

City of Kinston Public Education Action Plan



October 1, 2020

City of Kinston Public Education Action Plan

Introduction

In 2008, the City of Kinston experienced a growth in interest in stormwater issues due to the stormwater utility fee being charged to each property. In 2009, properties began being charged fees based on actual impervious areas which sharply increased the stormwater utility bills. Since 2008, we have seen the interest our citizens have in learning about water quality and how they make an impact increase dramatically. We continue to use the same education programs as we have used in the past because these seem to receive more response from our citizens, particularly when they see activities going on that cause harm to the water quality.

Past Year Activities

1. Clean Water Education Partnership (CWEPP)

This organization, developed by the Triangle J Council of Governments, has continued to distribute broadcast messages for electronic media in eastern and central North Carolina. Without this partnership, the City of Kinston would not be able to reach cinema, television and radio audiences due to the significant costs involved. During the past year the CWEPP has broadcast not only television advertisements, plus both Spanish and English radio messages, but also cinema advertisements. The cinema campaign utilizes Kinston's Premiere Theatre 7 and is estimated to have run 588 spots in the past year. The spot included a 30-second animated video focusing on the impacts of litter and is estimated to have made 5,509 impressions. The CWEPP currently uses two URLs for its website; www.NCcleanwater.org and www.NC-cleanwater.com. It also has newspaper slicks and brochures available for use by members. The combined efforts of the Media Campaign are estimated to have made a total of 147,830 impressions in the past year. The Annual Report for Fiscal Year 2019-2020 is included in Appendix I.

2. Kinston Public Services Annual Fall Clean Up

The event was held on October 12, 2019 at the Neuseway Nature Center. 34 volunteers helped pick up over 536 pounds of trash from 4.2 miles of streams and ponds. Many local businesses sponsored the event by donating supplies and gift certificates to make the day enjoyable for our volunteers.

3. Stormwater Hotline

Citizens continue to use our Public Services Hotline to report stormwater related problems. This 24-hour telephone service received an average of 102 calls per month

related to stormwater problems, including flooding, cave-ins, basin repairs, ditches, pollution, and underground pipe locations. This is an increase of nearly 23% over last year. There has been a tremendous increase in stormwater awareness from both our stormwater education activities and the stormwater utility fee now in effect.

4. **Stormwater Booth**

The City of Kinston Public Services Department operates an informational booth at several events throughout the county during the year. The booth is used to promote other events such as the Annual Fall Clean Up.

Proposed 2021 Activities¹

Category I Activities:

1. Spring Clean

Target Audience:	Ages 18 and older
Anticipated Costs:	Materials = \$ 200
	Disposal = <u>\$4,000</u>
	\$4,200

Targeted at city homeowners, this event allows our citizens the opportunity to discard potentials hazardous materials for free. Items are placed curbside for our Environmental Services crews to collect and dispose of properly, eliminating the potential that things like oil, paint and scrap metal will be dumped in ditches or left outside where they could create pollution. This event has been highly successful at increasing environmental awareness and improving our environment in Kinston. This will be our tenth year of holding this event.

2. Annual Fall Clean Up

Target Audience:	Ages 4 and older
Anticipated Costs:	Materials = \$ 100
	Disposal = <u>\$1,500</u>
	\$1,600

Targeted at all citizens in Lenoir County, this event encourages participation by our citizens in making a physical difference in the water quality in Kinston. Groups and individuals are welcome to either select a particular area they would like to clean up or join a general group and be assigned locations. Area

businesses are also approached about sponsoring the event by providing donations, supplies or prizes to be used by the group.

3. School Education Program

Target Audience: Ages 6 - 18
Anticipated Costs: \$700

The City of Kinston has begun a program to provide in-school environmental education to students. This is being done in cooperation with the Lenoir County School System, which has been looking for local involvement in expanding the content of their educational programs. Educational materials and presentations are being developed to fill their needs at various grade levels, and may include watershed education, water pollution prevention, and water quality problems.

4. Demonstration Sites for BMPs

Target Audience: All Ages
Anticipated Costs: \$1,000 (for maintenance)

The City of Kinston has been very involved in creating demonstration sites for various best management practices to treat stormwater and control runoff. We now have seven different bmps operating and available for public education. The sites we have available include a green roof, stormwater wetland, a cistern, permeable parking lots, rain gardens and a riparian buffer.

5. Storm Drain Marker Program

Target Audience: 12 - 18
Anticipated Cost: \$500

This program is ready for any local children or adult groups who wish to be involved in placing storm drain markers on catch basins around the City. The City will provide the materials, conduct a stormwater education session with the group and assist with the activities.

6. Clean Water Education Partnership

Target Audience: Ages 12 and older
Anticipated Cost: \$3,400

The City of Kinston will continue to participate in this partnership of county and municipal governments to promote stormwater education through the use of mass media (television, radio, and internet). The focus of this group has been to reach

large geographical areas with a consistent message concerning water pollution and water quality. It has included television messages, cinema messages, radio messages in English and Spanish, an interactive website and print media based on the radio and television campaigns. The group has grown from the initial 14 members from the Neuse River Basin to 30 members in three river basins in eastern North Carolina.

7. Stormwater Booth

Target Audience: all ages
Anticipated Cost: \$200 (for supplies)

Because of the continued success of stormwater education, the City is preparing to use a stormwater booth at several local events in the coming year, including the BBQ Festival, the Earth Day Celebration and others. We can use a stormwater community model provided by the Clean Water Education Partnership, which is particularly effective with children.

Category II Activities:

1. Utility Bill Inserts

Target Audience: Property owners
Anticipated Cost: \$500

Utility bill inserts are an easy way for us to reach all homes or businesses at one time. We can use the inserts to either provide general water quality information or to announce city programs. The City also has the ability to print messages on our utility bills and we will use this to promote events, our hotline, and bring attention to particular inserts.

2. Violation Notices

Target Audience: Landscapers, Homeowners
Anticipated Cost: \$50

The City of Kinston has continued to ask the public to watch for activities that may degrade our waterways. We also have provided violation notices to our

supervisory staff in the field so they can stop and address activities they see happening. Activities can include illegal dumping, blowing and raking of vegetative debris into gutters and catch basins, and erosion caused by killing or removing vegetation around ditches. Repeat offenders can be punished by fines.

Summary

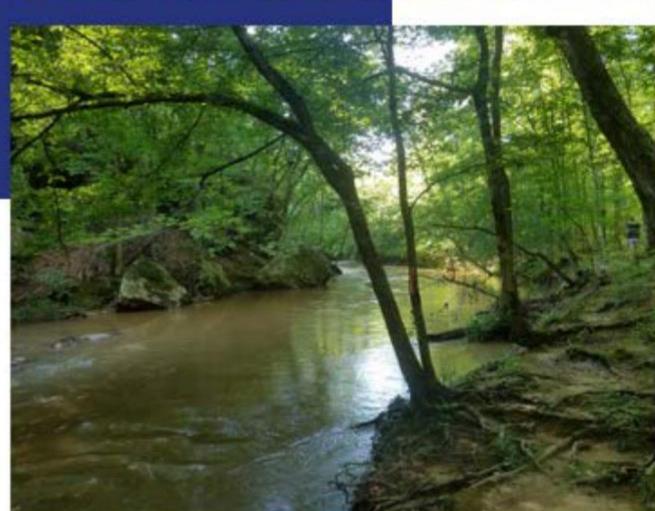
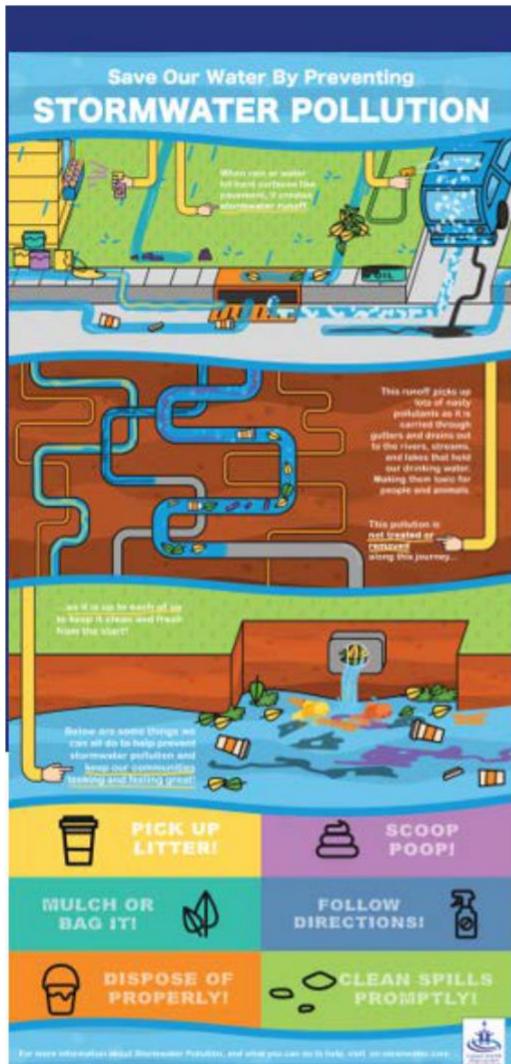
Since the initial implementation of our stormwater fees in 2008, our citizens' awareness and education of stormwater issues has increased dramatically. We are receiving requests to go and speak to numerous groups from school age children to adult groups. Our citizens now have a better understanding of how they affect our streams and what they need to do to protect our natural waterways. The variety of activities the City of Kinston intends to use during the coming year should provide at least some stormwater education to each of our citizens. Many will be exposed to multiple stormwater messages, which will hopefully help change habits and result in actual improvements in our water quality.

Appendices

Appendix I. Clean Water Education Partnership Annual Report

Appendix I

Clean Water Education Partnership Annual Report



Clean Water Education Partnership Annual Report

Fiscal Year 2019-2020

Report date: August 27 2020



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Appendix 1: Steering Committee Meeting Summaries



ACRONYMS AND ABBREVIATIONS

CWEP	Clean Water Education Partnership
FY	fiscal year
NCM	National CineMedia, LLC
Partner	CWEP Partner Government
Program	CWEP program
PTRC	Piedmont Triad Regional Council
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 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 FY20, there were 39 local government Partners in CWEP. In FY20, the CWEP program developed and delivered high-quality stormwater education and outreach materials to communities across the region, enabling the Partners to achieve more cooperatively than they could individually.

