



Wilmington Building, Suite 201 • 2216 West Meadowview Road • Greensboro, NC 27407-3480

## **New Member Outreach – Meeting Notes**

**January 23, 2014 • PTRC Conference Room, Kernersville Office • 2pm - 4pm**

**Attendees:** Elizabeth Jernigan, PTRC; Cy Stober, PTRC; Joy Fields, PTRC; Paul Kron, PTRC; Greg Patton, City of Randleman; Jim McIntosh, Town of Ramseur; Megan Ledbetter, Village of Clemmons; Mike Gunnell, Village of Clemmons; Scott Leonard, Davidson County; Stacy Tolbert, Rockingham County; Randall King, Town of Haw River; Brandon Parker, Town of Gibsonville; Montrena Hadley, City of Mebane; Ana Jaramitto, Town of Kernersville; Amy Crum, WS/FC Planning & Development Services; Roseann L'Esperance, City of Winston-Salem; Wendy Hartup, Forsyth Co. Cooperative Extension; Morgan Huffman, City of Thomasville; Josh Johnson, AWCK; Michael Layne, City of Burlington; Chester Patterson, City of Burlington; DJ Seneres; City of Archdale; Matthew Johnson (GoToMeeting), Town of Jamestown.

**Welcome (Paul Kron):** Paul Kron presented on the history of the Piedmont Triad Regional Council. Councils of Governments were established in 1968. We were re-formed in July, 2011 as the Piedmont Triad Regional Council. We have 72 member governments, over a hundred staff members and serve about 1.6-1.7 million citizens. Our budget is around 26 million. We are a voluntary membership government organization. Our mission is to serve you. A lot of what we try and do is bring people together to identify common issues and challenges and begin to work together on solutions. We have seven program areas; Area Agency on Aging, Criminal Justice, Community Development (Small Business Loans), Housing, Management Services Workforce Development & Planning. Three members of our department spend a significant portion of their time in water resources

We have two big projects we're currently working on: a three year HUD Sustainable Communities project "Piedmont Together," and a Comprehensive Economic Development Strategy (CEDS). These projects are closely linked. In terms of our planning program, we support local and regional scale projects including land use, ordinance development, parks & greenways, site & corridor design, transportation, brownfield redevelopment, air quality, water resources GIS/GPS Analysis & Mapping, facilitation & training, and outreach & education.

**Background (Elizabeth Jernigan):** Stormwater SMART was formed to help Phase II communities comply with NPDES Phase II Programs. The program was funded through a 205j grant which is only eligible for Councils of Governments. After the first few years, we had many of the governments opt to stay on and continue through a fee-based program. Eventually Jordan Lake Rules came into play and we picked up some additional communities.

We try to customize all programs based on regulatory requirements. We put together materials that are both useful and fulfill regulatory requirements. We work closely with the State office to make sure our communities are meeting regulatory demands. If you're interested in learning.

more, we have Annual Reports available at the back of the room. They are also available on our website

We currently have 19 members, all of which were previously in the Piedmont Triad region. We have not picked up any members from the Northwest region. Most of these communities either have existing programs or are not yet regulated.

Our programs are based on watershed needs (e.g. nutrient reduction in the Jordan Lake watershed). We emphasize impaired waters and use data from the State to try to connect citizens to those streams through education and public participation. We customize materials for our communities including estimated dump truck loads of pet waste in each community.

Joy and Liz both have their NC Environmental Education Certification. We put a lot of our personal time into the certification which facilitated a lot of partnerships and opened our eyes to a lot of additional resources around the state.

This year we reevaluated our budget and simplified it into a cut and dry formula (see attached).

**Program Overview (Joy Fields):** Many of our programs are based on survey information we gather at fairs and festivals. We use the information we gather to customize programs for that community and the region as a whole.

**Schools:** We try to reach at least one school in each jurisdiction, usually more than that. We're often used for review of materials. In the past, we've used the EnviroScape® but we are expanding into new programs (e.g. Water Quality "Ask the Bugs") and covering more subjects (ecosystems). We also bring in maps of their school to connect them to their local waters. Mapping is often part of the required curriculum and meet teacher needs.

**Project WET** (Water Education for Teachers) Teacher Trainings are growing in popularity. We use the curriculum to train the teachers in how to teach stormwater principals. It's also an opportunity for us to make connections with teachers and make them aware of how to use our program as a resource.

**StreamWatch:** We provide trainings on macroinvertebrates and look at the chemical properties of water. Using these methods, volunteers learn about monitoring parameters and what they mean.

