

STORMWATER SMART

2020-2021
ANNUAL REPORT



PIEDMONT TRIAD
REGIONAL COUNCIL

Report by Danica Heflin, Environmental Programs Coordinator
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PROGRAM SUMMARY

History & Mission

In response to the needs of local governments, the Piedmont Triad Regional Council (PTRC), created a regional stormwater education program for NPDES Phase II jurisdictions in 2004. The PTRC is a voluntary association of municipal and county governments enabled by state law to promote regional issues and cooperation among members. PTRC serves 72 member governments in 12 counties: Alamance, Caswell, Davidson, Guilford, Montgomery, Randolph, Rockingham, Surry, Stokes, Forsyth, Yadkin & Davie. Membership in Stormwater SMART is limited to this 12-county area, known as "Region G" of the NC Association of Regional Councils of Government.

The founding members of Stormwater SMART in 2004 were Alamance County, Archdale, Asheboro, Burlington, Davidson County, Elon, Gibsonville, Graham, Green Level, Haw River, High Point, Lexington, Mebane, Randleman, Randolph County, Thomasville, and Trinity. Today, 28 local member governments (see Page 38) contribute to Stormwater SMART, subscribing to Direct Education, Mass Media Outreach, or both. Together, this group of local governments honors the interconnected nature of our watersheds by sharing resources, ideas, and holding cooperative events such as Creek Week. By informing the public about pollutants in stormwater runoff and their sources and impacts, SMART helps everyone set Specific, Measurable, Achievable, Relevant, and Time-based goals for improving the environmental health of our local waterways.



The mission of Stormwater SMART is to maximize public awareness of water quality through collaborative efforts, reduce pollution in our waterways, and improve public participation in environmental stewardship efforts.

2019-2021

New programming and materials allow public education and involvement to continue during the coronavirus pandemic.

2016-2019

Mass Media services added (TV/cable, radio, web display); MS4 Audit Preparation; Creek Weeks begin in Alamance, Guilford, and Randolph Counties

2012-2016

Program expands with more staff and new curriculum (Project WET). Social media begins!

2008-2012

Jordan Lake Rules signed into law (2009), resulting in additional service objectives and new member communities

2004-2008

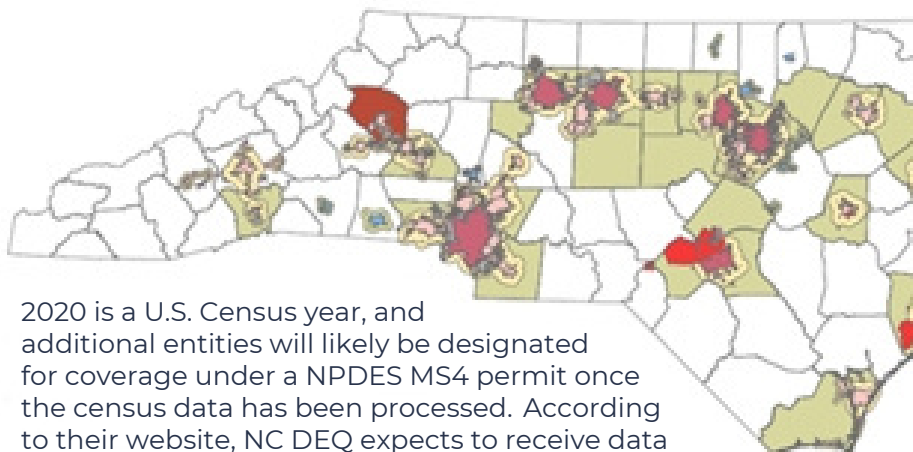
Implementation of education and outreach begins in schools, libraries, fairs & festivals in NPDES Phase II Communities

REGULATORY REQUIREMENTS

NPDES Phase II Program

In 2004, the overall goal of PTRC's stormwater outreach and education partnership of local governments was to meet the needs of NPDES Phase II jurisdictions that otherwise would not have the resources to plan for and implement a strong outreach initiative. Today, SMART members with MS4 permits include:

Archdale	NCS000434
Burlington	NCS000428
Clemmons	NCS000410
Elon	NCS000403
Gibsonville	NCS000405
Graham	NCS000408
Greensboro	NCS000248
Haw River	NCS000404
Jamestown	NCS000400
Kernersville	NCS000483
Lewisville	NCS000494
Lexington	NCS000584
Mebane	NCS000402
Thomasville	NCS000436
Trinity	NCS000502
Winston-Salem	NCS000247



2020 is a U.S. Census year, and additional entities will likely be designated for coverage under a NPDES MS4 permit once the census data has been processed. According to their website, NC DEQ expects to receive data in 2021 and publish designations in 2022. Stormwater SMART is committed to connecting new designees in the PTRC region with current permittees and providing information about available resources. Representatives from outside organizations and non-PTRC local governments are welcome to attend meetings. Contact Danica Heflin at dheflin@ptrc.org for information or to RSVP for meetings.

MINIMUM CONTROL MEASURES (MCMs)

Over the years, Stormwater SMART has grown to expand services, helping members meet up to four of the six minimum control measures required by NC DEQ. New services in recent years include:

- Ways for the public to provide input on regional stormwater issues
- Opportunities for the public to participate in stewardship in their own communities and in neighboring communities
- Training for municipal employees in stormwater pollution prevention, detection, & elimination ("Good Housekeeping" & IDDE)
- Assistance to local government employees in preparing for NC DEQ's MS4 audits and revisions of Storm Water Management Plans.

MCM #1: Public Outreach and Education

MCM #2: Public Participation and Involvement

MCM #3: Illicit Discharge Detection & Elimination (IDDE)

MCM #6: Pollution Prevention for Municipal Operations

REGULATORY REQUIREMENTS



NPDES Phase II Program

The National Pollutant Discharge Elimination System (NPDES) Municipal Separate Storm Sewer System (MS4) Program is mandated under the federal Clean Water Act. In North Carolina, the EPA has delegated MS4 Program oversight to the Department of Environmental Quality (DEQ). [As stated on the NC DEQ website:](#)

An NPDES MS4 permit is required for all MS4 owners and operators that are located in a U.S. Census Bureau designated Urbanized Area, or are designated under state rules [Ref. 15A NCAC 02H .0151]. NPDES MS4 permits require the implementation of a comprehensive stormwater management program to reduce pollutants in stormwater runoff to the Maximum Extent Practicable (MEP). The MEP is based upon implementation of six Minimum Control Measures (MCMs) throughout the MS4s jurisdictional area. The statewide MS4 Permit Compliance Initiative is now in its second year of implementation, and DEQ has audited 35 stormwater programs for compliance with their MS4 permit. The most common deficiencies have been lack of required documentation, insufficient MS4 mapping, reactive rather than proactive illicit discharge programs, and poor housekeeping practices at municipal facilities.

NPDES Phase II criteria for the first two Minimum Control Measures (MCMs) as stated in the [2019 DRAFT NPDES PHASE II MS4 PERMIT TEMPLATE](#) are as follows:

3.2 Public Education and Outreach Program

- 3.2.1 Evaluate the target pollutants, likely sources, and associated target audiences likely to have significant stormwater impacts and why they were selected. Schools, homeowners, and businesses shall be included as target audiences.
- 3.2.2 Provide educational information to identified target audiences.
- 3.2.3 Provide and maintain a website designed to convey the program's message.
- 3.2.4 Provide educational information to municipal employees, businesses and the public of hazards associated with illicit discharges, illegal dumping, and improper disposal of waste.
- 3.2.5 Provide a stormwater hotline/helpline for public education and outreach.

3.3 Public Involvement and Participation Program

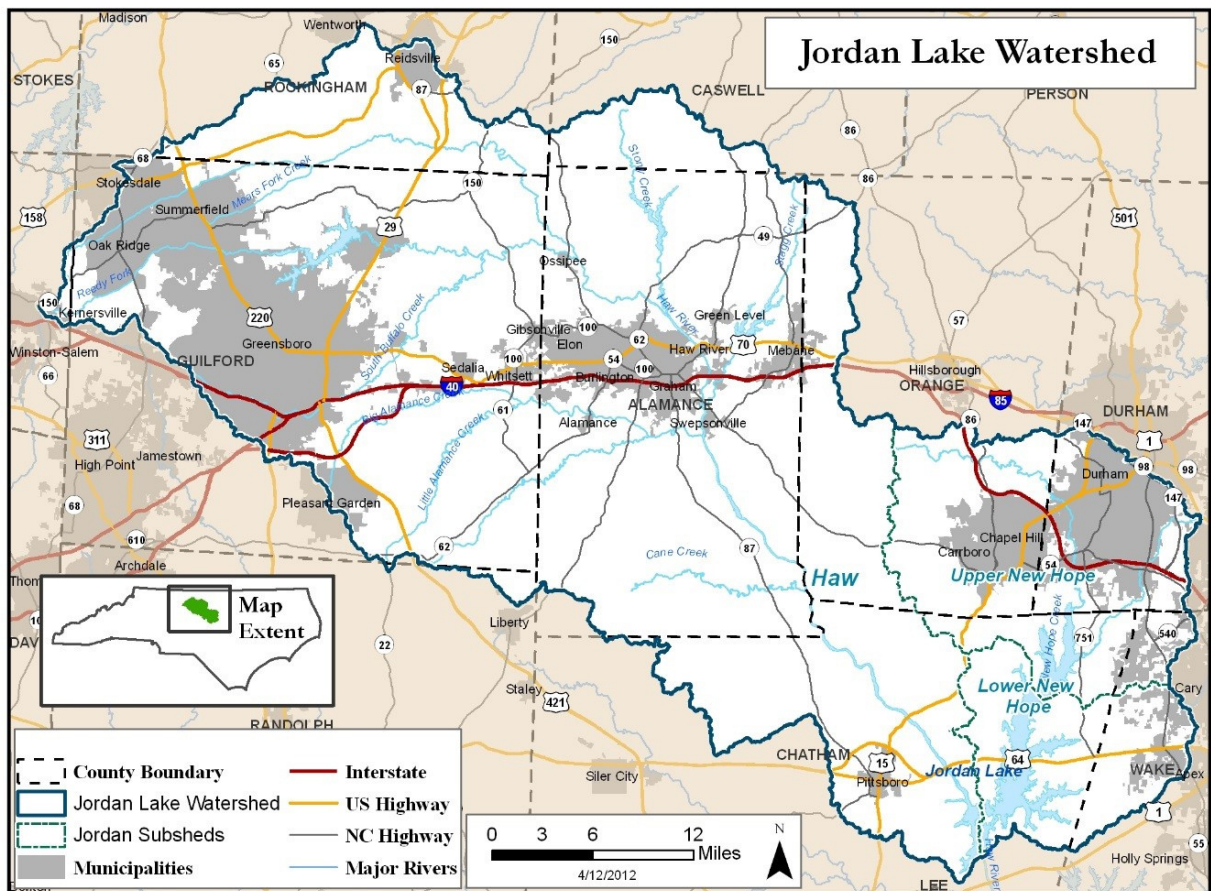
- 3.3.1 Provide mechanisms for public input on stormwater issues and the stormwater program.
- 3.3.2 Provide volunteer opportunities to ongoing citizen participation

In 2009, Governor Beverly Purdue signed the Jordan Lake Rules into law. These Rules require additional communities in the PTRC region to address stormwater pollution through public outreach and education.

