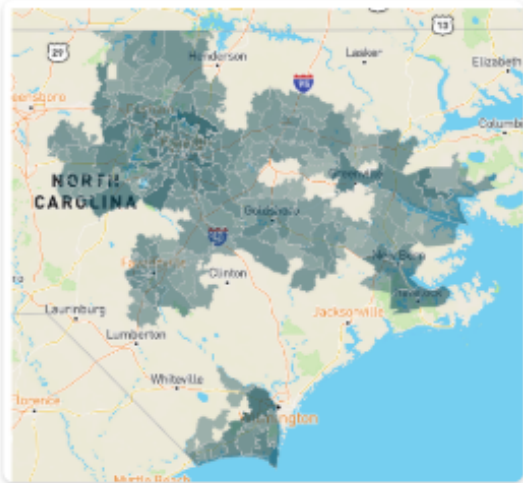


Top Creative



(top creatives are determined by most clicks.)

Target Geography



Top Cities

CITY	IMPRESSIONS	CTR
Raleigh, North Carolina	112,074	0.05%
Durham, North Carolina	53,785	0.06%
Cary, North Carolina	38,211	0.07%
Apex, North Carolina	21,953	0.09%
Fayetteville, North Carolina	22,686	0.06%
Chapel Hill, North Carolina	20,316	0.06%
Pinetown, North Carolina	12,890	0.10%
Southport, North Carolina	8,059	0.16%
Wake Forest, North Carolina	18,286	0.07%
Fuquay-Varina, North Carolina	15,320	0.08%

Top Placements

WEBSITE	CTR
accuweather.com	0.06%
apnews.com	0.11%
usatoday.com	0.08%
thehill.com	0.08%
9gag.com	0.03%
nbcnews.com	0.09%
people.com	0.14%
finance.yahoo.com	0.05%
foxnews.com	0.09%
cbsnews.com	0.13%

Southport & Pinetown
were your standout
cities for reaching
English Homeowners.

ENGLISH LANDSCAPERS DISPLAY PERFORMANCE

Overview

Impressions

188,389

Clicks

166

0.09%

Visits

166

0.09%

Engagements

166

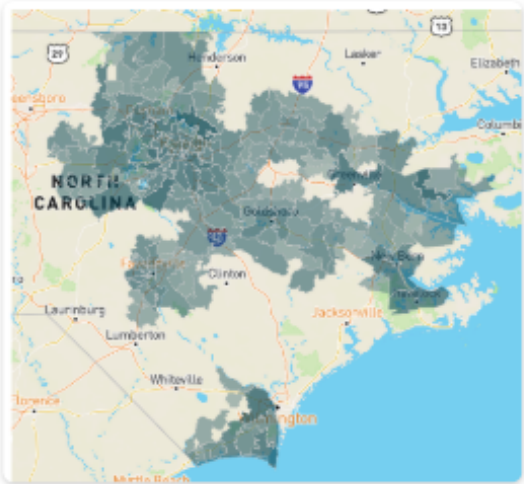
0.09%

Top Creative

NO CREATIVE PREVIEW AVAILABLE FOR THIS AD SIZE		NO CREATIVE PREVIEW AVAILABLE FOR THIS AD SIZE	
IMPRESSIONS	CTR	IMPRESSIONS	CTR
86,583	0.09%	86,985	0.07%

(top creatives are determined by most clicks.)

Target Geography



Top Cities

CITY	IMPRESSIONS	CTR
Raleigh, North Carolina	35,872	0.07%
Cary, North Carolina	14,515	0.12%
Durham, North Carolina	18,105	0.09%
Fayetteville, North Carolina	8,445	0.11%
New Bern, North Carolina	4,117	0.19%
Morrisville, North Carolina	1,662	0.36%
Apex, North Carolina	8,262	0.06%
Chapel Hill, North Carolina	7,695	0.06%
Clayton, North Carolina	5,235	0.10%
Wake Forest, North Carolina	6,540	0.06%

Top Placements

WEBSITE	CTR
apnews.com	0.12%
usatoday.com	0.07%
thehill.com	0.04%
finance.yahoo.com	0.10%
9gag.com	0.03%
cbs17.com	0.28%
accuweather.com	0.08%
cbsnews.com	0.43%
foxnews.com	0.06%
wunderground.com	0.15%

Morrisville was by far the best city for reaching English Landscapers with New Bern in second place.

ENGLISH SOCIAL PERFORMANCE

Overview

Impressions	Clicks
2,181,726	3,058
	0.14%

Top Creative

	
IMPRESSIONS	CTR
2,171,520	0.14%
IMPRESSIONS	CTR
7,939	0.33%

(top creatives are determined by most clicks.)

