

ASHLEY COOPER

STORMWATER EDUCATION CONSORTIUM



Annual Report of Activities

YEAR 14 / JANUARY 2022 - DECEMBER 2022

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The Ashley Cooper Stormwater Education Consortium's Year Fourteen Annual Report of Activities summarizes outreach and involvement programming offered by the Ashley Cooper Stormwater Education Consortium (ACSEC) community and education partners in 2022. The ACSEC implements a region-wide outreach strategy to educate Charleston Tri-County residents on water quantity, quality, and the cumulative impacts of stormwater. Education programming is steered by the ACSEC Stormwater Outreach Strategic Plan 2018-2023, which identifies priority issues to address through messaging, and outreach that targets residential and commercial audiences. In year fourteen, many of our outreach efforts returned to in-person while maintaining some virtual programs as well.

Through partner collaboration, new initiatives in stormwater outreach offered creative methods to work with communities to address pollution in the region.

2022 Highlights

- In 2022, Clemson Extension's Carolina Clear program launched our newest mass media campaign focused on the prevention of sanitary sewer overflows (SSOs). SSOs can lead to degradation of water quality in local water bodies through bacteria and other forms of pollution as well as cause costly damages to infrastructure.
- On April 28th, 2022 Clemson Extension, SC Sea Grant, SC DNR, and Ace Basin NERR collaborated as host of the 2022 Charleston Area Stormwater Pond Conference at Trident Technical College in North Charleston. The conference highlighted current stormwater pond management information, resources and tools available.
- The Seeds to Shoreline saltmarsh restoration program works with K-12 school groups to restore South Carolina's coastal shoreline by planting *Spartina alterniflora* and focusing on education. Since 2011, Sea Grant has partnered with SC Department of Natural Resources and Clemson Extension on the Seeds to Shoreline program to connect schools to the salt marsh.



ACSEC Co-Coordinator
Beatriss Calhoun (left) and Samantha Porzelt (right) are Water Resource Agents for the Clemson Cooperative Extension Service. As part of their work with the Carolina Clear program, they Co-Coordinate the Ashley Cooper Stormwater Education Consortium. Bea's professional interests include bacteria pollution management through septic tank and marina management. Samantha's professional interests include landscape-level best management practices and the use of native plants. Our goal is to build upon one another's expertise to better suit the needs of the ACSEC region.

Executive Summary

2022: A Year in Pictures



Participants in the Master Rain Gardener course helped to design and install two rain gardens and a cistern on Folly Beach at the 2022 field days.



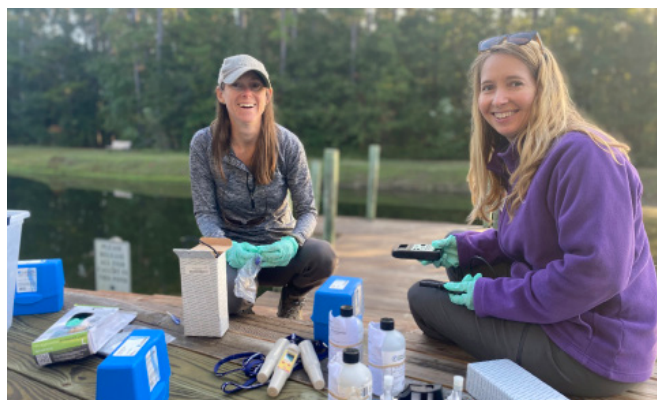
Participants in the Post Construction BMP Inspector Re-Certification field day inspect a bioretention system in North Charleston during tropical event in fall 2022.



From Seeds to Shoreline Teacher Workshop seed collecting at Brittlebank Park.



2022 ACSEC and Ivy Rainwater Solutions Team up for a Rain Barrel Sale at Gahagan Park.



Participants learn water quality monitoring techniques at the Master Pond Manager field day in Mount Pleasant.



The ACSEC partnered with SC DNR SCORE for an oyster reef build.

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Ashely Cooper Stormwater Education Consortium Fall 2022 Meeting at the Zucker Family Graduate Education Center in North Charleston.

The majority of designated Small Municipal Separate Storm Sewer Systems (SMS4) communities in the Charleston Urbanized Area, representing approximately 90% of the population, have committed to the ACSEC regional collaboration. These communities are represented by a dedicated group of public servants who have been engaged for many years in building the partnership.

Local SMS4 Consortium Representatives: 2022

Berkeley County	Stephen Tanner, Kevin Kubiak, Robin Stone
Charleston County	Chris Wannamaker, Sonya Cromwell, Brett Champion
Dorchester County	Mike Goldston, Kacy Byrd
City of Charleston	Kinsey Holton
City of Folly Beach	Represented by Charleston County via Inter-Governmental Agreement (IGA)
City of Goose Creek	Represented by Berkeley County via IGA
City of Hanahan	Represented by Berkeley County via IGA
City of Isle of Palms	Represented by Charleston County via IGA
Town of James Island	Represented by Charleston County via IGA
Town of Lincolnville	Represented by Charleston County via IGA
Town of Mount Pleasant	Claire O'Loughlin, Julie Wright
City of North Charleston	Mike Dalrymple, John Peckham, Merry Barton
Town of Sullivan's Island	Represented by Charleston County via IGA
Town of Summerville	Bonnie Miley, Skip Tucker



Collaboration is integral in developing and delivering a successful watershed-scale outreach program that reaches diverse audiences. The ACSEC is fortunate to have a variety of organizations in the Charleston Tri-County region that have joined the effort. Education partners include universities, state and local government agencies, utilities, and non-profits. Each brings unique expertise, resources, ideas, and programs to the ACSEC. The ACSEC fosters communication among organizations and through this cooperative effort programs are being created or enhanced. Lead and supporting partners are noted in the following report of activities.



ACSEC Education Partners



ACSEC MISSION STATEMENT

Improve water quality within the Ashley and Cooper River basins by providing educational opportunities on stormwater impacts and our community roles in supporting healthy, fishable, and swimmable waterways.

PROGRAM GOALS

- Develop and implement an education plan that defines a cohesive education strategy which outlines target audiences and associated target pollutants relevant to the region using a prioritized approach.
- Facilitate compliance with existing and future educational regulatory requirements by capitalizing on local resources and service providers.
- Foster citizen involvement in stormwater management through ACSEC education and participation programs.
- Encourage behavioral change towards environmental quality improvement through stormwater education.
- Utilize mainstream and developing technologies and tools to maximize citizen exposure to ACSEC stormwater goals and objectives.
- Create an interactive reporting process to facilitate information exchange and dissemination among member entities.



Education and Involvement Program History

To meet the ACSEC program goals, community and education partners meet twice a year or more frequently as needed to work collaboratively in the development, implementation, and evaluation of new and existing programming. These meetings and decision making process is open to the public.

ACSEC programming priorities were identified and developed through the Ashley Cooper Stormwater Education Consortium Stormwater Outreach Strategic Plan 2018-2023. The Strategic Plan can be found online at: www.ashleycooper.org. The Strategic Plan provides a framework for prioritizing regional issues, develops target outreach methods, and determines program evaluation metrics to improve the delivery and impact of ACSEC efforts. It is considered a “living” document to allow for refinement, supplementation, and flexibility as regional efforts and issues evolve over the five-year period. The development of the Strategic Plan was a multi-year effort that involved community and education partner input and an evaluation of geography, pollutant concerns, and public perception as identified in the 2019 Carolina Clear Statewide Survey.