The 2020 fiscal year marked extensive development and expansion of CWEP's direct stormwater education and outreach portfolio, with an AmeriCorps service member (now part-time/temporary staff) leading education of children and adults in CWEP Partner communities. At the same time, CWEP continued to disseminate professional-quality animated online videos and audio via cinema, 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 2021 fiscal year, but for the purposes of this report and campaign summaries, efforts performed in July 2020 are considered part of FY20.



1.0 CWEB FISCAL YEAR 2020 ACTIVITY SUMMARY

The CWEB program has expanded upon and added to previously successful efforts to build on the broad reach of CWEB's media identity developed in previous years, while also increasing the depth of CWEB's stormwater education offerings through face-to-face or virtual education of children and adults in Partner communities. In FY20, CWEB maintained all prior year mass media outlets as well as providing direct stormwater education and outreach to CWEB Partners via classroom, library, festival, social media, website, and other educational opportunities.

1.1 NEW LOCAL GOVERNMENT PARTNERS

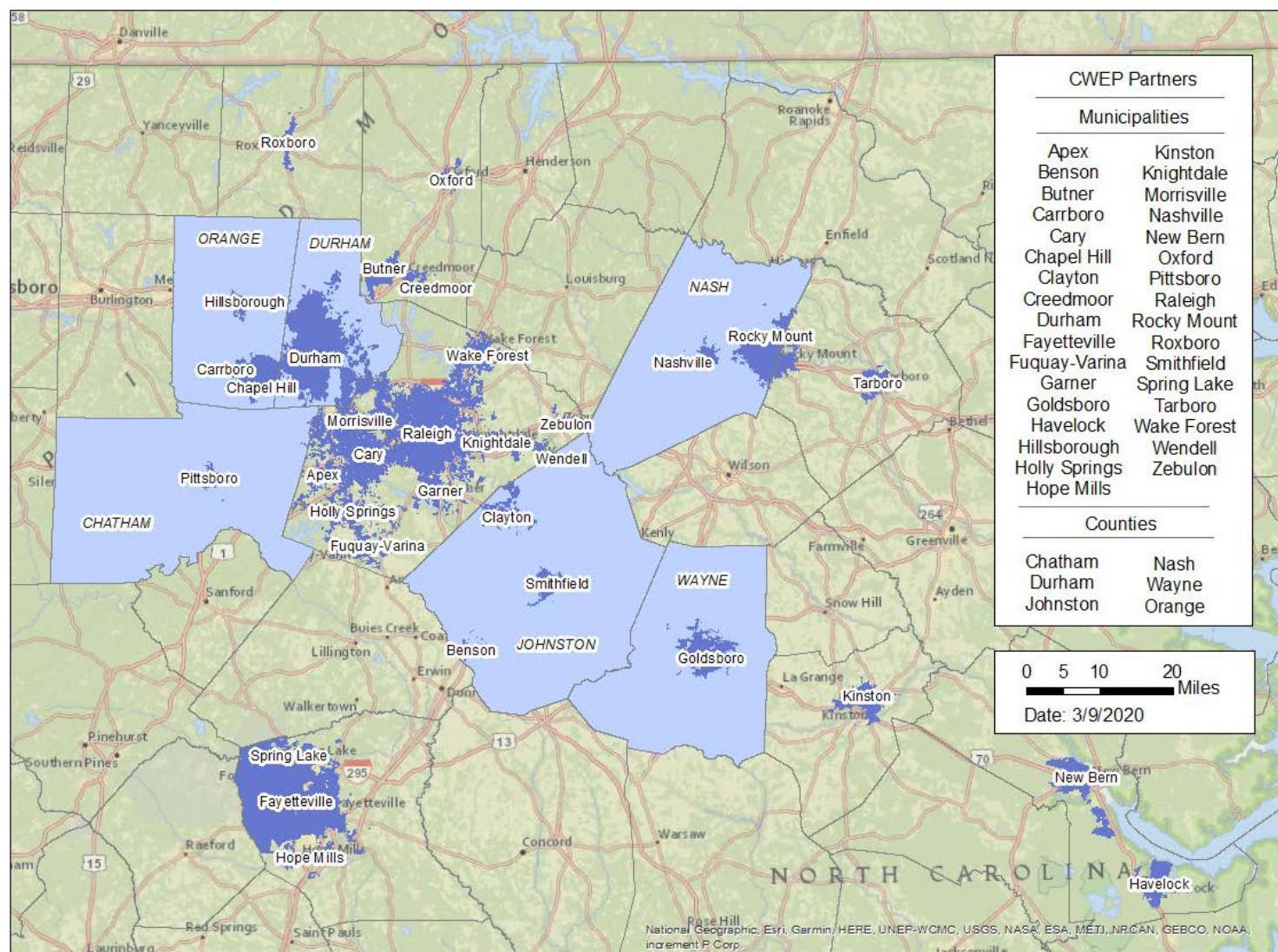
Two local government Partners, Fayetteville and Nashville, joined CWEB in early FY20. These two municipalities exemplify the wide range of types of communities who can benefit from cooperative assistance with stormwater education. Fayetteville has a busy stormwater education staff member who can use assistance with reaching a wider population; Nashville has no stormwater staff but sees the benefit in CWEB providing stormwater education to their citizens.

All current local government Partners are shown in Figure 1 on the following page.

1.2 NEW CWEB EDUCATIONAL OFFERINGS WITH PARTNERING ORGANIZATIONS

FY20 was an exciting year for continuing growth alongside organizations that have helped CWEB deepen and focus outreach and education efforts in local government Partner communities. CWEB's work with NCDEQ Water Resources educator Lauren Daniel allowed CWEB to assist in the development of the NC Stream Watch program, co-lead a project WET workshop, and participate in a new statewide Creek Week Network. CWEB also worked with NCDEQ on the development of new stormwater lessons. A continued partnership with Piedmont Triad Regional Council's Stormwater SMART program has helped inform CWEB's social media presence, virtual education projects, and role of providing "train the trainer" workshops for the NC Stream Watch program. Additionally, the CWEB AmeriCorps member worked on several projects with Keep Durham Beautiful, including the formation of a Litter Curriculum for elementary students and a virtual iNaturalist BioThon hosted in CWEB communities.

Figure 1: Local Government Partners Participating in CWEB as of FY20





1.3 CWEB MASS MEDIA CAMPAIGN ACCOMPLISHMENTS

1.3.1 Campaign Locations and Performance

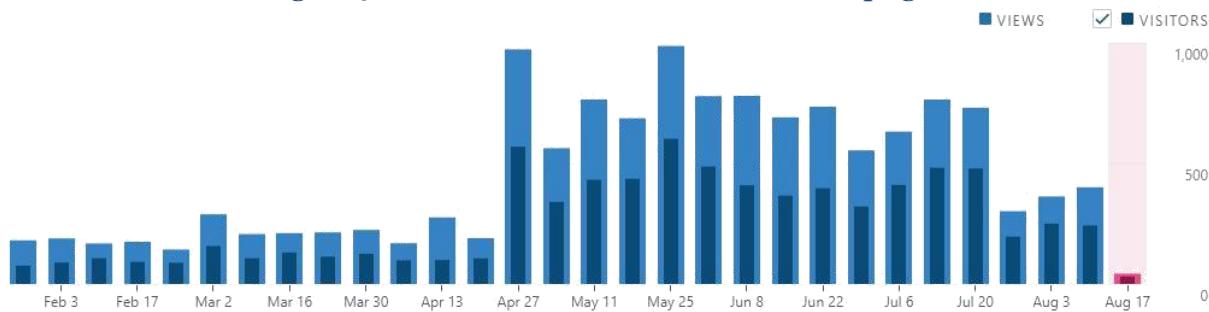
In the spring of 2020, CWEB underwent a major overhaul of website content and structure. Highlights include updating CWEB's services menu, adding downloadable lesson plans and materials for all new standard-aligned lessons created during FY20, housing a distance education repository for at-home learning resources, and updating information about stormwater pollution and management strategies. CWEB also added links to household hazardous waste and yard waste disposal web pages for CWEB local government Partners. These changes have made the website more informative and easily navigable and provided visitors with a clear idea of the services and information that CWEB provides.

Figure 2: Reorganized CWEB Website, Spring 2020



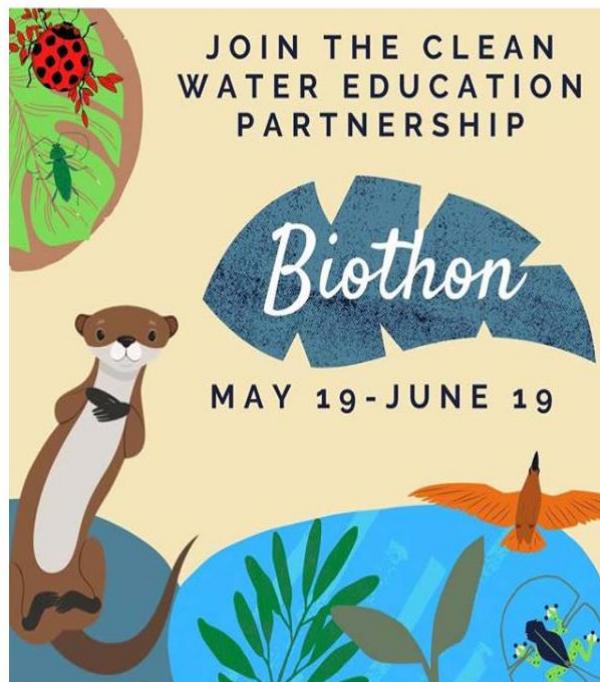
As shown below, website traffic radically increases with the onset of digital advertising via Spectrum and Capital Broadcasting Company (detailed further in section 1.3.3 onward). During the March-July period that these campaigns ran, 7,753 people visited the website, many of them more than once, indicating engagement with the material.

Figure 4: Website Traffic at Onset of Online Campaigns



In the fall of 2019, CWEP created an Instagram account to increase outreach to younger social media users. In the spring of 2020, CWEP took over managing Facebook and Twitter accounts (previously handled by Stormwater SMART) to better serve CWEP's distance education needs. CWEP uses Hootsuite to manage social media accounts, which allows posts to be scheduled simultaneously across all platforms. Since switching the management of accounts, CWEP has increased posting from a few times per month to two posts per week, and CWEP's resources are regularly re-shared by Partner local governments, NC WRRI and other related organizations.

Figure 3: Example of CWEP Instagram Post





In 2020, CWEB's expanded social media toolkit garnered 847 engagements on content ranging from stormwater-related infographics, activities, virtual storytimes, etc. Hootsuite defines "engagement" to include likes, shares, comments, and clicks; thus, the table below reflects individuals confirmed to have consumed (and not just scrolled past) CWEB stormwater education content in FY20.