Demographics

MALE	13-17	18-24	25-34	35-44	45-54	55-64	65+
Impressions	0	39,809	115,508	211,550	286,832	411,722	359,044
CTR	0.00%	0.09%	0.14%	0.10%	0.10%	0.13%	0.19%
FEMALE	13-17	18-24	25-34	35-44	45-54	55-64	65+
Impressions	0	21,091	48,508	89,362	116,302	206,214	275,784
CTR	0.00%	0.12%	0.13%	0.10%	0.12%	0.15%	0.18%
UNKNOWN	13-17	18-24	25-34	35-44	45-54	55-64	65+
Impressions	0	0	0	0	0	0	0
CTR	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Older audiences 55+ were highly responsive.

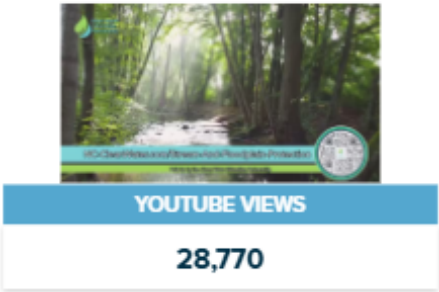
Females outperformed males in click through rate, but males showed higher engagement with the ad itself (reactions & shares)

ENGLISH HOMEOWNERS YOUTUBE PERFORMANCE

Overview



Top Creative



(top creatives are determined by most clicks.)

Devices

DEVICE	YOUTUBE VIEWS
Connected TV	43,951
Desktop	1,065
Mobile	2,167
Tablet	1,415

Top Cities

CITY	YOUTUBE VIEWS
Wake Forest, North Ca...	1,310
Selma, North Carolina	302
Fayetteville, North Car...	5,327
Raleigh, North Carolina	5,113
Durham, North Carolina	4,261
Rocky Mount, North C...	1,765
Clayton, North Carolina	1,547
Cary, North Carolina	1,206
Goldsboro, North Caro...	1,249
Spring Lake, North Ca...	1,090

Top Placements

PLACEMENT	CTR
youtube.com	0.00%

SPANISH DISPLAY PERFORMANCE

Overview

Impressions 75,247	Clicks 116 0.15%
Visits 116 0.15%	Engagements 116 0.15%

Top Creative

NO CREATIVE PREVIEW AVAILABLE FOR THIS AD SIZE.		NO CREATIVE PREVIEW AVAILABLE FOR THIS AD SIZE.	
IMPRESSIONS	CTR	IMPRESSIONS	CTR
29,760	0.15%	38,916	0.11%

(top creatives are determined by most clicks.)

Target Geography



Top Cities

CITY	IMPRESSIONS	CTR
Raleigh, North Carolina	14,803	0.13%
Durham, North Carolina	7,197	0.17%
Cary, North Carolina	5,696	0.18%
Goldsboro, North Caro...	1,505	0.53%
Fayetteville, North Car...	3,329	0.12%
Apex, North Carolina	3,184	0.13%
Fuquay-Varina, North ...	2,005	0.20%
New Bern, North Caro...	1,653	0.24%
Supply, North Carolina	602	0.66%
Chapel Hill, North Car...	3,391	0.09%

Top Placements

WEBSITE	CTR
usatoday.com	0.14%
9gag.com	0.18%
thehill.com	0.05%
finance.yahoo.com	0.14%
cbs17.com	0.66%
apnews.com	0.15%
cbsnews.com	0.91%
cnn.com	0.10%
247Sports	0.13%
wunderground.com	0.46%

Supply & Goldsboro were by far the best cities for reaching Spanish speakers

SPANISH LANDSCAPERS DISPLAY PERFORMANCE

Overview

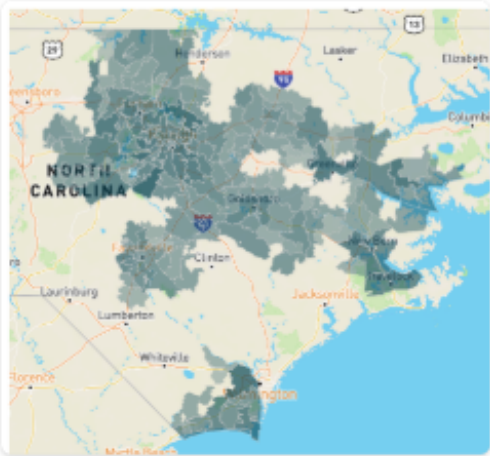
Impressions 62,740	Clicks 93 0.15%
Visits 93 0.15%	Engagements 93 0.15%

Top Creative

NO CREATIVE PREVIEW AVAILABLE FOR THIS AD SIZE.		NO CREATIVE PREVIEW AVAILABLE FOR THIS AD SIZE.	
IMPRESSIONS	CTR	IMPRESSIONS	CTR
29,585	0.14%	28,755	0.10%

(top creatives are determined by most clicks.)

