



Piedmont Triad Water Quality Partnership

**Piedmont Triad
Water Quality
Partnership**



Participating Local Governments

Alamance County

Archdale

Burlington

Clemmons

Forsyth County

Greensboro

Guilford County

High Point

Jamestown

Kernersville

Lewisville

Piedmont Triad Regional Water Authority

Randleman

Randolph County

Rural Hall

Trinity

Winston-Salem

Annual Report for FY 2008-2009



Piedmont Triad Water Quality Partnership Annual Report Fiscal Year 2008-2009

Annuals Reports are available online at
<http://www.piedmontwaterquality.org>

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Piedmont Triad Water Quality Partnership

Jurisdictions within the Randleman Lake Watershed began meeting in 2000 to determine how to meet the stormwater management requirements for the Randleman Rules. In early 2002, education initiatives were discussed, and it was determined that the same initiatives could be used to meet NPDES Phase II requirements. Jurisdictions outside of the Randleman watershed were invited to attend to discuss a joint effort that would satisfy both requirements and create efficiencies for participating communities.



The Piedmont Triad Water Quality Partnership was formed by interlocal agreements between the 10 initial members. As interest grew, so did the number of participants.

In FY 2008-2009 we had a total of 17 members. Representatives from the participating governments meet quarterly to discuss regional education efforts.

2008-2009 Members

- *Alamance County*
- *Archdale*
- *Burlington*
- *Clemmons*
- *Forsyth County*
- *Greensboro*
- *Guilford County*
- *High Point*
- *Jamestown*
- *Kernersville*
- *Lewisville*
- *PTRWA*
- *Randleman*
- *Randolph County*
- *Rural Hall*
- *Trinity*
- *Winston-Salem*

FY 2008-2009 PTWQP Partners Cost Shares

All participating governments that have joined the Piedmont Triad Water Quality Partnership share in the cost of the program. Each partner's' baseline education program rate is the product of its jurisdiction's population totals. Populations are based on the latest estimates available from the NC State Demographics (unincorporated) unit at the time the cost shares are calculated.

Population Totals	Minimum Expenditure
0 – 25,000	\$1500
25,000 – 100,000	\$3000
100,000 – 200,000	\$5000
200,000 -and above	\$7500

Revised Exhibit A Stormwater Education Costs, FY 08-09	
Member	Baseline Education Program
Alamance	\$3,000.00
Archdale	\$1,500.00
Burlington	\$3,000.00
Clemmons	\$1,500.00
Forsyth	\$5,000.00
Greensboro	\$7,500.00
Guilford	\$5,000.00
High Point	\$3,000.00
Jamestown	\$1,500.00
Kernersville	\$1,500.00
Lewisville	\$1,500.00
PTRWA	\$500.00
Randleman	\$1,500.00
Randolph	\$5,000.00
Rural Hall	\$1,500.00
Trinity	\$1,500.00
Winston-Salem	\$7,500.00
	\$51,500.00
Baseline Education Program includes continued support for the Carolina Yards and Neighborhoods Program, airing of the television commercials, and purchase of campaign related promotional items for community distribution.	

FY 2008-2009 Budget

The PTWQP executive steering committee, with approval by members, established the educational initiatives and budget for FY 2008-2009. Selected priorities included addressing general pollution prevention issues, a Lenny the Lifeguard campaign for youth, and promotion of Carolina Yards and Neighborhoods workshops for homeowners.

	Actual Revenue/Expenditures
Cost Share Revenue	\$51,500.00
Revenue Carried Forward (Fiscal Year 2007-2008)	\$7,407.49
Total Revenue	\$58,907.49
Television, FY 2009(<i>General Pollution Prevention commercials</i>)	\$28,471.00
Television, FY 2009 (<i>Lenny the Lifeguard</i>)	\$7,002.00
Print, FY 2008 (<i>CYN ads</i>)	\$2,504.55
Radio, FY 2008 (<i>General Pollution Prevention</i>)	\$5,090.00
Website Hosting and domain	\$95.40
Outreach Tools	\$1,776.21
<ul style="list-style-type: none"> ◆ Lenny activity book::\$1,512.00 ◆ Presentation board supplies: \$159.21 ◆ Tape dub fees:\$105.00 	
Total Expenditures	\$44,939.16
Balance to Fiscal Year 2009-2010	\$13,968.33

Public Education Accomplishments

In FY 2008-2009, the partnership continued to meet the obligations of our individual NPDES permits by bringing together resources, ideas, and funds. Through a wide variety of efforts, including materials and new advertising avenues, the partnership expanded its outreach to the citizens of our region. The accomplishments of this collaborative effort include the following programs: Carolina Yards and Neighborhoods, Lenny the Lifeguard, and a general pollution prevention campaign for adults.

Carolina Yards and Neighborhoods Program Campaign



The Carolina Yards and Neighborhood Program (CYN) is designed to teach homeowners how to make decisions in their home landscapes that protect water quality, reduce stormwater runoff and conserve water. It was adapted from a program in Florida called "Florida Yards and Neighborhoods" and implemented through the

North Carolina Cooperative Extension offices in Alamance, Forsyth, Guilford and Randolph.

In FY 2008-2009, the program continued to progress within the participating regions through workshops, newspaper advertising, and distribution of printed materials at various events. Some major highlights include:

- ◆ Newspaper ads created by Winston-Salem Marketing Department were published in the Courier Tribune and Greensboro News and Record to advertise the workshop to residents.
- ◆ The CYN website (www.carolinayards.org) continues to provide resources to residents through links, articles, and information pertaining to the principles of the CYN program.

Newspaper Advertising

The partnership makes an annual commitment to fund the program through newspaper advertising. Two thousand five hundred and four dollars was spent on newspaper advertising in the News and Record (Guilford), and the Courier Tribune (Randolph). Starting next fiscal year participating cooperative agency agencies will apply for funds for specific projects.

