THIS PAGE INTENTIONALLY LEFT BLANK.
Mass media continues to be an area of emphasis for FDSC outreach efforts. Building on the strengths of the previous six years’ WBTW campaigns, a similar four-month campaign was launched in August of 2020. The campaign was aimed at increasing proper Fats, Oils, and Grease (FOGs) disposal. The 2020 campaign resulted in 3,421,297 gross impressions.

Campaign elements included:
- Statewide FOG Commercial
- Three local billboards highlighting proper FOG disposal
- FOG packets provided at various locations around the City of Florence
- Social Media video on proper FOG disposal

Due to the COVID-19 pandemic, FDSC focused efforts on web-based resource development and program development; including fact sheets, website updates, social media content, blogs, e-news, and webinars. Topics of focus included pet waste, FOGs, stormwater ponds, and watershed-friendly yard care practices and managing water in the home landscape. Social Media efforts were key to remaining in contact with the public on events and programs being offered. One FDSC social media video series aimed at debunking common water myths and had 4,568 views. Clemson Extension continues to serve South Carolina while observing COVID-19 precautions for employees and the public. County agents and staff are available to assist clients through telephone, email, and virtual platforms and access to lab services (such as soil sampling) are arranged locally.

In 2021 the FDSC will expand on programming for litter prevention to reduce the impact of litter on our waterways. Due to the public health crisis associated with COVID-19, online programming will continue until it is deemed safe to conduct in-person activities, at which time many programs will see a hybrid approach. Planned projects include tarp give aways, raising awareness with stormdrain murals, litter clean-ups, and presentations.

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.
2020 Highlights

• The statewide media campaign on FOG disposal was viewed by 261,200 individuals. The three billboards in the consortium region received 3,060,097 lifetime impressions.

• Two social media campaigns on the FDSC Facebook page reached over 12,100 viewers. The Spring Cleaning Your Yard series and the Water Myth Wednesdays series encouraged residents to take an active role in improving water quality by changing small, everyday behaviors.

• The 4H2O summer camp was modified to a take home camp kit that allowed students to participate in activities at home while having fun and learning about their role in improving water quality. Seven kits were assembled and sent out to students across the consortium region.

• The FDSC welcomed a new partner in education - The Children’s Museum of the PeeDee which joined in July. The Museum is building a permanent facility that will be located in the Freedom Florence Complex. They will be implementing rainwater harvesting and water quality education into their outdoor classroom and discovery garden.

### OUTREACH ACTIVITIES AND TOTAL NUMBER REACHED (estimated)

1. Television: 385,139
2. Internet and Social Media: 201,574
3. Billboards: 3,060,097
4. Publications: 26,839
5. Outreach Materials: 724
6. Presentations: 546
7. Public Involvement and Direct Contact: 110
2020: A Year in Pictures

Screenshot of Water Myth Wednesday video on pet waste. This series ran in August and included topics on pet waste, FOG management, and pond shorelines.

The Neighbor for Clean Water Series occurred in April. This five part series included a presentation on Waterwise Landscaping.
# Table of Contents

January - December 2020 Annual Report

![Image of a bridge over a stream](image.jpg)

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Summary</td>
<td>1</td>
</tr>
<tr>
<td>Community Partners</td>
<td>1</td>
</tr>
<tr>
<td>Education Partners</td>
<td>2</td>
</tr>
<tr>
<td>Mission and Goals</td>
<td>3</td>
</tr>
<tr>
<td>Planning and Evaluation</td>
<td>4</td>
</tr>
<tr>
<td>Report Format</td>
<td>5</td>
</tr>
<tr>
<td>Highlight: FOG Media Campaign</td>
<td>6</td>
</tr>
<tr>
<td>Highlight: 4H2O @ Home</td>
<td>7</td>
</tr>
<tr>
<td>Highlight: Spring Cleaning Your Yard Social Media Campaign</td>
<td>8</td>
</tr>
<tr>
<td>Public Education: Indirect</td>
<td>9</td>
</tr>
<tr>
<td>Public Education: Direct</td>
<td>14</td>
</tr>
<tr>
<td>2020 Outreach Summary</td>
<td>17</td>
</tr>
<tr>
<td>Public Involvement</td>
<td>17</td>
</tr>
<tr>
<td>Appendix</td>
<td>19</td>
</tr>
</tbody>
</table>
The Florence Darlington Stormwater Consortium includes representatives from all 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: 2020

