



**CLEAN WATER
EDUCATION
PARTNERSHIP**

**Fiscal Year 2007 – 2008
Annual Report**

Compiled By

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This Annual Report describes Fiscal Year 2007-2008 (FY08) activities of the North Carolina Clean Water Education Partnership (CWEP).

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

Contents

FY08 CWEP Partners and Cost Shares	2
FY08 CWEP Budget.....	3
FY08 Radio Outreach	4
FY08 Television Outreach	6
FY08 Website Outreach.....	8
FY08 Print Outreach.....	10

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.



FY08 CWEP 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 rate and a proportionate rate. Each partner's base rate is the same (\$2,000 for FY08). Each partner's proportionate rate is the product of its jurisdiction's population and a per-capita rate (\$0.06 per person for FY08). Partner populations estimates used are the latest official estimates available from the NC State Demographics unit at the time that cost shares are calculated (FY08 used 2006 certified estimates).

	Base Cost	Estimated Population (based on 2006 official pop from NC State Demographics)	Total EXACT Cost Share (@ 0.06 per capita)	FY08 Cost Share
Town of Apex ²	\$2,000	25,951	\$ 3,557.06	\$3,557
Town of Carrboro ²	\$2,000	17,648	\$ 3,058.88	\$3,059
Town of Cary ^{1,2}	\$2,000	110,028	\$ 8,601.68	\$8,602
Town of Chapel Hill ²	\$2,000	51,519	\$ 5,091.14	\$5,091
Chatham County ²	\$2,000	44,469	\$ 4,668.14	\$4,668
City of Durham ^{1,3}	\$2,000	204,767	\$ 14,286.02	\$14,286
Durham County ¹	\$2,000	31,634	\$ 3,898.04	\$3,898
Town of Fuquay-Varina ²	\$2,000	10,300	\$ 2,618.00	\$2,618
Town of Garner ^{1,2}	\$2,000	21,106	\$ 3,266.36	\$3,266
City of Goldsboro ^{1,2}	\$2,000	38,517	\$ 4,311.02	\$4,311
City of Havelock ¹	\$2,000	21,999	\$ 3,319.94	\$3,320
Town of Hillsborough ²	\$2,000	5,671	\$ 2,340.26	\$2,340
Town of Holly Springs ²	\$2,000	13,362	\$ 2,801.72	\$2,802
Town of Hope Mills	\$2,001	12,355	\$ 2,742.30	\$2,741
Johnston County ¹	\$2,000	100,346	\$ 8,020.76	\$8,021
City of Kinston ¹	\$2,000	23,093	\$ 3,385.58	\$3,386
Town of Knightdale ²	\$2,000	6,660	\$ 2,399.60	\$2,400
Town of Morrisville ²	\$2,000	12,126	\$ 2,727.56	\$2,728
Nash County ^{2,4}	\$2,000	37,368	\$ 4,242.08	\$4,242
City of New Bern ¹	\$2,000	23,765	\$ 3,425.90	\$3,426
Orange County ^{1,2}	\$2,000	47,413	\$ 4,844.78	\$4,845
City of Oxford ⁴	\$2,000	8,562	\$ 2,513.72	\$2,514
City of Raleigh ^{1,3}	\$2,000	325,213	\$ 21,512.78	\$21,513
City of Rocky Mount ^{2,4}	\$2,000	56,309	\$ 5,378.54	\$5,379
Town of Spring Lake ²	\$2,000	8,208	\$ 2,492.48	\$2,492
Town of Smithfield ¹	\$2,000	11,893	\$ 2,713.58	\$2,714
Town of Tarboro ⁴	\$2,000	10,841	\$ 2,650.46	\$2,650
Wake County ^{1,2}	\$2,000	172,016	\$ 12,320.96	\$12,321
Town of Wake Forest ²	\$2,000	17,235	\$ 3,034.10	\$3,034
Wayne County ^{1,2}	\$2,000	68,676	\$ 6,120.56	\$6,121
City of Wilson ¹	\$2,000	47,441	\$ 4,846.46	\$4,846
Totals:	\$62,001	1,586,491		\$157,191

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.