Table 1: Engagement with CWEB Social Media- FY20

Platform	# of Followers	# of Posts	Total Engagement*	Total Traffic**
Facebook	271	71	383	415
Twitter	144	54	287	336
Instagram	151	35	177	n/a
Total	566	160	847	751

*likes, shares, comments

**clicks (does not apply for Instagram)

Facebook reporting per post shows that many more people had CWEB posts in their feeds than those above who actively engaged. As CWEB continues to grow its network and social media presence, engagement can be expected to increase.

1.3.2 Cinema Campaigns

CWEB contracted with two cinema networks or "circuits," National CineMedia (NCM) and ScreenVision, to maximize coverage of CWEB Partner jurisdictional areas. This arrangement with two vendors began in FY13 and continues to provide the necessary coverage of our member jurisdictions with cinema outreach. CWEB's 30-second animated video focusing on the impacts of litter (the FY20 priority pollutant) was run at all locations. This spot conveys the impact of litter and the public's role in preventing it in a family-friendly way; it can be viewed [here](#).

1.3.2.1 Campaign Locations and Performance

Below are tables describing the theaters, locations, screens, and impressions delivered by each circuit. NCM and ScreenVision ran the campaign concurrently from December 13, 2019 to January 2, 2020.

Impressions represent how many times the spot was viewed based on theater estimates of viewers in their seats at the time of showing, and theater capacity. The impression count is based on total showings and may include some duplicated audience members if moviegoers attended more than one movie during the campaign.

Table 2: Statistics for FY20 NCM Winter Cinema Campaign

Theater Name	Location	# of Screens	Estimated Spots	Projected Impressions
Beaver Creek Stadium 12	APEX, North Carolina	12	1,008	23,531
Brier Creek Stadium 14	RALEIGH, North Carolina	14	1,176	39,127
Cinemark Raleigh Grande 16	RALEIGH, North Carolina	16	1,344	56,412
Crossroads Stadium 20 with IMAX	CARY, North Carolina	20	1,680	55,369
North Hills Stadium 14	RALEIGH, North Carolina	14	1,176	32,116
Premiere Theatre 12	GOLDSBORO, North Carolina	12	1,008	24,448
Premiere Theatre 14	ROCKY MOUNT, North Carolina	14	1,176	21,767
Wakefield 12	RALEIGH, North Carolina	12	1,008	41,366
White Oak Stadium 14	GARNER, North Carolina	14	1,176	39,881
Premiere Theatre 7 Kinston	KINSTON, North Carolina	7	588	5,509
Timberlyne 6	CHAPEL HILL, North Carolina	6	504	3,768
Total impressions (12/13/2019 - 1/2/2020)				343,294



Table 3: Statistics for FY20 ScreenVision Winter Cinema Campaign

Theater	City	Screen Count	Estimated # Spots	Projected Impressions
Amc Dine-In Southpoint 17	DURHAM	17	1,071	
Park West	Morrisville	14	882	
Amc Classic Blueridge 14	RALEIGH	14	882	
Amc Market Fair 15	FAYETTEVILLE	15	945	
Amc Classic Havelock 6	HAVELOCK	6	378	
Lumina Theatre	CHAPEL HILL	5	315	
Amc Dine-In Holly Springs 9	Holly Springs	9	567	
Theatres 10 @ Northgate Mall	Durham	10	630	
Amc Fayetteville 14	Fayetteville	14	882	
Amc Classic Wilson 10	WILSON	10	630	
Millstone 14	FAYETTEVILLE	14	882	
			Total (12/2019-1/2/20)	163,000

Due to theater closures during the COVID-19 pandemic, CWEP did not pursue spring cinema campaigns.

1.3.2.2 Cinema Campaign Value

Overall, the total cost to the CWEP program was \$11,900 for all FY20 cinematic programming. There was a total of 506,294 impressions delivered with these funds, for an average per-impression cost of \$0.02. This campaign brings incredible value to the CWEP program and can reach viewers of all demographics across a wide region.

1.3.3 Spectrum Digital Campaigns

Spectrum ran the same subtitled 30-second spot as described above from April 27th, 2020 through July 26th, 2020 on English and Spanish TV networks and online. The video was shared via pre-rolls (in which a viewer must watch the spot in its entirety in order to continue to their chosen content) and as in-banner videos (in which a small window loops the spot in the sidebar of the viewer's chosen content). See below for an illustration of these outreach methods.

Figure 5: Digital Campaign Illustration

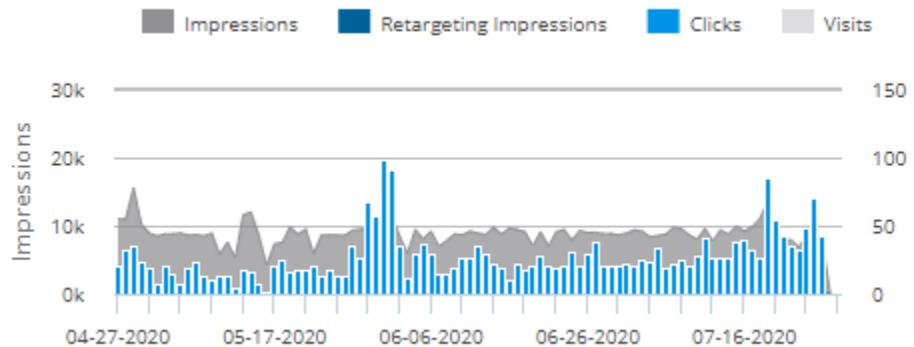


Viewers that clicked on the spot in either capacity were directed to the website described in Section 1.3.1. This campaign was based on a pilot program launched in 2015, which gathered 347,105 impressions; during 2020, Spectrum digital campaign generated over 1,581,086 impressions across the region. (As the spot was delivered online, these are verified actual video plays rather than estimates.) This total includes pre-roll and in-banner ads described above and detailed below, as well as TV- Everywhere described below. Spectrum also provides advertising via 2,619 airings on 6 television networks but does not report viewership associated with these television airings, so the actual number of people reached by Spectrum campaigns is well over 1.5 million.

1.3.3.1 Pre-rolls

Statistics for the 3-month Spectrum pre-roll campaign are provided in the chart below. Overall, 60% of the over 802,248 impressions resulted in a user viewing the 30-second video in its entirety. These views also resulted in nearly 2,500 people clicking through to visit the CWEB website.

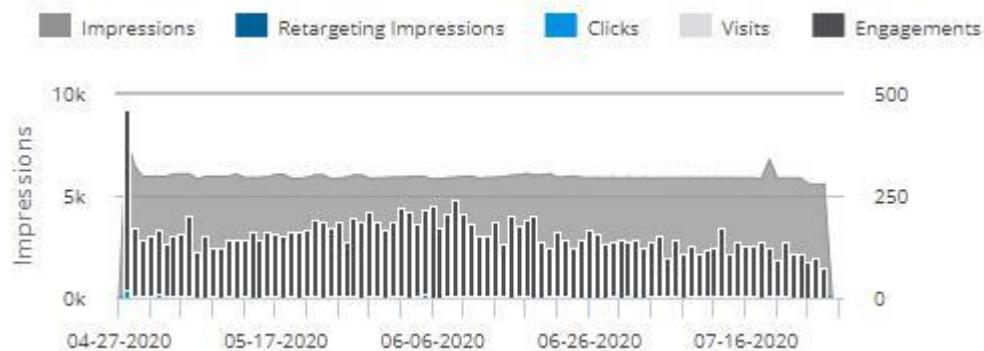
Figure 6: Spectrum Pre-Roll Video Statistics FY20



1.3.3.2 In-Banner Video

Statistics are provided in the chart below for the 3-month Spectrum in-banner video campaign, which garnered an additional 533,547 impressions. This also resulted in over 14,000 engagements, which is when a user clicks on, hovers over to gain additional information, or otherwise interacts with the video. These in-banner videos also resulted in over 300 additional site visits to the CWEB website.

Figure 7: Spectrum In-Banner Video Statistics FY20



1.3.3.3 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. 98% of viewers completed the video using this outreach method—an unprecedented rate—and this campaign generated an additional 245,291 impressions across the region.

1.3.3.4 Spectrum Digital Campaign Value

Overall, the total cost to the CWEB program was \$32,880 for all FY20 digital advertising through Spectrum. There was a total of 1,581,086 verified impressions delivered with these funds for an average per-impression cost of <\$0.02/impresion. (As mentioned earlier, there were additional television impressions which Spectrum does not quantify.) This impressive return on investment showcases the wide reach of online advertising.

1.3.4 Capitol Broadcasting Company Campaigns

In FY20, CWEB continued the relationship began with Capitol Broadcasting Company (CBC) in 2018 to reach the broadcast television market in the region. This campaign included additional digital coverage similar to the Spectrum campaign, as well as network television and radio advertisements described in sections below.

1.3.4.1 CBC – Digital Campaign

CBC ran the subtitled 30-second spot from March through July of 2020 as pre-rolls and as in-banner videos. Viewers that clicked on the spot in either capacity were directed to the website described in Section 1.2.1. During 2020, this campaign generated 341,156 impressions across the region, of which 250,000 were provided as in-kind by CBC. The table below outlines the final digital campaign statistics. As the spot was delivered online, these are verified actual video plays rather than estimates, except for August, which was conservatively estimated based on past months' impressions due to a CBC glitch not running the ads in July.

Table 4: CBC Digital Campaign Statistics- FY20

Month	Tactic	Impressions	Clicks	CTR
March	WRAL.com Preroll	18,183	128	0.70%
	WRAL.com Run of Site Display	50,061	10	0.02%
April	WRAL.com Preroll	18,184	50	0.27%
	WRAL.com Run of Site Display	50,050	10	0.02%
May	WRAL.com Preroll	18,185	49	0.27%
	WRAL.com Run of Site Display	50,101	13	0.03%
June	WRAL.com Preroll	18,183	107	0.59%
	WRAL.com Run of Site Display	50,013	50	0.10%
August*	WRAL.com Preroll	18,183		
	WRAL.com Run of Site Display	50,013		
Total		341,156		

*Originally contracted as July 2020

1.3.4.2 CBC – Broadcast TV Campaign

The table below outlines the final statistics of the CBC broadcast television campaign for CWEB. Of the 1,151 commercials aired, 696 were provided as in-kind from CBC for a value of \$41,000, which significantly increases the value and reach of this campaign. Overall, the television market in the CWEB region saw 10,417,000 impressions!

