

# Clean Water Education Partnership (CWEP)

Great Things Happen When We Come Together



CLEAN WATER  
EDUCATION  
PARTNERSHIP

Maya Cough-Schulze, Water Resources Planner  
Triangle J Council of Governments

# What is CWEP?

- ▶ CWEP is a cooperative program between local governments, state agencies, and nonprofit organizations to protect water quality in the Tar-Pamlico, Neuse, and Cape Fear River Basins by changing behavior through public stormwater education and awareness.
- ▶ The Program is administered by TJCOG and is governed by a Steering Committee that is comprised of representatives from each partner jurisdiction or agency.
- ▶ CWEP distributes/broadcasts educational and outreach materials to partners organizations, enabling them to cooperatively achieve more than they could individually. Current Partners



# Why do local governments join?

- ▶ **Larger municipalities:**
  - ▶ NPDES education requirement
  - ▶ Annual reporting
  - ▶ Redirect other funds for focused work (New Bern example)
  - ▶ Raleigh = 422,000 people, \$19,331
  
- ▶ **Smaller municipalities:**
  - ▶ Access opportunities beyond budgets
  - ▶ Fill environmental/stormwater staff gap
  - ▶ Advice/mentorship from larger munis
  - ▶ Benson = 3,300 people, \$2,139

## Small Costs Big Reward

**\$2,000** CWEP Program base cost

**\$0.041** Additional cost per capita

**\$2,308** Total cost share for partner with 7,500 residents

**\$214,986** Total CWEP FY18 budget

All entities, regardless of size, geography, or community type are able to achieve far more with a CWEP than they ever could with their individual contributions!

# What do Partners get from CWEP?

- ▶ **An Equitable Voice!**
  - ▶ Quarterly meetings
  - ▶ Annual workplan approval
  - ▶ 5-year strategy
  - ▶ High-quality, engaging outreach and education

- ▶ **Effective Campaigns**
  - ▶ Winter/Spring cinema campaign
  - ▶ Digital Spectrum campaign
  - ▶ Digital CBC campaign
  - ▶ Radio campaigns
  - ▶ Social media
  - ▶ Website

Video Pre-Roll



In-Banner Video



TV Ads Everywhere



## Focused CWEP Campaign Themes



# Fun, Engaging Materials

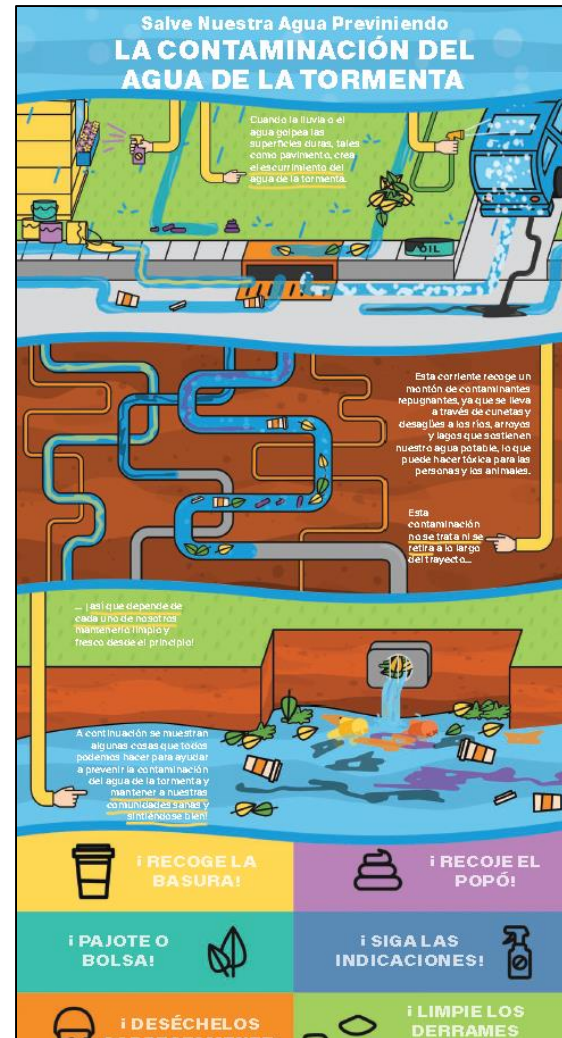
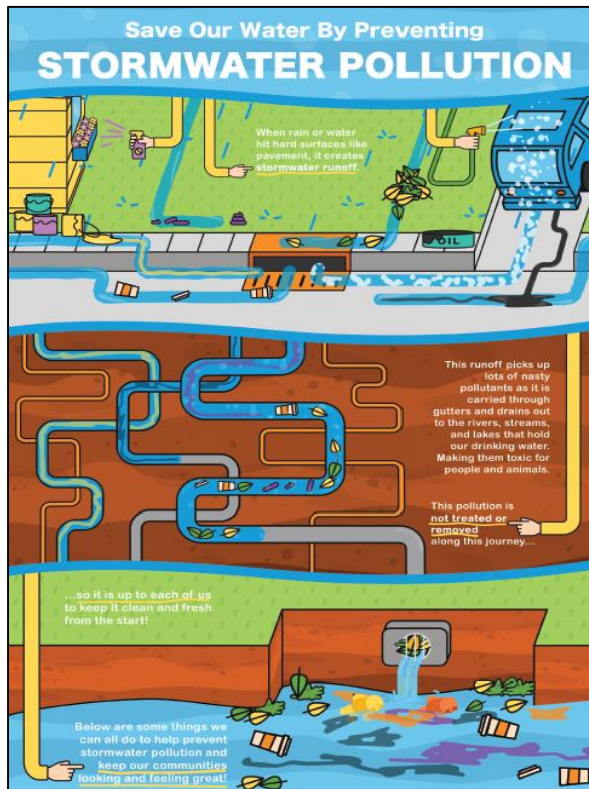
- ▶ Multimedia PSAs
  - ▶ Cinema
  - ▶ Digital
  - ▶ Broadcast TV
  - ▶ Radio