FY08 CWEP Program Budget

The CWEP Steering Committee (one representative from each partner) established CWEP FY08 program cost shares and draft budget in FY07.

CWEP conducted a television campaign in Fall 2007, a radio campaign in summer 2008, developed an outreach booth and provided giveaways to project partners, and maintained a website providing information to the public on stormwater issues. The CWEP Steering Committee elected to postpone printing and mailing postcards to riparian landowners until the drought and outdoor watering restrictions were eased; the postcards will be mailed to approximately 200,000 owners of riparian parcels in CWEP jurisdictions in FY09.

Final FY08 Financial Report

	FY 2008 (FINAL)	
	Budget	Close FY08
Cost Share Revenue	\$ 157,191	\$ 157,191
Additional Revenue		
Revenue Carried Forward	\$ 100,879	\$ 100,879
Total Revenue	\$ 258,070	\$ 258,070
Program Management	\$ 30,000	\$ 30,000
Travel, Supplies & Miscellaneous	\$ 300	\$ 9
Professional Development	\$ 1,300	\$ 180
Television, FY08	\$ 55,000	\$ 55,956
Radio, FY08	\$ 25,000	\$ 24,815
Print, FY08 (buffer postcards: deferred)	\$ 55,000	\$ -
Web Site Maintenance	\$ 2,100	\$ 1,900
Outreach Tools	\$ 4,137	\$ 6,325
Total Expenses	\$ 172,837	\$ 119,185
Balance	\$ 85,233	\$ 138,885

FY08 Radio Outreach

Introduction

CWEP ran its FY08 radio campaign in April, May, and June of 2008 at a total cost of \$24,815. 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 4/19 through 7/4 on weekend mornings. The CMG flight ran three weekends in June: 6/6 through 6/8, 6/13 through 6/15, and 6/20 through 6/22.

Radio Spots (Commercials & PSAs)

On WUNC, we broadcast the following Public Service Announcement during Car Talk: “[Programming on WUNC is brought to you by...] The North Carolina Clean Water Education Partnership, reminding drivers that fixing auto leaks prevents water pollution. Information on protecting local water supplies available at: N-C-Clean-Water dot ORG.”

With CMG network stations, we ran two basic 60-second spots:

1. POWER (awareness message): People have the power to prevent stormwater pollution. Included tips and the message that storm drains flow untreated to streams.
2. WHEELS (action message): What’s good for vehicles is bad for the water, never dump auto fluids down storm drains, and wash cars over grass or gravel.

There are three versions of each spot: Spanish, Urban, and Other. The announcer and the background music differ for each version. The version run depended on the listener characteristics of the broadcasting radio station. The spots are available with descriptions on the CWEP website at <http://www.NCcleanwater.org/outreach/radio.php>.

Target Audience

Men 18-49, the demographic most likely to change their own oil and wash their own cars, 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:

- Gross Ratings Points (GRPs): The sum of the ratings for all our spots on that station
- Frequency: The number of times the message was heard by an average listener in the market
- Net reach: The number of audience members who heard our messages three or more times
- Reach (%): The percentage of the audience who saw or heard the at least three times
- Impressions: The number of times our messages were heard, total (A given listener may hear the message multiple times.)
- Persons: The number of people who heard our message(s)



Campaign Performance, CONTINUED

The table below shows figures for each CWEP partner. Impressions are shown because they are easy to understand and to compare over time, space, and medium. See the [FY08 Radio Campaign Summary](#) for base data provided by radio vendors; intermediate calculations to calculate jurisdiction-specific data are available upon request. Impressions for each jurisdiction were estimated by multiplying reach (%) and frequency for each flight by the jurisdiction's population and adding the impressions together for a count of total impressions for the flights combined.

