

Volunteer Stats - FY23
Adopta! Program Park Cleanups

Volunteer Name/Group	Location	Date	# of Volunteers	Total Hours	Trash
Virginia Stars	Dean 4 Diamond	7/1/2022	1	8	
Team Virginia	Byrd 2 Diamond	7/4/2022	1	8	
Team Virginia	Dean 2 Diamond	7/4/2022	1	8	
GMBL	Dean 1 Diamond	7/4/2022	1	8	
Virginia Stars	Dean 4 Diamond	7/6/2022	1	8	
Buds N' Roses Garden Club	Annaburg Manor	7/7/2022	1	3	3
Virginia Stars	Dean 4 Diamond	7/9/2022	1	8	
Team Virginia	Byrd 2 Diamond	7/11/2022	1	8	
Team Virginia	Dean 2 Diamond	7/11/2022	1	8	
GMBL	Dean 1 Diamond	7/11/2022	1	8	
Virginia Stars	Dean 4 Diamond	7/13/2022	1	8	
Virginia Stars	Dean 4 Diamond	7/18/2022	1	8	
Team Virginia	Byrd 2 Diamond	7/18/2022	1	8	
Team Virginia	Dean 2 Diamond	7/18/2022	1	8	
GMBL	Dean 1 Diamond	7/18/2022	1	8	
Bull Run Rotary	Cannon Branch	7/23/2022	7	7	3
Bull Run Rotary	Cannon Branch	7/23/2022	7	7	3
Virginia Stars	Dean 4 Diamond	7/24/2022	1	8	
Team Virginia	Byrd 2 Diamond	7/25/2022	1	8	
Team Virginia	Dean 2 Diamond	7/25/2022	1	8	
GMBL	Dean 1 Diamond	7/25/2022	1	8	
Virginia Stars	Dean 4 Diamond	7/28/2022	1	8	
Battlefield Kiwanis	Baldwin Park	7/30/2022	7	7	3
Battlefield Kiwanis	Battlefield Kiwanis	7/30/2022	7	7	3
Virginia Stars	Dean 4 Diamond	8/1/2022	1	8	
Team Virginia	Dean 2 Diamond	8/1/2022	1	8	
GMBL	Dean 1 Diamond	8/1/2022	1	8	
Team Virginia	Byrd 2 Diamond	8/1/2022	1	8	
Adam Amata	Annaburg Manor	8/5/2022	3	12	
Virginia Stars	Dean 4 Diamond	8/8/2022	1	8	
Team Virginia	Dean 2 Diamond	8/8/2022	1	8	
GMBL	Dean 1 Diamond	8/8/2022	1	8	
Team Virginia	Byrd 2 Diamond	8/8/2022	1	8	
Micron	Dean Park	8/12/2022	10	20	10
Virginia Stars	Dean 4 Diamond	8/15/2022	1	8	
Team Virginia	Dean 2 Diamond	8/15/2022	1	8	
GMBL	Dean 1 Diamond	8/15/2022	1	8	
Team Virginia	Byrd 2 Diamond	8/15/2022	1	8	
Buds N' Roses Garden Club	Liberia	8/21/2022	1	1	1
Virginia Stars	Dean 4 Diamond	8/22/2022	1	8	
Team Virginia	Dean 2 Diamond	8/22/2022	1	8	
GMBL	Dean 1 Diamond	8/22/2022	1	8	

