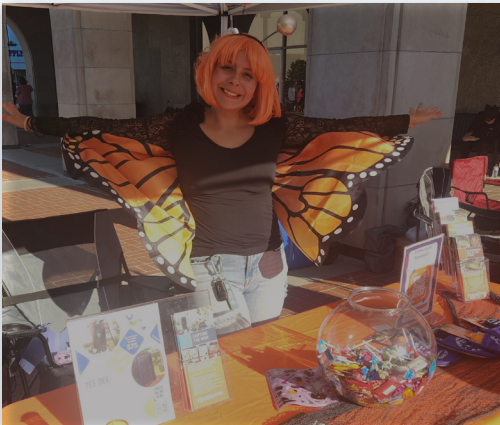




FLORENCE/DARLINGTON STORMWATER CONSORTIUM

BY CLEMSON® EXTENSION



Annual Report of Activities

JANUARY - DECEMBER 2024

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The initial watershed partnership that led to the creation of the Florence Darlington Stormwater Consortium (FDSC) began in the fall of 2008 and was officially adopted in November 2009 with the signing of a joint resolution by officials from the City of Florence, Darlington County, and Florence County. The group has welcomed three additional community partners in recent years with the City of Darlington joining in the 2013-2014 reporting year and the Town of Timmonsville and the Town of Quinby joining in 2015.



FDSC Coordinator Geraldine Cuypers joined Clemson Cooperative Extension as a Water Resources Agent in July of 2023. Hailing from a small island in the Caribbean, Geraldine has loved being in and near water since infancy. She is passionate about wildlife conservation, natural resource conservation, and environmental sustainability. Her goal is to connect with a diverse audience in the community while raising their awareness about local and global environmental issues.

OUTREACH ACTIVITIES AND TOTAL NUMBER REACHED *(estimated)*

1. Television: 1,762,356
2. Internet and Social Media: 1,392,220
3. Billboards: 310,789 Weekly Impressions
4. Publications and Outreach Materials: 161,386
5. Public Events and Community Cleanups: 3,480
6. Presentations and Webinars: 4,734
7. Environmental Testing: soil tests, water tests: 1,079
8. Trainings and Certifications: 2,499

2024: A Year in Pictures



Photos provided by Darlington County Library, Lucky Dog, and Keep Florence Beautiful

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The Florence Darlington Stormwater Consortium includes representatives from all of the regulated Small Municipal Separate Storm Sewer Systems (SMS4) communities in the Florence and Darlington Urbanized Area. Through the Consortium, these representatives work together to maximize the efficiency of stormwater education and outreach efforts in the Pee Dee region of South Carolina.

Local MS4 Consortium Representatives: 2024

SMS4	Representatives
City of Florence	Joshua Whittington, Malcolm Cook, Jamarrio Eady, Brian Hays, Jonathan Thomas
Darlington County	Terri Cribb, Paula Newton
Florence County	Brian Kennedy, Colton Carnell, De'vear Martin
Town of Quinby	Represented by Florence County via IGA
Town of Timmonsville	Thomas McFadden



The Florence Darlington Stormwater Consortium partners with a variety of organizations including government agencies, non-profit organizations, businesses, 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. FDSC is grateful to all of the partners and citizens of Florence and Darlington Counties who are helping to keep our waterways clean and beautiful.



Kalmia Gardens
OF COKER UNIVERSITY



COOPERATIVE EXTENSION
College of Agriculture, Forestry and Life Sciences



Williamson Park
A Woodland Preserve



AECOM



Making
It Grow



MISSION STATEMENT

The mission of the FDSC is to enhance water resource protection and stewardship throughout Florence and Darlington Counties through stormwater education, public involvement and outreach, and by fostering partnerships with local governments, citizens, businesses, schools, and organizations to support healthy waterways.