The Strategic Plan process helped identify priority issues, contributing issues, target behaviors, and education strategies to address pollutants of concern in the region. The ACSEC residential and commercial audience priorities are as follows:

Bacteria

CONTRIBUTING ACTION	TARGET AUDIENCE	TARGET BEHAVIOR
Improper disposal of pet waste	Dog owners who walk their dog.	Increase the number of dog owners who carry a bag for dog waste on walks.
Failing septic tanks	New and existing homeowners with septic tank systems.	Increase the number of new and existing homeowners with septic tank systems who are working with a professional to perform maintenance.

Litter

CONTRIBUTING ACTION	TARGET AUDIENCE	TARGET BEHAVIOR
Single-use plastic pollution	Shoppers who want to use a reusable bag but forget to bring to the store.	Help understand the ways to recycle plastic or reduce the usage of single-use plastics. Increase the number of shoppers who bring a reusable shopping bag.
Cigarette butts becoming litter	Smokers that do not dispose of cigarette butts in trash.	Increase the number of smokers who carry a personal ashtray or throw away butts in the trash can.

Education and Involvement Program History

Nutrients

CONTRIBUTING ACTION	TARGET AUDIENCE	TARGET BEHAVIOR
Improper use and application of fertilizer by home gardener	Home gardeners that perform their own landscaping.	Increase the number of home gardeners who install native plants.
Improper use and application of fertilizer by commercial company	Landscape professionals that do not currently offer soil testing to clients.	Increase the number of landscape professionals who offer soil testing as part of their services.

These priority issues, and subsequent contributing actions, target audiences, and target behaviors, have formed the core of efforts by the ACSEC; education strategies include five-year timelines for program implementation (see Appendix). To evaluate the effectiveness of outreach and involvement campaigns, evaluation metrics include but are not limited to:

- Five-year surveys to gauge perceptions, knowledge gained, and behavior change of residents living in the consortium area.
- Google Analytics to evaluate impacts of web-based programming and outreach.
- Short and long-term program evaluation to evaluate workshop and training success in delivering information, assisting participants in overcoming barriers to practice implementation, and meeting the needs of the target audience.
- Other methods including analysis of distribution numbers.

The ability of the ACSEC to implement and deliver consistent messaging and programming as well as leverage partner-lead initiatives helps the Consortium-model to successfully address community priorities and concerns across multiple waterway “lines.”

Mass Media Campaign

In 2022, Clemson Extension's Carolina Clear program launched our newest mass media campaign focused on the prevention of sanitary sewer overflows (SSOs). SSOs can lead to degradation of water quality in local water bodies through bacteria and other forms of pollution as well as cause costly damages to infrastructure. Stormwater Consortia across the State, including the Ashley Cooper Stormwater Education Consortium, have identified bacteria in waterways as a pollutant of concern. The prevention of flushing of non-flushable materials has been identified as a target behavior to address through education.

The multi-part mass media campaign included a billboard and television commercial. The theme of the campaign is "Flush Only TP." The billboard reads "Protect Your Pipes. Flush Toilet Paper Only. Trash Everything Else." In the fall of 2022, 18 copies of the billboard were installed around the state through a partnership with the Outdoor Advertising Association of South Carolina. These billboards impacts are documented with weekly views and had a combined total of over 13 million people. In the ACSEC-region, billboards are rotating through select locations and have included Rivers Ave, Ashley Phosphate Rd, US 27, US 52, and I-26 with a combined 789,286 estimated views.



THE FLUSH ONLY TP BILLBOARD WAS PLACED ON RIVERS AVE, ASHLEY PHOSPHATE RD, US 27, US 52, AND I-26 IN THE CONSORTIUM REGION

Mass Media Campaign (Continued)

Development of the commercial was based on feedback from regional Consortiums and the Carolina Clear Advisory Committee. The commercial aimed to include humor, demonstrate positive behavior adoption, and share a clear message. As a result, the “angelic plumber” was created who arrives just in time to prevent a non-flushable wipe from entering the toilet. The commercial directs viewers to visit [Clemson.edu/carolinaclear](https://www.clemson.edu/carolinaclear) for more information about the prevention of SSOs in their community. The commercial was shared on five stations and streaming services around the State and reached over 3 million viewers across South Carolina during the two months it aired in fall of 2022. In the ACSEC region, total impressions were delivered to 1,435,800 individuals. To view the commercial visit: <https://www.clemson.edu/extension/carolinaclear/campaign.html>



THE ANGELIC PLUMBER, WHO ALSO APPEARED IN THE 2020 CAROLINA CLEAR MASS MEDIA CAMPAIGN FOCUSED ON FATS, OIL, AND GREASE MANAGEMENT; STARRED IN THE 2022 CAMPAIGN WHICH FOCUSED ON THE PREVENTION OF SANITARY SEWER OVERFLOWS. SEEN HERE, THE COMMERCIAL WAS FILMED IN FRONT OF A GREEN SCREEN SINCE THE ANGELIC PLUMBER IS STANDING ON THE EDGE OF A TOILET SEAT IN THE COMMERCIAL.

Charleston Area Stormwater Pond Conference

Ashley Cooper Stormwater Education Consortium partnered with Clemson Extension, SC Sea Grant Consortium, SC Department of Natural Resources, and the ACE Basin NERR to bring back the Stormwater Pond Conference which has traditionally occurred on a biannual basis. This was our first in-person Stormwater Pond Management Conference in the region since the COVID-19 global pandemic. On April 28, 2022, we conducted a full-day conference which provided a forum to present the latest information, resources, and tools for stormwater pond management. Nearly 80 stormwater pond owners, HOA representatives, and stormwater professionals joined us at Trident Technical College to participate in 5 different sessions. Session topics are listed below:

- Session 1 | Pond Design and Inspection: The Backbone of Healthy Ponds
- Session 2 | In-Pond Management for Healthy Ponds and Communities
- Session 3 | Upland Management for Healthy Ponds and Lawns
- Session 4 | In-Pond Management for Healthy Ponds and Communities (II)
- Session 5 | Tackling Obstacles: Financial Planning and CCR Updates
- Field Component: Self-Guided Pond Tour With Information Stations

Each session focused on the importance of a healthy and functioning pond for the community. Speakers included Hilary Repik (Town of Mount Pleasant), Kevin Kubiak P.E. (Deputy County Engineer For Berkeley County), Guinn Wallover (Clemson Extension Water Resource Agent), Katie Collins (Clemson Extension Water Resource Agent), Kim Morganello (Clemson Extension Water Resources Associate and Carolina Clear Coordinator), Christopher Burt (Clemson Extension Horticulture Agent) Lance Beecher Ph.D. (Clemson Extension Aquaponics, Aquaculture and Fisheries Specialist), Charles C. Jarman Jr. P.E. (Engineer for Skye Services, LLC), Peter Miller (Architect and Reserve Specialist for Miller Dodson Capital Reserve Consultants), and Sean O'Connor (Member of Finkel Law Firm LLC). Also, a special thanks to all vendors and volunteers who helped to make the day possible.



From Seeds to Shoreline® Growing Success

The From Seeds to Shoreline® program (S2S) is a community-based salt marsh restoration initiative that works with K-12 school groups. The program was launched by SC Sea Grant Consortium in 2011 in partnership with Clemson Extension and the SC Department of Natural Resources. S2S trains teachers across the state of South Carolina on program curriculum and hands-on activities they can conduct with their students and bring their natural science classrooms outdoors. In 2022, the S2S program trained 25 new teachers, worked with eight schools, and performed restoration days by transplanting *Spartina alterniflora* in various marshes throughout James Island, Folly Beach, West Ashley, Mt. Pleasant, Charleston, Kiawah, and North Charleston with 840 students. The growing success of the program displays how well the salt marsh has improved in coastal South Carolina.