Team Virginia	Byrd 2 Diamond	8/22/2022	1	8	
Buds N' Roses Garden Club	Liberia	8/23/2022	1	2	
Buds N' Roses Garden Club	Liberia	8/24/2022	1	2.5	
Buds N' Roses Garden Club	Liberia	8/25/2022	1	3.5	
Virginia Stars	Dean 4 Diamond	8/29/2022	1	8	
Team Virginia	Dean 2 Diamond	8/29/2022	1	8	
GMBL	Dean 1 Diamond	8/29/2022	1	8	
Team Virginia	Byrd 2 Diamond	8/29/2022	1	8	
Church of Latter Day Saints	Oakenshaw Park	8/31/2022	12	18	1
Micron	Stonewall Park	8/31/2022	10	20	5
Virginia Stars	Dean 4 Diamond	9/5/2022	1	8	
Team Virginia	Dean 2 Diamond	9/5/2022	1	8	
GMBL	Dean 1 Diamond	9/5/2022	1	8	
Team Virginia	Byrd 2 Diamond	9/5/2022	1	8	
Didlake	Stonewall Park	9/10/2022	4	4	1
Girl Scout Troop 4413	Byrd Park	9/11/2022	4	4	2
Virginia Stars	Dean 4 Diamond	9/12/2022	1	8	
Team Virginia	Dean 2 Diamond	9/12/2022	1	8	
GMBL	Dean 1 Diamond	9/12/2022	1	8	
Team Virginia	Byrd 2 Diamond	9/12/2022	1	8	
Virginia Stars	Dean 4 Diamond	9/19/2022	1	8	
Team Virginia	Dean 2 Diamond	9/19/2022	1	8	
GMBL	Dean 1 Diamond	9/19/2022	1	8	
Team Virginia	Byrd 2 Diamond	9/19/2022	1	8	
Virginia Stars	Dean 4 Diamond	9/26/2022	1	8	
Team Virginia	Dean 2 Diamond	9/26/2022	1	8	
GMBL	Dean 1 Diamond	9/26/2022	1	8	
Team Virginia	Byrd 2 Diamond	9/26/2022	1	8	
Virginia Stars	Dean 4 Diamond	10/3/2022	1	8	
Team Virginia	Dean 2 Diamond	10/3/2022	1	8	
GMBL	Dean 1 Diamond	10/3/2022	1	8	
Team Virginia	Byrd 2 Diamond	10/3/2022	1	8	
Hannah Fick	Dean Park	10/5/2022	1	20	
Virginia Stars	Dean 4 Diamond	10/10/2022	1	8	
Team Virginia	Dean 2 Diamond	10/10/2022	1	8	
GMBL	Dean 1 Diamond	10/10/2022	1	8	
Team Virginia	Byrd 2 Diamond	10/10/2022	1	8	
Church of Latter Day Saints	Oakenshaw Park	10/12/2022	3	3	2
Virginia Stars	Dean 4 Diamond	10/17/2022	1	8	
Team Virginia	Dean 2 Diamond	10/17/2022	1	8	
GMBL	Dean 1 Diamond	10/17/2022	1	8	
Team Virginia	Byrd 2 Diamond	10/17/2022	1	8	
Battlefield Kiwanis	Baldwin Park and Kiwanis	10/20/2022	4	4	2
Virginia Stars	Dean 4 Diamond	10/24/2022	1	8	
Team Virginia	Dean 2 Diamond	10/24/2022	1	8	
GMBL	Dean 1 Diamond	10/24/2022	1	8	
Team Virginia	Byrd 2 Diamond	10/24/2022	1	8	

Didlake	Stonewall Park	10/25/2022	4	7	0.5
Virginia Stars	Dean 4 Diamond	10/31/2022	1	8	
Team Virginia	Dean 2 Diamond	10/31/2022	1	8	
GMBL	Dean 1 Diamond	10/31/2022	1	8	
Team Virginia	Byrd 2 Diamond	10/31/2022	1	8	
Didlake	Stonewall Park	11/3/2022	5	7.5	1
Micron	Cannon Branch	11/4/2022	2	4	
Micron	Mayfield Fort	11/4/2022	10	20	
Micron	Liberia	11/4/2022	7	14	
Virginia Stars	Dean 4 Diamond	11/7/2022	1	8	
Team Virginia	Dean 2 Diamond	11/7/2022	1	8	
GMBL	Dean 1 Diamond	11/7/2022	1	8	
Team Virginia	Byrd 2 Diamond	11/7/2022	1	8	
Virginia Stars	Dean 4 Diamond	11/14/2022	1	8	
Team Virginia	Dean 2 Diamond	11/14/2022	1	8	
GMBL	Dean 1 Diamond	11/14/2022	1	8	
Team Virginia	Byrd 2 Diamond	11/14/2022	1	8	
Bull Run Rotary	Cannon Branch	11/19/2022	6	6	2
Atticus Mayland	Stonewall Park	12/11/2022	1	2	3
Battlefield Kiwanis	Baldwin Park and Kiwanis	12/17/2022	7	7	3
Buds N' Roses Garden Club	Annaburg Manor	1/15/2023	1	2	2
Buds N' Roses Garden Club	Annaburg Manor	1/21/2023	2	4	2
Church of Latter Day Saints	Oakenshaw Park	2/22/2023	5	5	1
Team Virginia	Dean 2 Diamond	3/15/2023	1	8	
Team Virginia	Byrd 2 Diamond	3/15/2023	1	8	
GMBL	Dean 1 Diamond	3/15/2023	1	8	
Virginia Stars	Dean 4 Diamond	3/15/2023	1	8	
Girl Scout Troop 4413	Byrd Park	3/19/2023	6	6	1
Team Virginia	Dean 2 Diamond	3/22/2023	1	8	
Team Virginia	Byrd 2 Diamond	3/22/2023	1	8	
GMBL	Dean 1 Diamond	3/22/2023	1	8	
Virginia Stars	Dean 4 Diamond	3/22/2023	1	8	
Buds N' Roses Garden Club	Annaburg Manor	3/26/2023	3	6	4
Didlake	Byrd Park	3/29/2023	5	5	1
Team Virginia	Dean 2 Diamond	3/29/2023	1	8	
Team Virginia	Byrd 2 Diamond	3/29/2023	1	8	
GMBL	Dean 1 Diamond	3/29/2023	1	8	
Virginia Stars	Dean 4 Diamond	3/29/2023	1	8	
HCCA	Stonewall Park	4/1/2023	50	160	
Team Virginia	Dean 2 Diamond	4/5/2023	1	8	
Team Virginia	Byrd 2 Diamond	4/5/2023	1	8	
GMBL	Dean 1 Diamond	4/5/2023	1	8	
Virginia Stars	Dean 4 Diamond	4/5/2023	1	8	
Team Virginia	Dean 2 Diamond	4/12/2023	1	8	
Team Virginia	Byrd 2 Diamond	4/12/2023	1	8	
GMBL	Dean 1 Diamond	4/12/2023	1	8	
Virginia Stars	Dean 4 Diamond	4/12/2023	1	8	