PROGRAM GOALS

- Maximize efficiency of stormwater education efforts in the upper Pee Dee region of South Carolina by using a regional/watershed approach.
- Develop and implement a cohesive education strategy that addresses the range of stormwater pollutants using a prioritized approach that capitalizes on local training resources.
- Foster and expand upon citizen involvement in stormwater management through FDSC's education and participation in programs.
- Encourage behavioral change towards improved environmental protection and awareness through stormwater education.
- Facilitate collaboration among local organizations interested in watershed-related education to best meet the educational needs of the local communities and their public.
- Through partnership with MS4s, use local education resources and organized outreach programs to meet the NPDES Phase II permit requirements for public stormwater education and outreach to achieve greater water resource protection.
- Actively participate in collaborative stormwater education that can be presented and applied in South Carolina and nationwide.



Consortium goals are determined at quarterly meetings that are open to the public and include community partners, education partners, and other stakeholders. To offer the most relevant and impactful programming, meeting members determined pollutants of concern (POCs) in our community through an open voting process. POCs were selected based on impaired water bodies on the 303(d) list, total maximum daily loads (TMDLs), and field observations.

Outreach strategies and goals were then determined by the consortium based on stakeholder input, current state of knowledge, prior programming efforts, and feedback gained from Carolina Clear survey results. The FDSC 2024-2029 Strategic Plan details pollutants of concern, target audiences, outreach strategies, and short-term and long-term goals.

Pollutant of Concern	Target Action
Bacteria	<ul style="list-style-type: none"> • Increase residents' awareness of how plumbing in buildings and throughout the septic and/or sanitary sewer system works • Increase pet owners' and caretakers' awareness of the need to pick up their pets' waste and properly dispose of it
Fats, Oils, and Grease (FOG)	<ul style="list-style-type: none"> • Increase residents' awareness of proper FOG disposal methods • Increase restaurant owners', operators', and staff's awareness of proper FOG disposal methods, how to properly maintain grease receptacles, and clean equipment
Sediment	<ul style="list-style-type: none"> • Increase residents' and landscapers' awareness of the negative effects of sediment pollution and the effective practices to minimize erosion • Increase construction professionals' awareness of the proper installation and maintenance of sediment and erosion prevention BMPs at construction sites

Program assessment is a crucial step in determining the impacts of past outreach efforts and in developing future efforts. Program assessment includes, but is not limited to, the following:

- Five-year statewide survey to determine attitudes and behaviors related to water resources and pollution prevention.
- Google analytics to evaluate impacts of web-based programming and outreach.
- Short-term and long-term program evaluations to determine knowledge gain, program value, implementation of stormwater practices, and behavior change.

Overall, strengths of the FDSC outreach program include:

- Strong mass media presence which allows for stormwater messaging to reach a large and diverse audience.
- Dedicated education partners that incorporate watershed protection/stewardship into their programming.

Annual Report of Activities Format

The annual report is a comprehensive document that provides a summary of all stormwater related public education and outreach activities carried out by the consortium during the January 1, 2024 - December 31, 2024 reporting year. Please note that some dates may include previous or future reporting years due to varied reporting time frames.

Information included in the annual report is obtained from an online database. Consortium members contribute to the database throughout the year as activities are conducted.

The report delineates between two basic activity categories: public education and public involvement. Each activity includes information about the following: partners, activity description, date, and number of impacts.



Volunteers from a local Boy Scout group assemble monofilament bins to be installed at popular fishing locations after learning about the harmful effects of hooks and fishing line left in the environment



Clemson Extension Water Resources Agents and spokesdog spend the day at the Pals 4 Paws event by Jeffries Creek to share information and resources about reducing bacteria pollution in our local waterways



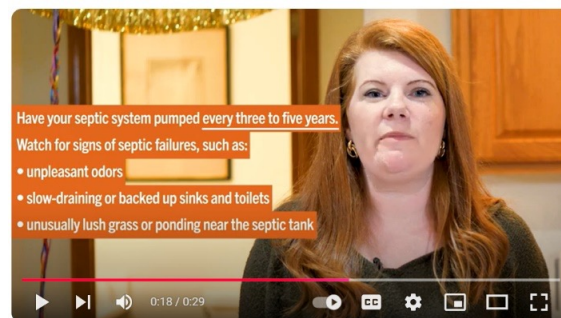
*Photo provided by City of Florence
City of Florence Stormwater Compliance Inspector offer information at educational display about water pollution and water treatment*

2024-2025 Statewide Mass Media Campaign



Above: In Florence County, billboards can be seen on S. Cashua Drive, 1 mile west of Second Loop Road and on State Road 327, 1.4 miles north of US 76/301. In Darlington County, billboards can be seen on I-20, 0.5 miles east of State Road 340 and on I-20, 0.4 miles east of US 401.

