

ANDERSON & PICKENS COUNTIES stormwater PARTNERS

BY CLEMSON® EXTENSION



Annual Report of Activities

YEAR 11 / JANUARY - DECEMBER 2024

MARCH 2025



COOPERATIVE EXTENSION
College of Agriculture, Forestry and Life Sciences

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Acronyms Used In This Report

| ACRONYM | FULL WORDING | ACRONYM | FULL WORDING |
|---------|--|---------|---|
| APCSP | Anderson & Pickens Counties Stormwater Partners | LID | Low Impact Development |
| ARJWS | Anderson Regional Joint Water System | LKSWPT | Lake Keowee Source Water Protection Team |
| ASWCD | Anderson County Soil and Water Conservation District | MCMs | Minimum Control Measures |
| BMPs | Best Management Practices | MEP | Maximum Extent Practicable |
| CAFLS | Clemson University College of Agriculture, Forestry, and Life Sciences | NPDES | National Pollutant Discharge Elimination System |
| CEPSCI | Certified Erosion Prevention and Sediment Control Inspector | PC | Pickens County |
| CSPR | Cetified Stormwater Plan Reviewer | POC | Pollutants of Concern |
| CU | Clemson University | PSWCD | Pickens County Soil and Water Conservation District |
| CY | Clemson Extension Carolina Yards | SC | South Carolina |
| EFNEP | Expanded Food and Nutrition Education Program | SC AAS | South Carolina Adopt-a-Stream |
| FB | Facebook | SC ETV | South Carolina Educational Television |
| FDSC | Florence Darlington Stormwater Consortium | SCASM | South Carolina Association of Stormwater Managers |
| FOG | Fats, Oils and Grease | SCBG | South Carolina Botanical Gardens |
| FOLKS | Friends of Lake Keowee Society | SCDES | South Carolina Department of Environmental Services |
| HGIC | Home & Garden Information Center | SCDOT | South Carolina Department of Transportation |
| HOAs | Home Owners Associations | SDPC | School District Pickens County |
| IECA | International Erosion Control Association | SMS4s | Small Municipal Separate Storm Sewer Systems |
| KPCB | Keep Pickens County Beautiful | TMDLs | Total Maximum Daily Loads |
| LHPCW | Lake Hartwell Partners for Clean Water | TTB | Traveling Trash Bash |

The Anderson & Pickens Counties Stormwater Partner's (APCSP) Year Eleven Annual Report of Activities summarizes education, involvement, and participation programming offered in 2024. APCSP community and education partners collaborate on a region-wide outreach strategy to educate residents about water issues, including quantity, quality, and the cumulative impacts of stormwater. As a public service of Clemson University, APCSP continued to serve South Carolina. County agents and staff assisted clients through telephone, email, and virtual platforms, as well as in-person workshops, outdoor events, and field visits. County agents also helped clients collect and submit soil, water, and plant samples to Clemson laboratories for analysis and interpretation of results.

Programming is guided by our 5-year strategic education plan, a living document identifying target pollutants of concern (POC), target behaviors, and outreach strategies. The plan was updated in 2023 based on input from community and education partners. Using this input, POCs were identified as bacteria from septic/sewer infrastructure and fats, oils, and grease (FOG); litter in both private and public locations; and sediment from construction/post-construction and residential activities. The education plan and associated timeline can be found in the Appendix.

In 2024, we started a new mass media campaign focused on inspection and maintenance of residential septic systems. We also gave presentations at various events and carried out hands-on learning projects related to stormwater. Throughout the year, we conducted in-person programs and distributed educational materials covering multiple topics including SC AAS, septic systems, pet waste, FOG, waste and litter reduction, pond management, erosion and sediment control, water management, stream bank repair, lead in drinking water, green infrastructure, and low impact development. Our online content was delivered through social media posts, fact sheets, blogs, e-news, videos, webinars, and workshops. Additionally, in partnership with Clemson Extension, APCSP staff played a significant role in managing and delivering hybrid trainings (Master Pond Manager and Post-Construction BMP Inspector) statewide.



Steven O'Shields
Water Resources Agent



Anaston Porter
Water Resources Agent

2024 Highlights

- APCSP had a successful year reaching the public through continued outreach and involvement programs. We provided information on various topics including erosion prevention, sediment control, stormwater BMP inspection and maintenance, residential septic systems, SSO prevention, green infrastructure, and pond management. This information was shared through online training sessions, educational videos, social media posts, conferences, webinars, workshops and hands-on learning experiences.
- New and established partnerships contributed to the success of programs in Anderson and Pickens Counties. APCSP effectively engaged diverse audiences by delivering presentations and trainings on a wide range of subjects, such as rain barrels, rain gardens, petwaste, septic systems, watersheds, water quality, and LIDs for residential properties. APCSP established a new partnership in 2024 with the Holly Springs Community Center in Pickens County where they hosted nine summer camp programs.
- A new mass media campaign was launched in late 2024, and existing demonstration sites throughout the region continued to be observed throughout the year. Citizens gained knowledge about septic system maintenance through billboard messaging, and about rain gardens, bioretention cells, rain barrels, LIDs, pet waste, and streambank repair through the demonstration sites. Both encourage best management practices for protecting water quality.

OUTREACH ACTIVITIES AND TOTAL NUMBER REACHED (*estimated*)

1. Internet Resources including social media pages, YouTube, videos, and websites.
NUMBER REACHED: 2,327,368
2. Mass Media including television and billboards.
NUMBER REACHED: 575,687
3. Permanent Demonstration Sites across the region demonstrating diverse best management practices for protecting water quality.
NUMBER REACHED: 3,666
4. Education & Outreach Materials including publications, brochures/rack cards, manuals, and giveaways.
NUMBER REACHED: 14,330
5. Diverse Array of Public Workshops, presentations, trainings, site visits & samples, and direct contacts pertaining to stormwater.
NUMBER REACHED: 7,525
6. Public Involvement opportunities including water quality monitoring, litter pickups, community partner meetings, BMP maintenance & installations, hybrid courses, and rain barrel sales.
NUMBER REACHED: 663

2024: A Year in Pictures



Holly Springs summer camp participants learning about macroinvertebrates



Anderson County main library patrons learning about non-point source pollution on Earth Day



Participants in Anderson County School District 3 STEM Camp learning about lake water quality



Littlejohn Community Center Program participants learning about water quality

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Post-Construction BMP Inspector certification course participants learning about bioretention and other stormwater BMPs at Clemson University

The Small Municipal Separate Storm Sewer Systems (SMS4s) community partners in Anderson and Pickens Counties are dedicated to providing stormwater education. The partners work together to better facilitate the development of a unified approach to stormwater education and outreach throughout our region.

Local SMS4 Consortium Representatives: 2024

| SMS4 | Partner Representative |
|--------------------|---------------------------------|
| Anderson County | Jon Batson |
| City of Anderson | Adam Cromer |
| City of Belton | Reid Quales |
| City of Clemson | Ethan Barnette |
| City of Easley | Monique Hale |
| City of Liberty | Mike Calvert and Philip Trotter |
| City of Pickens | Charlene Carter |
| Clemson University | Billy Bolger and Tony Putnam |
| Pickens County | Kyle Bennett |
| Town of Norris | Mayor Odell Williams |



ANDERSON & PICKENS COUNTIES
stormwater
PARTNERS
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Education Partners

The education partners include agencies, organizations, and individuals that share an interest in educating the public about stormwater and water quality. These educational partnerships ensure a uniform and consistent message while leveraging valuable resources, organizational strengths, and collaborations. APCSP is grateful to all of the partners and to the citizens of Anderson and Pickens Counties who are helping to keep our waterways clean and beautiful.

2024 Education Partners



APCSP MISSION STATEMENT

To develop and implement a broad-based education program that informs citizens about the issues of stormwater management and explains the role they and the business community can play in solving these issues.

