



# CLEAN WATER EDUCATION PARTNERSHIP

## Fiscal Year 2008 – 2009 Annual Report

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**This Annual Report describes Fiscal Year 2008-2009 (FY09) activities of the North Carolina Clean Water Education Partnership (CWEP).**

Annual Reports, detailed campaign-specific summaries, outreach materials, and other resources are available online at <http://www.NCcleanwater.org/outreach/>.

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## A Note about Definitions

Media campaigns are described by special statistics and terminology, which may not be familiar to the reader. Definitions are therefore included in this report, which were paraphrased from the following:

Surmanek, Jim. Advertising Media A to Z: The Definitive Resource for Media Planning, Buying, and Research. New York, McGraw-Hill. 2003.

Webopedia. <http://www.webopedia.com>. August 10, 2006.

Online links to resources for media definitions can also be found on any of CWEP's Outreach web pages (<http://www.NCcleanwater.org/outreach/index.php>).

## A Note about Radio and Television Markets and Statistics

Media buyers use specialized compilations of market data, called "books," to target spots to specific demographic populations and generate post-campaign statistics. Vendors of ratings information (usually Arbitron for radio and Nielsen for TV) define a market based on population centers (e.g., the New Bern market).

The radio and TV station broadcast areas are usually not coterminous with these market regions. This creates so-called "fringe" markets (usually smaller towns located outside an urban area), whose broadcast stations may be listed in more than one market book. For example, the city of Rocky Mount falls into both the Raleigh-Durham and the New Bern markets. As a result, Arbitron ratings for Rocky Mount show up in both the Raleigh-Durham and the New Bern books. The values will differ between books; media sales staff typically use the book with the higher ratings for that particular buy.

Comparing campaigns over time can be problematic, because different media use different definitions, because the way that a given book defines its market may change, and because the way that campaign statistics are presented by the vendor may vary. Despite these challenges, CWEP's media buying and campaign analyses continue to become more sophisticated with time.

## CWEP FY09 Partners and Cost Shares

Local governments that have joined the Clean Water Education Partnership share in the costs of the program. Each of the partners' shares is the sum of a base cost and a proportionate cost. Each partner's base cost is the same (\$2,000 for FY09). Each partner's proportionate cost is the product of its jurisdiction's population and a per-capita rate (\$0.06 per person for FY09). Partner populations estimates used are the latest official estimates available from the NC State Demographics unit at the time that cost shares are calculated (FY09 used 2006 certified estimates).

FY 2009 Cost Shares	Base Cost	FY09 Population (based on 2006 official pop from NC State Demographics)	FY09 Cost Share
Town of Apex <sup>2</sup>	\$2,000	28,830	\$3,730
Town of Carrboro <sup>2</sup>	\$2,000	18,611	\$3,117
Town of Cary <sup>1,2</sup>	\$2,000	122,139	\$9,328
Town of Chapel Hill <sup>2</sup>	\$2,000	53,416	\$5,205
Chatham County <sup>2</sup>	\$2,000	46,619	\$4,797
City of Durham <sup>1,3</sup>	\$2,000	214,492	\$14,870
Durham County <sup>1</sup>	\$2,000	29,540	\$3,772
Town of Fuquay-Varina <sup>2</sup>	\$2,000	12,913	\$2,775
Town of Garner <sup>1,2</sup>	\$2,000	23,507	\$3,410
City of Goldsboro <sup>1,2</sup>	\$2,000	37,396	\$4,244
City of Havelock <sup>1</sup>	\$2,000	22,772	\$3,366
Town of Hillsborough <sup>2</sup>	\$2,000	6,240	\$2,374
Town of Holly Springs <sup>2</sup>	\$2,000	17,165	\$3,030
Town of Hope Mills <sup>2</sup>	\$2,000	12,536	\$2,752
Johnston County <sup>1</sup>	\$2,000	107,840	\$8,470
City of Kinston <sup>1</sup>	\$2,000	22,962	\$3,378
Town of Knightdale <sup>2</sup>	\$2,000	8,671	\$2,520
Town of Morrisville <sup>2</sup>	\$2,000	13,501	\$2,810
Nash County <sup>2,4</sup>	\$2,000	38,132	\$4,288
City of New Bern <sup>1</sup>	\$2,000	25,456	\$3,527
City of Oxford <sup>4</sup>	\$2,000	9,184	\$2,551
City of Raleigh <sup>1,3</sup>	\$2,000	352,919	\$23,175
City of Rocky Mount <sup>2,4</sup>	\$2,000	56,364	\$5,382
Town of Smithfield <sup>1</sup>	\$2,000	12,456	\$2,747
Town of Spring Lake <sup>2</sup>	\$2,000	8,227	\$2,494
Town of Tarboro <sup>4</sup>	\$2,000	10,585	\$2,635
Wake County <sup>1,2</sup>	\$2,000	176,717	\$12,603
Town of Wake Forest <sup>2</sup>	\$2,000	22,628	\$3,358
Wayne County <sup>1,2</sup>	\$2,000	69,621	\$6,177
City of Wilson <sup>1</sup>	\$2,000	48,316	\$4,899
<b>Totals:</b>	<b>\$60,000</b>	<b>1,629,755</b>	<b>\$157,784</b>

