



## Piedmont Triad Water Quality Partnership Annual Report Fiscal Year 2005-2006

### Carolina Yards and Neighborhoods Program

Carolina Yards and Neighborhoods (CYN) is an educational program designed to teach citizens how to make decisions in their home landscapes that protect water quality, reduce stormwater runoff and conserve water. The program is based upon a thriving program implemented in Florida called “Florida Yards and Neighborhoods.”

Objectives include:

1. To protect and improve the quality of the Piedmont Triad’s surface and groundwater resources by reducing stormwater runoff, decreasing non-point source pollution and conserving water.
2. To reduce environmental damage from improper landscape design, installation, and maintenance through widespread adoption of environmental BMPs by various stakeholder groups (i.e., builders and developers, landscape professionals, homeowners, business owners, and others).
3. To measure the effectiveness of the campaign by using citizen surveys to determine awareness levels before and after the campaign and to gauge the success of outreach techniques.

The program involves design of a workbook to be distributed through CYN Workshops (**public involvement**) conducted by Cooperative Extension Agencies, yard signs for participants, television and newspaper ads that promote the CYN principles in the workbook, and pre and post surveys to gauge program effectiveness.

**The Partnership was awarded \$95,000 in 319 grant funds to help fund this program.** In addition to the grant funds, match fund requirements for the partnership are \$75,000, which includes \$40,000 of in-kind services.

### FY 05-06- Carolina Yards and Neighborhood Program Funding Information

	<b>PTWQP Matching Funds</b>	<b>319 NPS Pollution Control Grant</b>
<b>Workbook</b>	\$24,000.00	
<b>Television Advertising</b>		\$73,000.00
<b>Newspaper Advertising</b>	\$10,000.00	
<b>Demonstration Site Signs</b>	\$1,000.00	
<b>Travel</b>		\$2,000.00
<b>Personnel Salary</b>	\$40,000.00	
<b>Survey</b>		\$20,000.00
<b>Total</b>	<b>\$75,000.00</b>	<b>\$95,000.00</b>

### **Pre-Survey for Carolina Yards and Neighborhoods Program**

The Piedmont Triad Water Quality Partnership Citizen Pre-Survey was performed by BKL Research & Consulting Company at a cost of \$10,000 to gauge the knowledge of landscape water quality practices before the CYN program began. A telephone survey was administered to 400 residents in the counties of Alamance, Forsyth, Guilford and Randolph. Residents were asked questions pertaining to lawn service usage, low maintenance areas, plant selection, planting methods, watering, fertilizing, pest control, border practices for waterfront property owners, and pet waste removal.

### **Piedmont Yardstick Workbook**

The partnership printed 40,000 Piedmont Yardstick Workbooks for distribution at CYN workshops and various presentation opportunities. The cost for the workbooks per member: \$0.36 each (Cost for printing only – no administrative fee). The 24-page colorful workbook describes nine easy principles that homeowners can use to save time, and money while protecting North Carolina's environment.

### **Workshops**

NC Cooperative Extension Agencies plan to conduct a total of 150 CYN workshops within the participating regions for the public. The workshops will educate homeowners on how to design, install and maintain an environmentally friendly landscape. Between March 2006 and May 2006, over 400 individuals have attended scheduled workshops in the participating regions.

### **Television**

We spent a total of \$24,138 on a television advertising campaign about CYN on channels 2, 8, 12, and Time Warner Cable. The commercials aired in March, April and May of 2006. The two CYN commercials focus on landscape principles associated with the program. Greensboro's in-house TV station developed the commercials for free.

### **Television Campaign Effectiveness (March-May 2006)**

	<b># of Ads</b>	<b>\$</b>	<b>Reach</b>	<b>Frequency</b>
<b>WGHP – FOX 8</b>	52	\$7,355.00	60.5%	2.9
<b>WFMY – CBS 2</b>	42	\$8,005.00	49.8%	2.9
<b>WXII – NBC 12</b>	38	\$6,460.00	43.1%	2.5
<b>Time Warner Cable Greensboro</b>	92	\$1,072.00	19.7%	1.6
<b>Time Warner Cable Winston-Salem</b>	83	\$1,246.00	20.3%	1.6
<b>TOTAL</b>	<b>307</b>	<b>\$24,138.00</b>		

### **Newspaper**

We spent a total of \$5,147.83 on a newspaper advertising campaign in the Greensboro News and Record, Winston-Salem Journal, Burlington Times, and the Asheboro Courier Tribune. The ads ran from March, April and May of 2006. The newspaper ads provide valuable information about upcoming workshops in the participating region. Winston-Salem's Communication and Marketing Department developed the newspaper ads for free.