Population figures are 2006 Certified Population figures from the Office of State Budget and Management's State Demographics branch. These figures are the most recent certified figures currently available, and they were the same used to calculate CWEP FY08 cost shares.

Jurisdiction	Population	WUNC Impressions	CMG Impressions	Combined Impressions
Chatham County	46,619	9,358	29,868	39,226
Havelock	22,772	4,571	19,281	23,852
New Bern	25,456	5,110	126,536	131,646
Hope Mills	12,536	2,516	55,339	57,855
Spring Lake	8,227	1,651	48,297	49,949
Durham	214,492	43,055	222,214	265,268
Durham County	29,540	5,930	30,603	36,533
Tarboro	10,585	2,125	13,378	15,503
Rocky Mount	56,364	11,314	24,353	35,667
Oxford	9,184	1,843	43,768	45,612
Johnston County	107,840	21,647	7,572	29,218
Smithfield	12,456	2,500	6,465	8,965
Kinston	22,962	4,609	17,783	22,392
Nash County	38,132	7,654	6,660	14,315
Carrboro	18,611	3,736	111,722	115,458
Chapel Hill	53,416	10,722	7,635	18,357
Hillsborough	6,240	1,253	8,983	10,236
Orange County	46,829	9,400	13,987	23,387
Apex	28,830	5,787	39,467	45,254
Cary	122,139	24,517	8,464	32,981
Fuquay-Varina	12,913	2,592	48,515	51,107
Garner	23,507	4,719	16,443	21,162
Holly Springs	17,165	3,445	365,624	369,070
Knightdale	8,671	1,741	58,337	60,077
Morrisville	13,501	2,710	12,904	15,614
Raleigh	352,919	70,841	4,371	75,212
Wake County	176,717	35,472	10,955	46,428
Wake Forest	22,628	4,542	183,079	187,621
Goldsboro	37,396	7,506	23,443	30,949
Wayne County	69,621	13,975	81,484	95,459
Wilson	48,316	9,698	56,549	66,247
Totals:	1,676,584	336,538	1,704,080	2,040,618

FY08 Television Outreach

Introduction

CWEP ran a TV campaign in Fall 2007 to cover television activity for its Fiscal Year 2007-2008. A total of \$55,871.05 was spent by the Partnership on customization, dubs, and broadcasting/cablecasting. East Carolina University (ECU) conducted phone and mail surveys of the public after the campaign to measure changes in awareness compared to levels of awareness before the campaign based on data extracted from NCDENR's baseline survey conducted in 2005, also by ECU. The findings of this survey will be available on our website (www.ncCleanWater.org) when the analysis is complete.

Campaign

Flights ran on WTVD, CW22, WRAL, and Time Warner Cable (in the Triangle) and WCTI and Time Warner Cable (at the Coast) from September 3 through September 16, 2007. (WTVD under-delivered 57,000 impressions, so they ran a small flight of "make-goods" for CWEP in January 2008. Statistics for this make-good flight have not yet been provided by the vendor and are not included in the campaign performance calculations below. Since they were not run before ECU did the post-campaign surveys, they could not have affected awareness levels as measured by the surveys.)

Spots

Two 30-second television spots (advertisements) were run in approximately even rotation. Both featured the CWEP tag (spoken tagline: "Clean water begins with you and me!", written www.NCcleanwater.org URL, and written phone number).

- CWEP's 2006 "Buffer Improvement" spot
- DENR's 2006 "Johnny Fishpatrick" spot

Target

Men ages 25-54, 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 Buffer Improvement spot was designed to communicate yard care stewardship concepts to this demographic.

Campaign Performance

Performance statistics are reported for the market's **population as a whole**. Performance statistics for the target audience are available upon request (contact Sarah Bruce).