Target

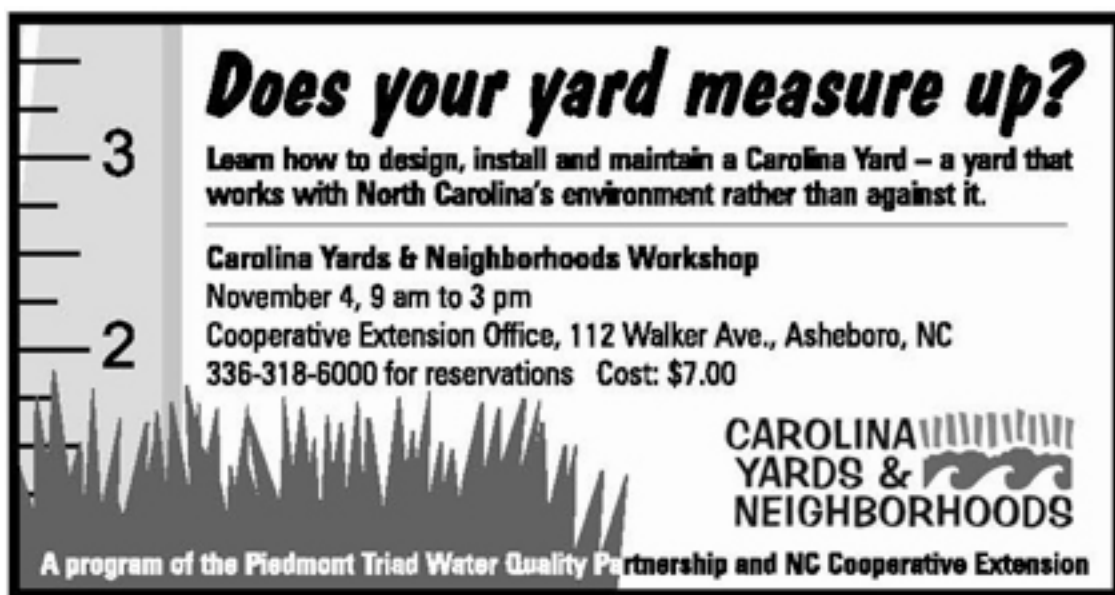
Homeowners who live in Alamance, Forsyth, Guilford, and Randolph Counties were the target audience. Newspaper advertising schedules coincide with the optimal time of year for recommended landscape maintenance practices.

Flight

The newspaper ads were placed in the Courier Tribune a total of 18 times from September to November of 2008. Only one ad was placed in the News and Record in November 2008.

Spots

The ads provided information about effective landscape practices for homeowners, along with upcoming CYN workshops.

A newspaper advertisement for the Carolina Yards & Neighborhoods Workshop. The ad features a vertical ruler on the left side with markings for 2 and 3. The main headline is "Does your yard measure up?" in a large, bold, italicized font. Below the headline, the text reads: "Learn how to design, install and maintain a Carolina Yard – a yard that works with North Carolina's environment rather than against it." This is followed by the workshop details: "Carolina Yards & Neighborhoods Workshop", "November 4, 9 am to 3 pm", "Cooperative Extension Office, 112 Walker Ave., Asheboro, NC", and "336-318-6000 for reservations Cost: \$7.00". To the right of the text is a logo for "CAROLINA YARDS & NEIGHBORHOODS" which includes a stylized graphic of a yard with a sun and a wave. At the bottom of the ad, it states "A program of the Piedmont Triad Water Quality Partnership and NC Cooperative Extension".

Does your yard measure up?

Learn how to design, install and maintain a Carolina Yard – a yard that works with North Carolina's environment rather than against it.

Carolina Yards & Neighborhoods Workshop
November 4, 9 am to 3 pm
Cooperative Extension Office, 112 Walker Ave., Asheboro, NC
336-318-6000 for reservations Cost: \$7.00

**CAROLINA
YARDS &
NEIGHBORHOODS**

A program of the Piedmont Triad Water Quality Partnership and NC Cooperative Extension

Sample CYN Newspaper Ad

“Lenny the Lifeguard” Animated Character Campaign



PTWQP ran a targeted television campaign during normal viewing hours for children under the ages of 12 from March to May. The ads ran to heighten stormwater pollution awareness through the use of this loveable frog character.

Lenny serves as the official mascot for the partnership, promoting stormwater pollution prevention through various advertisements targeting children in the Piedmont Triad Area. The Lenny coloring page and the fifth grade curriculum guide are available for download on the website.

Target

School aged children in the surrounding areas, who would be more likely to relate to an animated character, were targeted for this campaign.

Flight

Commercials ran Time Warner Cable stations: ABC Family, Nick, and Toon from March to May of 2009 at a cost of \$7,002.00.

Spots

One 30-second television spot was developed. The commercial featured the Lenny the Lifeguard character along with the PTWQP tag. In the spot, Lenny the Lifeguard talks to several small frogs (children) about some of the pollutants found in streams due to human carelessness and runoff.

General Pollution Prevention Campaign

A total of \$28,471.00 was spent for advertising the general pollution prevention public education campaign. The campaign ran April to May of 2009. The various media outlets used to promote this message included; television, and radio.

Television Advertising

For this campaign, \$28,471.00 was allocated for a television advertising on local channels 2, 8, 12, and Time Warner Cable. The commercial aired in April and May of 2009. No production cost was required the commercial entitled "Stormwater Cocktail" was by the City of Winston-Salem.

Target

General audience was the target

Flight

Ads ran from April until May of 2009

Spot

One 30-second television spot was developed. The commercial takes place in a typical bar, but unlike the usual drinker the customer request a stormwater runoff. The drink contains an array of harmful pollutants such as fertilizer and pesticides, oil, sediment, and pet waste. The spot shows how everyone pays for stormwater runoff through careless actions.

