



Greenfield Lake Watershed Outreach Project

FUNDING SOURCE & AMOUNT

NC Coastal Nonpoint Source
Program Grant

\$14,313 funded, with match

\$14,313 in-kind match from City of
Wilmington

TIMEFRAME

Awarded 2004

March 2004 – December 2004

10 month grant

GRANT ADMINISTRATOR

City of Wilmington, NC

IN-KIND PARTNERS

Cape Fear River Watch, Inc.

SUMMARY / DESCRIPTION

The NC Coastal Nonpoint Source Program Grant 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. This linkage enhances state and local efforts to manage land use activities that degrade coastal waters and coastal inhabitants.

The Greenfield Lake grant implemented outreach recommendations with watershed residents and businesses to increase awareness about the main pollutants identified as affecting Greenfield Lake: pet waste, illicit discharge, lawn care. These were the main issues identified in the Greenfield Lake Stakeholders Initiative plan.

GRANT GOAL(S)

The target audience was the entire Greenfield Lake Watershed, which included single-family residents, multi-family apartment complex residents, and businesses in the watershed. Outreach efforts included:

- Educational mailings to watershed residents and businesses
- Doorhangers and postcards for apartment complexes
- Neighborhood / Community Meetings
- School Presentations
- Clean Water Advertising Campaign including media coverage
- Pet Waste Stations and Signage
- Educational brochure and pet waste pick-up bag giveaways for Wilmington Dog Jog
- Volunteer Storm Drain Marking
- Sewer line inspections running under the lake