Team Virginia	Dean 2 Diamond	4/19/2023	1	8	
Team Virginia	Byrd 2 Diamond	4/19/2023	1	8	
GMBL	Dean 1 Diamond	4/19/2023	1	8	
Virginia Stars	Dean 4 Diamond	4/19/2023	1	8	
Battlefield Kiwanis	Baldwin Park	4/22/2023	7	10.5	5
Democratic Committee	Kinsley Mill Park	4/22/2023	6	12	5
Team Virginia	Dean 2 Diamond	4/26/2023	1	8	
Team Virginia	Byrd 2 Diamond	4/26/2023	1	8	
GMBL	Dean 1 Diamond	4/26/2023	1	8	
Virginia Stars	Dean 4 Diamond	4/26/2023	1	8	
Team Virginia	Dean 2 Diamond	5/3/2023	1	8	
Team Virginia	Byrd 2 Diamond	5/3/2023	1	8	
GMBL	Dean 1 Diamond	5/3/2023	1	8	
Virginia Stars	Dean 4 Diamond	5/3/2023	1	8	
Team Virginia	Dean 2 Diamond	5/10/2023	1	8	
Team Virginia	Byrd 2 Diamond	5/10/2023	1	8	
GMBL	Dean 1 Diamond	5/10/2023	1	8	
Virginia Stars	Dean 4 Diamond	5/10/2023	1	8	
Team Virginia	Dean 2 Diamond	5/17/2023	1	8	
Team Virginia	Byrd 2 Diamond	5/17/2023	1	8	
GMBL	Dean 1 Diamond	5/17/2023	1	8	
Virginia Stars	Dean 4 Diamond	5/17/2023	1	8	
Micron	Stonewall Park	5/19/2023	10	20	
Micron	Liberia	5/23/2023	25	50	
Team Virginia	Dean 2 Diamond	5/24/2023	1	8	
Team Virginia	Byrd 2 Diamond	5/24/2023	1	8	
GMBL	Dean 1 Diamond	5/24/2023	1	8	
Virginia Stars	Dean 4 Diamond	5/24/2023	1	8	
Team Virginia	Dean 2 Diamond	5/31/2023	1	8	
Team Virginia	Byrd 2 Diamond	5/31/2023	1	8	
GMBL	Dean 1 Diamond	5/31/2023	1	8	
Virginia Stars	Dean 4 Diamond	5/31/2023	1	8	
Democratic Committee	Kinsley Mill Park	6/3/2023	6	12	5
Bull Run Rotary	Cannon Branch	6/3/2023	20	40	2
K&O Distilling	Dean 3 Diamond	6/6/2023	3	6	
Team Virginia	Dean 2 Diamond	6/7/2023	1	8	
Team Virginia	Byrd 2 Diamond	6/7/2023	1	8	
GMBL	Dean 1 Diamond	6/7/2023	1	8	
Virginia Stars	Dean 4 Diamond	6/7/2023	1	8	
Team Virginia	Dean 2 Diamond	6/14/2023	1	8	
Team Virginia	Byrd 2 Diamond	6/14/2023	1	8	
GMBL	Dean 1 Diamond	6/14/2023	1	8	
Virginia Stars	Dean 4 Diamond	6/14/2023	1	8	
Team Virginia	Dean 2 Diamond	6/21/2023	1	8	
Team Virginia	Byrd 2 Diamond	6/21/2023	1	8	
GMBL	Dean 1 Diamond	6/21/2023	1	8	

Virginia Stars	Dean 4 Diamond	6/21/2023	1	8	
Team Virginia	Dean 2 Diamond	6/28/2023	1	8	
Team Virginia	Byrd 2 Diamond	6/28/2023	1	8	
GMBL	Dean 1 Diamond	6/28/2023	1	8	
Virginia Stars	Dean 4 Diamond	6/28/2023	1	8	
Total			422	1727	76.5

Park 2022 Schedule Cleanups

Let's make a difference in the parks together!