<https://nc-cleanwater.com/general-outreach-materials/>

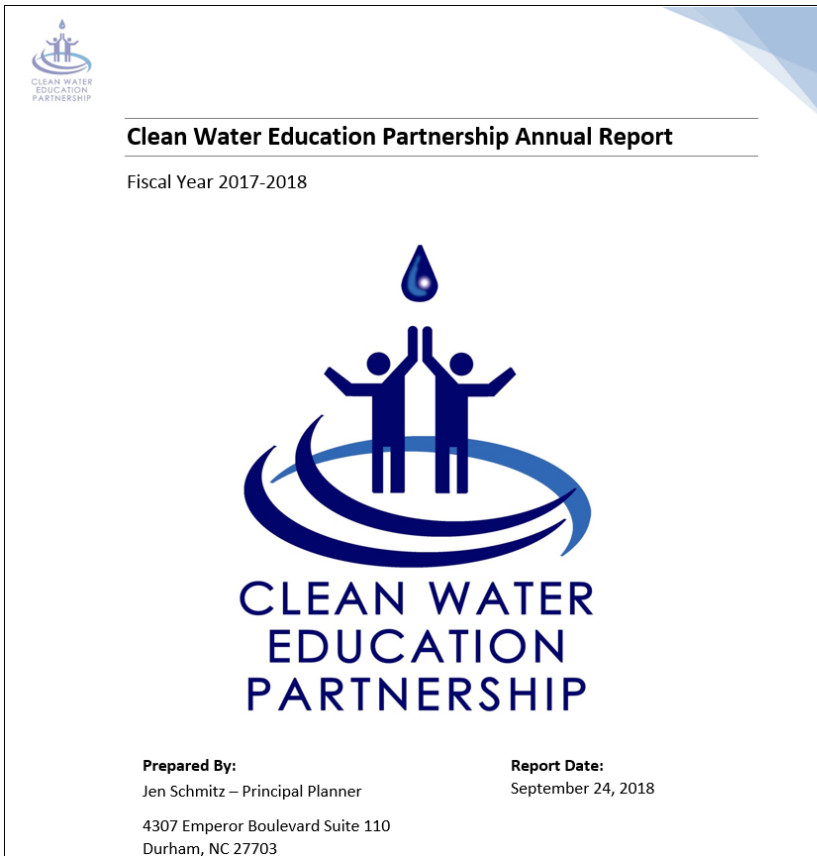
# CWEP Responds to Member Needs

- ▶ Members vote, choose what outreach materials to spend CWEP members' pooled funds on



# Ease of Reporting

- ▶ CWEP reports to NCDEQ on behalf of members, who get “credit” for everyone CWEP program reaches across all jurisdictions