1. The local government is subject to the Neuse River Basin Nutrient Management Regulations.
2. The local government is subject to the NPDES Phase II Stormwater Regulations.
3. The local government is subject to the NPDES Phase I Stormwater Regulations.
4. The local government is subject to the Tar-Pamlico River Basin Nutrient Management Regulations.

## CWEP FY09 Program Budget

The CWEP Steering Committee (one representative from each partner) established CWEP FY09 program cost shares and draft budget in FY08.

CWEP conducted a television campaign in early Spring 2009 and a radio campaign in late Spring 2009. In addition, CWEP ran ads before movies in movie theaters, mailed approximately 105,000 postcards to NC owners of parcels with stream buffers regarding riparian buffer functions and maintenance, and maintained a website providing information to the public on stormwater issues. These activities are described in greater detail in the remainder of this report and in campaign-specific summaries available on the CWEP website under Outreach.

### Final FY09 CWEP Financial Report

	FY 2009	
	Budget	Actual
Cost Share Revenue	\$ 157,784	\$ 157,784
Additional Revenue		
Revenue Carried Forward from FY08	\$ 127,435	\$ 127,435
<b>Total Revenue</b>	<b>\$ 285,219</b>	<b>\$ 285,219</b>
Program Management Fee (TJCOG)	\$ 30,000	\$ 30,000
Travel, Supplies & Miscellaneous	\$ 300	\$ 479
Professional Development	\$ 4,000	\$ 1,516
Booth Supplies & Storage	\$ 1,200	\$ 1,983
Coastal Booth	\$ 3,500	\$ -
Television	\$ 60,000	\$ 56,069
Radio	\$ 30,000	\$ 29,615
Print (postcards & mailing) (FY07 & 08)	\$ 60,000	\$ 33,693
Movie Theater PSAs	\$ 10,000	\$ 10,248
Website Maintenance & Updates	\$ 8,000	\$ 1,600
<b>Total Expenses</b>	<b>\$ 207,000</b>	<b>\$ 165,202</b>
<b>Balance</b>	<b>\$ 78,219</b>	<b>\$ 120,017</b>

## CWEP FY09 Cinema Advertising Campaign

In the fall of 2008, CWEP decided to try running spots before movies in area cinemas. We contracted with a national advertising coordinator, Velocity Cinema Advertising, to conduct a buy that covered areas near CWEP member jurisdictions. Cinema chains contract with Velocity to participate in this service – not all cinema chains (“circuits”) choose to participate.

Only some movie theaters provided actual attendance figures on the run. For the others, Velocity recommended we estimate impressions based on the following estimated attendance figures:

- Peak (Summer & Holidays: June-August & Nov-Jan): 700 viewers per screen per week
- Off Peak (Sept-Oct & Feb-May): 500 viewers per screen per week

The total cost of the campaign, including production costs, was \$10,247.90. Less production costs, the buy cost \$9,198. Therefore, each cinema advertising impression cost approximately \$0.05, which makes cinema advertising a very cost-effective medium for CWEP. Moreover, our partnership is well covered by Velocity Cinema Advertising’s theaters and circuits.

Theater	Circuit	Location	No. of Screens	Start Date	End Date	No. of Spots	Impressions
Cinema I-VI	Carmike	Havelock	6	8/15/08	8/28/08	420	13,560
Premiere Theatres	AccessIT	Kinston	7	9/5/08	10/2/08	980	28,855
Crossroads 20	Consolidated	Cary	20	8/15/08	8/28/08	1,400	15,312
Southpoint Cinemas	Consolidated	Durham	16	8/15/08	8/28/08	1,120	4,080
White Oaks Ville 14 Cinemas	Consolidated	Garner	14	8/15/08	8/28/08	980	9,477
Premiere Theatres 12	AccessIT	Goldsboro	12	9/5/08	10/2/08	1,680	26,400
Wakefield 12	Marquee	Raleigh	12	9/5/08	10/2/08	1,680	31,200
Premiere Theatres	AccessIT	Rocky Mount	12	8/15/08	9/11/08	1,680	28,800
Carmike 10	Carmike	Wilson	10	8/15/08	8/28/08	700	3,010
Market Fair 15	Carmike	Fayetteville	15	8/15/08	8/28/08	1,050	10,506
<b>Total</b>						<b>11,690</b>	<b>171,200</b>

# CWEP FY09 Radio Campaign

## Introduction

CWEP ran its FY09 radio campaign in April and May of 2009 at a total cost of \$29,615. Curtis Media Group/Southern Farm Network (“CMG”) and WUNC-FM provided broadcasting services. The campaign addressed oil changing/disposal, car washing, and storm drains flowing untreated to surface waters.