<table>
<thead>
<tr>
<th>SMS4</th>
<th>Representatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Florence</td>
<td>Randy Osterman, Malcolm Cook, Geraldine Culpers, Mark Browder</td>
</tr>
<tr>
<td>City of Darlington</td>
<td>Howard Garland, Lisa Challian-Rock</td>
</tr>
<tr>
<td>Darlington County</td>
<td>Terri Cribb, Paula Newton, Wayne Yarborough</td>
</tr>
<tr>
<td>Florence County</td>
<td>Woody Powell, Jamie Sawyer</td>
</tr>
<tr>
<td>Town of Quinby</td>
<td>Represented by Florence County via IGA</td>
</tr>
<tr>
<td>Town of Timmonsville</td>
<td>Mary Bines</td>
</tr>
</tbody>
</table>
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 the partners and citizens of Florence and Darlington Counties who are helping to keep our waterways clean and beautiful.
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, leverage 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, open-to-the-public meetings with community partners, education partners, and other stakeholders. To offer the most relevant and impactful programming, meeting members determine 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 are 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.

FDSC focus areas and goals are summarized as follows:

<table>
<thead>
<tr>
<th>Pollutant of Concern</th>
<th>Contributing Behaviors</th>
</tr>
</thead>
</table>
| Fats, Oils, and Grease (FOG) | • 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 | • 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 | • Septic systems that are not properly maintained/repaired.  
• Residents are unaware of how to identify SSO (Sanitary Sewer Overflow) and were to report them.  
• Dog owners who do not pick up and properly dispose of their pet waste. |
| General Awareness | • 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 and stewardship into 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, 2020 - December 31, 2020 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.

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

Annual Report of Activities Format
January - December 2020 Annual Report

5
2020 Media Campaign: Fats, Oils, and Grease (FOG)

In 2020, Clemson Extension’s Carolina program launched its newest mass media campaign focused on the proper management and disposal of fats, oil and grease (FOG). Consortiums across the state, including the Florence Darlington Stormwater Consortium, have identified improperly managed FOG material as a pollutant of concern. The target behavior of “Can it, Cool it, Trash it” will prevent FOGs from clogging pipes and causing environmental harm to downstream water quality. In the 2019 Carolina Clear statewide survey, 2,000 residents were asked in an open-ended question how they currently dispose of their kitchen grease. Approximately one-third of the respondents (35%) let the grease cool and solidify, then they put it in the trash. The remaining 65% of respondents had varying answers including pouring it down a sink or toilet, pouring it into the trash when warm, reusing it, etc.

The multi-part mass media campaign included a billboard series and television commercial. The billboard campaign was made possible through a partnership with the Outdoor Advertising Association of South Carolina. Billboards are rotated through select county locations and have included I-20, E. Palmetto Street, and SR 327 and resulted in a combined 3,060,097 estimated views (note this is a total of daily counts). The associated television commercial was one minute in length and depicted someone cooking in a residential setting in which the individual was met with conflicting advice from an angelic plumber and a grease goblin. In 2020, the commercial was aired in the Florence Darlington region on WBTW with a total viewership of 361,200 impressions. To view the commercial, visit https://www.youtube.com/watch?v=Y2-tvWMHW4Q

Above: FOG Billboard
Right: Screenshot of FOG Commercial
Many annual programs and activities were impacted by the COVID-19 pandemic, and 4H2O was no exception. In early June 2020 the decision was made to move the traditional 4H2O camp to a take-home kit experience to ensure the safety of participants. The take home kits were designed for students aged 9-14 to be able to complete with little to no adult assistance. Each of the 10 hands-on, educational activities came with easy to read instructions, materials, and suggestions. The kits were picked up outside of the Clemson Extension office in Florence County during the last week of July.

Some examples of activities include:

- “Make-Your-Own Watershed” taught students how land use and non-point source pollution impact water quality
- “Stormwater Walk” facilitated students’ exploration of an area around their home to see how much water gets absorbed by the land and how much gets turned into stormwater runoff.
- SCDNR donated coloring books, posters, and other items that were sent home with the kits in addition to the educational activities.
Spring Cleaning Your Yard: Social Media Campaign

With most programs impacted by COVID-19, social media became key in reaching the residents of the Florence Darlington region. Many people stuck at home started looking for projects to do around their home. A social media series “Spring Cleaning Your Yard” gave homeowners ideas of routine maintenance they could do in their yard to make it watershed-friendly and prepared for storm events.