Let's make a difference in the parks together. Whether your group has already adopted a park, you would like to host a cleanup, or you would like to join another group cleanup, you are welcome to participate. Check out our upcoming volunteer opportunities and make a difference in our parks! manassasva.gov/parks



Great American Cleanup Day: March 21 - June 22, 2022

Take a Walk in a Park Day: March 30, 2022

American Battlefield Trust Park Day: April 9, 2022

National Park Week: April 16 - 24, 2022

Earth Day Park Cleanup: April 22, 2022

Kids to Parks Day: May 21, 2022

Clean the Bay Day: June 4, 2022

National Trails Day: June 4, 2022

National Park & Recreation Month: July 2022

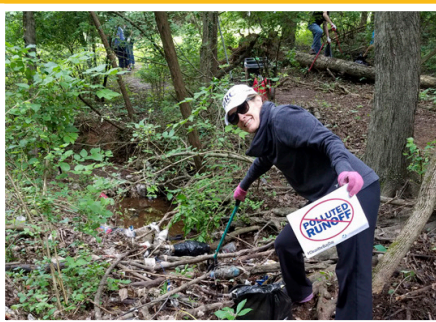
Cache In Trash Out Park Cleanup: September 2022

National Public Lands Day: September 24, 2022

America Recycles Day: November 15, 2022



**Let's
Do
This
Together!**



Contact: Christen Fox at 703-257-8315 or cfox@manassasva.gov for information.

Parks, Culture & Recreation
9101 Prince William Street, Manassas, VA 20110
703-368-1873 - manassasva.gov/parks



Park 2023 Schedule Cleanups

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American Battlefield Trust Park Day — April 15, 2023

National Park Week — April 22 - 30, 2023

Earth Day Park Cleanup — April 22, 2023

National Park Trust Kids to Parks Day — May 20, 2023

Clean the Bay Day — June 3, 2023

National Trails Day — June 3, 2023

National Park & Recreation Month — July 2023

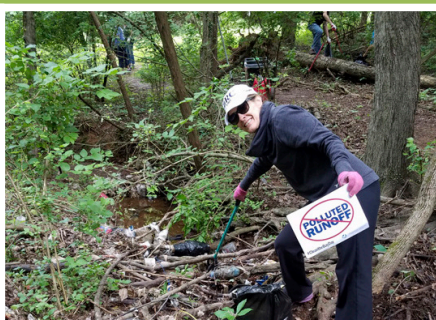
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CLEAN the BAY Day

SATURDAY, JUNE 3, 2023

Easter



CHESAPEAKE BAY
FOUNDATION

Saving a National Treasure

cbf.org/clean



Summer RecycleFest 2022!



**Saturday, August 6, 2022
8 a.m.—12 p.m.**

**Manassas Transfer Station
8305 Quarry Road**

**Antifreeze • Fertilizers • Gasoline • Glues • Motor Oil •
Paint • Swimming Pool Chemicals
Cell Phones • TV's • Computers • Scanners Small
Copiers • Game Consoles • Monitors
Personal Documents (4 box limit)**

*** Please do not put batteries in with paper for shredding. This can cause a fire in the truck. Batteries are to be dropped off with the electronics.**

**** Commercial/Business Waste will not be accepted for collection.**



More Information: (703) 257-8252 or www.manassasva.gov/trash

Festival de Reciclaje! 2022

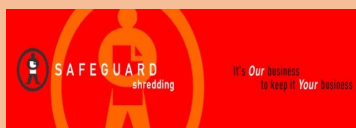


**Sabado, 6 de Agosto de 2022
8 a.m.—12 p.m.
Manassas Transfer Station
8305 Quarry Road**

**Anticongelante . Fertilizante. Gasolina . Pegamento .
Aceite de Motor . Pintura . Químicos para uso en
Piscina . Celulares . Televisores Computadoras . Maquinas
Copiadoras . Consolas de Juego . Pantallas de
Computadoras . Documentos personales (Limite 4 cajas)**

**Por favor, no coloque las pilas con papel para triturar. Esto
puede provocar un incendio en el camión. Las batería
s se deben dejar con los componentes electrónicos.**

** Desechos de Negocios Comerciales no se aceptarán.*



Para mas Informacion: (703) 257-8252 or www.manassasva.gov/trash



Spring RecycleFest 2023!