## Flight Duration

The WUNC flight ran 4/6 through 4/26. The CMG flight ran in April and May 2009.

## Radio Spots (Commercials & PSAs)

On WUNC, we broadcast the following Public Service Announcement: “[Programming on WUNC is brought to you by...] The Clean Water Education Partnership, reminding folks that sweeping up fertilizer from driveways and sidewalks helps prevent harmful algae in drinking water supplies. Information at: N-C-Clean-Water dot org.”

With CMG network stations, we ran a basic 60-second spot, BIG DIFFERENCE, with the message that people have the power to prevent stormwater pollution. The spot included yard care tips and the message that storm drains flow untreated to streams.

There are three versions of each 60-second CMG spot: Spanish, Urban, and Other. The announcer and the background music differ for each version. The version run depended on the listener demographics of the broadcasting radio station. CWEP radio spots are available with descriptions on the CWEP website at [www.NCcleanwater.org/outreach/radio.php](http://www.NCcleanwater.org/outreach/radio.php).

## Target Audience

Adults 35 and older were targeted for this campaign.

## Campaign Performance

Jurisdiction-specific statistics (impression counts) are presented first. Campaign statistics are then broken out by market (this is the information provided by the vendors); counties included in each market are listed. Statistics are presented for total population and sometimes for the target audience if that information was available.

### *Definitions for Campaign Metrics:*

- Frequency: The AVERAGE number of times the spot was heard by someone who was at all reached by the campaign (see Reach)
- Reach (%): The percentage of the target audience that was exposed to the spot at least once
- [Gross] Impressions: The number of times the spot was heard, total. (A given listener may hear the spot multiple times.)
- Population: 2006 Certified Population figures for the jurisdiction are from the Office of State Budget and Management’s State Demographics branch (these figures were the figures used to calculate CWEP FY09 cost shares).

(continued)

## CWEP FY09 Radio Campaign Performance, continued

The table below shows figures for the FY09 Radio Campaign for each CWEP partner. Impressions are shown because they are easy to understand and comparable over time, space, and medium. Intermediate calculations to calculate jurisdiction-specific data are available upon request. Impressions for each jurisdiction were estimated by multiplying reach (%) and average frequency by the jurisdiction's population to come up with a count of gross impressions for the jurisdiction.

Cumberland County radio stations no longer subscribe to Arbitron radio ratings services, so reach and frequency figures are not available for Spring Lake and Hope Mills and jurisdictional impressions cannot be calculated.

27 Spanish spots were run on WYMY, which is heard in Chatham, Durham, Edgecombe, Granville, Johnston, Nash, Orange, Wake, Wayne, and Wilson Counties. These spots are included in the statistics below as appropriate.

### FY09 CWEP Radio Campaign Statistics by CWEP Partner

Jurisdiction	Population	No. Spots	Reach	Frequency	Impressions
Apex	28,830	288	35%	3.7	37,122
Carrboro	18,611	288	35%	3.7	23,964
Cary	122,139	288	35%	3.7	157,266
Chapel Hill	53,416	288	35%	3.7	68,778
Chatham County	46,619	288	35%	3.7	60,027
Durham	214,492	288	35%	3.7	276,180
Durham County	29,540	288	35%	3.7	38,036
Fuquay-Varina	12,913	288	35%	3.7	16,627
Garner	23,507	288	35%	3.7	30,268
Goldsboro	37,396	255	39%	3.5	50,915
Havelock	22,772	210	27%	4.8	29,185
Hillsborough	6,240	288	35%	3.7	8,035
Holly Springs	17,165	288	35%	3.7	22,102
Hope Mills	12,536	42			
Johnston County	107,840	288	35%	3.7	138,855
Kinston	22,962	210	27%	4.8	29,428
Knightdale	8,671	288	35%	3.7	11,165
Morrisville	13,501	288	35%	3.7	17,384
Nash County	38,132	288	34%	3.7	47,265
New Bern	25,456	210	27%	4.8	32,624
Oxford	9,184	288	35%	3.7	11,825
Raleigh	352,919	288	35%	3.7	454,419
Rocky Mount	56,364	288	34%	3.7	69,863
Smithfield	12,456	288	35%	3.7	16,038
Spring Lake	8,227	42			
Tarboro	10,585	288	34%	3.7	13,120
Wake County	176,717	288	35%	3.7	227,541
Wake Forest	22,628	288	35%	3.7	29,136
Wayne County	69,621	255	39%	3.5	94,789
Wilson	48,316	255	39%	3.5	65,782

# CWEP FY09 Television Campaign

## Introduction

CWEP ran a TV campaign in Spring 2009 to cover television activity for its Fiscal Year 2008-2009 program. A total of \$55,893.67 was spent by the Partnership on customization, dubs, and broadcasting/cablecasting.

