



REGIONAL
STORMWATER
PARTNERSHIP
OF THE CAROLINAS

**Regional Stormwater Partnership of the Carolinas Yearly Report
September 2018
Prepared by
Rising Solutions, PLLC**

Overview of Regional Stormwater Partnership of the Carolinas (RSPC)

Purpose, Vision, and Goals

The Regional Stormwater Partnership of the Carolinas (RSPC) provides a forum for collaborations and creates a synergy with 16 municipalities to provide education and outreach activities as part of the Clean Water Act Stormwater permit requirements. The RSPC has developed strong relationships between municipal agencies' staff by satisfying NPDES requirements and coming together to achieve common goals. It is committed to the betterment of our region through the improvement of water quality and takes an active stormwater leadership role in achieving that vision.

Mission

We seek to educate and bring awareness to the public, local businesses and education centers of our region about stormwater issues and their impact on our water quality and our environment. We further aim to unite local stormwater professionals and stormwater programs by sharing information and ideas in order to collaborate, discuss and address similar stormwater issues on a regional level.

Background of the RSPC – Beginning as the Regional Stormwater Partnership (RSWP)

The Regional Stormwater Partnership (RSWP) was formed through collaboration with stormwater professionals and the Centralina Council of Governments (CCOG) in 2007 with a Clean Water Management Trust Fund Grant. It was developed as a regional stormwater partnership to address our public's water quality concerns and to implement strategies that protect and promote water quality in our region. The Centralina Council of Governments assumed the lead role in managing the grant by facilitating a regional partnership, fostering local programs, procuring media involvement, and administering the grant disbursements and programs.

In November 2012, the Regional Stormwater Partnership (RSWP) Executive Committee made the joint decision to move the administration of the Partnership from the Centralina Council of Governments (CCOG) to the Infrastructure, Design, Environment and Sustainability (IDEAS) Center at UNC Charlotte. With this move, the RSWP was able to expand its membership beyond the CCOG area and utilize the IDEAS Center resources within the Environmental Assistance Office to further the mission of the RSWP. Executive Committee consisted of: Jim Burke, Gaston County; Jeff Corley, City of Concord; Chris Costner, City of Monroe; David Freeman, Gaston County; Jennifer Frost, City of Charlotte; Adam McLamb, Town

of Indian Trail; Erin Oliverio, Mecklenburg County; Dean Parker, Gaston County; Derek Slocum, Town of Harrisburg and Mandy Smith-Thompson, City of Concord. The RSWP membership municipalities are shown in Table 1.

Table 1: Previous RSWP Members FY 2015- 2016

Belmont	Harrisburg	Monroe
Bessemer City	Indian Trail	Mooresville
Cherryville	Lake Park	Mt Holly
Charlotte	Landis	Ranlo
China Grove	Locust	Shelby
Cramerton	Lowell	Stallings
Dallas	Marvin	Statesville
Gaston County	Mecklenburg County	Waxhaw

The Energy Production and Infrastructure Center (EPIC) at UNC Charlotte made the decision with the William States Lee College of Engineering to close the Energy and Environmental Assistance Office on June 30, 2016. Therefore, the support by UNC Charlotte to the Regional Stormwater Partnership was suspended. The RSWP notified UNC Charlotte on August 29, 2017 for the termination of the Memorandum of Understanding, Official End of Services, and a request for release of RSPC funds. It took until February 21, 2018 for UNC Charlotte to agree to release the RSPC funds of \$153,798.96. The actual check releasing funds to the RSPC was dated March 27, 2018.

Starting July 15, 2017, the Regional Stormwater Partnership contracted with Rising Solutions, PLLC consulting engineering firm to provide facilitation services for creating a working relationship with members and an administrative home to the RSWP. This allowed the RSWP to move forward in transitioning from UNC Charlotte, creating organizational structure toward becoming a 501(3)(c) Non-Profit, developing bylaws, electing the Board of Directors and Officers, holding quarterly and annual meetings, offering training, participating in outreach events, seeking grant opportunities, planning an annual workshop, coordinating media campaigns, and managing the RSPC website. Rising Solutions, PLLC will also provide administrative and financial management support to the RSPC. Since 2012, members of the Rising Solutions team have worked with the RSPC which became instrumental in the transition from UNC Charlotte and enables a consistency for the organization as the dynamics of member organizations and their staff evolve.