Television Campaign Effectiveness for General Pollution Prevention Campaign

	# of Spots	Cost	Reach	Frequency
WFMY – CBS 2	210	\$8,500.00	42	6.4
Time Warner Cable GSO/WNS	149	\$2,806.00	71.1	2.6
WGHP –Fox 8	120	\$8,530.00	60.9	4.7
WXII-NBC	117	\$8,635.00	81.1	3.9
TOTAL	596	\$28,471.00		

Radio Advertising

The partnership ran radio ads from March to June of 2009 at a cost of \$5,090.00. La Preciosa was a radio station utilized to directly target the Hispanic population. Clear Channel Radio provided broadcasting and production services. Since the “Stormwater Cocktail” television commercial focused on a variety of pollutants, it was decided that it would be more beneficial to focus on one pollutant, used motor oil.

Target

Hispanic males between the ages of 18-40 who may change their own oil were targeted for this campaign.

Flight

Ads ran M-F 6A-10A, M-F 10A-3P, M-F 3P-7P from early March to the end of June.

Spot

One 30- second radio ads ran on La Preciosa, a Spanish only station.

Radio Advertising Campaign Effectiveness

WGBT La Preciosa 94.5 <i>Coverage Area Includes: Greensboro, High Point, Winston Salem, Asheboro</i>			
	Spots	Reach	Frequency
WGBT La Preciosa	364	4.2%	20.5%
TOTAL	364		

FY 2008-2009 Website Outreach

<http://www.piedmontwaterquality.org>

PTWQP Website

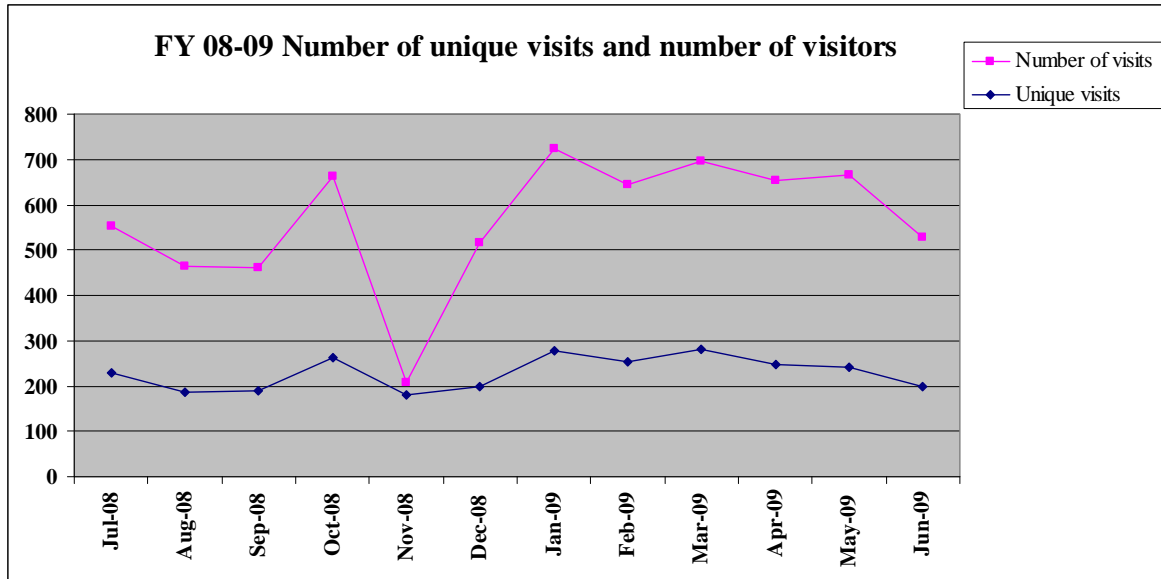
The site contains information targeted to children, businesses, teachers, homeowners, and others. Educational topics covered include; effective landscape practices, controlling construction site runoff and workplace pollution, and proper disposal of automotive waste. Visitors are also able to view all the television commercials created by the partnership.

The website is updated on a regular basis. For FY 2008-2009 the website received a total of 70,078 hits. Partners are encouraged to feature a link on their local governments' websites to increase the traffic. The annual fee for web hosting is \$95.40.

PTWQP Website Performance

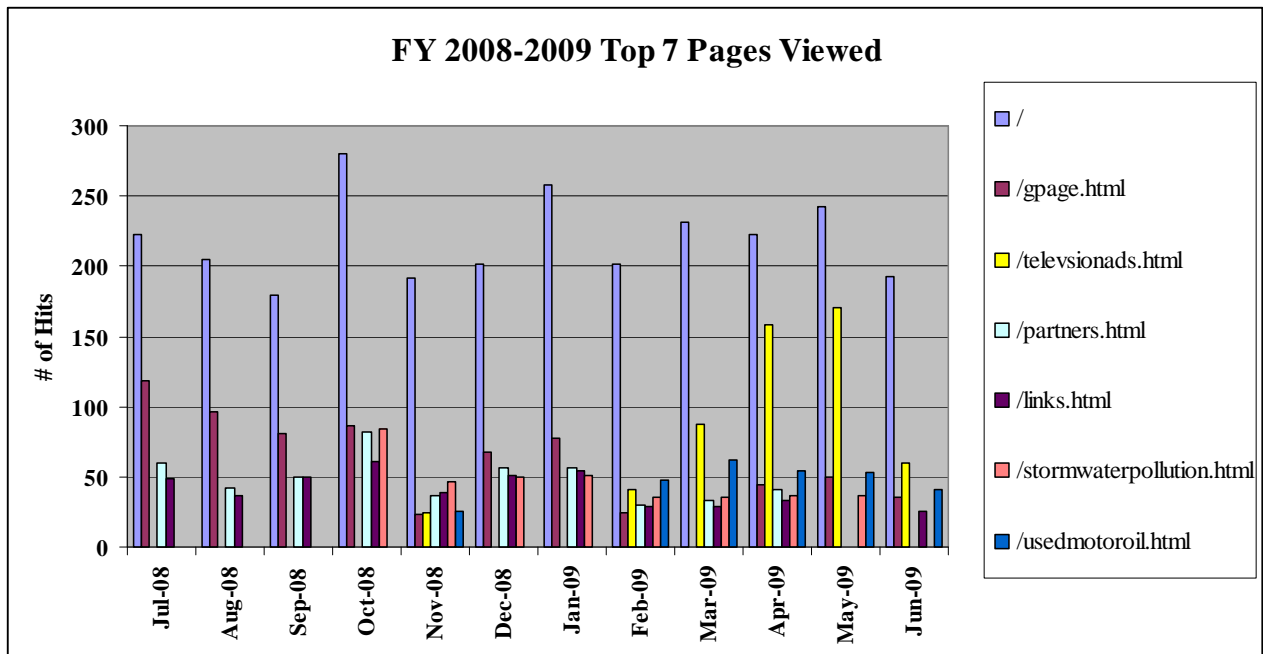
The table below shows information on visits total for FY 2008-2009. To effectively evaluate the performance of the website, we decided to track the average visit duration, the percentage of visitors staying more than 1 hour, and the percentage of visitors that add our page to their "Favorites" or bookmarks.