## Spots

Two 30-second television spots (advertisements) were run in approximately even rotation, CWEP's 2009 "Overfertilizing" spot and DENR's 2006 "Johnny Fishpatrick" spot. Both were tagged with the CWEP spoken tagline ("Clean water begins with you and me!") and written URL for the CWEP homepage, which was updated to direct visitors to information about home yard care.

## Campaign

Flights ran in the Triangle on CW22 (WLFL and WRDC), WRAL, and Time Warner Cable and at the Coast on WCTI and Time Warner Cable from February 26 through March 29, 2009. Additionally, CW22 only ran Overfertilizing in the original run (they failed to rotate our spots), so they ran an additional flight of "Johnny Fishpatrick" in April 2009. Statistics for this make-good flight are included in the figures for CW22 below.

## Target Audience

Adults ages 35+, homeowners, who spend less than \$500 per year on lawn care. Research shows that this is the demographic most likely to do their own yard care (rather than hiring a service) and because our Overfertilizing spot was designed to communicate yard care stewardship concepts to this demographic.

## FY09 Campaign Performance

Television campaign performance statistics are reported here for the television market's population as a whole, not for the target demographic. It is important to note that because buys are set up to reach a particular demographic, statistics describing campaign efficiency will be higher and impressions will be lower for the target audience than the population figures shown here. Figures for the target demographic are available on request (contact Sarah Bruce) and are used by CWEP for internal purposes to evaluate the effectiveness of buys over time and across vendors. For local government and/or reporting purposes, population figures are more readily understood.

CWEP also deploys a small poll on our website asking visitors to the home page during campaigns what brought them to our site. During the Spring TV campaign, 33 people took the poll, and 16 of those responded that they had seen one of our commercials on television. (Of the remainder, 7 used a search engine, 4 clicked a link on another website, 2 had visited before, and 4 responded "Other.")

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## CWEP FY09 Television Campaign Performance, continued

See the FY09 Television Campaign Summary for additional details and notes about calculation methodology.

### FY09 TV Campaign Figures by Jurisdiction

Jurisdiction	Population	Market Reach (%)	Average Frequency	Jurisdictional Impressions
Town of Apex	28,830	62.0%	3.1	55,453
Town of Carrboro	18,611	62.0%	3.1	35,798
Town of Cary	122,139	62.0%	3.1	234,929
Town of Chapel Hill	53,416	62.0%	3.1	102,744
Chatham County	46,619	62.0%	3.1	89,670
City of Durham	214,492	62.0%	3.1	412,567
Durham County	29,540	62.0%	3.1	56,819
Town of Fuquay-Varina	12,913	62.0%	3.1	24,838
Town of Garner	23,507	62.0%	3.1	45,215
City of Goldsboro	37,396	62.0%	3.1	71,930
City of Havelock	22,772	55.5%	3.2	40,378
Town of Hillsborough	6,240	62.0%	3.1	12,002
Town of Holly Springs	17,165	62.0%	3.1	33,016
Town of Hope Mills	12,536	62.0%	3.1	24,112
Johnston County	107,840	62.0%	3.1	207,426
City of Kinston	22,962	55.5%	3.2	40,715
Town of Knightdale	8,671	62.0%	3.1	16,678
Town of Morrisville	13,501	62.0%	3.1	25,969
Nash County	38,132	62.0%	3.1	73,345
City of New Bern	25,456	55.5%	3.2	45,137
City of Oxford	9,184	62.0%	3.1	17,665
City of Raleigh	352,919	62.0%	3.1	678,825
City of Rocky Mount	56,364	62.0%	3.1	108,414
Town of Smithfield	12,456	55.5%	3.2	22,086
Town of Spring Lake	8,227	62.0%	3.1	15,824
Town of Tarboro	10,585	62.0%	3.1	20,360
Wake County	176,717	62.0%	3.1	339,908
Town of Wake Forest	22,628	62.0%	3.1	43,524
Wayne County	69,621	62.0%	3.1	133,913
City of Wilson	48,316	62.0%	3.1	92,934