SC Sea Grant Consortium will continue to connect schools with the salt marsh by giving teachers and students the power to improve our coastline. SC Sea Grant Consortium has expanded upon the S2S program model to also hosts the Community Science Salt Marsh Restoration Project in collaboration with NOAA, SCDNR, and Clemson Extension. In June 2022, volunteers assisted with planting thousands of *Spartina alterniflora* near the Folly River Boat Landing.



STUDENTS LEARNING PLANTING TECHNIQUES
AT SCDNR FORT JOHNSON



STUDENTS PLANTING SPARTINA PLANTS AT
SCDNR FORT JOHNSON

Annual Report of Activities Format

The annual report utilizes the same general format as the first eight ACSEC reports and the other regional stormwater consortiums in South Carolina. This annual report, number fourteen for the consortium, is intended to give the reader a comprehensive look at the ACSEC from January 1, 2022 through December 31, 2022. This report delineates activities into public education and public involvement categories. For each activity, a brief description is provided as well as information on lead provider, supporting partners, date, number of impacts, and target audiences. Furthermore, public education activities are identified as either direct or indirect outreach strategies.

Clemson Extension's Carolina Clear program developed an online database in the first ACSEC reporting cycle to record detailed information on activities conducted by consortium partners. The data collected in the online database includes information on target audiences, pollutants addressed, activity type, lead service providers, supporting partners, number of impacts, location, and several other categories. This annual report provides a condensed version of the information collected in the online database as well as supplementary information sourced from ACSEC partners.

Public education activities are classified into two broad categories, **direct** and **indirect** outreach methods, to express mechanisms by which information has been communicated to the public. Direct methods include activities that are implemented via direct personal contact. Examples of direct methods include workshops, presentations, trainings, and public involvement activities. In contrast, indirect outreach methods refer to contacts through traditional media channels including television, radio, print, and billboards. Indirect methods generally reach a much greater portion of the population due to the nature of their mediums; however, it is often more difficult to gauge specific impacts. When dealing with direct methods, smaller numbers of people are reached yet the ones that are reached generally provide a forum for direct evaluation and feedback. Each method is important in the overall education campaign, and both are part of the five year educational strategy for the ACSEC. Throughout the document, the words "direct" or "indirect" are provided at the top of each reporting table.

*Data provided are as accurate as possible and are reviewed by multiple individuals involved in the reporting process. However, due to the nature of indirect outreach initiatives, indirect impact numbers are typically estimates.

The activities in the report are listed in table format.

DATE	ACTIVITY DESCRIPTION	PARTNERS	NUMBER OF IMPACTS
2022	INTERNET: Total unique views in 2022 for the Carolina Clear, Ashley Cooper Stormwater Education Consortium, Carolina Yards, Stormwater Ponds, Clemson Extension Water Team, Carolina Rain Garden Initiative, and Living Shorelines website.	Clemson Extension, Clemson University	132,046
2022	INTERNET: Total views for the ACSEC Clemson Extension Webpage in 2022. Consortium webpage has been updated and re-formatted to meet the needs of our communities.	Clemson Extension	1,249
2022	INTERNET: Total followers for the ACSEC Facebook page in 2022. With the increase of the usage of social media we have increased our page connection with partnering groups.	Clemson Extension	690
2022	INTERNET: Total unique views for Carolina Yards Facebook page in 2022.	Clemson Extension	8,888
2022	INTERNET: Total unique views for Making It Grow Facebook page in 2022.	Clemson Extension	904,440
2022	INTERNET: Total views on Carolina Clear YouTube page. 646 watch hours for an average duration of 1 minute 46 seconds.	Clemson Extension	21,943
2022	INTERNET: Total views on Carolina Clear Facebook page views (Lifetime Post Numbers).	Clemson Extension	49,591
2022	INTERNET: ACSEC's "Ripple Effect" provides information on ACSEC education and involvement opportunities. In 2022, 5 newsletters were sent to 2,891 contacts.	Clemson Extension	2,891
Continuous	INTERNET: SC Coastal Information Network (SCCIN) hosts an virtual meetings and resource portal providing educational and training opportunities for coastal community officials, staff, and public. The SCCIN is a coastal partnership of local, state, and federal partners (23) coordinated through the SC Sea Grant Consortium. This number reflects website visits. 37 members attend both fall and spring virtual meetings.	SC Sea Grant	5,768
2022	INTERNET: Total visits to Sea Grant's Stormwater Ponds Collaborative webpage. In addition to the webpage views, the Stormwater Pond SOK report was downloaded 112 times in 2022	SC Sea Grant	176
2022	INTERNET: Total visit to Sea Grant's Clean Marine Program webpage.	SC Sea Grant	272
2022	INTERNET: Seeds to Shoreline Educational Workshop video created for teacher workshop and future educational use. (S.C. Sea Grant proofed and organized) Video Link: https://www.youtube.com/watch?v=xUSfTl39-EU&t=29s .	SCDNR, S.C. Sea Grant, Clemson Extension & College of Charleston	44
2022	INTERNET: SC Sea Grant recently revamped the SC LID Atlas; an online mapping tool. Impact numbers are based off of total views.	SC Sea Grant	21
2022	INTERNET: Be Septic Safe covers the basics of Septic Systems and gives members a platform to ask experts questions about their septic issues. Impact numbers are based off of page views.	Clemson Extension, SC DHEC	119

DATE	ACTIVITY DESCRIPTION	PARTNERS	NUMBER OF IMPACTS
2022	INTERNET: Factsheets located on the Clemson Home and Garden Information Center (HGIC) that have been authored by Water Resource Agents and that directly relate to stormwater education include topics on pond management, landscape-level stormwater management, vegetative buffers, low impact development, and more. In 2022, the total unique views for these factsheets was associated with water quality. These publications can be accessed at hgic.clemson.edu .	Clemson Extension	52,129
2022	INTERNET: Land Grant Press publications authored by the Clemson Extension Water Resources Team include 12 publications since 2021. Topics include pond dredging, headwater streams, watershed based planning, harmful algal blooms and more. This publications can be accessed at lgpress.clemson.edu .	Clemson Extension	17,875
2022	INTERNET: Clemson Newstand article "Installation of Living Shorelines Provides Powerful Tool to Protect SC Coast". Impact number is based on page views and the average time spent on page was 1:38.	Clemson Extension, Clemson University	548
2022	INTERNET: Clemson Newstand article "Carolina Clear Making Impact on SC Water Quality; More Work Lies Ahead". Impact number is based on page views and the average time spent on page was 0:56.	Clemson Extension, Clemson University	353
July 2022	INTERNET: The City of Charleston had a Social media campaign, Plastic Free July, to provide plastic free alternatives to everyday tasks and products.	City of Charleston	941
September 2022	INTERNET: The City of Charleston provided Adopt - A - Drain Program Informational Flyer through social media.	City of Charleston	149
August 2022	INTERNET: The Berkeley County Stormwater Management and partners created an article on Illicit discharge and water pollution.	Berekeley County Stormwater Management, Sangaree Special Tax District	252
Continuous	MANUAL: Low Impact Development in Coastal SC: A Planning and Design Guide. This manual is available for download from the SC Sea Grant's and NI-WB NERR websites.	SC DNR ACE Basin NERR, SC Sea Grant Consortium, North Inlet-Winyah Bay NERR, and the Center for Watershed Protection	73

