



# ANNUAL REPORT

**MASS MEDIA & DIRECT EDUCATION**

July 1, 2023 - June 30, 2024



**PIEDMONT TRIAD  
REGIONAL COUNCIL**

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The Stormwater SMART program is an initiative of the Piedmont Triad Regional Council (PTRC) Planning Department. SMART provides supplemental stormwater outreach and education for member governments within the PTRC's 12-county region. FY24 members in the SMART collaborative are:

Alamance County  
City of Archdale  
City of Asheboro  
City of Burlington  
City of Graham  
City of Greensboro  
City of Lexington  
City of Mebane  
City of Randleman  
City of Reidsville  
City of Thomasville  
City of Trinity  
City of Winston-Salem  
Davidson County

Forsyth County  
Guilford County  
Randolph County  
Rockingham County  
Town of Elon  
Town of Gibsonville  
Town of Green Level  
Town of Haw River  
Town of Jamestown  
Town of Kernersville  
Town of Lewisville  
Town of Oak Ridge  
Town of Summerfield  
Village of Clemmons





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# Introduction to the FY24 Annual Report

It's been a wonderful year at Stormwater SMART! The Year of the Trail in North Carolina may have ended in December of 2023, but we learned some important lessons from that statewide initiative to apply in 2024. NC DEQ brought the thunder to the High Rock Lake watershed with the drafting of Nutrient Management Strategy (NMS) Rules, and PBS Kids brought the rainbows to Girl Scouts from all over the region! Whether you utilize this document for MS4 compliance, Jordan Lake Rules reporting, or simply to reflect on the level of public engagement with pollution prevention in your community, our goal is to communicate that information in the most effective way possible.

Services for members fall into two main categories, for which membership dues are billed separately: **MASS MEDIA** and **DIRECT EDUCATION**. Both services include educational messaging on social media platforms. The **MASS MEDIA** section of the report provides deliverables for all FY24 Mass Media members: Archdale, Burlington, Clemmons, Forsyth County, Greensboro, Guilford County, Jamestown, Kernersville, Mebane, Randleman, Randolph County, Trinity, and Winston-Salem.

Deliverables in the **DIRECT EDUCATION** section of the report are provided in six area reports: Alamance, Davidson, Forsyth, Guilford, Randolph, and Rockingham. The reports are compiled from source documents such as tracking spreadsheets, agendas, and publications, which may be accessed through the Online Appendix. For compliance reporting purposes, each community is strongly encouraged to download source documents for reference in future audits and/or internal reviews, and include deliverables from any part of this report which reflect the goals in your approved stormwater, nutrient management, and watershed action plans.

Stormwater SMART operates with the view that Piedmont residents live, work, and play across multiple jurisdictions, and have strong social connections to people in neighboring, downstream, and upstream communities. With that in mind, SMART's Direct Education deliverables are also provided in a Regional Direct Education Report beginning on Page 15.



# FY24 Member Dues



## MASS MEDIA

Public Service Announcements (PSAs) with paid placement on radio, TV, web networks and social platforms

City of Archdale	\$2,000
City of Burlington	\$4,000
Village of Clemmons	\$2,000
Forsyth County	\$4,000
City of Greensboro	\$7,500
Guilford County	\$4,000
Town of Jamestown	\$2,000
Town of Kernersville	\$2,000
City of Mebane	\$2,000
City of Randleman	\$2,000
Randolph County	\$4,000
City of Trinity	\$2,000
City of Winston-Salem	\$7,000

Alamance County	\$6,330
City of Archdale	\$4,635
City of Asheboro	\$5,150
City of Burlington	\$6,330
Davidson County	\$7,350
Town of Elon	\$4,635
Town of Gibsonville	\$4,120
Town of Graham	\$4,635
Town of Green Level	\$3,605
City of Greensboro	\$8,600
Town of Haw River	\$3,605
Town of Jamestown	\$3,605
Town of Kernersville	\$5,150
Town of Lewisville	\$4,635
City of Lexington	\$4,635
City of Mebane	\$4,635
Town of Oak Ridge	\$4,120
City of Randleman	\$3,605
Randolph County	\$6,563
City of Reidsville	\$4,635
Rockingham County	\$6,330
Town of Summerfield	\$4,635
City of Thomasville	\$5,150
City of Trinity	\$4,120

## DIRECT EDUCATION

Outreach, education, and public engagement with the use of print materials, programming, and online communication

**Section One**

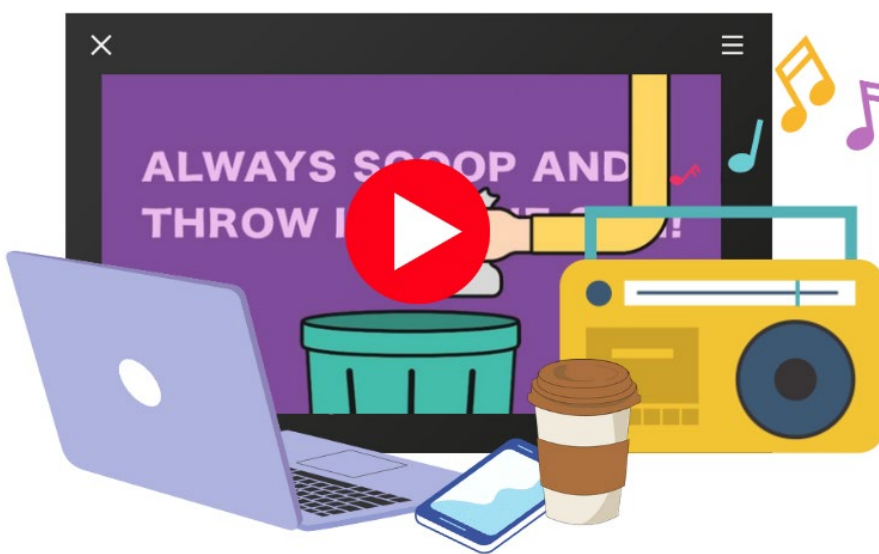
**MASS  
MEDIA**



**Clean water begins  
with you & me**

# Overview of Mass Media Outreach

Stormwater SMART’s Mass Media outreach program includes three main categories of Public Service Announcements (“PSAs” or “ads”), created to raise public awareness about the connection between storm drains and waterways, the sources of stormwater pollution and its negative effects on water quality.



The pollutants of concern in the PSAs are:

- PET WASTE
- HOUSEHOLD HAZARDOUS WASTE
- LAWN CARE
- LITTER

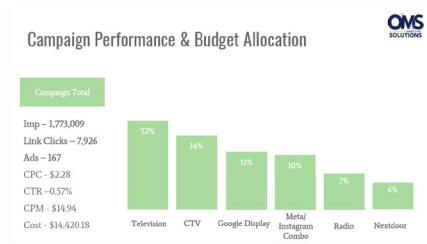
In the August 2023 Quarterly Meeting of the SMART Steering Committee, members decided to submit three types of media to our marketing agency, Outsource Marketing Solutions, for media placement on television and streaming services, radio, social channels, and web networks.

## The Big Three for FY24

1. Animated videos about **pet waste** and **litter**
2. Radio copy about **pet waste** and **litter**
3. Display ads for web networks with a **variety of stormwater messages**

# Understanding the Media Report

Outsource Marketing Solutions (OMS) provides SMART with comprehensive campaign reviews that contain additional information about our media performance, including cost-per-clicks, video completion rates, air dates, performance demographics, and more. This information is summarized in the “Deliverables” and “Insights” section, while links to source documents are included in the Online Appendix.



**Age Performance**

Google

OMS SOLUTIONS

Age	Impressions	Link Clicks	CPC	CTR	CPM
18 - 24	49,726	1,009	\$0.21	2.03%	\$4.29
25 - 34	40,532	988	\$0.21	2.44%	\$5.19
35 - 44	63,789	1,308	\$0.20	2.05%	\$4.02
45 - 54	31,890	370	\$0.23	1.16%	\$2.66
55 - 64	63,147	534	\$0.23	0.85%	\$1.92
65+	94,019	743	\$0.22	0.79%	\$1.72
Unspecified	175,908	2,248	\$0.21	1.28%	\$2.66

## Media terminology:

❖ **Engagements:** The number of times a web user responded with some kind of activity, including – but not limited to – clicking on the ad. Commenting on a YouTube video, liking a Facebook post, or hovering over the ad with a cursor are all forms of engagement.

❖ **Link Clicks:** The number of times a web user clicked the “Learn More” button to visit the Stormwater SMART website

❖ **Impressions:** The number of times the ad is shown. Of all metrics, this is the broadest, and expected to be a larger number than engagement.