JORDAN LAKE RULES

The Jordan Lake Rules are a nutrient management strategy designed to restore water quality in the lake by reducing the amount of pollution entering upstream. Restoration and protection of the lake is essential because it serves as a water supply for several thriving communities, as well as a prime recreation area for more than a million visitors each year. The lake and surrounding forests also provide critical habitat for many plant and animal species. Stormwater SMART provides education and outreach for the following communities that are subject to the Jordan Lake rules:

- Burlington
- Elon
- Gibsonville
- Graham
- Green Level
- Haw River
- Mebane
- Oak Ridge
- Reidsville
- Rockingham County
- Summerfield



REGULATORY REQUIREMENTS

Jordan Lake Rules



While portions of the Rules have been delayed since it was signed into law in 2009, local governments are required to have a Stage 1 Adaptive Management Program for Existing Development that includes the development and implementation of a public education program to inform the public of the impacts of nutrient loading and measures that can be implemented to reduce nutrient loading from stormwater runoff.

The Stage One Program Guidance document requires community outreach strategies and outreach programs to include at least two of the following in each category. Stormwater SMART's program details compliance in individual member reports (see Pages 39-111).

Category 1:
The outreach strategy must include at least two of the following:

- Newspaper articles and/or inserts
- Kiosks and signage
- Direct mail
- Displays at point-of-purchase retail centers
- Utility bill inserts

Category 2:
The outreach program must include at least two of the following:

- Public meetings
- Community events
- Contests
- Storm drain marking
- Stream and litter cleanups
- Group presentations and/or speeches

Category 3:
The outreach program must include at least two of the following:

- News coverage
- Classroom outreach and workshops
- Promotional giveaways
- Brochures, displays, signs, welcome packets, pamphlets
- Local cable access
- Newsletters

Today, Stormwater SMART's staff and steering committee continue to aim far beyond a circumspect approach to regulatory compliance. Many of the same city planners and stormwater managers who founded the program in 2004 are still on the board prioritizing quality programming and setting voluntary goals that exceed the NPDES Minimum Control Measures. The communities in Asheboro, Davidson and Randolph Counties and Randleman - none of which are required to comply with NPDES Phase II criteria - maintain their membership and engagement in the group in order to protect the aquatic ecosystems in High Rock & Randleman Lakes. The City of Randleman and Randolph County go even further by broadcasting public service announcements on local radio & TV stations, sending regular reminders to neighboring communities that clean water starts with YOU and ME!

VOLUNTARY COMPLIANCE

Asheboro
Davidson County
Randolph County
Randleman

Stormwater SMART attends board meetings for **Keep Davidson County Beautiful** and **Keep Randolph County Beautiful** to support local outreach & education efforts.



KEEP RANDOLPH COUNTY
BEAUTIFUL



KRCB

KEEP AMERICA BEAUTIFUL AFFILIATE

FY21 STORMWATER SMART MEMBERSHIP OVERVIEW OF MEMBER COMMUNITIES

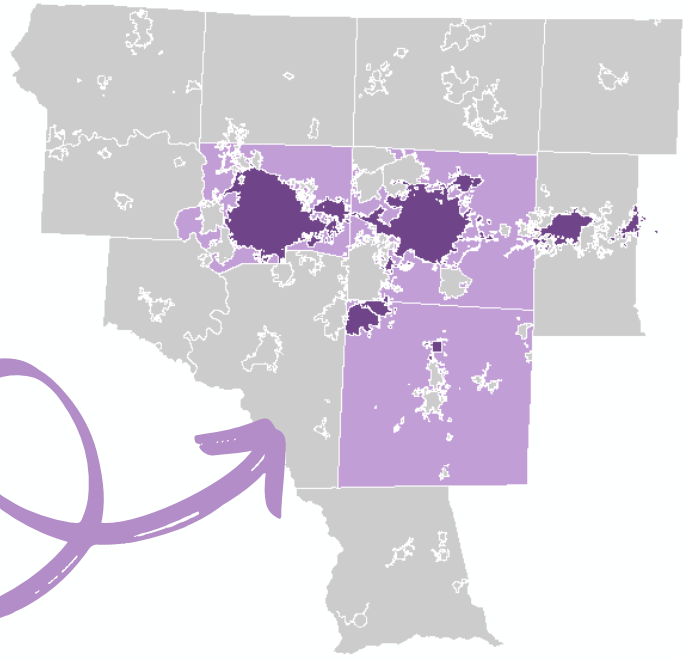


MEMBER COMMUNITY	DIRECT EDUCATION SERVICES	MASS MEDIA SERVICES	NPDES MS4 PERMIT NUMBER	JORDAN LAKE RULES ADOPTION
Alamance County*	✓			
City of Archdale	✓	✓	NCS000434	
City of Asheboro	✓			
City of Burlington	✓	✓	NCS000428	Yes
Village of Clemmons		✓		
Davidson County*	✓			
Town of Elon	✓		NCS000403	Yes
Forsyth County*		✓		
Town of Gibsonville	✓		NCS000405	Yes
City of Graham	✓		NCS000408	Yes
Town of Green Level	✓			Yes
City of Greensboro	✓	✓	NCS000248	
Guilford County*		✓		
Town of Haw River	✓		NCS000404	Yes
Town of Jamestown	✓	✓	NCS000400	
Town of Kernersville	✓	✓	NCS000483	
Town of Lewisville	✓		NCS000494	
City of Lexington	✓		NCS000584	
City of Mebane	✓	✓	NCS000402	Yes
Town of Oak Ridge	✓			Yes
City of Randleman	✓	✓		
Randolph County*	✓	✓		
City of Reidsville	✓			Yes
Rockingham County*	✓			Yes
Town of Summerfield	✓			Yes
City of Thomasville	✓		NCS000436	
City of Trinity	✓	✓	NCS000502	
City of Winston-Salem		✓	NCS000247	

*Unincorporated Areas

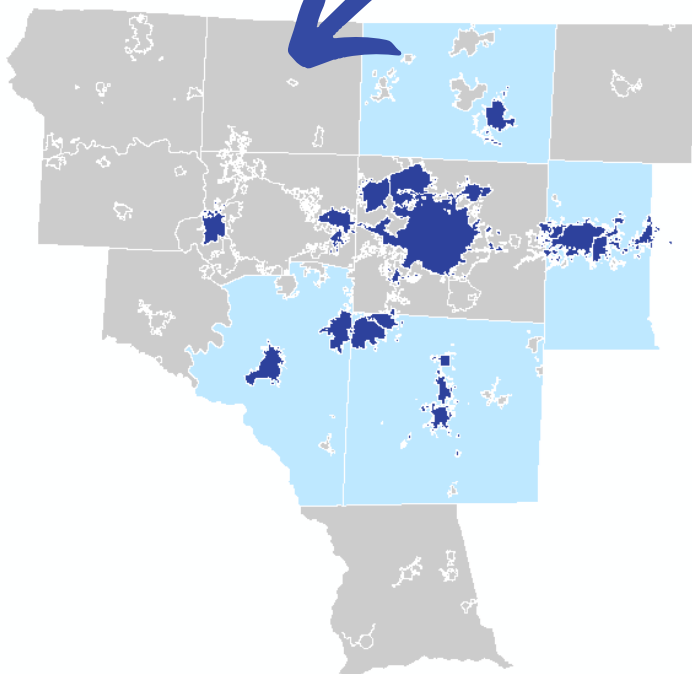
MEMBERS WITH MASS MEDIA SERVICES

City of Archdale
 City of Burlington
 Village of Clemmons
 City of Greensboro
 Forsyth County
 Guilford County
 Town of Jamestown
 Town of Kernersville
 City of Mebane
 City of Randleman
 Randolph County
 City of Trinity
 City of Winston-Salem



MEMBERS WITH DIRECT EDUCATION SERVICES

Alamance County
 City of Archdale
 City of Asheboro
 City of Burlington
 Davidson County
 Town of Elon
 Town of Gibsonville
 City of Graham
 Town of Green Level
 City of Greensboro
 Town of Haw River
 Town of Jamestown
 Town of Kernersville
 Town of Lewisville
 City of Lexington
 Town of Oak Ridge
 City of Mebane
 City of Randleman
 Randolph County
 City of Reidsville
 Rockingham County
 Town of Summerfield
 City of Thomasville
 City of Trinity





STAFF

20-HR ENVIRONMENTAL EDUCATOR

30-HR PROGRAM COORDINATOR

11-MONTH AMERICORPS MEMBER



Fred & Dot

Fred is a Southern painted turtle born in 2019; Dot is a Midlands painted turtle born in 2021. Together they are perhaps the most influential educators at Stormwater SMART, inspiring people of all ages become interested in aquatic life and creek ecosystems. Fred and Dot help everyone care about healthy habitats and clean water!



Danica Heflin

Danica Heflin became SMART's program coordinator in October 2018. She has a masters degree in education from Towson University in Maryland and a dedication to environmental literacy. Danica enjoys spending time at the Greensboro Science Center and looking for salamanders in the North Buffalo Creek subwatershed.



Loren Hendrickson



Loren Hendrickson, SMART's AmeriCorps Service Member for Fiscal Year 2021, proved to be a dedicated and flexible environmental educator during the pandemic. Loren expanded SMART's future capacity by creating a series of informational brochures about the watersheds in the Piedmont Triad and the importance of healthy vegetative buffers.

MASS MEDIA SERVICE OBJECTIVES

Mass Media refers to outreach that utilizes broadcast systems, large-scale mailings, and other forms of advertisement.

Broadcast Public Service Announcements (PSAs) on one or more of the following, as requested by the steering committee:

- Animated videos about target pollutants (two pollutants per year) on TV network/cable
- Announcements in English and Spanish about target pollutants (two pollutants per year) on radio for variety of rotating target audiences
- Banner ads with "Find Out More" button on websites/display networks

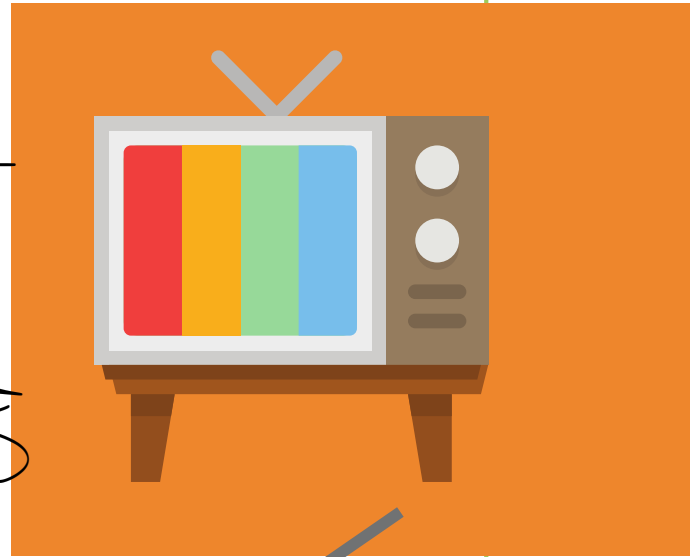
Provide outreach materials for target audiences that describe target pollutants and their likely sources and impacts on water quality

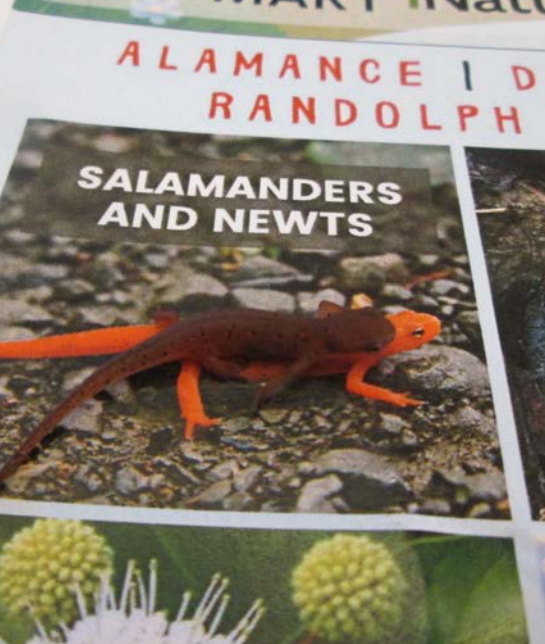
Maintain an internet website promoting the program's message

Post weekly on social media channels to promote the program's message



Salve Nuestra Agua Previendo la Contaminación del Agua de la Tormenta





DIRECT EDUCATION SERVICE OBJECTIVES

Direct education goes beyond other forms of outreach by taking place onsite in schools, libraries, camps, festivals, and other community events and establishing a direct connection with students, residents, and workers in a community. People of all ages engage in hands-on learning and participate in volunteer stewardship activities.

