

## Carolina Clear Activity Database Reporting Instructions

The following information identifies fields used in the Activity Database and provides clarification where needed.

1. CONSORTIUM/COMMUNITY: Drop down menu. Will need to be *selected twice* – beginning the database and after the window opens.
2. LEAD SERVICE PROVIDER(S): This field refers to the principal coordinator(s) of the activity being reported. **Only those providers that were involved in the development and organization of the activity are considered to be Lead Service Providers.** Other contributors should be entered into the field “Additional Participating Providers,” which is defined below.
3. ADDITIONAL PARTICIPATING PROVIDERS: This field refers to the additional contributors/sponsors of an event or activity.
4. ACTIVITY TYPE: Only one option should be selected.
  - a. **Exhibit/Poster:** a display, whether manned or unmanned, that uses signage and printed graphics/text. Exhibits may be erected as temporary displays for fairs, festivals, conferences, or other public events or may be erected as permanent or semi-permanent displays at public facilities. Examples of Exhibits/Posters include but are not limited to research posters at professional conferences, exhibits with handout materials at a carnival, roadside billboards, or informational signs along a nature trail or bike path.
  - b. **Webpage:** any interactive web address created by a service provider to convey stormwater education information to one or more defined target audiences or facilitate communication among community volunteers. A webpage can be a dedicated domain, a single \*.htm or \*.html contained within a preexisting domain, or a blog. Webpages DO NOT include published documents such as \*.doc, \*.pdf, or \*.txt files which are posted to a webpage but may be distributed by means other than solely through the hosting website. An example of a file that DOES NOT constitute a webpage is a \*.pdf copy of a fact sheet that is posted to the web. This \*.pdf document should be reported as a “publication.”
  - c. **Television/Video:** any activity that is made explicitly for distribution through television media. This includes interviews for local news, government access channels, or other programming, as well as public service announcements and advertisements for CWSEC activities/initiatives. Television DOES NOT include a presentation, exhibit, or other activity which, without original intent, is covered by a television news program.
  - d. **Radio/Audio:** any activity that is made explicitly for distribution through radio media. This includes interviews for local news and talk shows as well as public service announcements and advertisements for CWSEC activities/initiatives.
  - e. **Billboard:** a billboard that is professionally erected along a road or highway. The number affected should be the total number reported by the billboard company for the time that the billboard was visible.

- f. **Publication/Article:** any nonrecurring text document, whether digital or hardcopy, that is written by a service provider to inform a target audience about the Consortium or stormwater. Publications include newspaper articles, magazine articles, a single volume or section of ongoing newsletters, fact sheets, articles in refereed journals, impact statements, editorials, letters to the editor, short stories, books, or personal letters. Ongoing, regularly updated newsletters created by a service provider ARE NOT considered to be “Publications/Articles,” because they should be reported as “Newsletters.”
- g. **Newsletter:** any recurring document that is updated and produced along regular time intervals. Newsletters may be produced at any time increment during the year (weekly, monthly, quarterly, annually), but they must be recurring. Also, the recurring document must be devoted to water conservation or stormwater education to constitute a newsletter in the database. Examples of newsletters include “Riverspeak” by the Waccamaw Riverkeeper or DHEC’s “Turning the Tide.”
- h. **Brochure/Outreach Material:** any items of any sort that are designed to be distributed in bulk and convey a stormwater message or contact information for the Consortium. These may include brochures, pamphlets, refrigerator magnets, key chains, koozies, t-shirts, hats, et cetera.
- i. **Conference:** any gathering of a target audience organized by a service provider to convey information through multiple presentation sessions and other education activities about local stormwater issues. An example of an activity that should NOT be reported as a “Conference” would be a presentation made by a service provider at a national or regional conference of professionals. In this example, the activity should be reported as a “presentation/workshop” because the conference was not organized by the service provider nor was it dedicated to addressing local stormwater issues.
- j. **Presentation:** any talk, lecture, or seminar, whether it be given in person or via a dedicated webcast or satellite uplink, developed and administered by a service provider indoors or outside to convey information to a target audience. Presentations may be conducted in classrooms, conference halls, or at remote on-site locations.
- k. **Workshop:** any coordinated program, indoors or in the field, that incorporates presentations, exhibits/posters, tours, outreach materials, demonstrations, and/or hands on activities to educate a target audience about one or more topics.
- l. **Council/Committee/Meeting:** any assembly of citizens, stakeholders, or decision makers formed to address a stormwater concern or topic that an education provider facilitates either by coordinating or by serving as a primary contributor. Examples of Councils/Committees/Meetings include serving on a county stormwater advisory board, involvement in planning a restoration initiative, and coordinating an impromptu pond management meeting.
- m. **Community Clean-up:** any event coordinated by a service provider that involves volunteers working to remove trash and other pollutants from a beach, river, stream, reservoir, or any stormwater bmp. Community Clean-ups serve as public involvement activities but may include education activities such as demonstrations, presentations, exhibits, outreach materials, etc.