Viewed Traffic	Unique Visitors	Number of visits	Visits per visitors	Mean Visit Duration	Visitors Staying >1hour	Add to Favorites
July 2008	229	324	1.41	46 seconds	0.3%	26.6%
August 2008	187	278	1.48	56 seconds	0.3%	31.0%
September 2008	188	273	1.45	65 seconds	0.3%	23.9%
October 2008	262	401	1.53	133 seconds	1.2%	22.5%
November 2008	180	29	1.62	133 seconds	0.3%	23.8%
December 2008	198	319	1.61	80 seconds	0.3%	22.7%
January 2009	279	446	1.59	84 seconds	1.5%	26.1%
February 2009	252	391	1.55	74 seconds	0.7%	29.3%
March 2009	282	414	1.46	87 seconds	0.2%	39.0%
April 2009	248	405	1.63	104 seconds	1.2%	58.4%
May 2009	242	423	1.74	84 seconds	0.4%	86.7%
June 2009	197	332	1.68	138 seconds	3%	97.4%



Web Traffic

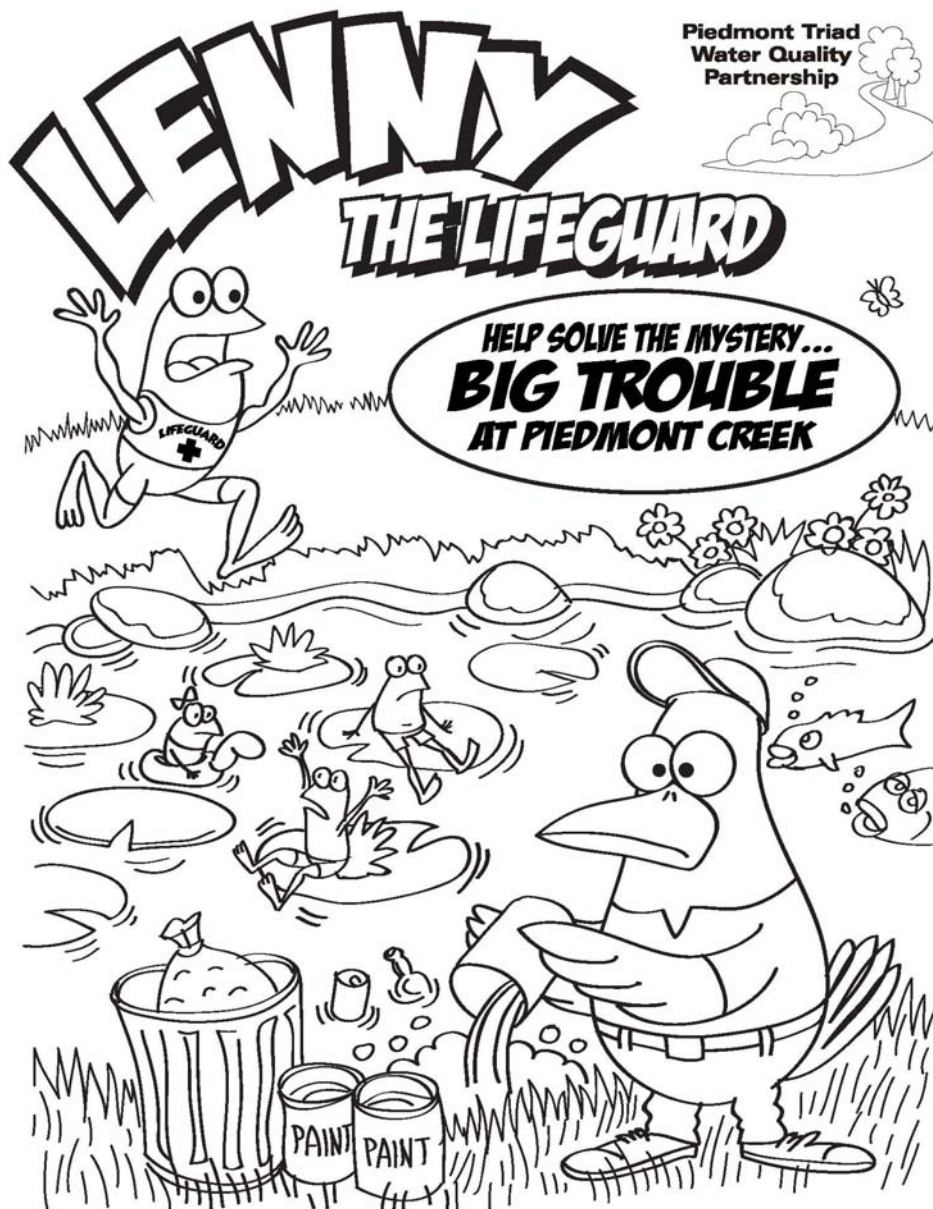
After reviewing the website reports, the seven most popular pages viewed in FY 2008-2009 were the welcome page, new campaign page, television ads page, partners' page, links page, stormwater pollution page and used motor oil page. Combined they received a total of 5,474 page views for the year.



