### 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.

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<th>Message</th>
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| • 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 | • Economic emphasis  
• Septic presentations  
• Septic webinars  
• Tabling and outreach events  
• Share/distribute educational material directly to target audience  
• Online training  
• Mass media | • 319 Grants  
• Septic Contractors  
• University and Extension  
• Advocacy Groups  
• Regulatory Agencies  
• Municipalities  
• Utilities  
• NRCS  
• HGIC Factsheets | • 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 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
- 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

### Format and Distribution
- 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

### Resources
- University and Extension
- Advocacy Groups
- Regulatory Agencies
- Municipalities
- Utilities
- Restaurant Associations
- HGIC Factsheets

### Evaluation
- 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 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

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| • 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 | • Educational outreach materials  
• Signage  
• Share/distribute educational materials directly with target audience  
• Mass media | • University and extension  
• Advocacy groups  
• Municipalities  
• Solid waste/recycling companies  
• Regulatory agencies  
• Law enforcement/litter officers  
• Contractors and construction companies | • 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
**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

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<tr>
<td>• Any vehicle transporting material must be covered and secured&lt;br&gt;• To report littering, call 1-877-7Litter&lt;br&gt;• Protect our watersheds&lt;br&gt;• Dumping household trash and other waste in unauthorized areas is illegal&lt;br&gt;• Reduce, reuse, recycle</td>
<td>• Educational outreach materials&lt;br&gt;• Signage&lt;br&gt;• Outreach events&lt;br&gt;• Fact sheets&lt;br&gt;• Mass media</td>
<td>• University and extension&lt;br&gt;• Advocacy groups&lt;br&gt;• Municipalities&lt;br&gt;• Law enforcement/litter officers&lt;br&gt;• Volunteer groups</td>
<td>• Number of educational outreach materials distributed&lt;br&gt;• Number of litter campaigns/clean-ups&lt;br&gt;• Online views</td>
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</table>
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 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
- 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

### Format and Distribution
- 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

### Resources
- SCASM
- Municipalities
- University/Extension
- Contractors and construction companies
- Regulatory Agencies

### Evaluation
- # 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:

• 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 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.

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<tr>
<td>Erosion and sediment-laden stormwater runoff negatively impact our water health. BMPs can help protect properties from erosion.</td>
<td>Presentations/webinars, Workshops, Certification courses, Educational outreach materials, Online trainings, Rain barrel sale, Outreach events, Factsheets, Mass media</td>
<td>Municipalities, HOAs/POAs, Advocacy Groups, University/Extension</td>
<td># 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</td>
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</table>
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
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<tr>
<td>Provide education and outreach on BMPs for erosion prevention and sediment control</td>
<td>Contractors, permittees, and Clemson campus community who install and maintain BMPs</td>
<td>Develop &amp; Implement BMP workshops, webinars, and presentations</td>
<td>Implement MS4 Compliance Training for campus staff</td>
<td>Develop &amp; Implement Campus BMP service and experiential learning opportunities</td>
<td>Implement Distribution of lot erosion rack cards</td>
<td>Implement CEPSCI, CSPR and Post-Construction BMP Certification courses</td>
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<tr>
<td><strong>Provide education and outreach on residential BMPs</strong></td>
<td>Residents and HOAs/POAs</td>
<td>implementing “Water Management in the Home Landscape” information</td>
<td>implementing Consultations on-demand</td>
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<td>developing &amp; implementing BMP workshops, webinars, and presentations</td>
<td>implementing Annual rain barrel sale</td>
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<td>implementing Promotion of existing topical Extension programs</td>
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<td>developing Upstate Pond Mgt Short e-Course</td>
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<td>implementing Distribution of lot erosion rack cards</td>
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<td>Provide education and outreach on septic and sewer systems</td>
<td>Septic and sewer users</td>
<td><strong>Develop &amp; Implement</strong> Septic and Sewer presentations and webinars</td>
<td><strong>Develop</strong> Proposals to present message where appropriate</td>
<td><strong>Develop</strong> Be Septic Safe Users Guide, window/mirror clings (renters)</td>
<td><strong>Develop &amp; Implement</strong> Additional outreach materials including online resources</td>
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<td><strong>Implement</strong> Continued distribution of educational outreach materials</td>
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<td>Provide education and outreach on proper FOG disposal</td>
<td>Individuals who dispose of FOG both residential and commercial</td>
<td>Implement Continued distribution of educational outreach materials</td>
<td>Develop &amp; Implement FOG presentations and webinars</td>
<td>Develop Proposals to present message where appropriate</td>
<td>Develop Additional outreach materials including online resources and updates</td>
<td>Evaluate FOG Best Practices Training Course for campus</td>
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<td>Implement Continued collaboration with rural health, EFNEP, and campus</td>
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<td>Provide education and outreach on best management practices and benefits of proper waste reduction and disposal in private locations</td>
<td>Builders, contractors, and commercial properties</td>
<td>Develop Outreach material, including online resources</td>
<td>Implement Distribution of rack cards and other outreach material</td>
<td>Evaluate Signage for businesses and construction sites</td>
<td>Develop &amp; Implement Litter messaging for construction and post-construction-related workshops and presentations</td>
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<td>Provide education and outreach on best management practices and benefits of proper waste reduction and disposal in public locations</td>
<td>Vehicle/transportation users and campus community</td>
<td>Develop Outreach material, including online resources</td>
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<td>Implement Participation in litter clean-ups, tarp-it campaigns, storm drain marking, and other outreach events</td>
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