

NC Coastal Nonpoint Source Program Grant

- Project Title:** Greenfield Lake Watershed Outreach Project
- Funding Amount:** \$14,313 Federal Funding/\$14,333 City Match (in-kind)
- Funding Source:** North Carolina Coastal Nonpoint Source Program (CNPSP)
The CNPSP is jointly administered by the Division of Coastal Management and the Division of Water Quality to strengthen the links between Federal and State coastal zone management and water quality management programs to enhance State and local efforts to manage land use activities that degrade coastal waters and coastal habitats.
- Project Term:** March 2004 – December 2004 (9 months)
- Project Goal:** To implement outreach recommendations to increase public awareness about the main pollutants identified as affecting Greenfield Lake: pet waste, illicit discharge, lawn care. The project was jointly implemented by Stormwater Services and Cape Fear River Watch, Inc.
- Target Audience:** The target audience was the entire Greenfield Lake Watershed, which included single-family residents, multi-family apartment complex residents and businesses in the Watershed.
- Grant Partner(s):** Cape Fear River Watch, Inc.
- Project Activities:**
- Educational mailings to watershed residents and businesses
 - Doorhangers and postcards for apartment complexes
 - Neighborhood and Community Meetings
 - School Presentations
 - Clean Water Advertising Campaign including media coverage
 - Pet Waste Stations and Signage
 - Educational brochure and pet waste pick-up bag for Wilmington Dog Jog
 - Storm Drain Marking
 - Sewer line inspections