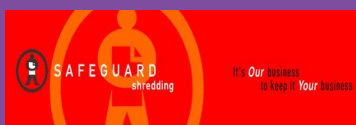
**Saturday, May 6, 2023
8AM —12Noon**

**Manassas Transfer Station
8305 Quarry Road**

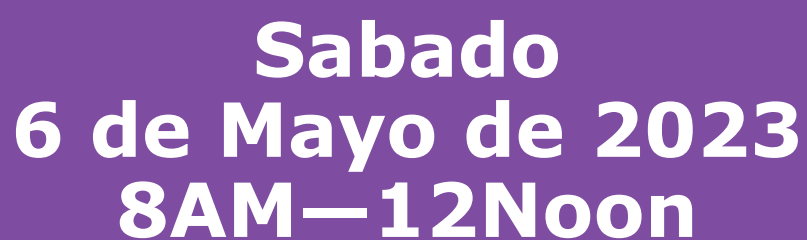
**Antifreeze • Fertilizers • Gasoline • Glues Motor
Oil • Paint • Swimming Pool Chemicals • TV's
• Computers Cell Phones
• Scanners Small Copiers • Game Consoles
• Monitors
Personal Documents (4 box limit)**

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**Anticongelante . Fertilizante. Gasolina . Pegamento . Aceitede
Motor . Pintura . Quimicos para uso en Piscina . Celulares .
Televisores Computadoras . Maquinas Copiadoras . Consolas de
Juego . Pantallas de Computadoras . Documentos personales
(Limite 4 cajas)**

*** Por favor, no coloque pilas con papel para triturar. Esto puede provocar un incendio en el camión. Las baterías se deben dejar con los componentes electrónicos.**

**** Desechos de Negocios Comerciales no se aceptarán.**



Para mas Informacion: (703) 257-8252 or www.manassasva.gov/trash



Festival de Reciclaje!



Sabado, 5 de Noviembre 2022

8 a.m.—12 p.m.

Manassas Transfer Station

8305 Quarry Road

Anticongelante . Fertilizante. Gasolina . Pegamento . Aceite de Motor . Pintura . Quimicos para uso en Piscina . Celulares . Televisores Computadoras . Maquinas Copiadoras . Consolas de Juego . Pantallas de Computadoras . Documentos personales (Limite 4 cajas)

Por favor, no coloque pilas con papel para triturar. Esto puede provocar un incendio en el camión. Las baterías se deben dejar con los componentes electrónicos.* Desechos de Negocios Comerciales no se aceptarán.



Para mas Informacion: (703) 257-8252 or www.manassasva.gov/trash



2022 Household Hazardous Waste, Electronic Waste and Shredding



January 15 – Electronics only*

March 5

April 2

May 7 + Shredding

June 11

July 2

August 6 + Shredding

September 3

October 1

November 5 + Shredding

***Please do not put batteries in with paper to be shredded. This can cause a fire in the truck. Batteries are to be dropped off with the electronics.**

Drop off days are held on Saturdays from 8 a.m. – 12 p.m. at the Manassas Transfer Station located at 8305 Quarry Road, Manassas, VA 20110.

This is a free service provided for City of Manassas residents in partnership with Waste Management.

www.manassasva.gov/trash





2023

Household Hazardous Waste, Electronic Waste and Secure Document Shredding



- March 4
- April 1
- May 6 + Shredding
- June 10
- July 1
- August 5 + Shredding
- September 2
- October 7
- November 4 + Shredding

Shredding is for residents who wish to recycle their personal documents in a safe and secure way. There is a 3 box maximum for shredding and commercial shredding is not accepted due to volume.

Do not include batteries, books, plastic folders or any other items.

Drop off days are held on Saturdays from 8AM – 12 Noon at the Manassas Transfer Station located at 8305 Quarry Road, Manassas, VA 20110.



This is a free service provided for City of Manassas residents in partnership with Waste Management.

www.manassasva.gov/trash





Northern Virginia Clean Water Partners

Annual Summary of Results

July 1, 2022 - June 30, 2023

This summary was produced by Northern Virginia Regional Commission on behalf of
the 2023 Clean Water Partners.



Stormwater Pollution in Northern Virginia

Water bodies in Northern Virginia, including the region's numerous streams, lakes, and rivers, provide a range of environmental, social, and economic benefits to surrounding communities. However, when waterways are polluted and water quality becomes impaired, their key resources are reduced and result in negative impacts to both humans and the natural environment.

Polluted stormwater runoff is the number one cause of poor water quality in Northern Virginia's waterways. When it rains and snows, water runs off streets, driveways, yards and parking lots and mixes with pollutants, such as litter, fertilizer, pet waste, road salt, and auto fluids. These pollutants then enter storm drains on the street and are discharged directly into nearby streams.

To reduce the impacts of stormwater pollution, the Northern Virginia Clean Water Partners joined together to improve residents' knowledge and behaviors through an ongoing public education campaign.

About the Partnership

The Northern Virginia Clean Water Partners (NVCWP) is composed of a group of local governments, drinking water and sanitation authorities, and businesses that share the common goals to keep Northern Virginia residents healthy and safe by reducing the amount of pollution from stormwater runoff that reaches local creeks and rivers, and empower individuals to take action to reduce pollution.

