



National Association of Flood & Stormwater Management Agencies
2023 Excellence in Communications Award Application
For Projects Started after January 1, 2018, and completed by March 31, 2023
March 31, 2023, 11:59pm EST Deadline for Application Submission

Award Applications can only be submitted electronically at
nafsma2023awards@NAFSMA2022.onmicrosoft.com

If this is a partnered project, please list both entities and contact information for both.

Agency/Company Name _____

Project Name _____

Awards Category _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

For Public Agencies – Service Population: More Than 250,000 Less Than 250,000 (Check One)

For Private Firms – Number of Employees: More Than 30 Less Than 30 (Check One)

Submission Category (Please check below):

1. Public Awareness of Flooding and/or Flood Prevention and/or Emergency Preparedness

- a. Communication Campaign _____ (Check here)
- b. Individual Item (i.e., one brochure, one radio commercial, one billboard, etc.) _____ (Check here)

2. Improving Water Quality

- a. Communication Campaign _____ (Check here)
- b. Individual Item (i.e., one brochure, one radio commercial, one billboard, etc.) _____ (Check here)

Online application package should be submitted in one pdf file with agency or company name included in title of pdf file. The application package cannot exceed 5 MB.

Please note that applications for newsletter, brochure flyer or print publication, as well as outdoor category (picture or poster) need to be submitted in print-ready pdf format.

- 1) Completed Application Form
- 2) Project Description, Including Associated Costs of Production and Distribution
- 3) 500 word maximum written explanation of why the submission should be considered
- 4) Provide example of project (brochure (print ready pdf), posters (print ready pdf), radio commercial, video (please provide public available urls)
- 5) Describe the impact, effectiveness, and outcome of the campaign or item (for example, did the campaign result in greater emergency preparedness or improved water quality and how?)
- 6) Measurable metrics on the reach of the campaign or item ((# of participants, people reached, etc.)

I consent that my application submission can be used in Awards Video.

Please contact Dusty Williams: dustyw2015@gmail.com or 951-313-0257; Sunny Simpkins sunnys@nafsm.org or 503-705-4944 with questions.

NAFSMA 2023 Excellence in Communication Awards Public Awareness of Flooding and/or Flood Prevention Campaign

Agency Name: Charlotte-Mecklenburg Storm Water Services

Category: 1.a. Public Awareness of Flooding and/or Flood Prevention and/or Emergency Preparedness

Name of Project: Severe Weather Preparedness Week, Flood Safety Messaging, March 5-11, 2023

PROJECT DESCRIPTION

Communicating critical safety information, either proactively or during a weather-related event, is an effective way local government can ensure the protection of its residents. Charlotte-Mecklenburg Storm Water Services, a joint city-county utility in North Carolina, has exemplified this approach by expanding on the National Weather Service's Severe Weather preparedness outreach through an extended multimedia campaign.



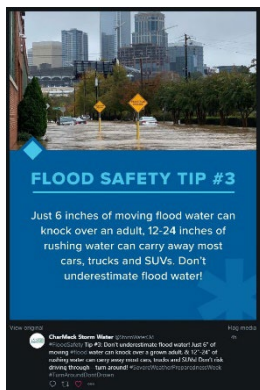
Storm Water Services produced 15-second ads featuring flood safety tips.

This messaging is vital to residents because flooding is a natural threat to our area. National Weather Service data suggests more than half of flood-related deaths happen in vehicles. Storm Water Services data indicates flooding is the costliest natural disaster in Mecklenburg County.

The campaign included four 15-second flood safety commercial spots to air on local television and streaming service, having staff available for media interviews, included messaging in utility bills sent to residents, a large digital billboard on a highly visible parking garage, and daily paid social media posts focused on flood safety tips.

Timing our campaign with the National Weather Service's **Severe Weather Preparedness Week** drew added interest from local media and residents.

OUTREACH/MEASUREMENTS



Social media:

Storm Water Services began running special flood safety messages on social media the first day of Severe Weather Preparedness Week and continued throughout the week.

Facebook and Instagram

Impressions for the week - 149,448

Clicks - 236

Total Cost - \$518.55

Cost per reach was \$0.01, the lowest of any of our social media ads.

TV: Important flood safety information was communicated through 12, 15-second TV spots appearing on local CBS affiliate WBTV. These ads generated more than 149,000 impressions and reached 6.2% of the Charlotte-area market in just one week.

Digital Streaming Service/Over the Top (OTT) Video: Streaming of 15-second video ads resulted in 5,223 impressions and a video completion rate of 98.4 percent.

Digital Billboard: According to NC Department of Transportation records in 2021, the digital billboard located on the 4th Street parking garage is viewed by approximately 14,000 people per day. (98,000 for the week)

Utility Bill Insert: The March monthly utility bill insert with flood safety messaging (presented in both English and Spanish) was sent to approximately 180,000 Mecklenburg County residents and boosted the one-week Severe Weather Preparedness project.