**Hearst Anyscreen Performance**

OMS SOLUTIONS

Performance by Daypart					Performance by Content Provider				
Day Part	Impressions	Share of Impressions	View %	CTR %	Content Provider	Impressions	Share of Impressions	View %	CTR %
MD TO 2AM	630	0.87%	98 %	0.06 %	Facebook	188	10.1%	100 %	0.00 %
2AM TO 5AM	649	17.66%	99 %	0.01 %	Very Local OMS	184	16.1%	98 %	0.00 %
5AM TO 8AM	1,056	54.10%	97 %	0.01 %	FOX News	129	14.2%	91 %	0.14 %
8AM TO 4PM	1,920	27.21%	97 %	0.01 %	Friday TV	119	14.8%	100 %	0.00 %
4PM TO 7PM	1,144	12.24%	97 %	0.01 %	News	740	100%	100 %	0.00 %
7PM TO MID	1,811	19.29%	98 %	0.01 %	Radio	1,402	100%	100 %	0.00 %
<b>Total</b>	<b>71,144</b>	<b>100.00%</b>	<b>98 %</b>	<b>0.04 %</b>	<b>Total</b>	<b>71,144</b>	<b>100.00%</b>	<b>98 %</b>	<b>0.04 %</b>

*Links to source documents are included in the Online Appendix.*







**TV & Cable**  
503,557 impressions on  
225,660 screens



**Radio**  
108 ads in English; 25 ads in Spanish  
Played on 113,500 radios/devices



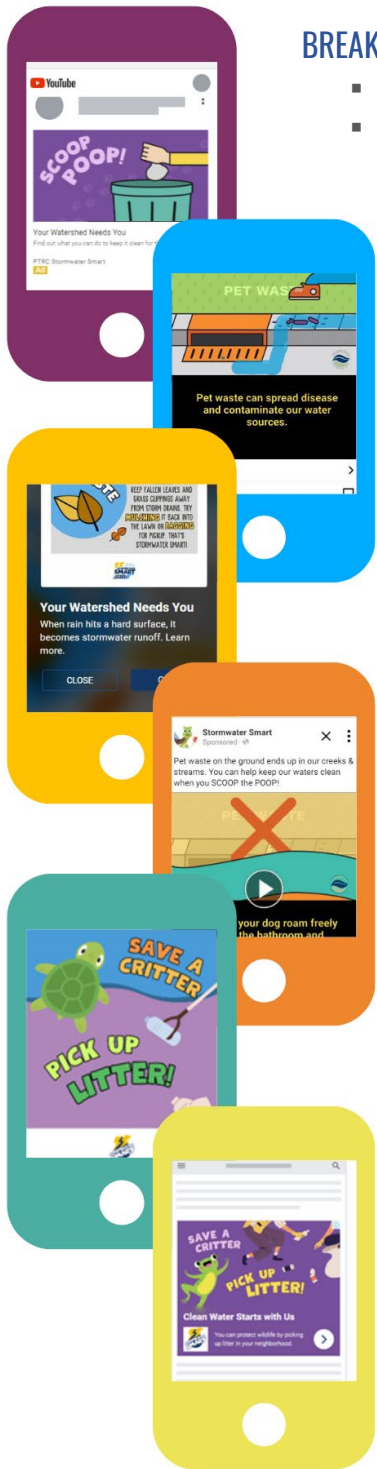
Google Network Display ads achieved  
1,345,912 impressions



Videos on social platforms achieved  
1,306,184 Impressions

Web users clicked on ads  
17,972 times

[LEARN MORE](#)



**BREAKDOWN: Display Ad Performance, December 2023 – June 2024:**

- Google Network ads achieved **1,345,912 impressions**
- Web users clicked on the “Learn More” buttons on display ads **15,781 times**

**BREAKDOWN: Radio Performance December ‘23 – May ‘24:**

**223 ads played on more than 113,500 radio devices\***

WSMW 98.7FM: **70 litter PSAs; Reach: 63,500**

- WJMH 102.1FM: **66 litter PSAs; Reach: 28,000**
- WTQR 104.1FM: **30 litter PSAs; Reach: 11,300**
- WMKS 100.3FM: **32 litter PSAs; Reach: 10,700**
- WYMY LaLey\*: **14 pet waste PSAs**
- WYMY LaLey\*: **11 litter PSAs**

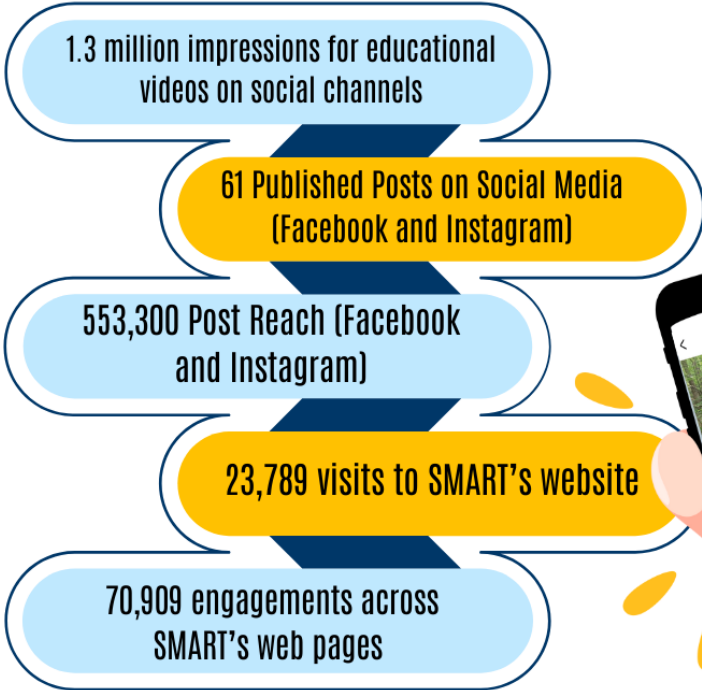
*\*LaLey does not subscribe to Nielsen data, so information on reach is not available.*

**BREAKDOWN: Animated Video Performance on TV/Cable**

TV ads achieved **503,557 Impressions** throughout FY24, playing on **225,660 screens**

- WXII NBC aired **14 pet waste PSAs** in December, achieving **50,400 impressions** on **45,624 screens**. Top programs: *WXII News, Nightly News, NBC Today Show*
- WFMY CBS News2 aired **24 pet waste PSAs** in December, achieving **175,000 impressions** on **94,659 screens**. Top programs: *CBS News, CBS This Morning*
- WXLV ABC 45 aired **12 pet waste PSAs** in December, achieving **130,900 impressions** on **26,260 screens**. Top programs: *Good Morning America, Bachelor in Paradise, Santa Claus is Coming to Town, AMC Country Christmas*
- Spectrum aired **117 pet waste PSAs** in December, achieving **75,913 impressions** on **43,383 screens**. Top programs: *Spectrum News Programming (S1GO), Friends (NICK), NFL Football (NFLN), Animal Cribs (APL), The Zoo (APL)*
- Hearst Anyscreen, a streaming television platform, showed the **pet waste PSAs** 4-5 times on **15,734 screens**, achieving **71,344 impressions**.





**Litter Videos on Social Channels**

- 638,594 impressions on Meta
- 186,856 impressions on YouTube
- 32,677 impressions on TikTok
- 2,191 web users clicked on links

**Pet Waste Videos on Social Channels**

- 338,229 times on Meta
- 109,828 times on NextDoor

**Posts on Meta**

- 61 Posts (FB/Instagram)
- 427,700 Reach (FB)
- 1,200 Visits (FB)
- 810 Link Clicks (FB)
- 783 Content Interactions (FB)
- 125,600 Instagram Reach
- 204 Instagram Profile Visits

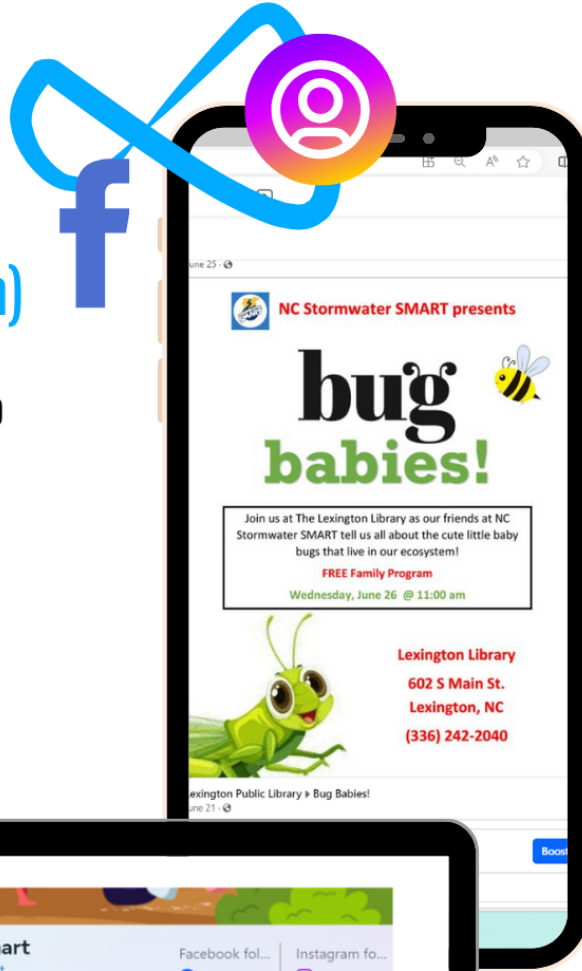
**SOCIAL MEDIA\***

*\* Both Mass Media members and Direct Education members receive Social Media outreach. These numbers can also be found in DIRECT EDUCATION AREA REPORTS.*

**Website Traffic**

- 23,789 visits to SMART website
- 14,256 unique IP addresses
- 70,909 engagement events

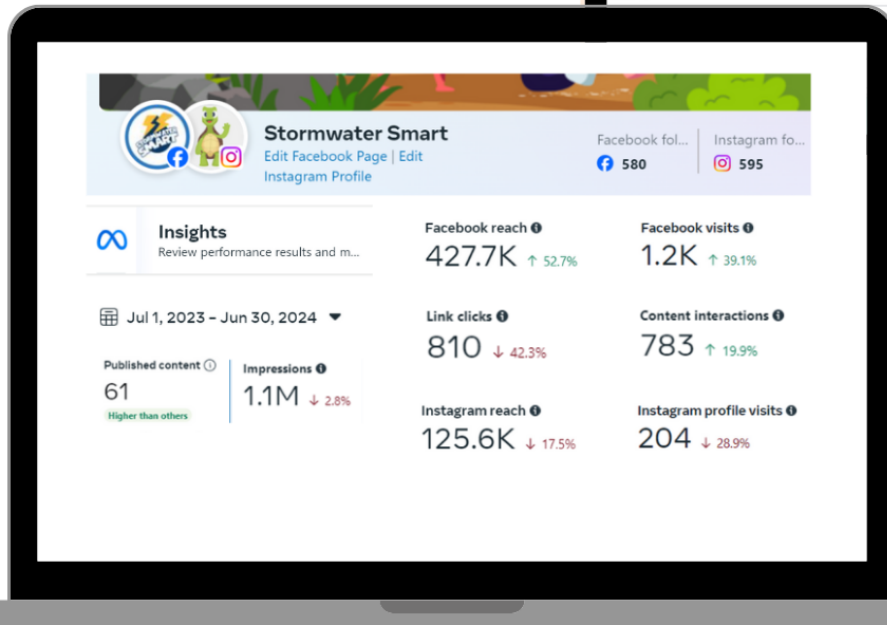
## Breakdown of Social Media Stats: Posts on Meta (Facebook + Instagram)