Today’s RSPC

The Regional Stormwater Partnership has continued to develop and grow as an organization to support all municipalities in the Charlotte region in satisfying their NPDES/Phase II permit requirements. During FY 2018, the RSWP evolved through several non-permit-related organizational accomplishments including transition from University of North Carolina at Charlotte, development of the mission statement, changing the name to “Regional Stormwater Partnership of the Carolinas” (RSPC), formation of organizational structure toward becoming a 501c(3) Non-Profit, creation of bylaws and articles of

organization, and election of the Board of Directors. The election occurred during the Annual Meeting on February 2, 2018 held at Mooresville, NC with results shown in Table 2.

Table 2: Board of Directors - Officers for RSPC

Name - Municipality	Officer Position
Rob Donham – City of Harrisburg	Chair
Kevin Krouse –City of Lowell	Vice-Chair
Kim Sturgis – Mount Holly	Secretary
Franklin Gover – China Grove	Treasurer
Craig Miller – City of Charlotte	Member – at – Large

Members

The current RSPC members during FY 2018 includes 16 Municipal and County agencies. These are shown in Table 3.

Table 3: Current RSPC Members FY18-FY19

Belmont	Harrisburg	Mt Holly
Bessemer City	Lake Park	Shelby
Charlotte	Lowell	Stallings
China Grove	Mecklenburg County	Statesville
Cramerton	Monroe	
Gastonia	Mooresville	

Meetings

The annual meeting was held on February 7, 2018 at 2523 Charlotte Hwy, Mooresville, NC 28117

Quarterly meetings were held on:

September 21, 2017 in Charlotte, NC

December 6, 2017 in Belmont, NC

May 2, 2018 in Huntersville, NC

August 22, 2018 in Mount Holly, NC



Figure 1: August 22, 2018 Meeting

Key Administrative and Organizational Accomplishments in FY18

During the FY18, the RSPC moved forward by creating organizational structure to become a 501c (3) Non-Profit. This included steps to develop and adopt bylaws, elect the Board of Directors and Officers, reorganize the dues structure, obtain a mailing postal box and address, obtain a Federal Employer Identification Number, set up banking and financial accounts, hold annual and quarterly meetings, and obtain legal counsel to finalize documents and complete submittal to the State of North Carolina for creating a 501c (3) Non-profit.

Official Mailing Address for the RSPC

Regional Stormwater Partnership of the Carolinas
6012 Bayfield Parkway - Suite 220
Concord, NC 28027

Non-Profit 501c (3) Organization

The members of the RSPC were presented with information and discussed forming a non-profit 501c(3) organization during the September 20, 2017 meeting. It was brought forth as a motion to move forward as a non-profit as we seek legal counsel. A Non-Profit committee was formed with Rob Donham – Harrisburg, Craig Miller – City of Charlotte, Chris Costner – Monroe, and Derek Slocum – Statesville. The committee evaluated legal firms and determined that the RSPC would be best served with Robinson Bradshaw, 101 N. Tryon St., Suite 1900, Charlotte, NC 28246. Ty E. Shaffer is the legal counsel for the RSPC whose contact is 704.377.8142 and email address: TShaffer@robinsonbradshaw.com. Robinson Bradshaw firm submitted the Articles of Incorporation for the Regional Stormwater Partnership of the Carolinas to be a Non-profit 501c(3) to the State of NC on 9/28/18 at 3:19pm with NC State Secretary, Elaine F. Marshall.

Registered Agent for RSPC

During the Annual Meeting on February 7, 2018, the non-profit committee recommended Rising Solutions, PLLC with Regina C. Guyer, P.E. leadership to be the registered agent for the RSPC. This recommendation turned into a motion which was seconded, and then approved unanimously by the RSPC members.

Bylaws and Legal Documentation

Rising Solutions, PLLC drafted initial bylaws for the Regional Stormwater Partnership for the September 20, 2017 quarterly meeting. The bylaws have been discussed in detail with several draft editions evolved by discussion and votes during meetings throughout the year. The members approved the bylaws during the Annual Meeting on February 7, 2018 making them ready for legal review.

Legal documents created in pursuit of forming a nonprofit 501c(3) included:

- 1) Articles of Incorporation
- 2) Bylaws
- 3) Consent of Members of RSPC to Action Without Meeting
- 4) Conflict of Interest Policy
- 5) Conflict of Interest Annual Disclosure Statement for Board Members
- 6) Whistleblower Policy
- 7) Document Retention Policy
- 8) Memorandum – Guidelines for Meeting Minutes

Legal review and updates by Ty Shaffer of Robinson and Bradshaw allowed a final edition of the bylaws and other documents to be created as listed above. These documents were adopted during the August 22, 2018 meeting.