PROGRAM GOALS

- Maximize efficiency of stormwater education efforts using a countywide regional approach.
- Help local SMS4s meet National Pollutant Discharge Elimination System (NPDES) Phase II Stormwater Program permit requirements for stormwater education and involvement by providing educational resources and services such as public education, outreach and community involvement.
- Develop a comprehensive stormwater education plan for the region that capitalizes on local training resources to meet the needs of local SMS4s.
- Serve as a model for collaborative stormwater education.

SMS4 PERMIT REQUIREMENTS

SMS4s are expected to reduce pollutants to the maximum extent practicable (MEP) through six minimum control measures (MCMs):

1. Public Education and Outreach
2. Public Involvement and Participation
3. Illicit Discharge, Detection and Elimination
4. Construction Site Stormwater Runoff Control
5. Post Construction Stormwater Management
6. Pollution Prevention/Good Housekeeping for Municipal Operations

APSCP is a collaboration between local governments and education partners who work together to address MCMs 1 & 2.



**STATE OF SOUTH CAROLINA
 NPDES GENERAL PERMIT
 FOR
 STORM WATER DISCHARGES
 FROM
 REGULATED SMALL MUNICIPAL
 SEPARATE STORM SEWER SYSTEMS (SMS4)**

The Permit is issued in compliance with the provisions of the SC Pollution Control Act (S.C. Code Sections 48-1-10 *et seq.*, 1976) and with the provisions of the Clean Water Act, 33 U.S.C. §1251 *et. seq.*, (hereafter CWA or the Act), as amended by the Water Quality Act of 1987, P.L. 100-4 and subsequent regulations. Upon being granted coverage under this general permit, operators of Regulated Small Municipal Separate Storm Sewer Systems that are described in Subpart 1.2 of this National Pollutant Discharge Elimination System (NPDES) general permit, except for those activities excluded from authorization of discharge in Subpart 1.3 of this permit, are authorized to discharge storm water to waters of the state of South Carolina in accordance with the conditions and requirements set forth herein.

Ann R. Clark

Ann R. Clark, Director
 Storm Water, Construction, Agricultural and Dams Permitting Division
 Bureau of Water

Permit No.: SCR030000

Issued: November 1, 2013

Effective: January 1, 2014

Expires: December 31, 2018



To meet the APCSP program goals, a new 5-year Education Plan was developed in 2023 with input from partners through a series of strategic planning meetings. Partners included city and county staff, representatives from non-profits, Clemson University staff, and Clemson Extension agents. Input included prioritizing pollutants of concern and identifying the target audiences, behaviors, goals, and objectives for each.

As identified in the Education Plan, the top three pollutants of concern (POC) and their target behaviors are as follows:

| Pollutant of Concern | Target Behaviors |
|----------------------|--|
| Bacteria | <ul style="list-style-type: none"> • Septic and sewer systems that are not operating as designed and/or improperly maintained • Improper disposal of FOG (fats, oils and grease) |
| Litter | <ul style="list-style-type: none"> • Illegal dumping, improper disposal of construction site trash and debris, and overflowing dumpsters • Improper covering of transported materials and lack of awareness of disposal sites |
| Sediment | <ul style="list-style-type: none"> • Improperly installed and/or maintained BMPs that contribute to erosion and sediment control issues, leading to erosion and offsite sediment impacts to surface waters • Residents with sediment issues who lack capacity to properly install and maintain BMPs, contributing to sediment in local waterways |

The Education Plan addresses these priority issues and serves as the guiding force for efforts of the Anderson & Pickens Counties Stormwater Partners. The complete Education Plan and timeline can be found in the Appendix and online at: www.clemson.edu/extension/carolinaclear/files/apcsp/apcsp-education-plans-2023-2028.pdf.

Statewide Highlight: Mass Media Campaign for 2024-2025



*2024-2025 Billboard:
Septic System Maintenance*



*2024-2025 Commercial:
Septic System Maintenance*

Clemson Extension's Carolina Clear program 2024-2025 mass media campaign focused on regular septic system maintenance which keeps you, your family, and your community healthy. By maintaining your system you are ultimately saving money, protecting your property value, keeping your family and neighbors safe, and protecting the environment. Septic Systems that are not operating as designed and/or improperly maintained can contribute to harmful bacteria entering our watershed. Bacteria is currently the most common type of water pollution in SC, with over 300 impaired waterbodies found through the state. Waterbodies affected by bacteria pollution may be unsafe for swimming, fishing, harvesting shellfish, or supplying drinking water. Stormwater Consortia across the State have identified bacteria in waterways as a pollutant of concern. The multi-part mass media campaign included a billboard and a television commercial; each developed by a team of Carolina Clear Extension agents and was based on feedback from regional Consortia. Billboard messaging was provided on the target behavior "Inspect your septic system every one to two years". Twenty-three billboards 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 2,044,913 totally weekly impressions in 2024 and documented through total impressions which reached over 13,269,871 million. Commercial messaging concentrated on the target behavior: "Pump your septic system every three to five years". The commercial aimed to be relatable and share a clear message. The commercial was shared on five stations and streaming services around the State and reached 1,968,790 million viewers across South Carolina. To view the commercial visit: https://www.youtube.com/watch?v=gHW_SPOULbc. Both the billboards and the commercial directs viewers to visit [Clemson.edu/carolinaclear](https://clemson.edu/carolinaclear).

Anderson County Highlight: Rainwater Harvesting

The Girl Scouts of Anderson County's Service Unit 642 held their yearly summer Day Camp from June 3-7, 2024. APCSP participated as a guest speaker on June 3, discussing water conservation through rain barrels. As part of their Take Action Project, Unit 642 decorated three rain barrels and received education on stormwater management, rain barrel benefits, and installation and maintenance.

Harvesting rainwater is a good water conservation practice. This source of water can be used to irrigate landscape beds, butterfly gardens, rain gardens, and container plants, as well as to create wildlife features such as birdbaths or butterfly puddling areas.

Rainwater harvesting helps protect clean water by decreasing the amount of stormwater runoff that leaves a site. As stormwater moves across the landscape, it transports pollutants, such as fertilizers, pet waste, sediment, and litter, to nearby waterways. By reducing runoff, we reduce the amount of pollution that reaches local water bodies.

Rainwater harvesting can also be used to manage flooding and erosion around the foundation of a building. In problem areas, an appropriately sited rain barrel or cistern can help manage water to both slow the flow and transport water away from the building.

To learn more about rainwater harvesting, visit: www.clemson.edu/extension/raingarden/rainwater-harvesting.html.



Girl Scouts of Anderson Unit 642 painting rain barrels

Pickens County Highlight: “Water Wise” Summer Youth Program

APCSP hosted nine summer camp programs at the Holly Springs Community Center in Pickens County throughout the 2024 summer. The programs focused on various water quality topics and reached approximately 142 students who were part of the Holly Springs Community Center Summer Camp and the Young Appalachian Musicians Group. Water Resources Agent, Anaston Porter, created and hosted a series of “Water Wise” lessons that focused on stream health, aquatic macroinvertebrates, the water cycle, and pollution types affecting South Carolina’s water quality. Students received hands-on experience learning how to collect water samples for testing E. Coli, identified various types of macroinvertebrate collection methods such as D-nets and kick-nets, and learned to make observations to pinpoint where pollution sources may be entering our waterways.

Nonpoint source pollution is a major threat to water quality in South Carolina. South Carolina residents are fortunate to live in a state with 14 major reservoirs, each providing residents with access to a wide variety of recreational activities and/or drinking water sources. Educating citizens and youth on protecting these valuable watersheds is crucial.



Youth identifying various macroinvertebrates from nearby creek samples taken at Holly Springs Community Center in Pickens County



Annual Report of Activities Format

This annual report is intended to give the reader a comprehensive look at the APCSP from January 1, 2024 through December 31, 2024. This report delineates activities into public education and public involvement categories. The activities in the report are listed in table format. For each activity, a brief description is provided as well as information on activity dates, supporting partners, and number of impacts. Furthermore, public education activities are identified as either direct or indirect outreach strategies.

