



STORMWATER SMART

2018-2019 ANNUAL REPORT



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Table of Contents

A Message from the Program Coordinator	3
Program Summary and Background	4
NPDES Phase II Requirements	4
Jordan Lake Rules Requirements	4
Stormwater SMART Member Governments 2018-2019	5
Program Overview – Mass Media	6
Digital Video Library	6
Overview of Digital Spectrum Campaign	7
Regional Pre-Roll Results	8
Regional Display Results	9
Domains in the Spectrum Network in Order of Performance	9
Digital Campaign Performance by Mass Media Member Community	11
Overview of Social Media	12
Instagram, Facebook, & Twitter Performance	13
Program Overview – Direct Education	14
Total Reach: A New Milestone	14
In the Classroom	15
Libraries, Presentations, Scouts, Fairs, Festivals, & Creek Week	16
Staff Meetings and Events	17
Tools of the Trade: Brochures, Handouts, & Materials	18

Appendix

Appendix A – Public Education & Outreach, Public Involvement & Participation Summary	19
Alamance County Regional & Municipal Programs	19
Davidson County Regional & Municipal Programs	21
Municipal Programs in Guilford County	22
Randolph County Regional & Municipal Programs	23
Rockingham County Regional & Municipal Programs	25
Appendix B – Budget	26
Appendix C – Board Meeting Agendas and Meeting Notes	28
Appendix D – NC Standard Course of Study Correlation	32
Appendix E – Individual Member Reports	33

A MESSAGE FROM THE PROGRAM COORDINATOR

In my first year as coordinator, I'm struck by how fortunate our program is to have Board members who are so involved in their communities and their neighbors across the Triad. Thank you for everything you do to make our joint efforts successful!

This year, our talented and dedicated staff delivered our message of pollution prevention in a way that was both meaningful and memorable. Maya Revell was our AmeriCorps member this term, and truly set the bar for professionalism and project leadership with the second annual Alamance Creek Week. Kayla Todd and Lindsay Bijas provided crucial support services at the start of the year, and Madison James hit the ground running as our new part-time Environmental Educator in April 2019.

Cameron Colvin continued to bring technical guidance to our program as the PTRC Watershed Planner, while Lindsey Lengyel, as the Environmental Programs Coordinator, held the program to the highest standard of quality. These collective efforts resulted in a record level of outreach across the region, with direct education services reaching more than 6,500 students across the region.

In addition to working directly with the public, Stormwater SMART expanded its reach to hundreds of thousands of citizens this year through a new digital mass media campaign. We credit this endeavor to the assertiveness of our Board and the incredible collaboration between Stormwater SMART and Jen Schmitz of the Clean Water Education Partnership at the Triangle J Council of Governments. In fact, I have been deeply inspired by the willingness of all of our partners and sister programs in central NC to sit down together and solve problems as a team. Perhaps this is because we are deeply familiar with the interconnectedness of our waterways and other resources, or maybe it's just that we'll drive anywhere for a free cup of coffee. In any case, we're reaching more citizens by working together.

As we move into the 2019-2020 year, we are focused on increasing both public awareness and hands-on engagement. As Creek Week events and educational programs like NC Stream Watch continue to expand, Stormwater SMART commits to keeping the focus on programming of the highest quality. By taking the EnviroScape into diverse communities, clearing streambeds of litter with tomorrow's leaders, and helping library patrons imagine a life without clean water, we will continue to teach citizens to shift their focus between the microscopic bio-indicators in our midst and the world of water at large.

Sincerely,

Danica Heflin

Stormwater SMART Environmental Program Coordinator



PROGRAM SUMMARY

Stormwater SMART provides two distinct branches of services: **direct education and outreach** and **mass media**, with our main goals as follows: increase the public’s awareness of water quality, model ways to increase stewardship, and provide opportunities for the public to get involved and participate in addressing water quality concerns.

PROGRAM BACKGROUND

In response to the needs of member governments, the Piedmont Triad Regional Council (PTRC) created a regional stormwater education program for NPDES Phase II jurisdictions in 2004. The overall goal of the stormwater outreach and education partnership of local governments is 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. 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.

NPDES PHASE II REQUIREMENTS

Stormwater SMART works with permittees to meet the following BMPs for Public Education and Outreach and Public Involvement and Participation as outlined in the Phase II Requirements. The permittee shall:

- Define goals and objectives for the local education program based on community wide issues.
- Describe the target pollutants and/or stressors and likely sources.
- Describe the target audiences likely to have significant storm water impacts and why they were selected.
- Describe issues (such as pollutants, likely sources of those pollutants, impacts, and the physical attributes of stormwater runoff) in their education/outreach program.
- Promote and maintain an internet web site designed to convey the program’s message.
- Distribute public education materials about stormwater to identified target audiences and user groups.
- Promote and maintain a stormwater hotline/helpline for the purpose of public education, outreach, involvement, and participation.
- Implement a Public Education and Outreach Program
- Include and promote volunteer opportunities designed to promote ongoing citizen participation.
- Provide and promote a mechanism for public involvement that provides for input on stormwater issues and the stormwater program.

JORDAN LAKE RULES REQUIREMENTS

Permittees’ outreach strategy and outreach program must include at least two items from each category. Stormwater SMART compliance (which exceeds requirements) is indicated by an “x” in the box next to the item.

Category 1	Category 2	Category 3
<input checked="" type="checkbox"/> Newspaper articles and/or inserts <input checked="" type="checkbox"/> Kiosks and signage <input checked="" type="checkbox"/> Direct mail <input checked="" type="checkbox"/> Displays at the point-of-purchase retail centers <input type="checkbox"/> Utility bill inserts	<input checked="" type="checkbox"/> Public meetings <input checked="" type="checkbox"/> Community events <input checked="" type="checkbox"/> Contests <input checked="" type="checkbox"/> Storm drain marking <input checked="" type="checkbox"/> Steam and litter cleanups <input checked="" type="checkbox"/> Group presentations and/or speeches	<input checked="" type="checkbox"/> News coverage <input checked="" type="checkbox"/> Workshops and classroom outreach <input checked="" type="checkbox"/> Distributing promotional giveaways and specialty items <input checked="" type="checkbox"/> Brochures, displays, signs, welcome packets and pamphlets <input type="checkbox"/> Local cable access <input checked="" type="checkbox"/> Newsletters

STORMWATER SMART MEMBER GOVERNMENTS

Membership in Stormwater SMART is limited to PTRC member local governments within the PTRC twelve county region. 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 the following twelve counties: Alamance, Caswell, Davidson, Guilford, Montgomery, Randolph, Rockingham, Surry, Stokes, Forsyth, Yadkin and Davie. Representatives from organizations and local governments from other regions, or non-PTRC member governments are welcome to attend meetings and access resources and information generated by Stormwater SMART.

Direct Education Members 2018-2019

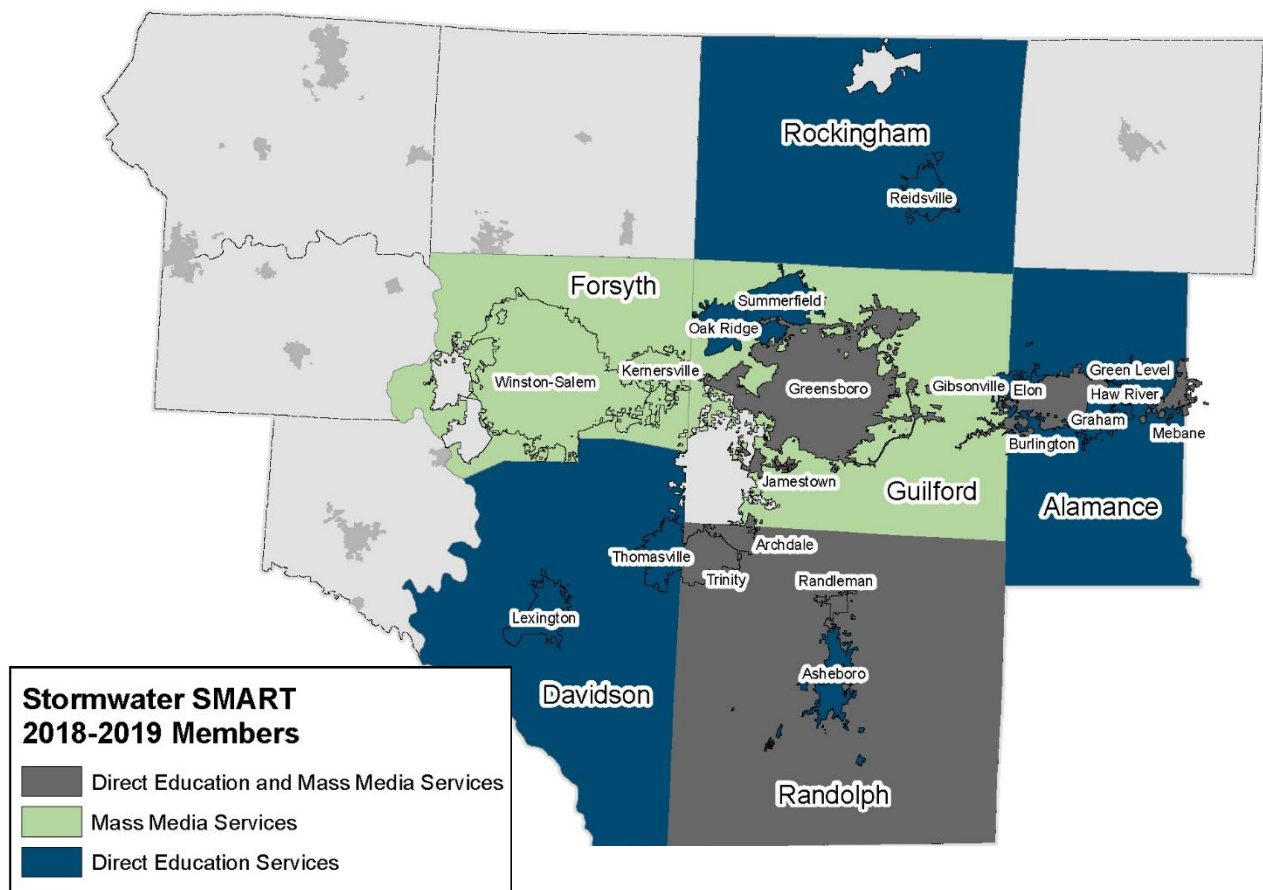
Mass Media Members 2018-2019

Member Counties: Alamance, Davidson, Randolph, Rockingham

Member Counties: Forsyth, Guilford, Randolph

Member Municipalities: Archdale, Asheboro, Burlington, Elon, Gibsonville, Graham, Green Level, Greensboro, Haw River, Jamestown, Lexington, Mebane, Oak Ridge, Randleman, Reidsville, Summerfield, Thomasville, Trinity

Member Municipalities: Archdale, Burlington, Greensboro, Jamestown, Kernersville, Mebane, Randleman, Trinity, Winston-Salem



PROGRAM OVERVIEW – MASS MEDIA

For 2018–2019, Stormwater SMART’s mass media services included several **social media** accounts and a three-month digital campaign of animated **public service announcements (PSAs)**. While our program implemented social media in 2014 and we continue to expand our network through Facebook and Instagram, public service announcements were new for us this year, thanks to a generous partnership with the Clean Water Education Partnership (CWEP) at the Triangle J Council of Governments.

DIGITAL VIDEO LIBRARY

In 2018, Stormwater SMART partnered with the Clean Water Education Partnership (CWEP) in order to expand our public outreach. In exchange for Stormwater SMART providing support with CWEP direct education program, CWEP provided Stormwater SMART with access to its library of animated stormwater pollution prevention videos, including:

- Six 30-second videos on the following topics: Litter & Trash, Pet Waste, Yard Waste, Pesticides, Household Chemicals, Vehicle Maintenance.
- One 30-second video with Spanish subtitles about all pollutants
- Two 2:42 Minute videos with both English and Spanish narration



PICK UP LITTER



SCOOP POOP



MULCH OR BAG IT



FOLLOW DIRECTIONS



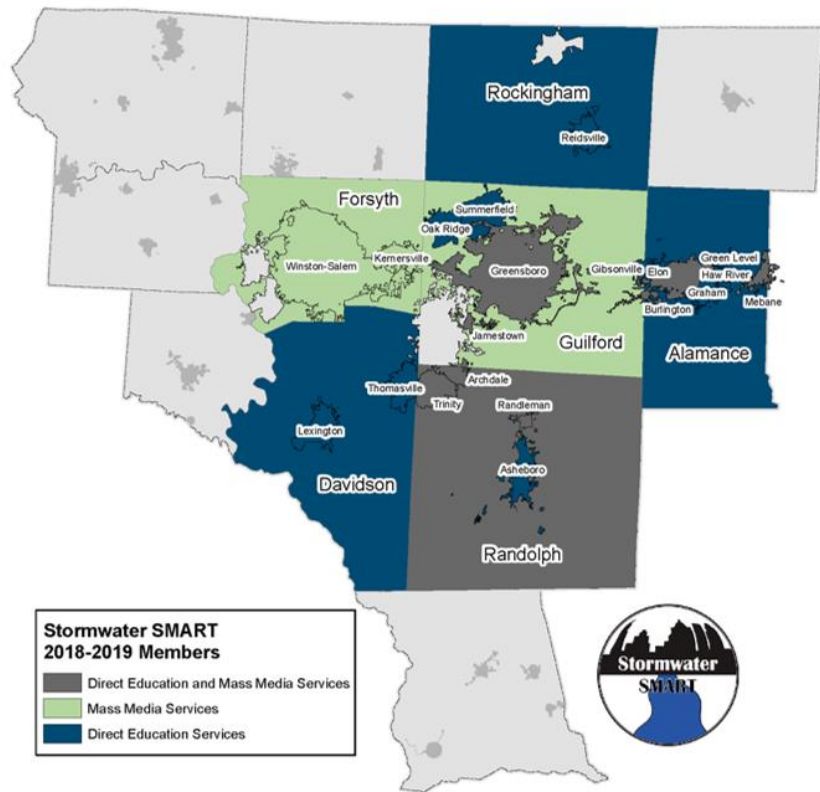
DISPOSE OF PROPERLY



CLEAN SPILLS PROMPTLY

2018-2019 MASS MEDIA MEMBERS

Forsyth County	Jamestown
Guilford County	Kernersville
Randolph County	Mebane
	Randleman
Archdale	Trinity
Burlington	Winston-Salem
Greensboro	



OVERVIEW OF DIGITAL CAMPAIGN 2018-2019

The Clean Water Education Partnership with the Triangle J Council of Governments offered to broker our first digital campaign by adding Stormwater SMART to their Spectrum contract, using the same fee schedule that members paid previously to the Piedmont Triad Water Quality Partnership. Stormwater SMART mass media members were billed a total of \$33,000 for a three-month campaign using Spectrum’s digital network, running from November 1, 2018 through January 31, 2019. The campaign consisted of two types of digital marketing: **pre-roll** and **display advertisements**. With pre-roll, our 30-second video about pet waste (“Scoop Poop!”) played prior to videos selected by a person browsing the internet. The viewer has the option to close the window before viewing, skip the video after the first seven seconds, or continue watching. The second type of marketing, display advertisements, are also known as “banner ads”. These are a combination of animated and static ads that show on the top and sides of a computer screen on a variety of websites in the Spectrum display network (see pages 9-10 for a list of the websites in the network).

Spectrum forecast approximately 3 million impressions would be made throughout 26 geographic areas in the Piedmont Triad area for both types of digital marketing.

We exceeded this goal, ending up with more than 3,500,000 impressions across the two types of marketing.

REGIONAL PRE-ROLL RESULTS OF DIGITAL CAMPAIGN

TERMINOLOGY

Theme: The campaign theme is the topic of our pre-roll video. The theme for 2018-2019 was pet waste, or "Scoop Poop!"

