



FLORENCE / DARLINGTON STORMWATER CONSORTIUM

A Service of Clemson Extension



Annual Report of Activities

JANUARY - DECEMBER 2021



COOPERATIVE EXTENSION
College of Agriculture, Forestry and Life Sciences

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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.

Social media has become an effective outreach method for the FDSC. With the help of municipal and education partner social media pages, activities, announcements, and publications are able to quickly be shared with multiple audiences. Video presentations and lessons have been a hit, reaching 3,457 viewers.

Popular video content included:

Water Myth Wednesday Series (1,967 views)

Recycling Paper (746 views)

Well Water Testing (379 views)

No Waste Christmas Wrapping (547 views)

As the community learned to navigate through the ongoing COVID-19 pandemic, programs were adapted to reach virtual and in-person audiences. In-person programming returned in small numbers in 2021. Webinars and virtual workshops continue to be an option to reach parts of the public who are unable to attend in-person programming. Hybrid programs were well accepted and proved to be an effective way to reach multiple audiences.

In 2022 the FDSC will expand on programming for litter prevention to reduce the impact of litter on our waterways. Projects include tarp giveaways, raising awareness with storm drain murals, litter clean-ups, and presentations. WBTW News segments will return in 2022 and focus on home gardening tips to improve and protect water quality.



FDSC Coordinator Tancey Belken joined Clemson Cooperative Extension as a Water Resources Agent in March of 2020. Tancey holds a B.S. in Wildlife and Fisheries Biology with Clemson University. A South Carolina local, Tancey has spent her life in and around the waters of South Carolina. She is passionate about the outdoors and educating the public to ensure responsible stewardship of natural resources. She is a certified Master Pond Manager and Master Rain Gardener. Her professional interests include youth education, rainwater harvesting, and aquatic wildlife.

2021: A Year in Pictures



WATCH WHAT YOU FLUSH!



OK to Flush:

- ✓ Human Waste
- ✓ Toilet Paper

DO NOT Flush:

- ✗ Wipes (including "flushable")
- ✗ Sanitary products
- ✗ Coffee grounds
- ✗ Paint thinner
- ✗ Paper towels
- ✗ Diapers
- ✗ Medicine
- ✗ Cigarette filters
- ✗ Tissues
- ✗ Fats, oils & grease
- ✗ Cat litter
- ✗ Trash

Flushing **ANYTHING** besides human waste and toilet paper creates expensive clogs and damages our sewers.

For more information on what to flush, visit www.clemson.edu/extension/water/be-septic-safe.html



2021 Highlights

- Four Sidewalk Buttlers were installed in high traffic locations around Florence. Locations were selected based on prevalence of cigarette butts on the ground. Sidewalk Buttlers not only reduce litter but the butts are recycled into usable items.
- The Florence Morning News featured a number of stormwater topics, including FOG Disposal, invasive species, reducing stormwater runoff, litter, and general water quality.
- Rainwater harvesting continues to increase in popularity around the consortium area. Forty rain barrels were built and installed during two DIY Rain Barrel Workshops. A hybrid workshop model meant participants could complete the barrels on their own time, leading to a popular event with requests for more.
- Statewide programs had a successful year with in person workdays and involvement. Master Pond Manager, Master Rain Gardener, and Post Construction BMP Inspector all saw the return to in-person field days, much to the excitement of participants.
- Water Myth Wednesday returned in 2021 to continue teaching residents about simple ways to improve water quality. The video series was viewed by 1,967 individuals.

OUTREACH ACTIVITIES AND TOTAL NUMBER REACHED (*estimated*)

1. Television: 21,331
2. Internet and Social Media: 314,426
3. Billboards: 1,524,248
4. Publications: 35,155
5. Outreach Materials: 1073
6. Public Events: 406
7. Presentations: 535
8. Workshops, Camps, and Outdoor Tours: 179
9. Motor Oil Collected: 61,294 gallons
10. Environmental Testing: 316 soil tests, 32 water tests

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East Florence AFJROTC Cadets participated in the 2021 River Sweep at Freedom Florence resulting in the removal of 14 bags of litter and a large piece of scrap metal.