City Publications: Articles were also included in Crown Weekly, a digital publication that is distributed to 8,000+ City of Charlotte employees, and Storm Water Services Employee News, a digital newsletter distributed to 200+ Storm Water Services staff.

COST THE OUTREACH AND MATERIALS

Production costs, (talent, audio/video)

- Free, included in the monthly advertising costs with the television station

Advertising costs for the week (TV and social media)

- \$2,100 television
- \$519 paid social media
- \$223 Digital/Over the Top (OTT) Video

Utility bill insert cost: \$4,632 total; .03 per insert mailed (180,000)

Digital banner was provided free of charge by County Services.

IMPACT/EFFECTIVENESS

Promoting several flood safety messages through multiple channels helped Storm Water Services communicate critical information to the more than 1 million residents in Mecklenburg County, which includes the City of Charlotte and six surrounding towns.

Communicating flood safety information is required for FEMA's Community Rating System score, which determines a community's flood insurance discount. Charlotte's Class 3 rating provides a 35% savings to residents or approximately \$1.2 million in flood insurance cost savings per year.

VIDEO LINKS


Video links are included in Charlotte-Mecklenburg Storm Water Services' 2023 NAFSMA application.

SUPPORTING DOCUMENTS

SOCAL MEDIA

Social Media: A series of posts on Facebook, Instagram and Twitter featuring daily flood safety tips. Facebook examples below representative all messaging on all three social sites.



Charlotte-Mecklenburg Storm Water Services 

2d · 



It's Severe Weather Preparedness Week, so we're sharing flood safety tips. To start out the week, today's tip: remember, flooding can happen anywhere! Even outside of the floodplain. In fact, about 28% of flood insurance claims in Mecklenburg County are from properties outside the floodplain.



FLOOD SAFETY TIP #1

Flooding can happen anywhere,
even outside of the floodplain.



Charlotte-Mecklenburg Storm Water Services ✓

1d · 🌐



Flood Safety Tip #2! Flooding is our County's costliest natural disaster. Protect yourself and your belongings by considering flood insurance for your home and property. For more info: <https://www.floodsmart.gov/>



FLOOD SAFETY TIP #2

DID YOU KNOW? Flooding is Mecklenburg County's most common, and most expensive, natural disaster. Be weather aware and flood safe!



Charlotte-Mecklenburg Storm Water Services ✓

3h · 🌐



Flood Safety Tip #3: Don't underestimate flood water! Just 6" of moving flood water can knock over a grown adult. And 12"-24" of rushing water can carry away most cars, trucks and SUVs! Don't risk driving through - turn around!



FLOOD SAFETY TIP #3

Just 6 inches of moving flood water can knock over an adult, 12-24 inches of rushing water can carry away most cars, trucks and SUVs. Don't underestimate flood water!



Charlotte-Mecklenburg Storm Water Services ✓

4d · 🌐



Flood Safety Tip #4: Don't attempt to drive through flood waters. You never know how deep it actually is (even a small amount is dangerous!) AND you never know what is under it - tree limbs, giant holes, broken bridges, downed electrical wire. Turn around, don't drown!



FLOOD SAFETY TIP #4

Driving through flood conditions can have deadly consequences! You never know how deep water is or what's in it.

Stay flood safe, and turn around
don't drown!



Charlotte-Mecklenburg Storm Water Services ✓

3d · 🌐



Flood Safety Tip #5: Be aware of floodplains. These are areas that are most likely to experience flooding during storms and are a vital part of a healthy creek system! Floodplains help manage flooding naturally, but should be avoided during storms!



FLOOD SAFETY TIP #5

What is a floodplain? These are the areas along streams or rivers that are most likely to experience flooding. Though they sound scary, floodplains are part of a healthy creek system and help manage flooding naturally.



Charlotte-Mecklenburg Storm Water Services ✓

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DYK, knowing how to prepare for flash flooding is an important part of being weather aware! See below for the guidelines for our area:

- 💧 Sign up for CharMeck Alerts and have a battery-operated radio ready
- 💧 Make a plan! Know where to go and communicate it to family and neighbors
- 💧 During a flood, seek shelter and follow news updates
- 💧 Never drive through flood waters!
- 💧 After a flood, listen to authorities and beware of driving and water contamination risks

Stay flood safe, Charlotte!



Social Media post highlighted an intensive interview with local meteorologist, WBTV's Jamie Boll.

<https://www.wbtv.com/video/2023/03/08/severe-weather-preparedness-week-what-know/>



Charlotte-Mecklenburg Storm Water Services ✓
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Are you prepared for Severe Weather? Do you know what to do if you encounter flooding? John Wendel of Charlotte-Mecklenburg Storm Water Services discusses all you need to know with [WBTV News's Jamie Bolin](#).