Clemson Extension's Carolina Clear program developed an online database 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 additional, supplementary information sourced from APCSP 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 APCSP. 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.

| DATE | ACTIVITY DESCRIPTION | PARTNERS | NUMBER OF IMPACTS |
|----------------|--|--|-------------------|
| MASS MEDIA | | | |
| 2024 | TELEVISION: The 2024-2025 Carolina Clear mass media campaign focused on regular septic system maintenance which keeps you, your family, and your community healthy. Commercial messaging was provided on the target behavior “Pump your septic system every three to five years” on WYFF in Pickens and Anderson Counties | Clemson Extension, Carolina Clear, APCSP | 318,000 |
| 2024 | BILLBOARD: The 2024-2025 Carolina Clear mass media campaign focused regular septic system maintenance which keeps you, your family, and your community healthy. Billboard messaging was provided on the target behavior “Inspect your septic system every one to two years” in high-visibility locations: S. Main Street, 100 feet N/O Herring Avenue; Highway 29, 100 feet S/O Campbell Road; Highway 153, 0.25 miles N/O I-85; Highway 123, 0.4 miles N/O Prince Perry Road (Facing East); Highway 123, 0.4 miles N/O Prince Perry Road (Facing West) (impacts reported as total weekly impressions) | Clemson Extension, Carolina Clear, APCSP | 237,821 |
| 2024 | TELEVISION: SC ETV Making It Grow! Average viewers per episode (based on average households viewing each episode and persons per household via census) | Clemson Extension, SC ETV | 19,866 |
| INTERNET MEDIA | | | |
| 2024 | APCSP FB page (Lifetime Post Total Reach: The number of people who had your Page's post enter their screen. Posts include statuses, photos, links, videos and more) | APCSP | 10,065 |
| 2024 | Clemson Extension PC FB page (Lifetime Post Total Reach: The number of people who had your Page's post enter their screen. Posts include statuses, photos, links, videos and more) | APCSP | 11,555 |
| 2024 | Clemson Extension Anderson County FB page (Lifetime Post Total Reach: The number of people who had your Page's post enter their screen. Posts include statuses, photos, links, videos and more) | APCSP | 822 |

| DATE | ACTIVITY DESCRIPTION | PARTNERS | NUMBER OF IMPACTS |
|------------|--|--|-------------------|
| 2024 | Carolina Clear FB page (Lifetime Post Total Reach: The number of people who had your Page's post enter their screen. Posts include statuses, photos, links, videos and more) | Clemson Extension, Carolina Clear | 22,700 |
| 2024 | Carolina Yards Facebook page (Lifetime Post Total Reach: The number of people who had your Page's post enter their screen. Posts include statuses, photos, links, videos and more) | Clemson Extension, Carolina Clear | 26,237 |
| 2024 | Making It Grow! FB page (Lifetime Post Total Reach: The number of people who had your Page's post enter their screen. Posts include statuses, photos, links, videos and more) | Clemson Extension | 1,234,555 |
| 2024 | INTERNET: Total unique views for the APCSP, Carolina Clear, Clemson Extension Water Resources Team, CSPR, CEPSCI, Carolina Yards, Rain Gardens, and Living Shorelines, websites | Clemson Extension, Carolina Clear | 9,291 |
| 2024 | Carolina Clear YouTube Channel: Average view duration was 1 minute 52 seconds. Provides video segments on a diverse array of topics related to watershed stewardship | Clemson Extension, Carolina Clear | 8,900 |
| 2024 | Video tutorial for septic find and fix application as part of the LKSWPT 319 grant program | APCSP, Clemson Extension, Carolina Clear, LKSWPT | ongoing |
| 4/16/2024 | Greenville News Article Interview: Sustainability with Sarah: Why does polluted stormwater flow into rivers and lakes? | Clemson Extension, Carolina Clear | 45,000 |
| 9/23/2024 | Stormwater Awareness Week Social Media Campaign | APCSP, Clemson Extension, Carolina Clear, PC | 391 |
| 11/14/2024 | Clemson water expert talks about how to keep your family safe after lead detected in Asheville City Water on FoxCarolina News | Clemson Extension, Carolina Clear | 845,990 |

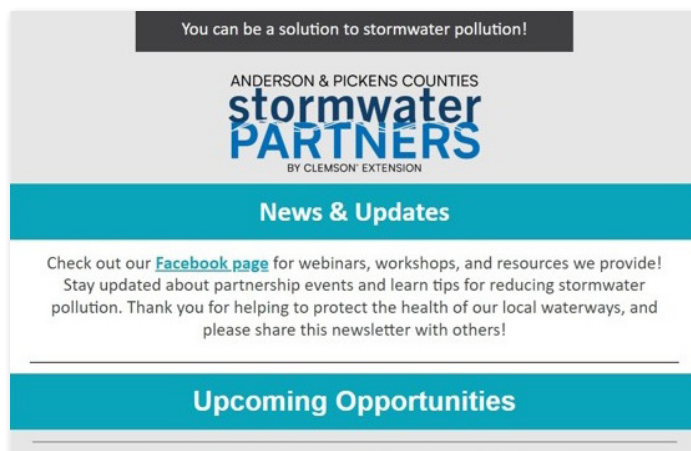
| DATE | ACTIVITY DESCRIPTION | PARTNERS | NUMBER OF IMPACTS |
|------|--|---|-------------------|
| 2024 | INTERNET: Factsheets located on the Clemson Home and Garden Information Network (HGIC) that have been authored by Water Resource Agents and that directly relate to stormwater education include topics on pond management, landscape-level stormwater management, vegetative buffers, low impact development, and more. The total unique view is estimated from historical data and current trends. Note: this may be 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 | Carolina Clear, Clemson Extension, HGIC | 50,000 |
| 2024 | Land Grant Press publications authored by the Clemson Extension Water Resources Team include 31 publications since 2019. Topics include stormwater ponds, livestock ponds, recreational ponds, wetlands, aquaponics, funding, flooding, pond dredging, pond weeds, headwater streams, watershed based planning, harmful algal blooms and more. These publications can be accessed at lgpress.clemson.edu | Carolina Clear, Clemson Extension, LGP | 59,685 |
| 2024 | Clemson®News (Clemson Extension offers stormwater pond preparation tips; Floating wetlands bring beauty, benefits to South Carolina ponds) | | 2,177 |



Anderson and Pickens Counties Stormwater Partners

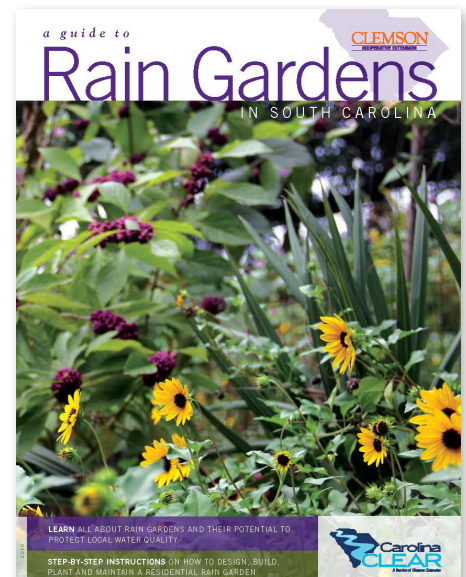
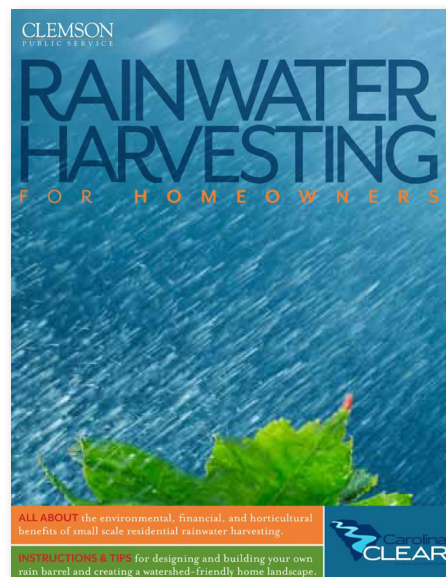
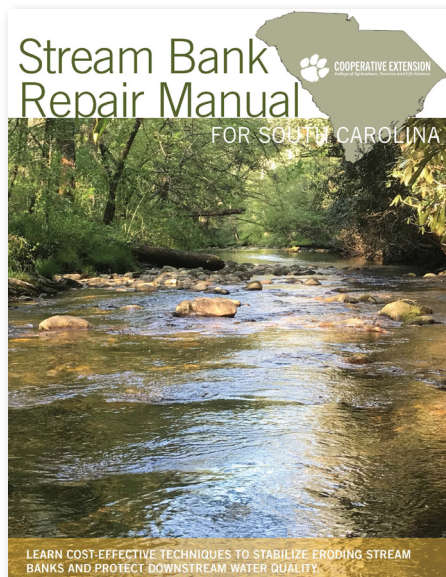
622 likes • 649 followers