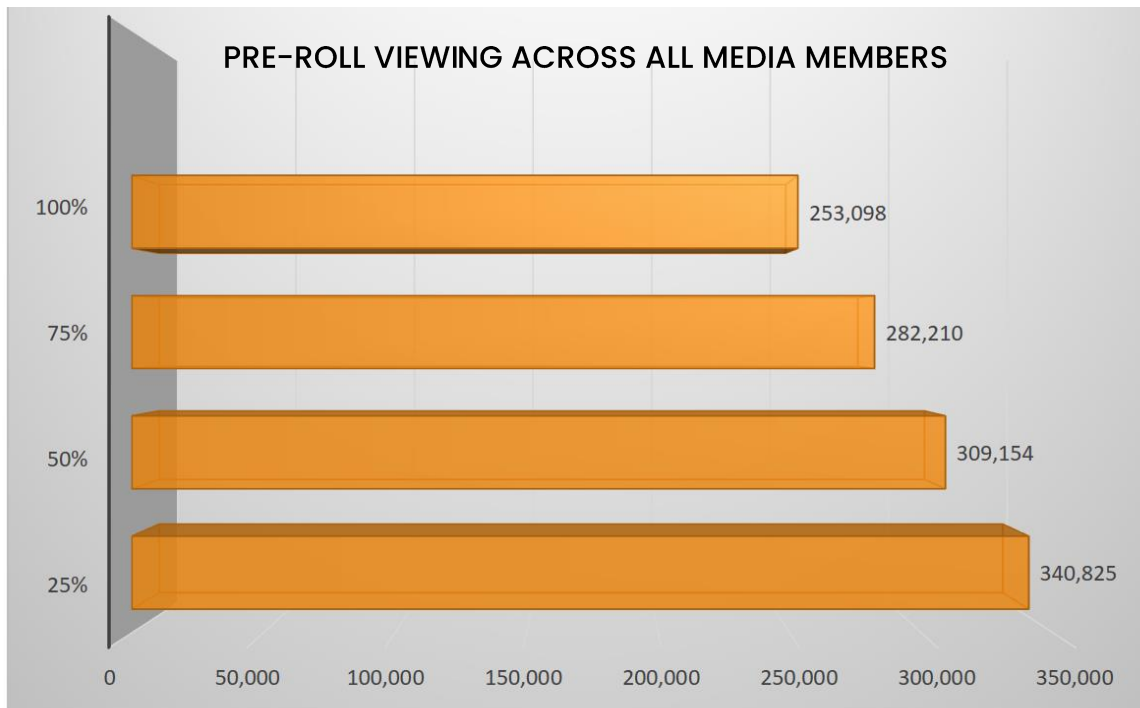
Pre-roll: When a person is browsing the internet and selects to play a video on a website (i.e. kitchen décor on HGTV.com), the short video advertisement that plays prior to their selected video is the pre-roll video. Viewers had the option to skip this video after watching the first seven seconds (25%) of the video.

Pre-roll impressions: the number of times our video content started playing on a device.

Pre-roll engagement: the number of people who watched 100% of the 30-second video and/or clicked on the video to find out more. Viewers who clicked were routed to www.stormwatersmart.org.

SUMMARY OF PRE-ROLL RESULTS (ALL MEDIA MEMBERS):

- Pre-roll impressions = 340,825
- Pre-roll engagements = 253,098
 - Note that 53% of viewers watched the entire 30-second video, while the industry average is closer to 40%. Public service announcements (PSAs) with high-quality animation are appealing to our audience!



DISPLAY ADVERTISEMENT RESULTS OF DIGITAL CAMPAIGN 2018-2019

TERMINOLOGY

Display advertisements: also known as “banner ads”. Banner ads can be either animated or static (Spectrum provided both), and are displayed along the top or sides of a website.

Display Network: The media placement company, Spectrum, displays animated and static ads on hundreds of websites, tracking the performance (impressions and engagements) of each site.

Display impressions: the number of times our banner ads were displayed on a device

Display engagements: the number of people who *clicked on or hovered over* the display



SUMMARY OF DISPLAY ADVERTISEMENT RESULTS (ALL MEDIA MEMBERS):

- Display impressions = 3,164,652
- Display engagements = 38,745

DOMAINS IN THE SPECTRUM NETWORK IN ORDER OF PERFORMANCE

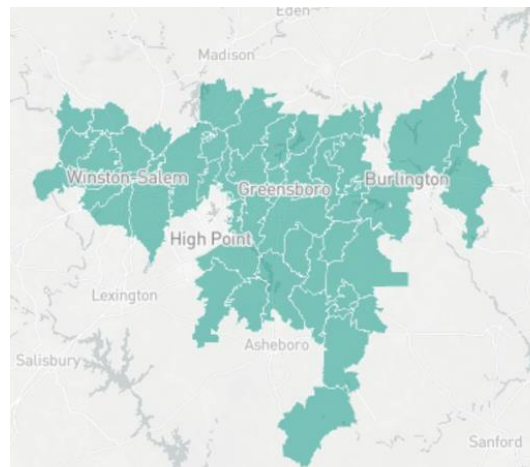
First column includes highest-performing websites, last column includes lowest-performing websites

greensboro.com	nationalreview.com	inhabitat.com	charlotteobserver.com
journalnow.com	univision.com	es.thefreedictionary.com	techradar.com
myfox8.com	history.com	eleconomista.es	richmond.com
usatoday.com	photobucket.com	townhall.com	yahoo.com
wfmynews2.com	countryliving.com	nydailynews.com	serpadres.es
foxnews.com	newsweek.com	roanoke.com	elpais.com
buzzfeed.com	rollingstone.com	talkingpointsmemo.com	cnn.com
nbcnews.com	sports.yahoo.com	salisburypost.com	offbeat.topix.net
dailymotion.com	tvline.com	ranker.com	chron.com
accuweather.com	salon.com	billboard.com	ask.com
history.com	mail.yahoo.com	etonline.com	video.foxnews.com
dictionary.com	news.yahoo.com	lifestyle.yahoo.com	lifehack.org
futhead.com	makeuseof.com	realclearpolitics.com	wcti12.com
mail.yahoo.com	evite.com	starnewsonline.com	bustle.com
news.yahoo.com	politico.com	frontpage.yahoo.com	makeuseof.com
weather.com	foxnews.com	entertainment.yahoo.com	frontpage.yahoo.com
buzzfeed.com	bartleby.com	theadvocate.com	sportsday.dallasnews.com
laopinion.com	seattletimes.com	peopleenespanol.com	wbtv.com
espn.com	mail.com	wcnc.com	mail.com
m.accuweather.com	deadspin.com	fayobserver.com	livescience.com
dailymotion.com	deadspin.com	evite.com	espn.com
media.wfmynews2.com	yahoo.com	realclearpolitics.com	wtvr.com
video.foxnews.com	chron.com	newsweek.com	lifestyle.yahoo.com

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 cowboyswire.usatoday.com
 entertainment.yahoo.com
 es-us.noticias.yahoo.com
 mercurynews.com
 m.salisburypost.com
 weather.com
 macworld.com
 s468.photobucket.com
 reason.com
 ftw.usatoday.com
 snopes.com
 nydailynews.com
 photobucket.com
 telegraph.co.uk
 rewind.topix.net
 today.com
 wect.com
 cnet.com
 dallasnews.com
 usnews.com
 wdbj7.com
 mashable.com
 m.huffpost.com
 goupstate.com
 pcworld.com
 pcworld.com
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 telegraph.co.uk
 amp.usatoday.com
 indiewire.com
 macworld.com
 theweek.com
 cbs.com
 bustle.com
 bostonherald.com
 my.earthlink.net
 sports.yahoo.com
 townhall.com
 m.sfgate.com
 theadvocate.com
 tvline.com
 seattletimes.com
 tomsguide.com
 noticias24.com
 webmd.com
 ranker.com
 politico.com
 citizen-times.com
 elembarazo.net
 herramientas.elembarazo.net
 futbolecuador.com
 newsadvance.com
 charlotteobserver.com
 nypost.com
 talkingpointsmemo.com
 startribune.com
 hickoryrecord.com
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 wset.com
 firefox-startpage.aol.com
 wmbfnews.com
 abc.es
 windstream.net
 homepage.aol.com
 redskinswire.usatoday.com
 staradvertiser.com
 etonline.com
 realclearscience.com
 offbeat.topix.net
 puzzles.chron.com
 billboard.com
 m.forocoches.com
 salon.com
 football.fantasysports.com
 chicagotribune.com
 espndeportes.espn.com
 celticswire.usatoday.com
 businessinsider.com
 warriorswire.usatoday.com
 greenvilleonline.com
 nbc12.com
 pcmag.com
 observer.com
 espanol.yahoo.com
 usmagazine.com
 bostonglobe.com
 nbcsports.com
 CBS Sports
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 m.sfgate.com
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 windstream.net
 forbes.com
 chicago.suntimes.com
 techradar.com
 lifestyle.inquirer.net
 webmail.windstream.net
 nypost.com
 homepage.aol.com
 smg.photobucket.com
 patriotswire.usatoday.com
 theweek.com
 greatergood.com
 fox46charlotte.com
 nasdaq.com
 sixerswire.usatoday.com
 informalia.economista.es
 fivethirtyeight.com
 steelerswire.usatoday.com
 legacy.com
 science.answers.com
 videos.newsweek.com
 al.com
 hpenews.com
 answers.com
 thegardenglove.com
 wach.com
 ftw.usatoday.com
 johnsoncitypress.com
 snopes.com
 time.com
 miamiherald.com
 fantasy.yahoo.com
 bostonherald.com
 sportsday.dallasnews.com
 lifehacker.com
 salon.com
 lifehacker.com
 doityourself.com
 fantasy.yahoo.com
 scnow.com
 answers.com
 mercurynews.com
 wsaz.com
 rewind.topix.net
 usnews.com
 heraldonline.com
 realclearscience.com
 staradvertiser.com
 webmail.windstream.net
 jetswire.usatoday.com
 mobile.reuters.com
 touchdownwire.usatoday.com
 thenation.com
 semanas.elembarazo.net
 blog.theveteranssite.greatergood.com
 gaming.ebaumsworld.com
 fortune.com
 movies.yahoo.com
 my.earthlink.net
 saintswire.usatoday.com
 vox.com
 dailyherald.com
 edmodo.com
 giantswire.usatoday.com
 livehealthy.chron.com
 cnet.com
 livescience.com
 blog.therainforestsites.com
 collegefootballnews.com
 ebaumsworld.com
 jaguarswire.usatoday.com
 enfemenino.com
 gazette.com
 nbcnews.com
 usatoday.com
 businessinsider.com
 golfchannel.com
 pantherswire.usatoday.com
 hp-desktop.aol.com
 packerswire.usatoday.com
 theeagleswire.usatoday.com
 greatergood.com
 wkyc.com
 gaming.ebaumsworld.com
 startribune.com
 bucswire.usatoday.com
 mashable.com
 zillow.com
 space.com
 ninerswire.usatoday.com
 cbs.com
 maternidad.enfemenino.com
 juegosadn.economista.es
 finance.townhall.com
 style.yahoo.com
 science.answers.com
 newsinfo.inquirer.net
 wataugademocrat.com
 dallasnews.com
 gazette.com
 pareja.enfemenino.com
 adweek.com
 bandera.inquirer.net
 ca.sports.yahoo.com
 cebudailynews.inquirer.net
 draftwire.usatoday.com
 games.rd.com
 mweb.cbssports.com
 newsmax.com
 okthunderwire.usatoday.com
 pe.com
 search.ask.com
 time.com
 mchstv.com
 zdnet.com
 collegefootballnews.com
 finance.townhall.com
 forocoches.com
 lifehack.org
 livehealthy.chron.com
 nationalreview.com
 pe.com
 puzzles.chron.com
 webmd.com
 legacy.com
 broncoswire.usatoday.com
 business.inquirer.net
 ca.news.yahoo.com
 es-us.deportes.yahoo.com
 lonzowire.usatoday.com
 money.usnews.com
 nz.news.yahoo.com
 sports.usatoday.com
 au.news.yahoo.com
 ca.news.yahoo.com
 doityourself.com
 space.com

DIGITAL CAMPAIGN PERFORMANCE BY MASS MEDIA MEMBER COMMUNITY

Member	Pre-Roll Impressions	Pre-Roll Engagements	Display Impressions	Display Engagements
Archdale	11,585	6,140	90,063	1,103
Burlington	19,294	10,310	193,419	2,368
Forsyth County	10,871	5,870	73,171	896
Greensboro	196,924	104,977	1,196,044	14,643
Guilford County	29,299	15,592	204,724	2,506
Jamestown	7,746	4,183	51,366	95
Kernersville	23,278	12,413	182,090	2,229
Mebane	5,566	2,984	72,863	892
Randleman	3,420	1,824	35,108	429
Randolph County	23,506	12,693	154,812	1,895
Trinity	4,064	2,175	36,908	452
Winston-Salem	140,576	74,844	823,648	10,084



SOCIAL MEDIA 2018-2019

TERMINOLOGY

Reach/Impressions: The number of people (unique accounts) who had any content from our Page or about our Page enter their screen.

Fans/Followers: Internet users who subscribe to our channel(s)

Posts: In Instagram, a post is a photograph or video with optional text. In Facebook, a post can be text, an event, a photograph. In Twitter, text was limited to 140 characters in 2018.

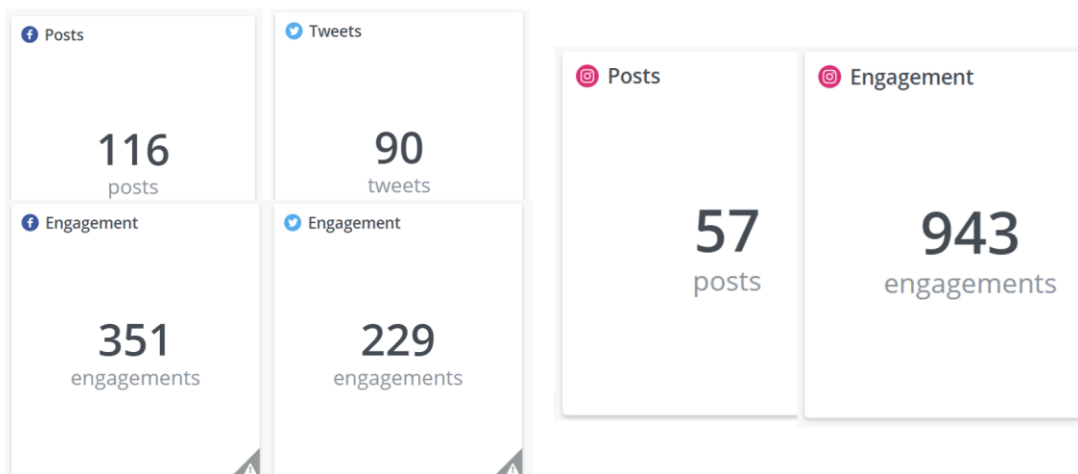
Engagements: An engagement occurs when someone clicks, responds to, or shares our posted content.

