

Coastal Waccamaw Stormwater Education Consortium Activity Plan (January 1, 2022 - December 31, 2022)

	Theme	Activity	Activity Description	Lead Service Provider						Participation by Other Providers	Geographic Target
				Clemson Extension Carolina Clear	Waccamaw Watershed Academy	Murrell's Inlet 2020	North Inlet - Winyah Bay NERR	SC Sea Grant	Waccamaw Riverkeeper		
Indirect	BMP	Manual	Continue distributing Low Impact Development in Coastal South Carolina: A Planning and Design Guide as needed				x	x		All CWSEC Communities	
Direct		Workshop/Seminar	Grand Strand Healthy Pond Series: The Healthy Pond Series is a community-based discussion series for pond owners to learn and share stormwater pond management solutions. This workshop will provide an overview of pond aeration.	x			x	x		All CWSEC Communities	
Direct		Workshop/Seminar	Grand Strand Healthy Pond Series: This virtual workshop was led by CTP intern, Bailie Willis, who also gave a presentation on plastic pollution management strategies. Participants heard results from recent research on sources and transport of plastic pollution in stormwater ponds.	x			x	x		All CWSEC Communities	
Direct	General Stormwater/Watershed Outreach Programs	Conference	Waccamaw Conference: Winyah Rivers hosted a week of activities during the 2022 Waccamaw Conference from March 20 through March 26. Our theme this year was CWA@50: 50 years of the Clean Water Act. After 50 years, we celebrated our accomplishments, review the current state of our waters, and determine the next steps to protect clean water in our watershed. The Conference featured virtual events, a keynote speaker presentation, outdoor activities, and interactive competitions.				x		x	All CWSEC Communities	
Direct		Conference	Stormwater Pond Conference	x			x	x	Clemson Extension	All CWSEC Communities	
Direct		Field Workshop/Trip	Field workshops/trips with watershed focus (usually with school groups & public)				x			All CWSEC Communities	
Direct		Field Workshop/Trip	SCDNR's Discovery vessel field trips and land based programs for 1 week in spring/or fall in Georgetown County				x			Georgetown & Horry Co.	
Direct		Field Workshop/Trip	Seeds to Shoreline program restoration activities				x		Sea Grant	Georgetown & Horry Co.	
Direct		Field Workshop/Trip	Seeds to Shoreline teacher trainings	x			x		Sea Grant, Clemson Extension	Georgetown & Horry Co.	
Direct		Field Workshop/Trip, Presentation or Workshop/Seminar	Teachers on the Estuary (TOTE) program				x		ACE Basin NERR	Georgetown & Horry Co.	

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Direct		Presentation	Stormwater and watershed presentations for pre-K through college students	x			x		WRK	All CWSEC Communities
Direct		Presentation	Stormwater-related presentations (short duration) for adult groups, e.g. civic groups	x	x	x			NI-WB NERR, WRK	All CWSEC Communities
Direct		Pet Waste Contest	Coordinate annual fall spokesdog contest					x		All CWSEC Communities
Direct		Education Program	Carolina Blue Stewards					x		All CWSEC Communities
Direct		Seminar	Flooding 411: Webinar	x			x			All CWSEC Communities
Indirect	Media/Outreach Materials	Website	Provide monthly updates and maintenance to CWSEC website and track # of website viewers.	x					Clemson Extension	All CWSEC Communities
Indirect		Website	Maintain Carolina Clear website and record total views for all Carolina Clear pages	x						All CWSEC Communities
Indirect		Website	Maintain SC LID Atlas and add local BMP projects to Atlas					x	ALL	All CWSEC Communities
Indirect		Website	Track usage and continue to maintain and update SC Stormwater Pond Management website	x					Clemson Extension	All CWSEC Communities
Indirect		Website	Maintain SCCIN event calendar and resource portal website					x	Clemson Extension, NI-WB NERR, WWA	All CWSEC Communities
Indirect		Website	Maintain water quality monitoring website and monitor website traffic		x					All CWSEC Communities
Indirect		Website	Maintain SC Coastal Water Monitoring Network website					x	CCU, NI-WB NERR	All CWSEC Communities
Indirect		Website	Update and maintain Stormwater Pond Collaborative webpage					x		All CWSEC Communities
Indirect		Social Media	Posts on Stormwater and/or watershed related topics	x	x	x	x			All CWSEC Communities
Indirect		Social Media	Establish CWSEC FB page	x						All CWSEC Communities