APCSP Facebook Page



APCSP E-Newsletter

| DATE | ACTIVITY DESCRIPTION | PARTNERS | NUMBER OF IMPACTS |
|--------------|--|-----------------------------------|-------------------|
| PUBLICATIONS | | | |
| 2024 | APCSP monthly E-newsletter: Provides upcoming events and education recaps for outreach and involvement within the consortium | APCSP, Clemson Extension | 351 |
| 8/7/2024 | Article for KEOWEE magazine through FOLKs titled "Just Add Water: A Recipe for Rainwater Harvesting and Management for the Home Landscape" | APCSP, FOLKs | 2,375 |
| 2024 | Manuals distributed: Guide to Rain Gardens in SC Manual, Stream Bank Repair Manual, Carolina Yardtick Manual, Rainwater Harvesting for Homeowners Manual | Clemson Extension, Carolina Clear | 76 |
| 2024 | 2023 APCSP Annual Report of Activities | APCSP, Clemson Extension | 30 |
| 2024 | 2023-2028 APCSP Strategic Education Plan | APCSP, Clemson Extension | ongoing |



| DATE | ACTIVITY DESCRIPTION | PARTNERS | NUMBER OF IMPACTS |
|--------------------------------|--|--|-------------------|
| OUTREACH MATERIALS & GIVEAWAYS | | | |
| 2024 | Publication: Taking Care of Business: A User's Guide For Being Septic Safe | Clemson Extension, Carolina Clear | 2,300 |
| 2024 | Rack Cards distributed (Anderson County Stormwater office, City of Anderson Stormwater office, Pickens Cty office lobby, PC Admin Bldg lobbies): Trash Blows (new), Lot Erosion Control Measures for Construction Sites, Maintaining Ditches to Prevent Flooding, Pet Waste Stinks, Healthy Ponds, Rain Garden, Rain Barrel, FOG, Litter, Storm Drains, Compost, Gardening & Native Plants | APCSP, PC, Clemson Extension, Carolina Clear, City of Easley | 1,345 |
| 2024 | APCSP Promotional Items: FOG lids, Pot Holders, rack card (lobby, events) | APCSP, Clemson Extension, Carolina Clear, Clemson University | 48 |
| 2024 | APCSP Promotional Items: Petwaste bag, waste baggies, tennis ball, infocard, can lid, bandana (lobby, library, events) | APCSP, Clemson Extension, Carolina Clear, Pickens County | 114 |
| 10/31/2024 | Tip sheets provided (yard waste) and PC stormwater stickers and pencils for Halloween for Pickens County trick or treat | PC, Clemson Extension, APCSP | 50 |
| 11/1/2024 | The City of Anderson Stormwater Public Works Division distributed 10,357 garbage cart notices with an educational message about keeping neighborhood storm drains free of debris and pollutants | City of Anderson | 10,357 |
| 2024 | Promotional Items: Septic Magnets, key chains, stress plungers (contractors, SCDES, events, lobby) | APCSP, Clemson Extension, Carolina Clear, SCDES | 111 |
| 2024 | Promotional & Educational Materials: Lead Solutions packet (compliance charts, mini dry erase markers, timer, 5 factsheets, thumb drive w/ 8 videos & 5 factsheets) to inform facilities about lead in drinking water in schools and daycare centers (SDPC) | Clemson Extension, United States Environmental Protection Agency, SDPC | 5 |

| DATE | ACTIVITY DESCRIPTION | PARTNERS | NUMBER OF IMPACTS |
|--------------------------------|---|--|-------------------|
| DISPLAYS & DEMONSTRATION SITES | | | |
| 2024 | Protecting Water Resources Display at Pickens County Art & History Museum | APCSP, Pickens County Art & History Museum | 3,500 |
| 2024 | Permeable pavement demonstration sites across the consortium region: # of sites | APCSP, City of Anderson, Clemson University | 3 |
| 2024 | Rain barrels installed across consortium region : # of barrels | APCSP, Clemson Extension, Clemson University | 70 |
| 2024 | Pet waste stations & educational signage installed across consortium region: # of stations | APCSP, Clemson Extension, Clemson University | 49 |
| 2024 | Rain gardens and bioretention cells installed across consortium region: # of sites | APCSP, Clemson Extension, Clemson University | 42 |
| 12/1/2024 | TOHI Trail located behind Pickens County Administration Building 14 informational signs on natural resources, stormwater management including tree identifications: # of educational trails | APCSP, Clemson Extension, PCSWCD, PC | 1 |
| 2024 | Stream bank demonstration site with information sign Boscobel Golf Club in Pendleton, SC | APCSP, Clemson Extension, Upstate Forever | 1 |



| DATE | ACTIVITY DESCRIPTION | PARTNERS | NUMBER OF IMPACTS |
|-------------------------------|---|--|-------------------|
| DIRECT CONTACTS & SITE VISITS | | | |
| 2024 | Pond and Site Visits in Pickens County (pond weeds and concerns, HABs, soil and water sampling demo, stormwater runoff erosion and stream bank erosion concerns, BMPs) | APCSP, Carolina Clear, Clemson Extension | 5 |
| 2024 | Site Visits on campus (green infrastructure, stream restoration, BMPs, landscape design, construction activities, FOG) | APCSP, Carolina Clear, Clemson Extension, Clemson University | 1 |
| 2024 | Site visits conducted in Anderson County (recreational ponds) | APCSP, Carolina Clear, Clemson Extension | 4 |
| 2024 | Water Resources Agent in Pickens County responded to 98 requests from the public for information on, or technical assistance with various stormwater-related issues including: septic, wet yard, sinking yard, stream bank repair, AAS, TTB, Lot erosion, nuisance wildlife, ponds, drinking water, collaboration with Library Elementary Schools SCBot Gar PSWCD ASWCD PC, weed identification, FOG, petwaste, litter, RB and harvesting, pond sampling, water analysis, wells, algae, soil samples, fertilization, liming, pH, farming, aeration, stormdrains, lead grant, trees & ground covers, vegetative buffers, floating wetlands, outreach materials, SPEED, advocacy community professional organizations, cattlemen assoc., fairs festivals workshops conferences, native plants & CY, dams, tarps, BMPs, in-person & virtual programming, publications, and pesticide license | APCSP, Clemson Extension, Carolina Clear | 98 |
| 2024 | Water Resource Agent on campus responded to 12 requests from the public and campus community for information on, or technical assistance with, various stormwater-related issues including rainwater harvesting, stormwater BMPs, green infrastructure, stormwater permitting, AAS, drinking water and private well testing, FOG disposal, petwaste, etc. | APCSP, Clemson Extension, Clemson University | 12 |
| 2024 | Water Resources Agent in Anderson County responded to 6 requests from the public for information on, or technical assistance with various stormwater and water quality-related issues | APCSP, Clemson Extension, Clemson University | 6 |