Board of Directors and Officers

During the annual meeting on February 2, 2018 an election for the Board of Directors and Officers was held. Nominations were received prior to and during the meeting. The elected Board of Directors and Officers were:

Rob Donham, Chair, RSPC

Town Engineer

Town of Harrisburg

(704) 455-0728

rdonham@harrisburgnc.org

Kevin Krouse, Vice Chair, RSPC

City Manager

Town of Lowell

(704) 824-3518

kkrouse@lowellnc.com

Kim Sturgis, Secretary, RSPC

Stormwater Specialist

City of Mount Holly

(704) 951-0074, extension 108

Kimberly.sturgis@mtholly.us

Franklin Gover, Treasurer, RSPC

Assistant Town Manager

Town of China Grove

(704) 857-2466, extension 106

fgover@chinagrovec.gov

Craig Miller QEP, CPSWQ

Member at-large, RSPC

Stormwater Supervisor

City of Charlotte

(704) 336-7605

cmmiller@ci.charlotte.nc.us

On July 26, 2018, Secretary Kim Sturgis resigned. Therefore, during the August 22, 2018 quarterly meeting a nomination and election was held for a new secretary, Chris Costner of Monroe.

Chris Costner, Secretary, RSPC

Stormwater Engineer

City of Monroe

(704) 282-4537

ccostner@monroenc.org

Dues Structure

A dues committee was formed during the September 20, 2017 meeting which presented four dues models for discussion by members during the annual meeting. There was a lengthy discussion of the dues tiers. Each entity discussed their dues thresholds, and all agreed that the benefits of joining and participating as a paying member far outweighs the expenses that would be incurred if each member were to comply with their permits alone.

After discussion, the members voted and approved a new dues structure of seven tiers based on population of the municipal entities during the February 2, 2018 annual meeting. A projection of towns within the dues tiers was completed to evaluate the generation of enough revenue from dues for organizational needs and goals which yielded \$72,000 per year. Table 4 shows the approved dues structure and projected municipalities within the tiers.

Table 4: Approved Dues Schedule by Tiers Based on Population

Regional Stormwater Partnership of the Carolinas Dues Tiers Established 2-7-18					
Tier	Population	Dues	# in Tier	Total from Tier	Projected Municipalities within Tiers
Tier 1	<5,000	\$750	8	\$6,000	China Grove, Cramerton, Dallas, Lake Park, Landis, Locust, Lowell, Ranlo
Tier 2	5,000 - 10,000	\$1,500	3	\$4,500	Bessemer City, Cherryville, Marvin
Tier 3	10,001 - 25,000	\$2,500	6	\$15,000	Belmont, Harrisburg, Mt Holly, Shelby, Stallings, Waxhaw
Tier 4	25,001 - 50,000	\$4,000	3	\$12,000	Indian Trail, Monroe, Mooresville, Statesville
Tier 5	50,001 - 100,000	\$5,000	1	\$5,000	Gaston Co Unincorporated
Tier 6	100,001 - 250,000	\$12,000	1	\$12,000	Mecklenburg Co + Towns
Tier 7	>250,001	\$17,500	1	\$17,500	Charlotte
Total Projected Dues Collected				\$72,000	

Budget

The RSPC had no funds available during FY18 until UNC Charlotte released hold on them. The RSPC notified UNC Charlotte on August 29, 2017 for the termination of the Memorandum of Understanding, Official End of Services, and a request for release of RSPC funds. It took until February 21, 2018 for UNC Charlotte to agree to release the RSPC funds of \$153,798.96. The actual check releasing funds to the RSPC was dated March 27, 2018.

Annual Meeting Fiscal Report – February 7, 2018

UNC Charlotte is to remit the RSPC funds of \$153,798.86 to the RSPC. The outstanding invoices and encumbrances balance were \$62,793.88. The RSPC projected balance for February 7, 2018 was \$91,005.08

Fiscal Year End Report (June 30, 2018)

During the August 22, 2018 quarterly meeting, the fiscal statement by Treasurer, Franklin Gover, at the end of the fiscal year June 20, 2018, a balance of \$92,801.

Committees

The RSPC established committees to research and develop recommendations to the organization. These included:

Executive Committee

Executive Committee shall consist of the Chair (Rob Donham), the immediate past Chair of the Board of Directors (currently not applicable), Vice-Chairman (Kevin Krouse), Treasurer (Franklin Gover), and Secretary (Chris Costner). The Executive Committee shall meet to consider matters of a nature which cannot wait for action until the next meeting of the Board and shall have all the power and authority of the Board of Directors to act in regard to such matters.