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: 2021

SMS4	Representatives
City of Florence	Malcolm Cook, Geraldine Cuypers, Mark Browder, Jonathan Thomas, Mary DeLung
City of Darlington	Lisa Challian-Rock
Darlington County	Terri Cribb, Paula Newton, Wayne Yarborough
Florence County	Woody Powell, Tyler Buffkin
Town of Quinby	Represented by Florence County via IGA
Town of Timmons ville	Mary Bines



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



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 the knowledge, prior programming efforts, and feedback gained from Carolina Clear survey results. The FDSC 2019-2023 Strategic Plan details pollutants of concern, target audiences, outreach strategies, and short-term and long-term goals.

Pollutant of Concern	Contributing Behaviors
Fats, Oils, and Grease (FOG)	<ul style="list-style-type: none"> Residents who improperly dispose of FOG at home. Restaurant staff who do not properly dispose of FOG, maintain grease receptacles, and/or properly clean equipment.
Litter	<ul style="list-style-type: none"> People who contribute to roadside littering or improperly dispose of household items. Municipal waste disposal services and residents who do not tarp their waste material and contribute to roadside littering. Littering and illegal dumping fines are not fully imposed by enforcement professionals.
Bacteria	<ul style="list-style-type: none"> Septic systems that are not properly maintained/repared. Residents are unaware of how to identify SSO (Sanitary Sewer Overflows) and where to report them. Dog owners who do not pick up and properly dispose of their pet waste.
General Awareness	<ul style="list-style-type: none"> Residential and commercial properties contribute to nutrient, sediment, and bacteria pollution. Residents are not familiar with the effects of local stormwater runoff on the larger watershed.

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 regional telephone surveys to determine attitudes and behavior 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.
- Demonstrated positive behavior change in the area of pet waste disposal.

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, 2021 - December 31, 2021 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: lead provider, supporting partner, activity description, date, number of impacts and target audiences. Due to space limitations, target audiences have been abbreviated throughout the report and are identified in the table below.

Target Audience Abbreviations

Abbreviation	Audience	Abbreviation	Audience
R	Residential (Homeowners and Renters)	DIS	Directly Involved and Supervisory Staff (Stormwater Managers, Maintenance, Facilities, Groundskeepers, etc.)
YT	K -12 Students/Youth	SP	Stormwater Pond Managers
HE	Higher Education Students	LD	Landscape Contractors, Nurseries
E	Teachers/Educators	CR	Commercial - Restaurant
EA	Elected and Appointed Officials and High- Level Staff	P	Pet owners
T	Technical (Engineers, Developers, Contractors, Landscape Architects)		

“Science is a cooperative enterprise spanning the generations. It’s the passing of a torch from teacher, to student, to teacher. A community of minds, reaching back to antiquity and forward to the stars.”
 - Neil deGrasse Tyson

Statewide Highlight

Clemson Extension's hybrid training model delivers in-depth information and applied knowledge opportunities through multi-week online training courses with an associated field day(s). The overall objective of these courses is to empower participants to design, manage, and maintain stormwater best management practices in South Carolina communities and beyond. In the face of COVID, the hybrid training programs were well suited to deliver in-depth information to technical, professional, and residential audiences. All total, 248 individuals participated in a Hybrid Training in 2021; program highlights are as follows:



Master Pond Manager:

The Master Pond Manager (MPM) course teaches participants a wide range of management knowledge and skills for both stormwater and recreational ponds. The Fall 2021 class had 30 people in attendance, with field days held October 25-26 in Clemson, SC. A shoreline buffer and floating wetland were installed as part of the field days at the State Botanical Gardens in Clemson. The Spring 2021 class was held as a Letter of Completion track only (all virtual), with 13 participants. Due to delays associated with COVID-19 safety precautions, 23 people attended make-up field days held for the Spring 2020 class. The field days were held in the Charleston and Mount Pleasant on September 13-14, 2021. A floating wetland and shoreline buffer were installed at the Park West Recreation Complex as part of this field day.



Statewide Highlight



Master Rain Gardener:

The Master Rain Gardener program provides design standards and the knowledge-based skill set necessary to design and install rain gardens and rainwater harvesting systems. The 2021 course offering included 25 participants in the Certification Track and 24 participants in the Letter of Completion Track. Due to delays associated with COVID-19, the field days for the 2020 and 2021 classes were combined and held on September 10th at the Enston Home Urban Farm in downtown Charleston. As part of the field day, 40 individuals retrofitted a farm stand with a water management system that includes a 250-gallon metal cistern, rock swale, and two rain gardens.