- n. **Installations/Demonstration:** any demonstration or installation of a bmp or innovative stormwater practice coordinated by a service provider where a target audience is allowed to witness or participate in the installation of the device or application of that practice.
- o. **Volunteer Monitoring:** any effort coordinated by a service provider to involve volunteers in the scientific acquisition of water quality data from surface waters in the community. The number of people affected should be recorded as the number of volunteers participating in the monitoring effort.
- p. **Other:** any activity that is not defined by one of the other activity types listed above.

5. **ACTIVITY DESCRIPTION:**

- a. **HELP text:** The activity description should include a title for the activity and an account of the details of that activity. The Activity Description also may include statistics of an assessment that may have been performed for that activity. The Activity Description may be written in sentence format (preferred) or in narrative format.
- b. **EXAMPLE: Description:** National County Government Week - CWSEC Education Providers teamed up with the Georgetown County Stormwater Division to host an open exhibit at the Waccamaw Center for Higher Education. Exhibits featured stormwater and watershed 101 information, homeowner and commercial low impact development practices, Waccamaw River volunteer monitoring information, information about the CWSEC, decentralized wastewater management systems, and information about Georgetown County Stormwater Regulations.

6. **GEOGRAPHIC TARGET:** the region covered by the activity, NOT the physical address of where the activity occurred. The "Other" category should be used only when the activity is conducted for an audience outside of the consortium service area.

7. **START DATE/END DATE:** The end date should default to what the start date is, but can be modified if the event lasted more than 1 day.

8. **NUMBER IMPACTED:** This is the total number of people participating in or contacted by an activity.

9. **ASSESSMENT TYPE:** more than one option is allowed.

- a. Pre- and post-surveys
- b. Written post-surveys only
- c. Telephone or web survey
- d. Feedback (Quotes should include name and title of source of quote and be included in "Notes" which is further down in the form.)
- e. None

10. **MINIMUM CONTROL MEASURE:** only one of the following radio buttons allowed.

- a. MCM 1: Public Education/Outreach (for example, a presentation to an HOA)
- b. MCM 2: Public Involvement/Participation (for example, a river clean up)
- c. MCM 1 & 2 (for example, a rain garden workshop where the participants learn and then implement their own rain garden)
- d. Other MCM (i.e., one of the other MCMs as defined by the NPDES Phase II Program) (for example, a good housekeeping measure conducted by an MS4)

11. **TARGET AUDIENCE:**



- a. General Public
- b. K-12 students/Youth
- c. Teachers
- d. Elected & Appointed Officials
- e. Directly-Involved Staff (Maintenance, Facilities, Custodians, Grounds-keepers, etc.)
- f. Supervisory Staff (Administrators, Stormwater Managers, etc.)
- g. Contractors
- h. Developers
- i. Landscapers or Landscape Architects
- j. Marina Owners and/or boat owners
- k. Engineers
- l. Higher Education Students
- m. Homeowners
- n. Other

12. TARGET POLLUTANT: more than one option can be allowed. Other should have an adjacent text box with a 25 character limit.

- a. Stormwater in general
- b. Bacteria – failing septic systems
- c. Bacteria – failing sewer lines
- d. Bacteria – pet waste
- e. Bacteria – runoff from livestock pastures and feed operations
- f. Toxic contaminants, petroleum products, pesticides, and heavy metals
- g. Sediment from construction sites
- h. Sediment from agricultural operations
- i. Sediment from forestry-related activities
- j. Sediment in general and from diffuse sources
- k. Nutrients from agricultural operations
- l. Nutrients from horticulture industry operations
- m. Nutrients from residential properties
- n. Pollutants resulting in low dissolved oxygen
- o. Debris
- p. Temperature
- q. Other

13. ACTIVITY LOCATION: This is the physical address of the activity.

14. NOTES: any additional information that the user wants to provide about the activity. 100 character limit.

15. Photos may be included in the database entry as long as they are present at a URL (and will not change) such as Flickr, Picasa, or a website. Otherwise, up to two photos with descriptions can be sent to your Clemson Consortium coordinator. You must check off that approval for use of those photos and permission has been granted by those in the photo. Permission must be sought since these photos once submitted may be included in presentations, brochures, and websites.

Please contact your local coordinator with any questions you have on this document or the Activity Database. Thank you for your willingness to provide this information! It will be beneficial to the larger Consortium and can be made available to you at your request. ***Thank you again!***