With a complete turnover of staff in 2018-2019, we decided to focus on our efforts and talents on our top three social media platforms: Instagram, Facebook, and Twitter. Across all three platforms, we had a total social media reach of 111,482. This is the number of people (unique accounts) who had any content from our Page or about our Page enter their screen. Among these accounts, our level of engagement was as follows:

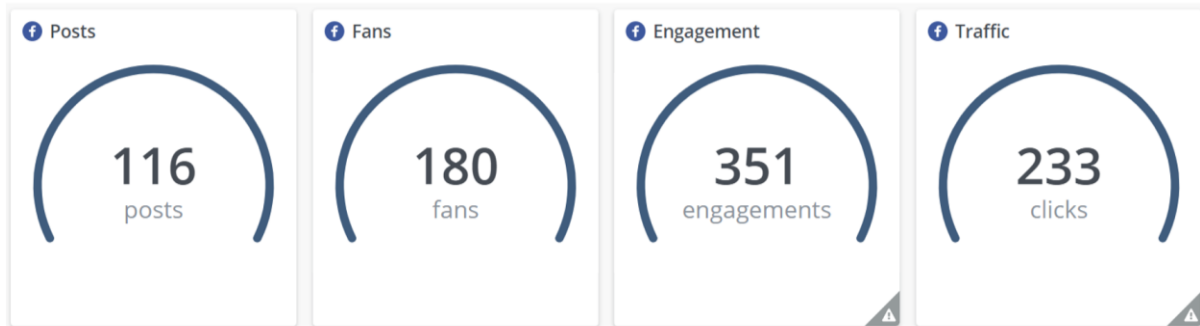
- Out of 111,482 impressions: across three platforms:
 - 994 Fans/Followers
 - 263 Posts
 - 1,523 Engagements

A further breakdown shows the level of activity and engagement on each platform. Our Instagram account showed the highest level of engagement per post, with 943 engagements in reaction to 57 posts. Facebook came in second, with 351 engagements in response to 116 posts. Twitter appeared to be least effective in engaging our followers, with 229 engagements to 90 posts:

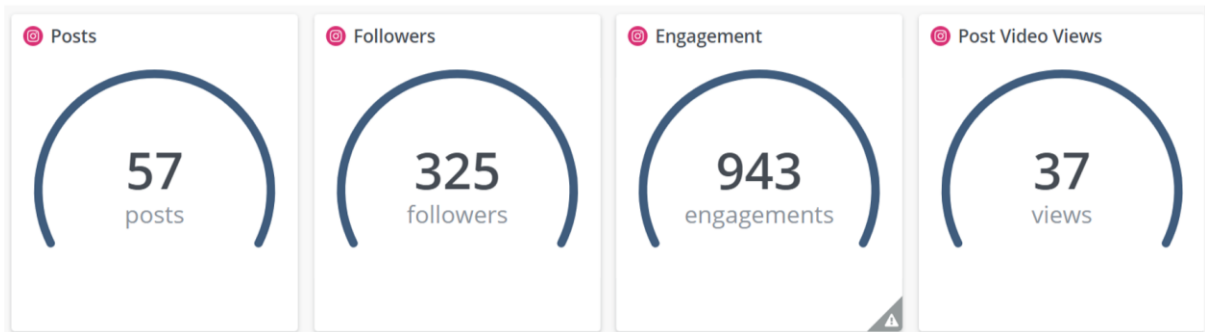
 **Instagram = Most Engagements Per Post**



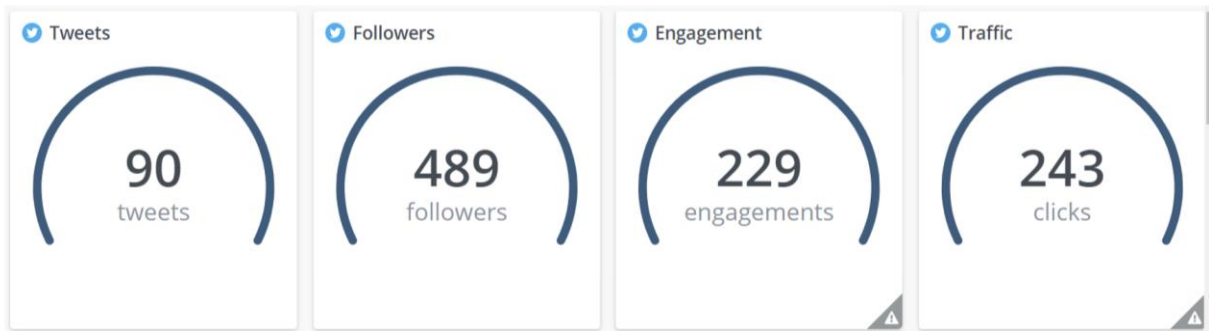
facebook.



Instagram



twitter



PROGRAM OVERVIEW – DIRECT EDUCATION

Stormwater SMART works in many settings to increase the public’s awareness of water quality, foster lifelong stewardship, and provide ways for the public to get involved. The following pages detail our success for 2018–2019 in classrooms, summer camps, library programs, Scouts groups, fairs and festivals, and local Creek Weeks.

Our total outreach for FY2019 (including students, event attendees, and meeting participants) totals a reach of 11,335, as outlined below:

STUDENTS REACHED

6,450



- Schools
- Libraries
- Camps
- Scouts of America & Girl Scouts
- Water-Related Badges
- NC Stream Watch

EVENT ATTENDEES REACHED

4,076



- Fairs
- Festivals
- Markets
- Litter cleanups
- Creek Week Events

MEETINGS ATTENDEES

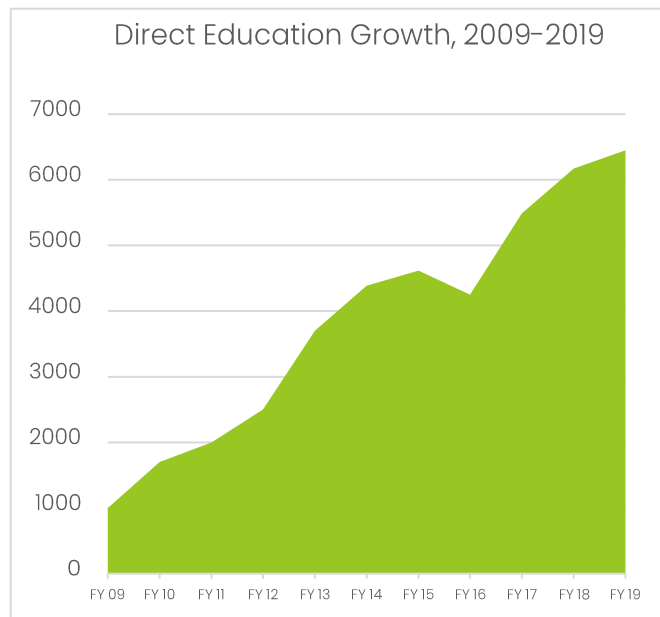
809



- County and municipal meetings
- Partner organizations
- Keep America Beautiful affiliate meetings

NEW MILESTONE IN STUDENTS REACHED FOR 2018 – 2019 SCHOOL YEAR

School programming is the foundation of Stormwater SMART. This year we reached more than 6,450 students around the region, our greatest reach since the program began. In addition to working directly with schools, we partnered with the Haw River Assembly, Soil and Water Conservation Districts, NC Cooperative Extension, NC Wildlife Resource Commission, NC Zoo, and multiple YMCA locations. We visited 14 summer camps, facilitated 31 library programs, and helped 47 Scouts earn their badges in Environmental Science and Wonders of Water. We offer a variety of programs, all aligned with NC Standard Course of Study for grades K-12.



IN THE CLASSROOM

Stormwater SMART maintains an active database of more than 600 teachers in schools throughout our 22 member areas. We regularly update our network so that we can market specific programs to specific groups of teachers. Some of our most popular programs include Rain Garden in a Bottle, Macroinvertebrate Mayhem, The Incredible Journey, Water Quality: Ask the Bugs, and the EnviroScape. Because education is our passion, our staff regularly attends workshops offered through the NC Department of Environmental Quality and the NC Wildlife Commission so that we always have fresh and up-to-date ideas to keep our favorite programs fresh and fun!



3rd Grade

- Rain Garden in a Bottle
- Students build their very own rain garden using native plants to demonstrate how they survive in their environments. They learn about environmental design techniques and how they relate to stormwater runoff. Students will look at different soil types and their ability to hold water.
- Correlates to NC Science Essential Standards 3.L.2.2 and 3.L.2.4



5th Grade

- The Incredible Journey
- An on-your-feet activity that teaches students how water moves through the water cycle. Students go through the activity as a "water droplet", moving from one place to another following the water cycle. The first round demonstrates the water cycle without humans and the second round illustrates the impact humans have on the water cycle.
- Correlates to NC Science Essential Standard 5.P.2.1



8th Grade

- The EnviroScape is a 3D model of a watershed. Students get to act as pollutants or rain on the EnviroScape using common household items in order to understand point source and non-point source pollution. Students discuss the various ways they can practice environmental stewardship within their watershed
- Correlates NC Science Essential Standards 8.E.1.1 and 8.E.1.4

SCHOOL CLASSROOMS VISITED IN 2018-2019

Allen Middle School
 Archdale-Trinity Middle School
 Braxton Craven Middle School
 Brooks Global Studies
 Brown Summit Middle School
 Ceasar Cone Elementary
 Davis-Townsend Elementary
 E Lawson Brown Middle School
 Eastlawn Elementary
 Experiential School of GSO

Franklinville Elementary School
 Hawfields Middle School
 Kernodle Middle School
 Knight Brown Nature Preserve
 Ledford Middle School
 Lexington YMCA
 McLeansville Elementary School
 North Davidson Middle School
 Northwest Guilford Middle School
 Oak Grove Middle

Providence Grove High School
 Randleman Middle School
 Reidsville Middle School
 Rockingham County Middle School
 Simkins Elementary School
 South Davidson Middle School
 Southeast Middle School
 The Academy at Lincoln
 Tyro Middle School
 Uwharrie-Ridge Six-Twelve

LIBRARIES

This year's collaborative summer library program theme was "A Universe of Stories!" and we celebrated by teaming up with the libraries in the region to provide books and programming to young readers that matched this theme. We read Susan Verde's and Peter Reynold's *The Water Princess*, which helps even very young readers imagine a life where water scarcity and pollution are the norm. We accompanied the story with an activity called, "Wish upon a Star," creating star viewers and introducing the constellation of Aquarius, the Water Bearer.

PRESENTATIONS

Stormwater SMART offers a variety of presentations to meet the needs of a diverse audience. We customize each presentation to the age, size of the group and length of the presentation. Our presentations range in length from 15 minutes to two or more hours. We always provide plenty of handouts so our audience never leaves empty-handed. In a single day, you might catch us at a summer camp in the morning, a rotary meeting in the afternoon and a garden club in the evening. Our audiences this year included after school programs, Boy & Girl Scouts, summer camps, school and civic clubs. We shared knowledge and strategies related to soil and water conservation, rain gardens, the water cycle, pollution tolerance, stormwater runoff, and citizen science.

SCOUTS: MERIT BADGES AND JOURNEYS

Stormwater SMART works with scout programs around the Triad. Whether Scouts are trying to fulfill badge requirements, or work with the community to improve water quality, our staff is always available to arrange for stream cleanups, assist with designing a rain garden, or conduct a water quality presentation. This year we helped 21 Boy Scouts earn their Environmental Science Merit Badge. We led four merit badge college classes that focused on water pollution and pollution prevention. We also helped 26 Girl Scouts complete their Wonders of Water Journey.

FAIRS & FESTIVALS

We work closely with our member governments to educate the public at local fairs and festivals. This is a great opportunity to reach out to people who may otherwise not participate in any of our programming. From small community events, to large scale, multi-day events, we're there rain or shine. This year we handed out reusable bags, seeded bookmarks, bracelets, sunglasses and educational brochures in both English and Spanish. A casual atmosphere gives us the opportunity to introduce citizens to the importance of protecting water quality, introduce our services to the community, and collect survey information.

CREEK WEEK

Creek week is a week-long celebration filled with volunteer opportunities, recreational fun, and educational programs that center around our local waterways. It is not a new concept to the state of North Carolina, as some counties have been holding creek weeks for years. The main goal of creek week is to get members of the community out into their local waters to gain a better appreciation and understanding for our dependency on water. It allows for citizens to get involved the best way they know how, whether it be attending an educational event/workshop, going out to help clean up a section of river, or learning something new about their watershed at a trivia night. Through various collaborations and partnerships, Stormwater SMART facilitated the 2nd annual Alamance Creek Week and the 1st annual Randolph Creek Week, and assisted with Guilford Creek Week 2019.



ALAMANCE CREEK WEEK SUMMARY

- Over 700 people participated in events
- Over 388 people participated in cleanups at ABSS school campuses and Little Alamance Creek!
- Volunteers collected over 2,000lbs of trash and students at Alexander Wilson Elementary collected 1806 gallons of trash



RANDOLPH CREEK WEEK SUMMARY

- Over 300 people participated in events
- 28 Scouts and 36 citizens participated in stewardship activities
- More than 100 children attended creek week library programs
- Volunteers collected over 1,000lbs of trash



GUILFORD CREEK WEEK SUMMARY

- More than 3600 participants
- 42 bags of trash collected from stream cleanups
- 6,030 pounds of trash from large group cleanups
- 47 rain barrels
- 248 pounds of medication collected

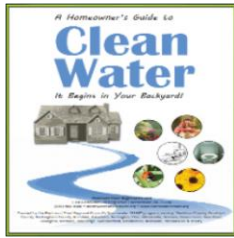
STAFF MEETINGS AND EVENTS

Staff meetings, ribbon cuttings, and conferences remain one of the most important ways that Stormwater SMART stays up-to-date on issues in our partner communities. In 2018-2019, our staff dedicated 84 hours to attending meetings with partnering organizations, including:

-
- Alamance Wellness Collaborative
 - APWA - Stormwater Division
 - Archdale Parks & Rec
 - Alley, Williams, Carmen, & King
 - City of Archdale
 - City of Greensboro Water Resources
 - Clean Water Education Partnership
-

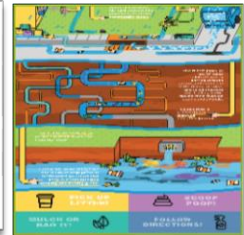
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- Guilford Creek Week
 - Jordan Lake One Water
 - Keep Davidson County Beautiful
 - Keep Randolph County Beautiful
 - Piedmont Environmental Center
 - NC Department of Environmental Quality
 - Project WET
-

BROCHURES, HANDOUTS, TOOLS OF THE TRADE



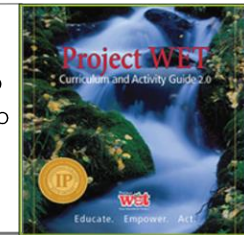
Homeowner Education packets address common residential water quality issues and how they can be addressed.

Brochures addressing a number of topics, from program areas to actions individuals can take to improve water quality. Many of our publications are available in English and Spanish.



The EnviroScape® is a well-known tool in stormwater education. This 3D model of a watershed to help kids and adults alike understand how we all contribute to stormwater pollution and what we can do to fix it.

The Project WET and Aquatic Wild curriculum provides educators with a number of tools to help students understand the role water plays in the environment and in society and what we can do to ensure healthy water for future generations!



The Stormwater Steward is a quarterly publication covering current events, best practices, and Stormwater SMART programs. The newsletter is distributed to local officials, libraries, at fairs and festivals, and other events, available as a hard copy or electronically.

Stormwater SMART distributes sun glasses, bracelets, and erasers to participants that spin our "Are You Me" wheel at local festivals. The game engages our guests in meaningful conversation and the prizes help ensure that the message will go home with them.