Post Construction BMP Inspector:

In the Post-Construction BMP Inspector certification course, participants gain hands-on knowledge of how to properly inspect and maintain stormwater control structures and practices, including wet ponds, dry detention basins, bioretention, bioswales, permeable pavement, and more. The course was offered online only in Spring 2021 with virtual field days held on April 14-15 resulting in 50 individuals certified. The course was offered in its traditional hybrid format in Fall 2021. Certification and Re-Certification field days were held on December 15-16th at Trident Technical College in North Charleston, SC resulting in 31 individuals certified and 27 re-certified.



Summer Camps

As COVID-19 cases subsided for the summer, some summer camps began holding session again. Two summer camps in the Consortium area invited Clemson Extension Agent, Tancey Belken, to speak to the campers and teach them about water quality. Campers attending Kalmia Garden's Week in the Wild Camp and Lynches River County Park's River Explorers Camp learned about why humans and animals need clean water, and how everyday actions can have an impact on water quality.

Campers in K-2nd grade acted out a story about water quality and how water use has changed over time. They learned that as more people and animals require water in their everyday lives, it puts more stress on that water source. They brainstormed ways to reduce that stress and improve water quality. A game of Water Quality Limbo reinforced which behaviors benefited water quality.

Campers in 3rd-5th grade discussed worldwide water quality and why regular monitoring is important. They made secchi disks using CD's, string, and weights and measured the water body nearest to their camp. Campers at Kalmia Gardens tested the water in the Black Creek, and River Explorer campers tested the Lynches River. During the summer of 2021, 50 children participated in water quality educational activities.



Campers build and test their home-made secchi disks at the Week in the Wild summer camp at Kalmia Gardens

Social Media Campaign - Water Myth Wednesdays

August is National Water Quality Month. To start conversations about good habits for water quality, the Florence Darlington Stormwater Consortium Facebook page posts videos each Wednesday in August that discuss common myths or issues regarding water quality. The videos are also uploaded on the Carolina Clear Youtube page.

Topics covered in 2021 include: how “flushable” wipes are not actually flushable, why releasing pets into the wild is a bad idea, how cleaning boats and trailers after use reduces the spread of invasive weeds, and why playing in stormwater can be bad for your health. Each video was around 3 minutes, taking advantage of the Facebook algorithm that shows longer videos to a larger audience. In total, the four videos reached **1,967 people** between Facebook and Youtube.



The first Water Myth Wednesday video of 2021 discussed the issues with releasing aquatic pets into ponds or rivers.

Mass Media (Internet)

LEAD PROVIDER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Extension	Clemson Extension websites: Total unique views for Carolina Clear, Clemson Extension Water Team, Stormwater Pond Management, Carolina Yards, and Carolina Rain Garden Initiative.	2021	229,128	R, YT, HE, E, EA, T, DIS, SP, CR, P
Clemson Extension	Carolina Clear Facebook Page	2021	54,128	R, YT, HE, E, EA, T, DIS, SP, CR, P
Clemson Extension	Florence Darlington Stormwater Consortium Website	2021	301 Total 224 Unique	R, YT, HE, E, EA, T, DIS, SP, CR, P
Clemson Extension	Florence Darlington Stormwater Consortium Facebook Page (217 “likes”, 254 “follows”)	2021	9,705	R, YT, HE, E, EA, T, DIS, SP, CR, P
Clemson Extension	Carolina Clear YouTube Channel (682.7 hours watched)	2021	21,241	R, YT, HE, E, EA, T, DIS, SP, CR, P

Mass Media (Billboards and Television)

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Extension	FDSC	FOG billboards on Old Marion Highway and W.Palmetto in Florence and 1-20 in Darlington	2021	1,524,248	R, CR
Clemson Extension	SC ETV	<i>Making It Grow!</i> *Number reported is the average number of persons per household applied to the projected number of viewing households during the 2021 calendar year. This number is conservative as it does not account for all channels or reruns.	2021	21,331	R

Publications

ARTICLES - NEWSPAPERS, MAGAZINES, & E-NEWS

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Extension		Factsheets and blogs published on Clemson's Home and Garden Information Center Website. (5 factsheets, 1 blog)	2021	3,698	R, YT, HE, E, EA, T, DIS, SP, CR, P
FDSC	Clemson Extension	"Drop in the Bucket" E-Newsletter on current and upcoming events for the FDSC. 57 impacts per newsletter.	2021	228	EA, T, E, R, DIS
Clemson Extension	Morning News	(8) Monthly column on various water resource topics including litter reduction, invasive plants, Nutrient reduction, FOG and sustainability.	2021	28,631	R, P, DIS, LD, CR
Clemson Extension		CU in the Woods: Clemson Extension Forestry and Wildlife Newsletter article: Repurposing Your Old "Live" Christmas Tree to Benefit Wildlife	December 16, 2021	2598	R, LD
Clemson Extension		Clemson's Rain Garden Manual	Ongoing	Unknown	R
Clemson Extension		Clemson's Rainwater Harvesting Manual for Homeowners	Ongoing	Unknown	R