To meet these goals, the partners work together to:

- Identify high priority water quality issues for the region
- Identify the target audience(s) for outreach
- Educate the region's residents on simple ways to reduce pollution around their homes
- Monitor changes in behavior through surveys and other data collection techniques
- Pilot new cost-effective opportunities for public outreach and education

Membership is voluntary and each member makes an annual contribution to fund the program. By working together, the partners are able to leverage their funds to develop and implement a range of bilingual education and outreach strategies throughout Northern Virginia.



"Only rain down the storm drain"
- Partnership Motto

The 2023 campaign helped to satisfy MS4 (Municipal Separate Storm Sewer System) Phase I and Phase II permit requirements for stormwater education and documenting changes in behavior.

For more information visit onlyrain.org

2023 Campaign Overview

The Northern Virginia Clean Water Partners identified the following water quality issues to highlight in their 2023 campaign:

- **Nutrients (Phosphorus and Nitrogen)**
- **Bacteria**
- **Salt**
- **Illicit Discharges (e.g., pesticides, motor oil, etc.)**

Target audiences for these issues include pet owners, winter salt applicators, home mechanics, and residents with a lawn or garden. To reach these audiences, the campaign used a combination of social media, television, printed advertising, and the Only Rain website to distribute messaging that would improve stormwater-related knowledge and behaviors. Partners also participated in local events throughout the year to engage residents and raise campaign awareness.

The 2023 campaign also continued to expand outreach and engagement programming with several new social marketing strategies, including:

- Updated infographics to promote pollution-reduction practices
- New social media content, including monthly partner spotlights
- A new campaign video
- An NVCWP Instagram account

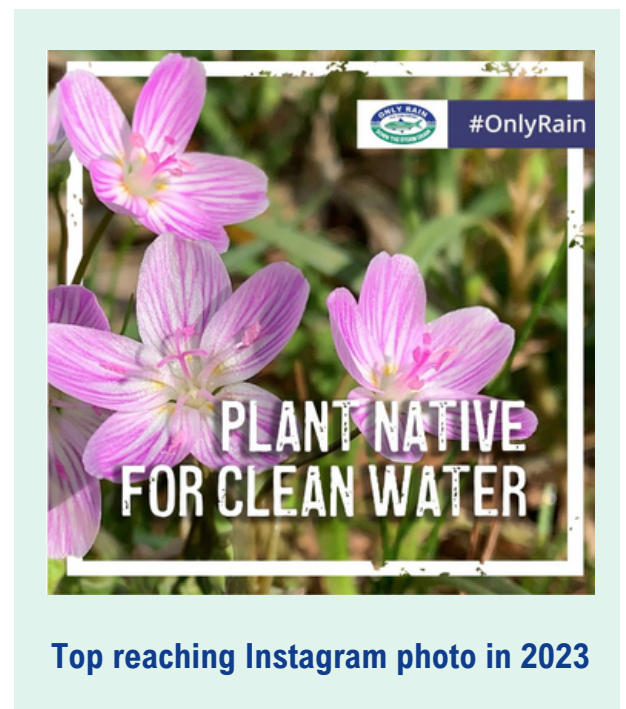
Social Media

The NVCWP have continued to use social media as a key tool to engage their campaign's target audiences.

The partners created Facebook and Twitter accounts as a part of their 2020 campaign strategy. Since July 1, 2022, the Facebook page has gained 115 new followers for a total of 518 current followers. During the campaign year, the page had 387 posts, 20,858 post engagements, and 6,987 post link clicks.

The Twitter account currently has 165 followers, with 34 new followers since July 1, 2022. Over the year, the account had 393 tweets, 1,093 tweet engagements, and 116 link clicks.

As a part of the 2023 campaign, the partners also created an Instagram account to further reach the public. Since it was created in December 2022, the Instagram account has gained 140 followers and created 79 posts.



Top reaching Instagram photo in 2023

Video Advertisements

The campaign continued to reach residents through a series of video advertisements that focused on residential stormwater management actions. In 2023, the campaign aired two public service announcements (one in English and one in Spanish) on a combination of 44 English and Spanish language networks for a total of 865,060 impressions, or views.

Key Facts and Figures for 2023



2,256

visits to OnlyRain.org



596

Stormwater Survey
responses



1,128

Clean Water Pledges



865,060

premium digital TV
impressions*



825,685

total social media
impressions*



22,151

engagements with
social media posts

**Impressions are the number of times an ad appeared on a single television or computer screen.*



Annual Stormwater Survey

Survey Goal

The Northern Virginia Clean Water Partners conduct an annual online survey of approximately 500 Northern Virginia residents to better understand their stormwater-related knowledge and behaviors over time. Results help the partners to assess their campaign's effectiveness and direct future education and outreach efforts.

Results

Stormwater and Watershed Knowledge

69% of Northern Virginia residents reported that they are familiar with the term "watershed". When asked which watershed they live in, 45% of residents selected that they live within the Potomac River watershed, which represents a 8% increase in this response from 2022. However, only 30% selected that they live in the Chesapeake Bay watershed.