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Indirect		Brochure/Info Card	Share the following resource toolbox materials for property owners upon request: living shorelines, green infrastructure, and urban and suburban runoff pollution prevention	x							All CWSEC Communities
Indirect		Brochure/Info Card	Distribute info cards on various best management practices: 1. Pressure washing; 2. Residential proper paint disposal; 3. Commercial paint disposal; 4. Fats, oil, grease; 5. Septic tank maintenance; 6. Rain garden; 7. Rain barrel 8. Pools 9. Composting	x						ALL	All CWSEC Communities
Indirect		Brochure/Info Card	Distribute info cards on water quality monitoring for the following: 1. Fishing piers; 2. Murrells Inlet; 3. Surfside Beach; 4. Waccamaw River		x						North Myrtle Beach, Myrtle Beach and Horry Co
Indirect		Brochure/Info Card	Distribute IDDE cards that contain phone numbers on whom to call	x							All CWSEC Communities
Indirect		Brochure/Info Card	Distribute pet waste flyers designed for shelters, kennels and other venues; info cards; and/or bookmarks	x		x				ALL	All CWSEC Communities
Indirect		Brochure/Info Card; Poster	Distribute outreach products focusing on FOG (fat, oil and grease) for restaurant audiences	x		x					All CWSEC Communities
Indirect		Brochure/Info Card; Poster	Follow-up with carpet cleaners and continue to distribute outreach info for carpet cleaners on best management practices	x		x					All CWSEC Communities
Indirect		Brochure/Info Card; Poster	Distribute brochures focusing on chlorinated pool discharge BMPs to pool cleaner businesses	x							All CWSEC Communities
Indirect		Brochure/Info Card; Poster	Develop and distribute pet waste educational brochure for rental agencies	x							Georgetown Co.
Indirect		Television; Online Coverage	Use a variety of mass media strategies, including television and internet, to promote tools, resources, and positive behaviors targeted at protecting water quality and addressing water quantity issues	x							All CWSEC Communities
Indirect		Television	Television coverage on stormwater-related activity and/or TV interview on local TV stations and shows	x	x				x	ALL	All CWSEC Communities
Indirect		Newspaper	Newspaper coverage on stormwater topics, e.g. introduction to stormwater systems, IDDE, remodeling/renovation activities, volunteer monitoring						x	ALL	All CWSEC Communities
Indirect		Online Coverage	Online coverage on stormwater-related activity (e.g. announcement on TV website about CWSEC activity)	x					x	ALL	All CWSEC Communities
Indirect		Educational Signage	Provide the following educational signage for printing and distribution upon request: 1. Rain gardens; 2. Bioretention; 3. Shorescaping; 4. Stormwater ponds; 5. Stormwater ditches; 6. Rainwater harvesting; 7. Floating wetlands; 8. Permeable surfaces; 9. Geese feeding; 10. Geese fencing; 11. Downspout planter boxes	x							All CWSEC Communities