Public Involvement Efforts

Community Outreach

In FY 2008-2009, 14,000 8-page Lenny the Lifeguard activity books were ordered for distribution. The total cost was \$1,512.00.



Meeting Notes

Piedmont Triad Water Quality Partnership

April 16, 2009

Minutes 10:00 am

Present at the meeting: Roseann L'Esperance & Lavelle Donnell, Co-Chairs, Joy Sparks, Treasurer, and Martha Wolfe, Secretary

1. Call to Order – Roseanne called the meeting to order.
2. Member in attendance signed roll call sheet for voting recordation. Attendance listed below:

Patricia Rissler	City of High Point
LaVelle Donnell	City of Greensboro
Joy Sparks	PTRWA
Greg Patton	City of Randleman
Carolyn Langley	NC Cooperative Extension-Randolph County
Jason Miller	City of Archdale
Roseann L'Esperance	City of Winston Salem
Judy Cherry	Village of Clemmons
Jay Dale (by phone)	Randolph County
Martha Wolfe	Town of Jamestown

3. Approval of minutes from the January 15, 2009 meeting. It was noted that Greg Patton, City of Randleman, was left off the attendance list. Also, a name correction was made for Bob Langston, NC Zoo, Randolph Co. Big Sweep. Since there was not a quorum of the members present, the minutes were not approved at this meeting.
4. The members were given a copy of a letter from Mary Helen Ferguson, Extension Agent for Randolph County. She thanked to Partnership for allowing budgeted advertising CYN funds to be used as grants for CYN workshops at the four different NC Cooperative Extension Services. She further explained that the Randolph County Center of NC Cooperative Extension is in the process of planning and implementing a demonstration garden. This garden will demonstrate many of the CYN principles. She proposed that Randolph County's allotment of the CYN monies be used to fund trees and shrubs, two of the first "layers" of this garden. These plants would demonstrate the following CYN principles:

- Right Plant, Right Place
- Mulch
- Manage Yard Pests

It was stated that Guilford County and Forsyth County each wanted to purchase additional CYN books with their allotment of CYN funds. No vote was taken.

5. Current Campaign Updates – Promotional items listed below:

Item	Total Cost	Qty	Cost per piece	Items received per member
1 ¼ bookmark ruler	\$1250.00	25,000	.05	1470
1 ¾ X 8 X 6 ¼ bookmark/ruler	\$1200.00	15,000	.08	882
Dew Drop Small Droplet Rain Gauge	\$1200.00	600	2.00	35
Biodegradable Pet Waste Bags no logo	\$1500.00	24 cases	\$62.29 per case/\$5.89 for 50 count	1.4 cases or 847 bags
Frog Key Chain/with “Protect our Water”	\$1500.00	850	\$1.76	50

The group asked for a price on pencils to be added to this list. Also, price Partnership logo stickers to be placed on the pet waste bags. Each member would be responsible for putting stickers on their pet waste bags. Roseann suggested since it is so late in the year, to carry over the funds to next budget year and place an order early in the year. This will allow us to order a larger number of items. The group agreed to this suggestion.

Roseann reported on the Papa John’s Pizza box campaign. After she researched further, she found out that all the Papa John’s in the region had to agree to do the campaign but if one does not participate then they would not participate in the campaign. We can talk to individual Papa John’s stores but it was generally felt that would not be feasible.

Roseann reported that the Partnership has received complements on the “Stormwater Bar” commercial from EPA in Washington DC. She also received an email from Department of Environment in New York, asking permission to use this commercial. They also complemented the construction & business brochures. The commercial has received national attention and has been submitted for the People Choice Award.

The “Lenny the Lifeguard” commercial is airing on Saturdays. Roseann handed out copies of the final “Lenny the Lifeguard” coloring book. The group made one change

on the cover to “Piedmont Creek” and agreed to proceeding with the printing. The purchase of this promotion item is in this year’s budget. Roseann said she will notify the members when the order is ready for pickup.

The new story board was presented. It has already been reserved by Randleman, Village of Clemmons and the Town of Jamestown for upcoming public event. The group agreed to have another set of panels printed. The partnership still has a CYN display board which is laminated.

The group discussed the Lenny the Lifeguard curriculum guide CD’s for the 4th grade. Martha Wolfe stated concern over the distribution of the curriculum guide. The guides distributed last year did not actually get into the classrooms. Alamance and Randolph County are the only members that actually got the guides into the hands of the teachers. The group discussed several possibilities. The general consensus was that the partnership needed to get educational materials into the elementary schools.

Carolyn Langley suggested a Water Resource Task Force in every county. This task force would make sure to meet with each school system. Randolph County said they have a contact with the school system and they already do an educational presentation to the 5th grades. Lavelle said for the 5th grades for 512 books costs \$1458.00. If we go with CD’s and distribute to individual teachers, we could do 500 CD’s for .99 cents each.

After discussion, the group felt the 3rd grade was a popular grade. Lavelle will work on finishing the curriculum and have CD’s printed. The CD’s would be divided among the members. Each member would be responsible for meeting with the teacher and give them the CD. Then, pick one of the activities out of the book to present to the classroom. It would be up to the individual member to do the presentation in their county or municipality.

Greensboro said they had a ‘Mud Puppy Pond’ program that others may use. High Point has an enviroscape.

Girl Scout update – The Girl Scouts have a Water Drop badge. This is a good opportunity to partner with an organization to educate the youth. High Point did an enviroscape for the Girl Scouts and they participated in the storm drain marker program. Roseann said if the group wants to be available to do presentations we might look into purchasing some water monitor kits in the future.

Budget update – There is \$4,702.00 left in this year’s budget. However, \$3500.00 of that is earmarked for the Lenny Activity books. We could carry over \$1500.00 to the next budget year for promotional items. Roseann said the activity books will not cost \$3500.00. So, the group asked to have prices on pencils, crayons and partnership stickers.