# CWEP FY09 Website Outreach

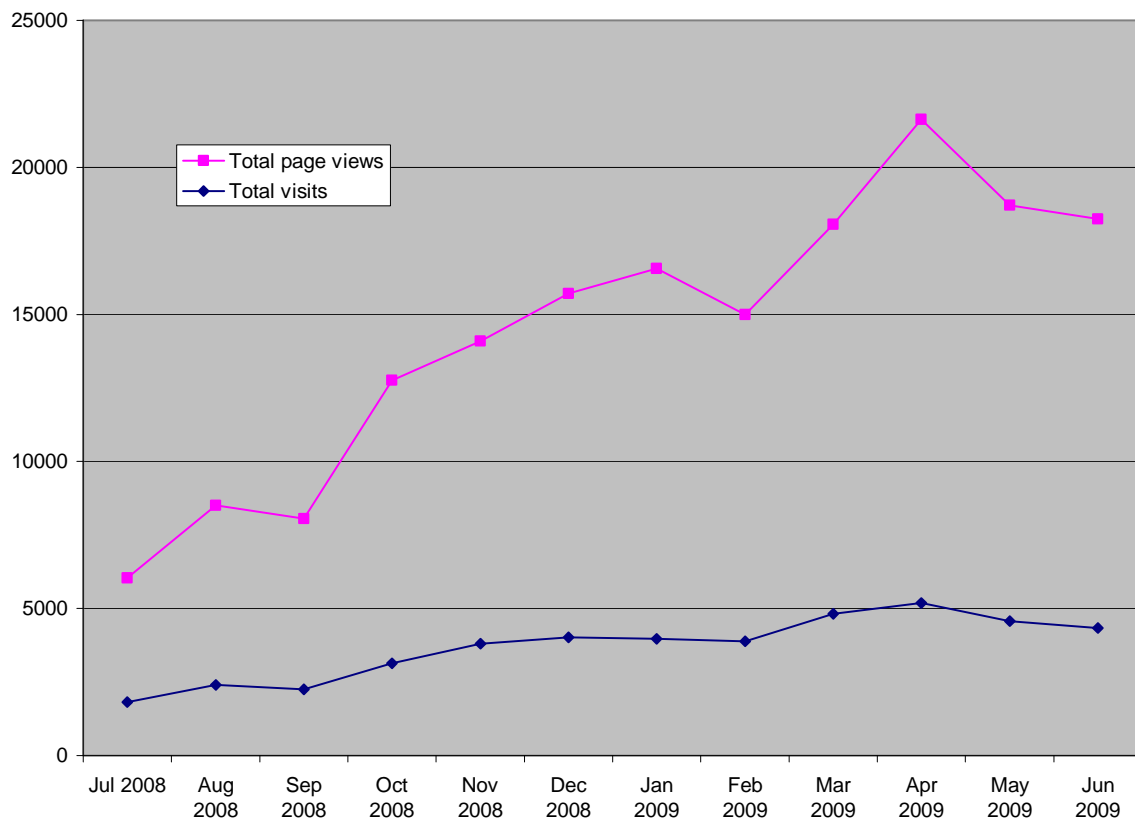
<http://www.ncCleanWater.org>

CWEP's website is hosted and maintained by Design Hammer, LLC, an independent and locally owned web service provider that also handled our website redesign in FY2005-FY2006. The web language coding protocol is PHP. CWEP currently owns three domains: nccwep.org, nccleanwater.com, and ncCleanWater.org (preferred).

CWEP tracks several web metrics to evaluate traffic on our website (i.e., on-site web analytics). Design Hammer uses a program called NetTracker to measure these web analytics. The figures below represent traffic on all three domains in total. The charts below show this information graphically, and a table can be found at the end of this section with exact values by month for NPDES reporting purposes. Wikipedia has a good explanation of web analytics terms used below (due to calculation methodologies, metrics that seem like they should sum may not).

The first graphic below shows total page views and total visits. Total visits is the total number of unique instances the website was visited by a user at a given IP address in a given month (repeat visits are counted individually). Total page views is an indicator of the total number of pages viewed by all visitors during the month. Note that these figures exclude traffic generated by robots, worms, or replies with special HTTP status codes.