**61** published posts      **1,200** visits to website

**1.1 MILLION** impressions      **810** post link clicks

**553,300** reach      **783** content interactions



*More insights from Meta Professional Dashboard in Online Appendix*

## Breakdown of Website Reach across the Region

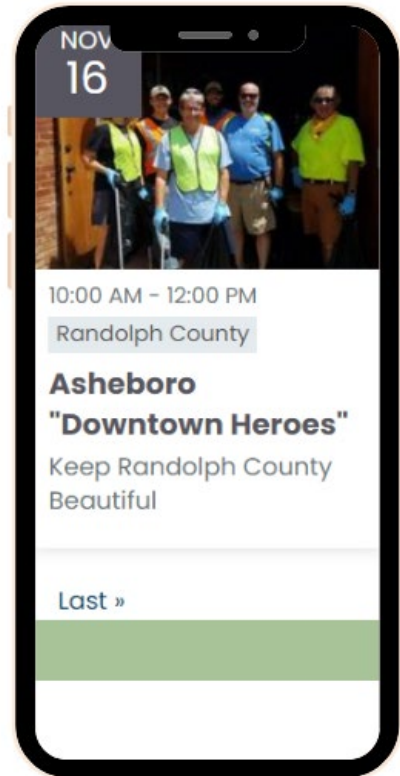


**23,789** visits to SMART pages  
**14,256** unique IP addresses  
**70,909** engagements on pages



### Most popular pages across FY24:

Views	Page title and screen class
11098	Stormwater SMART
9910	Programs
1694	Friends of Creek Week
125	Request a K-12 Program
116	Stormwater Educational Videos
89	Dispose of Household Waste Properly
89	Stormwater Mapping
87	IDDE Quiz 2   Online Surveys
76	Forsyth Creek Week
70	FREE Shred Event - City of Archdale   Event



Google Analytics for Stormwater SMART's web pages provided by: Anne Edwards, Information and Data Services Manager at PTRC. Friendly URLs:

[www.stormwatersmart.org](http://www.stormwatersmart.org); [www.friendsofcreekweek.org](http://www.friendsofcreekweek.org);  
[www.alamancecreekweek.org](http://www.alamancecreekweek.org); [www.randolphcreekweek.org](http://www.randolphcreekweek.org)



Section Two

# DIRECT EDUCATION



Only **rain** down our  
storm drains

## Descriptions of Direct Education Deliverables

### CLASSROOM EDUCATION

Classroom education took place indoors in libraries and schools, using lessons from the Project WET Curriculum Guide and other lessons endorsed by the Environmental Educators of North Carolina (EENC). When visiting middle schools, we utilize our EnviroScape® models – the Watershed/Nonpoint Source Model and the Wetlands and Floodplains Ecological Restoration Model – to engage students in hands-on STEM learning.

### OUTDOOR EDUCATION AND STREAM CLEANUPS

SMART's outdoor education combines Project WET's *Ask the Bugs* lesson with NC Stream Watch field guides to demonstrate how the storm drain system connects directly to creeks and streams, and why bioindicators, signs of erosion, and plants in the buffer area help us understand water quality. Whenever possible, outdoor lessons include a stewardship component.

### OUTREACH & EDUCATION AT TABLING EVENTS

Fairs, festivals, and other community events provide Stormwater SMART with the opportunity to staff a stormwater-themed table or tented booth to raise public awareness about the things we can all do – at home, at work or school, and while at play – to prevent stormwater pollution.

### PRINTED MATERIALS

SMART's in-house stormwater activity workbook for school-aged children, the Nature Notebook, was distributed to the public by SMART staff, library specialists, Parks and 4-H staff, and others. Depending on the number of partners, the workbooks may be listed as a program or in a separate table of information. Our other materials – including stormwater brochures, bookmarks, stickers, tote bags, pet waste bags, reusable water bottles, Rainscaping Guides, and seed packets, and other take-home items – accompanied SMART staff to all programs and events. While we were unable to track exact numbers of materials this year, we can closely estimate the number of these “other materials” handed out by the total number of program participants. We plan to carefully tally these numbers in FY25 with a new system for tracking.

### COLLABORATIVE INITIATIVES

Some longer-term projects and other initiatives aren't easily measured by the same metrics we use for scheduled events. We are always looking for creative ways to support our SMART members on the stormwater projects that make a difference in your communities.

### OUTREACH & EDUCATION ON SOCIAL MEDIA

SMART maintains Facebook and Instagram channels, as well as multiple webpages on the organization's website, in order to promote events and information related to our Direct Education programming. Social Media deliverables are included in all Area Reports. Note that Mass Media members also receive Social Media deliverables; those numbers are reported in the same format on Page 6.



## REGIONAL REPORT – SUMMARY OF COLLABORATIVE INITIATIVES

### 109 PBS Kids Nature Cat Badges Awarded to School-Aged Children across the Piedmont

Stormwater SMART helped 109 girls from around the Triad fulfill the water-related STEM requirements for their Nature Cat badges at Camp Keyauwee on June 1, 2024. This regional event was hosted by Girl Scouts Carolinas Peaks to Piedmont in partnership with PBS Kids, featuring Nature Cat himself!

### Stormwater Awareness at the Largest Earth Day Fair in North Carolina

Stormwater SMART partnered with the North Carolina Clean Energy Technology Center (NCCETC) to share a booth at the PEA Earth Day Fair, the biggest Earth Day celebration in North Carolina. On April 26, 2024, more than 8,000 residents visited the fair from all over the Piedmont. Our table received 468 visitors, with 150 taking home Stormwater SMART print materials. Although our participation in this event was free (the booth fee and staff time was covered by NCCETC), we had the opportunity to talk with people from all six counties in our service area, and we received a valuable bonus benefit: a half-page ad in the event's program schedule, which featured a call to action for water quality along with a QR Code for Stormwater SMART's *Friends of Creek Week* online calendar. Event staff offered the printed program schedule to all 8,000+ fair attendees. See the Online Appendix for the ad; designed in-house by SMART staff.

### Regional Print Ad in the PEA Earth Day Fair Program Schedule to 8,000 fair attendees

SMART's participation in the PEA event gave us the experience of talking with people from all six counties in our service area on the same day, and we received a valuable bonus benefit: a half-page ad in the event's program schedule, which featured a call to action for water quality along with a QR Code for Stormwater SMART's *Friends of Creek Week* online calendar. Event staff offered the printed program schedule to all 8,000+ fair attendees. See the Online Appendix for the ad; designed as a vector file in-house by SMART staff.

### Environmental Enhancement Grant Proposal Requesting \$180,000 for SMART Programs

In March and April of 2024, SMART wrote and submitted a proposal to the NC Dept of Justice's Environmental Enhancement Grant fund, in order to expand public involvement in the NC Stream Watch program in SMART communities. We collaborated with Lauren Daniel in the Dept of Water Resources at NC DEQ for this initiative, which requests \$180,000 in funds for interactive educational signage in public parks with creek access, supplies for local groups to use when conducting water quality surveys, and a media campaign to increase public awareness about the effort. *Note: Awards not yet announced as of June 30, 2024.*



## 1,700 hours of AmeriCorps Service for FY24 Awarded to SMART (\$16,000 in match waiver)

In July of 2023, Stormwater SMART applied for a competitive grant award from the Conservation Trust of North Carolina (CTNC) through their Climate Corps division. It is always an accomplishment for CTNC to select SMART as a host site; this year, SMART was one of 16 organizations statewide to receive \$16,000 to cover the full financial match for AmeriCorps service. While it is difficult to quantify the value of this service, to put this award in context, it would cost Stormwater SMART members more than \$80,000 to add a full-time environmental educator to the program.

## 16 partner Creek Week planning meetings attended

SMART provided educational events and supported partner events for Forsyth Creek Week (March 22 – March 30, 2024); Randolph Creek Week (May 4 – May 11, 2024); Alamance Creek Week (May 11 – May 18, 2024); and Guilford Creek Week (June 1 – June 8, 2024). SMART renewed the registration of domain names for [www.alamancecreekweek.org](http://www.alamancecreekweek.org), [www.randolphcreekweek.org](http://www.randolphcreekweek.org), and [www.guilfordcreekweek.org](http://www.guilfordcreekweek.org).

## Launch of Friends of Creek Week Year-Round Event Calendar

In collaboration with municipal and county representatives from four counties (Alamance, Forsyth, Guilford, and Randolph) and with help from representatives of *Keep Davidson County Beautiful* and *Rockingham County Tourism*, SMART launched a new way to support county-wide Creek Week efforts in the spring of 2024. *Friends of Creek Week* is a regional, year-round calendar of educational stormwater activities for the public during each designated Creek Week in our region, and every week in between. Program Assistant Katrina Meeks adds and updates events weekly to the schedule on [www.friendsofcreekweek.org](http://www.friendsofcreekweek.org), with links to partner websites and Facebook events.