- GRPs (Gross Ratings Points): The sum of all ratings delivered by the vendor (broadcast or cablecast outlet). Each point represents 1% of the viewing audience. GRPs are commonly added with GRPs for other shows and other outlets, but note that then some viewership is double-counted (i.e., GRPs do not account for the fact that the spot was probably seen more than once by a single viewer).
- CPP (Cost Per Point): CPP is an indicator of the campaign's efficiency. Cost may depend on a number of factors, including the market, the ratings of the shows the spot ran during, the target, the time of year, etc.
- Reach: The number of unduplicated individuals exposed to the spot at least once.
- Frequency: The average number of times persons viewed the spot. This number is derived by dividing the Gross Rating Points (GRP) by the total non-duplicated audience (cume).
- Impressions: how many times the spot was viewed in the market by members of the population or target audience as indicated. (Spots may have been seen more than once by the same person; the impression count is based on total views regardless of duplication among the audience.)

(CONTINUED)



TRIANGLE MARKET

Vendor	Amount	Total # of spots	Actual/Gross Impressions	Reach	Frequency	CPP	GRP	Definition of Market "Population"
WTVD*	\$ 15,467.50	49	2,761,000	47.2	4.7	\$ 60.00	146.0	Persons 18+
WRAL	\$ 12,000.00	39	3,162,000	43.1	3	\$ 94.34	129.3	Persons 2+
CW22	\$ 3,070.00	16	363,000	12.0	1.5	\$ 7.00	18.0	Persons 2+
TWC - Triangle	\$ 15,575.00	424	2,045,954	54.6	2.7	\$ 110.00	147.4	Persons 2+
TOTAL	\$ 46,112.50	528	8,331,954			\$ 104.63	440.7	

* WTVD's performance statistics are somewhat higher due to a make-good campaign run in January 2008 for which statistics were not available.

TRIANGLE MARKET: Apex, Carrboro, Cary, Chapel Hill, Chatham County, Durham, Durham County, Fuquay-Varina, Garner, Goldsboro, Hillsborough, Holly Springs, Hope Mills, Johnston County, Knightdale, Morrisville, Nash County, Orange County, Oxford, Raleigh, Rocky Mount, Smithfield, Spring Lake, Tarboro, Wake County, Wake Forest, Wayne County, Wilson

COASTAL MARKET

Vendor	Amount	Total # of spots	Actual/Gross Impressions	Reach	Frequency	CPP	GRP	Definition of Population
WCTI	\$ 5,560.00	32	485,000	43.9	2.2	\$ 58.04	96.6	Persons 18+
TWC - Coast	\$ 3,396.00	375	131,474	46.3	2.5	\$ 30.00	115.8	Persons 2+
TOTAL	\$ 8,956.00	407	616,474			\$ 42.18	212.3	

