

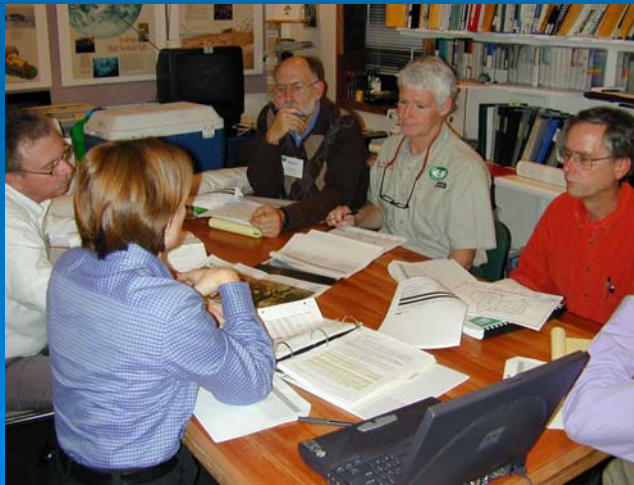
Planning Education/Outreach for Burnt Mill Creek Project

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EPA 319 Project Activities

- Design and Construct minimum of 6 large BMPs
- Community Outreach and involvement, resulting in many small backyard BMPs
- Water quality monitoring



STRATEGIES & ACTIVITIES

Reaching Target Audiences:

- Tap into community meetings - Forest Hills for example
- Work w/smaller groups- neighborhood level or 1 on 1
- Focus on high profile audiences (Landscapers for HOAs)
- Pick representative neighborhood, assess knowledge at start
- Find the "king-pin" that others will follow - use media

Education Message:

- Educate public on BMPs to change perceptions

Project Ideas:

- Neighborhood Award from the neighborhood association
- E.S. small scale landscaping awards
- Sponsor a backyard make-over, make video, publicize in media
- Rain garden on Azalea tour - goes through Forest Hills (Media)
- Station for pet waste "bags" - install, educate and monitor use
- Stormwater Fair at Ann McCrary - kid friendly, fun stuff

Media/Publicity strategies:

- Publicize issues to generate urgency
- Use media to make connection

ASSETS TO HELP PROJECT

Building on previous successes:

- We have demo BMP sites-use them to educate
- Excellent BMPs in ground already
- Momentum from City's EPA 319 grant
- Water quality is top of people's minds - public is supportive

People power:

- Local stormwater Services
- Two CFRW Board Members are developers
- NCCES Master Gardener Network
- Hobby greenhouse - learning @ invasives (off Metts ave)

Media Effectiveness:

- Media is key -newspaper (access it here)

Local or Other Programs as Models

- Stewardship Development Program New Hanover
- River Star Program - Businesses apply
- Elizabeth River Project
- Citizen's ? to Wilmington Waterway's

THREATS TO PROJECT

Economics/Politics:

- Economic cost
- Political climate not conducive
- BMP's seen as a loss of commercial property

Miscellaneous:

- People don't have time and energy (ambivalence and business)
- Development cut buffers, clear cut, causes W.Q. problems

Educational Needs:

- Snakes, mosquitoes, safety concerns
- Aesthetics don't link w/ water quality
- People don't understand connection between water quality and storm water
- Lack of understanding about what is being done by city, etc. to improve storm water
- Burnt Mill Creek is an after thought - not seen as an asset

GOAL: IMPROVE WATER QUALITY AND STREAM HABITAT IN BURNT MILL CREEK

Objective: Make land development -water quality link

Objective: Make connection of stormwater to fish, water quality

Objective: Educate about habitat (& aesthetic) benefits of BMPs

Objective: Install tangible number of backyard BMPs (50!)

Project Goals & Objectives:

Goal:

- Improving water quality and stream habitat in Burnt Mill Creek

Education Objectives (based on last meeting)

- Make land development-water quality link
- Make connection of stormwater to fish/hab
- Ed @ habitat & aesthetic benefits of BMPs
- Install tangible number of backyard BMPs (50!)

Suggested Activities to Achieve Goals & Objectives:

- Target 2 neighborhoods for education and installing backyard BMPS
 - Choose one neighborhood with limited opportunities for stormwater management
 - Choose one neighborhood with yards available for rain gardens



Criteria Discussed for Choosing areas (not all apply):


- Was not focus of previous EPA 319 grant
- There is not a large-scale BMP retro-fit proposed
- Do lots have yards available for raingardens
- Is economic assistance needed to implement backyard measures
- Diversity of target audiences

Results...

Neighborhood One: Orange-Castle Sts.



Neighborhood One: Orange-Castle Sts.

- Stormwater in area is mostly piped
 - Yards in most cases are small
 - Economic assistance likely needed to implement backyard measures
 - From windshield survey, we estimate 1/3rd of houses in neighborhood have gutters
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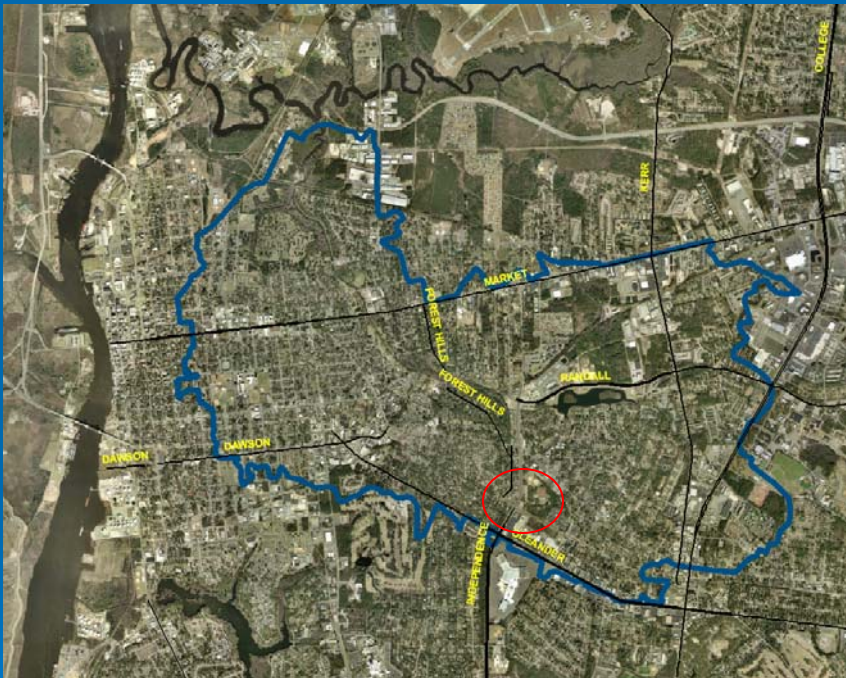
Rain Barrels are most feasible option in this neighborhood for reducing stormwater runoff



Neighborhood Two: Cherry St./Peachtree Dr./Audubon Dr. (?)



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Benefits:

- One potential willing landowner known
- Headwaters area
- No other projects proposed here
- Large yards

Neighborhood Two: Rain Garden Campaign Proposed



Neighborhood Two: Other potential areas



Discussion about focus areas

- Initial reactions to plan and chosen focus areas?
- How will neighborhood focus areas chosen contribute to meeting our goals?
- Suggestions for final neighborhood focus areas?

Action Plan Discussion items

- Who are community contacts in the 2 neighborhoods?
- Are there any public/community uses in focus areas that could be targeted?
- Where to start- how to reach residents?
- Who can participate in activities?