APPENDIX A: PUBLIC EDUCATION & OUTREACH, PUBLIC INVOLVEMENT & PARTICIPATION SUMMARY FOR 2018-2019

ALAMANCE COUNTY	1,790
DAVIDSON COUNTY	2,829
MUNICIPALITIES IN GUILFORD COUNTY	3,167
RANDOLPH COUNTY	1,978
ROCKINGHAM COUNTY	1,132
TOTAL PUBLIC REACH	10,896

ALAMANCE COUNTY: UNINCORPORATED AND/OR MULTIPLE MUNICIPALITIES

ALAMANCE COUNTY REGIONAL PROGRAMS

4/6/2019	Regional	Creek Week at Cates Farm Park, City of Mebane	50
4/6/2019	Regional	Creek Week at Little Alamance Creek, City Park, City of Burlington/Healthy Streams Cooperative	65
4/8/2019	Regional	Creek Week at Mebane Public Library	16
4/8/2019	Regional	Creek Week at Your Local Greens	7
4/9/2019	Regional	Creek Week at Mebane Public Library	39
4/9/2019	Regional	Creek Week at Wastewater Treatment Plant, City of Graham	30
4/9/2019	Regional	Creek Week at Trackside Bottleshop	40
4/9/2019	Regional	Creek Week at Shallow Ford Natural Area	14
4/10/2019	Regional	Creek Week at Graham-Mebane Lake	18
4/10/2019	Regional	Creek Week at Graham-Mebane Water Treatment Plant	11
4/11/2019	Regional	Creek Week at Cooperative Extension	16
4/11/2019	Regional	Creek Week at Conehealth Cancer Center, Mebane	64
4/12/2019	Regional	Creek Week at Your Local Greens	6
4/9-4/10/2019	Regional	Creek Week at May Memorial Library, Burlington	55
4/13/2019	Regional	Creek Week at Painted Grape Craft & Paint Studio, Burlington	4
5/18/2019	Regional	Fishing Derby on Graham-Mebane Lake	40
10/2/2018	Regional	Haw River Assembly Learning Celebration, Saxapahaw	55
10/3/2018	Regional	Haw River Assembly Learning Celebration, Saxapahaw	59
10/5/2018	Regional	Haw River Assembly Learning Celebration, Saxapahaw	53
ALAMANCE REGIONAL SUBTOTAL			642

BURLINGTON

2/26/2018	Burlington	ABSS Early College Freshman Kick-Off	Willowbrook Park	17
7/27/19	Burlington	North Park Library	Community Event	50
7/10/2018	Burlington	May Memorial Library	May Memorial Library	13
7/12/2018	Burlington	Burlington Parks & Rec	Guilford Mackintosh Park & Marina	12
8/22/2018	Burlington	Eastlawn Elementary School	Eastlawn Elementary	108
9/26/2018	Burlington	Burlington Parks & Rec	Guilford Mackintosh Park & Marina	26
10/23/2018	Burlington	Fairchild Community Center	Fair/Festival	103
11/21/2018	Burlington	Burlington Parks & Rec	Thataways Youth Center	32
12/20/2018	Burlington	Burlington Parks & Rec	Thataways Youth Center	23
3/16/2019	Burlington	Downtown Burlington	St. Paddy's Day Parade	200
6/19/2019	Burlington	Burlington Parks & Rec	Mackintosh Marina	20
BURLINGTON SUBTOTAL				604

ELON & GIBSONVILLE

8/4/2018	Gibsonville	The Green Farmers Market	Market	101
10/13/2018	Gibsonville	Downtown Gibsonville	Fall Festival	300
1/24/2019	Gibsonville	Gibsonville Public Library	Gibsonville Public Library	1
4/10/2019	Gibsonville	Gibsonville Public Library	Gibsonville Public Library	8
4/11/2019	Gibsonville	Gibsonville Public Library	Gibsonville Public Library	2
ELON & GIBSONVILLE SUBTOTAL				412

GRAHAM

7/12/2018	Graham	Graham Library	Graham Library	20
7/17/2018	Graham	Graham Recreation	Graham Rec Center	14
7/26/2018	Graham	Graham Library	Graham Library	22
GRAHAM SUBTOTAL				56

GREEN LEVEL & HAW RIVER – SEE REGIONAL SECTION

MEBANE

4/18/2019	Mebane	Hawfields Middle School	EnviroScape & Ask the Bugs	76
MEBANE SUBTOTAL				76

DAVIDSON COUNTY & MUNICIPALITIES

DAVIDSON COUNTY

9/21/2018	Regional	Davidson County Agricultural Fair, Lexington Extension Office	25
10/27/2018	Regional	Lexington BBQ Festival	549
1/8/2019	Regional	EnviroScape at South Davidson Middle School	95
5/4/2019	Regional	Multicultural Festival in Downtown Lexington	289
6/13/2019	Regional	Summer Reading Program at N. Davidson Library	79
6/19/2019	Regional	Summer Reading Program at W. Davidson Library	65
6/20/2019	Regional	Summer Reading Program at W. Davidson Library	46
2/20-2/22/19	Regional	EnviroScape & Ask the Bugs at Oak Grove Middle School	243
DAVIDSON REGIONAL SUBTOTAL			1391

LEXINGTON

7/10/2018	Lexington	Lexington YMCA	Summer Reading Program	12
7/18/2018	Lexington	West Davidson Library	Summer Reading Program	38
7/19/2018	Lexington	West Davidson Library	Summer Reading Program	55
7/24/2018	Lexington	Lexington Recreation Center	Lexington Recreation Center	63
8/7/2018	Lexington	Lexington YMCA	Lexington YMCA	18
10/30/2018	Lexington	Davis-Townsend Elementary	Davis-Townsend Elementary	78
1/2/2019	Lexington	North Davidson Middle School	EnviroScape Watershed Lesson	104
1/3/2019	Lexington	North Davidson Middle School	EnviroScape Watershed Lesson	43
1/4/2019	Lexington	North Davidson Middle School	EnviroScape Watershed Lesson	89
3/6/2019	Lexington	Lexington YMCA	Home Science Program	14
1/17-1/18/2019	Lexington	Davidson County Schools	EnviroScape at Tyro Middle	199
LEXINGTON SUBTOTAL			713	

THOMASVILLE

9/29/2018	Thomasville	Chamber of Commerce	Everybody's Day	295
2/6-2/7/2019	Thomasville	Ledford Middle School	EnviroScape & Ask the Bugs	210
5/15-5/17/2019	Thomasville	E Lawson Brown Middle	EnviroScape & Ask the Bugs	220
THOMASVILLE SUBTOTAL			725	

MUNICIPALITIES IN GUILFORD COUNTY

REGIONAL PROGRAMS FOR GREENSBORO, JAMESTOWN, OAK RIDGE, SUMMERFIELD

8/29/2018	Regional	Children's Museum of GSO World Water Week	15
9/27/2018	Regional	GSO Children's Museum Homeschool Family Day	40
11/16/2018	Regional	Brown Summit Middle School	32
12/1/2018	Regional	Boy Scouts Academy Merit Badge College	21
2/26-2/28/19	Regional	Guilford County Schools EnviroScape	334
3/23/2019	Regional	Guilford Creek Week Kickoff Event in Gibson Park	88
4/27/2019	Regional	Children's Museum of GSO Annual Spring Plant Sale	65
6/8/2019	Regional	Greensboro Science Center World Oceans Day	182
GUILFORD MUNICIPALITIES REGIONAL SUBTOTAL			777

GREENSBORO

7/19/2018	Greensboro	Glenwood Library	Summer Reading Program	60
7/26/2018	Greensboro	Glenwood Library	Summer Reading Program	40
7/30/2018	Greensboro	McGirt Horton Library	Summer Reading Program	5
7/31/2018	Greensboro	Benjamin Branch Library	Summer Reading Program	12
8/17/2018	Greensboro	Guilford Co. Animal Shelter	Clear the Shelter Event	25
10/15/2018	Greensboro	McLeansville Elementary	Incredible Journey	57
10/25/2018	Greensboro	Simkins Elementary School	Project WET	54
10/26/2018	Greensboro	Simkins Elementary School	Project WET	54
11/5/2018	Greensboro	General Greene Elementary	State Fair Day (Ag & Science)	200
11/7/2018	Greensboro	Brooks Global Studies	Project WET	66
11/8/2018	Greensboro	Kernodle Middle School	EnviroScape & Project WET	111
11/9/2019	Greensboro	Gate City Charter Academy	Fall Festival	144
11/10/18	Greensboro	Center City Park	No Straw November Kickoff	47
11/15/2018	Greensboro	Kernodle Middle School	EnviroScape & Project WET	120
11/20/2018	Greensboro	Allen Middle School	EnviroScape & Project WET	224
1/23/2019	Greensboro	The Academy at Lincoln	Project WET	54
3/20/2019	Greensboro	Girl Scouts	Lindley Recreation Center	10
3/22/2019	Greensboro	Cesar Cone Elementary	Project WET	100
4/6/2109	Greensboro	Kathleen Clay Family Library	Earth Day Celebration	215
4/10/2019	Greensboro	City of Greensboro	Water Festival at Bryan Park	94
4/16/2019	Greensboro	Experiential School of GSO	Project WET	32
6/19/2019	Greensboro	Kathleen Clay Library	Summer Reading Program	26
6/26/2019	Greensboro	Vance Chavis Library	Summer Reading Program	26
6/28/2019	Greensboro	Hemphill Library	Summer Reading Program	12
3/12-3/15/19	Greensboro	NW Guilford Middle School	EnviroScape & Project WET	368
GREENSBORO SUBTOTAL			2156	

JAMESTOWN

8/2/2018	Jamestown	Jamestown Public Library	Summer Reading Program	50
8/7/2018	Jamestown	Wrenn Miller Park	National Night Out	20
JAMESTOWN SUBTOTAL				70

OAK RIDGE, SUMMERFIELD

7/26/2018	Multiple	Guilford County 4H	Northeast Park	14
10/3/2018	Summerfield	Community Park	NC Stream Watch, Girl Scouts	17
4/17/2019	Summerfield	Community Park	NC Stream Watch, Girl Scouts	12
4/30/2019	Summerfield	Community Park	NC Stream Watch, Girl Scouts	14
5/4/2019	Multiple	Haw River State Park	Go Wild Family Fun Day	12
6/5/2019	Summerfield	Community Park	Fishing Derby	95
OAK RIDGE & SUMMERFIELD SUBTOTAL				164

RANDOLPH COUNTY & MUNICIPALITIES

RANDOLPH COUNTY REGIONAL PROGRAMS

10/29/2018	Regional	Providence Grove High School		40
11/5/2018	Regional	Creek Week Logo Design Class at Randolph Community College		8
4/9/2019	Regional	Creek Week Cleanup of Deep River Rail Trail		28
4/10/2019	Regional	Creek Week Cleanup of Ramseur Lake		5
4/11/2019	Regional	Creek Week Programming at Ramseur Public Library		16
4/11/2019	Regional	Creek Week Programming at Asheboro Public Library		15
4/11/2019	Regional	Creek Week Programming at Archdale Public Library		33
4/11/19	Regional	Creek Week Trivia Night at Four Saints in Asheboro		44
4/12/2019	Regional	Creek Week Programming at Randleman Library		42
4/12/19	Regional	Creek Week at Creekside Park Creek Walk		36
5/3/2019	Regional	Incredible Journey at Franklinville Elementary		58
6/1/2019	Regional	Kayak Cleanup of Deep River		8
6/24/2019	Regional	EnviroScape at SE Randolph Middle School in Ramseur		76
RANDOLPH REGIONAL SUBTOTAL				409

ARCHDALE

7/18/2018	Archdale	Archdale Parks & Rec	Creekside Park	28
8/1/2018	Archdale	Creekside Summer Camp	Creekside Park	30
8/15/2018	Archdale	Creekside Summer Camp	Creekside Park	23
9/8/2018	Archdale	City of Archdale	Bush Hill Festival	200
			ARCHDALE SUBTOTAL	281

ASHEBORO

10/06/2019	Asheboro	Downtown Asheboro	Asheboro Fall Festival	159
11/2/2018	Asheboro	North Carolina Zoo	Teacher Workshop	11
			ASHEBORO SUBTOTAL	170

RANDLEMAN

7/13/2018	Randleman	Chamber of Commerce	Market & Music	100
7/20/2018	Randleman	Randleman Library	Randleman Library	32
8/9/2018	Randleman	Deep River Trail	Environmental Science Camp	11
10/13/2018	Randleman	Downtown Randleman	NASCAR Days	147
3/19/2019	Randleman	Randolph County Schools	Randleman Middle School	99
3/21/2019	Randleman	Randolph County Schools	Randleman Middle School	106
6/14/2019	Randleman	Randolph Co Libraries	Randleman Library	18
6/17/2019	Randleman	PTRWA Randleman Reservoir	Fishing Derby	56
			ASHEBORO SUBTOTAL	569

TRINITY

1/7/2019	Trinity	Archdale-Trinity Middle School	EnviroScape Watershed Lesson	101
1/9/2019	Trinity	Archdale-Trinity Middle School	EnviroScape Watershed Lesson	106
1/10/2019	Trinity	Archdale-Trinity Middle School	EnviroScape Watershed Lesson	110
3/27/2019	Trinity	Braxton Craven Middle School	Water Quality Ask the Bugs	25
4/2/2019	Trinity	Uwharrie-Ridge Six-Twelve	EnviroScape Watershed Lesson	47
4/3/2019	Trinity	Uwharrie-Ridge Six-Twelve	Water Quality Ask the Bugs	160
			TRINITY SUBTOTAL	549

ROCKINGHAM COUNTY & MUNICIPALITIES

ROCKINGHAM COUNTY

7/28/2018	Regional	NC Wildlife Resources Fishing Clinic at Lake Reidsville	22
10/9/2018	Regional	Haw River Assembly, Learning Celebration at Camp Guilrock	55
10/10/2018	Regional	Haw River Assembly, Learning Celebration at Camp Guilrock	45
10/11/2018	Regional	Haw River Assembly, Learning Celebration at Camp Guilrock	50
10/12/2018	Regional	Haw River Assembly, Learning Celebration at Camp Guilrock	49
10/24/2018	Regional	Piedmont Land Conservancy, Knight Brown Nature Preserve	200
1/30/2019	Regional	Rockingham County Libraries, Madison-Mayodan Library	10
1/31/2019	Regional	Rockingham County Libraries, Eden Library	7
ROCKINGHAM REGIONAL SUBTOTAL			438

REIDSVILLE

9/19/2018	Reidsville	Reidsville Middle School	EnviroScape Watershed Lesson	92
9/20/2018	Reidsville	Reidsville Middle School	Water Quality Ask the Bugs	84
9/24/2018	Reidsville	Rockingham County Middle School	EnviroScape Watershed Lesson	67
10/1/2018	Reidsville	Rockingham County Middle School	EnviroScape Watershed Lesson	101
10/2/2018	Reidsville	Rockingham County Middle School	EnviroScape Watershed Lesson	90
10/20/2018	Reidsville	Downtown Reidsville	Reidsville Fall Festival	248
1/29/2019	Reidsville	Rockingham County Libraries	After-school Program	12
REIDSVILLE SUBTOTAL			694	

APPENDIX B: BUDGET FOR FY 2018-2019

Member	Population	Annual Fee
Alamance County	62,700	\$6,000
Archdale	12,102	\$6,000
Asheboro	25,931	\$5,000
Burlington	52,426	\$9,000
Davidson County	105,253	\$7,000
Elon	10,532	\$4,500
Forsyth County**	62,080	\$5,000
Gibsonville	7,023	\$4,000
Graham	14,812	\$4,500
Green Level	2,115	\$3,500
Greensboro	269,666	\$15,500
Guilford County	94,637**	\$5,000
Haw River	2,385	\$3,500
Jamestown	3,382	\$5,000
Kernersville	23,123	\$1,500
Lexington	18,532	\$4,500
Mebane	12,857	\$6,000
Oak Ridge	7,209	\$4,000
Randleman	4,189	\$5,000
Randolph County**	88,710	\$9,000
Reidsville	14,152	\$4,500
Rockingham County	54,030	\$6,000
Summerfield	11,388	\$4,500
Thomasville	27,129	\$5,000
Trinity	6,638	\$5,500
Winston-Salem	229,617	\$7,500