When asked where stormwater eventually ends up, 62% of residents responded that it goes to the Potomac River or Chesapeake Bay, while 46% also selected that it goes to a wastewater treatment plant. Responses to this question have not significantly changed since 2019.

These results indicate that although residents have likely heard of a "watershed", further education is needed to characterize the term in Northern Virginia and explain its relationship to stormwater runoff.

Information and Advertising

Similar to 2022, 34% of residents reported that they have seen or received at least some form of information about reducing water pollution in the past 12 months. Notably, there was a 9% increase (24% in 2022 versus 33% in 2023) in those that had heard of specific opportunities to participate in water quality improvement activities, such as stream clean ups or storm drain stenciling.

42% of survey respondents indicated that they were familiar with the NVCWP prior to the survey. 74% selected that they trust information from the campaign, and 71% would contact the NVCWP if they had questions about water quality.

When shown the "only rain down the storm drain" fish logo, 61% of residents reported seeing the logo prior to the survey. Although this represents a 5% decrease in those that recognize the logo from 2022, responses to this question have remained above 60% since 2019.



Campaign Impact

Residents who have viewed at least one NVCWP ad were asked a series of questions about the impact of the ads, including ways that their behaviors have changed since they first saw the ads. Over 70% of respondents reported that they now have a greater understanding of pet waste, fertilizer, and motor oil impacts on local water quality. 43% of residents stated that they pick up pet waste more often, 50% plan to fertilize less frequently, and 48% now also properly dispose of motor oil. However, over 50% of residents also reported that they were already taking some action to reduce water pollution. These results indicate that NVCWP advertisements likely reinforce positive behaviors in many residents while providing new information to a smaller percentage of ad viewers.

Resident Behaviors

The survey asked specific questions to understand changes in Northern Virginia residents' behaviors around relevant stormwater management and pollution issues, including pet waste, lawn and garden care, car fluids, and household hazardous waste.



In 2023, 51% of residents reported owning at least one dog. Of those that walk their dog, 89% stated that they always or usually pick up their dog's waste during walks, while 3% rarely or never pick up the waste. In comparison, only 61% of residents reported picking up their pet's waste on a daily basis in their own yard.

When asked why they pick up their dog's waste, 25% of residents responded that their actions were due to city or county ordinances, and 20% selected that they "don't want to step in it". Similar to 2022 (17%), only 15% of residents noted picking up their pet's waste because it causes water pollution.

As in previous years, Northern Virginia residents continue to clean up after their pet for a variety of reasons unrelated to local water quality. As such, future messaging could aim to encourage homeowners to pick up waste in their own yard and further describe the connection between dog waste and water quality impacts.



When asked about reporting potential water pollution, 57% of residents reported knowing who to contact, and nearly two-thirds (63%) stated that they would probably or definitely contact someone to report a potential source of water pollution. Of those who were equally likely to call and not to call as well as those who reported that they would not call, 32% selected their reason being that they would prefer not to communicate with officials or authorities, while 23% selected that "it's none of my business".

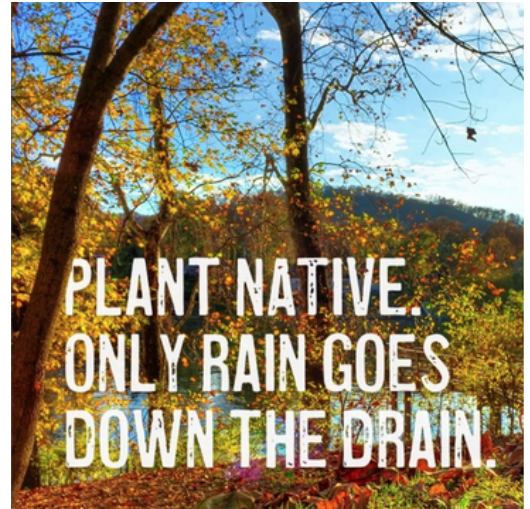




Two-thirds (66%) of residents with a lawn or garden stated that they use a lawn care service at least once a year. Notably, 71% of residents with a lawn or garden reported using fertilizer at least once a year. Similar to 2022, 26% of residents most frequently fertilize twice a year, while 13% never fertilize their lawn.

For those that cut their own grass, 29% of residents keep their grass clippings on their lawn or garden. 56% choose to bag their clippings and either recycle them (32%) or put them in the regular trash (24%).

If grass clippings ended up in the street, only 53% reported sweeping or blowing them back into their lawn, instead choosing to leave them in the street (20%) or to sweep them into the storm drain (15%). These results indicate a need for further outreach to encourage residents to leave clippings or sweep them back into their yard after mowing.



As in 2022, respondents were provided descriptions of a rain barrel, rain garden, and conservation landscaping and asked whether they have heard of these stormwater management features and would be interested in getting one for their property. Compared to prior years, there was a significant increase in residents that not only reported having a feature on their property, but also in those that were familiar and/or interested in installing the features.