CHARLOTTE FLOOD RISK

FLOOD

7:34 | 66°
3 WBTV
ON YOUR SIDE

WBTV.COM

Severe Weather Preparedness Week: What to know
On Your Side Tonight airs weeknights at 7:00 on WBTV.

Digital Billboard Uptown Charlotte – 4th Street Parking Deck



City of Charlotte > Charlotte-Mecklenburg Storm Water Services > Flooding > Flood Preparedness and Safety

 Print  Share

Flood Preparedness and Safety



[Rushing Water can be dangerous \(15-second video\)](#)

Heavy rains are anticipated, so be safe if you have to drive and avoid driving through any flooded streets. See more tips below to make sure you are prepared.

Flooding can happen anywhere; and flooding is Mecklenburg County's most common - and most expensive - natural disaster.

[Safety Tips: Before, During & After a Flood](#)

[Stay Safe: Buy Flood Insurance](#)

[View the Latest Rainfall & Creek Data](#)

[Watch Flood Safety Videos](#)

[Returning Home After a Flood Toolkit](#)

[Helpful Resources](#)

Safety Tips: Before, During & After a Flood

Tips to Prepare for Flooding

- Know the types of flood risk in your area. Remember, flooding can happen anywhere, even outside of a [floodplain](#).

Digital City Publications

Links: <http://stormwater.charmeck.org>

<https://www.weather.gov/rah/preparedness>



Happy Thursday, Team Charlotte! It's March 9, 2023. Welcome to CROWN Weekly. Read on for the latest stories, events and information from across the organization.

Are You Prepared for Severe Weather?

This week, March 5-11, is Severe Weather Preparedness Week and flooding is Charlotte-Mecklenburg's biggest natural threat. While it can occur during any season, there is an increased chance when temperatures are warmer. To make sure you and your family remain safe during heavy rain or other types of severe weather, [Charlotte-Mecklenburg Storm Water Services](#) and Charlotte-Mecklenburg Emergency Management are sharing important information and tips, including how to sign up for CharMeck Alerts during [North Carolina Severe Weather Preparedness Week](#).

[View Safety Tips](#)

STORM WATER SERVICES

EMPLOYEE NEWS



Severe Weather Preparedness Week - March 5 - 11

This week is Severe Weather Preparedness Week and flooding is Charlotte-Mecklenburg's biggest natural threat. While it can occur during any season, there is an increased chance when temperatures are warmer. To ensure our community remains safe during heavy rain or other types of severe weather, Charlotte-Mecklenburg Storm Water Services and Charlotte-Mecklenburg Emergency Management are sharing important information and tips, including how to sign up for CharMeck Alerts during [North Carolina Severe Weather Preparedness Week](#).

- Know the types of flood risk in your area (flash flooding, river flooding etc.). Remember, flooding can happen anywhere, even outside of a floodplain.
- Make a plan for your household so that you and your family know what to do, where to go, and what you will need to protect yourselves from flooding.
- Turn Around, Don't Drown. Six inches of rushing water can knock a person over and just a foot of rushing water can carry away a car.

More flood safety tips available [on our website](#).

Media Availability, March 9, 2023



MEDIA ADVISORY FOR IMMEDIATE RELEASE

March 7, 2023

Contact: John Wendel
704.577.0553; John.Wendel@MeckNC.gov

North Carolina Severe Weather Preparedness Week Media Availability

What: North Carolina Severe Weather Preparedness Week media availability

Who: Charlotte-Mecklenburg Storm Water Services and Charlotte-Mecklenburg Emergency Management

When: Thursday, March 9, 2022, 1 p.m.

Where: Freedom Park, 1908 East Blvd. (parking available on-site)

Why: Warmer weather often brings an increased chance of severe weather. Each year, North Carolina recognizes the first week of March as Severe Weather Preparedness Week. [Charlotte-Mecklenburg Storm Water Services](#) and [Charlotte-Mecklenburg Emergency Management](#) will use this opportunity to share information about severe weather, including flood safety tips and how to sign up for emergency notification through [CharMeck Alerts](#).

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About Charlotte-Mecklenburg Storm Water Services

For the latest news and updates from Storm Water Services, visit the newsroom at StormWater.CharMeck.org and follow @StormWaterCM on [Facebook](#), [Twitter](#) and [Instagram](#).