DATE	ACTIVITY DESCRIPTION	PARTNERS	NUMBER OF IMPACTS
January 2022	FLYER: The City of Charleston sent Water Quality Mail Inserts to local residents.	City of Charleston	1,500
March 2022	FLYER: The City of Charleston provided FEMA Risk Rating 2.0 Changes to builders and home owners.	City of Charleston	257
September 2022	FLYER: The City of Charleston delivered Hurricane Preparedness Tips flyers to local community centers before Hurricane Ian.	City of Charleston	250
September 2022	FLYER: The City of Charleston provided "What is a Raingarden" 5-Step Guide flyers to residents.	City of Charleston	90
2022	FLYER: The City of Charleston provided "Clean Ditch Notice" reminders to residents.	City of Charleston	50
August 2022	FLYER: The City of Charleston provided an information flyer for the "Charleston Rainproof" program.	City of Charleston	Unknown
August 2022	FLYER: The City of Charleston provided a "Floodplain Emergency Preparedness" brochure to residents.	City of Charleston	24,409
Continuous	PERMANENT EXHIBIT: A large shoreline planting project and floating wetland at a stormwater pond on the Charleston County Public Services Building campus serves as a demonstration site for stormwater pond best management practices.	Charleston County Government, Clemson Extension	500
Continuous	PERMANENT EXHIBIT: Clemson REC "Ed Shed" includes education signage and stormwater best management practices. This space is used to host workshops, trainings and meetings for diverse groups/classes.	Clemson Coastal Research & Education Center, Tri-County Master Gardeners, Clemson Extension	200
Continuous	PERMANENT EXHIBIT: Rain garden and cistern installed at a Berkeley County library "Pollinator Garden" location in Hanahan.	Berkeley County, Tri-County Master Gardeners, Keep Hanahan Beautiful, Berkeley County Government	1,000
Continuous	PERMANENT EXHIBIT: Educational signage about the WaterGoat, "Litter Ends Here".	Berkeley County, Berkeley County School District, Keep Berkeley Beautiful, Caromi Volunteer Fire Department	100
Continuous	PERMANENT EXHIBIT: Educational signage about the stormwater "Treatment Train" and the process for treatment of stormwater runoff from beginning until point of discharge to receiving waters. Signage can be found at the Cypress Gardens in Moncks Corner, SC.	Berkeley County Stormwater Management, Berkeley County Cypress Gardens	30,000
Continuous	PERMANENT EXHIBIT: Clemson REC Urban Research and Demonstration Area showcases native plants, a rain garden, rain barrel, pollinator space, educational signage and more; open to the public during daylight hours.	Tri-County Master Gardeners, Clemson Coastal Research & Education Center, Clemson Extension	1,000
Continuous	PERMANENT EXHIBIT: As part of Carolina Schoolyards, a rain garden and rain barrel located at the CREEC School.	Cape Romain Enviro. Ed. School	175

DATE	ACTIVITY DESCRIPTION	PARTNERS	NUMBER OF IMPACTS
Continuous	PERMANENT EXHIBIT: Rain garden and signage at Caw Caw Interpretive Center.	CCPRC	2,000
Continuous	PERMANENT EXHIBIT: Rain garden at “Whirlin’ Waters” at Wannamaker County Park.	CCPRC	500
Continuous	PERMANENT EXHIBIT: Rain garden and signage at the Cooper School in West Ashley. Funding for the signs were supplied by the ACSEC.	City of Charleston, Carolina Clear, Clemson Extension	315
Continuous	PERMANENT EXHIBIT: Two rain barrels and drip irrigation at St. Julian Divine Community Center.	St. Julian Divine Community Center	1,500
Continuous	PERMANENT EXHIBIT: Two rain gardens, cistern and native plants installed at Fort Johnson Community Garden and outdoor classroom.	SCDNR	5,000
Continuous	PERMANENT EXHIBIT: Cistern at Mitchell Elementary School’s Green Hearts Project Garden.	Mitchell Elementary School, Green Hearts	350
Continuous	PERMANENT EXHIBIT: Cistern, rain garden, rain barrels, composing station and native plants at the College of Charleston’s Grice Marine Lab’s Green Teaching Garden.	College of Charleston	500
Continuous	PERMANENT EXHIBIT: Cistern and drip irrigation installed for raised beds at College of Charleston’s Political Science Building.	College of Charleston	200
Continuous	PERMANENT EXHIBIT: Cistern and adjacent rain garden located at the Medway Community Garden. Rainwater harvested is utilized to irrigate adjacent raised beds; rain garden doubles as a pollinator garden.	Charleston Parks Conservancy, Clemson Architecture Community Design Build, Clemson Ext.	1,000
Continuous	PERMANENT EXHIBIT: Rain garden and signage installed at Mount Pleasant fire station and recreation area.	Town of Mount Pleasant	800
Continuous	NEW PERMANENT EXHIBIT: Folly Beach Community Center: two rain gardens, a cistern, and interpretive signage were installed at the community center located on Center Street. This site was installed as part of the Master Rain Gardener program in the fall of 2022 and is highly visible to residents and visitors alike.	City of Folly Beach, Clemson Extension	2,500
Continuous	DEMONSTRATION SITE: Corrine Jones Park- includes wetland plant garden and cistern at the community garden shed. This was installed as part of the Master Rain Gardener course.	Clemson Extension	1,000
2022	PET WASTE STATION: The Town of Summerville placed several new pet waste stations at multiple locations in Downtown Summerville and in Town parks, which supplement the stations already on the Sawmill branch trail. These 20 stations use 1,200 bags each per year.	The Town of Summerville	2,000

DATE	ACTIVITY DESCRIPTION	PARTNERS	NUMBER OF IMPACTS
5/20/2022	TEVEVISION: Media coverage of WaterGoat Celebration & Student recognition from CroutOn2 & Live5.	Berekeley County, Berkeley County Roads and Bridges, Keep Berkeley Beautiful, Palmetto Pride, Caromi Volunteer FD, Savannah River Keepers, Veterans for Clean Water	Public Media Release (unknown number)
2022	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.	SCETV, Clemson Extension	19,405
2022	TELEVISION: The 2022 Carolina Clear mass media Campaign focuses on reducing bacteria caused by sanitary sewer overflows, specifically clogs and damage caused by flushing inappropriate items. The campaign's television commercial is 30 seconds in length.	WTAT, WCSC, Clemson Extension	1,435,800
2022	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 (weekly impressions): <ul style="list-style-type: none"> - US 52, 0.4 miles E/O Gaillard Rd - 39,119 - I-26, 0.45 miles W/O US 17 - 302,928 - Rivers Ave (0.1 mi W/O Remound Rd - 137,111 - US 27, 1 mile S/O State Road 162 - 69,103 - Ashley Phosphate Road, 50' N/O Dorchester Manor Blvd - 124,743 - I-26, 1.8 miles E/O Jedburg Rd - 116,282 	Clemson Extension	789,286

DATE	ACTIVITY DESCRIPTION	PARTNERS	NUMBER OF IMPACTS
4/22/2022	FAIRS/FESTIVALS: Kiawah Conservancy Earth Day Celebration tabling event with lightening talks from local conservation organizations.	Kiawah Conservancy, Carolina Clear	65
9/13/2022	FAIRS/FESTIVALS: The ACSEC provided an educational table at the Mount Pleasant Farmers Market to show residents how they can help protect our watershed.	Town of Mount Pleasant, Carolina Clear	50
3/19/2022 10/8/2022	FAIRS/FESTIVALS: As apart of the South Carolina Native Plant Society Lowcountry Chapter Spring and Fall Native Plant Sales, the ACSEC hosted a soil sample drive for plant sale attendees.	South Carolina Native Plant Society, Carolina Clear	175
10/12/2022	FAIRS/FESTIVALS: James Island Public Works Expo and Water Quality Event focused on showing residents how they can help keep our waterways clean and pollution free.	Town of James Island, Carolina Clear	25
2022	PROMOTIONAL ITEM: The www.ashleycooper.org sticker includes the ACSEC logo and website utilized to promote website visitation and ACSEC awareness.	Clemson Extension	200
2022	PROMOTIONAL ITEM: Pocket Ashtray distributed to encourage responsible disposal of cigarette butts.	Clemson Extension	25
2022	PROMOTIONAL ITEM: Native Plant Seed Packets: Seed contained a native plant mix that supports pollinators and songbirds. Information included on fertilizer and pesticide management, use of native plants, and runoff reduction.	Clemson Extension	200
2022	PROMOTIONAL ITEM: Dog Bag Dispenser distributed to dog owners at tabling events to remind owners to pick up pet waste.	Clemson Extension	150
2022	PROMOTIONAL ITEM: Grease Can Lids include disposal directions for used cooking grease.	Clemson Extension	50
2022	PROMOTIONAL MATERIALS: Surfrider also provided the Charleston Farmers Market 200 reusable cotton bags, for vendors to pass out to customers who needed a sustainable bag.	Surfrider of Charleston	200