## Regional News Coverage on 5 News Outlets

Stormwater SMART's programs and projects were featured in local and regional news on behalf of member communities on several occasions during FY24. Coverage included:

- *Triad Today*, a locally-produced public affairs TV program produced and hosted by Jim Longworth, interviewed SMART's AmeriCorps Service Member, Haley Bock, on 3/20/24. Haley promoted the importance of stormwater education and AmeriCorps service.
- On 4/02/24, [WXII](#) and [Spectrum News](#) featured "Bonkers for Botany" in South Graham Municipal Park for a feature on Arbor Day events.
- *The Alamance News* and *Girls Scouts Carolinas News Blog* featured Girl Scout Kenna Talhelm in an article on June 27, 2024, for her Girl Scout Gold Award project in Little Alamance Creek, "Cleaning Waterways Through Stormwater Education," for which Stormwater SMART served as Project Mentor.

## 6 Hours of Mentor Support for Elon University SPEED Students

SMART served as *Project Champion* for Elon University's *Senior Projects in Engineering Design* Program, providing guidance and support for a cohort of five senior engineering students at Elon University: Brooke Gehrke, Sammy Tucker, Rane Parr, Lauren Hill, and Sidney Lowe. SPEED projects are overseen by Will Pleur, Professor of Engineering at Elon University, and John Ring, Director of Engineering Outreach. As Project Champion, SMART helped match the senior cohort to a project in the community and facilitate initial meetings with their Project Mentors, including Josh Johnson, PE, of *Ally, Williams, Carmen, & King (AWCK)*, and Brian Faucette's team at City of Graham's Recreation and Parks Department. The students successfully designed a Stormwater Control Measure (SCM) in the parking lot of South Graham Municipal Park and presented their design to the community in May of 2024.

## 11 Hours of Mentor Support Provided for Girl Scouts Gold Award Stormwater Projects

For our third year, SMART served as Gold Award Project Mentor to Kenna Talhelm of Girl Scout Troop 40607 on her project, "Cleaning Waterways through Stormwater Education". In this role, we continued to advise Kenna on her final project materials and activities, delivered supplies and materials for her cleanups of Little Alamance Creek, and submitted reference letters for college applications and scholarships on her behalf. In February of 2024, Kenna received her Girl Scout Gold Award; in June, she was selected as a National Gold Award Scholarship recipient from Girl Scouts of the USA (GSUSA) for "demonstrating extraordinary leadership that drives lasting change within the community and beyond." In addition to the honor of being recognized on a national level, Kenna received \$5,000 in scholarships for her project. She is starting her degree in Environmental Science this fall at NC State. We are incredibly proud of Kenna for her dedication to her project and to water quality in Alamance County and thankful to the Parks Departments in Burlington and Graham for their assistance with Kenna's cleanups.

## Certification: Environmental Educators of North Carolina (EENC)

SMART supports EENC's mission is to build connections, provide professional development, and promote excellence for North Carolina's community of environmental educators. In June of FY24, SMART's AmeriCorps Service Member, Haley Bock, achieved her EENC certification after two years of diligent participation in the program. In turn, Haley helped train other new environmental educators in SMART member communities. Congratulations, Haley!

## Contributions to New Water Quality Curriculum from State-level Agencies

In July and August of 2023, Stormwater SMART **provided 8 hours of curriculum design in work groups as contributions toward a new water quality curriculum for educators.** The lead agencies for the new curriculum include NC DEQ's Division of Water Resources, the North Carolina Water Resources Research Institute (WRRI), and the North Carolina Sea Grant, in partnership with the Environmental Educators of North Carolina (EENC). In online meetings with the lead agencies, we continued our work from FY23, providing

SMART-designed field guides and lesson templates for the project. While our work is done for now, the new curriculum is taking off with the first teaching cohort, consisting of 10 formal and informal educators, representing 10 cities across North Carolina and various grade levels K-8.

### Served on 5 Nutrient Management Strategy (NMS) Committees in the High Rock Lake Watershed

In June, July, August, September, October, November, and December of 2023, Stormwater SMART's Program Coordinator, Danica Heflin, attended Technical Advisory Group meetings led by NC DEQ's Division of Water Resources on future state nutrient management rules for stormwater, agriculture, riparian buffers, and wastewater. Danica also served as a voting member of the Steering Committee, hosting meetings in November and December in PTRC's large conference room, and submitting written recommendations in the Steering Committee's Phase 1 Final Report (linked in the Online Appendix), advocating for rules that would allow for alternative compliance from membership in collaborative regional groups.

### 2024 Nature Notebook Program

The 2024 stormwater activity workbook, also known as the *Stormwater SMART Nature Notebook*, made a splash again with school-aged children during area Creek Weeks and Summer Reading programs. With 16 full-color pages packed with fun and educational stormwater activities, Nature Notebooks continue to be one of our best strategies for encouraging the development of environmental literacy between children and their caregivers. A huge thank you to our partners in municipal and county parks departments, 4-H Youth Agents in N.C. Cooperative Extension offices, and library systems for helping us achieve our reach of 6,630 this year.

- Alamance County Public Libraries and Elon Parks: 1,100 Workbooks
- Davidson County Public Libraries: 1,000 Workbooks
- Forsyth County Public Libraries in Kernersville and Lewisville: 500 Workbooks
- Gibsonville, Jamestown, Greensboro Libraries: 1,850 Workbooks
- Greensboro Water Resources and Guilford County Public Schools: 350 Workbooks
- Randolph County Public Libraries: 1,080 Workbooks
- Randolph County Cooperative Extension Office: 350 Workbooks
- Rockingham County Public Libraries: 200 Workbooks
- Rockingham County Tourism (Visit RoCo): 100 Workbooks

FY 24

direct education

# regional report

1.3 million impressions for educational videos on social channels

61 Published Posts on Social Media (Facebook and Instagram)

553,300 Post Reach (Facebook and Instagram)

23,789 visits to SMART's website

70,909 engagements across SMART's web pages



## Litter Videos on Social Channels

- 638,594 impressions on Meta
- 186,856 impressions on YouTube
- 32,677 impressions on TikTok
- 2,191 web users clicked on links

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# SOCIAL MEDIA \*

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## Website Traffic

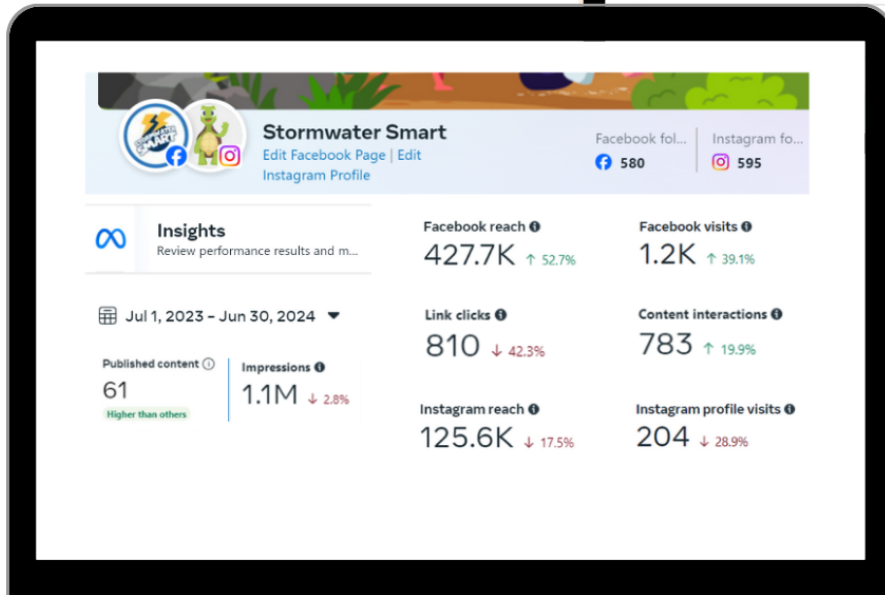
- 23,789 visits to SMART website
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- 70,909 engagement events



## Breakdown of Social Media Stats: Posts on Meta (Facebook + Instagram)



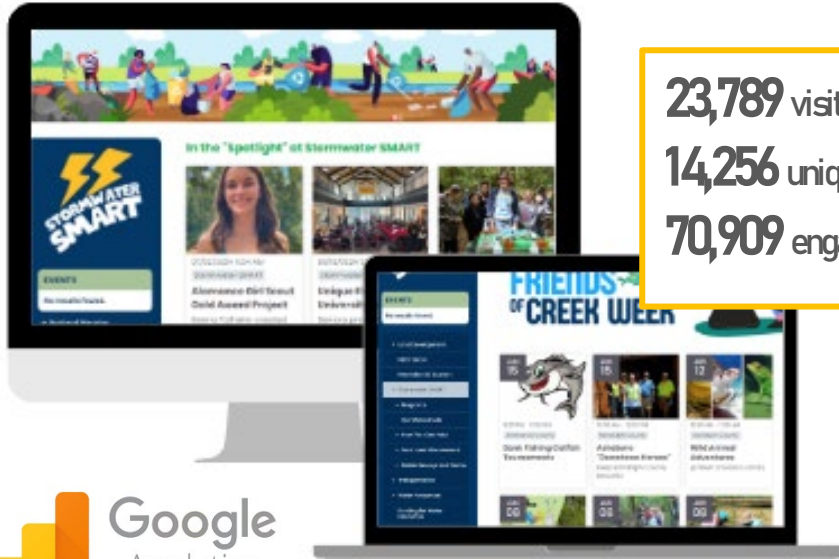
<b>61</b> published posts	<b>1,200</b> visits to website
<b>1.1 MILLION</b> impressions	<b>810</b> post link clicks
<b>553,300</b> reach	<b>783</b> content interactions