Table 5: CBC Broadcast TV Statistics – FY20

Station	Commercials Aired	% of Market Reached	Impressions
WRAL	46	33.80%	1,490,000
WRAZ	197	77.10%	3,186,000
WRAL2	173	16.80%	479,000
ME TV	348	59.50%	2,821,000
WITN (New Bern)	138	88.80%	1,320,000
MY TV	132	56.60%	956,000
ME TV (New Bern)	117	22.30%	165,000
Total			10,417,000

1.3.4.3 CBC – Radio Campaign

CBC also ran the audio associated with our 30-second video spot as a radio advertisement on the following stations: WCLY, WCMC-FM, WCMC-HD2, WDNC-AM, WRAL-FM. Overall, this resulted in a total of 720,400 estimated impressions (402,300 of which were provided in-kind by CBC for a value of \$6700.) Radio may reach a portion of the population that may not have reliable broadband at home.

1.3.4.4 Capital Broadcasting Campaign Value

Overall, the total cost to the CWEB program was \$61,250 for all advertising through Capital Broadcasting Company (digital, broadcast TV and radio.) There was a total of 11,478,556 impressions delivered with these funds, for an average per-impression cost of 0.5 cents. This return on investment shows the wide reach garnered by delivering CWEB's message across multiple media platforms.

1.3.5 La Noticia Campaigns

In FY20 CWEB continued advertising in the Spanish-language newspaper *La Noticia* once weekly for 10 months. This quarter-page ad highlighted the importance of properly disposing of litter for stormwater pollution prevention, as well as general stormwater education. CWEB began advertising with *La Noticia* in 2019; its print newspaper is estimated to reach 86,250 readers per week, for a total of 862,500 impressions over the course of the campaign. In addition, the ad was concurrently run on lanoticia.com, where it was anticipated to reach another 31,000 viewers per week. Therefore, a total of 1,172,500 readers viewed the Spanish CWEB ads at a cost of \$1,920, or \$0.002 per view, resulting in the stormwater message reaching a wider Spanish-speaking population.

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.

Table 6: Overall Mass Media Campaign Values- FY20

		Number of impressions	Cost of campaign	Per-impression cost per provider
Cinema	NCM-winter	343,294		
	ScreenVision-winter	163,000		
	Total cinema	506,294	\$11,900	\$0.024
Spectrum	Display	533,547		
	Preroll	802,248		
	TV-Everywhere	245,291		
	Total Spectrum	1,581,086	\$32,880	\$0.021
CBC	Digital	341,156		
	Broadcast TV	10,417,000		
	Radio	720,400		
	Total CBC	11,478,556	\$61,250	\$0.005
La Noticia		1,172,500	\$1,920	\$0.002
TOTAL		14,738,436	\$107,950	\$0.007

There was a total of 14,738,436 impressions delivered with these funds, for an average per-impression cost of \$0.007. Based on Table 7 below, it can be seen that this resulted in approximately 7.3 times the number of impressions than there are people living in the region, illustrating the tremendous value these campaigns bring to the CWEP program.

Table 7: Estimated Mass Media Impressions by CWEB Jurisdiction

Partner	Population* for FY20	Impressions
Town of Apex	48,435	351,107
Town of Benson	3,472	25,169
Town of Butner	7,957	57,681
Town of Carrboro	20,928	151,708
Town of Cary	159,006	1,152,640
Town of Chapel Hill	51,161	370,868
Chatham County	56,986	413,094
Town of Clayton	20,112	145,793
City of Creedmoor	4,600	33,346
City of Durham	260,251	1,886,569
Durham County	42,507	308,135
City of Fayetteville	185,988	1,348,234
Town of Fuquay-Varina	25,548	185,198
Town of Garner	30,008	217,529
City of Goldsboro	33,685	244,184
City of Havelock	20,089	145,626
Town of Hillsborough	7,364	53,382
Town of Holly Springs	32,472	235,391
Town of Hope Mills	16,660	120,769
Johnston County	138,403	1,003,288
City of Kinston	20,393	147,830
Town of Knightdale	14,417	104,509
Town of Morrisville	25,242	182,980
Nash County	41,787	302,915
Town of Nashville	5,222	37,854
City of New Bern	29,942	217,051
Orange County	55,693	403,721
City of Oxford	8,503	61,639
Town of Pittsboro	4,602	33,360
City of Raleigh	439,269	3,184,277
City of Rocky Mount	54,686	396,421
City of Roxboro	8,204	59,471
Town of Smithfield	11,342	82,219
Town of Spring Lake	6,342	45,973
Town of Tarboro	10,735	77,818
Town of Wake Forest	36,398	263,850
Wayne County	83,005	601,706
Town of Wendell	6,843	49,605
Town of Zebulon	4,901	35,528
Total	2,033,158	14,738,436

*Based on July 2017 certified pop from NC State Demographics

1.4 CWEP DIRECT EDUCATION AND OUTREACH ACCOMPLISHMENTS

1.4.1 In-Person Education and Outreach Pre-Pandemic

Between September 2019 and March 2020, CWEP conducted 26 in-person education events reaching a total of 2,550 individuals. These events included tabling at festivals, guest lessons in schools, after-school programs at libraries, and others. Figure 8, below, pictures a selection of education and outreach events, and Table 8 on the following page lists all in-person events conducted in FY20. (CWEP transitioned to fully virtual outreach and education during the COVID-19 pandemic, discussed further in section 1.4.1.2.)

Figure 8: CWEP Tabling at Fiesta del Pueblo; Stormwater Investigation Activity at South Johnson and East Wake High Schools; and Enviroscope Presentation at Lincoln Heights Elementary



1,426 people visited and took educational materials at tabling events in CWEP communities. (Tabling materials, also made available to CWEP local governments, include stormwater brochures, stickers, pet-waste bags, and cooking grease collection lids available in English and Spanish.) In FY20 CWEP also developed lessons for elementary through high school students aligned to NC curriculum standards, delivering these to nearly 1000 youth at schools, libraries and after-school programs. Curriculum-aligned lessons included a flooding case study and “Stormwater Consequences” board game for elementary and middle schoolers which help introduce students to common stormwater pollutants and stormwater management strategies. At the high school level, CWEP created an interactive river basin timeline activity and storm drain investigation lesson to help students engage with their watershed while on their school campus.

Note **red text** indicates a Title 1 school.

Table 8: In-Person Events in CWEP Partner Communities

Partner	Event/Location	Month	# of people reached
Raleigh	Fiesta Del Pueblo	September	450
Oxford	Richard H. Thornton Library	September	25
Wendell	Harvest Festival	October	250
Durham	Families Moving Forward	October	6
New Bern	MumFest	October	140
Fuquay-Varina	Lincoln Heights Elementary	October	70
Morrisville	Western Wake Farmer's Market	October	50
Spring Lake	Fall Festival	October	350
Cary	Cary High School	November	50
Zebulon	Zebulon Elementary	November	79
Wendell	East Wake High	December	120
Creedmoor/Butner	South Granville High	December	120
Holly Springs	Holly Springs High	December	120
Knightdale	Christmas Tree Lighting	December	120
Goldsboro	Goldsboro High	January	55
Hope Mills	Hope Mills Middle	January	180
Clayton	Clayton Parks & Rec	February	16
Johnston County	James Bryan Creech Public Library	February	9
Benson	South Johnston High	February	80
Hope Mills	Rockfish Camp	February	45
Oxford	5k and Food Truck Rodeo	March	45
Apex	Wake County Green Schools Network Kickoff	March	50
Wake Forest	Wake County Girl Scout Leader Meeting	March	50
Oxford	Richard H. Thornton Library	March	10
Cary	West Regional Library	March	20
Durham	Duke Park	March	40
TOTAL:	26 events		2550

1.4.1.1 Education and Outreach to Underserved Populations

In FY20, CWEB expanded outreach in Partner communities with a focus on reaching underserved individuals. Of the 10 programs conducted at schools, 6 of them were at schools eligible for Title 1 funding for free and reduced lunch (highlighted in red in the table of events). Together these school visits reached 456 students. CWEB also did a program at Families Moving Forward, a homeless shelter in Durham.

In FY20, CWEB also improved delivery of stormwater education to Spanish-speaking populations by tabling at Fiesta Del Pueblo for the second consecutive year and by translating nine print outreach materials into Spanish, including CWEB's brochure and poster, postcards, grease lids and pollutant-specific trifolds.

Additionally, CWEB conducted several programs at rural libraries including the Richard H. Thornton Library in Oxford and the James Bryan Creech Public Library in Johnston County. These valuable partnerships with schools, libraries, and community organizations have helped CWEB to reach populations who would likely otherwise not receive stormwater education and fostered connections to conduct continued education in future years.

1.4.1.2 Distance Learning During the Pandemic

Due to the COVID-19 pandemic, CWEB had to cancel 30 scheduled in-person education programs that would have reached an additional estimated 3,500 individuals. Under business-as-usual circumstances, CWEB would have been able to visit all 39 local governments to provide in-person education. Instead, CWEB pivoted to provide virtual learning resources and distance learning opportunities for K-12 and adult audiences across Partner communities, including the following activities:

- Compiled a distance learning repository of at-home and online stormwater education activities housed on the CWEB website
- Created weekly social media posts with activities, crafts, and challenges
- Joined as a virtual guest speaker for a high school environmental science class
- Recorded 5 virtual water-based story times
- Wrote, recorded, and shared an [interactive stormwater song](#)
- Hosted a month-long Spring BioThon through the iNaturalist website/app.