| DATE | ACTIVITY DESCRIPTION | PARTNERS | NUMBER OF IMPACTS |
|--------------------------|---|--|-------------------|
| WEBINARS & PRESENTATIONS | | | |
| 3/23/2024 | The City of Anderson hosted an APCSP booth at "Trucks on Main", an annual public event presented by the Junior League of Anderson County that showcases fire trucks, police cars, construction equipment, and more. APCSP gave away free stormwater SWAG and educational outreach materials | City of Anderson, APCSP | 1,500 |
| 4/6/2024 | Association of Natural Resource Extension Professionals Poster: Singing In The Rain in Hershey, PA | Clemson Extension, Carolina Clear | 300 |
| 4/25/2024 | Introduction of Pickens County Water Resources Agent at the Pickens County Cattlemen's Association meeting held at Pickens Career and Technology Center | APCSP, Clemson Extension, Carolina Clear, Pickens Cattlmen's Association | 53 |
| 5/4/2024 | SC Native Plant Jubilee tabling event with FOG information, rain barrel and rain garden manuals, and petwaste campaign materials | APCSP, Carolina Clear, Clemson Extension, SC Native Plant Society | 80 |
| 5/13/2024 | National Health Outreach & Engagement Conference Poster: Be Septic Safe in Greenville, SC | Clemson Extension, Carolina Clear | 300 |
| 5/15/2024 | South Carolina Association of County Agricultural Agents Poster: Singing In The Rain in Beaufort, SC | Clemson Extension, Carolina Clear | 120 |
| 5/17/2024 | South Carolina Association of County Agricultural Agents Lightening Talk: Natural Resources Team in Beaufort, SC | Clemson Extension, Carolina Clear | 120 |
| 6/6/2024 | South Carolina Association of Storm Water Managers Septic Panel Discussion in Columbia, SC | Clemson Extension, Carolina Clear | 130 |
| 6/12, 6/26, 7/10 of 2024 | Holly Springs Community Center Summer Water Programs Pickens County (macroinvertebrates, stream ecology, and watershed lessons) | APCSP, Carolina Clear, Clemson Extension, Holly Springs Community Center | 15 |

| DATE | ACTIVITY DESCRIPTION | PARTNERS | NUMBER OF IMPACTS |
|----------------------------------|--|---|-------------------|
| 7/10, 7/11 , 7/17 & 7/18 of 2024 | Young Appalachian Musician Summer Camp Water Quality Lessons | APCSP, Clemson Extension, Carolina Clear, Holly Springs Community Center, YAM's | 100 |
| 7/14-19/2024 | Poster: Singing in the Rain: Embracing the Hybrid Method for Rain Garden Education. NACAA Conference in Dallas, TX | Clemson Extension, Carolina Clear | 400 |
| 9/5/2024 | Clemson Extension Exhibitor Table. South Carolina Association of Stormwater Managers Meeting. Columbia, SC | Clemson Extension, Carolina Clear | 125 |
| 9/8/2024 | Students for Stewardship (Clemson Student Group) Tabling Event at Issaqueena Lake (Rainwater Harvesting Manuals, Petwaste Rack Cards, Rain Barrel Factsheets) | APCSP, Carolina Clear, Clemson Extension, Students for Stewardship | 25 |
| 10/16-17/2024 | South Carolina Water Resources Conference in Columbia, SC (Presentations/Posters: Be Septic Safe, Rain Gardens As A Wildlife Habitat, On-Farm Water Management) | Clemson Extension, Carolina Clear | 286 |
| 11/7/2024 | South Carolina Association of Storm Water Managers Presentation:Low Impact Development for Residential Properties in Columbia, SC | Clemson Extension, Carolina Clear | 130 |
| WORKSHOPS & TRAININGS | | | |
| 3/6/2024 | On Farm Water Management Workshop for New & Beginning Farmers in Blackville, SC | Clemson Extension, Carolina Clear | 15 |
| 4/12/2024 | Earth Day Activity at the Pickens County Library | Pickens County Library, APCSP, Clemson Extension, Carolina Clear | 10 |
| 8/17/2024 | Landscape Design Workshop at the South Carolina Botanical Garden in partnership with Clemson Extension is an immersive experience where participants gained valuable knowledge and hands-on practice in landscape design | Clemson Extension, SC Botanical Gardens | 20 |

| DATE | ACTIVITY DESCRIPTION | PARTNERS | NUMBER OF IMPACTS |
|--|--|--------------------------------------|-------------------|
| WORKSHOPS & TRAININGS | | | |
| 5/13/2024- 7/12/2024, 10/21/2024- 12/20/2024, 10/28/2024- 12/6/2024 | Post-Construction BMP Inspector certification and re-certification hybrid courses include online and field-based training focused on inspection and maintenance of best management practices used for stormwater management; the certification course was offered in the spring, with the field day held on June 25 in Clemson, SC, and both the certification and re-certification courses were offered in the fall with the field days held on December 5 and 6 in North Charleston, SC: a total of 67 individuals were certified and 32 were re-certified | Clemson Extension | 99 |
| 2024 | Seasonal Pond Management in the Upstate is an online, asynchronous course, providing information about how to manage recreational ponds in South Carolina | Clemson Extension, Carolina Clear | 15 |
| 2024 | Living Shorelines is an on-demand online course that shares how this is a powerful tool to proactively protect estuarine shorelines and prevent erosion along residential and commercial properties | Clemson Extension, Carolina Clear | 75 |
| 2024 | Backyard Wildlife Habitat Short Course teaches participants the basic principles of creating and establishing a wildlife habitat in their own backyard; and covers topics that include the basic needs for your garden, food, shelter, water, and space requirements for attracting wildlife | Clemson Extension | 345 |
| 2024 | Master Naturalist program aims to turn out volunteer citizen scientists who can positively impact the natural resources of the state | Clemson Extension | 101 |
| 2024 | Be Well Informed is an on-demand online course that provides information for people relying on private drinking water wells including a basic introduction to groundwater, well components, well maintenance, and relevant water quality issues | Clemson Extension, Carolina Clear | 115 |
| 2024 | Carolina Yards Online Course was developed to assist and guide 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 | Clemson Extension | 30 |

| DATE | ACTIVITY DESCRIPTION | PARTNERS | NUMBER OF IMPACTS |
|------|---|---|-------------------|
| 2024 | Master Tree Farmer is a "hybrid" course combining online and face-to-face learning where participants learn scientific and practical knowledge to manage forested land to best suit ecological, economical, and recreational forest resources | Clemson Extension | 67 |
| 2024 | South Carolina Certified Landscape Professional Course is an online, self-paced course designed to provide a basic working knowledge of sound horticultural and landscaping practices | Clemson Extension | 53 |
| 2024 | CEPSCI Course: 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. Certifications and recertifications were offered as online and in-person formats | Clemson Extension, Clemson University, SCDOT, SCDES | 1,295 |
| 2024 | CSPR Course: 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. Certifications and recertifications were offered as online and in-person formats | Clemson Extension, Clemson University, SCDES | 59 |
| 2024 | Salt Marsh Course is an on-demand online course that teaches about ecosystems, threats & stressors, flora & fauna, oysters, stewardship, and provides additional resources related to salt marshes | Clemson Extension, SC Department of Natural Resources, SC Sea Grant Consortium, National Oceanic and Atmospheric Administration | 175 |
| 2024 | Dam Ownership in South Carolina Course is an on-demand online course to assist dam owners and/or operator with understanding the basic concepts to protect the integrity and benefit of dams | Clemson Extension, SCDES, Natural Resources Conservation Service | 35 |
| 2024 | MS4 Stormwater Compliance Training Program for Clemson University Employees | APCSP, Clemson Extension, Carolina Clear, Clemson University | 95 |
| 2024 | Rain Barrel Installation at Pickens County Extension Office | Clemson Extension, APCSP | 1 |

| DATE | ACTIVITY DESCRIPTION | PARTNERS | NUMBER OF IMPACTS |
|----------------------|---|-------------------|-------------------|
| SOIL & WATER SAMPLES | | | |
| 2024 | Clemson Extension in cooperation with Clemson's Agricultural Service Lab processed soil and water samples for PC | Clemson Extension | 309 |
| 2024 | Clemson Extension in cooperation with Clemson's Agricultural Service Lab processed soil and water samples for Anderson County | Clemson Extension | 781 |