Provide outreach materials for target audiences that describe target pollutants and their likely sources and impacts on water quality

Publish a newsletter for target audiences promoting environmental literacy and stewardship

Maintain an internet web site conveying the program's message

Distribute outreach materials to target audiences via direct mail, email, newsletter inserts, and community events (i.e. fairs, festivals)

Post weekly on social media channels to promote the program's message

Market educational programs to schools, summer camps, community centers, and libraries

Engage school-aged children in interactive programs about stormwater that correlate with NC Essential Science Standards

Assist community groups in implementing projects that improve water quality and promote citizen science

Provide a supplemental stormwater hotline/helpline for the public to report stormwater issues and concerns

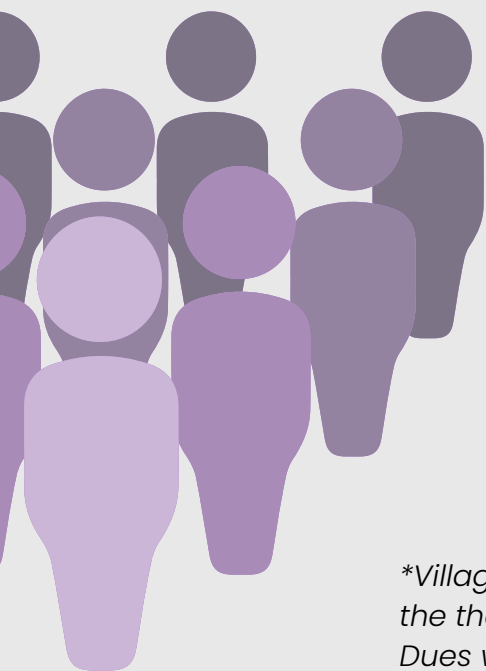
Provide a mechanism for public input on stormwater issues & program

Coordinate volunteer opportunities for ongoing citizen participation



MASS MEDIA DUES

<i>Jurisdiction</i>	<i>Pop. Est. 2018 [Tier]</i>		<i>FY20 Dues</i>
City of Archdale	12,168	[I]	\$2,000
City of Burlington	53,623	[III]	\$4,000
Village of Clemmons	20,059	[I]	\$1,500*
City of Greensboro	292,286	[VIII]	\$8,000
Forsyth County	62,080	[III]	\$4,000
Guilford County	94,637	[III]	\$4,000
Town of Jamestown	4,416	[I]	\$2,000
Town of Kernersville	25,705	[I]	\$2,000
City of Mebane	13,850	[I]	\$2,000
City of Randleman	4,161	[I]	\$2,000
Randolph County	89,211	[III]	\$4,000
City of Trinity	6,599	[I]	\$2,000
City of Winston-Salem	243,445	[VI]	\$7,000



Population Tiers

[I]	0 - 29,999	\$2,000*
[II]	30,000 - 49,999	\$3,000
[III]	50,000 - 99,999	\$4,000
[IV]	100,000 - 149,999	\$5,000
[V]	150,000 - 199,999	\$6,000
[VI]	200,000 - 249,999	\$7,000
[VII]	250,000 - 299,999	\$7,500
[VIII]	300,000+	\$ 8,000

**Village of Clemmons joined at an introductory rate of \$1,500, honoring the the previous dues amount from the Water Quality Partnership. Dues will be \$2,000 annually starting with the FY22 billing cycle.*

DIRECT EDUCATION DUES

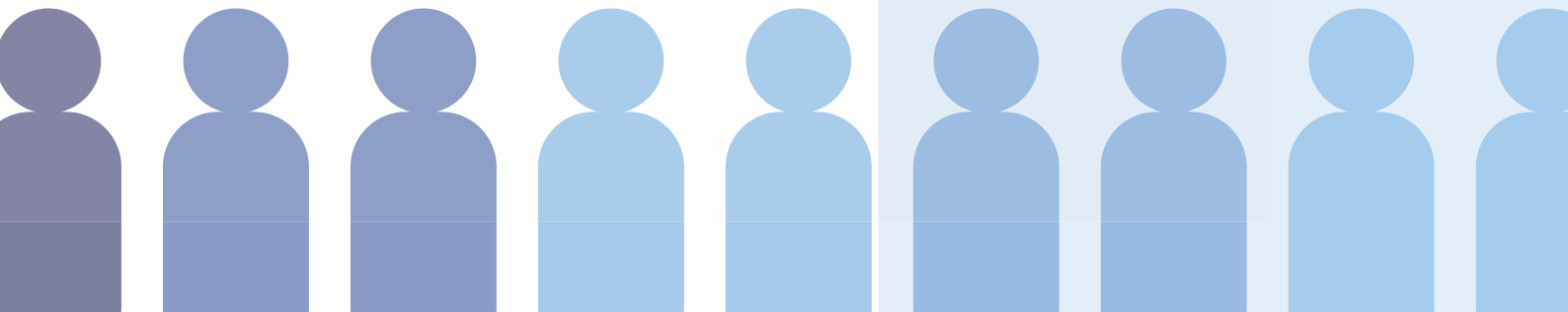
Jurisdiction *2018 Pop. & FY21 Dues*

Alamance County	60,214	\$6,330
City of Archdale	12,102	\$4,635
City of Asheboro	25,931	\$5,150
City of Burlington	52,426	\$6,330
Davidson County	105,253	\$7,350
Town of Elon	10,532	\$4,635
Town of Gibsonville	7,023	\$4,120
Town of Graham	14,812	\$4,635
Town of Green Level	2,115	\$3,605
City of Greensboro	284,328	\$8,600
Town of Haw River	2,385	\$3,605
Town of Jamestown	3,642	\$3,605
Town of Kernersville	24,730	\$1,716
Town of Lewisville	18,532	\$3,863
City of Lexington	18,149	\$4,635
City of Mebane	12,857	\$4,635
Town of Oak Ridge	7,209	\$4,120
City of Randleman	4,189	\$3,605
Randolph County	88,710	\$6,563
City of Reidsville	14,152	\$4,635
Rockingham County	54,030	\$6,330
Town of Summerfield	11,388	\$4,635
City of Thomasville	27,129	\$5,150
City of Trinity	6,638	\$4,120

Population Tiers

5K-9,999	\$4,120
10K-19,999	\$4,635
20K-29,999	\$5,150
30K-49,999	\$5,720
50K-74,999	\$6,330
75K- 99,999	\$6,563
100K-124,999	\$7,350
125K-149,999	\$7,420
150K-174,999	\$7,490
175K-199,000	\$7,525
200K-249,999	\$8,600
250K-299,999	\$8,600
300,000+	\$8,600

Membership dues are calculated based on 2018 population estimates from the The North Carolina Office of State Budget and Management (OSBM) and by tiers listed above.



FY21 MASS MEDIA OVERVIEW OF OUTCOMES

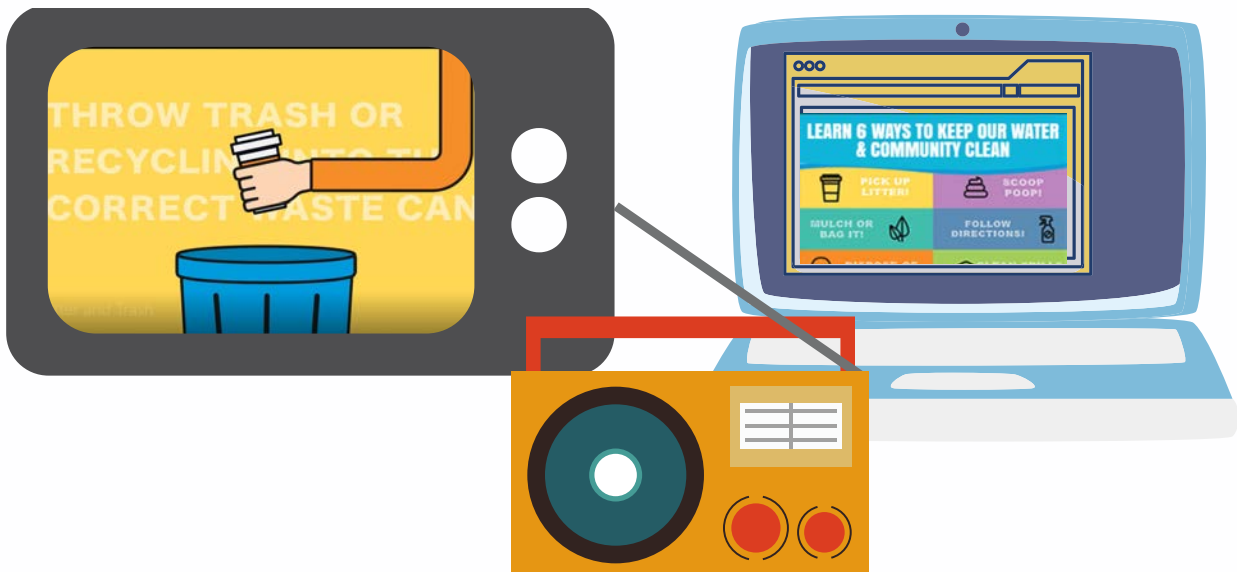
This page provides an overview of Mass Media outcomes for FY21, including public service announcements (PSAs) on network and/or cable TV, radio stations, and display ads on the Google network of websites. This page shows regional totals; see Page 23 and Appendix A for more information on individual member communities.