Right: The Carolina Clear Mass Media Commercial can be found at http://www.youtube.com/watch?v=gHW_SPOULbc



2024 Carolina Clear Mass Media Campaign Commercial: Septic System Maintenance

Susan Lunt, Carolina Clear Coordinator

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).

River Sweep 2024

September 21st, 2024 marked South Carolina's 36th annual Beach Sweep/River Sweep Event. Over a thousand South Carolinians volunteer on the third Saturday of September each year to clean up litter from our beaches, creeks, lakes, marshes, and rivers. The Beach Sweep/River Sweep was started by S.C. Sea Grant Consortium and the S.C. Department of Natural Resources, and they are still the leading organizations for this statewide annual cleanup event.

In Florence County, the Florence Darlington Stormwater Consortium and Keep Florence Beautiful have been organizing River Sweep cleanups near waterways in our area over the years. This year the partnership extended to include Florence Outside. To add to that change, the 2024 locally organized River Sweep cleanup took place at two sites instead of just one: one at Woody Jones Blvd. near Jeffries Creek and the other at the Hwy 52 Landing off Lynches River. Volunteers had the option to help at one of the two Florence County sites when signing up.

A total of 52 volunteers comprised of groups such as Southside Middle School's 3C Club, Target, Master Gardeners, and other community volunteers showed up to help with the cleanup effort. By the end of the cleanup event, 44 bags of trash along with tires, wooden pallets, and scrap metal had been collected--equating to close to 300 pounds of trash and debris. Volunteers noted that the most common items they collected were single-use plastic items and were encouraged to be mindful of their own consumption of single-use items. They were also taught that whatever flows into storm drains is not treated before entering local waterways.



Volunteers pick up litter near waterways in Florence County as part of the statewide River Sweep cleanup

Internet

PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS
Clemson Extension, Carolina Clear	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)	2024	22,700
Clemson Extension, Carolina Clear	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)	2024	26,237
Clemson Extension	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)	2024	1,234,555
Clemson Extension, Carolina Clear	Total unique views for the Carolina Clear, FDSC, Carolina Yards, Clemson Extension Water Resources Team, Rain Gardens, and Living Shorelines, CEPSCI, and CSPR websites	2024	97,100
Clemson Extension, Carolina Clear, FDSC	Florence Darlington Stormwater Consortium Facebook Page (319 followers)	2024	2,728
Clemson Extension, Carolina Clear	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	2024	8,900

Mass Media (Billboards and Television)

The 2024-2025 Carolina Clear mass media campaign focused regular septic system maintenance which keeps you, your family, and your community healthy.

PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS
Clemson Extension, FDSC	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. Cashua Drive, 1 mile W/O Second Loop Road, State Road 327, 1.4 miles N/O US 76/301, I-20, 0.5 miles E/O State Road 340, I-20, 0.4 miles E/O US 401 (impacts reported as total weekly impressions)	2024	310,789
Clemson Extension, SC ETV	TELEVISION: SC ETV Making It Grow! Average viewers per episode (based on average households viewing each episode and persons per household via census)	2024	19,866
Clemson Extension, WBTW News 13	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 WBTW in Florence and Darlington Counties	2024	460,000
Clemson Extension, WBTW News 13, CWSEC	TELEVISION: Two segments on water quality aired on WBTW in 2024. The first segment, aired in January, focused on bacteria pollution from dog waste. The second segment, aired in February, focused on the importance of native plants and their role in reducing nutrient pollution.	2024	436,500
Clemson Extension, Carolina Clear	Clemson water expert talks about how to keep your family safe after lead detected in Asheville City Water on FoxCarolina News	11/14/24	845,990