In order to have a quorum, Jay Dale, Randolph County, was reached by telephone. Joy Sparks made a motion to have the 3rd grade curriculum created on CD to be distributed for the 2009/2010 school year. Greg Patton made a second to the motion. The motion passed by unanimous vote.

Joy Sparks announced that there will be an electronic recycling day at Randolph Mall on Saturday April 25, 2009 from 8:00 – 12:00pm.

The meeting ended at 11:31 am. The next meeting is scheduled for July 16, 2009.

Piedmont Triad Water Quality Partnership
January 15, 2009
Minutes
10:00 am

Present: Roseanne L'Esperance & Lavelle Donnell, Co-Chairs, Joy Sparks, Treasurer, Martha Wolfe, Secretary.

1. Call to Order – Roseanne called the meeting to order.
2. Members in attendance signed roll call sheet for voting recordation: Attendance listed below:

R. L'Esperance	City of Winston-Salem
Martha Wolfe	Town of Jamestown
Cassidy Hey	Kernersville
Warren Simmons	Guilford County
Derrick Boone	City of High Point
Judy Cherry	Village of Clemmons
Chester Patterson	Lewisville
Rich Baker	City of Trinity
D. J. Seneres	City of Archdale
Carolyn Langley	Randolph County Cooperative
Michael Layne	Burlington
Jay Dale	Randolph County
Joy Sparks	PTRWA
LaVelle Donnell	Greensboro

Visitors: Bob Lawzton, NC Zoo, Randolph Co. Big Sweep

3. Approval of minutes from October 16, 2008 – Two minor spelling changes were made to the minutes. Chester Patterson, Lewisville, made a motion to approve the minutes as corrected. D. J. Seneres, City of Archdale, made a second to the motion. The motion passed by unanimous vote.
4. Re-order of any PTWQP materials – Roseanne & LaVelle said all the previously produced materials are available for reorder.

Protecting Water Quality brochure (Spanish & English)
Business flyer
Poster
CYN Notebook
Construction Site flyer
Storm drain markers \$2.17 each
Watershed signs (city of Greensboro sign shop produced – LaVelle will talk to them to see the possibility of producing signs again and the cost.)

The members were advised to check their inventory to see if they needed supplies. The greater the number we order, the better the price.

5. Joy Sparks presented reusable shopping bags showing one from Garden Ridge - \$1.00 a piece and €60 extra for the logo. She had another sample for a vendor at \$1.60 each and printed logo \$2.00 – size 20 X 15 – 5” gusset.

Rosanne said the State EPA website suggested when trying to change people’s behavior to use reusable shopping bags to have them sign a pledge card. People often forget to bring the reusable shopping bags. Signing a contract seems to help reinforce the changed behavior. Roseanne showed litter bags from NCDOT which were available at no charge. Also presented were plastic bags used for goodie bags - .19 for 1000 and a \$50.00 set up charge.

LaVelle said the Frog key chains are \$1.25 each. Rain gauges can still purchased. Wolfe said she would like to see pricing on a pet waste disposable baggie or a biodegradable baggie. This may not be needed in the county, but it is a need within the cities and towns.

The members were asked to list the top 3 choices for LaVelle to research quantities and pricing. After discussions, the top 3 agreed upon by the members were:

Frog key chains
Rain gauges
Pet waste baggies

Lavelle will email the prices & quantities to the members. Each member is asked to email back their orders. Hope to get this order in soon.

6. Girl Scout Water Drop Patch – Roseanne informed everyone that the Girl Scouts have a water drop patch project. The project teaches the Girl Scouts to learn about water quality and take action in their communities to protect and restore local water resources including rivers, lakes, streams, wetlands and ground water. The Girl Scouts learn about watershed and water pollution. If any member has a local Girl Scout troop in their area, they may want to partner with them on this project. Go to <http://www.epa.gov/adopt/patch>

7. Update on new campaign –

Lavelle went over the television ad proposal for April & May, 2009. The two topics agreed upon by the Partnership at the last meeting were General Pollution and Lenny the Lifeguard.

General Pollution – (each member received a copy of the DVD) – a total of 596 spots will air on WFMY, WXII, WGHP & TW Cable

Lenny the Lifeguard – will air a total of 1188 spots March – May on ABC Family, Nick & Toon channels. The campaign will be approximately a 60/40% mix. Also included in this campaign are 364 spots on the Spanish radio.

The TV ad budget is \$45,000.00. The proposed TV schedule is a total of \$35,473.00. The members voted unanimous to approve this TV schedule and price.

8. Update on Lenny Placemats – Roseanne said she talked with the marketing director of Cary. Her advice was that place mats are not real effective. Each restaurant has to be contacted and pricing and deliver can be an issue. City of Lewisville agreed to email their placemat file to any member that wished to use it in their own jurisdiction.
9. Lavelle & Roseanne researched advertising on pizza boxes. Possibly put a Lenny ad on the boxes. Papa John's pizza has stores in and around each member's jurisdiction. Details would still need to be worked out. However, the pizza company puts the PTWQP ad on the boxes and it goes out with the pizza delivery. Costs:

5,000 – 1 color box topper - \$192.57

5,000 – 4 color box topper - \$555.07

We would be able to track how many pizzas were sold and the number of households the Partnership was able to reach with this ad. It might be good to do this during the Lenny TV ad campaign. The members were interested in this opportunity to educate the public. LaVelle said she will research and give details to the group via email.

Roseanne said the wording for the portable story board sign is complete. Just need to laminate the signs. Should be completed by the next meeting.

Roseanne said the Lenny the Lifeguard coloring book and activity book should be ready soon. Size 8 ½ X 14 sheets. \$1820 for 10,000 copies. We had budgeted \$3500.00 to spend on the book. So we have the funds available to do the activity book and the pizza boxes. LaVelle will send the members a breakdown of distribution and cost on the pizza boxes.

Chester Patterson made a motion to accept the activity book and pizza box tops as a project to be adopted by the Partnership provided they are within budget. Warren Simmons made a second to the motion. The motion passed by unanimous vote.