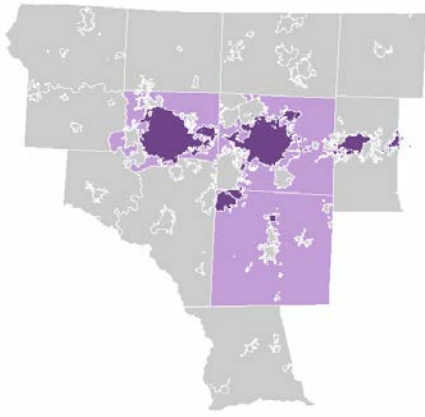
FY21 MASS MEDIA OUTCOMES

Vendor: Media Placement Services (mps/Spider Digital)

	FALL 2020	SPRING 2021	TOTAL FY21
Television/Cable Impressions.....	1,363,000	1,580,000	2,943,000
Radio Impressions.....	1,258,000	450,000	1,708,000
Online Display Impressions.....	2,205,463	3,378,921	5,584,384
Paid Twitter Impressions.....	146,378	158,637	305,015

MASS MEDIA TOTALS: 4,826,463 5,408,921 10,235,384





FY21 MASS MEDIA OUTCOMES BY MEMBER COMMUNITY

MEMBER COMMUNITY TELEVISION AD IMPRESSIONS RADIO AD IMPRESSIONS ONLINE AD IMPRESSIONS TWITTER VIDEO VIEWS

FORSYTH*	232,826	135,123	941,744	31,340
GUILFORD*	284,774	165,271	962,412	27,985
RANDOLPH*	276,116	160,247	932,256	27,085

**Media totals are based on unincorporated areas using 2018 population estimates*

Archdale	86,301	50,085	300,288	8,952
Burlington	219,332	127,292	734,739	21,199
Clemmons	82,156	47,680	285,640	8,510
Greensboro	733,913	425,934	2,474,132	71,785
Jamestown	73,932	42,907	257,286	7,671
Kernersville	108,824	63,157	378,603	11,286
Mebane	88,985	51,643	309,556	9,227
Randleman	73,525	42,671	367,493	13,726
Trinity	60,694	35,224	211,236	6,299
Winston-Salem	621,622	360,766	2,079,999	59,951

FY21 TELEVISION ADVERTISING



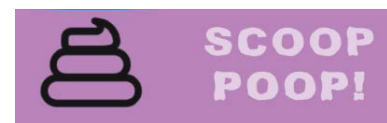
WFMY CBS NEWS 2

Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks 11/30	12/7
WFMY-TV						
18	MTuWThF 7:00p- 8:00p JEOPARDY/WHEEL Nov/2019LP (pav)	RT	\$245.00	15	0	1
19	MTuWThF 7:00p- 8:00p JEOPARDY/WHEEL Nov/2019LP (pav)	RT	\$375.00	30	0	1
20	MTuWThFSaSu 11:00p- 11:35p LATE NEWS M-SU Nov/2019LP (pav)	RT	\$195.00	15	0	1
21	MTuWThFSaSu 11:00p- 11:35p LATE NEWS M-SU Nov/2019LP (pav)	RT	\$300.00	30	1	0
22	Su 8:00a- 9:00a GOOD MORNING WKND SUN 8-9A Nov/2019LP (pav)	RT	\$105.00	15	0	1
23	Su 8:00a- 9:00a GOOD MORNING WKND SUN 8-9A Nov/2019LP (pav)	RT	\$165.00	30	0	1
24-1	Su 8:00a- 9:00a	RT	\$180.00	15	0	1
25	Su 9:00a-10:30a CBS SUNDAY MORNING Nov/2019LP (pav)	RT	\$275.00	30	0	1

Animated Videos about litter and pet waste showed in 15-second and 30-second spots, reaching approx. 21.5% of coverage area. The average viewer likely saw 3.7 Stormwater SMART ads on CBS in FY21.



CBS Fall 2020
= \$1,840/8 spots
302,000 Impressions



CBS Spring 2021
= \$2,495/15 spots
643,000 Impressions



FOX 8 WGHP



FOX Fall 2020
= \$875/5 spots
194,000 Impressions



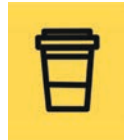
FOX Spring 2021
= \$1,080/6 spots
197,000 Impressions

WGHP-TV						
15	MTuWThF 5:00p- 7:00p FOX8 NWS-5-7P Nov_Dec 2019 Ac	RT	\$120.00	15	1	0
16	MTuWThF 5:00p- 7:00p FOX8 NWS-5-7P Nov_Dec 2019 Ac	RT	\$185.00	30	0	1
17	MTuWThFSaSu 10:00p- 11:00p FOX8 10.00 NWS Nov_Dec 2019 Ac	RT	\$190.00	15	2	1

Animated Videos about litter and pet waste showed in 15-second and 30-second spots, reaching approx. 11.5% of coverage area; of those 11.5%, the average viewer saw 3.0 Stormwater SMART ads on TV in FY21.

FY21 TELEVISION ADVERTISING

WXII NBC NEWS 12



NBC Fall 2020
= \$5,850/14 spots
725,000 Impressions



NBC Spring 2021
= \$3,010/11 spots
548,000 Impressions

Animated Videos about litter and pet waste showed in 15-second and 30-second spots, reaching approx. 27.7% of coverage area. The average viewer likely saw 3.8 Stormwater SMART ads on NBC in FY21.

WXII-TV

1	MTuWThF 7:00a-9:00a	RT	\$130.00	15	0	1
	TODAY SHOW 4TH Q 20 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF TODAY SHW Mo-Fr 7:00a-9:00a IN Nov/2019LP ON WXII.					
2	MTuWThF 7:00a-9:00a	RT	\$200.00	30	1	0
	TODAY SHOW 4TH Q 20 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF TODAY SHW Mo-Fr 7:00a-9:00a IN Nov/2019LP ON WXII.					
3	MTuWThF 6:30p-7:00p	RT	\$290.00	15	0	1
	NBC NIGHTLY NEWS 4TH Q 20 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF NBC NITELY NWS Mo-Fr 6:30p-7:00p IN Nov/2019LP ON WXII.					
4-1	F 7:00p-8:00p	RT	\$450.00	30	1	0
5	MTuWThF 7:00p-7:30p	RT	\$225.00	15	0	1
	INSIDE EDITION 4TH Q 20 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF INSIDE EDITION Mo-Fr 7:00p-7:30p IN Nov/2019LP ON WXII.					
6	MTuWThF 7:00p-7:30p	RT	\$350.00	30	1	0
	INSIDE EDITION 4TH Q 20 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF INSIDE EDITION Mo-Fr 7:00p-7:30p IN Nov/2019LP ON WXII.					
7-1	Tu 11:00p-12:00a	RT	\$195.00	15	0	1
8-1	M 11:00p-12:00a	RT	\$300.00	30	1	0
9	Su 8:00a-9:00a	RT	\$145.00	15	1	0
	SUNDAY TODAY 4TH Q 20 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF SUN TODAY-NBC Sun 8:00a-9:00a IN Nov/2019LP ON WXII.					
10	Su 8:00a-9:00a	RT	\$225.00	30	0	1
	SUNDAY TODAY 4TH Q 20 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF SUN TODAY-NBC Sun 8:00a-9:00a IN Nov/2019LP ON WXII.					
11	Su 8:00a-9:00a	RT	\$145.00	15	1	0
	SUNDAY TODAY 4TH Q 20 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF SUN TODAY-NBC Sun 8:00a-9:00a IN Nov/2019LP ON WXII.					
12-1	Su 7:00a-8:00a	RT	\$225.00	30	0	1
13	Su 8:15p-11:30p	RT	\$1,170.00	15	1	0
	NFL SNF (FULL ROTATION) 4TH Q 20 (sell) - ESTIMATE BASED ON THE 2019 NFL SEASON AVERAGE.					
14-1	Su 8:00p-9:00p	RT	\$1,800.00	30	0	1

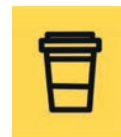
FY21 RADIO ADVERTISING

98.7 Simon • WSMW-FM • Hot Adult Hits

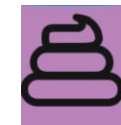


Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks				
					11/16	11/23	11/30	12/7	12/14
WSMW-FM									
7	MTuWThF 10:00a- 7:00p	RT	\$75.00	30	2	0	2	2	2
8	Sa 9:00a- 6:00p	WK	\$20.00	30	3	0	3	3	3
9	MTuWThF 10:00a- 7:00p	RT	\$60.00	30	0	0	3	3	3
9-1	M 11:00a-12:00p	RT	\$60.00	15	1	0	0	0	0
9-2	Tu 1:00p- 2:00p	RT	\$60.00	15	1	0	0	0	0
9-3	Tu 6:00p- 7:00p	RT	\$60.00	15	1	0	0	0	0
15	Tu,Th,Sa 5:00a- 5:00a	BON US	\$0.00	30	2	1	0	0	0

Run/Not Purchased Buy-in Bonus. 12/1/20



98.7 Fall 2020
\$3,880/100 spots
259,000 Impressions



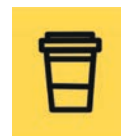
98.7 Spring 2021
\$1,250/27 spots
229,000 Impressions

97.1 WQMG-FM • Urban Adult Contemp/ R&B & Old School

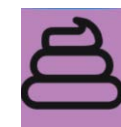


Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks				
					11/16	11/23	11/30	12/7	12/14
WQMG-FM									
4	MTuWThF 6:00a- 7:00p	RT	\$70.00	30	1	0	2	2	2
4-1	M 6:00p- 7:00p	RT	\$70.00	30	0	1	0	0	0
5	SaSu 9:00a- 5:00p	WK	\$20.00	30	2	0	2	1	2
5-1	Sa 5:00p- 6:00p	WK	\$20.00	30	0	0	0	1	0
6	MTuWThF 6:00a- 7:00p	RT	\$55.00	15	4	0	4	4	4
11	Tu,Th,Sa 5:00a- 6:00a	BON US	\$0.00	30	2	1	0	0	0

Run/Not Purchased Buy-in Bonus. 12/1/20



97.1 Fall 2020
\$1,600/35 spots
253,000 Impressions



97.1 Spring 2021
\$1,250/27 spots
209,000 Impressions



FY21 RADIO ADVERTISING

93.1 The Wolf · WPAW-FM · Country Hits



Daypart Line No Program	Daypart Code	STN Gross	Dur	Wks				
				11/16	11/23	11/30	12/7	12/14
WPAW-FM								
1 Sa 10:00a- 3:00p	WK	\$15.00	30	2	0	2	2	2
2 Sa 3:00p- 7:00p	WK	\$15.00	30	2	0	2	2	2
3 MTu 6:00a- 7:00p	RT	\$40.00	15	3	0	3	3	3
16 Tu,Sa 5:00a-6:00a	BON US	\$0.00	30	1	1	0	0	0
Run/Not Purchased Buy-in Bonus. 12/1/20								



93.1 Fall 2020
\$720/30 Spots
114,000 Impressions

LaLey 101.0 WYMY-FM · Mexican Regional



Daypart Line No Program	Daypart Code	STN Gross	STN Net	Dur	4/6
25 MTuWThF 7:00p-12:00a	EV	\$45.00	\$38.25	30	4
26 MTuWThF 6:00a- 7:00p	RT	\$110.00	\$93.50	30	3
27 MTuWThF 6:00a- 7:00p	RT	\$90.00	\$76.50	15	5
28 SaSu 6:00a- 7:00p	WK	\$45.00	\$38.25	30	3
29 MTu 7:00p-12:00a	BON US	\$0.00	\$0.00	30	0
Run/Not Purchased Buy-in Bonus. 4/2/20					
30 MTuWThFSa 6:00a-12:00a	BON US	\$0.00	\$0.00	30	10
Run/Not Purchased Buy-in Bonus. 4/21/20					