Publications

ARTICLES - NEWSPAPERS, MAGAZINES, & E-NEWS

PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS
Clemson Extension, Carolina Clear	Publication: Taking Care of Business: A User's Guide For Being Septic Safe	2024	2,300
Keep Florence Beautiful, FDSC	"Volunteers Needed! Help Protect Our Local Waterways During Beach Sweep/River Sweep". Keep Florence Beautiful Monthly Newsletter. September 2024.	Sep 2024	264
Clemson Extension, Carolina Clear, HGIC	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, landscapelevel stormwater management, vegetative buffers, low impact development, and more. The total unique views is estimated from previous data. Note: this is an underestimate 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	2024	50,000
Clemson Extension, Carolina Clear, Land Grant Press	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	2024	59,685
CU, Clemson Extension	Clemson Newspapers (Clemson Extension offers stormwater pond preparation tips; Floating wetlands bring beauty, benefits to South Carolina ponds)	2024	2,177
Clemson Extension, Carolina Clear	Greenville News Article Interview: Sustainability with Sarah: Why does polluted stormwater flow into rivers and lakes?	4/16/24	45,000

Outreach Materials

RACKCARDS, HANDOUTS, AND PROMOTIONAL ITEMS

PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS
Clemson Extension, Carolina Clear, FDSC, FDSC Municipal Partners	Rackcard displays are placed in at least one higher-traffic location per community. Promotional items like FOG awareness pot holders, FOG lids, and pens are also available	2024	310
City of Florence, Clemson Extension, Carolina Clear, FDSC	City of Florence handed out "What Not to Flush" door hangers to businesses and residents situated in areas vulnerable to sanitary sewer overflows (SSOs).	2024	50
Clemson Extension, Carolina Clear	Clemson Extension Exhibitor Table. South Carolina Association of Stormwater Managers Meeting. Columbia, SC. FDSC: 12 Septic Safe magnets, 12 Septic Safe window clings, and 12 Septic Safe plungers.	9/5/24	36
Carolina Clear, FDSC	Rackcards and promotional items handed out at public events throughout the year	2024	1,564



Photo provided by City of Florence

Left: Water Resources Agent shares information and promotional items at booth at Lynchess River County Park's Wildlife Winterfest. Right: City of Florence employees offer verbal and visual information on water resources at GE's annual Environmental, Health, and Safety Fair.

Installations/Demonstrations

PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS
Keep Florence Beautiful, Palmetto Pride, City of Florence	Watergoat installation at Timrod Park (installed in 2022)	2024	800
City of Florence	35 watershed signs installed around the City of Florence (installed in 2023)	2024	35
Keep Florence Beautiful, Carolina Clear	Sidewalk Buttlers installed to encourage smokers to dispose of their cigarette butts properly. Cigarette butts collected are mailed off and recycled into plastic items like pallets, ashtrays, and benches	2024	14
City of Florence, Clemson Extension	Timrod Park rain gardens (2012) with educational signs explaining the function of the rain gardens	2024	800
Kalmia Gardens, Clemson Extension	Regenerative Stormwater Conveyance System (RSC) was completed in March 2018. Since its installation, there has been visible improvement in erosion previously associated with the stormwater outfall, helping to reduce the amount of sediment and pollution in Black Creek. There is educational signage at the two ends of the system.	2024	9,000
Darlington Middle School, Sunoco Products, Families Engagement, SCDES, Clemson, USDA, NRCS, SCACED	Bioretention cell at the Environmental Awareness Center at Darlington Middle School with educational signs about stormwater, erosion, and water resources(installed in Spring 2024)	2024	225



Native plants are used for water filtration in bioretention cell installation at Darlington Middle School's Environmental Awareness Center.