10. Rain Barrel project (new budget year) - Roseanne and LaVelle discussed advertising for the CYN program. The County Extension Services are conducting 1

Chester Patterson, Lewisville, said he had a contact in Winston-Salem that had good prices on rain barrels. But you do have to pick up the barrels as they do not ship. Chester will email this contact to all the members.

Joy Sparks said we have 4 counties. What if Randolph County wants to do a rain barrel workshop? Do we want to split up the advertising per County? Randolph County gets free advertisement for the CYN workshops, so they do not need the Partnership to use funds for advertising their workshops. Joy Sparks said the question is could the money that would have been spent on advertising go to supplies for the workshop instead of advertising.

A suggestion was that each County Extension Service could apply for a grant from the Partnership in the amount of \$1250.00. The grant proposal would be in the form of a request for reimbursement for workshop supplies. This grant would be for CYN workshops. Warren Simmons made a motion to approve the use of a grant proposal to each 4 counties submitted by the Agriculture Extension Services for reimbursement in the amount of \$1250.00 per County for a CYN workshop grant to be approved by the Partnership members. The motion passed by unanimous vote.

11. Website update – LaVelle continues to update the website. Please give LaVelle any information you would like to see on the website. She would like to have a community page to spot light each member and what they are doing with their stormwater education.
12. Budget – LaVelle said each member should be receiving their current invoice for this budget year soon. Alamance County, Jason Martin, has joined as a member, this will adjust the budget. Year 5 balance in the budget is \$5,148.84.

The meeting adjourned at 11:15 am.

The next meeting date is April 16, 2009

Piedmont Triad Water Quality Partnership
October 16, 2008
Minutes
10:00 am

Present: Roseanne L'Esperance & LaVelle Donnell, Co-Chairs, Joy Sparks, Treasurer, Martha Wolfe, Secretary

1. Call to Order – Roseanne called the meeting to order.
2. Members in attendance signed roll call sheet for voting recordation. Attendance listed below:

R. L'Esperance	City of Winston Salem
W. Simmons	Guilford County
Lynn Hall	Town of Lewisville
C. Patterson	Town of Lewisville
Martha Wolfe	Town of Jamestown
Judy Cherry	Clemmons
Elizabeth Binkley	City of Kernersville
Michael Layne	Burlington
Adam Stumb	Trinity
LaVelle Donnell	Greensboro
Jay Dale	Randolph County
Greg Patton	Randleman

3. Approval of minutes from July 24, 2008. Lynn Hall, Town of Lewisville, made a motion to approve the minutes as presented. Michael Layne, Burlington, made a second to the motion. The motion passed by unanimous vote.
4. Topic Campaign
 - Topic Television commercial – Roseanne said the consensus from the July meeting was that the members wanted to do a TV commercial which used a general approach to stormwater education. Roseanne said that the City of Winston Salem recently filed a TV commercial which she showed to the group. If the members would like to use this commercial, we could add the Partnership Logo as the tag line at the end.

The Partners liked the commercial. Some felt the conversation was hard to understand and needed a little editing.

LaVelle said the City of Greensboro is backed logged at this time as far as creating a new commercial. LaVelle said we could use our pet waste commercial again. However, the man that aired in the commercial has passed

away. LaVelle did check with the family and they agreed to let us use the commercial.

Roseanne and LaVelle said there are commercials available for free from the State. (EPA site) The members discussed the commercials filmed by the city of Winston Salem. It is geared more toward adults. Several members would like to see the Lenny commercial used again to reach the young audience.

At the point, LaVelle handed out the budget for fiscal year 2008-09. The partnership discussed the TV ad campaign to run in April & May. They also discussed give-a-way items.

Lynn Hall, Lewisville, said they created a placemat geared toward children. They did it in-house and put Lewisville's logo on it. Then they distributed these to their local restaurants. (Shoney's, J. Butler's, Soda Shop and Liberty)

The members agreed this was a great idea that was inexpensive for the Partnership to do. Lynn Hall agreed to send their placement file to LaVelle and to individual members that were interested. LaVelle said crayons could be purchased to go along with the placements. LaVelle said to let her know how many each member would like.

They discussed further the idea of using 2 commercials. The one from Winston for adults and Lenny for kids. The group discussed what channels and audiences to target. It seemed generally felt that the best bang for the buck was to advertise on Time Warner and 1 local station.

The group voted by majority vote to endorse 2 TV ad campaigns. The one from Winston for the adult audience and the Lenny ad for the younger audience.

The group discussed the budget of \$10,000.00 for giveaways and advertising on Spanish radio. The members felt we should continue the advertising on the Spanish radio. Members wanted giveaways too.

5. Lenny Activity Book – Roseanne distributed a draft of the ‘Lenny Activity book’ Everyone thought the activity book was great. Roseanne will tell them to go ahead, as time permits, with this copy.
6. New website – LaVelle & Roseanne have been working on the new website. All the members were asked to review the site and give LaVelle feedback. Also, please provide a link from your government website to the PTWQP site.

LaVelle said she will set up a partner page. Please send her any information you would like listed regarding your stormwater program.

7. Update traveling display – Roseanne asked the members if they would be interested in having the CYN storyboard updated. New panels could be created and installed for approximately \$100.00. The new panels will give a generalized stormwater education message.
8. Annual Report – LaVelle handed out the PTWQ Partnership annual report for FY 2007-2008. Members may use this information when writing up their annually report for the State.
9. Budget –

The members discussed the current ad campaign. The members felt a 60/40% approach for the 2 commercials would be best. 60% adult ad, 40% Lenny ad

LaVelle said we could look at giveaways such as:

- Frog key chains – 1.25@
- Rain gauges - \$2.25@
- Crayons & placements - .50

LaVelle said she will work up some prices on advertising costs and giveaways and e-mail to everyone.

10. Other business – Roseanne said she had been approached by Alamance County. They may be interested in joining the partnership. It was noted that Elon did not renew with the partnership. The members voted unanimously to allow Alamance County to join if they were interested.