Non-profit 501c (3) Committee

A Non-profit committee was formed with Rob Donham –Harrisburg, Craig Miller – City of Charlotte, Chris Costner – Monroe, and Derek Slocum – Statesville. This committee provides leadership in creating the Non-profit, evaluates and interacts with legal counsel, and executes items needed to finalize the organizational structure.

New Members Committee

The RSPC set up a new members committee to provide leadership and direction in seeking to grow the organization. The committee chair is Derek Slocum – Statesville with Chris Costner – Monroe, David Johnson – Mt Holly as members, and Kevin Krouse - Lowell. During the May 2, 2018 meeting, Craig Miller gave Derek a list of all the regional municipalities who are, or who will be designated as MS4 as a focus list of potential new members. Derek will contact RSPC members in proximity to the potential new member and request them to contact the potential member. Information on any potential new members, from website or email inquiries, will be forwarded to the committee.

Budget Committee

A budget committee was developed with Franklin Gover - Landis (Treasurer and committee chair), David Caldwell – Mecklenburg County, and Chris Costner (Monroe). The committee is evaluating expenditures and revenue from dues to formulate the RSPC budget plans.

Dues Committee

During the September 21, 2017 dues committee was developed to evaluate RSPC budget and estimate expenses. Members included: Sharnelle Currence – City of Charlotte is the committee chair with members including David Caldwell – Mecklenburg County, Chad Waldrup – Belmont, Rylee Hernandez – Mooresville, Jason Cathey – Gaston County Natural Resources, and Franklin Gover – Town of China Grove. Craig Miller – City of Charlotte was available to assist the committee where needed. The dues committee developed recommendations, led discussions, and provided leadership in the development of the dues structure which was approved by members during the Annual Meeting on February 2, 2018.

Key Permit-Related Accomplishments in FY18

Media Campaign

The RSPC worked with The Agency for media campaign productions. Campaigns to promote awareness of regional stormwater issues using an array of marketing strategies were implemented. These included

new website development with member connectivity along with the production of radio and television commercials that can be tailored for members to use on their municipality websites.

There were commercials developed which aired on television, were shown on web-based media, and were provided to RSPC membership for use within their municipalities.

TV

The RSPC commercial was filmed with four different water quality pollution issues as shown in Table 5. A slogan within the campaign was: “If you see or smell something, say something!” The commercial can be broken into four different segments for usage in different applications and media timeframes.

Table 5: RSPC Commercial Summary

Part	Visual	Verbal
1	Stormwater drains with mud flowing into them	Oh no, that’s going straight to our streams
2	Person improperly disposing of paint down a stormwater drain	Hey, isn’t that illegal?
3	Polluted stream flow	What’s that smell?
4	Polluted swimming area	Can’t swim? That’s great, Ah. (Sarcastic child comments)
Report it	Four-part highlight of reporting pollution methods: Phone, cell phone, home phone, and computer	Help the environment and your community. If you see or smell something, report it as soon as you can.
Action	Arrow to click on the name of Regional Stormwater .org	Go to Regional Stormwater .org

The focus of the campaign was to encourage residents to take actions in preserving water quality. At the end of the four different scenarios, a four-part picture highlight: cell phone, computer, mobile phone, and home phone with encouragement to help the environment and your community by reporting pollution. If you see or smell something, report it as soon as you can by going to RegionalStormwater.org. The commercial can be found on the website at:

<http://regionalstormwater.org/report-pollution/>

The report pollution website page reinforces the message of the commercial and is shown in Figure 2.

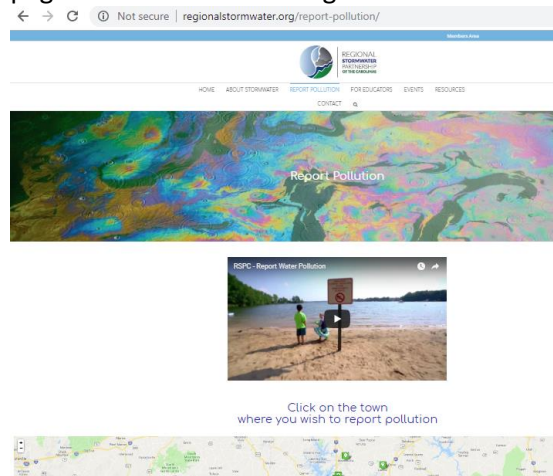


Figure 2. Report Pollution Website Page

A summary of the overall TV media reach and Web Based TV media reach is shown in Tables 6 and 7. There were 1,438 TV Media spots which resulted in 10,618,000 impressions. The total web-based TV media impressions were 1,801,975. Therefore, making an overall TV media campaign reach of 12,419,975.