More insights from Meta Professional Dashboard in Online Appendix



## Breakdown of Website Reach across the Region

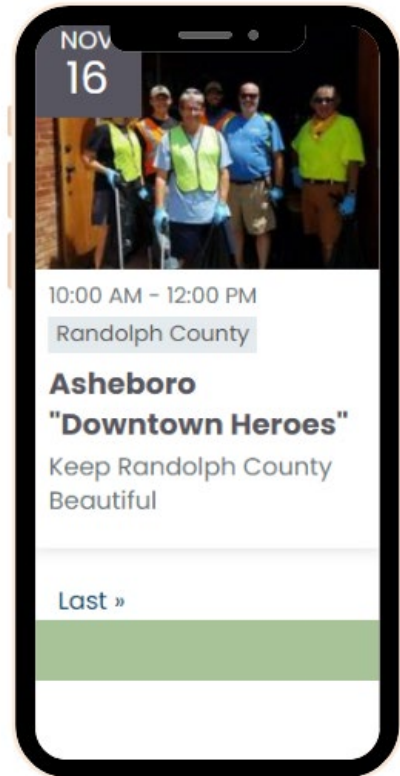


23,789 visits to SMART pages  
 14,256 unique IP addresses  
 70,909 engagements on pages



### Most popular pages across FY24:

Views	Page title and screen class
11098	Stormwater SMART
9910	Programs
1694	Friends of Creek Week
125	Request a K-12 Program
116	Stormwater Educational Videos
89	Dispose of Household Waste Properly
89	Stormwater Mapping
87	IDDE Quiz 2   Online Surveys
76	Forsyth Creek Week
70	FREE Shred Event - City of Archdale   Event



Google Analytics for Stormwater SMART's web pages provided by: Anne Edwards, Information and Data Services Manager at PTRC. Friendly URLs:

[www.stormwatersmart.org](http://www.stormwatersmart.org); [www.friendsofcreekweek.org](http://www.friendsofcreekweek.org);  
[www.alamancecreekweek.org](http://www.alamancecreekweek.org); [www.randolphcreekweek.org](http://www.randolphcreekweek.org)





# DIRECT EDUCATION AREA REPORTS

**Alamance Area | 25**

**Davidson Area | 31**

**Forsyth Area | 37**

**Guilford Area | 43**

**Randolph Area | 50**

**Rockingham Area | 55**





# DIRECT EDUCATION AREA REPORT



# ALAMANCE AREA

## Alamance Programs

<i>Program Date</i>	<i>Program Description</i>	<i># of People</i>	<i>Program Hours</i>
12/19/23	Project WET at Sylvan Elementary School in Snow Camp, Alamance-Burlington School System	65	2
8/3/23	Summer STEM Camp at North Park branch of Alamance County Public Library in Burlington	53	2
7/19/23	Youth Fishing Summer Camp at Guilford Macintosh Lake with Burlington Recreation and Parks	18	3
10/3, 10/4, 10/5/23	EnviroScape Program for Haw River Assembly's Learning Celebration in Saxapahaw	285	9
9/9/23	Stormwater booth at Balloon Festival at Cedarock Park * Completed setup and made contact with 10 visitors before tearing down for thunderstorms	10*	1
10/26/23	Stormwater booth at Employee Wellness Fair for local government employees of City of Burlington	120	6
2/21/24	HOA Management Company Regional Stormwater Training with Blue Stream Environmental	8	1
4/2/24	Arbor Day Program: "Bonkers for Botany" with Graham Recreation & Parks	9	2
5/11/24	Youth Fishing Day at Graham-Mebane Lake with Graham Recreation & Parks in Mebane	38	4
5/5/24	Mobile cart at Carousel Festival in City Park with Burlington Recreation and Parks	62	2
6/18/24	Summer Reading at May Memorial branch of Alamance County Public Library in Burlington	10	1
<b>ALAMANCE-AREA SUBTOTAL</b>		<b>678</b>	<b>33</b>

*Note: See program information for the Town of Gibsonville in the Guilford Area Report*



## NATURE NOTEBOOK PROGRAM

In FY24, Stormwater SMART delivered **950** stormwater activity workbooks to our community partners in Alamance County for distribution during Alamance Creek Week, summer reading programs, summer camps, and fairs.



<i>Community Distribution Partner</i>	<i># of workbooks</i>
<b>Elon Recreation and Parks:</b> Delivered March 15 to parks staff at Beth Schmidt Park office for distribution at the Arbor Day Celebration	100
<b>May Memorial Public Library:</b> Delivered May 7 for distribution in during Alamance Creek Week and Summer Reading programs	200
<b>North Park Public Library:</b> Delivered May 7 for distribution in during Alamance Creek Week and Summer Reading programs	200
<b>Graham Public Library:</b> Delivered May 7 for distribution in during Alamance Creek Week and Summer Reading programs	200
<b>Mebane Public Library:</b> Delivered May 7 for distribution in during Alamance Creek Week and Summer Reading programs	200
<b>Bookmobile and BOOKMARK:</b> Delivered May 7 to library staff for distribution in youth programs during Alamance Creek Week and Summer Reading programs, the Dogwood Festival, Collington Farms in Mebane, Beth Schmidt Park, Jeffrey Earp Park, Haw River Civic Center Parking Lot, Green Level Mobile Home Park, Saxapahaw Hawbridge School, Cedarock Park, Morrowtown Community Garden, Spencer Thomas Brown Homes, and other stops.	150
<b>TOTALS IN ALAMANCE AREA</b>	<b>1050</b>



**ACHIEVEMENTS THROUGH COLLABORATIVE INITIATIVES**

*109 PBS Kids Nature Cat Badges Awarded to School-Aged Children across the Piedmont*

*6 Hours of Mentor Support for Elon University SPEED Students*

*11 Hours of Mentor Support Provided for Girl Scouts Gold Award Stormwater Projects*

*Stormwater Awareness at the Largest Earth Day Fair in North Carolina*

*Regional Print Ad in the PEA Earth Day Fair Program Schedule to 8,000 fair attendees*

*Environmental Enhancement Grant Proposal Requesting \$180,000 for SMART Programs*

*1,700 hours of AmeriCorps Service for FY24 Awarded to SMART (\$16,000 in match waiver)*

*16 partner Creek Week planning meetings attended*

*Launch of Friends of Creek Week Year-Round Event Calendar*

*Regional News Coverage on 5 News Outlets*

*Certification: Environmental Educators of North Carolina (EENC)*

*Contributions to New Water Quality Curriculum from State-level Agencies*

Refer to Regional Report for descriptions each initiative



girl scouts  
carolinas peaks  
to piedmont



**CONSERVATION TRUST** FOR NORTH CAROLINA



1.3 million impressions for educational videos on social channels

61 Published Posts on Social Media (Facebook and Instagram)

553,300 Post Reach (Facebook and Instagram)

23,789 visits to SMART's website

70,909 engagements across SMART's web pages



**Litter Videos on Social Channels**

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- 109,828 times on NextDoor

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- 204 Instagram Profile Visits

**SOCIAL MEDIA\***

*\* Both Mass Media members and Direct Education members receive Social Media outreach. These numbers can also be found in the MASS MEDIA REGIONAL REPORT.*

**Website Traffic**

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# DIRECT EDUCATION AREA REPORT



# DAVIDSON AREA

### Education in Davidson-Area Communities

<i>Program Date</i>	<i>Program Description</i>	<i># of People</i>	<i>Program Hours</i>
1/10/24	EnviroScape Program at Central Davidson Middle School, Davidson County Public Schools (Day 1)	120	5
1/11/24	EnviroScape at Central Davidson Middle School (Day 2)	124	5
1/17/24	EnviroScape Program at North Davidson Middle School, Davidson County Public Schools (Day 1)	131	5
1/18/24	EnviroScape at North Davidson Middle (Day 2)	139	5
1/19/24	EnviroScape at North Davidson Middle (Day 3)	90	3
4/23/24	The Incredible Journey at Charles England Elementary, Lexington City Schools	75	4
6/26/24	Summer Reading at the Lexington Library, Davidson County Public Library System	32	1
6/10/24	Summer Camp at Tom Finch YMCA in Thomasville: Fun with STEM Bugs (Day 1)	30	1.5
6/17/24	Summer Camp at Tom Finch YMCA in Thomasville: Fun with STEM Bugs (Day 2)	20	1.5
<b>DAVIDSON-AREA SUBTOTAL</b>		<b>761</b>	<b>31</b>





## NATURE NOTEBOOK PROGRAM

In FY24, Stormwater SMART delivered 1,000 stormwater activity workbooks to our community partners in Davidson County for distribution during summer reading programs.