The 6 video series ran every Wednesday from April 22nd to May 27th. Each video was posted on the statewide Carolina Clear Facebook page, then shared to the FDSC Facebook page. Topics included: gutter maintenance, drainage systems, septic systems, car maintenance, pond shorelines, and yard waste. The series was popular reaching over 7,000 people total.
### Mass Media (Internet)

<table>
<thead>
<tr>
<th>LEAD PROVIDER</th>
<th>ACTIVITY</th>
<th>DATE</th>
<th>NUMBER OF IMPACTS</th>
<th>TARGET AUDIENCE</th>
</tr>
</thead>
</table>

Florence Darlington Stormwater Consortium maintains a website and a Facebook page. Regular Facebook posts provide audiences with information about upcoming events, pollution prevention tips, and stormwater related news. The Florence Darlington Stormwater Consortium website was updated in 2020. In a user-friendly format, the website details consortium activities and relevant documents, such as the previous years’ annual reports. It also includes useful links to resources such as HGIC fact sheets, the stormwater pond website, and the Carolina Yards website.

The FDSC website was revamped in 2020 to enhance useability.

The FDSC Facebook page is regularly updated with links, videos and events.
# Publications

**ARTICLES - NEWSPAPERS, MAGAZINES, & E-NEWS**

<table>
<thead>
<tr>
<th>LEAD PROVIDER</th>
<th>ACTIVITY</th>
<th>DATE</th>
<th>NUMER OF IMPACTS</th>
<th>TARGET AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clemson Extension</td>
<td>Factsheets published on Clemson’s Home and Garden Information Center Website. Nine (9) total factsheets including topics on managing water in the home landscape and aquatic pests.</td>
<td>2020</td>
<td>14,273</td>
<td>R, YT, HE, E, EA, T, DIS, SP, CR, P</td>
</tr>
<tr>
<td>Clemson Extension</td>
<td>“Drop in the Bucket” FDSC E-Newsletter provides information on current and upcoming events in the region (50 impacts per newsletter).</td>
<td>5/12/20, 7/23/20, 10/05/20, 11/13/20</td>
<td>200</td>
<td>EA, T, E, R, DIS</td>
</tr>
<tr>
<td>Clemson Extension</td>
<td>Clemson Newsstand Articles. Two (2) articles on sedimentation and litter control and nuisance flooding.</td>
<td>5/21/20</td>
<td>1,417</td>
<td>R</td>
</tr>
<tr>
<td>Clemson Extension</td>
<td>Blogs posted on Clemson’s Home and Garden Information Center’s website: 16 total</td>
<td>2020</td>
<td>8,452</td>
<td>R, YT, HE, E, EA, T, DIS, SP, CR, P</td>
</tr>
<tr>
<td>Clemson Extension</td>
<td>Clemson’s “Guide to Rain Gardens in South Carolina” provides step by step information for rain garden design and installation.</td>
<td>Ongoing</td>
<td>Unknown</td>
<td>R</td>
</tr>
<tr>
<td>Clemson Extension</td>
<td>Clemson’s “Rainwater Harvesting Manual for Homeowners” provides information on residential-scale rainwater harvesting technique.</td>
<td>Ongoing</td>
<td>Unknown</td>
<td>R</td>
</tr>
<tr>
<td>Clemson Extension</td>
<td>4H@Home lesson: Build-Your-Own Watershed - reach is conservative estimate. Many subscribers were teachers who sent the lesson to their students</td>
<td>April 2020</td>
<td>2,497 subscriptions</td>
<td>YT</td>
</tr>
</tbody>
</table>

---

All new factsheets can be found on Clemson’s Home and Garden Information Center website.
## Outreach Materials
### POSTCARDS, HANDOUTS, AND PROMOTIONAL ITEMS