Table 6: TV Media Reach Summary

Date	TV Platform	Number of Paid Spots	Public Service Announcement Bonus Spots	Impressions
3/1/18-5/31/18	WCCB CW	192	107	7,292,000
3/1/18-5/31/18	GCCB MeTV	445	346	2,020,100
3/1/18-5/31/18	HCCB Antenna TV	174	174	1,305,900
Total of TV Media Spots: 1,438 resulting in Total Impressions Of:				10,618,000

Table 7: Web Based TV Media Reach Summary

Date	Web Based Platform	Link to Media	Impressions
3/7/2018	WCCBCharlotte.com	https://www.wccbcharlotte.com/2018/03/07/regional-storm-water-partnership-water-quality/	179,000
4/16/2018	WCCBCharlotte.com	https://www.wccbcharlotte.com/2018/04/26/water-levels-rising-another-round-rain/	179,000
7/23/2018	Rising News Package	https://www.wccbcharlotte.com/2018/07/23/carolina-insight-storm-water-management/	32,000
7/27/2018	Rising Guest Appearance	https://www.wccbcharlotte.com/2018/07/27/rising-spotlight-stormwater-pollution/	28,000
7/17/2018	WCCBCharlotte.com	https://www.wccbcharlotte.com/2018/07/17/weather-water-week-keeping-our-lakes-and-rivers-clean/	179,000
3/7, 4/16, 7/23, 7/17, and 7/27	Social media	Teaser and story links above (221,892 x 5)	1,109,460
3/7, 4/16, 7/23, 7/17, and 7/27	eNewsletter	Teaser and story links above (6,543 x 5)	32,715
3/1/18-5/31/18	:15 Pre-Roll	PSA Bonus :15 Spots Impressions	62,800
Web Based TV Media Reach Total Impressions			1,801,975

The TV Media outreach included several highlighted articles/interviews as shown in Table 7. These provided several opportunities for stormwater outreach to the public. These included:

- 1) How Local Residents Can Help Preserve Water Quality
March 7, 2018 by WCCB Charlotte
The Five Types of Water Quality Problems You Should Report
 - 1) Severe Streambank Erosion
 - 2) Pollution in Storm Drains, Lakes, or Streams
 - 3) Blockage of Storm Drains or Streams
 - 4) Flooding of Streets and Structures
 - 5) Erosion or Sinkholes near Storm Drainage Infrastructure

- 2) Water Levels Rising After Another Round Of Rain
April 26, 2018 by Alexandra Elich
An examination of the rising level of water in Sugar Creek.

- 3) Carolina Insight: Storm Water Management
July 23, 2018 by Sarah Obeid
Derek Slocum with the City of Statesville highlights the importance of storm water management and how it can affect your drinking water and the environment around you.

- 4) Rising Spotlight: StormWater Pollution
July 27, 2018 by Kristen Fisher
Stormwater pollution is a big problem here in the Piedmont. City of Monroe stormwater engineer, Chris Costner, has ways on how you can keep our area waterways clean.

- 5) Weather Water Week: Keeping Our Lakes and Rivers Clean
July 17, 2018 by Sarah Obeid
Water Week has begun, and we'll be talking all things water!
Our Rising meteorologist Nicole talked with Charlotte Storm Water Services about our local rivers and waterways and how to keep them clean.

Radio

The RSPC media campaign with The Agency included a radio campaign with air weeks of March 5th, 12th, 19th along with April 2nd, 16th, 30th, and May 14th. There were seven messages aired per week during the 5am to 12 midnight time slots. The net reach for the radio media campaign was 159,400 with total impressions of 270,980.

Website

The Regional Stormwater Partnership of the Carolinas has an interactive website to further the mission of the RSPC. It includes tab headings for:

- HOME
- ABOUT STORMWATER
 - Stormwater Pollution
 - Impacts of Pollution
 - What You Can Do
- REPORT POLLUTION

- Provides links to each municipality for reporting pollution specific to their area which goes to each RSPC member specific web page providing direct contact information of their stormwater contact along with a button link to the municipality’s website.
- Reporting pollution can also be done via an interactive map on the Report Pollution page.
- FOR EDUCATORS
- EVENTS
 - Allows for listing of current and past events
 - Provides opportunity to set up a registration page, as shown in Figure 3.
- RESOURCES
- CONTACT

The website includes a “Members Only” area for RSPC members interaction creating a capability for sharing of important data, BMP strategies, training, forums, and other information exchange. This area of the website requires a password to access.