Total: 1,222,618 \$146,500

Population	Direct Education
0-5,000	\$3,500
5,000-10,000	\$4,000
10,000-25,000	\$4,500
25,000-50,000	\$5,000
50,000-100,000	\$6,000
100,000-200,000	\$7,000
200,000-250,000	\$7,500
250,000-300,000	\$8,000

Population	Mess Media Fee
0-25,000	\$1,500
25,000-100,000	\$3,000
100,000-200,000	\$5,000
200,000+	\$7,500

*County population totals do NOT include municipalities

** Pricing carried over from Water Quality Partnership fees

Stormwater SMART 2018-2019FY AVAILABLE FUNDS	
Stormwater SMART Direct Education Fees	\$ 106,500
Stormwater SMART Mass Media Fees	\$ 40,000
Triangle J. COG Contracted Work (not to exceed)	\$ 5,000
Total	\$ 151,500
Stormwater SMART 2018-2019FY EXPENSES	
PTRC Direct Costs	
Piedmont Triad Regional Council Salaries	\$ 45,311
Environmental Programs Coordinator 30 hours/week/9 months	\$ 25,264
Environmental Program Coordinator PT 20 hours/week/4 months	\$ 6,276
Environmental Educator PT 20 hours/week/10 months	\$ 9,600
Environmental Program Assistant PT 20 hours/week/3 months	\$ 4,170
PTRC Fringe - 43.5% (FT); 7.65% (PT)	\$ 12,523
PTRC Indirect - 38.5%	\$ 22,266
AmeriCorps Member	\$ 10,000
Overhead (CPU, licensing, software, occupancy, PD, etc.)	\$ 3,000
PTRC Direct Costs Total	\$ 93,100
Direct Education Program Costs	
Mileage & Auto Allowance	\$ 7,000
Brochure Printing	\$ 3,900
Program Supplies	\$ 3,000
Promotional Items	\$ 6,000
EnviroScape, replacement parts, case	\$ 1,300
Fair & Festival setups (tents, weights, tables, tablecloths, etc.)	\$ 2,300
Direct Education Program Costs Total	\$ 23,500
Mass Media Campaign Costs	
Campaigns	\$ 33,000
Brochure Printing	\$ 1,900
Mass Media Campaign Costs Total	\$ 34,900
PTRC Direct Costs	\$ 93,100
Direct Education Expenses	\$ 23,500
Mass Media Expenses	\$ 34,900
Total Expenses	\$ 151,500

APPENDIX C: BOARD MEETINGS AND NOTES

Direct Education Steering Committee Meeting Notes

August 14th, 2018 1:00 pm–2:00 pm

Attendees: Lindsey Lengyel, PTRC; Lindsey Bijas, PTRC; Kayla Kohlmann, PTRC; Jesse Day, PTRC;

- I. Introductions – Lindsey Lengyel introduced the PTRC staff on-site that day.
- II. New Member Update – Lindsey L. thanked new Direct Education Members for joining and attending the meeting: Alamance County, Greensboro, and Jamestown
- III. Staffing Update – Lindsey L. introduced the new Environmental Educator, Kayla Kohlmann. Lindsey L. also stated that the new AmeriCorps Member, Maya Revell, will be starting her term in September. Lindsey L. noted that the new, full-time Environmental Programs Coordinator should be starting by the end of September.
- IV. Budget – Lindsey L. displayed the Budget for review. Major changes included increased revenue for new members, changes in salary expenses due to the full-time Environmental Programs Coordinator, and purchase of a new EnviroScape. Travel expenses were also increased due to the increased level of program needed.
- V. 2018-2019 Outreach & Education Planning – Lindsey L. offered members the ability to view the Stormwater SMART Outlook calendar so they can stay more informed of events in their areas. Lindsey L. announced Creek Week dates for Guilford/Forsyth (March 23rd–30th 2019) and Alamance/Randolph (April 6th–13th 2019)
- VI. Community Events and Groups – Lindsey L. discussed concerns with Saturday event capacity specifically since the membership has grown to 22 members. Members were asked to pick the #1 priority community event they wanted us to attend. Members were also asked to help find non-weekend community events that Stormwater SMART could attend. Examples included: county fairs, children’s museum events, civic group lunch and learns, etc. Alamance-area, Randolph-area, and Davidson-area members were asked whether they wanted more school aged programs vs. having us continue to attend the Wellness Collaborative, Keep Randolph County Beautiful, and Keep Davidson County Beautiful. No final decisions were made.
- VII. Media – Members were given a copy of the newest newsletter and shown a draft copy of the 1-page member summary that will come with the Annual Report. Social Media outreach numbers for 17/18FY were given for Direct Ed members for this year, however will shift to Mass Media members for the 18/19FY. Over 120,000 people reached across all social media platforms.
- VIII. Annual Report – The Stormwater SMART Annual Report Draft should be completed by the end of August and will be available for download after any requested revisions.
- IX. Upcoming Meetings – The next Steering Committee meeting will be held on November 13th at 12pm and will include an educational speaker from UNC’s School of Finance. The following Direct Education Steering Meetings will be on February 12th and May 14th at 1pm at PTRC.

AGENDA

Direct Education and Mass Media Steering Committee Meeting Notes

November 13, 2018 12p-3p

Attendees: Lindsey Lengyel, PTRC; Danica Heflin, PTRC; Lindsey Bijas, PTRC; Kayla Todd, PTRC; Maya Revell, PTRC; Cameron Colvin, PTRC; Jesse Day, PTRC; Joyce White, City of Winston-Salem; Jeff Todd, Randolph County; Danny Scales, City of Burlington; Greg Patton, City of Randleman; Michael Rhoney, City of Asheboro; Scott Whitaker, Town of Summerfield; Jeff Hughes, UNC School of Government; Erin Riggs, UNC School of Government; DJ **Señeres**, City of Archdale; Josh Johnson, AWCK; Brent Mills, AWCK; Sean Taylor, Town of Oak Ridge; Hanna Miller, City of Winston-Salem; Wendi Hartup, Town of Kernersville; Brandon Parker, Town of Gibsonville; Roger Jones, City of Lexington; Laura VanHoy, City of Lexington; Matthew Johnson, Town of Jamestown; Amy Crom, Winston-Salem/Forsyth County; Cy Stober, Town of Mebane; Scott Leonard, Davidson County

- I. Introductions—Members went around the room and introduced themselves to one another.
- II. Staffing Update— Lindsey L. introduced the new Environmental Programs Coordinator, Danica Heflin. She also introduced Jen Schmitz, a new partner from the TJ COG and CWEP, who was unable to attend. Lindsey L. noted that she and Lindsey B. have begun reducing hours
- III. Direction Education— Lindsey L. showed members that Stormwater SMART had completed 65 programs, trainings, and meetings within this quarter.
- IV. Mass Media – Members were given a copy of the latest newsletter. Lindsey L. displayed the CWEP videos that will be played through Spectrum until mid-January and on PEG Channels year-round. The ads on the Spectrum Campaign are anticipating 2.7 million impressions through mid-January. Members request to view the metric data for media campaigns to assist in budgeting and other needs.
- V. Social Media— The Social Media outreach statistics now include both Stormwater SMART and CWEP Social Media. In this quarter, Stormwater SMART has had 37,777 impressions and the CWEP social media has had 21,336 impressions.
- VI. 2019 Creek Week – Stormwater SMART will lead the organizing and scheduling for Alamance and Randolph creek weeks from April 6th–13th. Lindsey L. and Kayla are working with Randolph Community College and Keep Randolph Beautiful on logo creation and event planning. Maya R. is coordinating with organizers and sponsors in Alamance County. Stormwater SMART will assist with promoting Forsyth and Guilford creek weeks events from March 23rd–30th.
- VII. Annual Report— Additional copies of the Stormwater SMART Annual Report are available for download and/or paper copies can be mailed.
- VIII. Budget Planning and Budget Committee – Lindsey L. discussed funding needs for increased programming and media in 2019-2020. Need to develop a budget plan to restructure population ranges, streamline memberships, and meet programming needs. Need 3-5 Direct Education Members and 2-3 Mass Media Members to form a committee to determine fee structures and guides on program quantities. Will meet 3-5 times by February 1st to determine budget. No final decisions were made on who would join.
- IX. Upcoming Meetings – The next Steering Committee meeting will be held on February 12th at 1pm to finalize the 2019/2020 budget. The following Steering Committee meetings will be held on May 14th and August 13th at 1pm at PTRC.

AGENDA

Direct Education and Mass Media Steering Committee Meeting Notes

February 12, 2019 1pm – 2:30pm

Attendees: Danica Heflin, PTRC; Maya Revell, PTRC; Jesse Day, PTRC; Matthew Dolge, PTRC; Tonya Caddle, Alamance County; Greg Patton, City of Randleman; Michael Rhoney, City of Asheboro; Cy Stober, City of Mebane; Matthew Johnson, Town of Jamestown; Latoya Harris, City of Greensboro; Amy Cameron, City of Burlington; Hanna Miller, City of Winston-Salem; Lindsey Lengyel, Blue Stream Environmental; Laura Vanhoy, City of Lexington; Phil Ross, AWCK; Amy Crum, WS/FC; Jeff York, Randolph County; DJ Senenes, Archdale; Carolyn Buckner, City of Burlington; Wendi Hartup, Kernersville

- I. Introductions—We are still in the approval process for a new Stormwater SMART logo.
- II. Programming Highlights—Danica noted that Stormwater SMART is looking for a new Environmental Educator. Maya Revell, Stormwater SMART AmeriCorps Member, has completed numerous programs within our member communities including the 8th grade Enviroscape program, After-School programs, and the Boy Scouts STEM Merit Badge College.
- III. Spring and Summer Programming—Creek Week activities will take place in late- March and early-April. Earth Day will be held on April 22, 2019. Danica introduced *The Water Princess* book and constellation viewer activity for Summer Reading, and noted that 14 libraries have already scheduled programs. If your local library has not scheduled a program and would like to participate, contact Danica Heflin.
- IV. Media Campaign Results—The completion rate for the Pet Waste Pre-Roll ranged from 48% to 54% which is significantly higher than the average completion rate of 40%, and the In-Banner engagements tripled between December and January. Jen S. commented that overlapping campaigns results in additional exposure and that our current campaign did not target demographics. Stormwater SMART will include all data in our reporting, but members can choose what they want to include in their report.
- V. Mass Media and Direction Education Budget Recap—The current budget for FY19/20 contains no time for media coordination which TJ-COG provided for free in FY18/19. There will be a \$10,400 shared increase for FY 19/20 to include media coordination and correct fees for Randolph and Forsyth. If you want to add Mass Media services, do so by June. If you need to drop these services, contact Danica as soon as possible. Danica discusses issues of a 10-month environmental educator including training expenses, a gap in service, and higher turnover. To allow for a 12-month educator, there will be a shared increase of \$4,500 for direct education.
- VI. Nandrea Ward, mps/Spider Digital—Nandrea discusses options for Mass Media campaign. Both options have the same price, but Option 2 includes google display and retargeting which can help get our foot in the door and build an audience.
- VII. Jen Schmitz, Jordan Lake One Water—Jen Schmitz introduces the new Jordan Lake One Water initiative which aims to facilitate integrated water resource management in the Jordan Lake watershed. This initiative emphasizes a holistic and collaborative approach to managing all water resources. The next quarterly meeting with stakeholders will be held in March at Impact Alamance, and all interested parties are welcome to attend.
- VIII. Upcoming Meetings—The next Steering Committee meeting will be held on Tuesday, May 14th at 1pm to vote on the campaign topics for FY 19/20.

AGENDA

Direct Education and Mass Media Steering Committee Meeting Notes

May 14, 2019 1pm – 2:30pm

Attendees: Danica Heflin, Environmental Programs Coordinator, Maya Revell, AmeriCorps Member, Environmental Educator, Madison James, Environmental Educator, Jesse Day – Planning Director, Cameron Colvin – Water Resources Planner, Jen Schmitz – Water Resources Planner

- I. Staff Updates
 - a. Maya is completing her 10-month AmeriCorps term next month.
 - b. Madison James started last month as our new Environmental Educator, working Tuesdays, Thursdays, and Saturdays.
 - c. Danica Heflin has completed her first six months on the job and looks forward to the coming year.
 - d. AmeriCorps Update: We will be accepting applications through June 14. Please help us spread the word.
- II. Direct Education
 - i. Direct Education Quarterly Calendar: 3,200+ citizens educated Feb – April, 2019
 - ii. Creek Week Review: Alamance Creek Week – Maya Revell, Randolph Creek Week – Danica Heflin
 - iii. Stream Watch – Madison James
- III. Mass Media
 - a. Social Media: Top Three Priorities: Facebook, Instagram, PTRC Website
 - i. Madison James was made the administrator for all social media accounts last week. She will be focusing on reviving the Instagram page, continuing Water Tip Wednesday, and boosting Facebook posts of our partner sites. Please check the list in your packet and let us know if we are missing a social media account in your community that you would like us to boost. If you would like to add Mass Media services for next year, please add your community to the list!
 - b. Digital/TV/Radio
 - i. RECAP: mps/Spider Digital proposal for 50% Digital, 25% Radio, 25% TV/Cable. See the chart in your packet for details
 - ii. UPDATE: Approval from CWEP to use banner artwork when we move to mps/Spider Digital in 2020
 - iii. TASK: Vote today on the theme(s) for Fall/Spring campaigns
- IV. 2018/2019 Annual Report Draft Review – Tuesday, August 13, 2019
- V. Group Discussion & Voting: Stream Watch, Mobile Classroom, Sesame Street, Mass Media, Technical Trainings for Members

APPENDIX D: NC EDUCATION STANDARDS CORRELATION

3rd Grade Programs

Rain Garden in a Bottle: Students build their very own rain garden using native plants to demonstrate how they survive in their environments. Simultaneously, they learn about environmental design techniques and how they relate to stormwater runoff. Students will look at different soil types and their ability to hold water.

NC Science Essential Standards Correlation: 3.L.2 Understand how plants survive in their environments; 3.L.2.2 Explain how environmental conditions determine how well plants survive, grow; 3.L.2.4 Explain how the basic properties (texture and capacity to hold water) and components (sand, clay and humus) of soil determine the ability of soil to support the growth and survival of many plants.

5th Grade Programs

The Incredible Journey: A hands-on activity that teaches students how water moves through the water cycle. Students get to go through two rounds of the activity as a “water droplet”, moving from one place to another following the water cycle. The first round demonstrates the water cycle without humans and the second round illustrates the impact humans have on the water cycle.

NC Science Essential Standards Correlation: 5.P.2 Understand the interactions of matter and energy and the changes that occur. 5.P.2.1 Explain how the sun’s energy impacts the processes of the water cycle (including, evaporation, transpiration, condensation, precipitation and runoff).

8th Grade Programs

Water Quality? Ask the Bugs! Students get to sample a fake stream for fake bugs in order to determine stream health. This activity allows students to be a scientist and use bio- indicators to determine water quality. Students will write down their data and analyze it using a water quality index to discuss with the class. They will also have the opportunity to view real-life preserved macroinvertebrates through Stormwater SMART’s own collection.

Enviroscape: A 3D model watershed. Students get to act as pollutants or rain on the Enviroscape using common household items in order to understand pointsource and non-point source pollution. Students will discuss the various ways they can practice environmental stewardship within their watershed.

NC Science Essential Standards Correlation

8.E.1 Understand the hydrosphere and the impact of humans on local systems and the effects of the hydrosphere on humans.