DATE	ACTIVITY DESCRIPTION	PARTNERS	NUMBER OF IMPACTS
Continuous	IN-PERSON, PHONE, EMAIL: In the Tri-County, Master Gardeners answered questions relating to a variety of home landscaping issues, topics including compost, mulch, fertilizers, native plants, irrigation, etc. Contact points include farmers market and in-office visits.	Clemson Extension, Tri-County Master Gardeners Association	28,775
Continuous	IN-PERSON, PHONE, EMAIL: Clemson Extension Agents answered questions and provided services to a variety of Tri-County audiences regarding water resources and stormwater BMPs.	Clemson Extension	350
Continuous	SOIL SAMPLES: Clemson Extension in cooperation with Clemson's Agricultural Service Lab, processed soil samples for the Tri-County residents and commercial audiences. Impact represents total in Berkeley, Charleston and Dorchester Counties.	Clemson Extension, Clemson's Agricultural Service Lab	767
2022	DIRECT MAIL: The Town of Mt. Pleasant directly mailed education material to busniesses and neighborhoods with litter found in the ditches or grease found in the storm drains.	Town of Mt. Pleasant	19
8/9/2022	PRESENTATION: Clemson Extension provided a "Rain Gardens for Folly" presented to Folly Beach City Council.	Clemson Extension	20
6/21/2022	PRESENTATION: Clemson Extension presented "Watershed stewardship" at the Charleston Green Drinks.	Clemson Extension	35
10/2022	PRESENTATION: 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.	Clemson Extension	86
10/26/2022	PRESENTATION: Clemson Extension presented "Site Level Water Management Techniques for Residents" to the South Carolina Association for Hazard Mitigation in Folly Beach.	Clemson Extension	15
9/2022	PRESENTATION: The City of Charleston provided education on installing rain gardens was held at Corrine Jones Park as part of the Charleston Rainproof Mini Grant Program.	City of Charleston, Charleston Parks Conservancy, Clemson Extension	25
2022	PRESENTATION: Town of Mt. Pleasant hosted 3 Public Input Matters meetings where they provided stormwater education to residents.	Town of Mt. Pleasant	209

DATE	ACTIVITY DESCRIPTION	PARTNERS	NUMBER OF IMPACTS
2022	VIRTUAL PRESENTATION: Flood 411 is a webinar series that breakdown the “need to know” information when it comes to coastal hydrology and how it’s managed.	SC Sea Grant, SCDNR/ ACE Basin, Clemson Extension	75
Continuous	VIRTUAL PRESENTATION: “From Seeds to Shoreline” South Carolina Salt Marsh Stewardship Program highlights characteristics, common flora and fauna, ecosystem services and current research of the critically important salt marsh ecosystem. Numbers are based on YouTube views. Use link to see video https://www.youtube.com/watch?v=q_xbfXDFcf0 .	SC Sea Grant Consortium, SCDNR, Clemson Extension, College of Charleston	605
2022	VIRTUAL PRESENTATION: The Salt Marsh Short Course is a four-week online class that is offered for free to anyone interested in learning more about the SC salt marsh. This course was made possible in part by funding from NOAA. The course includes information on threats to the salt marsh, flora and fauna highlights, oyster reef ecology and stewardship actions.	Clemson Extension, SCDNR, SC SeaGrant	125
4/26/2022	IN-PERSON EVENT: The Town of Mt. Pleasant attended the Blessing of the Fleet event to provide ACSEC education products to the general public.	Town of Mt. Pleasant	1,000
10/12/2022	IN-PERSON EVENT: Public Works Expo and Water Quality Event.	City of Charleston	25
July 2022	IN-PERSON EVENT: West Ashley Farmer’s Market (Information Table).	City of Charleston	90
8/25/2022	IN-PERSON EVENT: Kiss the Ground Panel Discussion: Attendees viewed a shortened version of the film and had an open discussions with experts on the key points on soil health and the environment.	Clemson Extension, Charleston Parks Conservancy	30
4/28/2022	IN-PERSON EVENT: The Charleston Area Stormwater Pond Conference is an in-person all day forum to present the latest information, resources, and tools on stormwater pond management for stormwater pond owners, HOA representatives, and pond management professionals.	Clemson Extension, ACE Basin NERR, Sea SC Sea Grant, SCDNR	58
9/24/2022	IN-PERSON EVENT: Ace Basin Family Day - table set up with SCDNR and Clemson Extension stormwater resources. Promoted Healthy Pond Series and Stormwater Best Management Practices.	ACE Basin NERR, SCDNR, Clemson Extension	250

DATE	ACTIVITY DESCRIPTION	PARTNERS	NUMBER OF IMPACTS
2022	IN-PERSON TRAINING: The Calling the Coast Home realtor course in the B-C-D region included courses such as Coastal Lifestyle for Clean Water, Land Water Connection, Living with Water, and Tidelands, Water and Beaches. Number of impacts are total number of attendees in all courses.	ACE Basin NERR, North Inlet Winyah Bay NERR, SC Sea Grant	155
2022	WORKSHOP: Adopt-A-Stream workshops include a virtual lecture and in-person field day. The program trains citizen scientists to monitor general waterway health.	Charleston Waterkeeper, Clemson Extension, SC DHEC, Clemson Center for Watershed Excellence	50
2022	VIRTUAL WORKSHOP: Healthy Pond Series continued operation by creating virtual interactive workshops for attendees. Topics consist of an explanation of what aeration is, best management practices to improve aeration in stormwater retention ponds, why aeration is vital to water quality and overall pond health, and what tools are available to provide aeration in stormwater retention ponds. The Healthy Pond Series is a free networking event for stormwater pond owners in Berkeley, Charleston, and Dorchester counties.	Clemson Extension, SCDNR, ACE Basin NERR Coastal Training Program, SC Sea Grant Consortium	51
2022	WORKSHOP: Certificate in Native Plant Studies 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 held on Folly Beach.	Clemson Extension, SC Sea Grant, SC Botanical Gardens.	14
10/26/2022	WORKSHOP: Clemson Extension Water Resources and Horticulture Agents held a Carolina Yards workshop focusing on soil health.	Clemson Extension	5
2022	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.	SC Sea Grant, Clemson Extension	373
2022	VIRTUAL WORKSHOP: "From Seeds to Shoreline" New Teacher Workshop provided hands-on experience in growing salt marsh plants and leading activities with students. Each participant received material packet to try each project with the group.	SC Sea Grant Consortium, SCDNR, Clemson Extension	34

