

HEALTHY STREAMS COOPERATIVE

CREATED IN PARTNERSHIP

littlealamancecreek.com



Category 4b Website Project

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Bringing annual reporting into the 21st century





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?
- 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

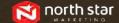
New way

- 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

Jittle Alamance Greek

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Big, Alamance Creek

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Travis Greek

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Buffalo Creek

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Staley Greek

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Service Greek

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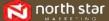
Built for compliance...

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







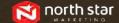
Design & Tech Development

- 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



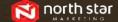
Website Management

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!

littlealamancecreek.com

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