Trainings and Workshops

PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS
Clemson Extension	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	2024	30
Clemson Extension	Post-Construction BMP Inspector certification and re-certification courses are online and field-based trainings 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 25th in Clemson, SC, and both the certification and re-certification courses were offered in the fall with the field days held on December 5th and 6th in North Charleston, SC: a total of 67 individuals were certified and 32 were recertified.	2024	99
Clemson Extension, Clemson University, SCDOT, SCDES	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	2024	1,295
Clemson Extension, Clemson University, SCDES	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	2024	59
Clemson Extension, SC Sea Grant Consortium, SCDNR, NOAA	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	2024	175
Clemson Extension, SCDES	Dam Ownership in South Carolina Course is an on-demand online course to assist dam owners and/or operators with understanding of basic concepts to protect the integrity and benefit of dams	2024	35
Clemson Extension Carolina Clear	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	2024	115
Clemson Extension	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	2024	345

Trainings and Workshops

PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS
Clemson Extension	South Carolina Landscape Professional Course is an online, self-paced course designed to provide a basic working knowledge of sound horticultural and landscaping practices	2024	53
Clemson Extension, Carolina Clear	On-Farm Water Management Workshop for New & Beginning Farmers in Blackville, SC	3/6/24	15
Clemson Extension, Carolina Clear	Seasonal Pond Management in the Upstate is an online, asynchronous course providing information on the management of recreational ponds in South Carolina	2024	15
Clemson Extension, Carolina Clear	Living Shorelines is an on-demand course that shares how vegetative buffers are a powerful tool to proactively protect estuarine shorelines and prevent erosion along residential and commercial properties	2024	75
Clemson Extension	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	2024	67
Clemson Extension	Master Naturalist program aims to turn out volunteer citizen scientists who can positively impact the natural resources of the state	2024	101
Clemson Extension, SC Botanical Gardens	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	2024	20

Presentations and Webinars

PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS
Clemson Extension, Carolina Clear	Association of Natural Resource Extension Professionals Poster: Singing In The Rain in Hershey, PA	4/6/24	300
Clemson Extension, Carolina Clear	National Health Outreach & Engagement Conference Poster: Be Septic Safe in Greenville, SC	5/13/24	300
Clemson Extension, Carolina Clear	South Carolina Association of County Agricultural Agents Poster: Singing In The Rain in Beaufort, SC	5/15/24	120
Clemson Extension, Carolina Clear	South Carolina Association of County Agricultural Agents Lightning Talk: Natural Resources Team in Beaufort, SC	5/17/24	120
Clemson Extension, Carolina Clear	South Carolina Association of Storm Water Managers Septic Panel Discussion in Columbia, SC	6/6/24	130
Clemson Extension, Carolina Clear	Poster: Singing in the Rain: Embracing the Hybrid Method for Rain Garden Education. NACAA Conference in Dallas, TX	7/14/24-7/19/24	400
Clemson Extension, Carolina Clear	Clemson Extension Exhibitor Table. South Carolina Association of Stormwater Managers Meeting. Columbia, SC	9/5/24	125
Clemson Extension, Carolina Clear	South Carolina Water Resources Conference in Columbia, SC (Presentations/ Posters: Be Septic Safe, Rain Gardens As A Wildlife Habitat, On-Farm Water Management)	10/16/24, 10/17/24	286
Clemson Extension, Carolina Clear	South Carolina Association of Storm Water Managers Presentation: Low Impact Development for Residential Properties in Columbia, SC	11/7/24	130
Lynches River County Park	37 nature walks were held for K-12 students, where students learned about the cause & effect of pollutants going down storm drains	2024	2,001
Kalmia Gardens	Kalmia Gardens staff led 16 environmental education tours for local school groups, Coker University students, adult visitors, and Leadership Hartsville members. These tours included visiting the Regenerative Stormwater Conveyance (RSC) System. Lessons about impairments to our waterways and how to prevent these issues from happening were discussed.	2024	508