<table>
<thead>
<tr>
<th>LEAD PROVIDER</th>
<th>SUPPORTING PARTNER</th>
<th>ACTIVITY</th>
<th>DATE</th>
<th>NUMER OF IMPACTS</th>
<th>TARGET AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clemson Extension</td>
<td>City of Darlington, City of Florence, Florence County, Town of Timmonsville, Town of Quinby</td>
<td>Postcard 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.</td>
<td>Ongoing</td>
<td>~100</td>
<td>R</td>
</tr>
<tr>
<td>Florence County</td>
<td></td>
<td>Magnets and brochures detailing recycling opportunities available to Florence County residents are located in public buildings, convenience centers (15), and provided upon request.</td>
<td>Ongoing</td>
<td>Unknown</td>
<td>R</td>
</tr>
<tr>
<td>City of Florence</td>
<td></td>
<td>City of Florence compliance inspector Mark Browder handed out FOG packets, grease bin stickers, and no grease down the drain stickers to restaurants and apartment complexes.</td>
<td>2020</td>
<td>594</td>
<td>C, R</td>
</tr>
<tr>
<td>Environmental Discovery Center</td>
<td>Clemson Extension</td>
<td>Carolina Clear pet waste bags and bandanas were distributed to pet owners attending the Paws on the Pad event.</td>
<td>9/26/20</td>
<td>30</td>
<td>P</td>
</tr>
</tbody>
</table>

Left: FOG lid given to residents as part of FOG awareness packets.

Right: Bandanas given out to pet owners at Paws on the Pad event
Public Education: Indirect

Soil and Water Testing

<table>
<thead>
<tr>
<th>LEAD PROVIDER</th>
<th>SUPPORTING PARTNER</th>
<th>ACTIVITY</th>
<th>DATE</th>
<th>NUMER OF IMPACTS</th>
<th>TARGET AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clemson</td>
<td>Clemson</td>
<td>Clemson Extension, in cooperation with Clemson's Agricultural Service Lab, processed soil and water samples for Florence County residents and commercial audiences.</td>
<td>2020</td>
<td>473</td>
<td>R, C</td>
</tr>
<tr>
<td>Agricultural</td>
<td>Clemson</td>
<td>Clemson Extension, in cooperation with Clemson's Agricultural Service Lab, processed soil and water samples for Darlington County residents and commercial audiences.</td>
<td>2020</td>
<td>217</td>
<td>R, C</td>
</tr>
</tbody>
</table>

Installations/Demonstrations

<table>
<thead>
<tr>
<th>LEAD PROVIDER</th>
<th>SUPPORTING PARTNER</th>
<th>ACTIVITY</th>
<th>DATE</th>
<th>NUMER OF IMPACTS</th>
<th>TARGET AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Florence</td>
<td>Clemson</td>
<td>Timrod Park rain gardens (2012) with educational signs explaining the function of rain gardens. Impacts are a conservative estimate.</td>
<td>ongoing</td>
<td>-100</td>
<td>R</td>
</tr>
<tr>
<td>Clemson Extension</td>
<td>City of Darlington</td>
<td>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. Impacts are a conservative estimate.</td>
<td>ongoing</td>
<td>-200</td>
<td>R</td>
</tr>
<tr>
<td>Clemson Extension</td>
<td></td>
<td>Four downspout planters located at locations in Florence and Darlington County with educational signs explaining how they can reduce harmful runoff by capturing water coming from rooftops.</td>
<td>ongoing</td>
<td>unknown</td>
<td>R</td>
</tr>
<tr>
<td>Kalmia Gardens</td>
<td>Clemson</td>
<td>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.</td>
<td>ongoing</td>
<td>-200</td>
<td>R</td>
</tr>
</tbody>
</table>
### Mass Media

<table>
<thead>
<tr>
<th>LEAD PROVIDER</th>
<th>ACTIVITY</th>
<th>DATE</th>
<th>NUMER OF IMPACTS</th>
<th>TARGET AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clemson Extension</td>
<td>Television: FOG Commercial encouraging residents to dispose of grease properly using the “Can it, Cool it, Trash it!” caption.</td>
<td>2020</td>
<td>361,200</td>
<td>R</td>
</tr>
<tr>
<td>SC ETV</td>
<td>Television: <em>Making It Grow!</em> <em>Number reported is the average number of persons per household applied to the projected number of viewing households during the 2020 calendar year. This number is conservative as it does not account for all channels or reruns.</em></td>
<td>2020</td>
<td>23,939</td>
<td>R</td>
</tr>
<tr>
<td>Clemson Extension</td>
<td>Billboards: FOG Billboards - 3 located around the consortium area encouraging residents to dispose of kitchen grease properly using the “Can it, Cool it, Trash it!” caption.</td>
<td>2020</td>
<td>3,060,097</td>
<td>R</td>
</tr>
</tbody>
</table>

