



Piedmont Triad Water Quality Partnership Annual Report Fiscal Year 2006-2007

Carolina Yards and Neighborhoods Program

The program progressed within the participating regions through workshops, distribution of printed materials and various advertising strategies. The 319 funds along with the matching funds from the partnership were used for the various components of the program.

Television Advertising

We spent a total of \$24,221 on a television advertising campaign about CYN on channels 2, 8, 12, and Time Warner Cable. The commercials aired in August, September and October of 2006.

Newspaper Advertising

We spent a total of \$4,844.65 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 August, September and October of 2006.

Television Campaign Effectiveness (August-October 2006)

	# of Ads	\$	Reach	Frequency
WGHP – FOX 8	63	\$7,350.00	41.1%	3.5%
WFMY – CBS 2	44	\$7,880.00	50.1%	2.7%
WXII – NBC 12	29	\$6,420.00	47.9%	2.0%
Time Warner Cable	170	\$2,571.00	27.1%	2.0%
TOTAL	310	\$24,221.00		

CYN Demonstration Site Signs

The three garden display signs were installed at the NC Cooperative Extension Centers for public viewing at a cost of \$97.40.

Post-Survey for Carolina Yards and Neighborhoods Program

To measure the effectiveness of the CYN program, BKL Research & Consulting Company performed a post-survey at a cost of \$10,000.

Website-www.piedmontwaterquality.org

Continue hosting and maintaining the website. The website received an average of 742 to 4207 hits per month.

Animated Character “Lenny the Lifeguard”

We plan to spend \$28,256 on the advertising campaign for Lenny the Lifeguard. In addition to the television commercials, educational material will be developed for distribution within all four school systems. Subsequent television commercials may be developed in the future to address additional water quality issues.

North Carolina Science Teachers Conference

We attended the North Carolina Science Teachers Association Conference November 8-10th at the Koury Convention Center in Greensboro, NC. The cost to participate in the conference was \$137.45, the fee included booth and electrical outlets rental. 1600 North Carolina science teachers registered for the event.

Workshops for CYN

NC Cooperative Extension Agencies continued to meet the goal of 150 CYN workshops within the participating 3 county region for the public about the components of the program. Members from the partnership also had the opportunity to spread the message about various water related topic to a large number of participants. 300 Piedmont Triad Workbooks were distributed during the events.

Partnership Kits

The grant required we spend \$24,000 on the Piedmont Yardstick Workbooks, fortunately we purchased \$40,000 workbooks at a cost of \$13,600. With the remainder of the funds we purchased; 2 portable tabletop displays, additional newspaper advertising, and a kit for each member of the partnership.

Television Advertising

We spent a total of \$24,620.89 on a television advertising campaign about CYN on channels 2, 8, 12, and Time Warner Cable. The commercials aired in January, February, and March of 2007.

Newspaper Advertising

We spent a total of \$7,099.67 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 January, February, and March of 2007.

Television Campaign Effectiveness (January-March 2007)

	# of Ads	\$	Reach	Frequency
WGHP – FOX 8	155	\$7,408.04	72.7	4.5
WFMY – CBS 2	509	\$8,105.00	69.0	6.3
WXII – NBC 12	76	\$6,440.00	75.7	2.8
Time Warner Cable Greensboro	140	\$1,455.64	99.5	13.3
Time Warner Cable Winston-Salem	116	\$ 1,212.21	48.2	1.8
TOTAL	992	\$24,620.89		

Municipal Training Video

Two municipal training videos were ordered at a cost of \$757.25 for members. The videos are located at the Piedmont Triad Regional Water Authority for member checkout.

Proper Disposal of Used Motor Oil

Funds will come from the 07-08 budget. As a continued effort to meet the obligations of our permits, the partnership decided to address the issue of used motor oil disposal. The City of Greensboro Stormwater Management Division already developed a similar campaign in 2005, so the cost of creating commercials is minimal. The various advertising strategies utilized by Greensboro will be revisited by the partnership to ensure the success of the program.

FY 06-07 -Stormwater Education Cost (per member)

Member	Baseline Education Program
Archdale	\$1,500.00
Burlington	\$3,000.00
Clemmons	\$1,500.00
Elon	\$1,500.00
Forsyth	\$5,000.00
Greensboro	\$7,500.00
Guilford	\$5,000.00
High Point	\$3,000.00
Jamestown	\$1,500.00
Kernersville	\$1,500.00
Lewisville	\$1,500.00
PTRWA	\$500.00
Randleman	\$1,500.00
Randolph	\$5,000.00
Rural Hall	\$1,500.00
Walkertown	\$1,500.00
Winston-Salem	\$5,000.00
Trinity	\$1,500.00
	\$49,000.00

Baseline Education Program includes the remaining grant requirements for the Carolina Yards and Neighborhoods Program and the airing of the animated television commercial