Know Before You Grow Don't Guess...Soil Test



**Always test your soil
before adding fertilizer**

Soil Testing Helps:

- reduce weeds
- prevent delayed maturity
- prevent salt burn
- save money
- protect local water quality

Learn more at:
hgic.clemson.edu/factsheet/soil-testing



COOPERATIVE EXTENSION
 College of Agriculture, Forestry and Life Sciences

| DATE | ACTIVITY DESCRIPTION | PARTNERS | NUMBER OF IMPACTS |
|---|---|---|-------------------|
| EVENTS & TRAININGS (WITH INVOLVEMENT COMPONENT) | | | |
| 2024 | Pickens County Soil & Water Conservation District Poster/Photo/Essay Contest: theme: One Water | APCSP, Clemson Extension, PSWCD | 6 |
| 4/12/2024 | Earth Day Activity at the Pickens County Library | Pickens County Library, APCSP, Clemson Extension, Carolina Clear | 10 |
| 4/12/2024 | The Watershed Game (WSG), held at Clemson University, is an interactive tool that helps individuals understand the connection between land use and water quality. Participants learned how a variety of land uses impact water and natural resources, increased their knowledge of best management practices (BMPs), and learned how their choices can prevent adverse impacts. | Clemson Extension, APCSP, Clemson University | 80 |
| 4/16/2024 | APCSP hosted Rain Barrel sale at the T. Ed Garrison Livestock Arena | APCSP, Clemson Extension, T. Ed Garrison Livestock Arena | 25 |
| 2024 | Rain Barrel Installation at Pickens County Extension Office | Clemson Extension, APCSP | 1 |
| 4/20/2024 | APCSP hosted a booth at the Anderson County Main library in celebration of Earth Day. Promoted the SC Adopt-a-Stream program and entertained kids (and adults) by using a 3-D EnviroScape® watershed model to demonstrate the sources and effects of stormwater pollution | APCSP, Carolina Clear, Clemson Extension, Anderson County Library | 30 |
| 5/30/2024 | Anderson District 3's STEM camp at Sadlers Creek State Park; participants moved through five stations, one of which was centered on water quality and its connection to land use and stormwater. | Clemson Extension, APCSP, Anderson County School District 3 | 50 |
| 6/3/2024 | Girl Scouts of Anderson Unit 642 rain barrel painting; Participants learned about stormwater management and the advantages of using rain barrels, along with instructions on installation and maintenance. | Clemson Extension, APCSP, Girl Scouts of Anderson County | 30 |



| DATE | ACTIVITY DESCRIPTION | PARTNERS | NUMBER OF IMPACTS |
|------------------|---|---|-------------------|
| Fall 2024 | The Master Pond Manager (MPM) course teaches recreation and stormwater pond management training participants through online classroom and field-based curriculum; it was offered in the fall, with field days hosted in Clemson, SC on 10/23-24 | Clemson Extension | 47 |
| 2024 | The Master Rain Gardener is an online and field based training focused on rain garden and rainwater harvesting system design and implementation; online classroom was held, with a field days in October in Mount Pleasant, SC | Clemson Extension | 63 |
| PARTNER MEETINGS | | | |
| 4/15/2024 | Anderson County Extension Advisory Committee Meeting | APCSP, Clemson Extension, Anderson County, City of Anderson | 20 |
| 2024 | Lake Keowee Source Water Protection Team Monthly Mtgs: members gather to discuss source water and watershed protection planning, specific attention to septic find and fix opportunities | Clemson Extension, LKSWPT, Duke Energy, Upstate Forever, PC, Advocates for Quality Development, FOLKs, Greenville Water, Seneca Light & Water, Oconee County, APCSP | 14 |
| 12/1/2024 | PSWCD Sensory and Education Garden Planning Meetings for 2025 | APCSP, PSWCD | 4 |
| 2024 | LHPCW monthly meetings: members gather to discuss source water protection planning, community engagement in Lake Hartwell Watersheds | APCSP, Clemson Extension, CU, USACE, Saddlers Creek State Park, ARJWS, Powdersville Water, Duke Power, Center for Watershed Excellence, Georgia Extension | 120 |
| 2024 | PSWCD meetings: members and commissioners gather to discuss natural resource conservation in Pickens County | APCSP, Clemson Extension, Carolina Clear, PSWCD | 25 |

| DATE | ACTIVITY DESCRIPTION | PARTNERS | NUMBER OF IMPACTS |
|-------------------------------|--|--|-------------------|
| CAROLINA YARDS CERTIFICATIONS | | | |
| 2024 | Carolina Yards certified in SC: residents who meet CY principles for healthy, watershed-friendly, low-maintenance landscapes | Clemson Extension | 58 |
| WATER QUALITY MONITORING | | | |
| 6/14/2024 | SC Adopt-a-Stream Freshwater Monitoring Workshop (Anderson) at Tri-County Technical College | Clemson Extension, APCSP, SC AAS | 5 |
| 6/26/2024 | SC Adopt-a-Stream Freshwater Monitoring Mini-Workshop with Holly Springs Community Center Students | Clemson Extension, APCSP, SC AAS, Holly Springs Community Center | 20 |
| 9/20/2024 | SC Adopt-a-Stream Freshwater Monitoring Workshop (Pickens) at Pickens County Extension Office | Clemson Extension, APCSP, SC AAS | 11 |

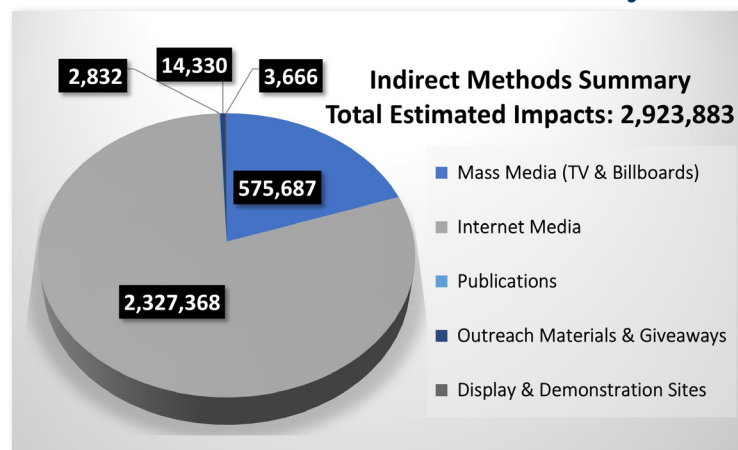


Volunteers practicing the SC Adopt-a-Stream water quality monitoring protocol

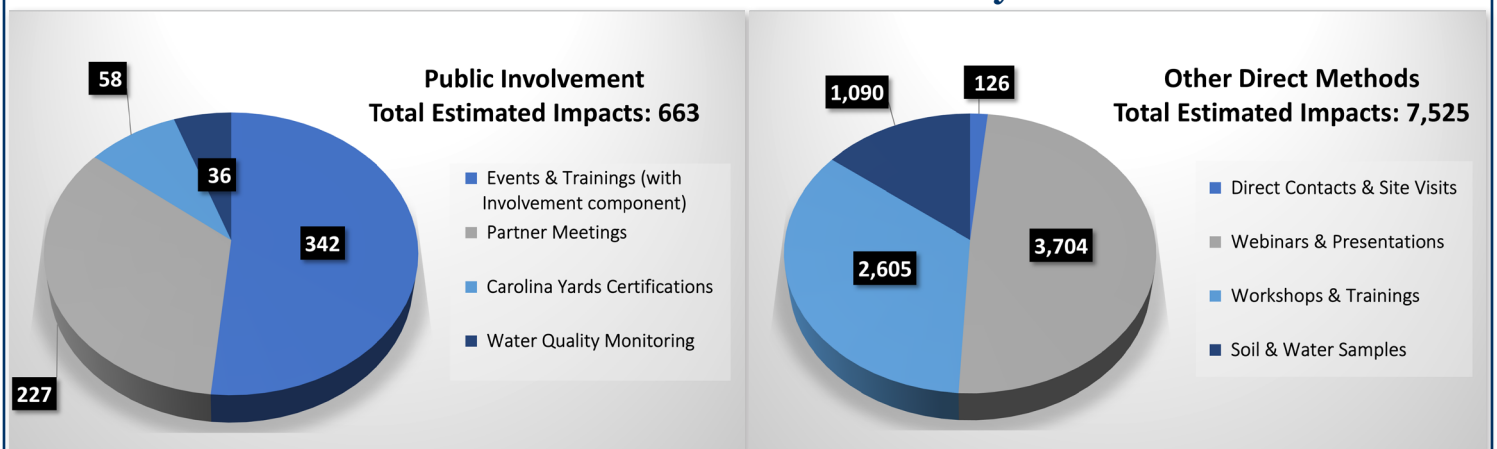
Outreach Summary

The Anderson & Pickens Counties Stormwater Partners impacted an estimated 2,932,071 people through direct & indirect education & outreach and public involvement in 2024. Indirect methods resulted in 2,923,883 impacts through mass media and other efforts. Direct methods reached 8,188 individuals through presentations, trainings, workshops, and public involvement opportunities.