### **Printing of the Spanish PTWQP Brochure**

Some Partnership members printed about 3,500 full color brochures to be distributed to Spanish speaking residents at a cost of \$0.27 each (Cost for printing only – no administrative fee).

### **Drain Markers**

Some Partnership members purchased about 5500 drain markers to be applied to storm drains in participating towns at a cost of \$2.17 each.

### **Animated Character**

The Partnership created a 3-D animated 30 minute TV ad featuring a frog character named "Lenny the Lifeguard" at a cost of \$19,600. Lenny will serve as the official mascot for the partnership, promoting stormwater pollution prevention through various advertisements targeting children in the Piedmont Triad Area.



### **Business Flyer and Poster**

The partnership printed a total of 2,795 full color flyers and 506 posters for distribution to local business owners at a cost of \$1299 (Cost for printing only – no administrative fee). Both items were created to help business owners with pollution prevention at the workplace. Distribution was the responsibility of each member.

### **Website-[www.piedmontwaterquality.org](http://www.piedmontwaterquality.org)**

We continued hosting and maintaining the website. The website received an average of 800 to 3000 hits per month.

**FY 05-06 - Stormwater Education Cost (per member)**

Member	BEP*	Spanish Brochures		Drain Markers		Total
		Qty	Total	Qty	Total	
Forsyth	\$5,000.00	0	\$0.00	0	\$0.00	<b>\$5,000.00</b>
Guilford	\$5,000.00	1,000	\$270.00	0	\$0.00	<b>\$5,270.00</b>
Randolph	\$5,000.00	0	\$0.00	0	\$0.00	<b>\$5,000.00</b>
High Point	\$3,000.00	500	\$135.00	500	\$1,085.00	<b>\$4,220.00</b>
Jamestown	\$1,500.00	200	\$54.00	60	\$130.20	<b>\$1,684.20</b>
Randleman	\$1,500.00	0	\$0.00	0	\$0.00	<b>\$1,500.00</b>
Archdale	\$1,500.00	0	\$0.00	100	\$217.00	<b>\$1,717.00</b>
Kernersville	\$1,500.00	200	\$54.00	0	\$0.00	<b>\$1,554.00</b>
Greensboro	\$7,500.00	1,000	\$270.00	5,000	\$10,850.00	<b>\$18,620.00</b>
Winston-Salem *	\$0.00	500	\$135.00	0	\$0.00	<b>\$135.00</b>
PTRWA	\$500.00	5	\$1.35	1	\$2.17	<b>\$503.52</b>
Rural Hall	\$1,500.00	0	\$0.00	0	\$0.00	<b>\$1,500.00</b>
Clemmons	\$1,500.00	0	\$0.00	0	\$0.00	<b>\$1,500.00</b>
Walkertown	\$1,500.00	0	\$0.00	0	\$0.00	<b>\$1,500.00</b>
Lewisville	\$1,500.00	0	\$0.00	0	\$0.00	<b>\$1,500.00</b>
Burlington	\$3,000.00	1000	\$550.00	0	\$0.00	<b>\$3,550.00</b>
Elon	\$1,500.00	200	\$110.00	0	\$0.00	<b>\$1,610.00</b>
	<b>\$42,500.00</b>	4,605		5,661	<b>Total:</b>	<b>56,363.72</b>
Carolina Yards and Neighborhoods includes: TV ads, brochures, newspaper ads, yard signs, surveys, etc. as discussed in grant application		Spanish Brochures cost \$0.27 each				
		Drain Markers Cost \$2.17 each				
		Burlington and Elon cost for reprinting Spanish Brochures \$ 0.55 each				
* Winston-Salem was charged at the Population > 200,000 rate for two years. It was recently discovered that their population is 192,000, and so they were overcharged. To correct this, they have agreed to a \$5000 credit for FY 05-06. Since \$5000 is the amount they would be obligated to pay for the CYN program, their balance for CYN was reduced to \$0.						
*BEP (Baseline Education Program)-Carolina Yards and Neighborhoods, business flyer and posters, and creation of Lenny the Lifeguard.						