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Indirect		Promotional Items	Distribute promotional/educational items for give-aways, e.g. IDDE magnets, pet waste dispensers, etc.	x						Clemson Extension	All CWSEC Communities
Indirect		Newsletter	Produce annual e-newsletter including stormwater/watershed topics			x					All CWSEC Communities
Indirect		Newsletter	Write and submit newsletters with stormwater/watershed focus		x				x	NI-WB NERR	All CWSEC Communities
Indirect		Poster/Exhibit/Display	Display posters and literature on stormwater topics and/or staff exhibits at conferences, festivals, or public events							ALL	All CWSEC Communities
Direct		Poster/Exhibit/Display	Provide interactive education at Pathways to Possibilities (P2P) youth expo				x		x		Georgetown & Horry Co.
Direct		Poster/Exhibit/Display	Provide education booth at Georgetown Co. public festivals (e.g., Belin Blessing of the Inlet, Fast & Furriest, Wooden Boat Show)	x			x		x		Georgetown Co.
Indirect		Billboard	Continue display of three billboards across the region	x							All CWSEC Communities
Indirect		Brochure Info Card	Distribute recycling activity and coloring books to school-aged children			x					
Public Involvement	Water Quality Monitoring	Monitoring	Volunteer water quality monitoring on Waccamaw River		x				x		Georgetown & Horry Co.
Public Involvement		Monitoring	Volunteer water quality monitoring in Murrells Inlet		x	x					Georgetown & Horry Co.
Public Involvement		Monitoring	Volunteer water quality monitoring in Surfside Beach		x						Surfside Beach
Public Involvement		Monitoring	Volunteer water quality monitoring in Briarcliffe Acres		x						Briarcliffe Acres & Horry Co.
Public Involvement		Monitoring	Student-based volunteer water quality monitoring program on CCU campus		x				x		Conway
Public Involvement		Monitoring	World Water Monitoring Challenge on the Waccamaw River and CCU campus		x				x		Conway, Georgetown & Horry Co.
Public Involvement		Monitoring	SC Adopt-A-Stream	x	x		x		x		All CWSEC Communities
Direct		Workshop/Seminar	Volunteer water quality monitoring training (initial and recurring)		x					WRK	Georgetown & Horry Co. and Surfside Beach
Direct		Conference	Annual data conferences to disseminate volunteer water quality monitoring data, results and conclusions; The annual Data Conference is an opportunity to learn about water quality data collected by the Waccamaw Volunteer Water Quality Monitoring Program. The Data Conference featured a keynote speaker Dr. Pamela Martin, who discussed her new book, The Politics of Rights of Nature. (The annual data conference will be dissolved in 2023 for a revised State of the River event.)		x				x	MI2020	Georgetown & Horry Co. and Surfside Beach

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Indirect		Reporting	Provisional water quality monitoring reports sent to MS4s and partners and USGS		x						All CWSEC Communities
Public Involvement	Volunteer Involvement	Storm Drain Marking	Storm drain marking and data collection	x							All CWSEC Communities
Public Involvement		Community Cleanup	Boat landing cleanups at Adopt-A-Landing sites			x			x		Georgetown & Horry Co.
Public Involvement		Community Cleanup	Litter cleanups at additional sites				x		removed	Keep It Green	Georgetown & Horry Co.
Public Involvement		Community Cleanup	Fall Haul, Spring Tide and 4th of July cleanups in Murrells Inlet			x					Georgetown & Horry Co.
Public Involvement		Community Cleanup	Monthly community cleanups in Murrells Inlet			x					Georgetown Co.
Public Involvement		Community Cleanup	Partner with Keep Horry County Beautiful, Keep North Myrtle Beach Beautiful, and Keep Georgetown Beautiful to educate the public through engagement in litter prevention and collection						x	CCU, MI2020 and NI-WB NERR	All CWSEC Communities
Public Involvement		Community Cleanup	Lead North Inlet Clean Team highway cleanups				x			Keep It Green	Georgetown Co.
Direct		Recycling	Sustain recycling programs for monofilament fishing line (report on volume) in region			x					Georgetown & Horry Co.
Direct		Recycling	Sustain recycling programs for glass and plastic bottles in Murrells Inlet (report on volume)			x					Georgetown & Horry Co.
Indirect		Pet Stations	Maintain pet waste bag stations and record bags used throughout Murrells Inlet			x					Georgetown & Horry Co.
Indirect	Technical Assistance	Good Housekeeping	Municipal employee training via commercially-made videos/slide presentations borrowed from CWSEC library	x							All CWSEC Communities
Direct		Presentation	Present CWSEC and stormwater information at state, regional and national conferences	x						Clemson Extension, Sea Grant	State, Regional and National
Indirect		Meeting; Presentation	Technical support for Conway Water Quality and Drainage Commission	x							Conway
Direct		Program	Support the Conway River Friendly Business Program as needed							Clemson Extension	Conway
Direct		Meeting; Presentation	Assist Horry Co. Stormwater Advisory Board	x	x						Horry Co.
Direct		Meeting; Presentation	Serve on steering committee of the Murrells Inlet Watershed Management Plan to assist with implementation activities including public outreach	x	x	x				Waccamaw COG	Georgetown & Horry Co.
Direct		Meeting	Assist Surfside Beach Stormwater Committee and/or staff as needed	x	x					NI-WB NERR	Surfside Beach
Indirect		Meeting	SCCIN meetings (3-4 per year)					x		CCU, Clemson Extension	All CWSEC Communities

