

*Little
Alamance
Creek*

HEALTHY STREAMS COOPERATIVE

CREATED IN PARTNERSHIP
littlealamancecreek.com

BURLINGTON | GRAHAM | NC DOT | ALLEY, WILLIAMS, CARMEN & KING | NORTH STAR MARKETING



HEALTHY STREAMS COOPERATIVE

Category 4b Website Project

*Bringing annual reporting
into the 21st century*

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DEQ: “The Little Alamance Creek is Impaired.”

Local agencies: “Yep. Probably for the last 50 years.”

Background

Context

- Downtown Burlington & Graham
- Urbanized
- Highly impervious
- Very flashy

Progress

- Was on the 303d List
- Was subject to a Draft Stormwater TMDL
- Is no longer on the 303d List

Currently

- Cleaner than it’s been since at least the Clean Water Act
- Still Impaired especially during drought conditions

Timeline

- Watershed Restoration Plan – 2006
- Draft Stormwater TMDL – 2010
- Category 4b Development – 2011-2015
- Category 4b Plan Implementation– 2015-?

Questioning “the way we’ve always done it”

4B vs. TMDL

TMDL

- Pollutant Reduction Based
- How Much Credit?
- Told What to Do
- Staff-intensive
- Will it Work?
- Regulatory Driven

4B

- Implementation Based
- What We Want To Say
- Easily updated.
- Quick output, always ready
- Satisfies Regulations

The 4B Plan Must Address 6 Key Components

- 1) ID of Waterbody, Impairment and Why?
- 2) Description of pollution controls and how they will achieve WQS
- 3) Estimation of time when WQS will be met
- 4) Schedule for Implementation
- 5) Monitoring Plan to track effectiveness
- 6) Commitment to revise if necessary

Why We Chose the 4B Plan

- Tell the Watershed's story
- History
- All pollutants
- Implementation Plan
- Setting the Timeline
- Eligible for Funding

Dashboard Groups: 4 Areas of Focus

- 1) Streamside Enhancement
- 2) Community Engagement
- 3) Pollution Prevention & Reduction
- 4) Stream Health

Questioning “the way we’ve always done it” *Reporting & Outreach*

Old way

- Paper-based
- Big project
- Time-consuming
- Staff-intensive
- Disconnected public outreach
- A pain in the butt

New way

- Web-based
- Updated as we do the work
- Consistent framework
- Quick output, always ready
- Integrated public outreach
- Streamlined process

The Website Solution

Audience, Branding, and Engagement

A branding framework designed for scale

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*Buffalo
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*Staley
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Built for compliance...

Optimized for the community

For the Community

- Project background
- Stream diagram
- Am I in the watershed?
- News and Events
- Current projects
- Community voices
- Submit a photo
- How to get involved



Design & Tech Development

- The site is built in WordPress
- Can be managed easily without design or programming expertise
- The layout is fully responsive (for phones, tablets, laptops, desktops)
- The reporting components are “modular”; we can add new metrics as needed
- Reports can be filtered by agency and downloaded into a PDF

Website Management

Hands-on for Non-techies

Next Steps

Like stream health, we're constantly evolving.

Next Steps

- EPA & NC DWR were impressed with the site, the 4b Plan, and have given good initial feedback.
- Public Outreach beginning in January 2017.
- We've already seen how this is saving us time in reporting and updating.
- The site is scalable and adaptable to other watersheds and other pollutants.

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Thank you!
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