DATE	ACTIVITY DESCRIPTION	PARTNERS	NUMBER OF IMPACTS
2022	ONLINE TRAINING: Clemson provides training and certification for 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 regulatory and environmental requirements. Impacts reflect statewide trainings. In 2022 certifications and recertifications were offered in-person.	Clemson Extension, Clemson University, SCDOT, SCDHEC	85
Continuous	ONLINE TRAINING: Clemson's Department of Pesticide Regulation provides training and certification for commercial, non-commercial, and private licensed applicators. Number of impacts represent those in the Tri-County receiving continued educational credits.	Clemson University, Clemson Extension	1,106
2022	ONLINE TRAINING: Carolina Yards provides online learning opportunity to focus on environmentally friendly landscaping practices. 39 individuals registered for the course.	Clemson Extension, Carolina Clear	39
2022	HYBRID TRAINING: 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.	Clemson University, Clemson Extension, SCDOT, SCDHEC	1581
2022	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, with field days hosted in North Charleston and Mount Pleasant, SC.	Clemson Extension, Town of Mount Pleasant	27
2022	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 course was offered in the fall and spring of 2022. 73 individuals were certified, and 40 were re-certified.	Clemson University, Clemson Extension	113
2022	HYBRID TRAINING: The Master Rain Gardener is an online and field based training course on rain garden and rainwater harvesting system design and implementation. The course took place online in September and October 2022. Two field days took place in October in Folly Beach, SC with a total of 46 participants in the Certification Track and 13 participants in the Letter of Completion Track.	Clemson Extension	59

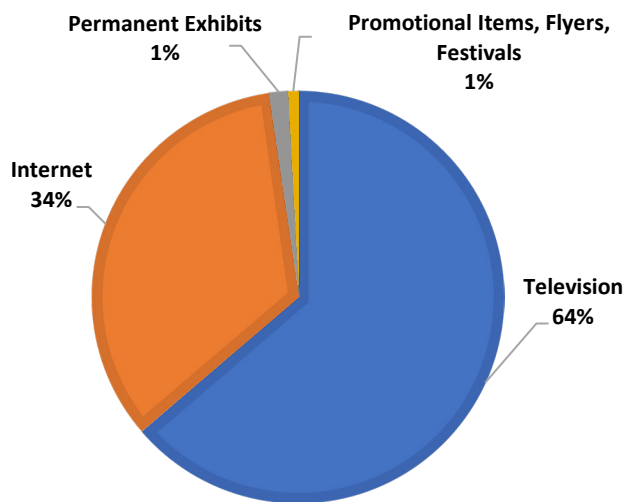
DATE	ACTIVITY DESCRIPTION	PARTNERS	NUMBER OF IMPACTS
2022	LITTER SWEEP: The chapter held 16 cleanups and removed 4,614lbs of trash from the roads, beaches and marshes. They continue to work with the City of Folly Beach to monitor, empty and repair 40 cigarette butt re-ceptacles installed on Folly. In addition to litter removal, the chapter now works with the community on composting and waste reduction. One of the events Surfrider provided composting for was the Charleston Climate Coalition (CCC) "Give Me Green Sustainable Fashion Show". By providing compost options, Surfrider was able to divert 120 lbs. of food-waste from the landfill.	Surfrider of Charleston, City of Folly Beach, City of Charleston	288
2022	LITTER SWEEP: Adopt-A-Highway (AAH) held 5 official clean-up events throughout Charleston County. The all-volunteer based program eliminates thousands of pounds of debris from our roadways and marshes. To help promote and encourage volunteers to eliminate single use plastic, AAH purchased 100 reusable bags to give away to volunteers. Total pounds collected 60,010. Total number of volunteer groups 107 cleared 214 miles of road.	Charleston County Community Pride, Clemson Extension, SC DOT	963
3/26/2022	LITTER SWEEP: "Great American Cleanup of South Carolina" Day on Sawmill Branch Trail. Approximately 25 Town Employees and other volunteers collected over 500 lbs of trash and household debris over a 2.5 mile stretch of the trail.	The Town of Summer-ville, Palmetto Pride	25
2022	LITTER SWEEP: Adopt-A-Boat Landing: 40 volunteers (10 groups) removed 2,078 pounds of litter from Berkeley County Boat Landings at 20 cleanups in 2022.	Berkeley County Government, Keep Berkeley Beautiful	40
2022	LITTER SWEEP: Berkeley County Adopt-A-Highway; Volunteers adopt a two-mile stretch of road and conduct regular and special cleanups. During 2022, 88,605 pounds of litter were removed through the help of 376 volunteers in 39 groups over a course of 97 cleanup events.	Berkeley County Storm-water Management, Keep Berkeley Beautiful, Adopt-A-Highway, Berkeley County Sheriff's Litter Crew	376
2022	LITTER SWEEP: Berkeley County Stormwater Management hosted several cleanups with the use of the WaterGoat at College Park Middle School in 2022.	Berkeley County Storm-water Management, Berkeley County School District, Keep Berkeley Beautiful, Caromi Volunteer Fire Department	126
2022	LITTER SWEEP: Berkeley County Stormwater Management and various community-partners provided cleanups to remove trash from the Lake System (Hatchery Landing, Wilson's Landing, Jameston Landing, Fred L. Day Landing, and West Dike Landing).	Berkeley County Storm-water Management, Keep Berkeley Beautiful	50

DATE	ACTIVITY DESCRIPTION	PARTNERS	NUMBER OF IMPACTS
2022	STORMDRAIN MARKING: A HOA group conducted a stormdrain marking event using supplies provided by ACSEC.	Clemson Extension	5
2022	YARD CERTIFICATION: Carolina Yards provides online learning opportunity to focus on environmentally friendly landscaping practices. 60 Yards were certified in 2022.	Clemson Extension, Carolina Clear	60
2022	ENVIROSCAPE: Watershed model is used as a classroom demonstration to showcase stormwater pollution and the associated BMPs for pollution reduction.	Clemson Extension, Sea Grant	24
2022	WATER QUALITY MONITORING: ACSEC loaned freshwater and saltwater Adopt-A-Stream water quality monitoring kits to certified volunteers.	Clemson Extension	14
June 2022	RAIN BARREL SALE: The ACSEC, Clemson Extension, & Rain Water Solutions partnered to facilitate a rain barrel sale in the tri-county area. Two pick up days were offered in June 2022 at Gahagan Park in Summerville and at the Charleston County Governemnt building in North Charleston. In 2022, over 400 were sold.	Clemson Extension, Rain Water Solutions, Town of Summerville, Charleston County	400
2022	GRANT: Up to 20 \$100 mini-grants are available to Berkeley County Schools (projects including litter cleanup supplies, and school recycling/beautification programs).	Berkeley County Storm-water Management, Keep Berkeley Beautiful	20
October 2022	RAIN GARDEN INSTALL: 17 new rain gardens were installed using native plants in the City of Charleston through the Charleston Rainproof Mini Grant Program.	City of Charleston, Carolina Clear, Clemson Ext, Ashley Cooper Stormwater Education Consortium	51
December 2022	STORM DRAINS: 49 storm drains were adopted in 2022 and debris is cleared by volunteers regularly as part of the City of Charleston's Adopt a Drain Program.	City of Charleston, Charleston County, Ca-Clemson Extension	147
2022	WATER QUALITY MONITORING: Swim Alert: Volunteers help monitor recreational quality of local waterways to inform public where its safe to swim.	Charleston Waterkeeper, College of Charleston Dept of Geology	1374
2022	CREEK WATCHERS PROGRAM: This program engages citizen scientists in the monitoring of the health of their local waterways. Creek Watchers complete annual training to gain certification to conduct monthly tests of surface water chemistry at a designated site.Site locations Charleston, SC, North Charleston, SC, Kiawah Island, SC, Ravenel, SC, Mt. Pleasant, SC, Summerville, SC, and Awendaw, SC.	Charleston Waterkeeper, Clemson Extension, SC DHEC, Clemson Center for Watershed Excellence	314
May 25, 2022	IN-PERSON TRAINING: SC Clean Marina Program (includes product development e.g., informational brochure, flags, decals, certificates); Program goal - protect and improve local water quality by reducing pollution from marinas. This voluntary certification program recognizes marinas, boatyards, and yacht clubs for helping create a cleaner marine environment in South Carolina.	SCDNR, SCDHEC-OCRM, Clemson Extension, SC Sea Grant Consortium	11