Target Geography



Top Cities

CITY	IMPRESSIONS	CTR
Raleigh, North Carolina	11,553	0.11%
Cary, North Carolina	4,436	0.20%
Durham, North Carolina	6,001	0.13%
Leland, North Carolina	1,549	0.45%
New Bern, North Caro...	1,399	0.43%
Fayetteville, North Car...	3,178	0.16%
Fuquay-varina, North ...	2,197	0.14%
Wake Forest, North Ca...	1,991	0.15%
Clayton, North Carolina	1,912	0.16%
Hillsborough, North C...	446	0.67%

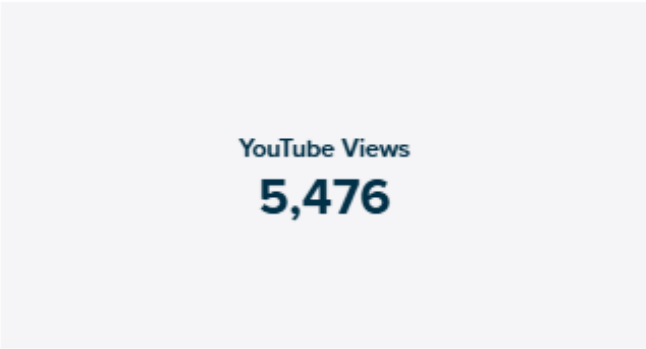
Top Placements

WEBSITE	CTR
wunderground.com	0.74%
apnews.com	0.19%
usatoday.com	0.15%
9gag.com	0.09%
accuweather.com	0.11%
cbsnews.com	0.78%
thehill.com	0.04%
finance.yahoo.com	0.12%
people.com	7.69%
espanol.yahoo.com	0.45%

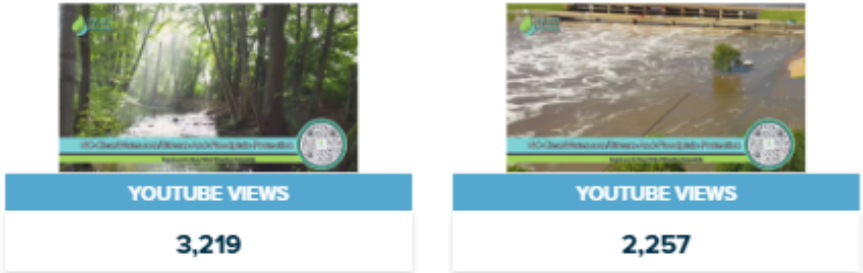
Hillsborough, Leland & New Bern were by the top cities for reaching Spanish landscapers

SPANISH YOUTUBE PERFORMANCE

Overview



Top Creative



(top creatives are determined by most clicks.)

Devices

DEVICE	YOUTUBE VIEWS
Connected TV	3,877
Desktop	63
Mobile	1,290
Tablet	246

Top Cities

CITY	YOUTUBE VIEWS
Raleigh, North Carolina	892
Durham, North Carolina	755
Fayetteville, North Carolina	281
Clayton, North Carolina	197
Cary, North Carolina	175
Garner, North Carolina	169
Wake Forest, North Carolina	150
Smithfield, North Carolina	130
Chapel Hill, North Carolina	116
Goldsboro, North Carolina	97

Top Placements

PLACEMENT	CTR
youtube.com	0.00%

SPANISH SOCIAL PERFORMANCE

Overview

Impressions

212,418

Clicks

390

0.18%

Top Creative



IMPRESSIONS	CTR
211,459	0.18%



IMPRESSIONS	CTR
959	0.31%

(top creatives are determined by most clicks.)

Demographics

MALE	13-17	18-24	25-34	35-44	45-54	55-64	65+
Impressions	0	5,072	28,837	46,166	38,318	24,052	10,882
CTR	0.00%	0.28%	0.25%	0.21%	0.12%	0.15%	0.17%
FEMALE	13-17	18-24	25-34	35-44	45-54	55-64	65+
Impressions	0	2,236	7,921	14,575	14,321	12,148	7,890
CTR	0.00%	0.18%	0.28%	0.14%	0.20%	0.17%	0.14%
UNKNOWN	13-17	18-24	25-34	35-44	45-54	55-64	65+
Impressions	0	0	0	0	0	0	0
CTR	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Spanish male & females had nearly identical delivery performances when looking at overall metrics.

Age 25–34 was your strongest demo among females, whereas 18–24 was your strongest demo among men.

CAMPAIGN OPTIMIZATION

- Spanish speaking audiences showed high levels of engagement but were only allocated 10% of the overall budget. This is a missed opportunity to scale reach within an audience who resonates with your message. For future campaigns, you might consider allocating more of the budget to Spanish speakers.
- For future campaigns on Television, concentrate schedule around dayparts where website spikes occurred to driver higher engagement.
- YouTube is great, but not for this geography and these audience types (Homeowners & Spanish Speakers 25+). We would HIGHLY suggest looking towards targeted streaming ads for these specific audiences.
- To reach younger audiences, we would recommend leaning on “REELS” specific creative for social media and incorporating streaming television. YouTube is a great option for reaching audiences under the age of 25.