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Direct		Meeting	CWSEC biannual meetings and education provider meetings	x						ALL	All CWSEC Communities
Direct		Meeting	Green Step Schools mentoring	x						WWA	Horry Co.
Direct		Workshop/Seminar	"Calling the Coast Home" Real Estate Professionals Course: This course provides participants with an understanding of how clean water and healthy salt marshes support our coastal communities. The CTP coordinator was scheduled to co-instruct this class for the Coastal Carolina Association of Realtors, but it was cancelled due to low enrollment, which has been a consistent issue with this target audience in the Grand Strand region.	x			x	x		CCU	All CWSEC Communities
Direct		Grant Assistance	Grant assistance to SMS4s as needed		x					ALL	All CWSEC Communities
Indirect		Report	Distribute Stormwater Ponds Research and Management Collaborative State of the Knowledge Report					x		Clemson Extension, NI-WB NERR	All CWSEC Communities
Indirect		Survey	Implement survey and executive summary of findings	x						Clemson Extension	All CWSEC Communities
Direct		Survey / Research	Student research on barriers to stormwater pond buffer implementation. During this period, the NI-WB Coastal Training Program hosted the first CTP summer intern, Bailie Willis. Bailie is an undergraduate majoring in sustainability and coastal resilience at Coastal Carolina University. For her summer project, she conducted a survey of coastal residents who live in communities with stormwater ponds. The goal of the survey was to understand barriers to applying landscaping best management practices, such as vegetated shoreline buffers. Bailie produced a report of the survey results and presented her findings to the Coastal Waccamaw Stormwater Education Consortium.				x				Georgetown & Horry Co.
Direct		Workshop/Training	SC Clean Marina Program: The goal of the South Carolina Clean Marina Program is to protect and improve local water quality of South Carolina waters by reducing pollution from marinas. Characteristics of a Clean Marina include design considerations, marina management, emergency planning, fuel control, proper sewage and waste disposal, stormwater control, habitat protection, and boater education. Benefits to marinas include reduction of waste disposal costs, attraction of responsible boaters, and potential new sources of revenue.					x		SCDNR, Clemson Extension	All CWSEC Communities
Indirect		Website	SC Clean Marina website views					x		Sea Grant	Georgetown & Horry Co.
Direct		Virtual Workshop	VIRTUAL WORKSHOP: Water Chats is a technical training program designed to facilitate access to and use of new and emerging water quality research to inform natural resource management decisions in South Carolina.					x		Sea Grant, Clemson Extension	Georgetown & Horry Co.