**Total Page Views and Total Visits**



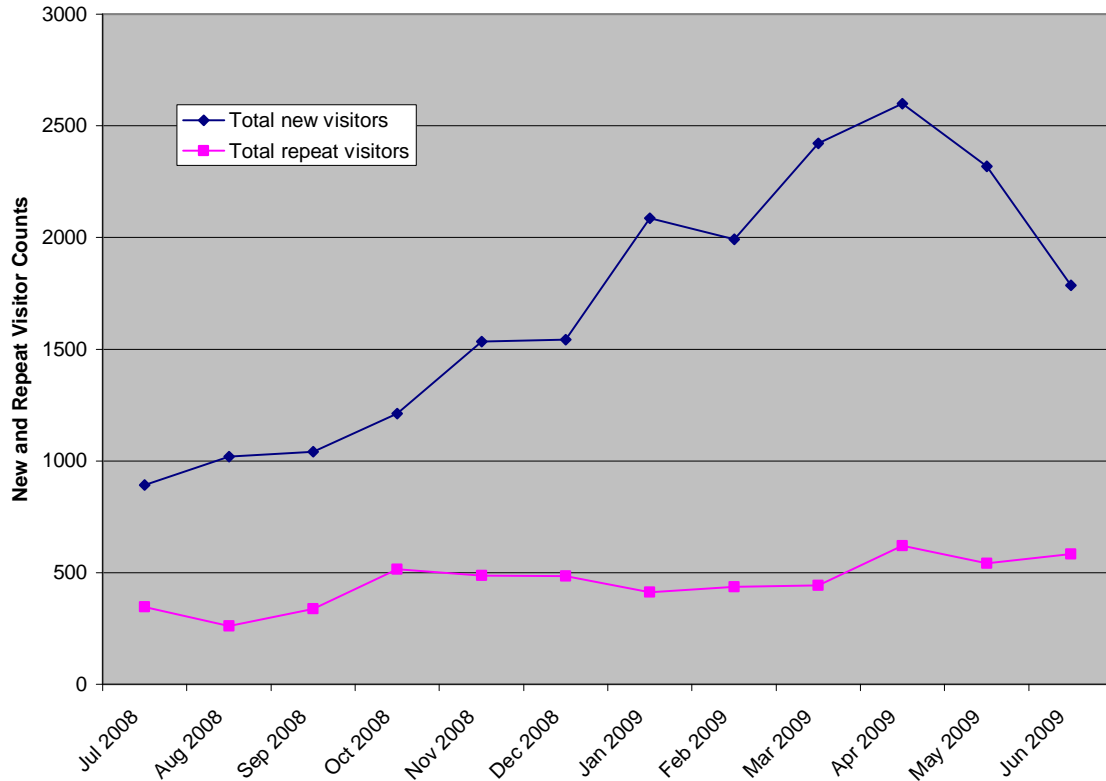
*(continued)*



The NC CWEP website saw an overall increase in the number of page views and total visits over the course of the fiscal year. Total page views spiked in March, April, May, and June. The highest traffic periods correlate with our Spring television and Spring radio campaigns. The Spring television campaign ran February 26 through March 29, 2009 and the Spring radio campaign ran in April and May 2009.

CWEP also tracks new and repeat visitors to our website. Again, there is a spike in new visitors during our media campaigns. Repeat visitors increase slightly as well.

**Total New Visitors and Total Repeat Visitors**



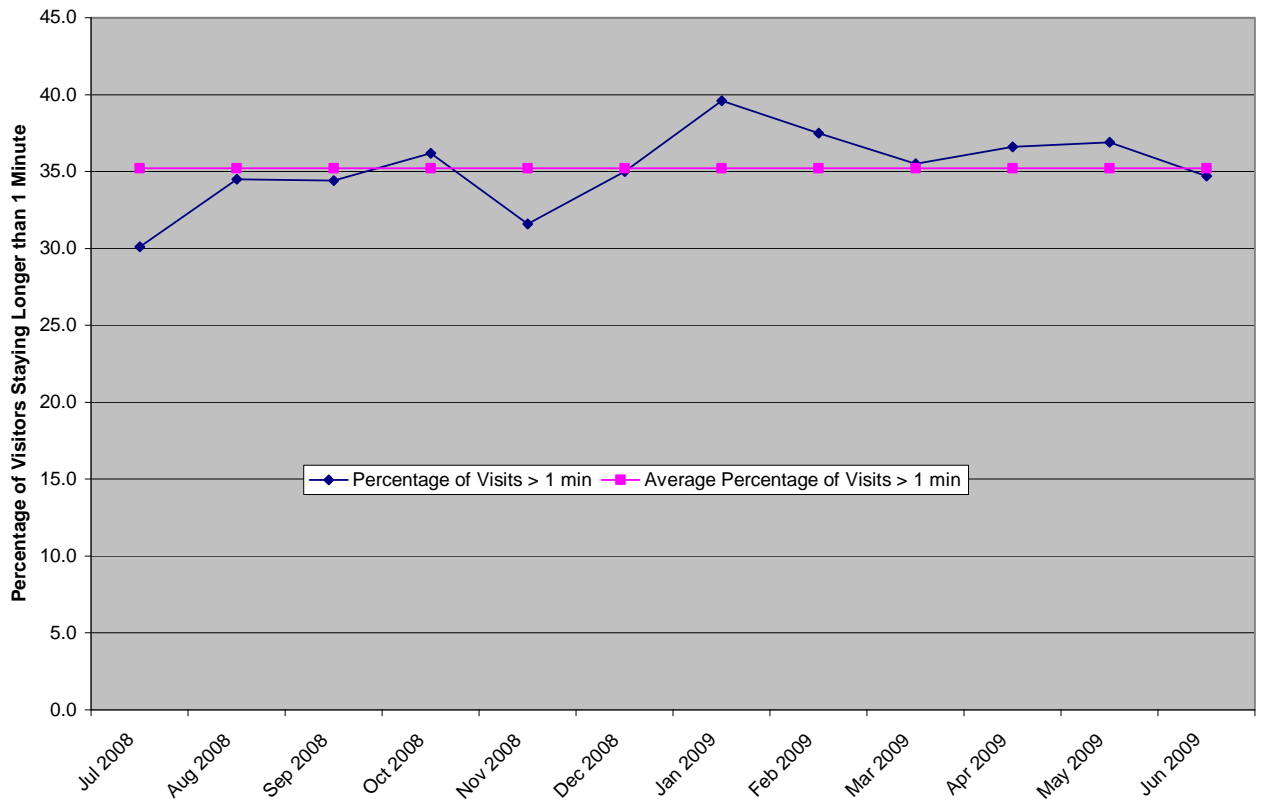
CWEP also tracks visitors staying longer than 1 minute, which is an indicator of interest in our content and an indicator people found something of interest on our website. Oddly, the percentage of visitors staying to browse our website does not show a strong relationship with our media campaigns. However, the average percentage of visitors staying longer than 1 minute is almost triple the average percentage for FY08 (which averaged around 12%), a substantial improvement in visitor retention rates.

