

**April 26, 2006**  
**Presentation by**

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**Review of NC DENR Stormwater education and outreach website**

**[www.ncstormwater.org](http://www.ncstormwater.org)**

**Updates on May 24, 2006**

**What's Up In Statewide Stormwater Outreach**

Update of phone numbers for toll-free stormwater hotline

Your area probably got a quick call from administrative assistant extraordinaire Karen Canavaciol or myself this April or May. More than 500 cities, towns and bergs were contacted to ensure our contact data was current. There's a lot of movement out there, but we're updated now until our next annual update in April/May 2007. It may take that long for our ears to recover!

**Complaint Form Retired**

Technical glitches, bored teenagers misusing the form (isn't everything funny at that age) and a lack of response has led us to abandon the online reporting form. It lives on at the place where you call in your complaint, though; just let your fingers do the walking.

**Working on ads for local government use**

DENR has contracted with an ad agency to create one each of the following: TV ad, radio ad, print ad and outdoor ad (e.g. billboards, bus shelters). An advisory group has been formed to advise the ad agency on its efforts. Representatives hail from the mountains, the coast and the Piedmont. Look for finished products at summer's end. All ads will be created with a "hole" for local customization. Think "Brought to you by (your name here)" for radio and something similar (but visual) on TV, print and outdoor.

**Statewide Survey Reveals Stormwater Targets**

All people are not alike and when it comes to stormwater knowledge, behavior and attitudes, the differences have been quantified using survey data. Here are a few outtakes: the majority of residents believe stormwater is treated (more women than men think this), a few home oil-changers still dump used oil, folks earning more than \$100,000 annually apply the most fertilizer, fewer men than women dispose of pet waste properly and folks aged 25 to 45 are the least likely to test their soil. To learn more, visit [http://www.ncstormwater.org/pdfs/stormwater\\_survey\\_12506.pdf](http://www.ncstormwater.org/pdfs/stormwater_survey_12506.pdf). A write-up should appear in the next edition of Stormwater Magazine.

**Pet (Waste) Postcards**

The state's office of environmental education recently sent pet waste postcards to more than 7,000 veterinarians across the state. Postcards can be downloaded and customized or they can be used "as is." For more information and to see the card, visit <http://www.eenorthcarolina.org/consumer/petcard.htm>.

#### Guidance for Outreach

Permit holders may not always be or have access to outreach specialists, so a guidance document has been created to guide them through this process. Part primer, part workbook and part tutorial, the guidance is located at [http://www.ncstormwater.org/pdfs/phase%202\\_outreach\\_n\\_pub\\_partc\\_guide%20-1.pdf](http://www.ncstormwater.org/pdfs/phase%202_outreach_n_pub_partc_guide%20-1.pdf) and may appear soon on the Stormwater Authority Web site.

#### News Flash!

Effective July 1, 2006, DENR will begin permitting in designated unincorporated county areas for post-construction measures. The regulations apply to any site that cumulatively affects an area one acre or larger. For details, see [http://h2o.enr.state.nc.us/su/NPDES\\_Phase\\_II\\_Stormwater\\_Program.htm](http://h2o.enr.state.nc.us/su/NPDES_Phase_II_Stormwater_Program.htm)

#### National News Flash

EPA Releases its first (draft) Wadeable Streams Assessment, the first-ever statistically-valid survey of the biological condition of small streams throughout the U.S. For details or to comment on the report, visit <http://www.epa.gov/owow/streamsurvey/>

#### Free Resource for Forest Streams

I just watched an excellent video (also available on DVD) from the N.C. Forest Service on how to protect streams from logging damage by using bridgemats. The mats reduce erosion and can be obtained from the Forest Service on a loaner basis. To order a video or DVD, contact [Bill.Swartley@ncmail.net](mailto:Bill.Swartley@ncmail.net) or dial (919) 733-2162 ext. 206