Indirect Methods Summary



Direct Methods Summary



Education Plan 2023-2028:

Education Strategy: Bacteria - Septic and Sewer Infrastructure

Target Audience: Septic and sewer users

Target Action: Septic and sewer systems that are not operating as designed and/or improperly maintained

Goal: Decrease bacteria contributed to the watershed by septic and sewer systems in Anderson & Pickens Counties; increase capacity of target audience.

Objective: Provide education and outreach on septic and sewer systems in Anderson & Pickens Counties.

| Message | Format and Distribution | Resources | Evaluation |
|---|---|--|--|
| <ul style="list-style-type: none"> Systems that are not operating as designed and/or improperly maintained can contribute to harmful bacteria entering into our watershed Save time and money by ensuring proper operation and maintenance of systems Conduct routine inspections & maintenance of systems Protect the drainfield of the septic system Efficient water use is important Avoid cloggers & killers down the drain Report suspected issues to user/municipality | <ul style="list-style-type: none"> Economic emphasis Septic presentations Septic webinars Tabling and outreach events Share/distribute educational material directly to target audience Online training Mass media | <ul style="list-style-type: none"> 319 Grants Septic Contractors University and Extension Advocacy Groups Regulatory Agencies Municipalities Utilities NRCS HGIC Factsheets | <ul style="list-style-type: none"> Number of people who attend presentations and webinars Qualitative evaluations from presentations and webinars Site-specific webpage hits on the developed web-based material Number of educational outreach materials distributed Responses in statewide survey Number of participants in online trainings |

Action Items: Bacteria - Septic and Sewer Infrastructure

Action Items:

- Host Septic and Sewer presentations and webinars
- Develop and update additional outreach materials including online resources
- Distribute educational outreach materials
- Submit proposals to present message where appropriate
- Create a Be Septic Safe Users Guide
- Follow-up calls to find and fix programs including education on resources and maintenance
- Develop window/mirror clings similar to magnets specific for renters

Education Plan 2023-2028:

Education Strategy: Bacteria - FOG (Fats, Oils, & Grease)

Target Audience: Individuals who dispose of FOG (fats, oils and grease) both residential and commercial

Target Action: Improper FOG disposal

Goal: Decrease bacteria contributed to the watershed by improper FOG disposal in Anderson & Pickens Counties; increase capacity of target audience.

Objective: Provide education and outreach on proper FOG disposal in Anderson & Pickens Counties.

| Message | Format and Distribution | Resources | Evaluation |
|--|--|---|--|
| <ul style="list-style-type: none"> Improper FOG disposal can contribute to harmful bacteria entering our watershed Save time and money by avoiding costly repairs Conduct routine inspections & maintenance of systems Avoid cloggers & killers down the drain Report suspected issues to user/municipality | <ul style="list-style-type: none"> Economic emphasis FOG presentations FOG webinars Tabling and outreach events Share/distribute educational material directly to target audience Partner with other Clemson Extension groups (EFNEP, Rural Health, Food Systems) Online training Mass media | <ul style="list-style-type: none"> University and Extension Advocacy Groups Regulatory Agencies Municipalities Utilities Restaurant Associations HGIC Factsheets | <ul style="list-style-type: none"> Number of people who attend presentations and webinars Qualitative evaluations from presentations and webinars Site specific webpage hits on the developed web-based material Number of educational outreach materials distributed Responses in statewide survey Number of participants in online trainings |

Action Items: Bacteria - FOG (Fats, Oils, & Greases)

Action Items:

- Host FOG presentations and webinars
- Develop and update additional outreach materials including online resources
- Distribute educational outreach materials
 - Collaborate with rural health and EFNEP agents to share FOG promo items and info
 - FOG outreach packets/spill kits provided to campus dining managers annually
- Submit proposals to present message where appropriate
- Add FOG Best Practices Training Course for campus

Education Plan 2023-2028:

Education Strategy: Litter - Privately Owned Locations

Target Audience: Builders, contractors and commercial properties

Target Behaviors: Illegal dumping, improper disposal of construction site trash and debris, and overflowing dumpsters

Goal: Decrease the amount of litter ending up in the watershed from locations in Anderson & Pickens Counties, increase capacity of target audience.

Objective: Provide education and outreach on best management practices and benefits of proper waste reduction and disposal in private locations in Anderson & Pickens Counties

| Message | Format and Distribution | Resources | Evaluation |
|---|---|--|--|
| <ul style="list-style-type: none"> Save time and money Enhance property image Protect property values Protect our watersheds Dumping household trash and other waste in private dumpsters and other unauthorized areas is illegal Any vehicle transporting material must be covered and secured | <ul style="list-style-type: none"> Educational outreach materials Signage Share/distribute educational materials directly with target audience Mass media | <ul style="list-style-type: none"> University and extension Advocacy groups Municipalities Solid waste/recycling companies Regulatory agencies Law enforcement/litter officers Contractors and construction companies | <ul style="list-style-type: none"> Number of educational outreach materials distributed |

Action Items: Litter - Privately owned locations

Action Items:

- Develop and update additional outreach materials, including online resources
- Distribute rack cards and other educational outreach materials
- Create signage for businesses and construction sites as appropriate
- Incorporate litter messaging into workshops and presentations related to BMPs for construction and post-construction activities

Education Plan 2023-2028:

Education Strategy: Litter - Public Locations

Target Audience: Vehicle/transportation users and campus community

Target Behaviors: Improper covering of transported materials and lack of awareness of disposal sites

Goal: Decrease the amount of litter ending up in the watershed from locations in Anderson & Pickens Counties, increase capacity of target audience.

Objective: Provide education and outreach on best management practices and benefits of proper waste reduction and disposal in public locations in Anderson & Pickens Counties

| Message | Format and Distribution | Resources | Evaluation |
|--|---|--|--|
| <ul style="list-style-type: none"> Any vehicle transporting material must be covered and secured To report littering, call 1-877-7Litter Protect our watersheds Dumping household trash and other waste in unauthorized areas is illegal Reduce, reuse, recycle | <ul style="list-style-type: none"> Educational outreach materials Signage Outreach events Fact sheets Mass media | <ul style="list-style-type: none"> University and extension Advocacy groups Municipalities Law enforcement/litter officers Volunteer groups | <ul style="list-style-type: none"> Number of educational outreach materials distributed Number of litter campaigns/clean-ups Online views |

Action Items: Litter – Public locations

Action Items:

- Develop and update additional outreach materials, including online resources
- Distribute rack cards and other educational outreach materials
- Organize and/or participate in litter clean-up events
- Participate in outreach events
- Participate in a Tarp-It campaign
- Organize and/or participate in storm drain marking events

Education Plan 2023-2028:

Education Strategy: Sediment - Construction & Post-Construction Activities

Target Audience: Contractors and permittees who install and maintain BMPs for erosion prevention and sediment control, students/faculty/staff on Clemson's campus

Target Behavior: Improperly installed and/or maintained BMPs contribute to erosion and sediment control issues, leading to erosion and offsite sediment impacts to surface waters.