Still under other business – LaVelle gave an update on the CYN program. A workshop was held in Guilford County on October 10th, 2008 and a workshop will be held in Randolph County on November 4th.

FYI –

- PTCOG has a new part-time stormwater education staff person
- Mini grants available from Clean Water grants.

The meeting adjourned at 11:00 am.

The next meeting is scheduled for January 15, 2009.

Piedmont Triad Water Quality Partnership

July 24, 2008

Minutes

10:00 am

Present: Roseanne L'Esperance and LaVelle Donnell, Co-Chairs; Joy Sparks, Treasurer; Martha Wolfe, Secretary

1. Call to Order – Roseanne called the meeting to order.
2. Members in attendance signed roll call sheet for voting recordation. Attendance listed below:

Warren Simmons	Guilford County
Greg Patton	City of Randleman
D. J. Seneres	City of Archdale
Michael Layne	city of Burlington
Roseanne L'Esperance	City of Winston-Salem
LaVelle Donnell	City of Greensboro
Lynn W. Hall	Town of Lewisville
Judy Cherry	Village of Clemmons
Jay Dale	Randolph County
Elizabeth Brinkley	Kernersville
Chester Patterson	Town of Lewisville
Margaret Bessette	Forsyth County
Patricia Rissler	City of High Point
Joy Sparks	PTRWA
Bob Patterson	City of Burlington
Martha Wolfe	Town of Jamestown

Visitors Present: Bridget Munger, NCDENR, Cy Stober, PTCOG

3. Approval of minutes April 17, 2008 – Greg Patton made a motion to approve the minutes as presented. D. J. Seneres made a second to the motion. The motion passed by unanimous vote.
4. Bridget Munger, NCDENR Stormwater, Outreach Coordinator, shared with everyone a handout regarding "Social Marketing". She described this as marketing to motivate people to change a behavior. It is not about selling a product it is about behavior change. This type marketing is to find what motivates a specific target audience to voluntarily change their behavior.

Bridget passed around a signup sheet for the stormwater education list serve. This site provides information on training opportunities, education opportunities for Phase II communities and is a good source for free resources. Bridge also stated she will soon send out a survey to find out what the members need most from the State.

Bridget also shared several ideas for outreach education. Examples: My Space, U-Tube, Face Book, stormwater video contest at Middle School & High School and blogs. She further stated she will send each member information on links to free resources & information. Bridget said updates will soon be

finished on the NCStormwater.org website & "Know Where It Goes" campaign. Bridget invited everyone to visit the Green NC Exhibit which will be at the State Fair.

The group discussed the possibility of going to a cohesive statewide campaign with PSA brochures, etc. Bridget hopes to work on this concept this fall. She will keep the partnership involved on the progress.

5. Roseanne handed out notes from a meeting held with PTCOG and PTWQP. The two groups discussed ways to work together. The idea being to come up with 1 project the 2 groups could work on together. The Carolina Yard & Neighborhoods was suggested. PTCOG suggested targeting nutrients because of the Jordan Lake Rules. Nutrient reduction can involve education on pet waste, fertilizer application and riparian buffers. According to Roseanne the partnership does not have the budget to do 2 campaigns. It makes sense to pick a target subject and PTWQ & PTCOG could complement each other with their campaigns.
6. Website update – Lavelle is revising the website. It will have a new look & new navigational tools. Please provide LaVelle with any information you would like to have on the website. Ex: any events you would like to post, Lavelle also reminded everyone to provide a link to the website.
7. Next Campaign – The group talked about creating a commercial that would be general in the beginning, target subject in the middle, then tag line at the end. The middle part could be changed out with each campaign. The group decided not to place any TV ads this fall due to the large amount of political ads that will be airing.

The group expressed the desire to have a canned power point presentation available to the members. The members could use this presentation for community events, civic clubs, boy scouts, girl scouts, etc.

8. CYN support for budget year 2008-2009 – LaVelle said she has checked into advertising the CYN on Channel 14 "News on the Ones". The Partnership has budgeted \$5000.00 for advertising for CYN for this year. LaVelle is still working with Karen Neil, so this item was tabled at this time.
9. Lenny the Lifeguard – Roseanne stated work is not complete on the activity book, due to workload.

School contacts – LaVelle asked who has made a contact with schools to see if the teacher kits were received- Responses were that High Point has not received kits. Forsyth County- teachers not received. Warren Simmons suggested contacting a school board member for help.

10. Oil Campaign Update – LaVelle handed out a summary of the used oil campaign. The advertising cost was \$33,954.00 for a total of 757 ads running March – June 2008. The movie advertising totaled \$8,917.68. Due to a lack of commitment from the Auto shops, flyers, posters and counter cards were not printed. The promotional oil funnels were ordered and here for the members to take home. The members did request some posters be printed and taken to GTCC and High School Shop classes. Also, members requested copies of the flyers translated into Spanish.

Also, handed out was Vendor Pricing Information on different promotional items. Each member was asked to look over these items & send in their choices.

The group discussed again the campaign for the current year. Lavelle did say the man that aired in our Pet Waste commercial passed away. We need to get permission from his family if we want to air this commercial again.

The group discussed litter & pet waste as campaign topics, maybe doing as 1 campaign. Also, discussed was advertising riparian buffers.

After discussion, the group selected reducing pollutants as the campaign focus. It was decided to craft an ad to have the beginning general, the target in the center and the tag line at the end.

After January, ad copy/story line will be created on litter, pet waste and riparian buffers. This will be emailed to the members for comments.

11. Budget amendment – Elon did not rejoin the partnership. Due to this, the budget is reduced by \$1500.00. Joy Sparks made a motion to amend the budget by \$1500.00. The motion passed by unanimous vote.

Lavelle added she will get prices on tire gauges.

The meeting adjourned at 12:00 pm.

The next meeting date is October 16, 2008 at the Greensboro Water Resource Facility.