"The earth, the air, the land, and the water are not an inheritance from our forefathers but on loan from our children. So we have to handover to them at least as it was handed over to us."

- Gandhi

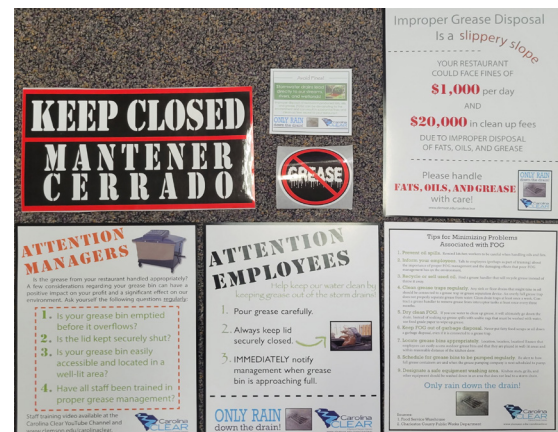
Outreach Materials

RACKCARDS, HANDOUTS, AND PROMOTIONAL ITEMS

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Extension	City of Darlington, Darlington County, City of Florence, Florence County, Town of Timmonsville, Town of Quinby	Rackcard displays are placed in at least one high-traffic location per community. Information provided on pressure washing, pool management, soil health, FOG management, litter, lawn care, shorescaping, rain gardens and Carolina Yards.	2021	~550	R
Florence County		Magnets and brochures detailing recycling opportunities available to Florence County Residents are located in public buildings, convenience centers (15), and provided upon request.	2021	Unknown	R
City of Florence		City of Florence compliance team handed out FOG packets, grease bin stickers, Do Not Flush pamphlets, and No Grease Down the Drain stickers to restaurants and apartment complexes.	2021	555	R, CR
AECOM		FOG information, How to Handle Grease packets, What Not to Flush door hangers passed out to residents and restaurants	2021	518	R, CR



Employees with the City of Florence Compliance Department pose for a photo after they participate in the Great American Cleanup.



City of Florence Compliance handed out FOG packets to areas of the community with FOG complaints.

Soil and Water Testing

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
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.	2021	239 soil 23 water	R, C
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.	2021	77 soil 9 water	R, C

Installations/Demonstrations

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
City of Florence	Clemson Extension	Timrod Park rain gardens (2012) with educational signs explaining the function of rain gardens.	ongoing	~1000	R
Clemson Extension	City of Darlington	Storm drain mural in Darlington County in front of City Hall raises awareness that land based activities impact local water bodies by depicting types of wildlife that depend on clean water.	ongoing	~200	R
Kalmia Gardens	Clemson Extension	Regenerative Stormwater Conveyance System (RSC) was completed in March of 2018. Since its installation, there has been visible improvement in erosion previously associated with the stormwater outfall, helping to reduce the amount of sediment pollution in Black Creek.	ongoing	~100	R
Keep Florence Beautiful	Clemson Extension	Sidewalk Buttlers installed to encourage smokers to dispose of their butts properly. Cigarette butts collected are mailed off and recycled into plastic items like pallets, ashtrays, and benches.	Ongoing	4	R