8.E.1.1 Explain the structure of the hydrosphere including: water distribution on earth, local river basins and water availability

8.E.1.4 Conclude that the good health of humans require monitoring of the hydrosphere , water quality standards, methods of water treatment, maintaining safe water quality, stewardship

8.E.1.3 Predict the safety and potability of water supplies in North Carolina based on physical and biological factors, including temperature dissolved O₂, pH, nitrates and phosphates, turbidity, and bio-indicators

APPENDIX E: INDIVIDUAL MEMBER REPORTS

Member Name	Report Type	Page #
Alamance County	Direct Education	34
Archdale	Direct Education & Mass Media	35
Asheboro	Direct Education	36
Burlington	Direct Education & Mass Media	37
Davidson County	Direct Education	38
Elon	Direct Education	39
Forsyth County	Mass Media	40
Gibsonville	Direct Education	41
Graham	Direct Education	42
Green Level	Direct Education	43
Greensboro	Direct Education & Mass Media	44
Guilford County	Mass Media	45
Haw River	Direct Education	46
Jamestown	Direct Education & Mass Media	47
Kernersville	Mass Media	48
Lexington	Direct Education	49
Mebane	Direct Education & Mass Media	50
Oak Ridge	Direct Education	51
Randleman	Direct Education & Mass Media	52
Randolph County	Direct Education & Mass Media	53
Reidsville	Direct Education	54
Rockingham County	Direct Education	55
Summerfield	Direct Education	56
Thomasville	Direct Education	57
Trinity	Direct Education & Mass Media	58
Winston-Salem	Mass Media	59



2018 - 2019 REPORT

ALAMANCE COUNTY

Thank you to this year's partnering organizations!

Alamance-Burlington School System, Alamance Creek Week, Alamance Wellness Collaborative, Boy Scouts Old North State District, Gibsonville Fall Festival, Alamance County Public Libraries, Alamance Wellness Collaborative, NC Wildlife Resources Commission

PUBLIC EDUCATION & OUTREACH 2018-2019



1,790 individuals* reached through school programming, summer camps, library programs, creek week events, and more!



175.5 hours* dedicated to providing direct public education and outreach.

Numbers & hours reflect county-wide (not region-wide) outreach

SOCIAL MEDIA 2018-2019



111,482 Impressions across 3 platforms:
Instagram, Facebook, & Twitter

994	263	1,523
Fans/Followers	Posts	Engagements

Instagram had the most engagements per post; Twitter had the least engagements per post.



ALAMANCE CREEK WEEK 2019!

Over 700 people participated in events during the week of April 6-13!

388 individuals participated in volunteer cleanups on ABSS school campuses and Little Alamance Creek!

More than 2,000 pounds of trash collected, with an additional 1,806 gallons of trash collected at Alexander Wilson Elementary School!

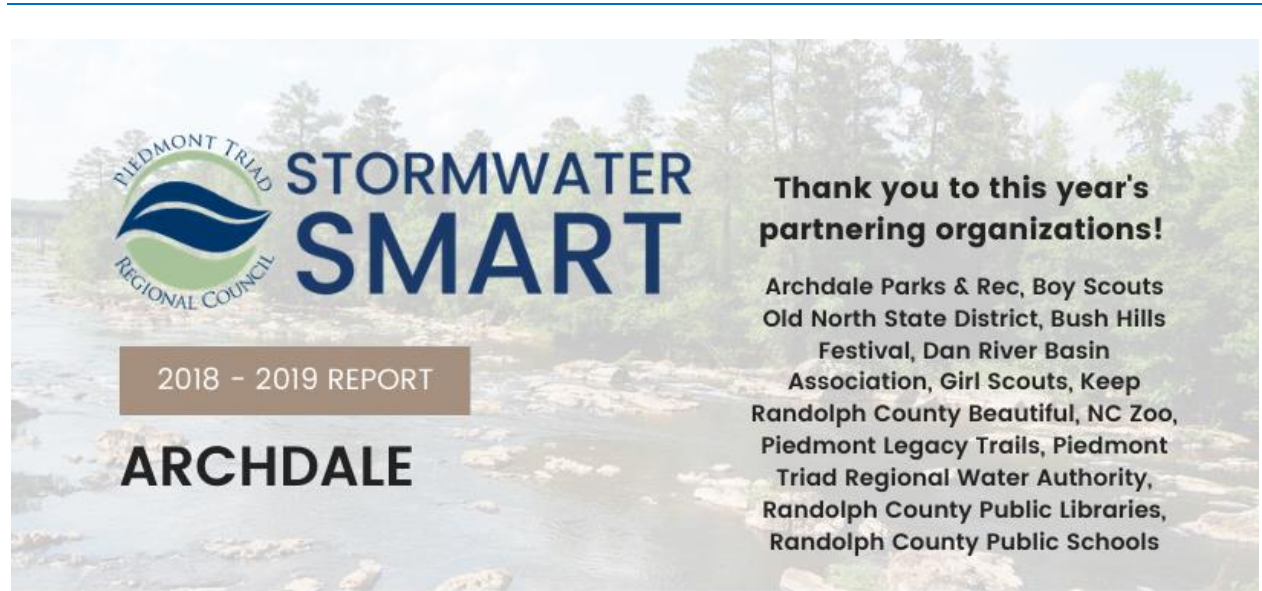


OUTREACH HIGHLIGHTS



- Haw River Assembly Learning Celebration
- Fishing Derby on Graham-Mebane Lake
- Creek Week BioBlitz!

Maya Revell, our AmeriCorps Service Member for 2018-2019, working here with children during the 29th Haw River Assembly Learning Celebration. Maya exemplified the values of AmeriCorps service: engaging and empowering the citizens of Alamance County to protect the land and the water.



Thank you to this year's partnering organizations!

Archdale Parks & Rec, Boy Scouts Old North State District, Bush Hills Festival, Dan River Basin Association, Girl Scouts, Keep Randolph County Beautiful, NC Zoo, Piedmont Legacy Trails, Piedmont Triad Regional Water Authority, Randolph County Public Libraries, Randolph County Public Schools

PUBLIC EDUCATION & OUTREACH
2018-2019



1,978 individuals* reached through school programming, summer camps, library programs, creek week events, and more!



142.0 hours* dedicated to providing direct public education and outreach.

Numbers & hours reflect county-wide (not region-wide) outreach

FIRST ANNUAL RANDOLPH CREEK WEEK!



Over 300 people participated in events during the week of April 6-13! We partnered with Randolph Community College's design students to create a fantastic new graphic that also serves in Keep Randolph County Beautiful's KAB affiliate logo.

More than 100 children attended creek week library programs, while more than 50 volunteers collected over 1,000 pounds of trash!



SOCIAL MEDIA
2018-2019



111,482 Impressions across 3 platforms:
Instagram, Facebook, & Twitter

994	263	1,523
Fans/Followers	Posts	Engagements

Instagram had the most engagements per post; Twitter had the least engagements per post.

MASS MEDIA, NOV 1, 2018 - JAN 31, 2019

REGIONAL TOTALS
340,825 Pre-Roll Impressions
1180,637 Pre-Roll Engagements

ARCHDALE TOTALS
11,585 Pre-Roll Impressions
6,140 Pre-Roll Engagements



PRE-ROLL

REGIONAL TOTALS
3,164,652 Display Impressions
38,745 Display Engagements

ARCHDALE TOTALS
90,063 Display Impressions
1,103 Display Engagements



DISPLAY



STORMWATER SMART

2018 - 2019 REPORT

ASHEBORO

Thank you to this year's partnering organizations!

Asheboro Fall Festival, Boy Scouts Old North State District, Four Saints Brewery, Girl Scouts Peaks to Piedmont, Keep Randolph County Beautiful, NC Zoo, Piedmont Triad Regional Water Authority, Randolph County School System

PUBLIC EDUCATION & OUTREACH 2018-2019



1,978 individuals* reached through school programming, summer camps, library programs, creek week events, and more!



142.0 hours* dedicated to providing direct public education and outreach.

Numbers & hours reflect county-wide (not region-wide) outreach

SOCIAL MEDIA 2018-2019



111,482 Impressions across 3 platforms:
Instagram, Facebook, & Twitter

994	263	1,523
Fans/Followers	Posts	Engagements

Instagram had the most engagements per post; Twitter had the least engagements per post.

FIRST ANNUAL RANDOLPH CREEK WEEK!



Over 300 people participated in events during the week of April 6-13! We partnered with Randolph Community College's design students to create a fantastic new graphic that also serves in Keep Randolph County Beautiful's KAB affiliate logo.

More than 100 children attended creek week library programs, while more than 50 volunteers collected over 1,000 pounds of trash!



OUTREACH HIGHLIGHTS



- Asheboro Fall Festival
- Playful Pedagogy (Train the Trainer) at the NC Zoo
- Creek Week storytime at the Asheboro Public Library

Maya Revell, our AmeriCorps Service Member for 2018-2019, working here with children during the Asheboro Fall Festival. Maya exemplified the values of AmeriCorps service: engaging and empowering the citizens of Alamance County to protect the land and the water.

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www.stormwatersmart.org



Thank you to this year's partnering organizations!

Alamance-Burlington School System, Alamance Creek Week, Alamance Wellness Collaborative, Boy Scouts Old North State District, Burlington Recreation and Parks, Eastlawn Elementary, Fairchild Community Center, May Memorial Library, NC Wildlife Resources Commission, North Park Library

PUBLIC EDUCATION & OUTREACH 2018-2019



1,790 individuals* reached through school programming, summer camps, library programs, creek week events, and more!



175.5 hours* dedicated to providing direct public education and outreach.

*Numbers & hours reflect county-wide (not region-wide) outreach



SECOND ANNUAL ALAMANCE CREEK WEEK

Over 700 people participated in events during the week of April 6-13!

388 individuals participated in volunteer cleanups on ABSS school campuses and Little Alamance Creek!

More than 2,000 pounds of trash collected, with an additional 1,806 gallons of trash collected at Alexander Wilson Elementary School!



SOCIAL MEDIA 2018-2019



111,482 IMPRESSIONS ACROSS THREE PLATFORMS

- 994 fans/followers
- 263 posts
- 1,523 engagements

MASS MEDIA, NOV 1, 2018 - JAN 31, 2019

REGIONAL PRE-ROLL TOTALS
340,825 Pre-Roll Impressions
1180,637 Pre-Roll Engagements

BURLINGTON PRE-ROLL TOTALS
19,294 Pre-Roll Impressions
10,310 Pre-Roll Engagements



PRE-ROLL



DISPLAY

REGIONAL DISPLAY TOTALS
3,164,652 Display Impressions
38,745 Display Engagements

BURLINGTON DISPLAY TOTALS
193,419 Display Impressions
2,368 Display Engagements



2018 - 2019 REPORT

DAVIDSON COUNTY

Thank you to this year's partnering organizations!

Boy Scouts Old North State District, Brown Middle School, Davidson SWCD, Davis-Townsend Elementary School, J. Smith Young YMCA, Keep Davidson County Beautiful, Lexington BBQ Fest, Lexington Extension Office, Lexington YMCA, Davidson County Public Libraries, Multicultural Festival, North Davidson High School, North Davidson Middle School, Oak Grove Middle School, South Davidson Middle School, Welcome Elementary School, Yadkin River Keeper

PUBLIC EDUCATION & OUTREACH 2018-2019



2,829 individuals* reached through school programming, summer camps, library programs, creek week events, and more!



123.5 hours* dedicated to providing direct public education and outreach.

*Numbers & hours reflect county-wide (not region-wide) outreach

AMERICORPS SERVICE IN DAVIDSON COUNTY PUBLIC SCHOOLS



Maya Revell, our AmeriCorps Service Member for 2018-2019, worked with more than 1,200 students in Davidson County public schools. Maya exemplified the values of AmeriCorps service: engaging and empowering the citizens of Alamance County to protect the land and the water.

SOCIAL MEDIA 2018-2019



111,482 Impressions across 3 platforms:
Instagram, Facebook, & Twitter

994	263	1,523
Fans/Followers	Posts	Engagements

Instagram had the most engagements per post; Twitter had the least engagements per post.

MORE OUTREACH & PUBLIC PARTICIPATION HIGHLIGHTS

- "Libraries Rock!" Summer Reading Program
- Lexington BBQ Festival & Multicultural Festival
- EnviroScape Lessons in Davidson County Middle Schools



CONGRATULATIONS, KEEP DAVIDSON COUNTY BEAUTIFUL!

KDCB became an official affiliate of Keep America Beautiful in April of 2018!

Stormwater SMART is proud to be a member of the KDCB education committee and we are looking forward to the exciting projects planned for next year.



STORMWATER SMART

2018 - 2019 REPORT

ELON

Thank you to this year's partnering organizations!

Alamance-Burlington School System, Alamance Creek Week, Alamance Wellness Collaborative, Boy Scouts Old North State District, Gibsonville Fall Festival, Alamance County Public Libraries, Alamance Wellness Collaborative, NC Wildlife Resources Commission

PUBLIC EDUCATION & OUTREACH 2018-2019



1,790 individuals* reached through school programming, summer camps, library programs, creek week events, and more!



175.5 hours* dedicated to providing direct public education and outreach.

Numbers & hours reflect county-wide (not region-wide) outreach

SOCIAL MEDIA 2018-2019



111,482 Impressions across 3 platforms:
Instagram, Facebook, & Twitter

994	263	1,523
Fans/Followers	Posts	Engagements

Instagram had the most engagements per post; Twitter had the least engagements per post.



ALAMANCE CREEK WEEK 2019!

Over 700 people participated in events during the week of April 6-13!

388 individuals participated in volunteer cleanups on ABSS school campuses and Little Alamance Creek!

More than 2,000 pounds of trash collected, with an additional 1,806 gallons of trash collected at Alexander Wilson Elementary School!



OUTREACH HIGHLIGHTS



- "Libraries Rock!" Summer Reading Program
- Gibsonville Fall Festival
- The Green Farmers Market

Maya Revell, our AmeriCorps Service Member for 2018-2019, working here with children during the 29th Haw River Assembly Learning Celebration. Maya exemplified the values of AmeriCorps service: engaging and empowering the citizens of Alamance County to protect the land and the water.



SOCIAL MEDIA 2018-2019

111,482 Impressions across platforms

994 fans **263** posts **1,523** engagements



MASS MEDIA DIGITAL CAMPAIGN

NOV 1, 2018 - JAN 31, 2019



PRE-ROLL

30-second video about the importance of scooping pet waste. Plays before videos on a variety of multimedia websites

REGIONAL TOTALS	FORSYTH CO. TOTALS
340,825 Impressions	10,871 Impressions
180,637 Engagements	5,870 Engagements

Pre-roll impressions are the number of times the video started playing on a screen. Pre-roll engagements are the number of times someone viewed 100% of the video (30 seconds) and/or clicked.



DISPLAY

REGIONAL TOTALS
3,164,652 Impressions
38,745 Engagements

FORSYTH CO. TOTALS
73,171 Impressions
896 Engagements

Display impressions are number of times the graphic is displayed on a screen. Display engagements are the number of people who hovered over the graphic or clicked on it.



Thank you to this year's partnering organizations!

Alamance-Burlington School System, Alamance Creek Week, Alamance Wellness Collaborative, Boy Scouts Old North State District, Gibsonville Fall Festival, Alamance County Public Libraries, Alamance Wellness Collaborative, NC Wildlife Resources Commission

PUBLIC EDUCATION & OUTREACH
2018-2019



1,790 individuals* reached through school programming, summer camps, library programs, creek week events, and more!



175.5 hours* dedicated to providing direct public education and outreach.

Numbers & hours reflect county-wide (not region-wide) outreach

SOCIAL MEDIA
2018-2019



111,482 Impressions across 3 platforms:
Instagram, Facebook, & Twitter

994	263	1,523
Fans/Followers	Posts	Engagements

Instagram had the most engagements per post; Twitter had the least engagements per post.



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OUTREACH HIGHLIGHTS

- "Libraries Rock!" Summer Reading Program
- Gibsonville Fall Festival
- The Green Farmers Market



Maya Revell, our AmeriCorps Service Member for 2018-2019, working here with children during the 29th Haw River Assembly Learning Celebration. Maya exemplified the values of AmeriCorps service: engaging and empowering the citizens of Alamance County to protect the land and the water.