Presentations and Webinars

PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS
League of Women Voters, FDSC	“Stormwater and Common Stormwater Pollutants”. PowerPoint presentation.	2/15/24	9
Darlington County Library, FDSC	“Who Polluted the River?” reading and activity at Darlington County Library	7/8/24	22
Kalmia Gardens, FDSC	“Sum of the Parts” activity at Week in the Wild Summer Camp	7/10/24, 7/17/24	23
Kalmia Gardens, FDSC	“Around the World” activity at Week in the Wild Summer Camp	7/24/24	8
Darlington Middle School, FDSC	Presented about the importance of the new stormwater BMP installation at the ribbon-cutting event at the Environmental Awareness Center	3/15/24	90
Montessori School of Florence, 4-H Garden Club, FDSC	“Sum of the Parts” activity with 4-H Garden Club	3/18/24	17
City of Florence	A portion of the City of Florence’s City University (CU) citizen education program covered the City’s Stormwater and Stormwater Compliance divisions. Utilities Director Joshua Whittington discussed with citizen attendees the purpose of the stormwater system, what should and shouldn’t go into storm drains, common stormwater pollutants, and the role that the Stormwater Compliance division plays in the education and enforcement of compliance with the municipality’s MS4 permit.	2024	40
Kalmia Gardens	Kalmia Gardens hosted a Garden Club Talk on four different occasions, where staff spoke with local garden clubs about the Regenerative Stormwater Conveyance (RSC) system at Kalmia. The attendees also learned about several of the issues that impact our waterways via stormwater and ways we can help protect them.	2024	105

Public Events

PARTNERS	ACTIVITY DESCRIPTION	DATE	NUMBER OF IMPACTS
City of Florence, FDSC, Keep Florence Beautiful	Provided general stormwater education displays and giveaways at the Florence City Center Farmers Market	3/23/24, 3/30/24, 6/22/24, 10/26/24	200
City of Florence, Keep Florence Beautiful, FDSC	Provided general stormwater education displays and giveaways at the Earth Day Takeover	4/20/24	75
Honda, FDSC	Provided information on stormwater pollution and handed out promotional items at the Honda SCM Earth Day Event	4/22/24	350
GE Healthcare, City of Florence	City of Florence employees set up educational table at GE's annual Environmental, Health, and Safety Fair. City employees offered verbal and visual information on water resources, responsible water usage, pollution prevention, pet waste, and FOG	6/25/24, 6/26/24	250
Lucky Dog, FDSC	Displayed information on proper pet waste disposal and gave away pet-related promotional items at the Lucky Dog Vaccine Clinic	6/27/24	14
Sparkle Alley, FDSC	Displayed a vermicomposting system and had water conservation-related coloring sheets out for kids at the Sparkle Alley open house	7/18/24	17
City of Florence, FDSC	Provided educational display about litter prevention and composting at Fright Fest	10/11/24	170
Pals 4 Paws, Bean Bar, FDSC	Provided attendees with information about bacteria pollution from sources like pet waste and sanitary sewer overflows at Pals 4 Paws	10/12/24	135
Darlington Police Department, Darlington County, FDSC	Provided educational displays about stormwater at the Scare on the Square event	10/24/24	190
City of Florence, FDSC	Engaged attendees in educational water quality activities at the Pecan Festival	11/2/24	400
Clemson Extension, Carolina Clear, FDSC	Rain barrel display and educational table display with rackcards and promotional items at the Eastern Carolina Agricultural Fair	10/31/24-11/10/24	400

PARTNERS	ACTIVITY DESCRIPTION	DATE	NUMBER OF IMPACTS
Florence Area Humane Society, FDSC	Displayed information on proper pet waste disposal and gave away pet-related promotional items at the Doggy's Day Out event	11/30/24	9
Lynches River County Park, FDSC	Provided information on stormwater pollutants hand handed out promotional items at the Wildlife Winterfest	12/7/24	85
FAHS, Charleston Animal Society, No Kill South Carolina, FDSC	Provided educational materials and resources to dog owners at the Florence Area Pitbull Project event	12/14/24	44
Clemson Extension	Water Resources Agent responded to calls and emails from the community. Issues addressed include aquatic weeds, algal blooms, general pond maintenance, nuisance wildlife, rain gardens, nuisance wildlife, erosion issues, and rainwater harvesting.	2024	22



Left: Water Resources Agent doing a “Sum of the Parts” activity with a 4-H Garden Club at the Montessori School of Florence. Right: Agent reads a water quality-related story to kids and their parents at the Darlington County Library.

