

HISTORY OF THE REGIONAL STORMWATER PARTNERSHIP

□ In **December 2006**, Centralina Council of Governments (COG) convened a meeting in Harrisburg for the purpose of forming a regional stormwater partnership to promote good stormwater practices around the region and applying for a Clean Water Management Trust Fund (CWMTF) grant application to help fund the Partnership. The Partnership, open to all communities in the region, would focus on those communities who were designated as either Phase I or II Stormwater communities by the North Carolina Division of Environmental Quality and the North Carolina Environmental Management Commission. In attendance at the meeting were representatives from WCNC Channel 36, a Charlotte television station that, through an existing partnership with Charlotte-Mecklenburg Storm Water Services, was airing videos on stormwater-related matters. Letters of support for forming and financially supporting the Partnership were received from over 15 communities that attended.

□ In **March 2007**, COG submitted a CWMTF application for \$251,039. Grant funds were to be used to:

- Purchase stormwater grate identification supplies
- Purchase “Adopt-A-Stream” supplies
- Conduct Quarterly Partnership workshops
- Conduct an advertising campaign for the Partnership using billboards, television videos, and a website
- Publishing stormwater brochures for distribution to local governments
- Implementing two stormwater demonstration projects
- Conduct surveys of the region’s population to determine their awareness of stormwater related issues.

□ COG was notified in **Fall 2007** that the CWMTF grant application had been approved. The grant agreement was executed between the two entities in January 2008. The grant award was for \$121,000. Grant funds were to be used for all of the above activities except (1) Surveys and (2) Advertising.

□ Eighteen local governments initially became members of the Partnership and committed to funding the Partnership for at least two years. Dues amounts, based on population, ranged from approximately \$170-\$33,000 per year. Members of the Partnership included:

City of Belmont	City of Concord	Town of Landis
City of Bessemer City	Town of Cramerton	Mecklenburg County
Cabarrus County	Town of Dallas	City of Mount Holly
City of Charlotte	Gaston County	Town of Ranlo
City of Cherryville	Town of Harrisburg	Town of Stallings
Town of China Grove	Town of Indian Trail	

(**NOTE:** The Town of Stanley was an original member of the Partnership, but withdrew from the Partnership effective July 1, 2008.)

□ The first Partnership workshop took place in **February 2008** at the Belmont campus of Gaston College. Workshops have since taken place on a quarterly basis with speakers brought in to talk about a variety of stormwater related issues relevant to the Partnership communities. The Partnership also formed an Executive Committee that meets on a bi-monthly basis. The first Executive Committee meeting was held in **March 2008**. Executive Committee members include representatives from:

- City of Charlotte
- City of Concord
- Gaston County
- Town of Harrisburg
- Town of Indian Trail
- Mecklenburg County

□ Beginning in **February 2008**, stormwater related videos began being shot in various Partnership communities and aired twice-weekly on WCNC Channel 36. The videos were produced and presented by Daniella Lopez, WCNC's on-air meteorologist. Stormwater related information was also found on WCNC's "Storm Center" webpage. This information included a series of custom-made banners that depicted good stormwater practices, other stormwater and environmental tips, as well as the videos. Weekly videos were produced and aired on WCNC through January 31, 2009.

□ In **May 2008**, a subcommittee of the Executive Committee awarded two stormwater demonstration grants, each for \$35,000, to the Town of Indian Trail and Gaston County. (**NOTE:** Indian Trail later rescinded its grant award and the funds were then awarded to the City of Charlotte.) Both awards were contingent on local match funds being provided. The City of Charlotte project involves construction of a bio-retention facility at Park Road Park; the Gaston County project involves construction of a bio-retention facility at Southwest Middle School in Gastonia.

□ Representatives from the Partnership and COG developed a brochure, designed for distribution to the general public, which outlined the work of the Partnership as well as promoting good stormwater practices. Ten-thousand (10,000) brochures were produced and distributed to Partnership communities in **October 2008**.

□ In **November 2008**, over \$13,000 in Adopt-A-Stream and stormwater grate identification supplies were ordered and distributed to Partnership communities. Supplies distributed included:

Adopt-A-Stream

- Signs (custom-made for Partnership communities): 13
- Gloves: 306 pairs
- Trash Bags: 120
- Waders: 52

Storm Grate Identification

- Markers: 3058
- Adhesive Tubes: 174
- Safety Vests: 319

□ A digital billboard began displaying four different stormwater messages in **December 2008** for a period of eight weeks. The billboard is located in a prominent location on I-85 in McAdenville, NC. The billboard space was donated by Pharr Yarns, Inc. The billboard messages were produced on a gratis basis by Adams Outdoor Advertising.

□ The Partnership authorized COG to enter into contract with Media Power Advertising (MPA), an advertising agency, in **January 2009**. MPA subsequently negotiated contracts with four local

radio stations to have Partnership promotional spots aired from February-June 2009. The four stations include WFAE (90.7 FM), WKQC (104.7 FM), WOLS (106.1 FM) and WGSP (102.3 FM). The latter two stations cater to the Hispanic market and spots aired on those stations are being produced in Spanish. Additional radio spots are being aired in association with traffic reports on six different AM and FM radio stations. In total, nearly 1200 radio spots will be aired.