

Adapting Outreach & Engagement in the time of COVID 19

City of Charlotte

Charlotte-Mecklenburg Storm Water Services

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&

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Adapting Outreach and Engagement



Municipal Training

- Pollution Prevention & Good Housekeeping
- Recognizing and Reporting Illicit Discharges
- Construction



Public Meetings

Online Training Overall

Public Education and Involvement

- Virtual School presentations
- Social Media changes
- Volunteer Initiative Changes



Municipal Training



Pollution Prevention & Good Housekeeping

A graphic for online training titled "Stormwater Pollution Prevention Outdoor Storage, Waste Disposal, and Fueling". It features three images: a covered outdoor storage area, a dumpster, and a green fuel nozzle. Text on the right provides instructions for each category. A white callout box with the text "Online" is overlaid on the top right of the graphic.

Stormwater Pollution Prevention

Outdoor Storage, Waste Disposal, and Fueling

Outdoor Storage - Please make sure that waste is covered, the containers are leak proof, and the drain plugs are in place. This is true for metal recycle dumpsters and municipal waste. "Dumpster juke" can be very harmful to creeks.

Waste Disposal - Please make sure that waste is covered, the containers are leak proof, and the drain plugs are in place. This is true for metal recycle dumpsters and municipal waste. "Dumpster juke" can be very harmful to creeks.

Fueling - Caution must be used to avoid overfilling and spilling. Please do not top off tanks and clean up spills and leaks. If you do have a spill and use absorbent materials, please do not leave it.

Stormwater Pollution Prevention

Municipal Training



Pollution Prevention & Good Housekeeping

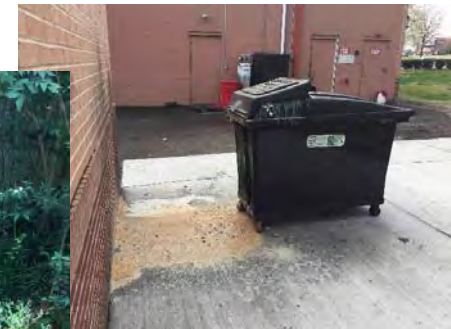
Type of Training	# of City employees trained	
	FY19	FY20
In-person presentations	704	298
Online Module	334 (85% completion rate)	585 (69% completion rate)
Train the Trainer	75 (518 vendors)	233 (7,159 vendors)
Total	1,113	1,116

Municipal Training



Recognizing & Reporting Illicit Discharges

- Online Contest
- In-person presentations at staff meetings
- Variety of tools – posters, booths at employee events, promotional items



Municipal Training



Recognizing & Reporting Illicit Discharges



Promotion

- weekly Light boards
- weekly “blurbs” in the Crown Weekly e-newsletter
- web banner on internal City website.
- posters at Field Operations facilities

Municipal Training



Construction



Erosion and Sediment Control Certification

- Currently being converted to online training.

How to Properly Install Rip Rap Video

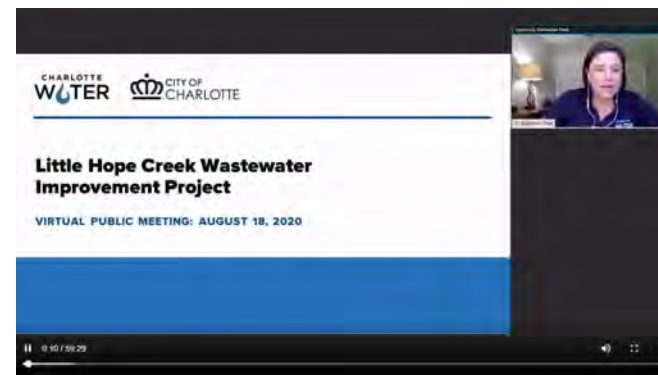
- New! Construction Inspectors, Engineers and Contractors.

Public Meetings



Online Public Meetings

- Much greater # participating
- Flexible timing
- Changes in demographics
- Web ex platform and the “White Glove” service



- Promotion with postcards
- Pre-registration required

Online Training Overall



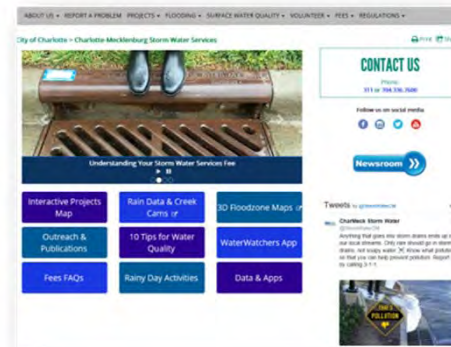
- Shift to all online for the fall.
- All in-person classes shortened to 2 hours for online. Class size slightly reduced for more interaction.
- More promotion of free online webinars
- Virtual Hallways

Public Education & Involvement



We use a number of different channels to educate the public about stormwater issues and encourage public participation.

- Website
- Social Media
- Print
- Broadcast
- Radio
- Events
- School Presentations



Public Education & Involvement



- March 2020
 - Stay at home orders
 - School and business closings
- Presentations and Events
 - Initially cancelled
 - The Big Spring Clean
 - Creek Week
 - School presentations
 - New Strategy
 - School Presentations
 - Volunteer Events
 - Social media messaging

 **Charlotte-Mecklenburg Storm Water Services** 
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Due to COVID-19 and necessary precautions, all Creek Week activities, including The Big Spring Clean, have been postponed with the hopes of rescheduling in the future. For additional information, please visit StormWater.CharMeck.org.



Public Education & Involvement



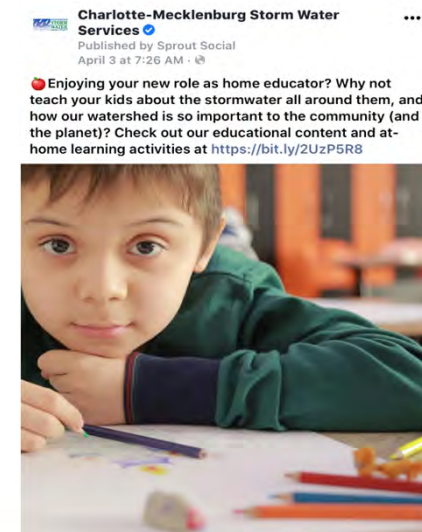
- Updates to Educational Offerings
 - Video Recordings
 - Enviroscope
 - Floodplain model
 - Presentation Format
 - Powerpoint
 - Storytime
 - Water Cycle
 - Worksheet
 - Bug Identification Activity
- Options for Teachers
 - Virtual Q & A
 - Online educational resources and activities
 - Water Wednesday
 - Youtube



Public Education & Involvement



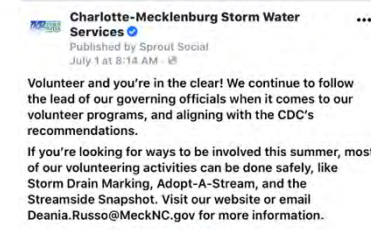
- Social Media Updates
 - Messaging and Images



Public Education & Involvement



- Volunteer Initiative Changes
 - Creek Week Challenge
 - Volun-Thursday
 - Streamside Snapshot



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