Trainings and Certifications

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Extension	SCDHEC	Certified Stormwater Plan Reviewer (CSPR) program to educate personnel on the proper design and review of stormwater and sediment control plans for development sites in order to meet regulatory and environmental requirements.	2021	78	T, DIS
Clemson Extension		The statewide Master Pond Manager Course offers pond management strategies to pond owners and managers through an online classroom and in-person field days.	Fall and Spring 2021	30	T, DIS, SP
Clemson Extension		CEPSCI Course: Clemson provides training and certification for the Certified Erosion Prevention and Sediment Control Inspector (CEPSCI) program to assist in pollution prevention control on construction projects. Impacts reflect statewide trainings.	2021	973	T
Clemson Extension		Master Rain Gardener is a certification program focused on rain garden and rainwater harvesting system design and installation. The field day included both 2020 and 2021 participants.	Spring and Fall 2021	49	R, T, DIS
Clemson Extension		Post-Construction BMP Inspector Re-Certification Course: online and field-based training focused on inspection and maintenance of best management practices used for stormwater management.	Fall 2021	109	T
Clemson Extension		Carolina Yards Online Guide to Environmentally Friendly Landscaping: Five week online course based on 12 principles of environmentally/watershed friendly landscaping.	Spring 2021	97 yards	R
Kalmia Gardens	Clemson Extension	Adopt a Stream Class offered at Kalmia Gardens Dan Hill with the help of Sierra Hylton, the Adopt-a-Stream Program Coordinator, held a training class for citizen scientist. At the end of the day participants were certified to be in the Adopt-a-Stream program.	December 10, 2021	10	R, T



Participants of the Adopt a Stream training at Kalmia Gardens learned how to monitor water quality and report their results to the Adopt a stream database.



Presentations

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET
Kalmia Gardens		Dan Hill led the Kalmia Gardens advisory board on a walk of the Gardens. Stopping at the RSC he discussed issues that impact stormwater and thus impacting our local waterways. (2 occasions)	February 3, 10, 2021	12	R
Clemson Extension		Virtual Presentation to AP Environmental Science students on stormwater and water quality.	March 5, 2021	16	YT, E
Kalmia Gardens		Hartsville Chamber walk. Dan Hill led members of the Hartsville Chamber on a walk through the Gardens. Stopping at the RSC he discussed issues that impact stormwater and thus impacting our local waterways. We discussed stormwater issues as a group.	March 17, 2021	20	R
Environmental Discovery Center		Topic: Birds. Stewardship of local bird species with focus on creating habitat with landscape decisions	March 9, 10, and 17, 2021	90	YT
Clemson Extension		DIY Rainbarrel Virtual Workshop: Participants received the materials to assemble a rain barrel then watched an instructional video to learn how to assemble it. (2 workshops)	March - June 2021	40	R
Environmental Discovery Center		Planting for Pollinators Program	April 3, 2021	20	R
Clemson Extension		Waterwise Landscaping - Virtual presentation for Neighbor for Clean Water webinar series.	April 15, 2021	7	R
Environmental Discovery Center		Growing Up Wild: Students will learn how different animals grow and change throughout their life cycle. (2 sessions)	April 16-21, 2021	28	YT
Environmental Discovery Center		The Animal Kingdom + vertebrates vs invertebrates educational program.	April 20, 2021	30	YT
Children's Museum of the Pee Dee	Clemson Extension	Presented to k-5 students and parents on stormwater and composting. Students then added materials to compost and experimented with gardening techniques.	May 11, 2021	16	YT, R, P
Environmental Discovery Center		Wonders of Wildlife: This program featured live reptile species common to SC and taught students about the role and importance of reptiles in the ecosystem. (7 sessions)	May - November, 2021	208	YT

Presentations

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Kalmia Gardens	Clemson Extension	Week in the Wild summer camp (3 sessions) Daily during the week Dan Hill would address several storm water issues while exploring the gardens and Black Creek. He would ask the children for their thoughts on stormwater and protecting our waters.	July 12-30, 2021	29	YT
Environmental Discovery Center	Clemson Extension	Campers attending the River Explorers Summer Camp learned how much we rely on water resources and ways to improve our water quality.	July 19-30, 2021	21	YT
Clemson Extension		Waterwise Landscaping virtual presentation for Clemson Horticulture webinar series.	July 15, 2021	27	R
Clemson Extension		Workshop for informal educators on Aquatic Weed ID in impoundments.	September 23, 2021	4	E
Clemson Extension		Workshop to teach informal educators several activities to teach students about water quality.	October 19, 2021	5	E
Clemson Extension		Oakdale HOA Stormwater Pond Presentation	September 20, 2021	6	R
Clemson Extension		Florence Kiwanis Club Carolina Clear Presentation	September 20, 2021	30	R
Clemson Extension		Webinar - Preventing Fall Turnovers in Your Pond	October 20, 2021	43	R
Kalmia Gardens		Coker Student tour of Kalmia Gardens Dan Hill led a group of 20 Coker University students around the Gardens. Stopping at the RSC he quizzed them on their knowledge of stormwater and the impacts it has on Black Creek.	November 11, 2021	20	HE
Clemson Extension		Presentation to Sneed Middle School students on microplastics. Students learned that microplastics are everywhere, even our clothes, and how they affect water quality.	December 14, 2021	50	YT, E

