

**Memorandum of Understanding for
Stormwater SMART Direct Education Services
by the Piedmont Triad Regional Council (PTRC)
and CITY OF THOMASVILLE**

This Memorandum of Understanding for CITY OF THOMASVILLE, prepared by the Piedmont Triad Regional Council (PTRC), pertains to the services provided by the Stormwater SMART (SMART) program.

WHEREAS, the SMART and the CITY OF THOMASVILLE stormwater programs have the same basic mission of providing stormwater outreach and education, and SMART has excelled in direct education to member communities large and small in multiple watersheds; the following direct education services will be provided upon payment each fiscal year in the dues amount invoiced by SMART in July of each year.

At a minimum, SMART will execute the following tasks during the service term related to educational programming and track numbers associated with each activity as indicated.

ACTIVITY	TRACKING/REPORTING METHOD
<ul style="list-style-type: none"> • During at least one community event (fair, festival, farmers market, Creek Week) throughout the fiscal year, provide current outreach materials for target audiences that describe target pollutants and their likely sources and impacts on water quality 	<ul style="list-style-type: none"> • Count the number of participants who received educational materials and/or the number of materials handed out • Record the date and location of event <ul style="list-style-type: none"> ○ If materials are distributed by a community partner, note who received them, as well as when/where/how many, and type of material
<ul style="list-style-type: none"> • Maintain an internet website conveying the program's message at www.stormwatersmart.org (to which the Local Government may link from their own website) 	<ul style="list-style-type: none"> • Track total number of visits to each webpage during each fiscal year. <ul style="list-style-type: none"> ○ Differentiate from number of unique visitors to each page on www.stormwatersmart.org.
<ul style="list-style-type: none"> • Post weekly (or 50+ times per year) on social media channels (Facebook, Instagram, Creek Week web pages) to promote the program's message 	<ul style="list-style-type: none"> • Provide social media statistics at quarterly meetings and in annual reports, including number of posts.
<ul style="list-style-type: none"> • At the start of each school year, contact K-12 educators offering educational programs to schools, summer camps, community centers, and libraries in order to engage school-aged children in interactive stormwater activities that correlate with NC Essential Science Standards 	<ul style="list-style-type: none"> • Keep a record of which teachers contacted (includes school name, grade level or specialty, name of teacher) • Date of contact • Method of contact (phone, email)

<ul style="list-style-type: none"> • Prior to Creek Week in spring and/or fall, contact community groups about implementing projects that improve water quality and promote citizen science efforts, and offer opportunities for public involvement and participation such as public meetings, cleanups, NC Stream Watch activities 	<ul style="list-style-type: none"> • Keep a record of meetings attended with community groups such as Keep Davidson County Beautiful, Yadkin Riverkeeper, Garden Clubs, etc. • If contacted via email, record date of contact, topic (Creek Week, etc.), and method of contact (phone, email, etc)
<ul style="list-style-type: none"> • Provide a public web form for reporting stormwater issues and concerns at https://www.ptrc.org/services/regional-planning/stormwater-smart/stormwater-hotline 	<ul style="list-style-type: none"> • Keep a copy of all webmaster forms received that pertain to the CITY and include as attachments in annual report

Additionally, SMART will provide support to CITY OF THOMASVILLE stormwater education and engagement activities when resources and staff are available to do so. Additional support may be requested by the CITY at any time and in any manner, based on changing trends in target pollutants and target audiences that may differ from those agreed upon in regional Stormwater SMART Steering Committee quarterly meetings.

SMART will provide a draft of the program’s annual report by September 30 after fiscal year end with local and regional outreach and education numbers, with interim metrics provided as needed by the CITY.

The period of performance under this Agreement will begin on July 1, 2022 and will conclude on June 30, 2025. The services may be terminated at any time by SMART (the PTRC) or the CITY if either party is unable to fulfill the minimum requirements of services and/or payment during the three fiscal years of the term.

Upon payment in full from CITY OF THOMASVILLE, 10 SALEM STREET, THOMASVILLE, NC 27360, the PTRC agrees to execute this Memorandum of Understanding.

By:

Date:

4/29/2022

 (SEAL)
 Matthew Dolge, Executive Director