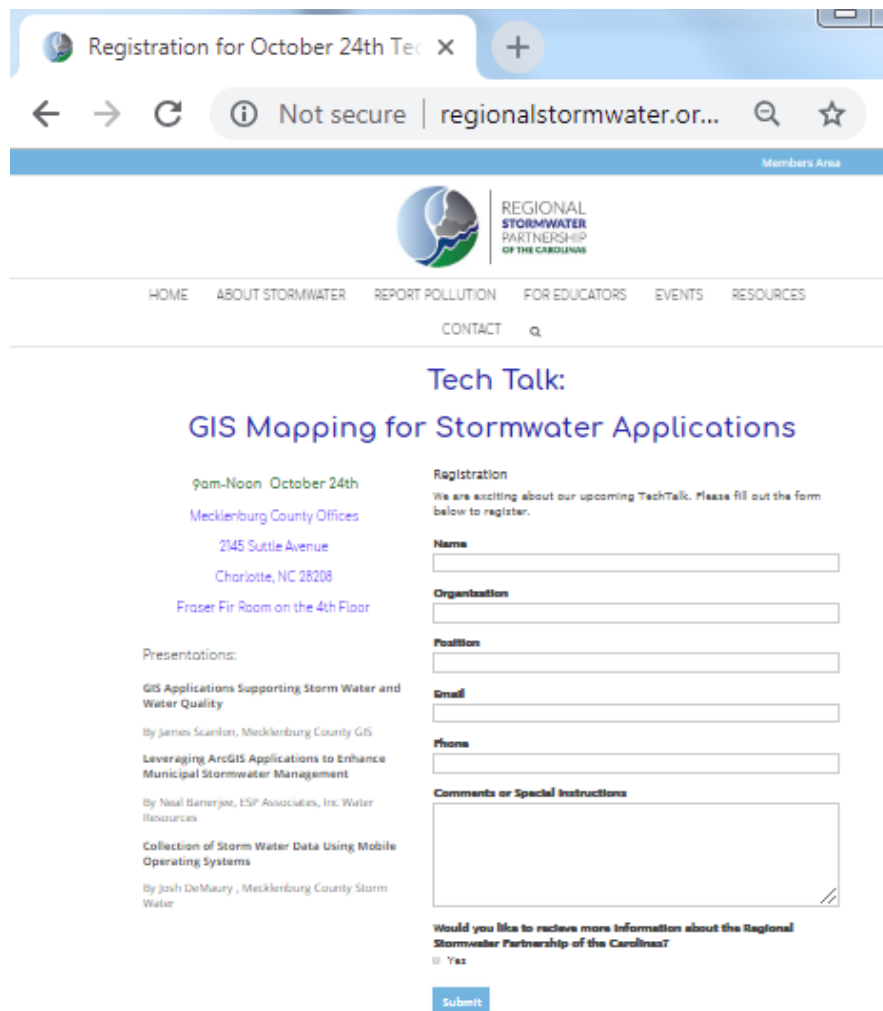


Figure 3:Registration Page on Website for Tech Talk

Conferences and Workshops

Aquatic Pesticides and Stormwater Management Workshop

An Aquatic Pesticides & Stormwater Management Workshop was held on November 1, 2017 at Central Piedmont Community College, CATO Campus, 8120 Grier Road, CATO III Auditorium, Charlotte, NC. The workshop included presentations by five speakers and a tour of the Central Piedmont Community College Stormwater BMPs. The agenda is shown in Table 8.

Table 8: Agenda for the Aquatic Pesticides and Stormwater Management Workshop

Timing	Agenda Topic
8:00am	Registration & light breakfast
8:30am	Welcome & Mecklenburg County Water Quality , Kristen O'Reilly <ul style="list-style-type: none"> - Welcome and housekeeping - Local surface water quality and its connection to landscaping and stormwater
9:00am	Identification and Control of Invasive Aquatic Plants , Steve Hoyle <ul style="list-style-type: none"> - Identification and management of invasive aquatic plants
9:30am	Algae and Mosquito Control for Ponds , Matthew Phillips <ul style="list-style-type: none"> - Identification of plants preferred for wet ponds and Stormwater BMPs
10:00am	Bathroom, coffee break and displays
10:30am	Management of Stormwater BMPs , Nick Finelli and Heather Davis <ul style="list-style-type: none"> - Ordinance, enforcement, inspections and maintenance - Detention basins, rain gardens, wet ponds and sand filters - What inspectors like to see and not; the "good, bad and the ugly"
11:00am	Safe Use of Aquatic Pesticides , Steve Hoyle
11:30am	Evaluation, Lunch Pickup, Optional Stormwater BMP Tour Jason Jackson, Jerry Jenkins, Nick Finelli, Heather Davis <ul style="list-style-type: none"> - Conduct an inspection of Stormwater BMPs on campus