Our web provider changed web analytic tracking systems and, unfortunately, data on whether the users added the site to their “Favorites” or bookmarks are no longer available.

Additional analytics may be available upon request.

*(continued)*

## Visitors Staying Longer than 1 Minute



### CWEP Website Analytics Exact Values

Month	Total visits	Total page views	Total new visitors	Total repeat visitors	Visits > 1 min
Jul 2008	1,826	4,215	891	346	30.1%
Aug 2008	2,395	6,116	1,020	260	34.5%
Sep 2008	2,248	5,813	1,042	337	34.4%
Oct 2008	3,129	9,630	1,211	516	36.2%
Nov 2008	3,800	10,297	1,533	487	31.6%
Dec 2008	4,019	11,687	1,543	485	35.0%
Jan 2009	3,970	12,599	2,086	413	39.6%
Feb 2009	3,879	11,109	1,991	436	37.5%
Mar 2009	4,814	13,256	2,421	443	35.5%
Apr 2009	5,187	16,437	2,599	620	36.6%
May 2009	4,562	14,147	2,319	541	36.9%
Jun 2009	4,337	13,913	1,787	583	34.7%
Average of all months	3,681	10,768	1,704	456	35.2%

**CWEP Partners:** Please ensure that a link to the CWEP website is featured on your local government's website **and** that the link is accompanied by text clearly stating that the CWEP website provides valuable information to the public about stormwater/polluted runoff and the significant impact it has on water quality.

# CWEP FY09 Print Outreach

## CWEP Brochure

The CWEP brochure is available in PDF format on the CWEP website under "Outreach" and then under "Print." CWEP has a few extra brochures available for small distributions. Additional reprints are available upon request.

## CWEP Slicks

CWEP provides "slicks" (see right), pre-made newspaper advertisements that promote our website and remind citizens that what they put on their yards ends up in our waterways. Slicks are generally run simply as filler when a newspaper has a little extra space. Any CWEP Partner is welcome to submit slicks to their local news outlets. Slicks are available in various column sizes at <http://www.NCcleanwater.org/outreach/print.php>.



## CWEP Buffer Maintenance Postcard

In November 2008, CWEP printed and mailed postcards to approximately 105,000 North Carolina-residing owners of riparian parcels in CWEP jurisdictions. The Upper Neuse River Basin Association also paid for additional postcards to be mailed to NC owners of riparian parcels in the Upper Neuse Basin who would not have received postcards by virtue of jurisdictional CWEP membership. In addition to the postcards mailed, jurisdictions received an additional 10% of the postcards mailed for their jurisdiction to hand out.

The postcard encouraged landowners to ensure areas adjacent to streams are vegetated and provided information on how and when to properly plant trees. The CWEP website was updated to feature resources and additional guidance, and postcard recipients were directed to the website for more detailed information.

Question: What's missing from this picture?



Answer: A stream buffer!

Stream buffers are strips of trees and other vegetation along creeks that are critical to the health of our streams, rivers, lakes, reservoirs, and estuaries.

Stream buffers slow down and filter pollutants like oils and pesticides and help reduce erosion, which helps keep our water clean and safe for family activities.