*Making It Grow featured an aquatic macroinvertebrate sampling session on their Facebook page. The segment highlighted the importance of macroinvertebrates in a healthy aquatic environment.*
### Trainings and Certifications

<table>
<thead>
<tr>
<th>LEAD PROVIDER</th>
<th>SUPPORTING PARTNER</th>
<th>ACTIVITY</th>
<th>DATE</th>
<th>NUMER OF IMPACTS</th>
<th>TARGET AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clemson Extension</td>
<td>SCDHEC</td>
<td>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. * In light of COVID19 restrictions, CSPR was converted to a multi-day, web-based training.</td>
<td>2020</td>
<td>53</td>
<td>T, DIS</td>
</tr>
<tr>
<td>Clemson Extension</td>
<td></td>
<td>The statewide Master Pond Manager Course offers pond management strategies to pond owners and managers through an online classroom and in-person field days. Due to COVID19 precautions the Fall class was only offered as an online Letter of Completion and there were no in-person field days.</td>
<td>Fall and Spring 2020</td>
<td>43</td>
<td>T, DIS, SP</td>
</tr>
<tr>
<td>Clemson Extension</td>
<td></td>
<td>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. Starting May 2020, all CEPSCI certification and recertification moved to online synchronous and asynchronous formats, including online certification exams.</td>
<td>2020</td>
<td>1104</td>
<td>T</td>
</tr>
<tr>
<td>Clemson Extension</td>
<td></td>
<td>Master Rain Gardener is a certification program focused on rain garden and rainwater harvesting system design and installation. Due to precautions associated with COVID-19, the Master Rain Gardener course took place online only in 2020 with plans to host the associated field day in 2021. Participants enrolled in the class in both the spring and fall of 2020.</td>
<td>Spring and Fall 2020</td>
<td>58</td>
<td>R, T, DIS</td>
</tr>
<tr>
<td>Clemson Extension</td>
<td></td>
<td>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. Due to precautions associated with COVID-19, the class and workshop were fully on-line for Fall 2020.</td>
<td>Fall 2020</td>
<td>26 Recertifications only</td>
<td>T</td>
</tr>
<tr>
<td>Clemson Extension</td>
<td></td>
<td>Carolina Yards Online Guide to Environmentally Friendly Landscaping: Five week online course based on 12 principles of environmentally/watershed-friendly landscaping. 18 yards were certified during the course.</td>
<td>Spring 2020</td>
<td>20</td>
<td>R</td>
</tr>
</tbody>
</table>
## Presentations

<table>
<thead>
<tr>
<th>LEAD PROVIDER</th>
<th>ACTIVITY</th>
<th>DATE</th>
<th>NUMER OF IMPACTS</th>
<th>TARGET AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental Discovery Center</td>
<td>Weather: Forces of Nature: Homeschool program for grades 6-8. Students learn about natural disasters, weather instruments and weather prediction, and learn how to interpret weather maps and radar. Students participating in the program learned about stormwater in the nature walk portion of their field trip.</td>
<td>2/12/20</td>
<td>6</td>
<td>YT, E</td>
</tr>
<tr>
<td>Environmental Discovery Center</td>
<td>Ecology: Seasonal Changes: Homeschool programs grades 6-8. Students are taught why plants produce pollen and be able to explain the importance of pollinators and bees. Students participating in the program learned about stormwater in the nature walk portion of their field trip.</td>
<td>3/11/20</td>
<td>6</td>
<td>YT, E</td>
</tr>
<tr>
<td>Environmental Discovery Center</td>
<td>Ecosystem Investigation: Students examine various characteristics of the environment including sunlight, soil, moisture, temperature, wind, plants and animals. Students look for producers and consumers, predators and prey, and then put it all together to draw conclusions about how nonliving characteristics influence the living elements in an ecosystem. Students participating in the program learned about stormwater in the nature walk portion of their field trip.</td>
<td>3/06/20</td>
<td>140</td>
<td>YT, E</td>
</tr>
<tr>
<td>Clemson Extension</td>
<td>WEBINAR: Being a Neighbor for Clean Water Webinar Series: The webinar series exposes residents to actions and practices that could reduce their stormwater footprints.</td>
<td>April 20 - 24 2020</td>
<td>213</td>
<td>R</td>
</tr>
<tr>
<td>Clemson Extension</td>
<td>WEBINAR: Waterwise Landscaping - Water Wednesdays Master Gardener Webinar. A series of five (5) webinars for Master Gardeners focusing on water quality.</td>
<td>Fall 2020</td>
<td>151</td>
<td>Master Gardeners</td>
</tr>
<tr>
<td>Clemson Extension</td>
<td>VIRTUAL LESSON: Groundwater discussion and “Build your own Aquifer” activity presentation via Zoom for 4HFriendship Club.</td>
<td>11/05/20</td>
<td>7</td>
<td>YT, R</td>
</tr>
<tr>
<td>Clemson Extension</td>
<td>WEBINAR: Winter Pond Management intended to educate residents and pond managers on what they can do in the winter to prevent bacteria and excess nutrients from causing algal blooms in the spring; 100% of survey respondents indicated they were “Very Satisfied” with the webinar overall.</td>
<td>12/09/20</td>
<td>23</td>
<td>R, DIS, SP</td>
</tr>
</tbody>
</table>
### Public Education: Direct