<i>Community Distribution Partner</i>	<i># of workbooks</i>
<b>Lexington Public Library:</b> Delivered May 20 to the DCPL Annex on Main Street in Lexington for distribution	200
<b>N. Davidson Library:</b> Delivered May 20 to Annex for distribution to youth specialists at the branch	175
<b>W. Davidson Library:</b> Delivered May 20 to Annex for distribution to youth specialists at the branch	175
<b>Thomasville Library:</b> Delivered May 20 to Annex for distribution to youth specialists at the branch	175
<b>Denton Library:</b> Delivered May 20 to Annex for distribution to youth specialists at the branch	175
<b>Bookmobile:</b> Delivered May 20 to Annex for distribution to bookmobile staff for distribution at regular stops around the county	100
<b>TOTALS IN DAVIDSON AREA</b>	<b>1000</b>



**ACHIEVEMENTS THROUGH COLLABORATIVE INITIATIVES**

*109 PBS Kids Nature Cat Badges Awarded to School-Aged Children across the Piedmont*

*6 Hours of Mentor Support for Elon University SPEED Students*

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Refer to Regional Report for descriptions each initiative



girl scouts  
carolinas peaks to piedmont



**CONSERVATION TRUST FOR NORTH CAROLINA**

**DWR**  
Division of Water Resources

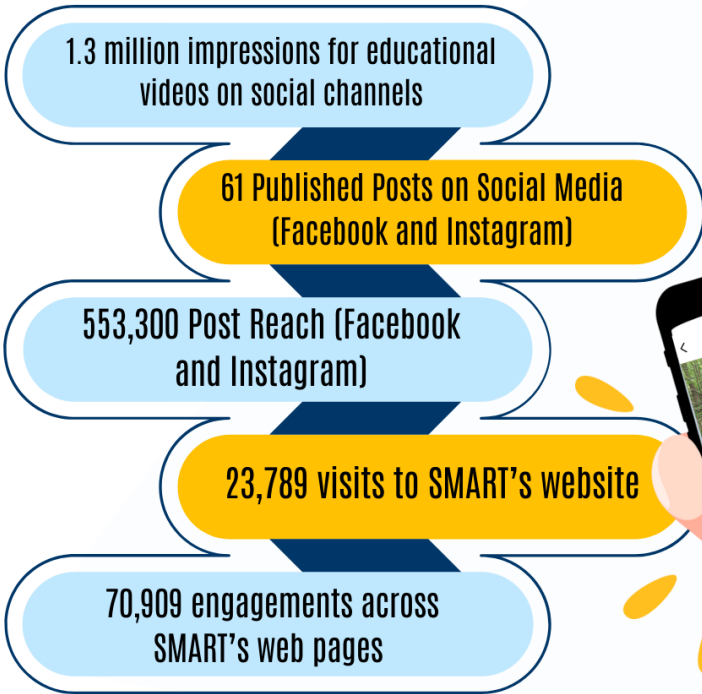


BLUE STREAM ENVIRONMENTAL



Triad Today





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**SOCIAL MEDIA \***

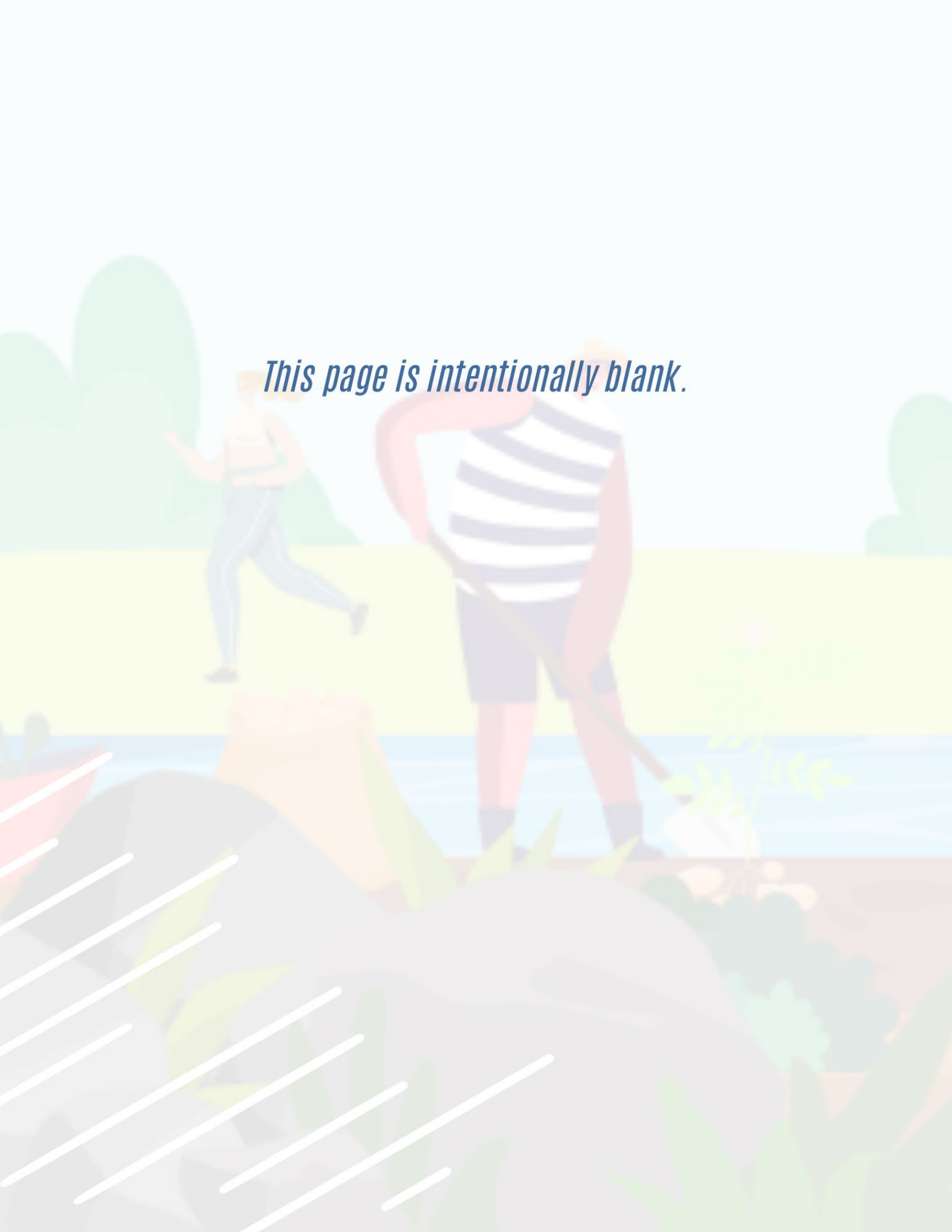
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**Website Traffic**

- 23,789 visits to SMART website
- 14,256 unique IP addresses
- 70,909 engagement events



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# DIRECT EDUCATION AREA REPORT



# FORSYTH AREA

**Education in Forsyth-Area Communities**

<i>Program Date</i>	<i>Program Description</i>	<i># of People</i>	<i>Program Hours</i>
10/26/23	Leaf & Litter Fall Volunteer Cleanup at St. Paul's Historical Gravesite for Black and African American Residents of Kernersville	30	1.5
3/20/24	PTRC Cares Litter Cleanup in Fourth of July Park in Kernersville, with supplies and staff support from Stormwater SMART	20	1
3/18/24	"State of the Waters" Panel Discussion for Forsyth Creek Week, with local experts from stormwater, public utilities, and non-profit organizations.	12	2
3/21/24	Yadkin River NC Stream Watch in Jack Warren Park in Lewisville. <i>*Event cancelled due to thunderstorms.</i>	12 registered*	0*
4/13/24	Town of Lewisville's Earth Day Fair	325	5
4/20/2024	Piedmont Earth Day Fair at the Winston-Salem Fairgrounds (Piedmont Environmental Alliance)	468	6
<b><i>FORSYTH-AREA SUBTOTALS</i></b>		<b><i>837</i></b>	<b><i>15.5</i></b>



## Nature Notebook Program

*FUN FACT! Each year, Forsyth County Public Library branches in Lewisville and Kernersville are the first to receive Nature Notebooks in the Piedmont Triad Region. That's because the first (and largest) creek week of the year is FORSYTH CREEK WEEK, kicking off the spring season in the third week of March.*



### Community Distribution Partner

### # of workbooks

*Nature Notebook Program for Forsyth Creek Week at Paddison Memorial branch, 3/10/24*

**200**

*Nature Notebook Program for Forsyth Creek Week at Lewisville branch, 3/10/24*

**300**

**TOTALS IN FORSYTH**

**500**



**ACHIEVEMENTS THROUGH COLLABORATIVE INITIATIVES**

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Refer to Regional Report for descriptions each initiative



girl scouts  
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**CONSERVATION TRUST** FOR NORTH CAROLINA



BLUE STREAM ENVIRONMENTAL





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**SOCIAL MEDIA\***

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**Website Traffic**

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- 14,256 unique IP addresses
- 70,909 engagement events





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**DIRECT EDUCATION  
AREA REPORT**



**GUILFORD  
AREA**

**Education in Guilford-Area Communities**

<i>Program Date</i>	<i>Program Description</i>	<i># of People</i>	<i>Program Hours</i>
7/11/23	Summer Camp at Lewis Recreation Center, Greensboro Parks and Recreation	55	2.5
7/13/23	Summer Camp at Brown Park Recreation Center, Greensboro Parks and Recreation	23	1
8/3/23	Stormwater table at Benjamin Library Environmental Fair (stream buffer theme), Greensboro Public Library	48	2
10/14/23	Stormwater SMART booth at Gibsonville Fall Festival with interactive "Pollution Solutions" display	155	7
11/6/23	The EnviroScape at Swann Middle School, Guilford County Public Schools (Day 1)	31	4
11/7/23	The EnviroScape at Swann Middle (Day 2)	27	4
11/20/23	Project WET's Incredible Journey at Kirkman Park Elementary, Guilford County Public Schools	50	4
11/21/23	Stormwater Symposium at City Council Meeting, Town of Jamestown, Town Hall	23	1.5
11/30/23	Save a Critter: Pick Up Litter – Turtle Program at Benjamin Branch of Greensboro Public Library	14	1
12/6/23	Stormwater table with EnviroScape, Christmas on Main, Town of Jamestown, Town Hall (Week 1)	47	6
12/13/23	Stormwater table with EnviroScape, Christmas on Main, Town of Jamestown, Town Hall (Week 2)	53	6
2/2/24	Homeschool K-8 co-op group at Oak Ridge Park; 11 students, 8 parents; 2 hour program	8	2
12/20/23	Stormwater table with EnviroScape, Christmas on Main, Town of Jamestown, Town Hall (Week 3)	72	6
12/1/23	The EnviroScape at Swann Middle (Day 3)	32	2