97.1 Spring 2021
\$740/10 spots
12,000 Impressions



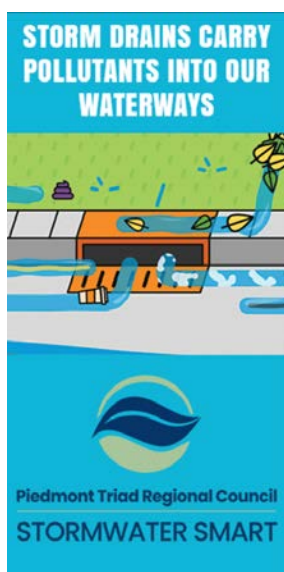
FY21 ONLINE DISPLAY ADVERTISING

FALL 2020 ANIMATED DISPLAY ON GOOGLE NETWORK

TARGET	IMPRESSIONS	CLICKS TO WEBSITE
General	1,984,814	9,259
Retargeting	74,271	1,069

CLICK-THROUGH RATE	COST PER CLICK	COST PER 1,000 IMPRESSIONS
0.47%	\$0.25	\$1.19
1.44%	\$0.18	\$2.58

SPRING 2021 ANIMATED DISPLAY ON GOOGLE NETWORK



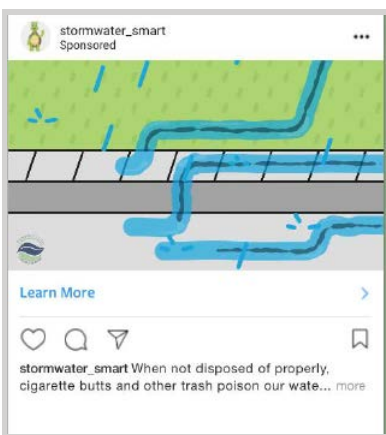
TARGET	IMPRESSIONS	CLICKS TO WEBSITE
General	3,378,921	13,157
Retargeting	120,562	1,257

CLICK-THROUGH RATE	COST PER CLICK	COST PER 1,000 IMPRESSIONS
0.39%	\$0.17	\$0.68
1.04%	\$0.16	\$1.66

FY21 ONLINE DISPLAY ADVERTISING

FALL 2020 15-SECOND VIDEO ADVERTISING ON TWITTER

IMPRESSIONS	CLICKS TO WEBSITE	CLICK RATE	COST PER CLICK	COST PER 1,000 IMPRESSIONS
146,378	334	0.23%	\$5.99	\$13.66



VIDEO VIEWS	VIDEO COMPLETIONS	VIDEO COMPLETION RATES
61,920	13,822	22.32%

SPRING 2021 15-SECOND VIDEO ADVERTISING ON TWITTER

IMPRESSIONS	CLICKS TO WEBSITE	CLICK RATE	COST PER CLICK	COST PER 1,000 IMPRESSIONS
158,637	292	0.18%	\$5.27	\$9.69



VIDEO VIEWS	VIDEO COMPLETIONS	VIDEO COMPLETION RATES
70,360	13,763	19.56%

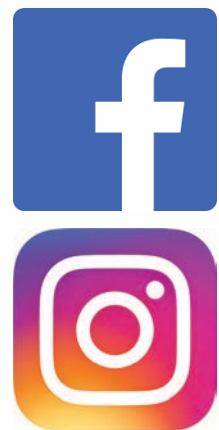
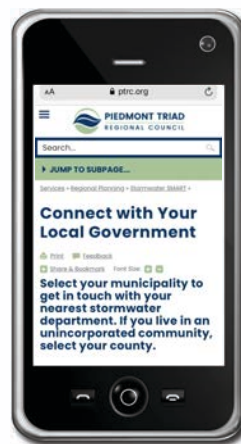
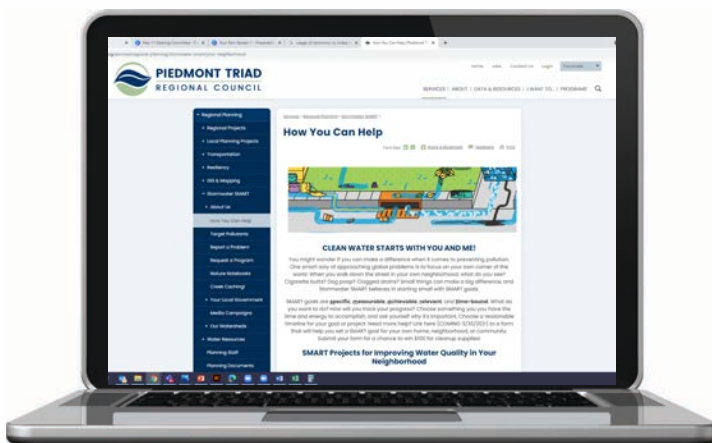
FY21 SOCIAL MEDIA OUTCOMES

This page provides an overview of Social Media outcomes for Stormwater SMART's in-house accounts on Facebook, Instagram, the program website on ptrc.org (www.stormwatersmart.org). These are regional totals; for a breakdown of social media numbers for individual member communities, see pages 23 and Appendix A.

FY21 SOCIAL MEDIA OUTCOMES Facebook, Instagram, Website (www.stormwatersmart.org)

	TOTAL FY21
Facebook Activity (Impressions + Comments + Shares + Likes)	29,739
Instagram Activity (Comments + Shares)	20,666
Website Activity (Impressions).....	45,132

SOCIAL MEDIA TOTAL: 95,537



www.stormwatersmart.org

FY21 SOCIAL MEDIA OUTCOMES BY MEMBER COMMUNITY

MEMBER COMMUNITY	IN-HOUSE FACEBOOK ACTIVITY	IN-HOUSE INSTAGRAM ACTIVITY	IN-HOUSE WEBSITE ACTIVITY
ALAMANCE	1,430	994	2,170
DAVIDSON	2,445	1,699	3,710
FORSYTH	1,416	984	2,149
GUILFORD	2,158	1,500	3,276
RANDOLPH	2,035	1,414	3,088
ROCKINGHAM	1,233	856	1,870
Archdale	278	193	421
Asheboro	590	410	895
Burlington	1,223	850	1,856
Clemmons	457	318	694
Elon	290	201	439
Gibsonville	166	115	252
Graham	345	240	524
Green Level	50	35	76
Greensboro	6,666	4,633	10,117
Haw River	56	39	85
Jamestown	101	70	153
Kernersville	586	407	890
Lewisville	305	212	462
Lexington	414	288	628
Mebane	316	220	479
Oak Ridge	172	119	261
Randleman	95	66	144
Reidsville	323	225	491
Summerfield	269	187	409
Thomasville	618	429	938
Trinity	151	105	228
Winston-Salem	5,552	3,858	8,426

FY21 SOCIAL MEDIA OUTCOMES



Jul 01, 2020 - Jun 30, 2021

3.7K

Page content clicks

Page engagement

Reactions **850**

Shares **90**

Comments **66**

+ 75,968

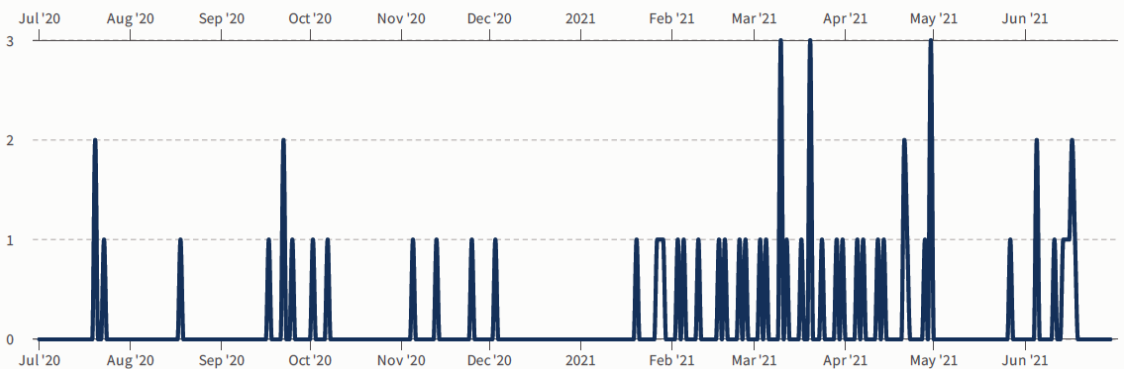
Boosted posts reached an additional 75,968 Facebook & Instagram profiles throughout the region in FY21.

59
posts

1.9K
Post clicks

368
fans

Posts



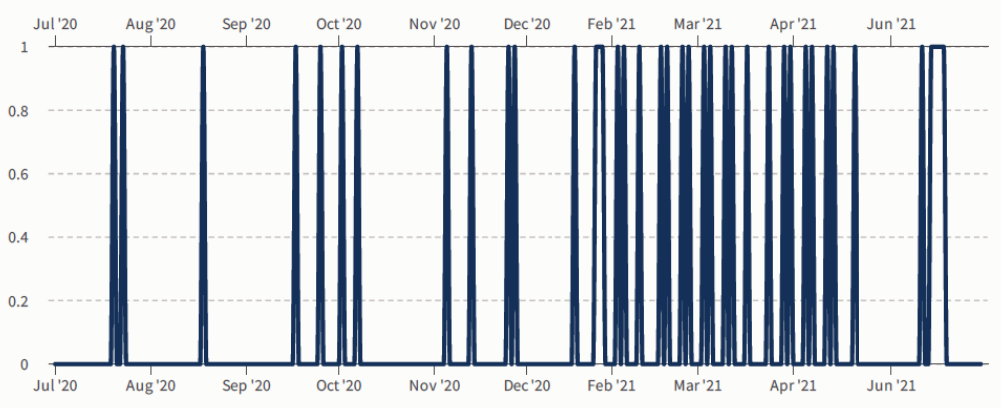
Jul 01, 2020 - Jun 30, 2021

41
posts

345
engagements

528
followers

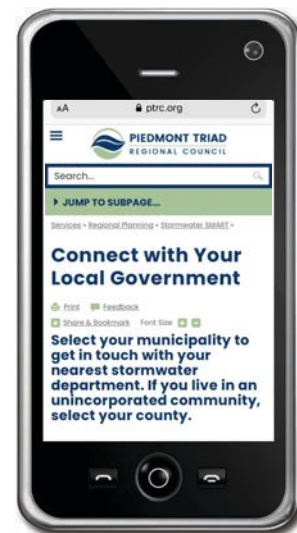
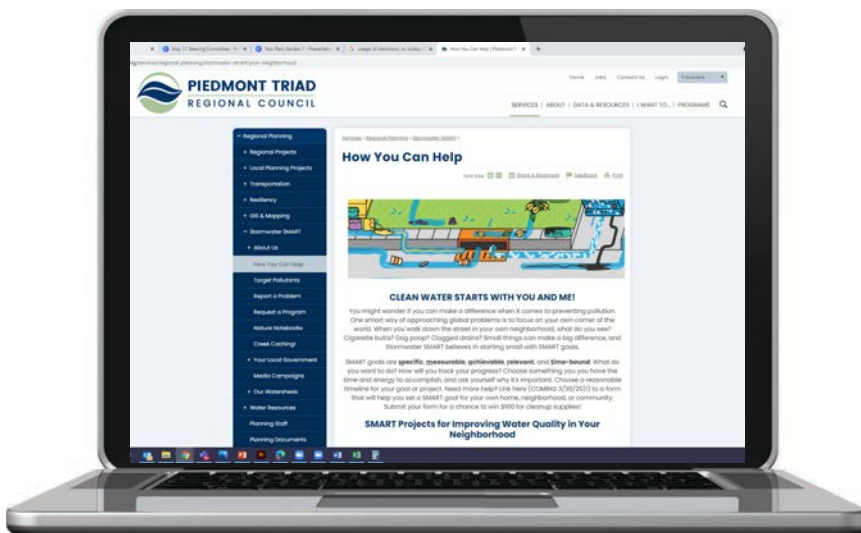
Posts



FY21 WEBSITE TRAFFIC OUTCOMES



Page path level 3	Pageviews	Unique Pageviews
	45,132 % of Total: 14.78% (305,453)	36,038 % of Total: 14.63% (246,373)
1. /stormwater-smart	30,954 (68.59%)	24,213 (67.19%)
2. /stormwater-smart/	2,653 (5.88%)	2,220 (6.16%)



www.stormwatersmart.org

FY21 DIRECT EDUCATION OUTCOMES

Direct Education includes face-to-face education in classrooms, libraries, and summer camps, as well as virtual education and the distribution of print materials. As the coronavirus pandemic extended through the end of the fiscal year, Stormwater SMART focused on distributing new print materials to libraries and via direct mail. Virtual instruction included online webinars hosted by libraries and teacher trainings in virtual conferences. When local protocols allowed, in-person instruction took place outdoors with small groups. In-person activities are reported in Appendix A.

