

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



APCSP Education Plan (July 2023 – June 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"><li>• Systems that are not operating as designed and/or improperly maintained can contribute to harmful bacteria entering into our watershed</li><li>• Save time and money by ensuring proper operation and maintenance of systems</li><li>• Conduct routine inspections &amp; maintenance of systems</li><li>• Protect the drainfield of the septic system</li><li>• Efficient water use is important</li><li>• Avoid cloggers &amp; killers down the drain</li><li>• Report suspected issues to user/municipality</li></ul>	<ul style="list-style-type: none"><li>• Economic emphasis</li><li>• Septic presentations</li><li>• Septic webinars</li><li>• Tabling and outreach events</li><li>• Share/distribute educational material directly to target audience</li><li>• Online training</li><li>• Mass media</li></ul>	<ul style="list-style-type: none"><li>• 319 Grants</li><li>• Septic Contractors</li><li>• University and Extension</li><li>• Advocacy Groups</li><li>• Regulatory Agencies</li><li>• Municipalities</li><li>• Utilities</li><li>• NRCS</li><li>• HGIC Factsheets</li></ul>	<ul style="list-style-type: none"><li>• Number of people who attend presentations and webinars</li><li>• Qualitative evaluations from presentations and webinars</li><li>• Site-specific webpage hits on the developed web-based material</li><li>• Number of educational outreach materials distributed</li><li>• Responses in statewide survey</li><li>• Number of participants in online trainings</li></ul>

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

### 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

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

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



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

### 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.

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

### 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