DATE	ACTIVITY DESCRIPTION	PARTNERS	NUMBER OF IMPACTS
2/16/2022	PUBLIC EVENT: ACSEC, Clemson Water Resources Agents, and Berkeley County Stormwater Management hosted a stream bank repair workshop to install 250 livestakes of elderberry, willow, and buttonbush in a neighborhood stream.	Clemson Extension, Berkeley County Stormwater Management	10
February 2022	PUBLIC EVENT: The Town gave away 50 gallon native trees to in-town residents as a part of our Summerville Roots for Trees tree planting initiative. Residents also recieved a "How to Properly Plant yor Tree" flyer with each giveaway.	SC Forestry Commission, Town of Summerville	50
February 2022	PUBLIC EVENT: The Town gave away 300 bare root native seedlings and included a "How to Properly Plant your Tree" flyer with each giveaway.	SC Forestry Commission, Town of Summerville	300
Summer 2022	PUBLIC EVENT: From Seeds to Shoreline: 8 schools participated in restorations in 2022. A total of 840 students participated at 10 restoration days.	SC Sea Grant, SCDNR, Clemson Extension	840
2022	PUBLIC EVENT: The SCORE Program implements oyster reef bag dissection lessons with K-12 school groups. A total of 4 oyster reef bag dissection lessons were implemented with a total of 106 students. The SCORE Program also gives educational presentations to interested groups and 6 of these took place during this reporting period educating a total of 67 people. Locations: Charleston, North Charleston, Ravenel, James Island, Mount Pleasant.	SCDNR SCORE Program	67
2022	PUBLIC EVENT: SCORE Volunteers assist with multiple saltmarsh restoration stewardship activities. These include bagging oyster shell, fabricating and deploying manufactured wire reefs, constructing oyster reefs, monitoring oyster populations, smooth cordgrass seed collection, planting smooth cordgrass seeds, greenhouse maintenance, sorting trash from recycled shell, fish sampling, and planting smooth cordgrass on the shoreline. A total of 146 events took place during this reporting period with a total of 1723 participants. Locations: James Island, Folly Beach, Charleston, North Charleston, Mount Pleasant, West Ashley, and Kiawah.	SCDNR SCORE Program, Charleston Waterkeeper, Coastal Conservation League, Americorps, Casual Crabbing with Tia	1723
2022	PUBLIC EVENT: Charleston Waterkeepers partnered with SCDNR SCORE for various marsh restoration events.	Charleston Waterkeepers, DNR SCORE, Sustainability Institute SC, Coastal Conservation League	359

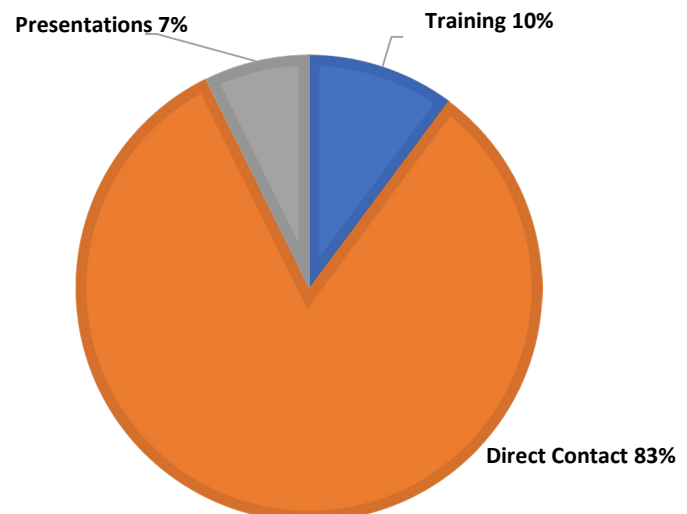
ACSEC program success is, in part, measured by outreach impacts that represent an estimate of individuals reached through direct and indirect education and involvement activities. **Total impacts for the Year Fourteen reporting year (January 1, 2022 - December 31, 2022) total an estimated 2,706,507 individuals.**

PUBLIC EDUCATION: INDIRECT



**INDIRECT METHODS SUMMARY,
TOTAL ESTIMATED IMPACTS: 3,522,145**

PUBLIC EDUCATION: DIRECT

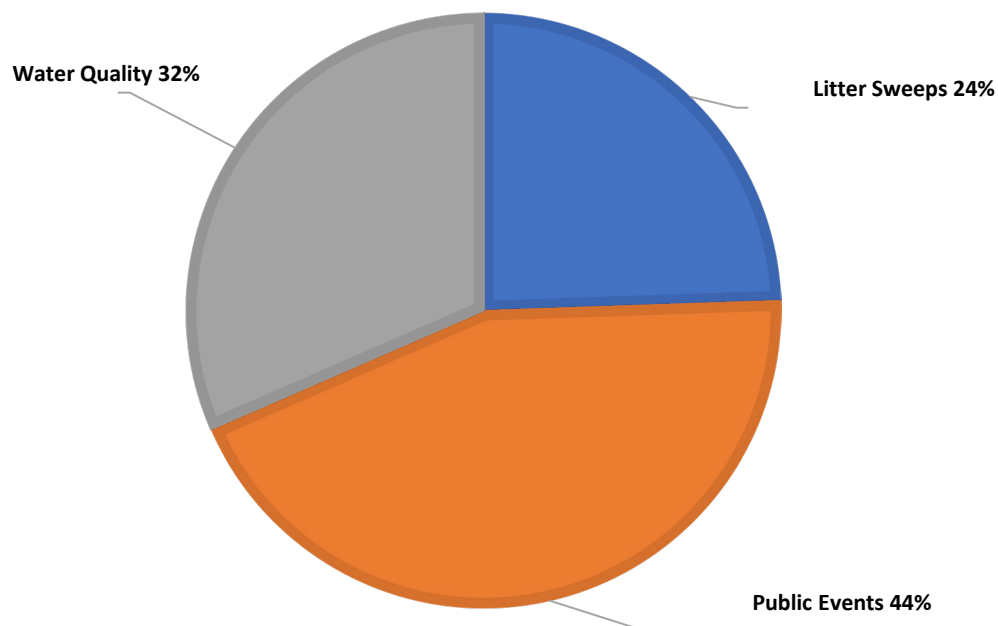


**DIRECT METHODS SUMMARY,
TOTAL ESTIMATED IMPACTS: 37,391**

Public Involvement is considered an activity that provided hands-on opportunities for target audiences to take part in stormwater management and pollution prevention. Public involvement opportunities include oyster reef construction, water quality monitoring, litter sweeps, storm drain marking, rain barrel sales, native plant sales, and youth involvement activities. Estimated impacts attributed to public involvement were 13,139 individuals.