FY21 DIRECT EDUCATION OUTCOMES

Nature Notebooks Distributed (Mail + Libraries):	880
Seed Packets & Rainscaping Guides Distributed:	1,120
Geocaching Participants Across the Region:	285
Buffer Basics Downloads:	3,107

In addition, 71 professionals and students attended Stormwater SMART presentations in the following statewide and national virtual conferences:

- Environmental Educators of NC, 9/19/21
- Wilderness Education Association, 2/12/21



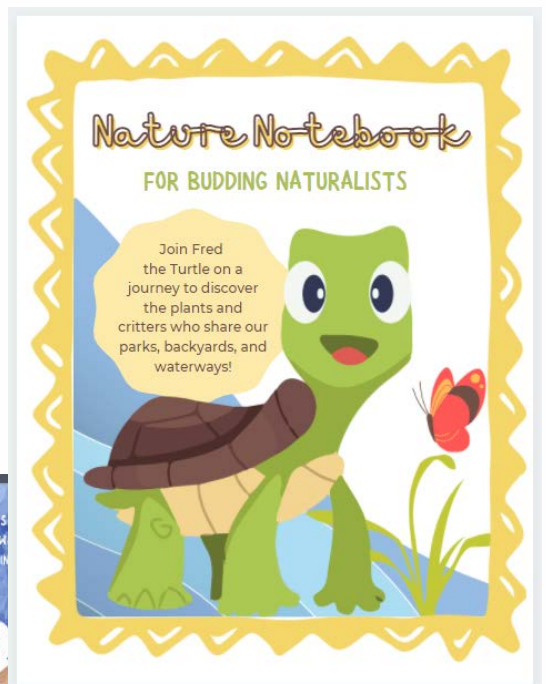
**SEE INDIVIDUAL
MEMBER REPORTS
FOR SPECIAL EVENT
ATTENDANCE, CREEK
WEEK INFORMATION,
AND MORE**

FY21 REMOTE INSTRUCTION FOR FAMILIES



Libraries across all six counties helped distribute native wildflower seed packets along with instruction cards for planting rain gardens. Residents also requested seeds via online web forms and received their packets in the mail. See the next page for more information about how seed packets were also used in online trainings for teachers and classes for landowners.

Libraries, teachers, and parents all helped make remote stormwater instruction possible by assisting children to complete Nature Notebooks. The full-color, 24-page workbook introduces budding naturalists to stream ecosystems and explains the importance of bioindicators and clean water.



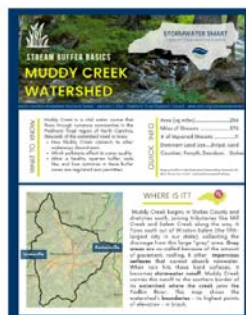
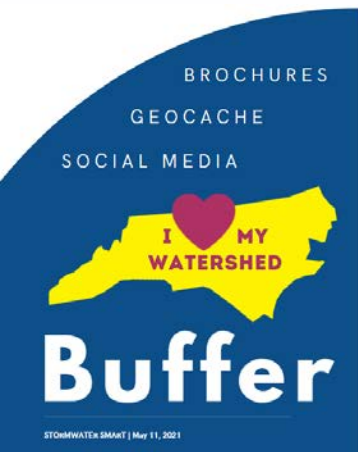
FY21 REMOTE INSTRUCTION FOR ADULTS

TEACHER TRAININGS AND CLASSES FOR LANDOWNERS, HOMEOWNERS



In April of 2021, homeowners in Asheboro conducted a BioBlitz at Richardson Lake in Asheboro, using iNaturalist to catalogue a variety of plants and animals and discuss stormwater issues resulting from new development.

Rainscaping Guides provided by NC Dept of Environmental Quality provided a new opportunity for remote instruction. Participants were mailed guides in advance of online workshops, which were hosted by libraries, community colleges, HOA associations, and statewide and national conferences. Residents also requested guides via web forms and received them along with seed packets in the mail, or picked up packets at farmers markets.



With the help of our FY21 AmeriCorps Service Member, Stormwater SMART created educational guides regarding the importance of vegetative buffers for each nearly 50 subwatersheds in our region. Stormwater SMART promoted the guides during geocaching events and social media, leading to the distribution and/or download of over 3,000 guides across the region.

FY21 DIRECT EDUCATION REPORT ALAMANCE COUNTY

Jordan Lake Rules Adoption

* ACTIVITY IN ALAMANCE REGION

** ACTIVITY IN 6-COUNTY REGION

84 # OF RESIDENTS IN UNINCORPORATED AREAS OF ALAMANCE WHO RECEIVED NATURE NOTEBOOKS BY MAIL OR FROM ALAMANCE LIBRARIES

142 # OF NC NATIVE WILDFLOWER SEED PACKETS GIVEN TO RESIDENTS IN ALAMANCE (UNINCORPORATED AREAS) WITH RAIN GARDEN CARDS

24* VIRTUAL WEBINAR ATTENDEES FROM ALAMANCE REGION IN RAINSCAPING TRAININGS ON 8/12/21 & 8/19/21

84* EDUCATIONAL GEOCACHING CHECK-INS FOR ALAMANCE CREEK WEEK (MAY 2021)

62* COMMUNITY CLEANUP ATTENDEES DURING ALAMANCE CREEK WEEK

104* VIRTUAL SUMMER READING ATTENDEES, ALAMANCE PUBLIC LIBRARIES (JULY & AUGUST, 2020)

221 RESIDENTS OF ALAMANCE (UNINCORPORATED AREAS) WHO PICKED UP OR DOWNLOADED A BUFFER BASICS BROCHURE

42* ATTENDEES AT FISHING CLINICS DURING ALAMANCE CREEK WEEK (LAKE MACKINTOSH MARINA, GRAHAM-MEBANE LAKE, & LAKE MICHAEL)

71** ATTENDEES AT STATEWIDE AND NATIONAL CONFERENCE PRESENTATIONS BY STORMWATER SMART:

- ENVIRONMENTAL EDUCATORS OF NC
- 9/19/21; WILDERNESS EDUCATION ASSOCIATION, 2/12/21

Fishing Clinic, Graham-Mebane Lake

Alamance Creek Week Litter Cleanup 2021

NC Stream Watch on the Haw, March 2021

Alamance CREEK WEEK

CREEK WEEK: MAY 1 - MAY 8, 2021
621 PARTICIPANTS



SOCIAL MEDIA

100* SOCIAL MEDIA POSTS ON FACEBOOK AND INSTAGRAM (REGIONAL)

2,424 IMPRESSIONS & ENGAGEMENT ATTRIBUTED TO ALAMANCE (UNINCORPORATED AREAS)

2,170 VISITS TO WWW.STORMWATERSMART.ORG WEB PAGES ATTRIBUTED TO ALAMANCE (UNINC. AREAS)

FY21 DIRECT EDUCATION REPORT CITY OF BURLINGTON

NPDES Permit No. NCS000428; Jordan Lake Rules Adoption

* ACTIVITY IN ALAMANCE REGION

** ACTIVITY IN 6-COUNTY REGION

158 # OF BURLINGTON RESIDENTS GIVEN EDUCATIONAL NATURE NOTEBOOKS BY NORTH PARK & MAY MEMORIAL PUBLIC LIBRARIES IN FY21

207 # OF NC NATIVE WILDFLOWER SEED PACKETS GIVEN TO RESIDENTS OF BURLINGTON ALONG WITH RAIN GARDEN INSTRUCTION CARDS

24* VIRTUAL WEBINAR ATTENDEES FROM ALAMANCE REGION IN RAINSCAPING TRAININGS ON 8/12/21 & 8/19/21

14 NC STREAM WATCHERS TRAINED AT LITTLE ALAMANCE CREEK IN CITY PARK AND NORTH PARK

84* EDUCATIONAL GEOCACHING CHECK-INS FOR ALAMANCE CREEK WEEK (MAY 2021)

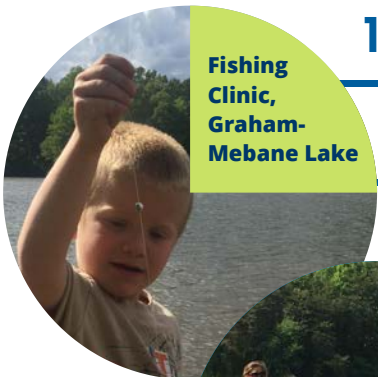
62* COMMUNITY CLEANUP ATTENDEES DURING ALAMANCE CREEK WEEK

104* VIRTUAL SUMMER READING ATTENDEES, ALAMANCE PUBLIC LIBRARIES (JULY & AUGUST, 2020)

189 RESIDENTS OF BURLINGTON WHO PICKED UP OR DOWNLOADED A BUFFER BASICS BROCHURE FOR LITTLE ALAMANCE CREEK

42* ATTENDEES AT FISHING CLINICS DURING ALAMANCE CREEK WEEK (LAKE MACKINTOSH MARINA, GRAHAM-MEBANE LAKE, & LAKE MICHAEL)

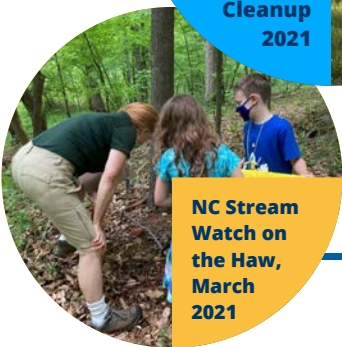
71** ATTENDEES AT STATEWIDE AND NATIONAL CONFERENCE PRESENTATIONS BY STORMWATER SMART:
• ENVIRONMENTAL EDUCATORS OF NC
• 9/19/21; WILDERNESS EDUCATION ASSOCIATION, 2/12/21



Fishing Clinic, Graham-Mebane Lake



Alamance Creek Week Litter Cleanup 2021



NC Stream Watch on the Haw, March 2021



CREEK WEEK: MAY 1 - MAY 8, 2021
621 PARTICIPANTS

COMMUNITY PARTNERS



Thank you to Alamance County Public Libraries for distributing Nature Notebooks, Seed Packets, and Rainscaping Guides! For cleanups and NC Stream Watch programming during Alamance Creek Week (May 1 - May 8), special thanks to staff at NC Wildlife Resources Commission, local farmer's markets, and Recreations and Parks departments at the county level and in each member community.