In addition, prior to Durham's stay-at-home order, CWEP distributed coloring pages, activity guides and individually packaged snacks at a Durham park. Pictured below are examples of educational tools CWEP used at a virtual environmental science classroom visit in spring 2020:

Figure 9: Virtual Interactive "Watershed Tour" via 360 degree photo in Nearpod platform

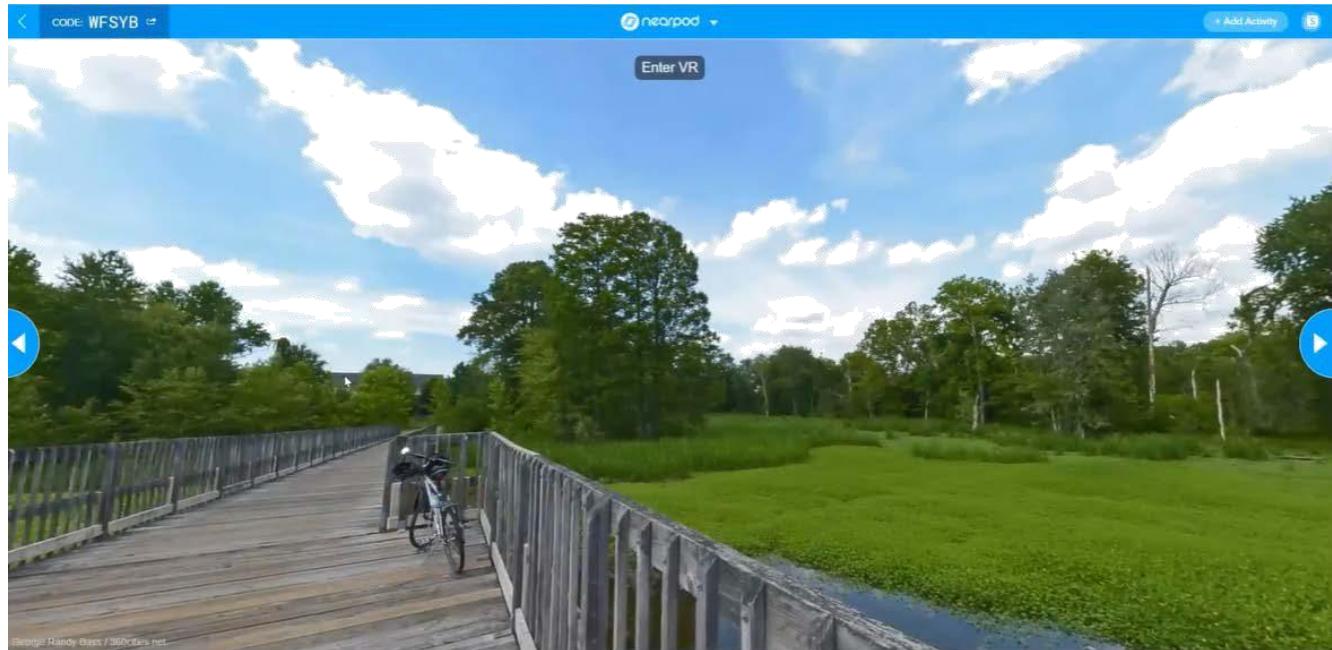


Figure 10: Virtual Interactive Stormwater Quiz Game (Demonstrated at CWEP Meeting)

A screenshot of a Kahoot! game titled "Time to Climb". On the left, a sidebar shows the "Overall Leaders" table with the following data:

Rank	User	Points
1	Jaclyn	1612 points
2	Susan Locklear	1586 points
3	Ashley	1573 points
4	Deanna	1560 points
5	christy	1376 points
6	TJ Cawley	1370 points
7	Laura S	1346 points
8	Maya	1324 points
9	Tony V	1250 points

On the right, the game screen shows a 3D underwater environment with a question: "Question 3/5: Which of the following depicts a storm drain?" with a red "2" indicating the number of points available.



While it is difficult to track the exact number of individuals reached for many of these activities, efforts such as these will likely continue into FY21 as stay-at-home orders, social distancing and the cancellation of large community events prevent in-person programming.

1.4.2 Public Participation Efforts Begun in FY20 To Be Implemented in FY21

CWEP's FY19-20 AmeriCorps Service Member Hannah Barg worked with PTRC to become trained in delivering Stream Watch trainings to local Scout groups. Due to the pandemic, this effort is on hold. In the meantime, Hannah will assist NCDEQ and Stormwater SMART staff in hosting virtual training sessions for Stream Watch Facilitators, the first of which will happen at the end of August 2020.

In FY20, CWEP planned or applied for grants for several public participation efforts that would start in FY21, including:

- Coordination of a regional, virtual Creek Week (grant proposal pending; will occur regardless)
- Watershed Game training (did not receive grant; idea on hold due to pandemic)
- App-based aquatic/riparian species “Biothon” for CWEP Partners, citizens, and teachers to learn about species in their watersheds
- Stream Watch, via virtual training and if/when it is possible for groups to do in-person

1.5 CWEP STEERING COMMITTEE ACTIVITIES

The CWEP Steering Committee met for quarterly meetings on July 23, 2019; October 15, 2019; January 7, 2020; and April 14, 2020. Summaries and minutes for all FY20 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. The transition to virtual Steering Committee meetings has prompted broader engagement from Partners located farther from Durham, an unexpected, positive turn of events.

2.0 PROGRAM FINANCIAL INFORMATION

2.1 CWEB PARTNERS AND COST SHARES

CWEB 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 (FY20 used 2017 certified estimates). The CWEB Steering Committee approved the CWEB FY20 program cost shares outlined in the table below in January of 2019.

Table 9: FY20 Approved Cost Shares

Partner	Population* for FY20	Cost Share
Town of Apex ^{2,5}	48,435	3,986
Town of Benson ²	3,472	2,142
Town of Butner ²	7,957	2,326
Town of Carrboro ^{2,5}	20,928	2,858
Town of Cary ^{1,2,5}	159,006	8,519
Town of Chapel Hill ^{2,5}	51,161	4,098
Chatham County ^{2,5}	56,986	4,336
Town of Clayton ²	20,112	2,825
City of Creedmoor ²	4,600	2,189
City of Durham ^{1,3,5}	260,251	12,670
Durham County ^{1,5}	42,507	3,743
City of Fayetteville	185,988	9,626
Town of Fuquay-Varina ²	25,548	3,047
Town of Garner ^{1,2}	30,008	3,230
City of Goldsboro ^{1,2}	33,685	3,381
City of Havelock ¹	20,089	2,824
Town of Hillsborough ²	7,364	2,302
Town of Holly Springs ²	32,472	3,331
Town of Hope Mills ²	16,660	2,683
Johnston County ¹	138,403	7,675
City of Kinston ¹	20,393	2,836
Town of Knightdale ²	14,417	2,591
Town of Morrisville ^{2,5}	25,242	3,035
Nash County ^{2,4}	41,787	3,713
Town of Nasvhille	5,222	2,214
City of New Bern ^{1,2}	29,942	3,228
Orange County ^{1,2,5}	55,693	4,283
City of Oxford ⁴	8,503	2,349
Town of Pittsboro ⁵	4,602	2,189
City of Raleigh ^{1,3}	439,269	20,010
City of Rocky Mount ^{2,4}	54,686	4,242
City of Roxboro ²	8,204	2,336
Town of Smithfield ¹	11,342	2,465
Town of Spring Lake ²	6,342	2,260
Town of Tarboro ⁴	10,735	2,440
Town of Wake Forest ²	36,398	3,492
Wayne County ^{1,2}	83,005	5,403
Town of Wendell ²	6,843	2,281
Town of Zebulon ²	4,901	2,201



2.2 CWEB PROGRAM FINANCIAL REPORT FOR FY20

Table 10 below outlines the FY20 budget. Table 11 on the following page shows how CWEB intends to use funds in FY21. The COVID-19 pandemic spurred changes such as discontinuing summer 2020 cinema and hiring the FY20 CWEB AmeriCorps as part-time, temporary staff in lieu of a FY21 AmeriCorps to continue and build on the effective virtual education and outreach efforts she initiated from March 2020 onward. This decision seemed more responsible than hiring a new AmeriCorps to move to the Triangle to work remotely for an indefinite period of time during a pandemic.

Table 10 : CWEB FY20 Financial Report

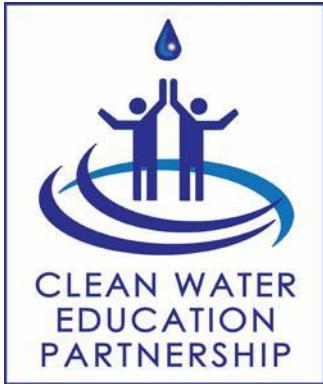
CLEAN WATER EDUCATION PARTNERSHIP (CWEB) FY2020 AVAILABLE FUNDS		
	Budgeted	Actual
FY20 Cost Share Revenue	\$ 161,359	\$ 161,359
Fund Balance at close of FY19	\$ 63,995	\$ 63,995
Total	\$ 225,354	
CLEAN WATER EDUCATION PARTNERSHIP FY2020 EXPENDITURES		
TJCOG Direct Costs		
TJCOG Staff Time	\$ 35,751	\$ 42,912
AmeriCorps Member	\$ 9,500	\$ 9,500
Travel, Supplies, Miscellaneous	\$ 9,800	\$ 5,777
TJCOG Direct Costs Total	\$ 55,051	\$ 58,188
Mass Media Campaign Costs		
Spring Online Campaign	\$ 30,000	\$ 21,916
Spring/Summer Broadcast Campaign	\$ 61,250	\$ 61,250
Winter Cinema	\$ 12,000	\$ 11,900
La Noticia Ads	\$ 1,920	\$ 1,920
Mass Media Campaign Costs Total	\$ 105,170	\$ 96,986
Campaign Content & Outreach Materials		
AmeriCorps Outreach Materials	\$ 3,000	\$ 1,696
Printing	\$ 7,000	\$ 6,748
Campaign Content & Outreach Materials Totals	\$ 10,000	\$ 8,444
Total Expenses	\$ 170,221	\$ 163,618
FY20 Use of Fund Balance	\$ 8,862	\$ 2,259
Projected Available Fund Balance at end of FY20	\$ 55,133	\$ 61,736



Table 11: Projected FY21 CWEP Budget

CLEAN WATER EDUCATION PARTNERSHIP (CWEP) FY2021 AVAILABLE FUNDS	
FY21 Cost Share Revenue	\$ 166,042
Fund Balance at close of FY20	\$ 61,736
Total	\$ 227,778
CLEAN WATER EDUCATION PARTNERSHIP EXPENDITURES	
TJCOG Direct Costs	
TJCOG Staff Time	\$ 55,563
Travel, Supplies, Miscellaneous	\$ 7,300
TJCOG Direct Costs Total	\$ 62,863
Mass Media Campaign Costs	
Spring Online Campaign	\$ 30,000
Spring/Summer Broadcast Campaign	\$ 60,000
Winter Cinema	\$ 12,000
La Noticia Ads	\$ 1,920
Mass Media Campaign Costs Total	\$ 103,920
Campaign Content & Outreach Materials	
Physical Direct Education/Outreach Materials	\$ 1,500
Campaign Content & Outreach Materials Totals	\$ 1,500
Total Expenses	\$ 168,283
FY21 Use of Fund Balance	\$ 2,241
Projected Available Fund Balance at end of FY21	\$ 59,495

**APPENDIX:
STEERING COMMITTEE MEETING SUMMARIES**



SUMMARY

CLEAN WATER EDUCATION PARTNERSHIP

www.ncCleanWater.org

STEERING COMMITTEE MEETING

July 23, 2020

Triangle J Council of Governments, Durham NC

Present

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

FY19 Final Program Updates

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

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

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

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

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

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

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

Direct Education in FY19

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

Updated FY20 Budget/Cost Shares

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

Strategic Planning for FY20 and Beyond

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

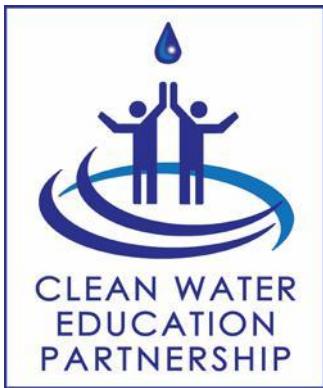
CWEP staff will refer members who request to borrow the Enviroscape to online resources showing them how they can fashion their own out of found materials, and consider the best type of model to invest in in future.