Goal: Decrease erosion and sedimentation from construction and post-construction in Anderson & Pickens Counties, increase capacity of target audiences.

Objective: Provide education and outreach on BMPs for erosion prevention and sediment control in Anderson & Pickens Counties in a timely manner.

| Message | Format and Distribution | Resources | Evaluation |
|--|---|--|---|
| <ul style="list-style-type: none"> It is the law to properly maintain and install BMPs Save time and money by maintaining and installing BMPs properly BMPs can reduce our environmental footprint and provide community engagement | <ul style="list-style-type: none"> Presentations/webinars Workshops Compliance course Certification courses Educational outreach materials Online trainings Service-learning & experiential learning opportunities for student and staff with BMPs Mass media | <ul style="list-style-type: none"> SCASM Municipalities University/Extension Contractors and construction companies Regulatory Agencies | <ul style="list-style-type: none"> # of certifications # of course participants # of participants attending workshops, presentations, and webinars qualitative evaluations # of educational outreach materials distributed # of participants for service-learning & experiential learning opportunities |

Action Items: Sediment – Construction & Post-Construction

Action Items:

- Host workshops, webinars, and presentations related to BMPs for construction and post-construction activities
- Continue certifying campus staff in MS4 Compliance Training which includes info on erosion prevention & sediment control
- Offer service-learning opportunities for BMP maintenance on campus
- Work with campus students to offer experiential learning opportunities for BMP maintenance and design to reduce erosion on campus
- Distribute lot erosion rack cards
- Continue offering support for CEPSCI and classes statewide
- Continue offering Post-Construction BMP Certification course
- Continue developing and launch SPEED (Stormwater Plan Education for Engineering Design) course with SCDHEC
- Continue offering support for CSPR and classes statewide
- Expand library of education and outreach materials for erosion prevention/sediment control

Education Plan 2023-2028:

Education Strategy: Sediment - Residential Activities

Target Audience: Residents, HOAs/POAs

Target Behavior: Residents with sediment issues who lack capacity to properly install and maintain BMPs, contributing to sediment in local waterways.

Goal: Decrease erosion, increase riparian buffers, increase capacity of target audiences in Anderson & Pickens Counties.

Objective: Provide education and outreach on residential BMPs within Anderson & Pickens Counties.

| Message | Format and Distribution | Resources | Evaluation |
|--|---|--|---|
| <ul style="list-style-type: none"> Erosion and sediment-laden stormwater runoff negatively impact our water health. BMPs can help protect properties from erosion. | <ul style="list-style-type: none"> Presentations/webinars Workshops Certification courses Educational outreach materials Online trainings Rain barrel sale Outreach events Factsheets Mass media | <ul style="list-style-type: none"> Municipalities HOAs/POAs Advocacy Groups University/Extension | <ul style="list-style-type: none"> # of certifications # of course participants # of participants attending workshops, presentations, and webinars qualitative evaluations # of educational outreach materials distributed # of rain barrels sold responses from CC statewide survey online views |

Action Items: Sediment – Residential

Action Items:

- Share "Water Management in the Home Landscape" information
- Conduct site visits for residents
- Provide 1-on-1 consultation for individuals via email, phone, in-person
- Host workshops, webinars, and presentations related to residential bmps, healthy landscaping, and erosion prevention
- Host rain barrel sale annually
- Promote Carolina Yards, Master Rain Gardener, Master Pond Manager, and Native Plant Studies programs to Anderson & Pickens residents
- Promote Stream Bank Repair program to Anderson & Pickens residents
- Offer Online Pond Management Short Course in the Upstate
- Distribute targeted rack cards to residents

Education Plan 2023-2028:

Bacteria: Septic and Sewer Infrastructure

| Objective | Audience | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|--|------------------------|--|--------|---|--------|----------|
| Provide education and outreach on septic and sewer systems | Septic and sewer users | Develop & Implement Septic and Sewer presentations and webinars | | Develop Proposals to present message where appropriate | | |
| | | Develop Be Septic Safe Users Guide, window/mirror clings (renters) | | Develop & Implement Additional outreach materials including online resources | | |
| | | Implement Continued distribution of educational outreach materials | | | | Evaluate |
| | | Implement Follow-up calls to find and fix programs including education on resources and maintenance | | | | |

Education Plan 2023-2028:

Bacteria: FOG (Fats, Oils, & Grease)

| Objective | Audience | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|---|--|--|--|--|--------|-----------------|
| Provide education and outreach on proper FOG disposal | Individuals who dispose of FOG both residential and commercial | | Develop & Implement FOG presentations and webinars | Develop Proposals to present message where appropriate | | |
| | | | Develop Additional outreach materials including online resources and updates | | | |
| | | Implement Continued distribution of educational outreach materials | Implement Continued collaboration with rural health, EFNEP, and campus | | | Evaluate |
| | | | Develop & Implement FOG Best Practices Training Course for campus | | | |

Education Plan 2023-2028:

| | | Objective | Audience | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|--|---|---|---|--------|--------|--------|--------|-----------------|
| Litter: Privately Owned Locations | Provide education and outreach on best management practices and benefits of proper waste reduction and disposal in private locations | Builders, contractors, and commercial properties | Develop Outreach material, including online resources | | | | | |
| | | | Implement Distribution of rack cards and other outreach material | | | | | |
| | | | Develop & Implement Signage for businesses and construction sites | | | | | Evaluate |
| | | | Develop & Implement Litter messaging for construction and post-construction-related workshops and presentations | | | | | |

Education Plan 2023-2028:

| Objective | Audience | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|--|---|--|--------|--------|--------|--------|
| Litter: Public Locations Provide education and outreach on best management practices and benefits of proper waste reduction and disposal in public locations | Vehicle/transportation users and campus community | Develop Outreach material, including online resources | | | | |
| | | Implement Distribution of rack cards and other outreach material | | | | |
| | | Implement Participation in litter clean-ups, tarp-it campaigns, storm drain marking, and other outreach events | | | | |

Education Plan 2023-2028:

Sediment: Construction & Post-Construction Activities

| Objective | Audience | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|--|---|--|--|--------|--------|-----------------|
| Provide education and outreach on BMPs for erosion prevention and sediment control | Contractors, permittees, and Clemson campus community who install and maintain BMPs | Develop & Implement BMP workshops, webinars, and presentations | | | | |
| | | | Implement MS4 Compliance Training for campus staff | | | |
| | | | Develop & Implement Campus BMP service and experiential learning opportunities | | | |
| | | | Implement Distribution of lot erosion rack cards | | | |
| | | | Implement CEPSCI, CSPR and Post-Construction BMP Certification courses | | | |
| | | Develop SPEED course | Implement SPEED course | | | |
| | | Develop & Implement Education and outreach materials | | | | |
| | | | | | | Evaluate |

Education Plan 2023-2028:

| | | Objective | Audience | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|---|---|-----------|--------------------------------|--|--|--------|--------|-----------------|
| Sediment: Residential Activities | Provide education and outreach on residential BMPs | | Residents and HOAs/POAs | | Implement "Water Management in the Home Landscape" information | | | |
| | | | | | Implement Consultations on-demand | | | |
| | | | | | Develop & Implement BMP workshops, webinars, and presentations | | | |
| | | | | | Implement Annual rain barrel sale | | | Evaluate |
| | | | | | Implement Promotion of existing topical Extension programs | | | |
| | | | | Develop Upstate Pond Mgt Short e-Course | Implement Upstate Pond Mgt Short e-Course | | | |
| | | | | Implement Distribution of lot erosion rack cards | | | | |
| | | | | | | | | |

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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 March 2025

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ANDERSON & PICKENS COUNTIES
**stormwater
PARTNERS**
BY CLEMSON® EXTENSION



Left to right: Steven O'Shields and Anaston Porter



COOPERATIVE EXTENSION
College of Agriculture, Forestry and Life Sciences



www.clemson.edu/extension