#### Public Involvement and Direct Contact

<table>
<thead>
<tr>
<th>LEAD PROVIDER</th>
<th>ACTIVITY DESCRIPTION</th>
<th>DATE</th>
<th>NUMBER OF IMPACTS</th>
<th>TARGET AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clemson Extension</td>
<td>Rain Barrel Sale: 50-gallon Ivy rain barrels were offered at the discounted price of $68. Barrels were sold following a newspaper column promoting the sale and reminders on social media.</td>
<td>2020</td>
<td>11</td>
<td>R</td>
</tr>
<tr>
<td>Clemson Extension</td>
<td>4H2O Summer camp was converted into take-home kits. Campers learned to test water quality, calculate stormwater runoff, identify fish and aquatic invertebrates, learned about watersheds, and played water-themed games at home.</td>
<td>7/20/2020 - 7/31/2020</td>
<td>7</td>
<td>YT</td>
</tr>
<tr>
<td>Clemson Extension</td>
<td>“Carolina Yard” certification recognizes yards that incorporate watershed-friendly landscaping practices.</td>
<td>2020</td>
<td>68 New</td>
<td>556 Total</td>
</tr>
<tr>
<td>Clemson Extension</td>
<td>Water Resource Agent responded to calls and emails from the community. Issues addressed included: stream bank repairs, rain gardens, aquatic weeds, nuisance wildlife, and rainwater harvesting.</td>
<td>2020</td>
<td>24</td>
<td>R</td>
</tr>
</tbody>
</table>


Below: Zoom image of the Neighbor for Clean Water series

---

Kim Cousins Morganello © 2020, Clemson University
In the 2019 reporting year, the Florence Darlington Stormwater Consortium was able to document 3,676,645 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 3,060,097, with television at 385,139, internet and social media at 201,574 and publications at 28,153. Participation for each of the other education activities is illustrated in the pie chart below. Public involvement efforts are highlighted on the following page.
Above: Katie Altman demonstrated the steps to making a Carolina Yard in a video posted on the Carolina Clear YouTube page.
SPECIAL THANKS TO THE FOLLOWING DATA AND/OR PHOTO CONTRIBUTORS:
Katie Altman, Kim Counts Morganello, Karen Jackson, Terasa Lott, Guinn Wallover, Haley Parent, Faith Truesdale, City of Florence, Darlington County, Florence County, Clemson Extension, Environmental Discovery Center, and Kalmia Gardens of Coker University.

Carolina Clear is a program of the Clemson University Cooperative Extension Service. Information is provided by Faculty and Cooperative Extension Agents. Clemson University Cooperative Extension Service offers its programs to people of all ages, regardless of race, color, gender, religion, national origin, disability, political beliefs, sexual orientation, gender identity, marital or family status and is an equal opportunity employer.
Produced 2/22/2021
“Fret not where the road will take you. Instead concentrate on the first step. That’s the hardest part and that’s what you are responsible for. Once you take that step let everything do what it naturally does and the rest will follow. Do not go with the flow. Be the flow.”

- Elif Shafak