2018 - 2019 REPORT

GRAHAM

Thank you to this year's partnering organizations!

Alamance-Burlington School System, Alamance Creek Week, Alamance Wellness Collaborative, Boy Scouts Old North State District, Gibsonville Fall Festival, Graham Recreation Center, Alamance County Public Libraries, Alamance Wellness Collaborative, NC Wildlife Resources Commission

PUBLIC EDUCATION & OUTREACH 2018-2019



1,790 individuals* reached through school programming, summer camps, library programs, creek week events, and more!



175.5 hours* dedicated to providing direct public education and outreach.

Numbers & hours reflect county-wide (not region-wide) outreach

SOCIAL MEDIA 2018-2019



111,482 Impressions across 3 platforms:
Instagram, Facebook, & Twitter

994	263	1,523
Fans/Followers	Posts	Engagements

Instagram had the most engagements per post; Twitter had the least engagements per post.



ALAMANCE CREEK WEEK 2019!

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More than 2,000 pounds of trash collected, with an additional 1,806 gallons of trash collected at Alexander Wilson Elementary School!



OUTREACH HIGHLIGHTS



- "Libraries Rock!" Summer Reading Program
- Summer Camp at Graham Recreation Center

Maya Revell, our AmeriCorps Service Member for 2018-2019, working here with children during the 29th Haw River Assembly Learning Celebration. Maya exemplified the values of AmeriCorps service: engaging and empowering the citizens of Alamance County to protect the land and the water.

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www.stormwatersmart.org



Thank you to this year's partnering organizations!

Alamance-Burlington School System, Alamance Creek Week, Alamance Wellness Collaborative, Boy Scouts Old North State District, Gibsonville Fall Festival, Recreation & Parks - City of Mebane, Alamance County Public Libraries, Alamance Wellness Collaborative, NC Wildlife Resources Commission

PUBLIC EDUCATION & OUTREACH
2018-2019



1,790 individuals* reached through school programming, summer camps, library programs, creek week events, and more!



175.5 hours* dedicated to providing direct public education and outreach.

Numbers & hours reflect county-wide (not region-wide) outreach

SOCIAL MEDIA
2018-2019



111,482 Impressions across 3 platforms:
Instagram, Facebook, & Twitter

994	263	1,523
Fans/Followers	Posts	Engagements

Instagram had the most engagements per post; Twitter had the least engagements per post.



ALAMANCE CREEK WEEK 2019!

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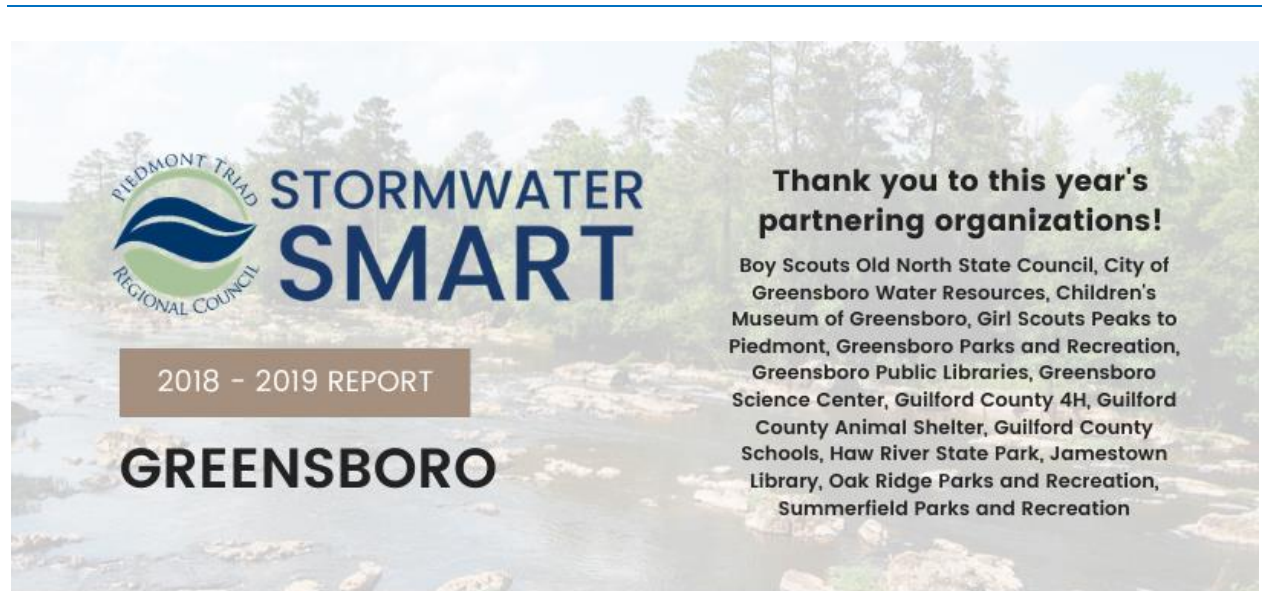


OUTREACH HIGHLIGHTS

- EnviroScape and Ask the Bugs! at Hawfields Middle School
- Fishing Derby at Graham-Mebane Lake



Maya Revell, our AmeriCorps Service Member for 2018-2019, working here with children during the 29th Haw River Assembly Learning Celebration. Maya exemplified the values of AmeriCorps service: engaging and empowering the citizens of Alamance County to protect the land and the water.



Thank you to this year's partnering organizations!

Boy Scouts Old North State Council, City of Greensboro Water Resources, Children's Museum of Greensboro, Girl Scouts Peaks to Piedmont, Greensboro Parks and Recreation, Greensboro Public Libraries, Greensboro Science Center, Guilford County 4H, Guilford County Animal Shelter, Guilford County Schools, Haw River State Park, Jamestown Library, Oak Ridge Parks and Recreation, Summerfield Parks and Recreation

**PUBLIC EDUCATION & OUTREACH
2018-2019**



3,167 individuals* reached through school programming, summer camps, library programs, creek week events, and more!



189.5 hours* dedicated to providing direct public education and outreach.

*Numbers & hours reflect county-wide (not region-wide) outreach

OUTREACH HIGHLIGHTS



Twelve schools and seven libraries in Greensboro experienced programming for children this year, including the EnviroScape model, Project WET lessons, and Summer Reading story times.

Guilford Creek Week saw over 3600 participants this year during the week of March 23-30! Stormwater SMART was proud to take part in the Kickoff Party in Gibson Park and look forward to serving again next year!



**SOCIAL MEDIA
2018-2019**



111,482 Impressions across 3 platforms:
Instagram, Facebook, & Twitter

994	263	1,523
Fans/Followers	Posts	Engagements

Instagram had the most engagements per post; Twitter had the least engagements per post.

MASS MEDIA, NOV 1, 2018 - JAN 31, 2019

REGIONAL TOTALS
340,825 Pre-Roll Impressions
1180,637 Pre-Roll Engagements

GREENSBORO TOTALS
196,924 Pre-Roll Impressions
104,977 Pre-Roll Engagements



PRE-ROLL



DISPLAY

REGIONAL TOTALS
3,164,652 Display Impressions
38,745 Display Engagements

GREENSBORO TOTALS
1,196,044 Display Impressions
14,643 Display Engagements

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www.stormwatersmart.org



STORMWATER SMART

2018 - 2019 REPORT

GUILFORD COUNTY

SOCIAL MEDIA 2018-2019

111,482 Impressions across platforms

994 fans **263** posts **1,523** engagements



MASS MEDIA DIGITAL CAMPAIGN

NOV 1, 2018 - JAN 31, 2019



PRE-ROLL

30-second video about the importance of scooping pet waste. Plays before videos on a variety of multimedia websites

REGIONAL TOTALS	GUILFORD CO. TOTALS
340,825 Impressions	29,299 Impressions
180,637 Engagements	15,592 Engagements

Pre-roll impressions are the number of times the video started playing on a screen. Pre-roll engagements are the number of times someone viewed 100% of the video (30 seconds) and/or clicked .



DISPLAY

REGIONAL TOTALS
3,164,652 Impressions
38,745 Engagements

GUILFORD CO. TOTALS
204,724 Impressions
2,506 Engagements

Display Impressions are number of times the graphic is displayed on a screen. Display engagements are the number of people who hovered over the graphic or clicked on it.

Piedmont Triad Regional Council | 1398 Carrollton Crossing Dr., Kernersville, North Carolina, 27284 | 336.904.0300
www.stormwatersmart.org



Thank you to this year's partnering organizations!

Alamance-Burlington School System, Alamance Creek Week, Alamance Wellness Collaborative, Boy Scouts Old North State District, Gibsonville Fall Festival, Recreation & Parks - City of Mebane, Alamance County Public Libraries, Alamance Wellness Collaborative, NC Wildlife Resources Commission

PUBLIC EDUCATION & OUTREACH
2018-2019



1,790 individuals* reached through school programming, summer camps, library programs, creek week events, and more!



175.5 hours* dedicated to providing direct public education and outreach.

Numbers & hours reflect county-wide (not region-wide) outreach

SOCIAL MEDIA
2018-2019



111,482 Impressions across 3 platforms:
Instagram, Facebook, & Twitter

994	263	1,523
Fans/Followers	Posts	Engagements

Instagram had the most engagements per post; Twitter had the least engagements per post.



ALAMANCE CREEK WEEK 2019!

Over 700 people participated in events during the week of April 6-13!

388 individuals participated in volunteer cleanups on ABSS school campuses and Little Alamance Creek!

More than 2,000 pounds of trash collected, with an additional 1,806 gallons of trash collected at Alexander Wilson Elementary School!



OUTREACH HIGHLIGHTS

- EnviroScape at Hawfields Middle School
- Summer Camp at Graham Rec Center
- Fishing Derby at Graham-Mebane Lake



Maya Revell, our AmeriCorps Service Member for 2018-2019, working here with children during the 29th Haw River Assembly Learning Celebration. Maya exemplified the values of AmeriCorps service: engaging and empowering the citizens of Alamance County to protect the land and the water.



Thank you to this year's partnering organizations!

Alamance-Burlington School System, Alamance Creek Week, Alamance Wellness Collaborative, Boy Scouts Old North State District, Gibsonville Fall Festival, Recreation & Parks - City of Mebane, Alamance County Public Libraries, Alamance Wellness Collaborative, NC Wildlife Resources Commission

PUBLIC EDUCATION & OUTREACH 2018-2019



1,790 individuals* reached through school programming, summer camps, library programs, creek week events, and more!



175.5 hours* dedicated to providing direct public education and outreach.

Numbers & hours reflect county-wide (not region-wide) outreach

SOCIAL MEDIA 2018-2019



111,482 Impressions across 3 platforms:
Instagram, Facebook, & Twitter

994	263	1,523
Fans/Followers	Posts	Engagements

Instagram had the most engagements per post; Twitter had the least engagements per post.



ALAMANCE CREEK WEEK 2019!

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OUTREACH HIGHLIGHTS



- EnviroScape at Hawfields Middle School
- Summer Camp at Graham Rec Center
- Fishing Derby at Graham-Mebane Lake

Maya Revell, our AmeriCorps Service Member for 2018-2019, working here with children during the 29th Haw River Assembly Learning Celebration. Maya exemplified the values of AmeriCorps service: engaging and empowering the citizens of Alamance County to protect the land and the water.



SOCIAL MEDIA 2018-2019

111,482 Impressions across platforms

994 fans **263** posts **1,523** engagements



MASS MEDIA DIGITAL CAMPAIGN

NOV 1, 2018 - JAN 31, 2019



PRE-ROLL

30-second video about the importance of scooping pet waste. Plays before videos on a variety of multimedia websites

REGIONAL TOTALS	KERNERSVILLE TOTALS
340,825 Impressions	23,278 Impressions
180,637 Engagements	12,413 Engagements

Pre-roll impressions are the number of times the video started playing on a screen. Pre-roll engagements are the number of times someone viewed 100% of the video (30 seconds) and/or clicked .



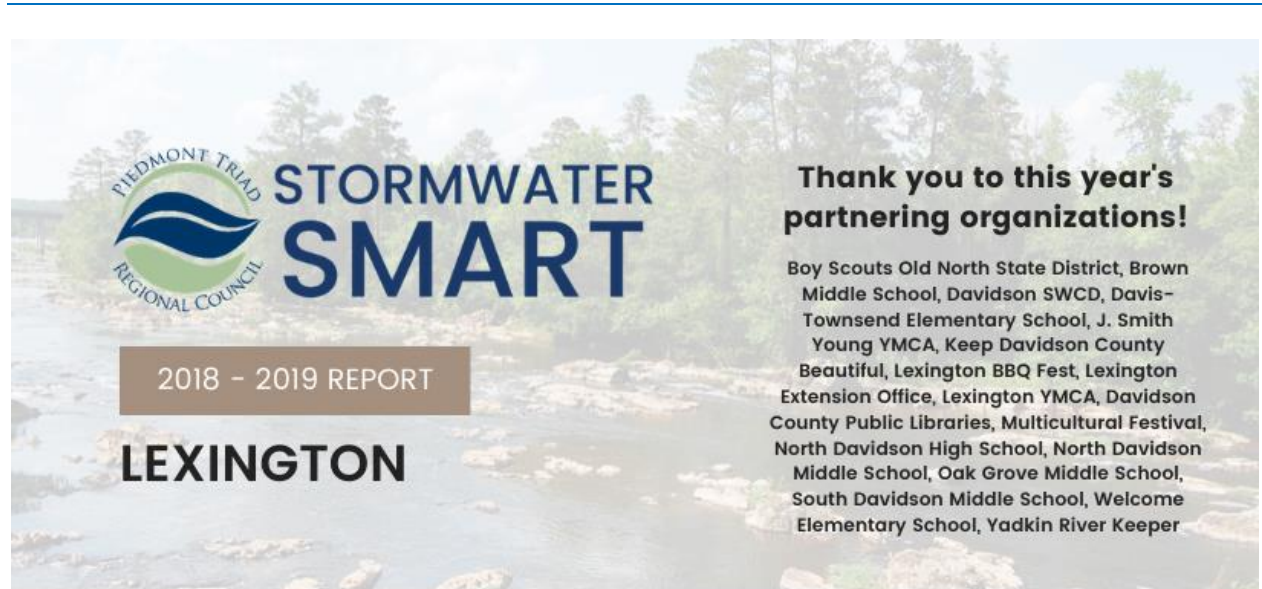
DISPLAY

REGIONAL TOTALS
3,164,652 Impressions
38,745 Engagements

KERNERSVILLE TOTALS
182,090 Impressions
2,229 Engagements

Display Impressions are number of times the graphic is displayed on a screen. Display engagements are the number of people who hovered over the graphic or clicked on it.

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Thank you to this year's partnering organizations!

Boy Scouts Old North State District, Brown Middle School, Davidson SWCD, Davis-Townsend Elementary School, J. Smith Young YMCA, Keep Davidson County Beautiful, Lexington BBQ Fest, Lexington Extension Office, Lexington YMCA, Davidson County Public Libraries, Multicultural Festival, North Davidson High School, North Davidson Middle School, Oak Grove Middle School, South Davidson Middle School, Welcome Elementary School, Yadkin River Keeper

**PUBLIC EDUCATION & OUTREACH
2018-2019**



2,829 individuals* reached through school programming, summer camps, library programs, creek week events, and more!



123.5 hours* dedicated to providing direct public education and outreach.

*Numbers & hours reflect county-wide (not region-wide) outreach

AMERICORPS SERVICE IN DAVIDSON COUNTY PUBLIC SCHOOLS



Maya Revell, our AmeriCorps Service Member for 2018-2019, worked with more than 1,200 students in Davidson County public schools. Maya exemplified the values of AmeriCorps service: engaging and empowering the citizens of Alamance County to protect the land and the water.