Public Events

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY DESCRIPTION	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Environmental Discovery Center	Clemson Extension	Pet waste rack cards, pet waste bags, and bandanas distributed to Tails and Trails event attendees.	May 1, 2021	30	P
Clemson Extension	City of Florence	Educational booth at Florence After 5 event display featured pet waste bags, metal straws, coloring sheets, and FOG lids.	July 30, 2021	34	R, P
Environmental Discovery Center	Clemson Extension	Carolina Clear pet waste bags were distributed to pet owners attending the Paws on the Pad event.	September 25, 2021	25	P
Clemson Extension		Eastern Carolina Fair Rain Barrel Display	October 13-17, 2021	TBD	R
Clemson Extension	City of Darlington	Scare on the Square - had display that educated children about water quality and gave out FOG lids to parents.	October 29, 2021	60	R
Florence County	Clemson Extension	County Stormwater employees gave out FOG rack cards, lids, magnets, pet waste cards and bags at the Pecan Festival.	November 6, 2021	217	R, P
Clemson Extension		Water Resource Agent responded to calls and emails from the community. Issues addressed included: dam maintenance, rain gardens, aquatic weeds, nuisance wildlife, and rainwater harvesting.	2021	40	R
Darlington County		Conversations with residents about development activities including general stormwater information, how to protect bodies of water, the use and importance of rain gardens and rain barrels, pet waste, and other stormwater concerns.	2021	100	R, T, LD



Trick-or-Treaters at Darlington's Scare on the Square learned how scary pollution can be to our aquatic animals. Their parents took home FOG lids.

Community Cleanups

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Darlington County		Darlington County residents can safely and properly dispose of used motor oil to be recycled using Santee Cooper GOFER containers.	2021	10,815 gallons recycled	R
Florence County		Florence County residents can safely dispose of and recycle used motor oil using Santee Cooper GOFER containers. Cooking oil was collected at recycling centers.	2021	Motor Oil: 50,479 gal Cooking oil: 470 gal	R
City of Darlington	Keep Darlington Beautiful	Community litter clean up with more than 30 volunteers picked up litter and planted areas.	April 17, 2021	14 bags of litter collected	R, YT
City of Darlington		Community litter cleanup for Earth Day.	April 22, 2021	20 bags of litter collected	R
City of Darlington		Community litter cleanup in honor of September 11th Day of Service.	September 11, 2021	50 volunteers	R
City of Darlington		Grab A Bag SC - volunteers picked up litter, vehicle tires, metal pipes, a mattress and concrete blocks, removing debris from the roadway.	November 13, 2021	60 bags, 383 lbs of litter	R
Keep Florence Beautiful	City of Florence, Clemson Extension	Great American Cleanup: Litter clean up improving parks, lands, trails, streets and highways.	March-June 2021	473 Volunteers, 23,150 lbs collected	R, YT, E, HE
Keep Florence Beautiful	Clemson Extension	River Sweep: Volunteers cleaned up around Freedom Park, reducing litter that could impact Jeffries Creek. Over 300 cigarette butts were picked up from parking lots.	September 25, 2021	23 volunteers, 14 bags	R, E, YT, DIS



Left: Darlington County has motor oil and oil filter recycling containers at their recycling/disposal stations.

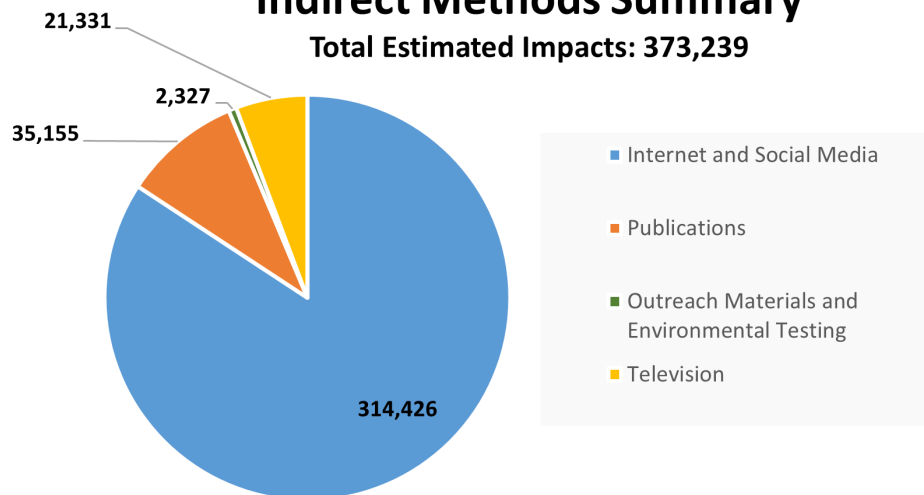


Right: Members of the community participate in the River Sweep for Keep Florence Beautiful