<i>Program Date</i>	<i>Program Description</i>	<i># of People</i>	<i>Program Hours</i>
1/16/24	Tree live stake demonstration for Jamestown/ Guilford County backyard stream bank repair	3	2
2/6/24	The EnviroScape at Kernodle Middle School, Guilford County Public Schools (Day 1)	132	5
2/7/24	The EnviroScape at Kernodle Middle (Day 2)	108	5
3/7/24	Stormwater activities Allen Jay Elementary School STEAM Night, Guilford County Public Schools	55	2
3/13/24	Bishop McGuinness Student STEM Mentorship; 1 high school student; 12 hours for the week. <i>Note: School is in Kernersville, but student lives in Summerfield.</i>	1	12
4/5/24	Pond Exploration at the General Greene Elementary Science Fair, Guilford County Public Schools	212	6
4/17/24	Stormwater Presentation at McGirt-Horton Branch of Greensboro Public Library	10	1
4/20/24	Stormwater SMART booth at City of Greensboro Earth Day Fair in Keeley Park, with Stormwater 101 workshop	117	3
4/29/24	Oak Ridge HOA meeting for stormwater device education	6	1
6/5/24	Guilford Creek Week Investigators at Kathleen Clay Branch of Greensboro Public Library	25	1
6/14/24	Homeschool K-8 co-op group at Oak Ridge Park; 12 students	9	2
<b>FY24 Year End: 6/30/24</b>	<b>GUILFORD-AREA SUBTOTAL</b>	<b>1316</b>	<b>89</b>

## PRINT MATERIALS – THE NATURE NOTEBOOK PROGRAM

In FY24, Stormwater SMART delivered **2,200** stormwater activity workbooks to our community partners in Guilford County for distribution during Guilford Creek Week, summer reading programs, summer camps, and fairs.



*Community Distribution Partner*

*Number of Nature Notebooks*

<b>Gibsonville Public Library:</b> Delivered April 17 for distribution in youth programs, including home school cooperative	50
<b>Greensboro Library System:</b> Delivered May 15 for distribution at Central, McNairy, Hemphill, Kathleen Clay, Vance H. Chavis, Benjamin, Glenwood, McGirt-Horton	1,600
<b>Jamestown Public Library:</b> Delivered May 15 for distribution in summer reading and other youth programs	200
<b>Guilford County School System:</b> Delivered April 5 for Earth Day science classes	250
<b>Greensboro Water Resources:</b> Delivered April 20 for distribution during Guilford Creek Week and other programs	100
<b>TOTALS IN GUILFORD AREA</b>	<b>2,200</b>



**ACHIEVEMENTS THROUGH COLLABORATIVE INITIATIVES**

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*Contributions to New Water Quality Curriculum from State-level Agencies*

Refer to Regional Report for descriptions each initiative



girl scouts  
carolinas peaks to piedmont



**CONSERVATION TRUST FOR NORTH CAROLINA**

**DWR**  
Division of Water Resources



**BLUE STREAM ENVIRONMENTAL**

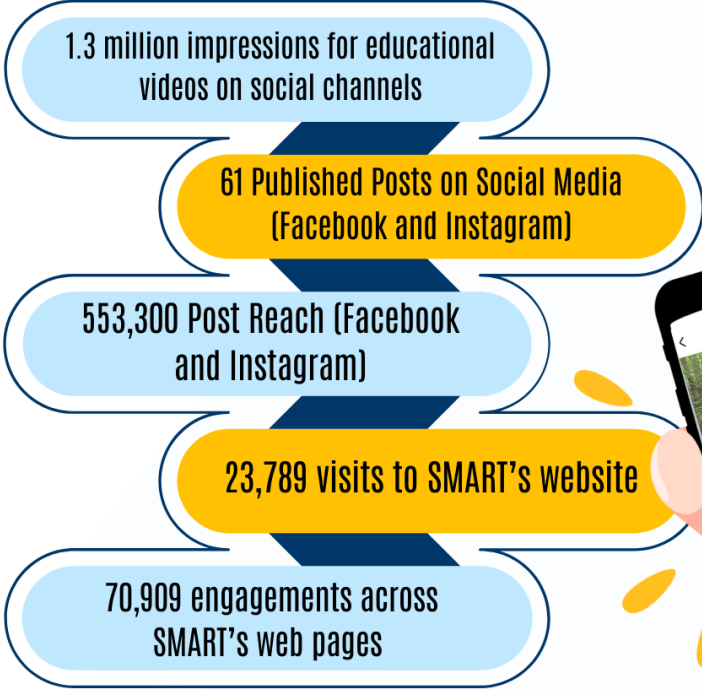


**Triad Today**



**PIEDMONT CONSERVATION COUNCIL, INC.**





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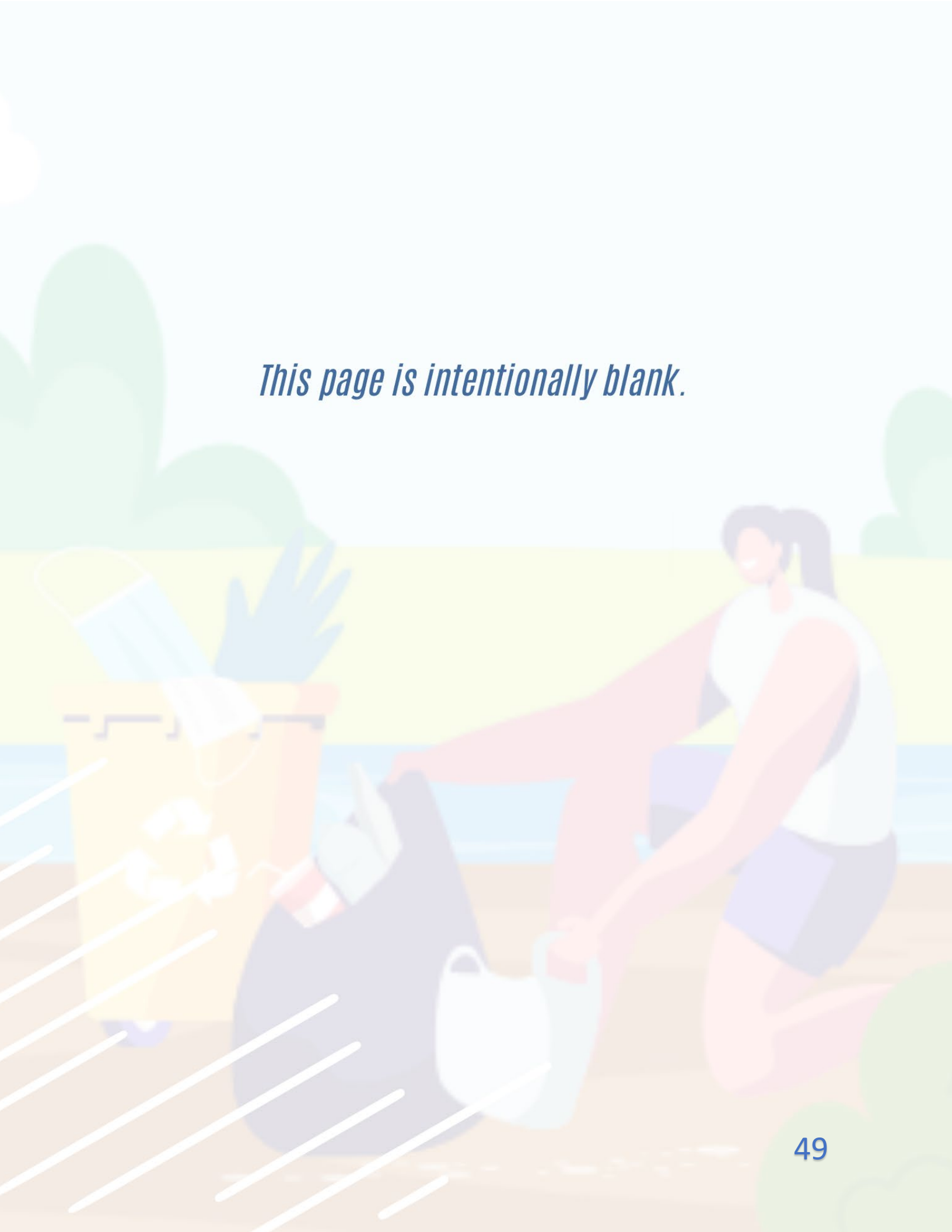
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**DIRECT EDUCATION  
AREA REPORT**



**RANDOLPH  
AREA**

## Education in Randolph-Area Communities

<i>Program Date</i>	<i>Program Description</i>	<i># of People</i>	<i>Program Hours</i>
10/7/23	Stormwater table at Bush Hill Festival in partnership with City of Archdale Stormwater	242	6
7/5/23	Deep River NC Stream Watch Orientation for Franklinville Public Library Youth Programs	24	1
7/6/23	Summer Reading for Seagrove Public Library: Pond Life at Clay Presnell Park	35	1
9/16/23	Train the Trainer: NC Stream Watch Troop Leader training for Girl Scouts Carolinas at Camp Keyauwee in Sophia	6	2
5/4/24	Assist with Shred Event at Randolph County Cooperative Extension; distribute KRCCB T-shirts to community partners	17	1
5/11/24	Booth at Trinity Farmer's Market: installation of educational signage for Trinity Rain Garden, with Blue Stream Environmental	5	2
6/1/24*	"Nature Cat" Badge Program, STEM with NC Stream Watch, for Girl Scouts Carolinas at Camp Keyauwee in Sophia	109	4
6/1/24*	Stormwater table with PBS Kids at Camp Keyauwee on behalf of Girl Scouts Carolinas	41	2
6/20/24	Muddy Creek Macro Adventure for Randolph County Public Library Summer Reading, Creekside branch in Archdale	36	1.5
<b>PROGRAM TOTALS</b>		<b>515</b>	<b>20.5</b>

\* Three SMART staff at this event, with two types of programs, at different times.



