

The Clean Water Education Partnership: Pooling Resources for Stormwater Outreach



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Discussion Topics

- What CWEP is
- What CWEP does
- Creating an outreach partnership: the basics
- CWEP's lessons learned
- Where CWEP is headed
- Other developments in outreach



CWEP is . . .

- A partnership for stormwater education and outreach
- Supported by local governments and state §319 grants
- Local government partners in the Neuse, Cape Fear, and Tar-Pamlico River Basins



CWEP Structure

- TJCOG provides staff support under Water Resources Program
- Local government partners have individual contracts with TJCOG
- Steering Committee for budget and goal-setting
- Task Groups for specific campaigns



A Year in the Life of CWEP

- Spring and/or Fall television campaign(s)
- One summer radio campaign
- Print, i.e., brochures
- Website: update and maintain www.nccwep.org
- Miscellaneous
 - Educational booth/display for Partners to borrow for public events
 - Original TV spot
 - Strategic planning
 - Annual Report



Why partner on outreach?



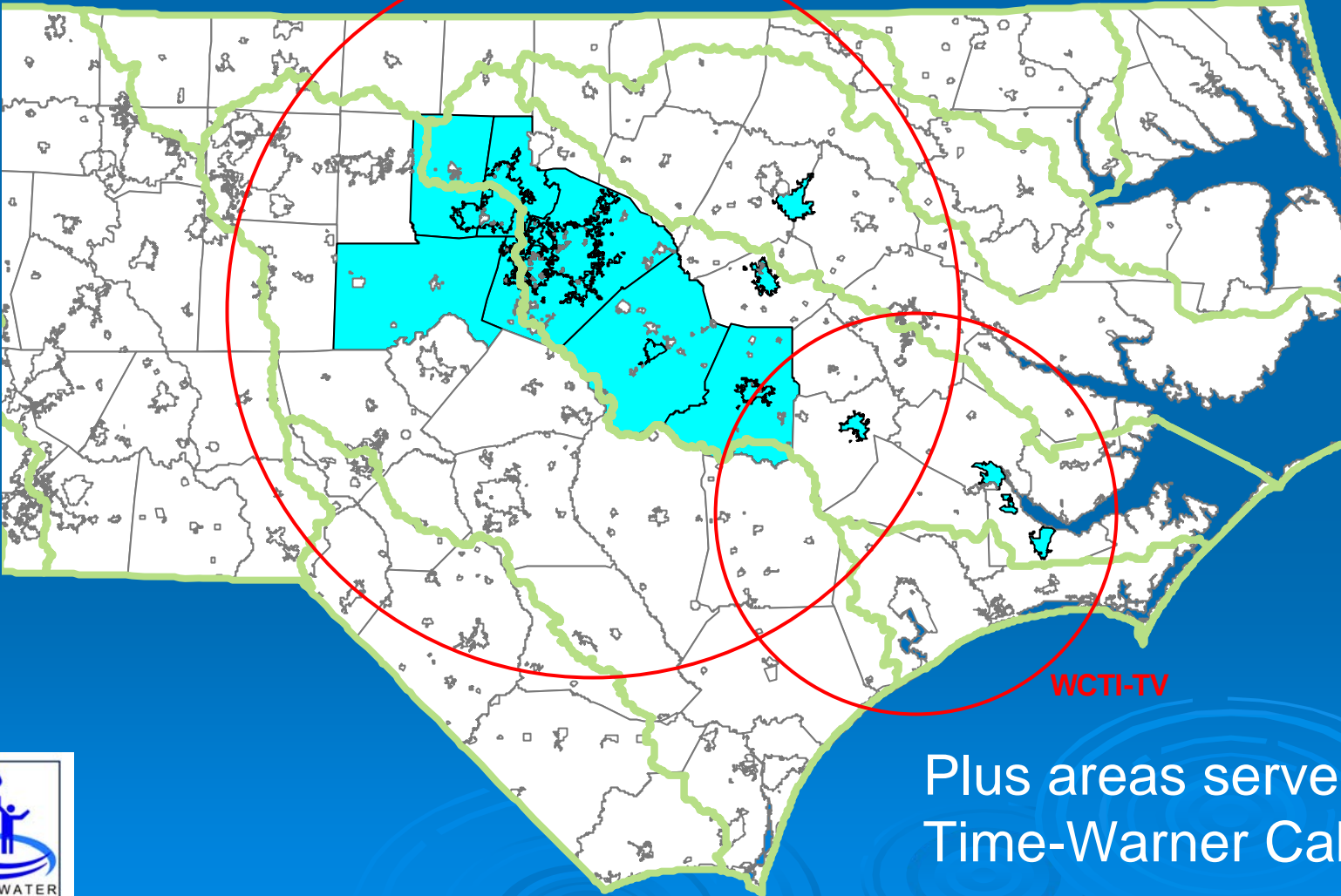
Economy of Scale

- Partnerships enable regulated communities to pool resources to meet outreach requirements
 - Phase II
 - Neuse & Tar-Pam NSW
- Mass media is expensive, depending on broadcast area and other factors
 - TV: \$50,000 per campaign
 - Radio: \$20,000 per campaign



Broadcast Area

WRAL-TV
WTVD-TV



WCTI-TV

Plus areas served by
Time-Warner Cable



Other Benefits of a Partnership

- Respond more effectively to rules and permit requirements, which are evolving
- Hire staff with necessary skill set
- Stay abreast of developments in field



Developing a Media Partnership

1. Determine partners & broadcast areas
2. Define organizational structure and administrative needs
3. Determine budget, cost shares, and level & source of staff support
4. Define outreach program goals, components, and evaluation metrics
5. Spend money on media
6. Report on campaigns and evaluate outreach program



Mass Media Campaigns

1. Determine issue of interest/concern
2. Characterize the audience of interest
3. Craft message and spot to deliver it
4. Negotiate and execute the flight to reach the target audience
5. Obtain, track, and compile campaign statistics for reporting



Lessons from CWEP, part 1

- Consider how much issues of concern vary across the partnership. Wide geographic spread also makes meetings problematic.
- Partnership cannot meet ALL outreach needs.
- Success of partnership is dependent on an involved Steering Committee and active Task Groups.



Lessons from CWEP, part 2

- Develop program goals and budget for next fiscal year **WELL IN ADVANCE** of local government budgeting (i.e., late fall/early winter)
- Consider including funds for bridging fiscal year transition
- Include contingency cushion



Where CWEP is headed

- Developing our first original TV spot!
- Beefing up evaluation metrics and Annual Report (measuring outcomes vs outputs)
- Working with DWQ to clarify outreach requirements and CWEP's role in meeting them
- More strategic planning with regard to issues addressed and audiences targeted



Other Developments

- Chrystal Bartlett is conducting outreach that anyone can count to meet requirements
- EPA's Outreach Digital Toolbox: online inventory of outreach materials available nationwide:

www.epa.gov/nps/toolbox/beta

(currently beta is not public. Don Wayne at EPA can get you the logon info.)



Questions?

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www.nccwep.org