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

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

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

Meeting adjourned at 12:00pm.



SUMMARY

CLEAN WATER EDUCATION PARTNERSHIP

www.ncCleanWater.org

STEERING COMMITTEE MEETING

October 15, 2019

**Triangle J Council of Governments, Durham NC
27703**

Present

Heather Holley, Town of Carrboro
Marie Cefalo, Town of Cary
Charles Brown, Town of Cary
Sammy Bauer, Town of Chapel Hill
Laura Webb Smith, City of Durham
Zachary Pitts, Town of Holly Springs
Tony Victor, Town of Morrisville
Carmela Teichman, City of Raleigh
Phil Ross, AWCM/City of Roxboro
Jen Schmitz, TJCOG

Maya Cough-Schulze, TJCOG
James Misciagno, Town of Apex
TJ Cawley, Town of Morrisville
McKenzie Gentry, Durham County

Program Updates

Maya mentioned that the Annual Report has been shared with all partners, who should direct any questions to her or Jen. Spanish brochures are coming soon. In the meantime, Maya has translated the trifolds into Spanish, which are available on the [Spanish Language page](#) of the CWEP website. CWEP also purchased a test run of grease lids. Many partners expressed interest in these; CWEP staff can get more and distribute. Hannah has also refined the [Menu of direct education services CWEP offers](#), also available on the website.

FY20 Direct Education Updates & Discussion

Maya introduced Hannah Barg, CWEP's new AmeriCorps member. Hannah comes from Wisconsin and has experience teaching high schoolers and communicating about climate change. She looks forward to developing more high school curriculum, serving AmeriCorps' goal of reaching underserved populations, and gaining professional development in the stormwater field as her background is general environmental science. She has already completed and planned a number of events towards the goal of doing two events for each member this year (one school/library program and one tabling event.) Please reach out to her with any contacts or suggested events!

Daniel Colavito, Town of Holly Springs

Philip Bunton, Town of Knightdale

Wesley Poole, Orange County

Darrel Smith, Town of Oxford

Deanna Rosario, Town of Spring Lake

Carrie Mitchell, Town of Wake Forest

Drew Blake, Chatham County

Joyce Gaffney, City of Raleigh

Patty Dwyer, Town of Apex

On the Conference Line

Shauna Haslem, City of Fayetteville

Erin Joseph, Town of Benson

Stacy Beard, Town of Clayton

Jennifer Mitchell, Town of Fuquay-Varina

Partnership Opportunities

The group discussed opportunities for CWEP members to partner with one another on direct education. The discussion was framed by Carmela Teichman's experience planning a school program in partnership with Marie Cefalo, spurred by a long-time teacher contact's move to a school in Cary. Carmela pointed out that partnerships could help free Hannah up to do education in more rural/ unreached areas, and Maya posed the question: what other neighboring communities currently partner to share resources and education programs? Heather Holley and Sammy Bauer said that Chapel Hill/ Carrboro partner on events because it's easier to have two people. Tony Victor and TJ Cawley mentioned opportunities for partnerships with other organizations outside of the CWEP membership. Specifically, the recent Diwali festival could be an event the CWEP educator comes to in future, as it raised money for Carry the Water, a local nonprofit that works for clean water access in India. Daniel Colavito mentioned that Holly Springs partners across departments; they use educational materials from the Town's erosion control program. A show of hands showed that many representatives present only person doing education, which showcases the value of the CWEP educator's help!

Direct Education Goals

Maya mentioned that it is a goal for the CWEP Direct Education program to deliver education to communities who would not have access to it otherwise. Hannah passed around a sheet for CWEP members to write down any teacher, librarian, after-school program, or other contacts. Please contact her with contacts or events when you think of new venues or audiences. For instance, Hannah has already done a program with Families Moving Forward shelter in Durham.

Additionally, in winter/spring, CWEP member communities will be able to request trainings from Hannah on how to develop a Stream Watch program. CWEP members expressed a preference for spring trainings because of weather, flow and the ability to find macroinvertebrates.

Litter Pollutant Theme

Maya reviewed the existing English and Spanish outreach materials on litter and asked for steering committee input on any other messages or materials that have worked especially well for this theme. Members said the litter portion of the CWEP brochure delivers the message effectively and expressed interest in turning it into a bumper sticker. Jen mentioned that the La Noticia ad on litter runs in print and online every week- thanks to Durham/Raleigh folks for spearheading that relationship!

Deanna (Spring Lake) mentioned that she heard kids' parents were dumping in storm drains at bus stops when they picked up their kids. She plans to mark the storm drains by bus stops first. Perhaps school bus drivers could also be a target stakeholders/audience for litter messaging--can they help remind students to throw their trash away before they get off the bus? Provide trash bags or messaging? An open question to the group was posed: Who else is out there that might be able to help support our message?

Cigarette butt waste was discussed specifically. Carrboro staff mentioned a partnership between tobacco companies and restaurants in South Florida to give away free ash trays in front of tobacco businesses and night clubs. Jen mentioned cigarette "voting boxes" to encourage people to vote with their waste.

Various other discussion of litter messaging included purposely getting booths adjacent to solid waste folks at events (Holly Springs does this). This breaking down of silos is useful because people ask stormwater staff how do you get dispose of certain types of waste (batteries, oil, paint). Stormwater staff could share information about how specific types of waste pollute stormwater. Discussion also raised the question: How can we partner with waste industries, as they are a huge contributor to stormwater litter! Chatham has a waste reduction coordinator focused on catching bigger waste items. Morrisville's Green Day includes litter sweeps and bulky item collection.

FY20 Goals / Five Year Plan

Members brought up interest in designing a video game. Jen said this has been on the five -year plan since she has been at TJCOG. It hasn't happened yet because it is expensive to make something decent. A microgrant for making a video game might be the best route for funding. Epic Games in Cary might be able to design something. TJCOG staff will start getting some quotes; CWEP members should reach out to staff if they have contacts who might be willing to design a game for a reduced rate. James Miscagiano said his son software designer, could reach out to him for quote.

Discussion did not specify content of a game. Members said the game doesn't necessarily just have to focus on stormwater; could be more broadly environmental. Maya met someone at a conference who piloted a game in Washington, DC, which is similar to Pokemon Go for raingarden maintenance. If CWEP members are sufficiently interested in this specific topic, she can reach out to this contact.

Jen brought up the idea of a public art or photo contest, possibly coordinated with Creek Week, to crowdsource talent. Affordable incentives/prizes for winners is always the challenge. Ideas generated through discussion included: rain barrels painted by local artists, or winning art used in CWEP materials, on stormdrain stickers or on CWEP's website, or on a calendar. Raleigh staff mentioned sponsoring art contests; ask them for pointers. Morrisville also has an annual poster contest for K-5 students. Fashion shows where runway clothes are created out of disposable materials is also a fun way to raise awareness about litter.

On the litter theme, Jen also mentioned that Hannah could offer CWEP-specific cleanup days, potentially associated with Stream Watch or Creek Week. (A regional creek week remains an option if members are interested.) Several members mentioned cleanups already scheduled. James Miscagiano mentioned that Starbucks did a small creek clean up with them--to be promoted as a manager, have to coordinate an environmental event. Phil suggested a joint regional cleanup at Jordan Lake or similar central site. Jen mentioned that Clean Jordan Lake has very well-organized cleanups—GIS maps of trash locations. An REI grant supported this in past; we can seek out REI grants for these types of events as well.

Incentives for trash pickups were discussed—Laura Webb Smith said that schools love to have their own set of litter grabbers and vests for clean ups. CWEP could budget for giving these away to member schools if this was a priority in the future. Laura encouraged members to become a Keep America Beautiful affiliate if they're not already—there aren't that many in this region. Rocky Mount has a Keep America Beautiful staff person and also encourages other municipalities to apply. Carmela mentioned that the 50th anniversary of Earth Day is next year—how can we harness youth energy around this event?

Interest in Board Meeting Presentations about CWEP

Original spurred by a request from Smithfield, Jen offered for TJCOG staff to present about CWEP to members' boards/councils, planning staff, etc who might not know that they are a CWEP member

community. Durham County expressed interest as they are in process of developing a stormwater utility. Clayton also expressed interest as they're taking over their own stormwater management from Johnston County. Danny said that SWANC has focused meetings on MCMs and will meet in spring about public education and outreach; CWEP should present there.

Partnership with PTRC

Jen said that PTRC will unfortunately be going with a local media provider rather than Spectrum. However, Danica will help with training Hannah on Stream Watch and doing CWEP's social media. Hannah and Stormwater SMART AmeriCorps Stephen have already partnered on several training and outreach events. CWEP and SMART will continue to try to have a cohesive message about stormwater, as our videos are now being broadcasted across most of the eastern half of the state.

Direct Education Lesson Demo & Discussion

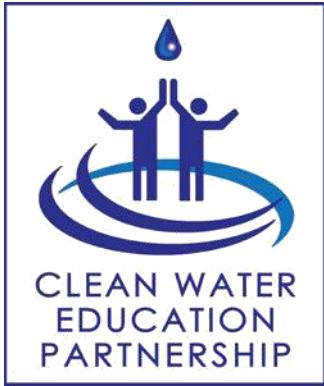
Hannah showed her tabling materials and had members participate in the "Sum of All the Parts" lesson from Project WET. Members had a good time drawing and discussing very well-thought -out waterfront developments. After the demonstration lesson, members shared direct education advice and favorite lessons. The general consensus was that it is usually appropriate to teach to a middle school age level regardless of the audience's actual age, given that many people don't know about stormwater. Members mentioned that asking questions is the best way to teach, and be careful to avoid jargon—students will pretend they understand the words you're using, if you don't. James (Apex) said you should define stormwater infrastructure, impervious surface, sewer, BMP. Say hard surface instead of impervious surface; explain where the water goes and what stormwater devices do. Carmela says, don't use the word BMP because it applies in all kinds of scenarios. Teachers sometimes say "impermeable" rather than "impervious." "Infrastructure" can make people think of roads than pipes.