COASTAL MARKET: Havelock, Kinston, New Bern, Smithfield



FY08 Website Outreach

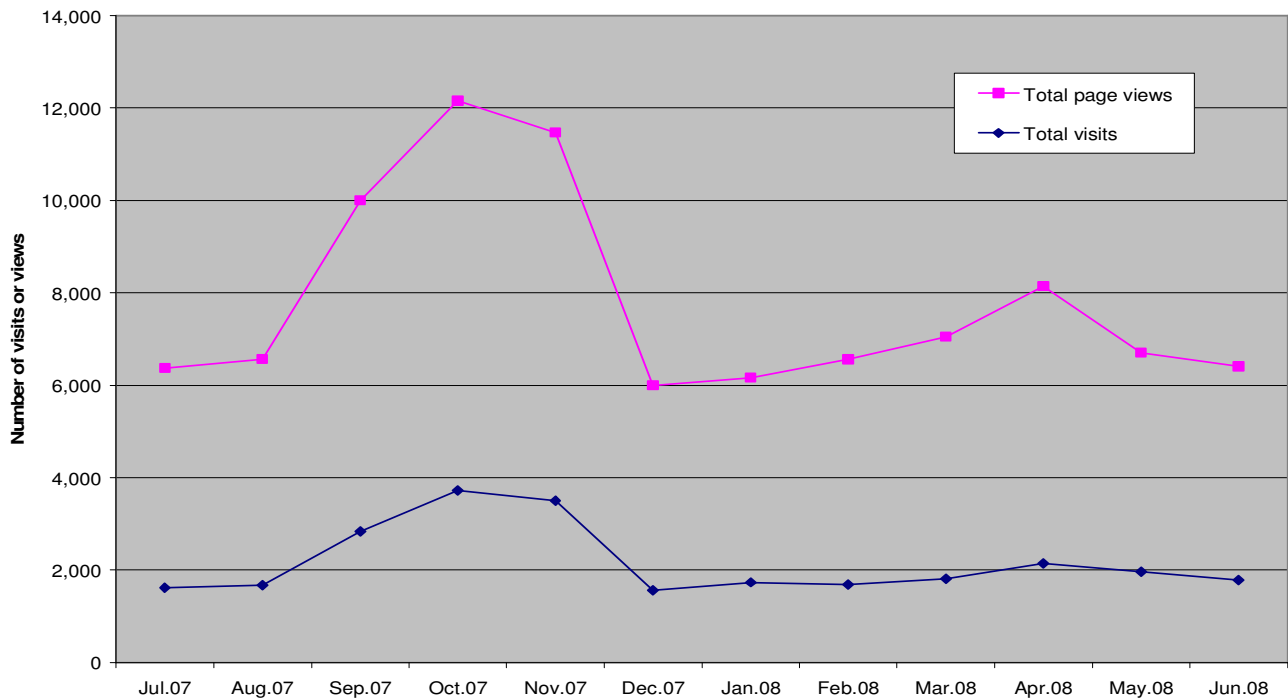
<http://www.NCcleanwater.org>

CWEP tracks two metrics to indicate overall traffic, 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. 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.

The NC CWEP website saw a dramatic increase in the number of page views and in the number of visits in September, October, and November. The increase is somewhat correlated with our Fall television campaign, which ran from September 3 to September 16. However, the extended duration of the increase is greater than one would expect if the sole cause of the increase is the Fall television campaign.