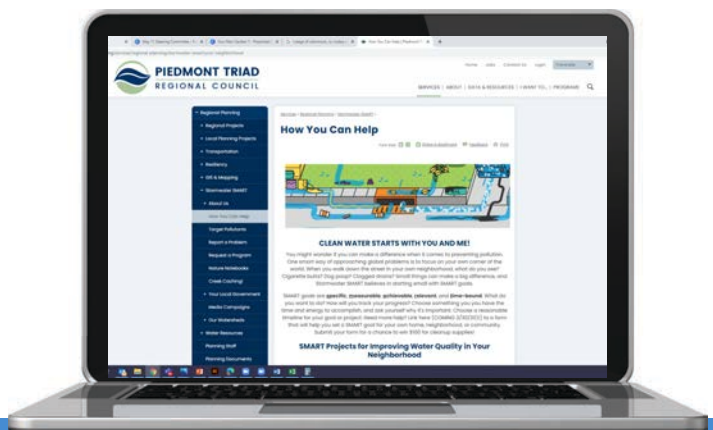
FY21 MASS MEDIA REPORT CITY OF BURLINGTON

NPDES Permit No. NCS000428; Jordan Lake Rules Adoption

59 TV ads and 229 radio spots delivered the message: "Clean Water Begins with YOU and ME!"

219,332	TELEVISION ADVERTISING IMPRESSIONS
127,292	RADIO ADVERTISING IMPRESSIONS
388,115	ONLINE DISPLAY ADVERTISING ON GOOGLE
21,199	VIDEO VIEWS (PAID PLACEMENT ON TWITTER)
100*	SOCIAL MEDIA POSTS ON FACEBOOK AND INSTAGRAM
2,073	IMPRESSIONS & ENGAGEMENT (FACEBOOK + INSTAGRAM)
1,856	VISITS TO WWW.STORMWATERSMART.ORG WEB PAGES

* 100 posts covered all 28 member communities; other numbers on this page are specific to the member community. For regional totals and more information on FY22 paid advertising and social media, see pages 14-21.



FY21 DIRECT EDUCATION REPORT TOWN OF ELON

NPDES Permit No. NCS000403; ; Jordan Lake Rules Adoption

* ACTIVITY IN ALAMANCE REGION

** ACTIVITY IN 6-COUNTY REGION

37 # OF ELON RESIDENTS GIVEN EDUCATIONAL NATURE NOTEBOOKS BY ALAMANCE COUNTY PUBLIC LIBRARIES IN FY21

45 # OF NC NATIVE WILDFLOWER SEED PACKETS GIVEN TO RESIDENTS OF ELON ALONG WITH RAIN GARDEN INSTRUCTION CARDS

24* VIRTUAL WEBINAR ATTENDEES FROM ALAMANCE REGION IN RAINSCAPING TRAININGS ON 8/12/21 & 8/19/21

8 NC STREAM WATCHERS TRAINED ON TRAILS ALONG THE HAW RIVER IN ALAMANCE COUNTY PARKS

84* EDUCATIONAL GEOCACHING CHECK-INS FOR ALAMANCE CREEK WEEK (MAY 2021)

62* COMMUNITY CLEANUP ATTENDEES DURING ALAMANCE CREEK WEEK

104* VIRTUAL SUMMER READING ATTENDEES, ALAMANCE PUBLIC LIBRARIES (JULY & AUGUST, 2020)

45 RESIDENTS OF ELON WHO PICKED UP OR DOWNLOADED A BUFFER BASICS BROCHURE FOR LITTLE ALAMANCE CREEK

42* ATTENDEES AT FISHING CLINICS DURING ALAMANCE CREEK WEEK (LAKE MACKINTOSH MARINA, GRAHAM-MEBANE LAKE, & LAKE MICHAEL)

71** ATTENDEES AT STATEWIDE AND NATIONAL CONFERENCE PRESENTATIONS BY STORMWATER SMART:

- ENVIRONMENTAL EDUCATORS OF NC
- 9/19/21; WILDERNESS EDUCATION ASSOCIATION, 2/12/21

Fishing Clinic, Graham-Mebane Lake

Alamance Creek Week Litter Cleanup 2021

NC Stream Watch on the Haw, March 2021



CREEK WEEK: MAY 1 - MAY 8, 2021
621 PARTICIPANTS



SOCIAL MEDIA

100* SOCIAL MEDIA POSTS ON FACEBOOK AND INSTAGRAM (REGIONAL)

491 IMPRESSIONS & ENGAGEMENT (FACEBOOK + INSTAGRAM) ATTRIBUTED TO ELON

439 VISITS TO WWW.STORMWATERSMART.ORG WEB PAGES ATTRIBUTED TO ELON

FY21 DIRECT EDUCATION REPORT TOWN OF GIBSONVILLE

NPDES Permit No. NCS000405; ; Jordan Lake Rules Adoption

* ACTIVITY IN ALAMANCE REGION

** ACTIVITY IN 6-COUNTY REGION

50 # OF GIBSONVILLE RESIDENTS GIVEN EDUCATIONAL NATURE NOTEBOOKS BY GIBSONVILLE PUBLIC LIBRARIES IN FY21

50 # OF NC NATIVE WILDFLOWER SEED PACKETS GIVEN TO RESIDENTS OF GIBSONVILLE ALONG WITH RAIN GARDEN INSTRUCTION CARDS

24* VIRTUAL WEBINAR ATTENDEES FROM ALAMANCE REGION IN RAINSCAPING TRAININGS ON 8/12/21 & 8/19/21

8 NC STREAM WATCHERS TRAINED ON TRAILS ALONG THE HAW RIVER IN ALAMANCE COUNTY PARKS

84* EDUCATIONAL GEOCACHING CHECK-INS FOR ALAMANCE CREEK WEEK (MAY 2021)

62* COMMUNITY CLEANUP ATTENDEES DURING ALAMANCE CREEK WEEK

104* VIRTUAL SUMMER READING ATTENDEES, ALAMANCE PUBLIC LIBRARIES (JULY & AUGUST, 2020)

25 RESIDENTS OF GIBSONVILLE WHO PICKED UP OR DOWNLOADED A BUFFER BASICS BROCHURE FOR BACK CREEK-HAW RIVER

42* ATTENDEES AT FISHING CLINICS DURING ALAMANCE CREEK WEEK (LAKE MACKINTOSH MARINA, GRAHAM-MEBANE LAKE, & LAKE MICHAEL)

71** ATTENDEES AT STATEWIDE AND NATIONAL CONFERENCE PRESENTATIONS BY STORMWATER SMART:

- ENVIRONMENTAL EDUCATORS OF NC
- 9/19/21; WILDERNESS EDUCATION ASSOCIATION, 2/12/21

Fishing Clinic, Graham-Mebane Lake

Alamance Creek Week Litter Cleanup 2021

NC Stream Watch on the Haw, March 2021



CREEK WEEK: MAY 1 - MAY 8, 2021
621 PARTICIPANTS



SOCIAL MEDIA

100* SOCIAL MEDIA POSTS ON FACEBOOK AND INSTAGRAM (REGIONAL)

281 IMPRESSIONS & ENGAGEMENT (FACEBOOK + INSTAGRAM) ATTRIBUTED TO GIBSONVILLE

252 VISITS TO WWW.STORMWATERSMART.ORG WEB PAGES ATTRIBUTED TO GIBSONVILLE

FY21 DIRECT EDUCATION REPORT CITY OF GRAHAM

NPDES Permit No. NCS000408; ; Jordan Lake Rules Adoption

* ACTIVITY IN ALAMANCE REGION

** ACTIVITY IN 6-COUNTY REGION

45 # OF GRAHAM GIVEN EDUCATIONAL NATURE NOTEBOOKS FROM GRAHAM PUBLIC LIBRARY IN FY21

58 # OF NC NATIVE WILDFLOWER SEED PACKETS GIVEN TO RESIDENTS OF GRAHAM ALONG WITH RAIN GARDEN INSTRUCTION CARDS

24* VIRTUAL WEBINAR ATTENDEES FROM ALAMANCE REGION IN RAINSCAPING TRAININGS ON 8/12/21 & 8/19/21

8 NC STREAM WATCHERS TRAINED ON TRAILS ALONG THE HAW RIVER IN ALAMANCE COUNTY PARKS

84* EDUCATIONAL GEOCACHING CHECK-INS FOR ALAMANCE CREEK WEEK (MAY 2021)

62* COMMUNITY CLEANUP ATTENDEES DURING ALAMANCE CREEK WEEK

104* VIRTUAL SUMMER READING ATTENDEES, ALAMANCE PUBLIC LIBRARIES (JULY & AUGUST, 2020)

53 RESIDENTS OF GRAHAM WHO PICKED UP OR DOWNLOADED A BUFFER BASICS BROCHURE FOR BACK CREEK-HAW RIVER

42* ATTENDEES AT FISHING CLINICS DURING ALAMANCE CREEK WEEK (LAKE MACKINTOSH MARINA, GRAHAM-MEBANE LAKE, & LAKE MICHAEL)

71** ATTENDEES AT STATEWIDE AND NATIONAL CONFERENCE PRESENTATIONS BY STORMWATER SMART:

- ENVIRONMENTAL EDUCATORS OF NC
- 9/19/21; WILDERNESS EDUCATION ASSOCIATION, 2/12/21

Fishing Clinic, Graham-Mebane Lake

Alamance Creek Week Litter Cleanup 2021

NC Stream Watch on the Haw, March 2021



CREEK WEEK: MAY 1 - MAY 8, 2021
621 PARTICIPANTS



SOCIAL MEDIA

100* SOCIAL MEDIA POSTS ON FACEBOOK AND INSTAGRAM (REGIONAL)

585 IMPRESSIONS & ENGAGEMENT (FACEBOOK + INSTAGRAM) ATTRIBUTED TO GRAHAM

524 VISITS TO WWW.STORMWATERSMART.ORG WEB PAGES ATTRIBUTED TO GRAHAM

FY21 DIRECT EDUCATION REPORT TOWN OF GREEN LEVEL

Jordan Lake Rules Adoption

Alamance

* ACTIVITY IN ALAMANCE REGION

** ACTIVITY IN 6-COUNTY REGION

45 # OF BURLINGTON GIVEN EDUCATIONAL NATURE NOTEBOOKS FROM NORTH PARK & MAY MEMORIAL PUBLIC LIBRARIES IN FY21

58 # OF NC NATIVE WILDFLOWER SEED PACKETS GIVEN TO RESIDENTS OF BURLINGTON ALONG WITH RAIN GARDEN INSTRUCTION CARDS

24* VIRTUAL WEBINAR ATTENDEES FROM ALAMANCE REGION IN RAINSCAPING TRAININGS ON 8/12/21 & 8/19/21

8 NC STREAM WATCHERS TRAINED ON TRAILS ALONG THE HAW RIVER IN ALAMANCE COUNTY PARKS

84* EDUCATIONAL GEOCACHING CHECK-INS FOR ALAMANCE CREEK WEEK (MAY 2021)

62* COMMUNITY CLEANUP ATTENDEES DURING ALAMANCE CREEK WEEK

104* VIRTUAL SUMMER READING ATTENDEES, ALAMANCE PUBLIC LIBRARIES (JULY & AUGUST, 2020)