This workshop was sponsored by the following agencies:



REGIONAL
STORMWATER
PARTNERSHIP



Speakers included:

Kristen O'Reilly	Water Quality Specialist, Charlotte-Mecklenburg Storm Water Services - Water Quality	(704) 432-0970 koreilly@ci.charlotte.nc.us
Steve Hoyle	Research Specialist, Aquatic and Noncropland Weed Management, NCSU	(919) 495 0899 steve_hoyle@ncsu.edu
Matthew Phillips	Senior Environmental Specialist, Charlotte-Mecklenburg Storm Water Services - Water Quality	(704) 582-1786 Matthew.Phillips@mecklenburgcountync.gov
Nick Finelli	Senior Environmental Specialist, Charlotte-Mecklenburg Storm Water Services - Permitting & Compliance	(980) 721-9390 Nicholas.Finelli@mecklenburgcountync.gov
Heather Davis	Associate Project Manager, Charlotte-Mecklenburg Storm Water Services - Permitting & Compliance	(980) 721-3571 Heather.Davis@mecklenburgcountync.gov
Jason Jackson	Stormwater Controls Inspector, Charlotte-Mecklenburg Storm Water Services - Water Quality	(704) 336-7272 jdjackson@ci.charlotte.nc.us
Jerry Jenkins	Stormwater Controls Inspector, Charlotte-Mecklenburg Storm Water Services - Water Quality	(980) 406-8925 jljenkins@ci.charlotte.nc.us

BMP Tours:

The conference also included tours of the BMPs at Central Piedmont Community College.

- Jerry Jenkins, Jason Jackson and Nick Finelli led BMP tours with about 25 people.
- Jason Jackson provided a tour of the rain garden.

Credits:

The majority of attendees (48%) were seeking certification for the aquatic pesticide license as shown in Table 9. The types of certifications and licenses included:

- Pesticide Licenses: Nelson
 - A, D, N or X. (Aquatics, Dealer, Demonstration/ Research, Priv. Applicators)
- Professional Development Hours (PDHs) for Engineering
- NC Landscape Contractors License Credits

Table 9: Summary of Credits

Evaluation Respondents Certifications	
	FY18
Aquatic Pesticide License	48%
NCSU BMP Certification	22%

Outreach Displays

There were six outreach displays located within the area for breaks and lunches. These included:

1. Regional Stormwater Partnership of the Carolinas included an interactive spinning wheel game to test the participant’s knowledge of stormwater issues.
2. Mecklenburg County Extension
3. NCSU-Live Invasive Plants and ID Display
4. CPCC Horticulture Technology and Turfgrass Management Program
5. CMSWS – Charlotte Mecklenburg Stormwater Services
6. Carolina Green Industry Network

Distribution of Educational Materials

The Regional Stormwater Partnership of the Carolinas display included an interactive spinning wheel game to test the participant’s knowledge of stormwater issues. It was instrumental in reaching out to the Aquatics Pesticide Workshop general public in discussing and sharing about stormwater issues. There were approximately 50+ individuals who participated in the educational game and discussed stormwater issues with the local RSPC members.

Registration

There were 104 people who registered for the Aquatic Pesticide and Stormwater Management Workshop with 99 attendees. The registrations were paid by 77 attendees and 25 attendees were free including seven speakers, NCDAs Inspector, seven planning committee members, nine Central Piedmont Community College students, and one Charlotte Mecklenburg Stormwater Services Water Quality Staff. The category of attendees showed the participants were 40% municipal and government agencies, with lawn care companies at 33%.

Marketing:

There were a variety of strategies used to announce the Aquatic Pesticide and Stormwater Management conference as shown in Table 10.