**SOCIAL MEDIA
2018-2019**



111,482 Impressions across 3 platforms:
Instagram, Facebook, & Twitter

994	263	1,523
Fans/Followers	Posts	Engagements

Instagram had the most engagements per post; Twitter had the least engagements per post.

MORE OUTREACH & PUBLIC PARTICIPATION HIGHLIGHTS

- "Libraries Rock!" Summer Reading Program
- Lexington BBQ Festival & Multicultural Festival
- EnviroScape Lessons in Davidson County Middle Schools



CONGRATULATIONS, KEEP DAVIDSON COUNTY BEAUTIFUL!

KDCB became an official affiliate of Keep America Beautiful in April of 2018!

Stormwater SMART is proud to be a member of the KDCB education committee and we are looking forward to the exciting projects planned for next year.



STORMWATER SMART

2018 - 2019 REPORT

MEBANE

Thank you to this year's partnering organizations!

Alamance-Burlington School System, Alamance Creek Week, Alamance Wellness Collaborative, Boy Scouts Old North State District, Graham Recreation and Parks, Hawfields Middle School, Mebane Recreation and Parks, Mebane Public Library

PUBLIC EDUCATION & OUTREACH 2018-2019



1,790 individuals* reached through school programming, summer camps, library programs, creek week events, and more!



175.5 hours* dedicated to providing direct public education and outreach.

*Numbers & hours reflect county-wide (not region-wide) outreach



SECOND ANNUAL ALAMANCE CREEK WEEK

Over 700 people participated in events during the week of April 6-13!

388 individuals participated in volunteer cleanups on ABSS school campuses and Little Alamance Creek!

More than 2,000 pounds of trash collected, with an additional 1,806 gallons of trash collected at Alexander Wilson Elementary School!



SOCIAL MEDIA 2018-2019



111,482 IMPRESSIONS ACROSS THREE PLATFORMS

- 994 fans/followers
- 263 posts
- 1,523 engagements

MASS MEDIA, NOV 1, 2018 - JAN 31, 2019

REGIONAL PRE-ROLL TOTALS
340,825 Pre-Roll Impressions
1180,637 Pre-Roll Engagements

MEBANE PRE-ROLL TOTALS
5,566 Pre-Roll Impressions
2,984 Pre-Roll Engagements



PRE-ROLL



DISPLAY

REGIONAL DISPLAY TOTALS
3,164,652 Display Impressions
38,745 Display Engagements

MEBANE DISPLAY TOTALS
72,863 Display Impressions
892 Display Engagements

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Thank you to this year's partnering organizations!

Boy Scouts Old North State District, City of Greensboro Water Resources, Children's Museum of Greensboro, Greensboro Parks and Recreation, Greensboro Public Libraries, Greensboro Science Center, Guilford County 4H, Guilford County Animal Shelter, Guilford County Schools, Haw River State Park, Jamestown Library, Oak Ridge Parks and Recreation, Summerfield Parks and Recreation

PUBLIC EDUCATION & OUTREACH 2018-2019



3,167 individuals* reached through school programming, summer camps, library programs, creek week events, and more!



189.5 hours* dedicated to providing direct public education and outreach.

*Numbers & hours reflect county-wide (not region-wide) outreach

AMERICORPS SERVICE AND BOY SCOUTS ACADEMY MERIT BADGES



Maya Revell, our AmeriCorps Service Member for 2018-2019, helped 21 Boy Scouts in Guilford County earn their Environmental Science badges in December of 2018. Maya exemplified the values of AmeriCorps service: engaging and empowering the citizens of Alamance County to protect the land and the water.

SOCIAL MEDIA 2018-2019



111,482 Impressions across 3 platforms:
Instagram, Facebook, & Twitter

994	263	1,523
Fans/Followers	Posts	Engagements

Instagram had the most engagements per post; Twitter had the least engagements per post.

OUTREACH HIGHLIGHTS

- "Libraries Rock!" Summer Reading Program
- NC Stream Watch in Summerfield Community Park (look for Cascades Preserve in 2019!)
- Guilford Creek Week had more than 3600 participants across Guilford County! 42 bags of trash were collected from stream cleanups, and more than 6,000 pounds of trash from large-scale cleanups. 248 pounds of medication were collected at the Kickoff Party in Gibson Park.





Thank you to this year's partnering organizations!

Boy Scouts Old North State District, Dan River Basin Association, Girl Scouts, Keep Randolph County Beautiful, NC Zoo, Piedmont Legacy Trails, Piedmont Triad Regional Water Authority, Randleman Chamber of Commerce, Randolph County Public Libraries, Randolph County Public Schools

PUBLIC EDUCATION & OUTREACH
2018-2019



1,978 individuals* reached through school programming, summer camps, library programs, creek week events, and more!



142.0 hours* dedicated to providing direct public education and outreach.

Numbers & hours reflect county-wide (not region-wide) outreach

FIRST ANNUAL RANDOLPH CREEK WEEK!



Over 300 people participated in events during the week of April 6-13! We partnered with Randolph Community College's design students to create a fantastic new graphic that also serves in Keep Randolph County Beautiful's KAB affiliate logo.

More than 100 children attended creek week library programs, while more than 50 volunteers collected over 1,000 pounds of trash!



SOCIAL MEDIA
2018-2019



111,482 Impressions across 3 platforms:
Instagram, Facebook, & Twitter

994	263	1,523
Fans/Followers	Posts	Engagements

Instagram had the most engagements per post; Twitter had the least engagements per post.

MASS MEDIA, NOV 1, 2018 - JAN 31, 2019

REGIONAL TOTALS
340,825 Pre-Roll Impressions
1180,637 Pre-Roll Engagements

RANDLEMAN TOTALS
3,420 Pre-Roll Impressions
1,824 Pre-Roll Engagements



PRE-ROLL

REGIONAL TOTALS
3,164,652 Display Impressions
38,745 Display Engagements

RANDLEMAN TOTALS
35,108 Display Impressions
429 Display Engagements



DISPLAY



PUBLIC EDUCATION & OUTREACH
2018-2019



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SOCIAL MEDIA
2018-2019



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Instagram, Facebook, & Twitter

994	263	1,523
Fans/Followers	Posts	Engagements

Instagram had the most engagements per post; Twitter had the least engagements per post.

MASS MEDIA, NOV 1, 2018 - JAN 31, 2019

REGIONAL TOTALS
340,825 Pre-Roll Impressions
1180,637 Pre-Roll Engagements

RANDOLPH CO. TOTALS
23,506 Pre-Roll Impressions
12,693 Pre-Roll Engagements



PRE-ROLL

REGIONAL TOTALS
3,164,652 Display Impressions
38,745 Display Engagements

RANDOLPH CO. TOTALS
154,812 Display Impressions
1,895 Display Engagements



DISPLAY



STORMWATER SMART

2018 - 2019 REPORT

REIDSVILLE

Thank you to this year's partnering organizations!

Boy Scouts Old North State Council, Dan River Basin Association, Downtown Reidsville, Eden Library, Haw River Assembly at Camp Guilrock, Madison-Mayodan Public Library, NC Wildlife Resources Commission, Piedmont Land Conservancy, Reidsville Middle School, Rockingham County Middle School, Rockingham County Libraries, Rockingham Soil & Water

PUBLIC EDUCATION & OUTREACH
2018-2019



1,132 individuals* reached through school programming, summer camps, library programs, creek week events, and more!



63.5 hours* dedicated to providing direct public education and outreach.

*Numbers & hours reflect county-wide (not region-wide) outreach

AMERICORPS SERVICE AND ROCKINGHAM COUNTY PUBLIC SCHOOLS



Maya Revell, our AmeriCorps Service Member for 2018-2019, worked with more than 800 students in Rockingham County using the EnviroScape model of a watershed. Maya exemplified the values of AmeriCorps service: engaging and empowering the citizens of Alamance County to protect the land and the water.

SOCIAL MEDIA
2018-2019



111,482 Impressions across 3 platforms:
Instagram, Facebook, & Twitter

994	263	1,523
Fans/Followers	Posts	Engagements

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MORE OUTREACH & PUBLIC PARTICIPATION HIGHLIGHTS

- "Libraries Rock!" Summer Reading Program at Madison-Mayodan and Eden Libraries
- Reidsville Fall Jubilee
- Knight Brown Nature Preserve with the Piedmont Land Conservancy
- Fishing Clinic at Lake Reidsville



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www.stormwatersmart.org



Thank you to this year's partnering organizations!

Boy Scouts Old North State Council, Dan River Basin Association, Downtown Reidsville, Eden Library, Haw River Assembly at Camp Guilrock, Madison-Mayodan Public Library, NC Wildlife Resources Commission, Piedmont Land Conservancy, Reidsville Middle School, Rockingham County Middle School, Rockingham County Libraries, Rockingham Soil & Water

PUBLIC EDUCATION & OUTREACH
2018-2019



1,132 individuals* reached through school programming, summer camps, library programs, creek week events, and more!



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SOCIAL MEDIA
2018-2019



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MORE OUTREACH & PUBLIC PARTICIPATION HIGHLIGHTS

- "Libraries Rock!" Summer Reading Program at Madison-Maydan and Eden Libraries
- Reidsville Fall Jubilee
- Knight Brown Nature Preserve with the Piedmont Land Conservancy
- Fishing Clinic at Lake Reidsville





Thank you to this year's partnering organizations!

Boy Scouts Old North State District, City of Greensboro Water Resources, Children's Museum of Greensboro, Greensboro Parks and Recreation, Greensboro Public Libraries, Greensboro Science Center, Guilford County 4H, Guilford County Animal Shelter, Guilford County Schools, Haw River State Park, Jamestown Library, Oak Ridge Parks and Recreation, Summerfield Parks and Recreation

PUBLIC EDUCATION & OUTREACH 2018-2019



3,167 individuals* reached through school programming, summer camps, library programs, creek week events, and more!



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Thank you to this year's partnering organizations!

Boy Scouts Old North State District, Brown Middle School, Davidson SWCD, Davidson County Public Schools – including E Lawson Brown Middle School and Ledford Middle School, J. Smith Young YMCA, Keep Davidson County Beautiful, Lexington BBQ Fest, Lexington Extension Office, Lexington YMCA, Davidson County Public Libraries, Multicultural Festival, Thomasville Chamber of Commerce, Yadkin River Keeper

PUBLIC EDUCATION & OUTREACH
2018-2019



2,829 individuals* reached through school programming, summer camps, library programs, creek week events, and more!



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AMERICORPS SERVICE IN DAVIDSON COUNTY PUBLIC SCHOOLS



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SOCIAL MEDIA
2018-2019



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Instagram, Facebook, & Twitter

994	263	1,523
Fans/Followers	Posts	Engagements

Instagram had the most engagements per post; Twitter had the least engagements per post.

MORE OUTREACH & PUBLIC PARTICIPATION HIGHLIGHTS

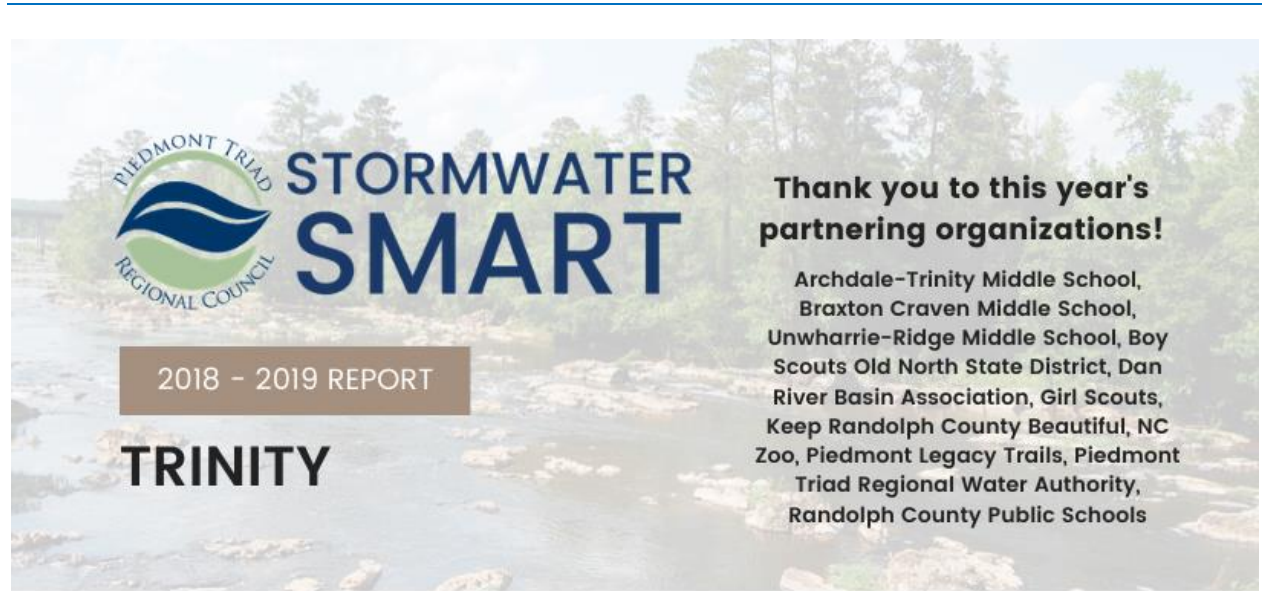
- "Libraries Rock!" Summer Reading Program
- Lexington BBQ Festival & Multicultural Festival
- Everybody's Day Festival
- EnviroScape Lessons in Davidson County Middle Schools



CONGRATULATIONS, KEEP DAVIDSON COUNTY BEAUTIFUL!

KDCB became an official affiliate of Keep America Beautiful in April of 2018!

Stormwater SMART is proud to be a member of the KDCB education committee and we are looking forward to the exciting projects planned for next year.



Thank you to this year's partnering organizations!

Archdale-Trinity Middle School, Braxton Craven Middle School, Unwharrie-Ridge Middle School, Boy Scouts Old North State District, Dan River Basin Association, Girl Scouts, Keep Randolph County Beautiful, NC Zoo, Piedmont Legacy Trails, Piedmont Triad Regional Water Authority, Randolph County Public Schools

PUBLIC EDUCATION & OUTREACH
2018-2019



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SOCIAL MEDIA
2018-2019



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MASS MEDIA, NOV 1, 2018 - JAN 31, 2019

REGIONAL TOTALS
340,825 Pre-Roll Impressions
1180,637 Pre-Roll Engagements

TRINITY TOTALS
4,064 Pre-Roll Impressions
2,175 Pre-Roll Engagements



PRE-ROLL

REGIONAL TOTALS
3,164,652 Display Impressions
38,745 Display Engagements

TRINITY TOTALS
36,908 Display Impressions
452 Display Engagements



DISPLAY



SOCIAL MEDIA 2018-2019

111,482 Impressions across platforms

994 fans **263** posts **1,523** engagements



MASS MEDIA DIGITAL CAMPAIGN

NOV 1, 2018 - JAN 31, 2019



PRE-ROLL

30-second video about the importance of scooping pet waste. Plays before videos on a variety of multimedia websites.

REGIONAL TOTALS	WINSTON-SALEM TOTALS
340,825 Impressions	140,576 Impressions
180,637 Engagements	74,844 Engagements

Pre-roll impressions are the number of times the video started playing on a screen. Pre-roll engagements are the number of times someone viewed 100% of the video (30 seconds) and/or clicked.



DISPLAY

REGIONAL TOTALS
3,164,652 Impressions
38,745 Engagements

WINSTON-SALEM TOTALS
823,648 Impressions
10,084 Engagements

Display impressions are number of times the graphic is displayed on a screen. Display engagements are the number of people who hovered over the graphic or clicked on it.

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