Community Cleanups

PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS
Keep Florence Beautiful, Palmetto Pride, City of Florence	Volunteer teams picked up litter at assigned sites throughout Florence County for the Great American Cleanup	2024	461 volunteers, 410 bags filled
Keep Florence Beautiful, FDSC, Florence Outside, SCDNR, Palmetto Pride	Volunteers picked up litter near two waterways in Florence County for the 2024 River Sweep	9/21/24	52 volunteers, approx. 300lbs collected
Keep Florence Beautiful, Palmetto Pride, City of Florence, Florence County, SCDOT	Adopt-A-Program (includes Adopt-a-Street, Adopt-a-Park, Adopt-a-Spot, Adopt-a-Highway, and Adopt-a-Trail)	2024	593 volunteers, 619 bags filled
Kalmia Gardens, SCDNR, Governor's School for Math and Science	Students from the Governors School for Science and Mathematics volunteered bagging oyster shells for a water quality improvement project to restore oyster habitat	10/3/24	10 student volunteers
City of Florence	Stormwater Compliance staff cleaned out the trash trapped by the Watergoat at Timrod Park. Most of the trash collected were single-use food containers (food wrappers, plastic bottles, pieces of Styrofoam)	6/5/24, 11/13/24	3 people, approx. 13lbs collected

Soil and Water Testing

LEAD PROVIDER	ACTIVITY	DATE	NUMBER OF IMPACTS
Clemson Agricultural Services Lab, Clemson Extension	Clemson Extension, in cooperation with Clemson's Agricultural Service Lab, processed soil and water samples for Florence County residents and commercial audiences	2024	530
Clemson Agricultural Services Lab, Clemson Extension	Clemson Extension, in cooperation with Clemson's Agricultural Service Lab, processed soil and water samples for Darlington County residents and commercial audiences	2024	549

Trainings and Certifications with Involvement

PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS
Clemson Extension	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 October 23rd and 24th	Fall 2024	47
Clemson Extension	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 day in October in Mount Pleasant, SC	2024	63
Clemson Extension	Carolina Yards certified in SC: residents who meet CY principles for healthy, watershed-friendly, low-maintenance landscapes	2024	58
Kalmia Gardens, SCDES	Two Adopt-a-Stream classes offered at Kalmia Gardens	May, Oct 2024	12
Cypress Adventure, SCDES	Adopt-a-Stream mini-training held at Cypress Adventure	2024	15



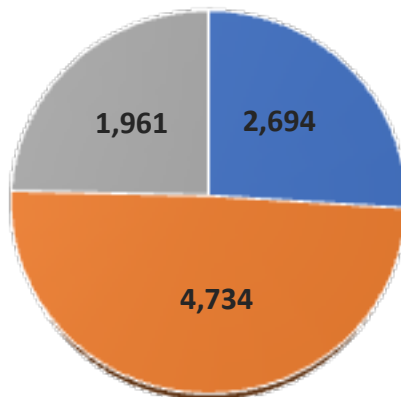
Photos provided by Dawn Walker

Volunteers dig up and pick up debris and litter at the annual River Sweep cleanup event.

A total of 3,647,219 individuals were impacted by direct and indirect Florence Darlington Stormwater Consortium education activities.