Table 10: Announcements and Mailings for FY18

Type	Audience Focus
Post Mail	Two mailings – Flyer and Postcard
	- Aquatic pesticide license holders in Mecklenburg, Union, Gaston, Cabarrus, Iredell and Lincoln Counties
	- Charlotte Mecklenburg Stormwater Services list of 30+ BMP contractors - Golf courses within 30 miles of Charlotte
Websites	- Charlotte Mecklenburg Stormwater Services – slider for October on home page and webpage - NCDAs website - RSWP and UNC Charlotte
Emails	- CGIN - Robert Sherill, Charlotte’s Landscape Management - David Caldwell to various County depts. and Towns Stormwater Operations, Environmental Health Vector Control, Parks and Rec – - City of Charlotte Stormwater Staff - Egov list of landscapers (8,000 in FY18)

Learning from Marketing

It was determined by a survey questions during registration that the best way to reach our audience was through emails and flyers as shown in Table 11.

Table 11: How registrants learned about the workshop

Eventbrite Question - How'd you learn about the workshop?	
Email	35
Mailer/ Flyer	30
CMSWS website	4
CGIN	2
Contractors breakfast	2
Internet search	1
Diversity initiative	1
Friend	1

Upcoming Tech Talk Training Workshop

The RSPC will be holding a Tech Talk, “GIS Mapping for Stormwater Applications”, on October 24, 2018 at the Mecklenburg County Offices located at 2145 Suttle Avenue, Charlotte NC. Presentations will include:

- 1) GIS Applications Supporting Storm Water and Water Quality**
By James Scanlon, Mecklenburg County GIS
- 2) Leveraging ArcGIS Applications to Enhance Municipal Stormwater Management**
By Neal Banerjee, ESP Associates, Inc Water Resources
- 3) Collection of Storm Water Data Using Mobile Operating Systems**
By Josh DeMaury, Mecklenburg County Storm Water

SCAWWA-WEASC Stormwater Lunch and Learn

The RSPC has developed training opportunities in collaboration with South Carolina American Water Works Association – Water Environment Association of SC (SCAWWA-WEASC) Stormwater through a sponsorship of six Lunch and Learn events. These events will be attended by stormwater professionals from both NC and SC with meaningful training and offering of Professional Development Hours.

Schedule:

- August 24th, Columbia, SC – 12-2pm.
 - SC Changes to the 2018 Stormwater Construction General Permit
- Nov 2nd, Cayce, SC
- 1st quarter of 2019, Rock Hill, SC

Membership Flyer

A flyer to highlight the actions of the RSPC was developed during FY17-18. It is shown in Figure 4. There will be an updated version in FY19.

RSP PARTNERS


Belmont
 Bessemer City
 Charlotte
 Cherryville
 China Grove
 Cramerton
 Dallas
 Gaston County
 Harrisburg
 Indian Trail
 Lake Park
 Landis
 Locust
 Lowell
 Marvin
 Mecklenburg County
 Monroe
 Mooresville
 Mount Holly
 Ranlo
 Shelby
 Stallings
 Statesville
 Waxhaw

**RSP facilitated by:
 Rising Solutions, PLLC**

Contact

Regina Guyer
 rgee512@gmail.com
 704-701-2270
 OR
 Karyn Williamson-Coria
 kwilli3333@yahoo.com
 980-275-3773

Visit RSP Website:
www.regionalstormwater.org



**REGIONAL
 STORMWATER
 PARTNERSHIP**

What is the RSP?

The Regional Stormwater Partnership (RSP) is a forum for stormwater professionals to work collaboratively on local stormwater issues. The RSP is currently composed of municipalities that provide education and outreach activities as part of their Clean Water Act stormwater permit requirements.

RSP Actions:

Outreach and Education
 Campaigns to promote awareness of regional stormwater issues using an array of marketing strategies: new website development with member connectivity, regional radio and television ads that can be tailored for each member's use.

Grants
 Dissemination of grant information to members. Assistance with grant applications.

Stormwater 101 for Elected Officials
 Seminar focusing on the importance of stormwater management and the role that local officials play in complying with state-mandated stormwater regulations.

Tech Talks
 Workshops and seminars for members that focus on topics related to stormwater, stormwater management, and water quality.

What can the RSP do for you?

- ◆ Offer an opportunity to interact and solicit advice on issues that are important to our local area.
- ◆ Help you to keep up to date on grant opportunities with a synergistic capability for applications.
- ◆ Offer use of educational outreach materials.
- ◆ Connect your municipality to our RSP educational website.
- ◆ Offer a forum to share ideas and take part in best management practices.
- ◆ Provide an environment of communication between municipalities and local officials.
- ◆ Establish a strong network of stormwater professionals in the Carolinas.
- ◆ Participation in the RSP will allow your municipality to take credit for local stormwater initiatives completed by the RSP and aide in individual stormwater permit compliance .




Figure 4: Past Example of RSPC Membership Flyer