## NATURE NOTEBOOK PROGRAM

In FY24, Stormwater SMART delivered 1,430 stormwater activity workbooks to our community partners in Randolph County for distribution during Randolph Creek Week and summer youth programs



Community Distribution Partner	# of workbooks
Randolph Co. Cooperative Extension 4-H Youth: 4/9/24	350
Asheboro Public Library: 4/10/24	200
Archdale Public Library: 4/20/24	200
Franklinville Public Library: 4/17/24	20
Liberty Public Library: 4/10/24	200
Ramseur Public Library: 4/10/24	200
Randleman Public Library: 4/10/24	200
Seagrove Public Library: 4/10/24	60
<b>TOTALS</b>	<b>1,430</b>



## ACHIEVEMENTS THROUGH COLLABORATIVE INITIATIVES

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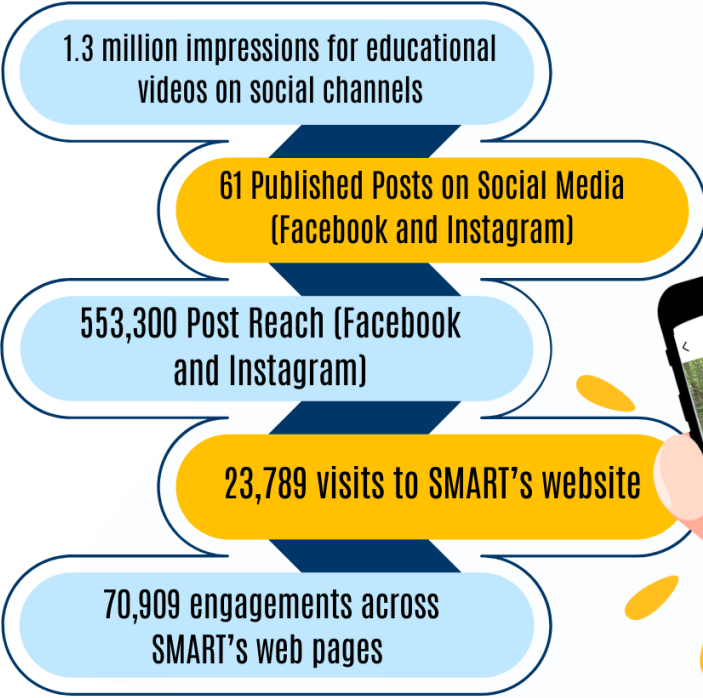
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Refer to Regional Report for descriptions each initiative



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# SOCIAL MEDIA\*

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### Website Traffic

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**DIRECT EDUCATION  
AREA REPORT**



**ROCKINGHAM  
AREA**

## Education in Rockingham-Area Communities

<i>Program Date</i>	<i>Program Description</i>	<i># of People</i>	<i>Program Hours</i>
10/10/23, 10/11/23, 10/12/23	EnviroScape Program at the Haw River Learning Celebration at Camp Guilrock with the Haw River Assembly	275	27
9/16/23	Stormwater SMART booth at the Riverfest in Downtown Eden	185	8
7/18/23	Summer Reading at the Reidsville Library	17	1
7/19/23	Summer Reading at the Reidsville Library	5	1
7/20/23	Summer Reading at the Reidsville Library	11	1
7/21/23	Summer Reading at the Reidsville Library	14	1
10/3/23	NC Stream Watch at Knight Brown Nature Preserve w/ Rockingham County Public Schools and Piedmont Legacy Trails	92	6
<b>TOTALS</b>		<b>599</b>	<b>45</b>

### Stormwater Outreach & Education: Program Reviews, State-level Meetings and Community Trainings

<i>Date</i>	<i>Description</i>	<i># of People</i>	<i>Time Meeting</i>
2/21/24	HOA Management Company Regional Stormwater Training with Blue Stream Environmental	8	1
3/13/24	City of Reidsville Stormwater Program Review by Planning and Community Development Staff	5	2
5/1/24, 5/20/24	Jordan Lake Rules Advising Session with Blue Stream Environmental, NC DEQ/DWR, and Jordan Lake One Water	4	2
<b>TOTALS</b>		<b>17</b>	<b>5</b>





## Nature Notebook Program

In FY24, Stormwater SMART delivered **300** stormwater activity workbooks to our community partners in Rockingham County for distribution during summer youth programs, including the Rockingham County Library Outreach Bookmobile, which provides mobile library services and convenient access throughout the county. The bookmobile is on the road up to 4 days a week, making over 20 different stops per month!



<i>Community Distribution Partner</i>	<i># of workbooks</i>
<i>Visit RoCo Rockingham County Tourism (Fall 2023, Year of the Trail Edition)</i>	<b>100</b>
<i>Reidsville Public Library: April 2024 Edition</i>	<b>75</b>
<i>Stoneville Public Library: April 2024 Edition</i>	<b>25</b>
<i>Eden Public Library: April 2024 Edition</i>	<b>25</b>
<i>Madison-Mayodan Public Library: April 2024 Edition</i>	<b>25</b>
<i>RCPL Outreach Bookmobile: April 2024 Edition</i>	<b>50</b>
<b>TOTALS</b>	<b>300</b>



## ACHIEVEMENTS THROUGH COLLABORATIVE INITIATIVES

109 PBS Kids Nature Cat Badges Awarded to School-Aged Children across the Piedmont

6 Hours of Mentor Support for Elon University SPEED Students

11 Hours of Mentor Support Provided for Girl Scouts Gold Award Stormwater Projects

Stormwater Awareness at the Largest Earth Day Fair in North Carolina

Regional Print Ad in the PEA Earth Day Fair Program Schedule to 8,000 fair attendees

Environmental Enhancement Grant Proposal Requesting \$180,000 for SMART Programs

1,700 hours of AmeriCorps Service for FY24 Awarded to SMART (\$16,000 in match waiver)

16 partner Creek Week planning meetings attended

Launch of Friends of Creek Week Year-Round Event Calendar

Regional News Coverage on 5 News Outlets

Certification: Environmental Educators of North Carolina (EENC)

Contributions to New Water Quality Curriculum from State-level Agencies

Refer to Regional Report for descriptions each initiative



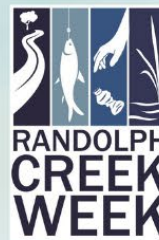
girl scouts  
carolinas peaks  
to piedmont

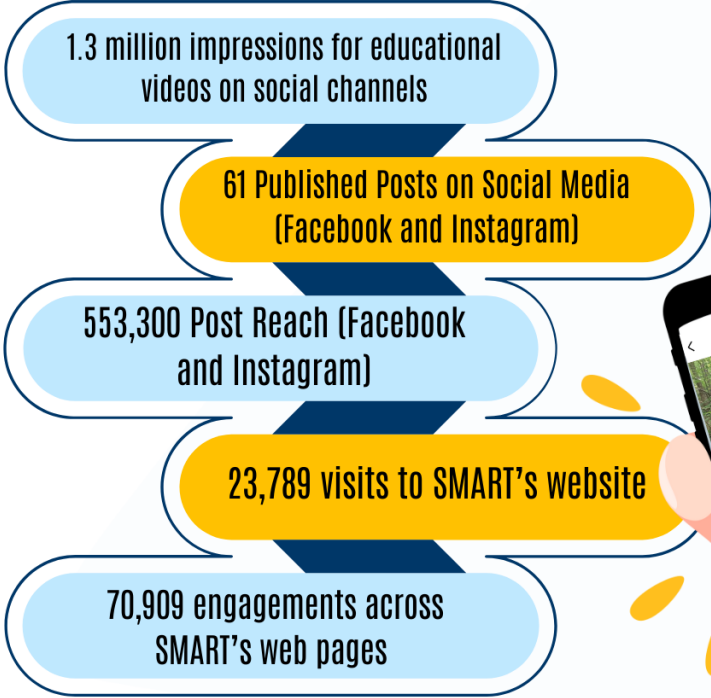


CONSERVATION TRUST FOR NORTH CAROLINA



BLUE STREAM ENVIRONMENTAL





**Litter Videos on Social Channels**

- 638,594 impressions on Meta
- 186,856 impressions on YouTube
- 32,677 impressions on TikTok
- 2,191 web users clicked on links

**Pet Waste Videos on Social Channels**

- 338,229 times on Meta
- 109,828 times on NextDoor

**Posts on Meta**

- 61 Posts (FB/Instagram)
- 427,700 Reach (FB)
- 1,200 Visits (FB)
- 810 Link Clicks (FB)
- 783 Content Interactions (FB)
- 125,600 Instagram Reach
- 204 Instagram Profile Visits

**SOCIAL MEDIA\***

*\* Both Mass Media members and Direct Education members receive Social Media outreach. These numbers can also be found in the MASS MEDIA REGIONAL REPORT.*

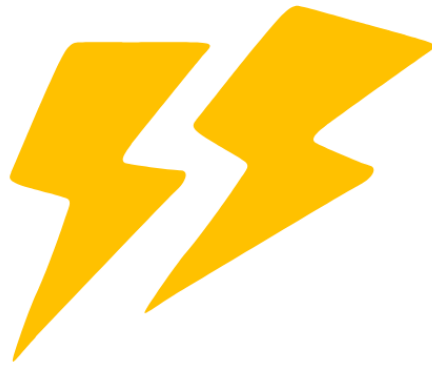
**Website Traffic**

- 23,789 visits to SMART website
- 14,256 unique IP addresses
- 70,909 engagement events



## Section Three

# ONLINE APPENDIX



If it's in the **street**,  
it's in the **stream**

Online Appendix

*Members, the Online Appendix will be provided to you at the Quarterly Meeting so that you may download and retain source documents and other digital files that you may want to keep on hand for audit purposes. We are in the process of deciding the best way to share these files for easy and secure access.*