Zach (Holly Springs) mentioned the power of pairing an Enviroscape lesson for elementary schoolers with walking outside to see catch basins or a stream outside the school if possible. Carmela said she's had success showing students laminated pictures that staff have collected (leaves on top of inlet; a construction site) before doing Enviroscape, to gauge students' knowledge level. Local photos make it real to kids even if can't go outside, and makes students more interactively involved with the model, as they recognize the specific places in their community. Heather (Carrboro) mentioned that having live bugs always draws people in.

Wrap-Up

Maya mentioned that everyone has gotten their invoices, and most have been paid; please reach out with any questions.

The meeting adjourned at 11:50am.



SUMMARY

CLEAN WATER EDUCATION

PARTNERSHIP www.ncCleanWater.org

STEERING COMMITTEE MEETING

January 7, 2020

**Triangle J Council of Governments, Durham NC
27703**

Present

Heather Holley, Town of Carrboro
Marie Cefalo, Town of Cary
Sammy Bauer, Town of Chapel Hill
Zachary Pitts, Town of Holly Springs
Tony Victor, Town of Morrisville
Carmela Teichman, City of Raleigh
Phil Ross, AWCM/City of Roxboro
Jen Schmitz, TJCOG
Maya Cough-Schulze, TJCOG
Hannah Barg, TJCOG
James Misciagno, Town of Apex
TJ Cawley, Town of Morrisville
McKenzie Myers, Durham County
Daniel Colavito, Town of Holly Springs
Darrel Smith, Town of Oxford
Deanna Rosario, Town of Spring Lake
Carrie Mitchell, Town of Wake Forest
Drew Blake, Chatham County
Shauna Haslem, City of Fayetteville
Jaclyn Stannard, City of Garner
Heather Fisher, Town of Hillsborough

On the Conference Line

Phillip Bunton, Town of Knightdale
Scott Miles, City of Rocky Mount
Jennifer Mitchell, Town of Fuquay-
Varina
Tyler Riddle, Town of Hope
Mills Keep Durham Beautiful

Program Updates

Maya updated the group on CWEP's winter 2019 campaign that recently wrapped up through National CineMedia and ScreenVision, as well as the upcoming spring 2020 campaign through Capital Broadcasting Company (and WITN in New Bern.)

Spanish brochures and a run of new English are also now available.

FY20 Goals/ Five Year Plan Updates

Hannah presented on direct education updates that relate to CWEP's FY20 goals, Five Year Plan, and action items from the last meeting, including:

- The Flood the Fidgets online game (freely available at pbskids.org/designsquad/games/don't_flood). Hannah used this game during a classroom visit in Zebulon where kids used it to explore strategies to prevent flooding.
- CWEP bumper stickers: Hannah designed a test run that she will hand out at tabling events.
Comments from members:
 - Carmela: Can we move the text up so that they can put a sticker for their own jurisdiction?
 - All: Make the text bigger! Especially for “storm drain leads to streams”
- CWEP Clean Up Days/Litter updates:
 - Stream Watch Update: Maya and Hannah arranged for training with Danica, and Hannah will now be available to deliver Stream Watch train-the-trainer events.
 - Lesson learned from Danica: train already established groups, like Boy Scouts!
 - PTRC is developing a hard copy Stream Watch Field Guide due to challenges using Stream Watch app in areas with poor cell reception (will share with CWEP when completed!)
 - Litter Clean Up in Chatham County with Clean Jordan Lake: Hannah joined a cleanup where 130 people picked up over 250 bags of trash
 - Marie: What's the age minimum for cleanups? Heather Holley: 10, but must have chaperone and sign waiver.
 - Carmela, Zach: Anyone below age 18 has to have a chaperone and sign a waiver.
 - Keep Durham Beautiful Litter Kit Pilot Program
 - Hannah is developing curriculum in partnership with Keep Durham Beautiful
 - Keep Durham Beautiful's litter curriculum materials will be available to all CWEP members—keep an eye out for a blog post soon
 - Grant Priorities: CWEP is in the process of applying for a \$7000 Clif Bar Family Foundation mini grant. What are members' top priorities for this opportunity?
 - Litter kits for schools? (1 vote)
 - TJ: Could we have an app to track where litter is?
 - Hannah: Clean Jordan Lake uses the Literatti app to track where to schedule trash pickups. A high school student in Chatham wants to do what you describe—can connect you!
 - Cigarette voting boxes? (1 vote)

- Storm drain mural contest?
 - TJ: Could use banners? More temporary—if people don't want to commit to a permanent mural
- Watershed Game distribution or trainings? (13 votes)
 - NC specific version made by WRRI?
 - Morrisville: How much are they? \$75 for classroom version, \$250 for local leader (adult) version
- Regional Creek week (chosen by consensus if we can apply twice)
 - Daniel: We should do this as well
 - Ask PTRC for their model
 - Jen: Each municipality leads their own events, but CWEB coordinates
 - Scaled-up version of what Laura does in Durham
 - Phil Ross: Timing aligns with school calendars. Runs for 1-2 months.
 - Jen: Local governments' events may not be at the exact same time
 - Durham County: Logistical considerations to take into account:
 - Had to move actual Creek Week because it snowed one year
 - Started planning 3 months in advance
- Goal in progress: Recruit additional partners
 - Suggested events/groups to present to beyond WRRI, SWANC?
- Goal in progress: Pursue education grants
 - Recommended state or local mini-grants?
 - Sammy: Just got a River Network grant, partnering with Coca Cola to distribute rain barrels (build-your own)
 - EEG grant—McKenzie from Durham applied in Sept; waiting to hear back

Direct Education updates

- Spring calendar (especially on weekends) is filling up! Contact Hannah soon to schedule a spring event.
- Pertinent upcoming events
 - Wake County Green Schools Partnership Kick-off: A teacher training day about project-based curriculum—inform any interest teachers about this!
 - WRRI Annual Conference: CWEB will be presenting on using GIS for education (Hannah on storm drain lesson, Lauren on Stream Watch)
- Hannah presented on the new lessons she developed, which are [available in PDF form in her Google Drive folder](#)
 - Storm Drain Consequences board game: Essentially Stormwater Candyland; reinforces good and bad actions related to our 6 pollutants

- Teaches same lessons as Enviroscape; low cost alternative (print on 8.5x11" folder and tape to cardboard)
- Neuse and Cape Fear River timelines (Tar-Pamlico coming)
 - Teaches about history and water quality events in basin
 - Piloted with 3 high schools in CWEP jurisdictions; use to transition to storm drain lesson (so as to provide stormwater education in a general to specific way, from scale of river basin to parking lot)
- Storm Drain Data Collection via Survey123 on phones
 - Goal: For students to understand that storm drain systems are the start of our watersheds. Students loved it—contact Hannah if you'd like her to do this or any other lessons in your local government's jurisdiction!
 - Carmela: How long was the lesson? Hannah: 80 minute (one block) is perfect for the timeline plus storm drain data collection.
 - Hannah hopes to integrate this with stream watch data
 - Seeking feedback on whether storm drain data is useful to CWEP members in addition to being a good education tool!

Heather Fisher, Stormwater Coordinator for the Town of Hillsborough, presented an overview of the NC Watershed Wisdom Curriculum developed by NC Watershed Stewardship Network (NC WSN).

- Curriculum kicking off to the public today! Spearheaded by Christy Perrin who leads NC WSN
 - Social media posts go out today; feel free to re-share!
- Centered around the broad question: What would it look like if all North Carolinians understand the high value of water
- Goal was to add value to the many existing educational resources
 - 14 hands-on activities; free lesson plan and low-cost materials; [all resources on one website](#) including video demonstration of how to teach lessons, lessons themselves, and animations.
 - UNC-TV created animations about watersheds, pollutants, and reducing runoff that complement CWEP's animations
 - Watershed Wisdom kickoff competition: Teachers eligible for prizes if they show they use lesson plans

Breakout group discussion

Question 1: What is the main reason your local government joined CWEP (mass media, direct education, extra help with existing efforts, MS4 compliance, etc.)? (Thank you to all who already answered this question via Hannah's survey!)

Recurring answers:

- MS4 compliance
- For non-permittees and permittees alike, direct education is seen as a huge asset, whether as an extra pair of hands at local government outreach, or in terms of connections with teachers.

- Mass media is a huge return on investment
- Partnership, networking opportunity with other municipalities
- New direct education content is much appreciated, and general innovative education techniques over the last few years!

Question 2: How useful is the Annual Report to you right now?

Many members expressed interest in making the narrative more concise, as members sometimes give it to their boards/councils.

Alternative idea: having a shorter and a longer version of the Annual Report, or a key/initial chapter for reporting purposes.

- **What data or information in the Annual Report are most useful to you? (Whether for permit reporting or communicating the value of CWEP and stormwater education more generally.)**

Most folks use it just for a BIMS reporting (impressions only). But would LOVE to have involvement numbers too (MCM 2).

Any answers to BIMS questions are helpful with the caveat that DEMLR's process is evolving so questions may change.

- **Is there any data or information we could provide that is not currently included in the Annual Report?**

More direct education tracking (ages, hours spent, content area) could be helpful.

Question 3: What new remote or in-person education strategies could CWEP provide as a direct education visit (i.e., curriculum planning, online lessons, participation in local clean-ups, etc.)?

Several members expressed a need for adult education because they are in the process of implementing a stormwater utility fee.

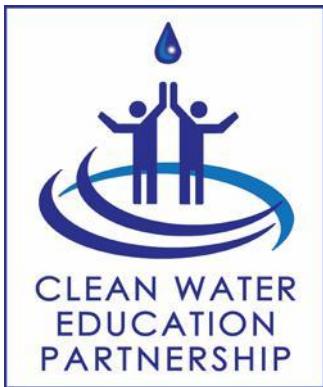
Other potential direct education options included:

- Member government cameo presentations like Heather's at future CWEP meetings
- Video how-to of the watershed game (potentially integrated into grant funding)
- Train the trainer events on teacher workdays, especially in local governments where there aren't stormwater staff (based on Wake County Green Schools model)

What is your relative interest in AmeriCorps providing training or online lessons to teachers, local govt staff vs any new in-person methods (Stream Watch, other cleanups,

etc)?