**TABLE OF CONTENTS**

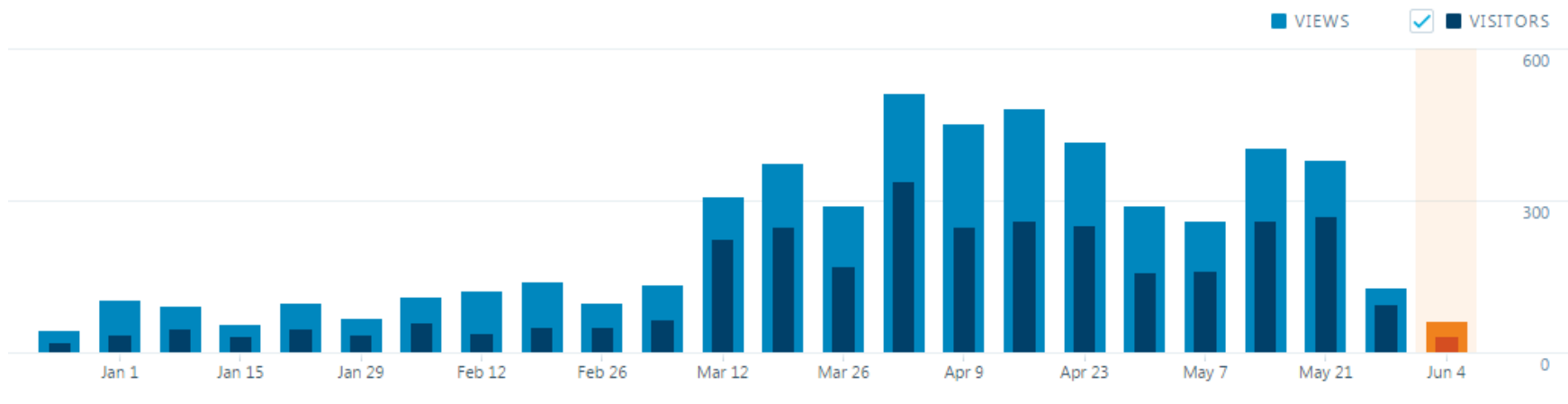
<b>ACRONYMS AND ABBREVIATIONS</b> .....	<b>IV</b>
<b>1.0 CWEP FISCAL YEAR 2018 ACTIVITY SUMMARY</b> .....	<b>1</b>
1.1 CWEP CAMPAIGN ACTIVITIES AND ACHIEVEMENTS.....	1
1.1.1 Website.....	1
1.1.2 Cinema Campaigns .....	1
1.1.3 Spectrum Digital Campaigns.....	4
1.1.4 Capitol Broadcasting Company Digital Campaigns .....	7
1.1.5 Other Campaigns .....	8
1.1.6 Social Media Campaigns .....	11
1.2 CWEP STEERING COMMITTEE ACTIVITIES .....	11
1.2.1 Meetings.....	11
1.2.2 Partnerships.....	11
<b>2.0 PROGRAM FINANCIAL INFORMATION</b> .....	<b>12</b>
2.1 CWEP PARTNERS AND COST SHARES.....	12
2.2 CWEP PROGRAM FINANCIAL REPORT FOR FY2018 .....	14
<b>TABLES</b>	
Table 1: Statistics for NCM Winter Cinema Campaign .....	2
Table 2: Statistics for NCM Spring Cinema Campaign .....	3
Table 3: Statistics for ScreenVision Winter Cinema Campaign .....	3
Table 4: Statistics for ScreenVision Spring Cinema Campaign .....	4
Table 5: Spectrum FY18 Digital Campaign Final Statistics .....	5
Table 6: CBC Digital Campaign Statistics - FY18 .....	7
Table 7: CBC Broadcast Campaign Statistics - FY18.....	8
Table 8: Proportional Campaign Impressions by CWEP Jurisdiction .....	10
Table 9: Social Media Campaign Statistics .....	11
Table 10: CWEP FY18 Approved Cost Shares .....	13
Table 11: CWEP FY18 Financial Report.....	14
Table 12: Projected CWEP Budget for FY2019 .....	15
<b>FIGURES</b>	

# Campaign Effectiveness

## ▶ Digital Reach!

- ▶ Cinema = est. 900,000 impressions (est. number of views) over 4 weeks
- ▶ Cable/Internet = est. 2 million impressions over 3 months
- ▶ Broadcast/Internet = est. 6.8 million impressions over 5 months
  - ▶ All clicks link to website = public views online educational content

## ▶ 4x more web traffic when digital campaigns running:



- ▶ Spanish- speaking population
- ▶ Giveaways – incentive to interact with stormwater education message



# Why Digital?

- ▶ “If they can’t be reached online, they can barely be reached at all.”
  - ▶ Eric Eckl (Water Words that Work) in response to a question about rural audiences and environmental justice
  - ▶ In their study, online ads cost 1/3 of budget, but delivered 2/3 of impressions
- ▶ Targeting and Control
  - ▶ Spectrum Dashboard
  - ▶ Adaptable creatives
  - ▶ Website and channel placement
- ▶ Guaranteed Impressions, Management, and Matching
  - ▶ “407 clicks to the site with pre-roll killing the click through rate. You can see that the video was viewed all the way through 10,742 times for the month.”

## Demographics



Gender › All



Age Range › 25-64



Household Income › All



Parent/Single › All



Education › All

# AmeriCorps Direct Education

- ▶ Hands-on education at schools, libraries and festivals
- ▶ Will have reached each member at least once this year
  - ▶ Calendar of events



# 2018-2019 Education/Outreach Tracking

- ▶ CWEP AmeriCorps reporting on:
  - ▶ Sharepoint – Events Completed & Planned sheet
  - ▶ Number of individuals reached – Education Outreach sheet



# Questions?

**Maya Cough-Schulze**  
**Water Resources Planner**  
Triangle J Council of Governments  
(o) 919-558-9389/ (c) 919-695-3761  
[mcough-schulze@tjcog.org](mailto:mcough-schulze@tjcog.org) / [www.tjcog.org](http://www.tjcog.org)  
**CWEP Website: [nc-cleanwater.com](http://nc-cleanwater.com)**