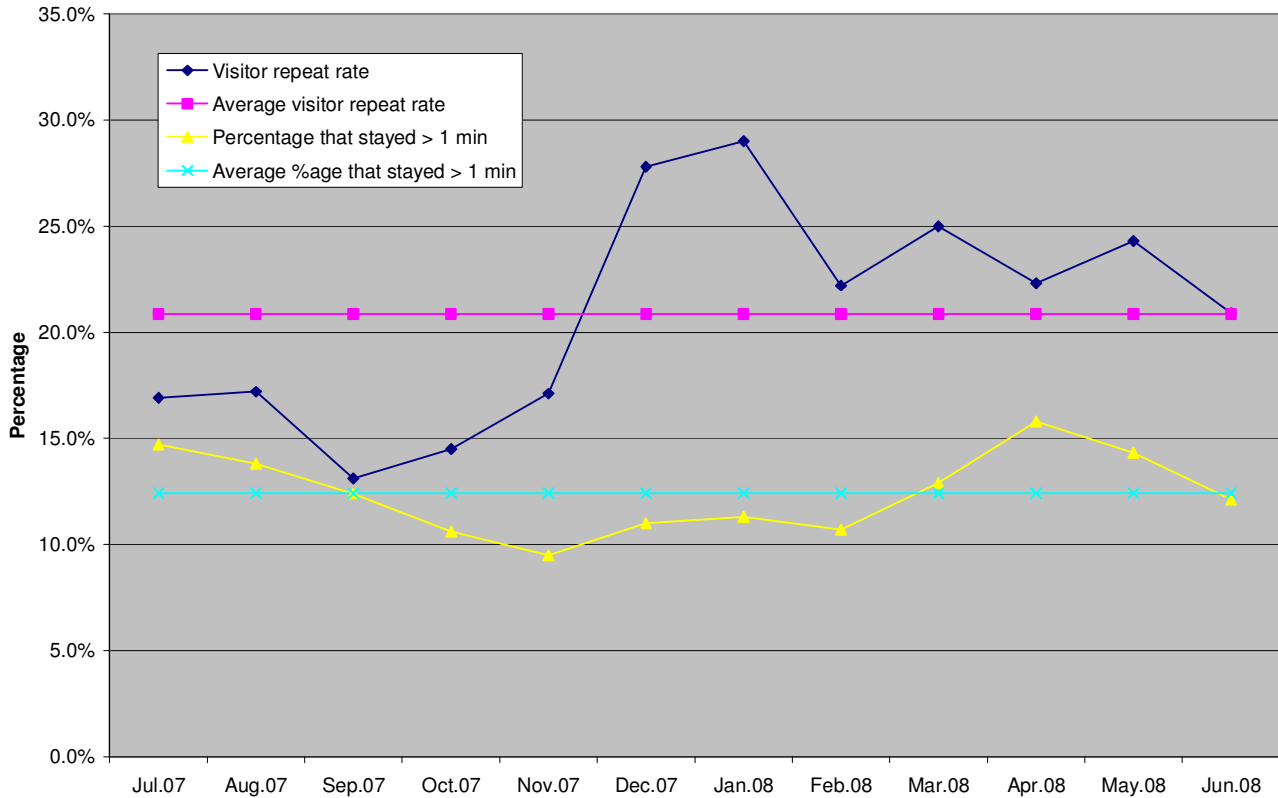
CWEP also ran its usual summer radio campaign June 6 to June 22 with an added set of PSAs during Car Talk on WUNC from April 19 to July 4. There is a slight overall increase in website traffic during this period, but we did not expect an increase in website traffic with our Summer radio campaign because it is targeted to catch listeners while they are near their cars on weekends.

FY08 CWEP Website Visits



CWEP also tracks the amount of time visitors stayed. We seek to increase the percentage of visitors who stay longer than one minute, which indicates that more people are browsing the site (as opposed to leaving quickly). We also seek to increase the percentage of people who are visiting the site on multiple occasions. These two trends are displayed on the following graph.

Retention and Repeat Visit Rates



Oddly, the two metrics do not show a positive relationship with our Fall television campaign or our Summer Radio campaign. Because overall page visits have been positively correlated, we can hypothesize that some additional traffic is coming to the website due to our television spots, but the additional visitors do not stay much longer on average than other visitors directed to the sites from other means, such as a search engine. We may need to revamp our home page to more effectively encourage casual visitors to stay and browse the site.

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

CWEP Partners: Please ensure that a link to the CWEP website is featured on your local governments’ websites **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.

FY08 Print Outreach

CWEP Brochure

The CWEP brochure is still available online at our website. CWEP did not allocate funding to print this year; the Steering Committee felt that individual partners could customize the many existing materials available and that CWEP should focus its efforts on radio and television campaigns in FY08.

CWEP Slicks

CWEP provides “slicks,” or 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 the slicks to their local news outlets.

CWEP’s slicks were originally courtesy of DENR; Amy Hathaway of the City of Raleigh customized them for CWEP in FY06.

Slicks are available online as PDFs in various column sizes at <http://www.NCcleanwater.org/outreach/print.php>.

CWEP Buffer Maintenance Postcard

The CWEP Steering Committee elected to postpone printing and mailing postcards to riparian landowners until the drought and outdoor watering restrictions were eased; the postcards will be mailed to approximately 200,000 owners of riparian parcels in CWEP jurisdictions in FY09. The postcard will encourage landowners to ensure areas adjacent to streams are vegetated and provide information on how and when to properly plant trees. The CWEP website will be updated to feature numerous resources and additional guidance, and postcard recipients will be directed to the website for more detailed information.