Direct Methods Summary

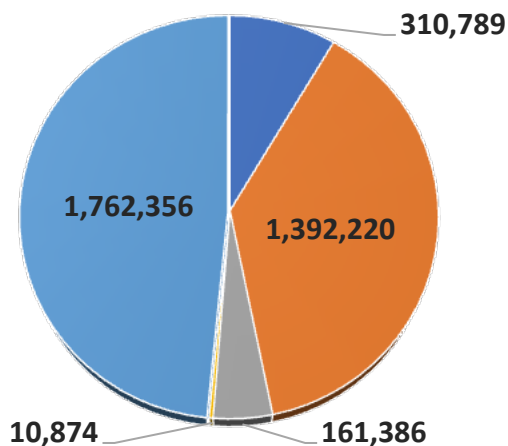
Total Estimated Impacts: 9,594



- Trainings and Certifications
- Presentations and webinars
- Public Events

Indirect Methods Summary

Total Estimated Impacts: 3,637,625

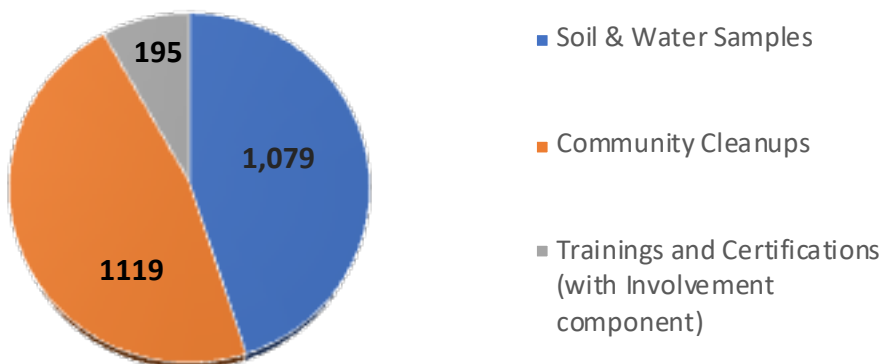


- Billboards (Weekly Impressions)
- Internet and Social Media
- Publications & Outreach Materials
- Installations/Demonstrations
- Television

An estimated 2,393 citizens participated in public involvement activities during the 2024 reporting year. The actual number of participants is likely higher, since some activities are not able to be accurately tracked. Residents who get their soil tested help to promote clean water by reducing the amount of unnecessary fertilizer applied to yards, thereby reducing the amount of excess nutrients in waterbodies.

Public Involvement Summary

Total Estimated Involvement: 2,393



“For many of us, water simply flows from a faucet, and we think little about it beyond this point of contact. We have lost a sense of respect for the wild river, for the complex workings of a wetland, for the intricate web of life that water supports.”

- Sandra Postel

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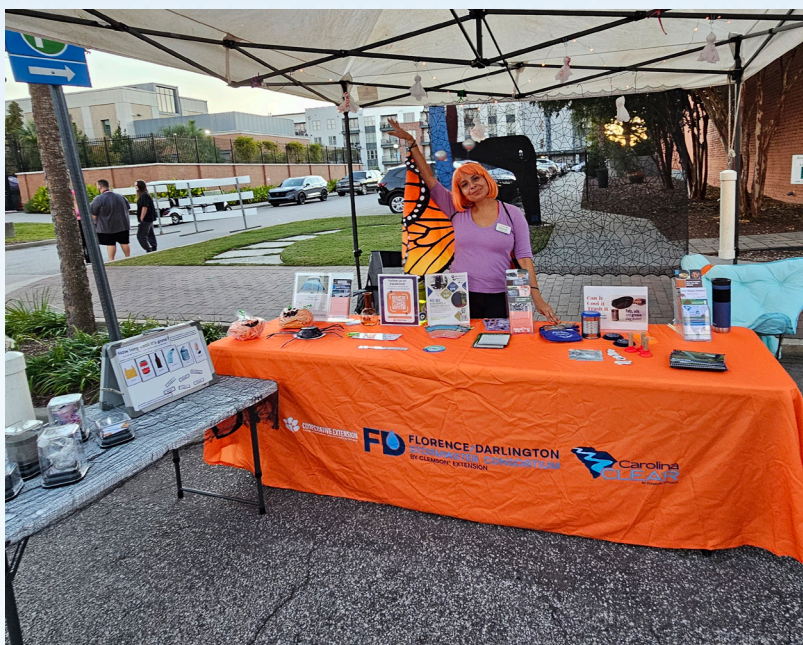
Susan Lunt, Katie Collins, Catherine Watts, Dawn Walker, City of Florence, Darlington County, Florence County, Clemson Extension, Environmental Discovery Center, Darlington County Library, Keep Florence Beautiful, Kalmia Gardens of Coker University, Lucky Dog, and Florence Outside.



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FD **FLORENCE/DARLINGTON**
STORMWATER CONSORTIUM
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“Thousands have lived without love, not one without water.”
-W.H. Auden



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