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Indirect		Website	INTERNET: Total unique views in 2022 for the Carolina Clear, CWSEC, Carolina Yards, Stormwater Ponds, Clemson Extension Water Team, Rain Gardens, and Living Shorelines websites.	x						Clemson Extension, Clemson University	All CWSEC Communities
Indirect		Website	INTERNET: Total unique views for Making It Grow Facebook page in 2022 (23,844 followers)	x						Clemson Extension	All CWSEC Communities
Indirect		Website	TELEVISION: SCETV and Clemson Extension's "Making It Grow" shares home and garden information for South Carolina residents; a water quality tip is included each week during the broadcast	x						SCETC, Clemson Extension	All CWSEC Communities
Indirect		Website	INTERNET: Total views on Carolina Clear Facebook page views in 2022	x						Clemson Extension, Clemson University	All CWSEC Communities
Indirect		Internet	INTERNET: Total views on Carolina Clear YouTube page (386 subscribers). Numbers based on total page views for the Carolina Clear YouTube page in 2022! The average view duration was 1 minute and 46 seconds.	x						Clemson Extension	All CWSEC Communities
Indirect		Billboard	BILLBOARD: The 2022 Carolina Clear mass media campaign focused on water pollution associated with sanitary sewer overflows. See report highlight for additional information. Billboard messaging was provided on the target behavior "Protect Your Pipes, Flush only TP, Trash Everything Else," in high-visibility locations in 2022 as the following: 1) 3rd Ave. S, 150 ft. E/O US Hwy 501: 39,249 weekly impressions; 2) US Hwy 501, 1.26 miles W/O Forestbrook Road: 181,072 weekly impressions; 3) US 76/301 W/O Sammy Lane: 80,245 weekly impressions; 4) US Hwy 501, 3.21 miles W/O Forestbrook Road: 84,676 weekly impressions	x						Clemson Extension	All CWSEC Communities
Indirect		Publication	PUBLICATION: HGIC Factsheet views. Clemson's Home and Garden Information Center (HGIC) includes factsheets that have been authored by Water Resource Agents that directly relate to stormwater education. These include topics on pond management, landscape-level stormwater management, vegetative buffers, low impact development, etc. Note: Impact is an under estimate of the total impacts as this does not include factsheets on topics associated with fertilizer application, composting, native plants, and other best management practices associated with water quality. These publications can be accessed at hgic.clemson.edu	x						Clemson Extension, Clemson University	All CWSEC Communities

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Indirect		Publication	PUBLICATION: Land Grant Press publications authored by the Clemson Extension Water Resources Team include 12 publications since 2020. Topics include pond dredging, headwater streams, watershed based planning, harmful algal blooms and more. This publications can be accessed at lpress.clemson.edu	x						Clemson Extension, Clemson University	All CWSEC Communities
Indirect		Television	TELEVISION: The 2021-2022 Carolina Clear Mass Media Campaign focuses on water pollution associated with sanitary sewer overflows. If not properly managed, SSOs can lead to costly repairs and polluted waterways. See report highlight for additional information. The campaign's television commercial is 30 seconds in length. A complimenting billboard "Protect Your Pipes, Flush only TP" was placed in 4 locations around the region (see BILLBOARD). Commercial was aired on WBTW.	x						WBTW, Clemson Extension	All CWSEC Communities
Direct		Training	HYBRID TRAINING: CEPSCI. Clemson provides training and certification through the Certified Erosion Prevention and Sediment Control Inspector (CEPSCI) program to assist in pollution prevention control on construction projects. Impacts reflect statewide trainings. In 2022 certifications and recertifications were offered as online and in-person formats.	x						Clemson Extension, Clemson University, SCDOT, SCDHEC	All CWSEC Communities
Direct		Training	TRAINING: CSPR. Clemson provides training and certification through the Certified Stormwater Plan Reviewer (CSPR) program to educate personnel on the proper design and review of stormwater and sediment control plans for development sites in order to meet regulator and environmental requirements. Impacts reflect statewide trainings. In 2022 certifications and recertifications were offered in-person.	x						Clemson Extension, Clemson University, SCDHEC	All CWSEC Communities
Direct		Soil Samples	SOIL SAMPLES: Clemson Extension in cooperation with Clemson's Agricultural Service Lab, processed soil samples for residential and commercial audiences. Impact represents total in Horry & Georgetown Counties.	x						Clemson Extension, Clemson's Agricultural Service Lab	All CWSEC Communities
Direct		Water Samples	WATER SAMPLES: Clemson Extension in cooperation with Clemson's Agricultural Service Lab, processed water samples for residential and commercial audiences. Impact represents total in Horry & Georgetown Counties.	x						Clemson Extension, Clemson's Agricultural Service Lab	All CWSEC Communities
Direct		Training	ONLINE TRAINING: Master Gardener Mondays is a series of virtual learning opportunities to help Master Gardener volunteers strengthen their horticultural knowledge and skills. The October session covered stream bank repair and reducing sediment pollution in streams.	x						Clemson Extension	All CWSEC Communities