Media Availability Participating Media Outlets: WBTV, Spectrum News, WCCB





Severe Weather Preparedness Week

Media Story Links:

<https://www.wbtv.com/video/2023/03/08/severe-weather-preparedness-week-what-know/>

<https://www.wccbcharlotte.com/2023/03/09/severe-weather-preparedness-week-underway-in-carolinas/>

<https://spectrumlocalnews.com/nc/charlotte/weather/2018/03/09/flooding-kills-more-people-than-tornadoes>

Severe Weather Preparedness Week

Videos 15 Second Commercial Spots for TV and Promotions:

https://www.youtube.com/watch?v=Kgr7B-Ggluc&list=PLdG3_VewDix7Yp2-CabnQfy1qxdFK3FzL

https://www.youtube.com/watch?v=x4h7annFwKU&list=PLdG3_VewDix7Yp2-CabnQfy1qxdFK3FzL&index=2

https://www.youtube.com/watch?v=nVgLpRt15Ho&list=PLdG3_VewDix7Yp2-CabnQfy1qxdFK3FzL&index=4

https://www.youtube.com/watch?v=xjQ_GygGXZE&list=PLdG3_VewDix7Yp2-CabnQfy1qxdFK3FzL&index=5

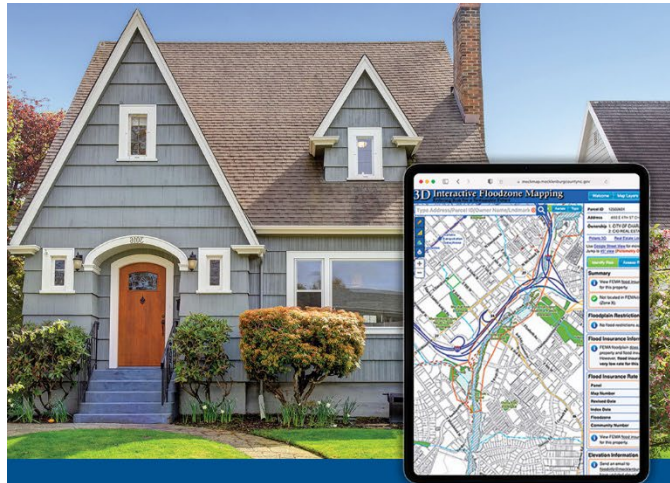
https://www.youtube.com/watch?v=OUvnplcyVxo&list=PLdG3_VewDix7Yp2-CabnQfy1qxdFK3FzL&index=6

https://www.youtube.com/watch?v=t0pNcpwNDns&list=PLdG3_VewDix7Yp2-CabnQfy1qxdFK3FzL&index=7

https://www.youtube.com/watch?v=5GTLKL6Lx4k&list=PLdG3_VewDix7Yp2-CabnQfy1qxdFK3FzL&index=8

<https://charlottenc.gov/StormWater/Flooding/Pages/FloodPreparednessSafety.aspx>

Severe Weather Awareness Floodplain Information – Utility Bill Insert in Month of March



Check out 3-D Floodzone to find out if your property is in a floodplain at

StormWater.CharMeck.org

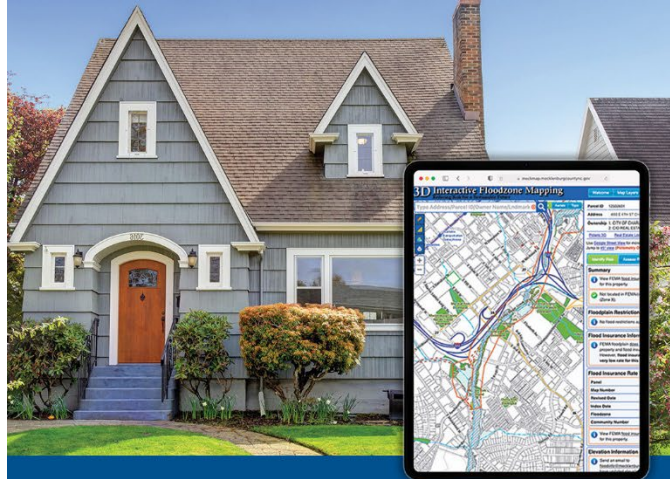
- Find the latest floodplain maps
- See flood depths of your property
- Get ideas to reduce flood damage
- Read flood insurance information
- Learn about building in the floodplain
- Download elevation certificates
- Get floodway and future conditions data

Questions?

FloodInfo@MeckNC.gov or call 311



March 2023
30320-0453



Consulte 3-D Floodzone para saber si su propiedad está en una llanura inundable en StormWater.CharMeck.org

- Encuentre los mapas más recientes de llanuras inundables
- Vea el calado de las inundaciones en su propiedad
- Obtenga ideas para reducir los daños por inundación
- Lea acerca del seguro de inundaciones
- Conozca más acerca de construir sobre llanuras inundables
- Descargue certificados de elevación
- Obtenga información sobre aliviaderos y condiciones futuras

¿Tiene preguntas?

Envíe un correo electrónico a FloodInfo@MeckNC.gov o llame al 311