In particular, residents are most familiar with rain barrels, and 45% reported an interested in obtaining one for their property. 28% also reported already owning at least one. Over 40% of residents were also interested in installing a rain garden or some form of conservation landscaping on their property.



With growing awareness of their benefits to water quality and conservation, the Clean Water Partners will continue to highlight opportunities and resources for installation and maintenance of stormwater management features, including regional workshops and other education events, throughout the year.



61% of residents reported knowing if their locality has a specific drop-off location for household hazardous waste (HHW). This response represents a slight decrease from 2022 (67%), indicating the need for new tools and resources, such as online maps and fact sheets, to more specifically point out HHW sites across local jurisdictions.



Similar to 2022, the majority of residents who own a car reported going to an auto center for an oil change (70%) or taking their old motor oil to a gas station or hazmat facility for recycling (17%). In addition, approximately 13% of residents continue to store their used motor oil in their garage, place it in the trash, or dump it down the storm drain, sink or onto the ground.

63% of residents reported taking their vehicle to a commercial car wash, while only 21% reported washing their vehicle at home. This represents a significant change in responses from prior years, in which 43% of residents washed their vehicle at home and 36% used a commercial car wash in 2022.

For those that wash their cars or trucks at home, nearly a quarter of residents (26%) most frequently wash their vehicle three to four times a year, although 17% wash their vehicle at home more than 12 times a year. To wash their vehicle, the majority of residents reported using environmentally-friendly detergent (60%) or only water (29%), and 53% wash on pervious surfaces, including grass, gravel, and/or dirt.

These results highlight an increase in water-conscious decisions that residents are making for their automobile care. Future campaign messaging can continue to reinforce these behaviors, including further promotion of commercial car washes to reduce runoff of cleaning detergents.



2024 Campaign Goals

Through a combination of social media, TV advertisements, the Only Rain website, and other regional activities, the 2023 Northern Virginia Clean Water Partners campaign strived to engage Northern Virginia residents around a number of priority stormwater runoff and pollution topics. In particular, new social media platforms, such as Instagram, and messaging strategies helped the campaign to reach new audiences and further advance the campaign's education and outreach goals.

The 2024 campaign will continue to diversify and implement new strategies to most effectively reach Northern Virginia residents and improve their stormwater-related knowledge and behaviors. The next campaign year will include:

- A new campaign video
- New and updated website resources
- Engaging social media content, including "Wednesday Water Tips"
- And more!

Northern Virginia Clean Water Partners 2023 SURVEY AT A GLANCE

The Clean Water Partners conduct an annual survey to better understand Northern Virginia residents' stormwater knowledge and behaviors in order to inform future education and outreach efforts.

WATERSHED KNOWLEDGE

45% of residents believe they live in the Potomac River watershed. **31%** were not familiar with the term "watershed" prior to the survey.



STORMWATER RUNOFF

Nearly **2/3** of residents believe that stormwater runoff ends up in the Chesapeake Bay or Potomac River. **46%** of residents think that it goes to a wastewater treatment plant.

AUTOMOBILE BEHAVIORS

63% of vehicle owners go to a commercial car wash at least once a year. Of those that clean their car at home, over **60%** report only using water or environmentally-friendly detergent.



DOG OWNERS

89%

of dog owners report always or usually picking up their pet's waste while on a walk. **15%** pick up the waste because it causes water pollution.

LAWN CARE

3/4

of residents fertilize their lawn or garden at least once a year. **23%** either never fertilize or only fertilize when a soil test recommends it.



CONSERVATION LANDSCAPING

Over **1/2** of residents are familiar with a rain barrel, rain garden, and/or conservation landscaping. Over **40%** report an interest in obtaining one or more for their property.

POLLUTION REPORTS

2/3

of residents would probably or definitely report potential pollution to their town or county.

CWP PROMOTION

61%

of residents recognize the Clean Water Partners logo.

ADVERTISING REACH

About **1/4** of residents have viewed a Clean Water Partners ad. When asked about perceptions of the ads, over **75%** trust the information conveyed and believe the ads are important.



Additional Information

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Social Media:

- **Facebook:** facebook.com/NVCWP
- **X (Formerly Twitter):** twitter.com/nova_cwp
- **Instagram:** instagram.com/novacwp

2023 Clean Water Partners:

Fairfax County | Arlington County | Loudoun County | Loudoun Water | Fairfax Water | City of Alexandria | City of Fairfax | City of Falls Church | City of Manassas | City of Manassas Park | Stafford County | Town of Leesburg | Town of Dumfries | Town of Herndon | Town of Vienna | Prince William County | Northern Virginia Regional Commission | George Mason University | Virginia Coastal Zone Management Program | Fairfax County Public Schools | Prince William County Public Schools