Because stream buffers are so important, they are often protected under local and NC rules. Removing trees & plants and applying fertilizers & pesticides within 100 feet of streams or ditches may be regulated.

Check with your local government before doing any cutting or clearing in buffers, and never apply pesticides or fertilizers near watercourses (even if they're dry at the time).

## Spruce up your buffer with trees!

Streams are healthiest when their buffers are forested. And healthy streams mean clean, safe water for fishing and swimming.

Good tree species for stream buffers in North Carolina include:

- Evergreen** (also good for visual screening)
  - Carolina Laurelherry (*Prunus caroliniana*)
  - Sweetbay Magnolia (*Magnolia virginiana*)
  - Eastern Red Cedar (*Juniperus virginiana*)
- Deciduous** (also good for house sunlight & temperature)
  - Tag Alder (*Alnus serrulata*)
  - River Birch (*Betula nigra*)
  - Red Maple (*Acer rubra*)

Plant seedlings or saplings by early January, add a "donut" of mulch around the trunks to protect them from cold, and water them as needed until they get established. (See other side for a planting how-to diagram, and ask the store for specifics.)

Visit [www.ncCleanWater.org](http://www.ncCleanWater.org) for more species and info on planting trees, as well as lots more tips on how you can do your part to help keep our water healthy!



NC Clean Water Education Partnership  
PO Box 12276  
Research Triangle Park NC 27709  
[www.ncCleanWater.org](http://www.ncCleanWater.org)

## How to Plant a Tree

Step 1. Dig planting hole 2-3 times root ball width, same depth as root ball

Step 2. If applicable, remove ropes, wire basket, and top half of burlap from root ball. Cut slits in bottom

Step 3. Place tree in hole. Fill hole back up with existing soil

Step 4. If needed, place a stake outside of the root ball area; remove after 1 year

Step 5. Apply a 2-3 inch "donut" of mulch around but not touching the trunk; don't use black plastic

Step 6. Water as needed. Watch your tree grow and remove pollution!



See the following page for counts by jurisdiction of postcards mailed to NC owners of riparian parcels.

(continued)

## CWEP FY09 Print Outreach, continued

### Counts by Jurisdiction of Postcards Mailed to NC Owners of Riparian Parcels

<b>CWEP Jurisdiction</b>	<b>NC Riparian Parcel Owners</b>
Apex	1,963
Carrboro	1,070
Cary	5,396
Chapel Hill	3,337
Chatham County	8,174
Durham City	6,933
Durham County	3,907
Fuquay-Varina	1,141
Garner	1,298
Goldsboro	1,305
Havelock	700
Hillsborough	276
Holly Springs	923
Hope Mills	337
Johnston County	13,735
Kinston	725
Knightdale	616
Morrisville	592
Nash County	4,222
New Bern	1,400
Orange County	7,020
Oxford	327
Raleigh	12,332
Rocky Mount	1,556
Smithfield	339
Spring Lake	148
Tarboro	354
Wake County	16,642
Wake Forest	1,343
Wayne County	6,437
Wilson	1,003
TOTAL	105,551

## CWEP Booth

CWEP has an outreach booth and accessories for local partners to check out for public education events:

- ❑ Display – includes banner, pop-up display, blue background panels, and table to put display on
  - For indoor booth use, CWEP also has:
    - ❑ Light hardware to backlight banner
    - ❑ Extra bulbs for banner backlights
    - ❑ Grounded extension cord for display header
    - ❑ Tablecloth
  - For outdoor booth use, CWEP also has:
    - ❑ 10' x 10' tent
    - ❑ Tent leg extenders
    - ❑ Tent walls in case of rain
    - ❑ Bucket of sand and string to weigh down tent and/or display
- ❑ Display panels – four topics (two can be displayed at any given time)
  - ❑ Litter
  - ❑ Hazardous Household Waste
  - ❑ Pet Waste
  - ❑ Yard Care
- ❑ Giveaways
  - ❑ Litter bags (for use with Litter display panels)
  - ❑ Soil test kits (for use with Yard Care display panels)
  - ❑ Mutt Mitts (for use with Pet Waste display panels)
  - ❑ Fat Trapper Bags (for use with Hazardous Household Waste display panels)
  - ❑ Used oil disposal magnets (for use with Hazardous Household Waste display panels)
- ❑ Enviroscope Watershed Model

### CWEP Booth Display, Table, and Tent



## CWEP Booth Enviroscape



In Fiscal Year 2008-2009, the CWEP display, Enviroscape, or both were checked out 17 times for a total of 66 days.

Please contact Heather Saunders to reserve the booth and/or related items (919-558-9319 or [hsaunders@tjcog.org](mailto:hsaunders@tjcog.org)). The booth is stored at L&D Self-Storage in Morrisville, NC and CWEP Partners can pick up and drop off the items on their own once reserved.