8 RESIDENTS OF GREEN LEVEL WHO PICKED UP OR DOWNLOADED A BUFFER BASICS BROCHURE FOR BACK CREEK-HAW RIVER

42* ATTENDEES AT FISHING CLINICS DURING ALAMANCE CREEK WEEK (LAKE MACKINTOSH MARINA, GRAHAM-MEBANE LAKE, & LAKE MICHAEL)

71** ATTENDEES AT STATEWIDE AND NATIONAL CONFERENCE PRESENTATIONS BY STORMWATER SMART:

- ENVIRONMENTAL EDUCATORS OF NC
- 9/19/21; WILDERNESS EDUCATION ASSOCIATION, 2/12/21

Fishing Clinic, Graham-Mebane Lake

Alamance Creek Week Litter Cleanup 2021

NC Stream Watch on the Haw, March 2021



CREEK WEEK: MAY 1 - MAY 8, 2021
621 PARTICIPANTS



SOCIAL MEDIA

100* SOCIAL MEDIA POSTS ON FACEBOOK AND INSTAGRAM (REGIONAL)

85 IMPRESSIONS & ENGAGEMENT (FACEBOOK + INSTAGRAM) ATTRIBUTED TO GREEN LEVEL

76 VISITS TO WWW.STORMWATERSMART.ORG WEB PAGES ATTRIBUTED TO GREEN LEVEL

FY21 DIRECT EDUCATION REPORT TOWN OF HAW RIVER

NPDES Permit No. NCS000404; Jordan Lake Rules Adoption

* ACTIVITY IN ALAMANCE REGION

** ACTIVITY IN 6-COUNTY REGION

31 # OF HAW RIVER RESIDENTS GIVEN EDUCATIONAL NATURE NOTEBOOKS IN FY21 (PICKED UP AT LIBRARY AND FARMERS MARKET)

33 # OF NC NATIVE WILDFLOWER SEED PACKETS GIVEN TO RESIDENTS OF HAW RIVER ALONG WITH RAIN GARDEN INSTRUCTION CARDS

24* VIRTUAL WEBINAR ATTENDEES FROM ALAMANCE REGION IN RAINSCAPING TRAININGS ON 8/12/21 & 8/19/21

8 NC STREAM WATCHERS TRAINED ALONG THE HAW RIVER IN ALAMANCE COUNTY PARKS

84* EDUCATIONAL GEOCACHING CHECK-INS FOR ALAMANCE CREEK WEEK (MAY 2021)

62* COMMUNITY CLEANUP ATTENDEES DURING ALAMANCE CREEK WEEK

104* VIRTUAL SUMMER READING ATTENDEES, ALAMANCE PUBLIC LIBRARIES (JULY & AUGUST, 2020)

9 RESIDENTS OF HAW RIVER WHO PICKED UP OR DOWNLOADED A BUFFER BASICS BROCHURE FOR BACK CREEK-HAW RIVER

42* ATTENDEES AT FISHING CLINICS DURING ALAMANCE CREEK WEEK (LAKE MACKINTOSH MARINA, GRAHAM-MEBANE LAKE, & LAKE MICHAEL)

71** ATTENDEES AT STATEWIDE AND NATIONAL CONFERENCE PRESENTATIONS BY STORMWATER SMART:
• ENVIRONMENTAL EDUCATORS OF NC
• 9/19/21; WILDERNESS EDUCATION ASSOCIATION, 2/12/21

Fishing Clinic, Graham-Mebane Lake

Alamance Creek Week Litter Cleanup 2021

NC Stream Watch on the Haw, March 2021



CREEK WEEK: MAY 1 - MAY 8, 2021
621 PARTICIPANTS



SOCIAL MEDIA

100* SOCIAL MEDIA POSTS ON FACEBOOK AND INSTAGRAM (REGIONAL)

95 IMPRESSIONS & ENGAGEMENT (FACEBOOK + INSTAGRAM) ATTRIBUTED TO HAW RIVER

85 VISITS TO WWW.STORMWATERSMART.ORG WEB PAGES ATTRIBUTED TO HAW RIVER

FY21 DIRECT EDUCATION REPORT CITY OF MEBANE

NPDES Permit No. NCS000402; ; Jordan Lake Rules Adoption

* ACTIVITY IN ALAMANCE REGION

** ACTIVITY IN 6-COUNTY REGION

61 # OF MEBANE RESIDENTS GIVEN EDUCATIONAL NATURE NOTEBOOKS FROM MEBANE PUBLIC LIBRARIES IN FY21

53 # OF NC NATIVE WILDFLOWER SEED PACKETS GIVEN TO RESIDENTS OF BURLINGTON ALONG WITH RAIN GARDEN INSTRUCTION CARDS

24* VIRTUAL WEBINAR ATTENDEES FROM ALAMANCE REGION IN RAINSCAPING TRAININGS ON 8/12/21 & 8/19/21

8 NC STREAM WATCHERS TRAINED ON TRAILS ALONG THE HAW RIVER IN ALAMANCE COUNTY PARKS

84* EDUCATIONAL GEOCACHING CHECK-INS FOR ALAMANCE CREEK WEEK (MAY 2021)

62* COMMUNITY CLEANUP ATTENDEES DURING ALAMANCE CREEK WEEK

104* VIRTUAL SUMMER READING ATTENDEES, ALAMANCE PUBLIC LIBRARIES (JULY & AUGUST, 2020)

49 RESIDENTS OF MEBANE WHO DOWNLOADED OR PICKED UP A BUFFER BASICS BROCHURE FOR BACK CREEK AND CANE CREEK

42* ATTENDEES AT FISHING CLINICS DURING ALAMANCE CREEK WEEK (LAKE MACKINTOSH MARINA, GRAHAM-MEBANE LAKE, & LAKE MICHAEL)

71** ATTENDEES AT STATEWIDE AND NATIONAL CONFERENCE PRESENTATIONS BY STORMWATER SMART:

- ENVIRONMENTAL EDUCATORS OF NC
- 9/19/21; WILDERNESS EDUCATION ASSOCIATION, 2/12/21

Fishing Clinic, Graham-Mebane Lake

Alamance Creek Week Litter Cleanup 2021

NC Stream Watch on the Haw, March 2021



CREEK WEEK: MAY 1 - MAY 8, 2021
621 PARTICIPANTS

COMMUNITY PARTNERS



Thank you to Alamance County Public Libraries for distributing Nature Notebooks, Seed Packets, and Rainscaping Guides! For cleanups and NC Stream Watch programming during Alamance Creek Week (May 1 - May 8), special thanks to staff at NC Wildlife Resources Commission, local farmer's markets, and Recreations and Parks departments at the county level and in each member community.

FY21 MASS MEDIA REPORT CITY OF MEBANE

NPDES Permit No. NCS000402; ; Jordan Lake Rules Adoption

59 TV ads and 229 radio spots delivered the message: "Clean Water Begins with YOU and ME!"

88,985 TELEVISION ADVERTISING IMPRESSIONS

51,643 RADIO ADVERTISING IMPRESSIONS

168,928 ONLINE DISPLAY ADVERTISING ON GOOGLE

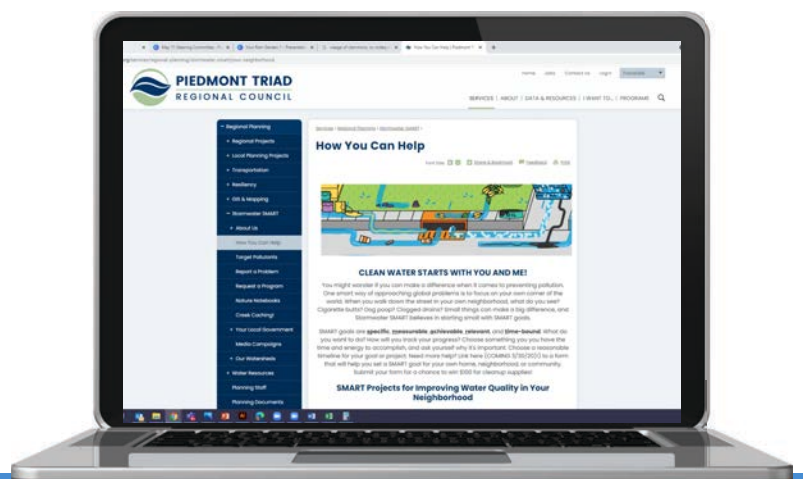
9,227 VIDEO VIEWS (PAID PLACEMENT ON TWITTER)

100* SOCIAL MEDIA POSTS ON FACEBOOK AND INSTAGRAM

536 IMPRESSIONS & ENGAGEMENT (FACEBOOK + INSTAGRAM)

479 VISITS TO WWW.STORMWATERSMART.ORG WEB PAGES

* 100 posts covered all 28 member communities; other numbers on this page are specific to the member community. For regional totals and more information on FY22 paid advertising and social media, see pages 14-21.



FY21 DIRECT EDUCATION REPORT CITY OF THOMASVILLE

NPDES Permit No. NCS000436

* ACTIVITY IN ALAMANCE REGION

** ACTIVITY IN 6-COUNTY REGION

24 # OF THOMASVILLE RESIDENTS GIVEN EDUCATIONAL NATURE NOTEBOOKS FROM DAVIDSON COUNTY PUBLIC LIBRARIES IN FY21

34 # OF NC NATIVE WILDFLOWER SEED PACKETS GIVEN TO RESIDENTS OF THOMASVILLE ALONG WITH RAIN GARDEN INSTRUCTION CARDS

13* VIRTUAL WEBINAR ATTENDEES FROM DAVIDSON REGION IN RAINSCAPING TRAININGS ON 8/12/21 & 8/19/21

59* COMMUNITY CLEANUP ATTENDEES (YADKIN RIVER PARK (NOVEMBER 2020 AND AUGUST 2021))

19* FISHING CLINIC ATTENDEES DURING DAVIDSON COUNTY CREEK WEEK (8/29/21)

104* VIRTUAL SUMMER READING ATTENDEES, DAVIDSON PUBLIC LIBRARIES (JULY & AUGUST, 2020)

95 RESIDENTS OF THOMASVILLE WHO PICKED UP OR DOWNLOADED A BUFFER BASICS BROCHURE IN FY21

71** ATTENDEES AT STATEWIDE AND NATIONAL CONFERENCE PRESENTATIONS BY STORMWATER SMART:
 • ENVIRONMENTAL EDUCATORS OF NC
 • 9/19/21; WILDERNESS EDUCATION ASSOCIATION, 2/12/21

Creek Week Kickoff at Yadkin River

Fred the SMART Painted Turtle

Fishing Clinic on the Yadkin, Aug '21



SOCIAL MEDIA

100* SOCIAL MEDIA POSTS ON FACEBOOK AND INSTAGRAM (REGIONAL)

1,047 IMPRESSIONS & ENGAGEMENT (FACEBOOK + INSTAGRAM) ATTRIBUTED TO THOMASVILLE

938 VISITS TO WWW.STORMWATERSMART.ORG WEB PAGES ATTRIBUTED TO THOMASVILLE



A young girl with dark hair is shown from the chest up, washing her hands under a running faucet. She is looking down at her hands with a focused expression. The water is splashing around her hands. The background is a blurred green, suggesting an outdoor setting. The entire image is framed by a thin yellow border.

Clean water
begins with you
and me!



**STORMWATER
SMART**

www.stormwatersmart.org