In the 2021 reporting year, the Florence Darlington Stormwater Consortium documented 1,900,163 impacts through diverse education strategies including television, internet, billboards, publications, outreach materials, presentations, training and certification programs, and other public involvement activities. Billboards accounted for the largest number of impacts at 1,524,248. Participation for each of the other education activities is illustrated in the pie chart below. Billboard reach was excluded for visual purposes. Public involvement efforts are highlighted on the following page.

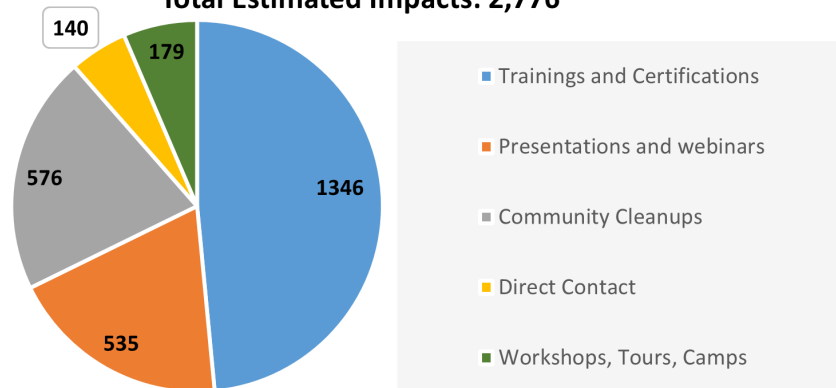
Indirect Methods Summary

Total Estimated Impacts: 373,239



Direct Methods Summary

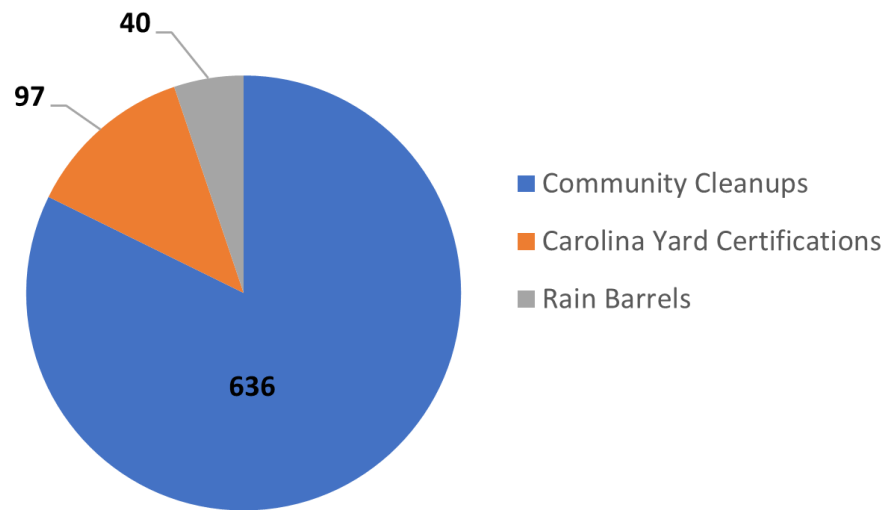
Total Estimated Impacts: 2,776



An estimated 773 citizens participated in public involvement activities during the 2021 reporting year. The actual number of participants is likely higher, since some activities are not able to be accurately tracked. Activities such as motor and cooking oil recycling is reported as the amount of material collected rather than the number of individuals participating since that data is not tracked or available. Over 61,000 gallons of motor oil was disposed of and recycled during 2021.

Public Involvement Summary

Total Estimated Involvement: 773



“We don’t have to engage in grand, heroic actions to participate in the process of change. Small acts, when multiplied by millions of people, can transform the world.”

- Howard Zinn

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“Setting an example is not the main means of influencing others, it is the only means.”
- Albert Einstein