**Sample of Recent Presentations:**

- General Stormwater Education
- EnviroScape Presentation
- Rain garden & Native Plants
- Soils
- Planting for Water Quality
- Macroinvertebrates
- Jordan Lake Rules Requirements
- High Rock Lake Special Study
- Illicit Discharge Detection & Elimination

## **Boy & Girl Scouts**

### **NC Big Sweep**

**Restaurant Outreach:** Each year we develop a targeted campaign. This year we focused on restaurants reaching approximately 1,150 restaurants in Stormwater SMART communities.

**Library Outreach:** Buffer in a Bookmark program, Summer Reading programs, Earth Day events

**Rain Garden Design:** We've worked with homeowners, scouts and local governments to design and educate the public on rain gardens

**Fairs and Festivals:** We conduct surveys, distribute materials and give away rain gauges, dog bones with information about pet waste disposal & our seeded bookmarks.

**Materials (Elizabeth Jernigan):** Liz develops the majority of media and materials for the program. Our website was recently renovated to more closely coordinate with the new PTRC website. We have a calendar function that allows our board members to know where we are and teachers to have an idea about when we're available for a program.

Our blog has been one of our most popular forms of social media. It's allowed us to connect with other stormwater professionals as well as members of the community.

The Stormwater Steward is our token publication. We're in our fifth year of publication. We have over 300 folks on our email list and almost a hundred receive hard copies. We also distribute the newsletter throughout the community as well as at fairs and festivals and other special events.

We create and customize numerous brochures. We always customize materials for the intended audience to ensure they are most effective.

Our Homeowner's Guide to Clean Water is one of our most popular publications. At the direction of the board, we opted to develop a booklet style guide that covers many of the things you can do to protect water quality in your backyard.

We create customized signs for Stormwater SMART communities, all of which is included in annual membership dues. We're able to match existing signs in the community for consistency. We are in the final draft stages of a "Follow that Drop" program that was part of Liz's Environmental Education Action Project. The program utilizes signage around city park to help people connect with what the municipality is doing and how they can use similar practices in their backyard.

**Program Collaboration & Grants (Joy Fields):** We work closely with a number of outside organizations including Soil and Water Conservation Districts, Cooperative Extension, Wildlife Resources Commission, Parks and Rec Departments, local watershed groups, river basin associations Audubon, Watershed Stewardship network, SourceWater Collaborative & Scouts (on an administrative level).

We partner with our members on grant applications. Stormwater SMART dues can be used as a source of match, extending what we can do in a community.

### **What if We Already Have a Stormwater Program or Aren't Regulated? (Cy Stober):**

- We don't duplicate existing programs. We have many unique opportunities and customize all our programs to meet community needs.
- Strategic use of funds through grants leverage
- Representation of needs to DWQ & EPA
  - Lexington Stormwater Phase II
  - Clemmons, Lewisville, & Winston-Salem Turbidity TMDL
- Help with reporting requirements
- Participate in statewide discussions
  - Scientific Advisory Board
  - Stormwater Association of NC
  - NC Lake Management Society
- Representation in emerging concerns
  - Jordan Lake Rules
  - High Rock Lake Special Study
- Local Technical Assistance
  - Representation of member needs
  - Responsiveness to members needs
  - Grant support
- Piedmont Together
  - Technical reports (Green Infrastructure) – launched in the next couple months.
  - Innovative Infrastructure

Roseann L'Esperance asked about the difference between COG membership and Stormwater SMART. Cy responded that we are entirely funded by grants and contracts. Stormwater SMART makes you more competitive for grants and financial assistance and lets us remain responsive to board member needs. Liz also discussed how Stormwater SMART can help fill in the gaps. For example, we've heard from Stormwater Programs across the state that folks have trouble getting into schools. We can help fill in the gaps and leverage those needs for grant support as well. We're not going to come in and do "x, y & z", we're going to assess where your greatest need is. We don't do any mass media and work hard to document every student, teacher, & community member we reach throughout the year.

### **Contact Info:**

Joy Fields: [jfields@ptrc.org](mailto:jfields@ptrc.org)

Elizabeth Jernigan: [ejernigan@ptrc.org](mailto:ejernigan@ptrc.org)

Cy Stober: [cstober@ptrc.org](mailto:cstober@ptrc.org)

Piedmont Triad Regional Council  
1398 Carrollton Crossing Drive  
Kernersville, NC 27284  
(336) 904-0300