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Direct		Training	HYBRID TRAINING: Master Rain Gardener is an online and field-based training focused on rain garden and rainwater harvesting system design and implementation. The Master Rain Gardener's online classroom was held between September and October 2022. Two field days took place in October on Folly Beach, SC with a total of 46 participants enrolled for the certification track and 13 participants in the Letter of Completion track.	x						Clemson Extension	All CWSEC Communities
Direct		Training	HYBRID TRAINING: Post Construction BMP Inspector; online and field-based training focused on inspection and maintenance of best management practices used for stormwater management. The certification and re-certification courses were offered in the spring and fall of 2022. In total, 73 individuals were certified, and 40 were re-certified.	x						Clemson Extension, Clemson University	All CWSEC Communities
Direct		Training	HYBRID TRAINING: Master Pond Manager teaches recreational and stormwater pond management training to participants through online classroom and field-based curriculum. The Master Pond Manager class was offered in the fall of 2022, with field days hosted in North Charleston & Mount Pleasant, SC with 27 participants.	x						Clemson Extension	All CWSEC Communities
Direct		Training	TRAINING: Certificate in Native Plant Studies is an elective taught on salt marsh ecosystem ecology and associated garden stewardship. Class participants travelled from around the state for this full day workshop which included classroom and field-based components. Course was taught on Folly Beach on November 17, 2022 with 14 participants.	x						Clemson Extension, Clemson University	All CWSEC Communities
Direct		Training	ONLINE TRAINING: Salt Marsh Short Course is a continuing online course to teach salt marsh ecology, research and management as it relates to the South Carolina salt marsh. The course includes information on threats to the salt marsh, flora and fauna highlights, oyster reef ecology and stewardship actions. Participants are given 45 days to complete the 5 learning modules.	x						Clemson Extension, Clemson University, SCDNR, SC Sea Grant	All CWSEC Communities
Direct		Training	ONLINE TRAINING: Carolina Yards Online provides online learning opportunity to South Carolina homeowners in conserving water in the landscape and making positive changes in the environmental quality of their yards, neighborhoods, and surrounding waterways by implementing and maintaining low impact and low maintenance yard practices. 39 individuals registered for the course. 60 Yards were certified and 27 completed the course. Impact represents lifetime certified Carolina Yards.	x						Clemson Extension, Carolina Clear	All CWSEC Communities

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Public Involvement		Workshop/Training	RAIN GARDEN WORKSHOP: The Andrews community helped develop a 'treatment train' at Andrews Public Library by installing a 150-gallon cistern and rain garden. Participants helped to shape the rain garden, amend the soil, plant native plants, add mulch, and paint the cistern while learning how rain gardens help rainwater infiltrate into the ground. The cistern captures runoff from the library roof and the overflow is directed toward the rain garden.	x						Dorothy D. Smith Charitable Foundation, The Nature Conservancy, Clemson Extension, Georgetown County Government, The City of Andrews, The Sustainability Institute	All CWSEC Communities
Public Involvement		Workshop/Training	RAIN GARDEN WORKSHOP: Students from Andrews High School helped install two 50-gallon rain barrels and rain garden. Students helped amend the soil, plant native plants, add mulch, and paint the rain barrels while learning how rain gardens function. The rain barrels capture runoff from the roof of the school's entrance.	x						Dorothy D. Smith Charitable Foundation, The Nature Conservancy, Clemson Extension, Georgetown County Government, The City of Andrews, The Sustainability Institute	All CWSEC Communities
Public Involvement		Workshop/Training	SOIL WORKSHOP: The Bucksport community was invited to a 'Soil Sampling' event. Participants learned the function of rain gardens and the soil texture best suited for them. Demonstrations and hands-on learning of soil tests: jar, percolation, & ribbon.	x	x					American Rivers, Betterment of Bucksport, Coastal Conservation League, Clemson Extension, Waccamaw Watershed Academy	All CWSEC Communities