Discussion indicated that both in-person education and curriculum handed off to train trainers would be equally appreciated. A recurring answer was that the AmeriCorps should keep up teacher contacts and offer follow-up training with them if possible. Members don't have time to create a network of teachers but appreciate CWEP developing and maintaining these connections and sharing them with members.



SUMMARY

CLEAN WATER EDUCATION PARTNERSHIP

www.nc-cleanwater.com

STEERING COMMITTEE MEETING

April 14, 2020

Webex meeting ([PowerPoint](#), [recording](#))

Present

Heather Holley, Town of Carrboro
Marie Cefalo, Town of Cary
Sammy Bauer, Town of Chapel Hill
Alisha Goldstein, Town of Chapel Hill
Laura Webb Smith, City of Durham
Daryl Hales, Town of Wendell
Charles Brown, Town of Cary
Zachary Pitts, Town of Holly Springs
Tony Victor, Town of Morrisville
Carmela Teichman, City of Raleigh
Phil Ross, AWCM/City of Roxboro
Jen Schmitz, TJCOG
Maya Cough-Schulze, TJCOG
Hannah Barg, TJCOG
James Misciagno, Town of Apex
Daniel Colavito, Town of Holly Springs
Darrel Smith, Town of Oxford
Deanna Rosario, Town of Spring Lake
Carrie Mitchell, Town of Wake Forest

Shauna Haslem, City of Fayetteville
Jaclyn Stannard, City of Garner
Heather Fisher, Town of Hillsborough
Ike Archer, Knightdale
Jack Meadows, Siler City
Katrina Marshall, Havelock
Soni Hawkins, Kinston
Monica Sarna, Town of Wake Forest
Scott Miles, City of Rocky Mount
Jennifer Mitchell, Town of Fuquay-Varina
Susan Locklear, Town of Clayton
TJ Cawley, Town of Morrisville
Erin Joseph, Town of Benson
Fred Nelson, Town of Benson
Tommy Jones, Nash County
Wesley Poole, Orange County
Jessica Batten, Johnston County
Ashley Allen, Town of Creedmoor

Spring/Summer 2020 Mass Media Campaign Updates

- Capital Broadcasting Company campaigns started at the end of February/ beginning of March and go through July 2020
- We're reaching many people through CBC digital, radio and TV campaigns:
 - >5 million Triangle, >700,000 New Bern area impressions via TV
- Digital Campaigns: Still ads and 30 second litter video are playing on WRAL.com, before news clips, during news, and in body of articles
- Radio: >700,000 impressions
- We will not be doing spring cinema due to COVID-19

Marie asked: Is there more traffic to website as a result of ads?

- According to our website stats, website traffic has increased in line with the ads, with peak number of daily visits in the 60s and 70s. We expect this to continue into July as ads continue to run.

Fiscal Year 2020 Budget Updates

- In our second year of direct education, we have not had to purchase educational equipment thanks to member donations (Enviroscape, spin-the-wheel).
- CWEB staffing: Jen: 5% on budget and high-level oversight, Maya 30% on day-to-day responsibilities and AmeriCorps supervision, AmeriCorps doing direct education
- Minor changes to actual (vs proposed) FY20 budget:
 - TJCOP staff time is still in flux due to change from in-person to remote education
 - Less funds devoted to travel, supplies, and miscellaneous due to efficiencies in the second year of the program ○
No summer cinema (\$12,000)
 - La Noticia ads slightly more expensive (\$1920) due to running for a full year instead of 10 months as we did the first year

What do these changes mean for fiscal year 21?

What a normal year would look like:

- Typical cost share revenue: \$166,042
- Fund balance at close of FY20: \$50,000
- AmeriCorps term would increase by 1 month/ \$1500 for a total of 11 months/ \$11,000
- Use of fund balance: \$17,000

Proposed budget changes:

- Eliminate AmeriCorps member next year, and instead, hire Hannah on as a TJCOP temporary staff member for 1000 hours for a 1-year term
 - Expertise Hannah has developed this year would enable her to do as much as this year but in fewer hours (AmeriCorps term is 1700 hours)
 - Direct continuation of this year's work; would "hit the ground running" and spend more time doing direct education relative to training
 - For an AmeriCorps, first quarter is necessarily a spin-up period while learning/training
 - We will all likely be doing remote education for some time. In the meantime, it takes Hannah less time to create and deploy distance learning resources for all members than it does to plan, schedule and implement direct education events for all members
 - Hannah has already developed distance learning resources she can build on until it's possible to do direct education again
 - As a staff member, she would not be constrained to AmeriCorps-required tasks--would give more flexibility in how she could serve CWEB!
- Propose cancelling of summer FY21 cinema (\$12,000)
 - Spring digital campaign, summer cinema and spring/summer broadcast TV campaigns all run at the same time—unnecessary duplication and summer cinema historically has a lower return on investment
 - Jen added CBC two years ago; this is a much better value (triples our impressions!)
 - Unclear how AMC's bankruptcy/further repercussions of COVID might affect cinema
- No printing costs for FY21 because we have more than enough brochures from this year since we won't be giving any out over the next 6ish months

- With these changes, this budget proposal will overall remain similar to past years (net neutral use of fund balance)
- Will ask for formal approval via e-mail in the next couple of months

Other updates

- Members with **group quarters** should please email Jen/Maya their most accurate number from universities
- If there's a concern about **cost shares** for next year, please reach out to Jen
- We will be sending cost share invoices in July** at beginning of new fiscal year

Direct Education updates

Hannah updated the group on direct ed services lost due to COVID-19: 26+ events cancelled in 21 CWEB member communities, including 0 school visits, 5 library visits, 11 festivals (total predicted reach: ~3,170 people)

AmeriCorps requires reporting pre/post direct education for 20% of visits, but does not specify pre/post survey question content. CWEB's Annual Reporting on direct education could be bolstered by including further information about learning outcomes.

Hannah shared the following poll about the most important pre/post questions to ask to assess direct education learning outcomes:

Which of the listed topics below is the most important priority to assess during stormwater education visits?

1. Stormwater is untreated –11 votes
2. Knowledge of watersheds/ river basins –1 vote
3. Understanding of how the water cycle works –2 votes
4. Stormwater and local stream ecology –6 votes
5. Actions you can take to reduce stormwater pollution –16 votes

If any members want to use CWEB's pre/post survey, or if you have a pre/post survey you would like to share, please do!

Hannah updated the members about distance learning resources she has created to replace in-person events:

- Educational content for young children via social media, read-alouds on YouTube
 - o Daily posts via CWEB Hootsuite: Manage Instagram, Twitter and Facebook together
 - o Increase in engagements and followers
- Virtual lessons and distance outreach for teachers and librarians who had been scheduled, and anyone else
- Virtual Neuse River Basin timeline lesson—Nearpod Links available until April 30th:
Hannah will update and get back to members about links for May
 - Preview only link: <https://share.nearpod.com/AYSH82pXi5>
 - Editable link: <https://share.nearpod.com/e/AcdHjRuCG5>
- Stormwater Song and read-alouds—shared with librarians and elementary educators for visits she couldn't do in person
- Website updates: All these resources are now easy to find in the Distance Learning tab!

Hannah asked: What education or outreach projects have you not had time to do? What resources might you need for your specific watershed?

- Jaclyn: Lots of people are walking their dogs and there is a lot of pet waste everywhere. She has been working with Garner's communication specialist but this is taking a backseat due to COVID.
 - Hannah will work with Jaclyn and build off Blair's pet waste materials –perhaps to create a video or other material about pet waste pickup
- Deanna: Show clean and stopped up storm drains—how to prepare a demo for post-social-distancing?
 - Will brainstorm with Hannah!
- Heather Holley: Encourage not littering masks and gloves!
- Laura Smith: KDB's Earth month webpage consolidates resources and book list for Creek Week
 - Hannah has shared these on CWEP's website links under "additional resources"
- Suggested Hannah doing video of Enviroscape. Could Hannah get someone to pick it up from the office?
- Let Hannah know if you need help with a specific project!

Grants update:

Hannah, May and Jen collaborated on a proposal to the Clif Bar Family Foundation's small grants program in early February. Awards will be announced June 2020.

- \$10,000 Grant Proposal: "Regional Watershed Education for Local Leaders of Today and Tomorrow"
- The Clif Bar Foundation has awarded small grants to other local organizations:
 - Ellerbe Creek Watershed Association (2016,2017)
 - Haw River Assembly (2017)

Grant funding would be used to purchase copies of the Watershed Game for CWEP members and host train-the-trainer events:

- At a CWEP quarterly meeting in 2020-2021
- At 3 regional trainings for middle/ high school teachers in region
- We can use the NCSU facilitation guide specific to NC

Laura asked: Will each teacher who attends the training receive a full copy of materials?

Hannah: Each CWEP member will receive a copy of the watershed game; they can check it out to teachers (or give it away if they like!) Maybe we should think about how to get each teacher a copy.

NCDOJ Environmental Enhancement Grant

- Plan to apply for Environmental Enhancement Grant Program (under NCDOJ)
- Annual funding for conservation, restoration, research, planning and education
- Awards grants between \$5,000-500,000; we plan to apply for \$49K (simpler process)
- Letter of Intent due April 21; applications due May 28
- Funds must be used on a three-year timeframe
- We plan to apply for funds to help coordinate a Regional Creek Week for CWEP member communities (this dovetails with statewide Creek Week planning.)

- Would start spring 2021

Would you be interested in CWEP helping start a Creek Week in your municipality or county?

- Carmela: It was hard to put together a creek week; might be easier on a county scale. More help, partners and locations.
- Laura heads up Durham Creek Week but Keep Durham Beautiful takes on the leadership role in terms of cleanup logistics/supplies. Laura coordinates educational programs. Together, they do the website and publicity. Both help fund it.
- Jaclyn: Some municipalities wanted to be a part of it and didn't have budget to participate, or resources, or time.
- Cary participated in Creek Week one year but stopped. Several municipalities in the watershed participated since Swift Creek has a TMDL.

What role would it be most useful for CWEP to play? Helping connect your municipality with partners (other municipalities who have done Creek week, potential event hosts like teachers, libraries, or stream watch leaders)? Promoting the event (creating promotional material designs, sharing via social media, etc)

Carrboro and CH have talked about possibly doing a joint or perhaps county-wide creek week

Deanna: Funds to do workshops with kids and hand out promotional materials

Would you prefer assistance with a city-specific Creek Week, or a county-wide one that serves multiple CWEP members?

County-wide

Jen: What would be the geographic reach that you think we could pull events from?

Not sure. Hannah: Lauren's created a map of existing Creek weeks. We can consider most central locations.