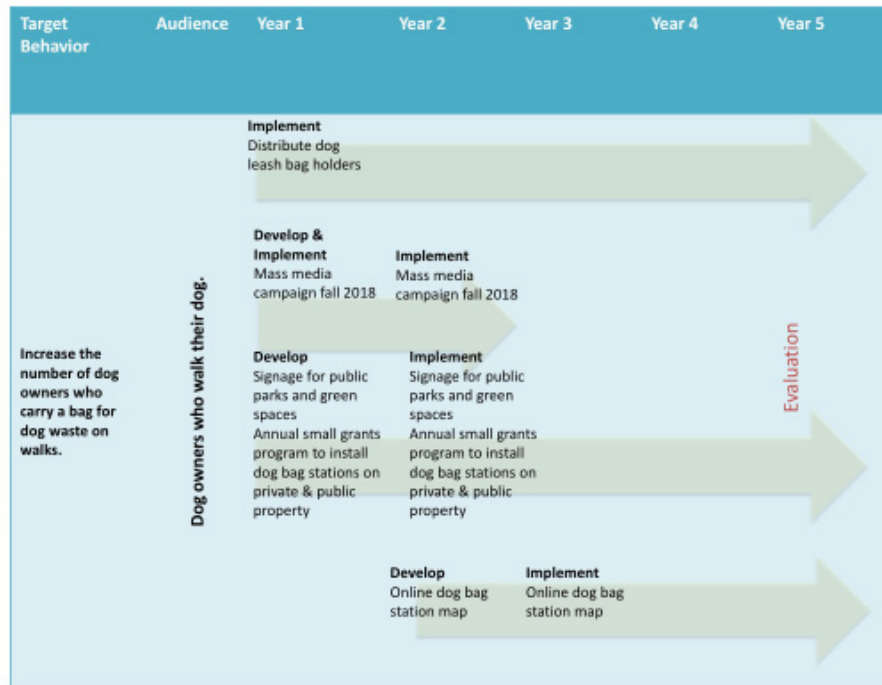
**PUBLIC INVOLVEMENT SUMMARY,
TOTAL ESTIMATED IMPACTS: 7,637**

PUBLIC INVOLVEMENT



ACSEC 2018-2023 Strategic Plan: Education Timelines

Bacteria Management

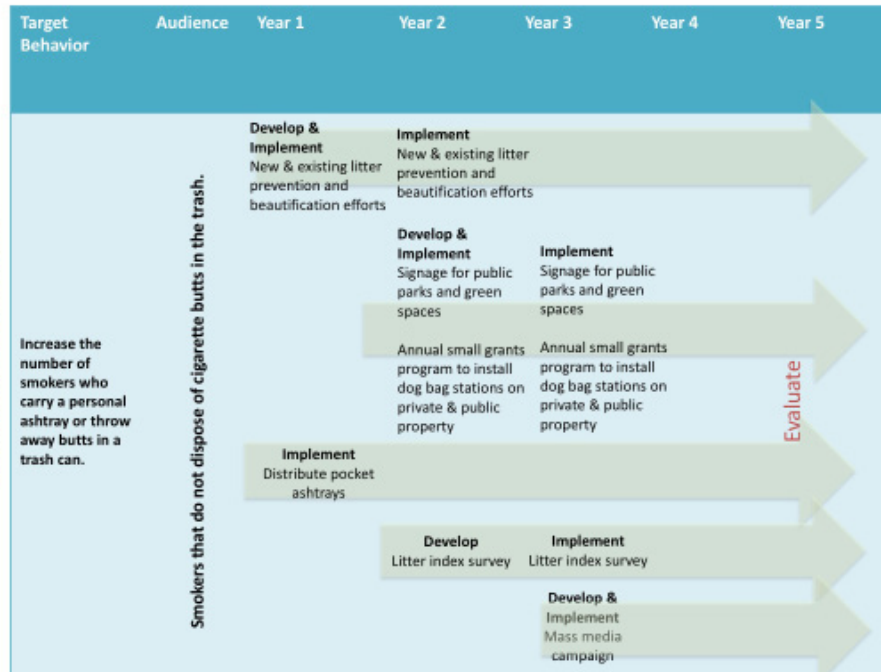


Bacteria Management

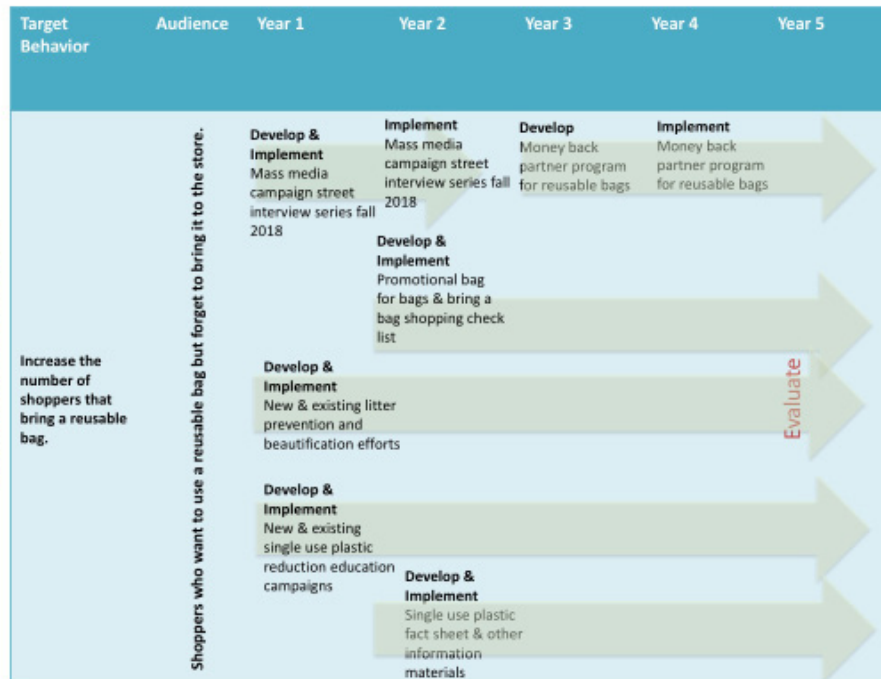


ACSEC 2018-2023 Strategic Plan: Education Timelines

Litter Prevention



Litter Prevention



ACSEC 2018-2023 Strategic Plan: Education Timelines

Nutrient Management

Target Behavior	Audience	Year 1	Year 2	Year 3	Year 4	Year 5
Increase the number of landscape professionals who offer soil testing as part of their services.	Landscape professionals that do not currently offer soil testing to clients.	Develop & Implement Green Industry Training	Implement Green Industry Training			
			Develop "We Soil Test!" seal & branding	Implement "We Soil Test!" seal & branding		
			Develop Soil sample test kit for contractors	Implement Soil sample test kit for contractors		
				Develop & Implement List of landscape professionals that offer soil testing to clients		Evaluate
		Implement Existing professional trainings & resources offered through Clemson Extension				

Nutrient Management

Target Behavior	Audience	Year 1	Year 2	Year 3	Year 4	Year 5
Increase the number of home gardeners who install native plants.	Home gardeners that perform their own landscaping.		Develop & Implement Mass media campaign street interview series fall 2018			
		Implement Existing professional trainings & resources offered through Clemson Extension				
			Develop & Implement Promotional seed packets & transplants			
				Develop Signage & plant tags where native plants are sold	Implement Signage & plant tags where native plants are sold	Evaluate
				Develop Recognition program for nurseries that offer native plants	Implement Recognition program for nurseries that offer native plants	
			Develop Landscape design education materials.	Implement Landscape design education materials		

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Carolina Clear is a program of the Clemson University Cooperative Extension Service. Information is provided by Faculty and Cooperative Extension Agents. Clemson University Cooperative Extension Service offers its programs to people of all ages, regardless of race, color, gender, religion, national origin, disability, political beliefs, sexual orientation, gender identity, marital or family status and is an equal opportunity employer.

Produced 03/15/2023



NOTES:



ASHLEY COOPER

STORMWATER EDUCATION CONSORTIUM



Samatha Porzelt (Left) and Bea Calhoun (Right) are cocoordinators of the ACSEC at the Kiawah Conservancy 2022 Earth Day Event.



COOPERATIVE EXTENSION
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