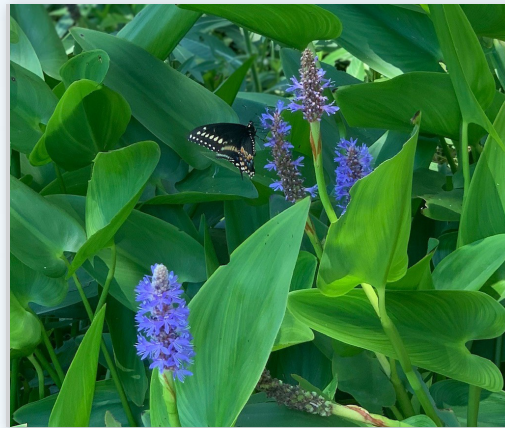
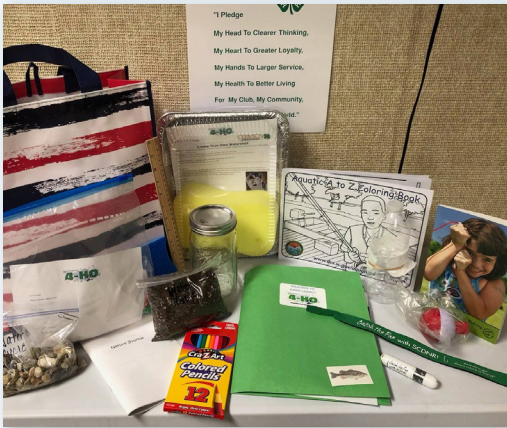
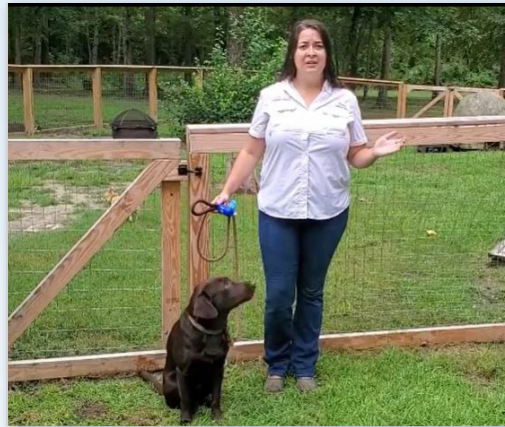




FLORENCE / DARLINGTON STORMWATER CONSORTIUM

A Service of Clemson Extension



Annual Report of Activities

JANUARY - DECEMBER 2020



COOPERATIVE EXTENSION
College of Agriculture, Forestry and Life Sciences

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Executive Summary

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.

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.



Kim Counts Morganiello © 2015, Clemson University.

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**WATER
WEDNESDAY**

**WATERWISE
LANDSCAPING**

Tancey Cullum
Water Resources Agent
Rebecca Davis
Water Resources Agent

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.

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

Pet Waste Stinks!

Bacteria is the most frequently listed water pollutant in South Carolina.

One source of **bacterial pollution** is pet waste.

On average, pet waste contains **significantly MORE** harmful bacteria than human waste.



There are an estimated **1,423,000** dogs in South Carolina.

The average dog produces .75 pounds of **waste each day.**



Over **1,067,250 pounds** of dog waste is deposited in South Carolina EVERY SINGLE DAY.



Harmful bacteria from pet waste can enter our water ways through stormwater runoff.



All **stormwater is untreated** and pollution left on land can ultimately end up in our creeks and rivers.



You can help!

1. Clean up after your pet EVERY SINGLE TIME. That includes both in the yard and on walks.
2. Be prepared. ALWAYS BRING A BAG!
3. Dispose of pet waste properly. Put it in the TRASH or flush it down the TOILET.

NOTE: Untreated pet waste should NOT be used as fertilizer.



SOURCES:
scdhec.gov/south-carolina-303d-list-impaired-waters-tmdl
smea.uw.edu/currents/scoop-the-poop-its-your-environmental-dooody-pun-intended/
ebusiness.avma.org/ProductCatalog/product.aspx?ID=1529
nrca.usda.gov/Internet/FSE_DOCUMENTS/nrcs142p2_035763.pdf
chesapeakestormwater.net/wp-content/uploads/dlm_uploads/2017/08/Pet-Waste-Report_final-1.pdf

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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

SMS4	Representatives
City of Florence	Randy Osterman, Malcolm Cook, Geraldine Culpers, Mark Browder
City of Darlington	Howard Garland, Lisa Challian-Rock
Darlington County	Terri Cribb, Paula Newton, Wayne Yarborough
Florence County	Woody Powell, Jamie Sawyer
Town of Quinby	Represented by Florence County via IGA
Town of Timmonsville	Mary Bines



Education Partners

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.



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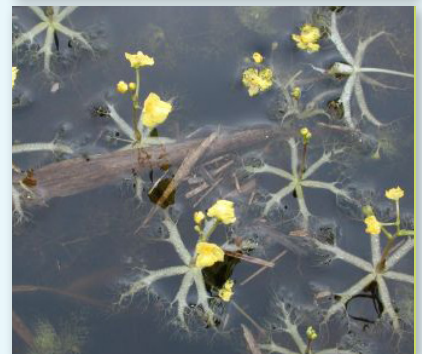


MISSION STATEMENT

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:

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 Overflow) and were 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 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.

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)		

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>

**Can it
Cool it
Trash it**



*Above: FOG Billboard
Right: Screenshot of FOG Commercial*

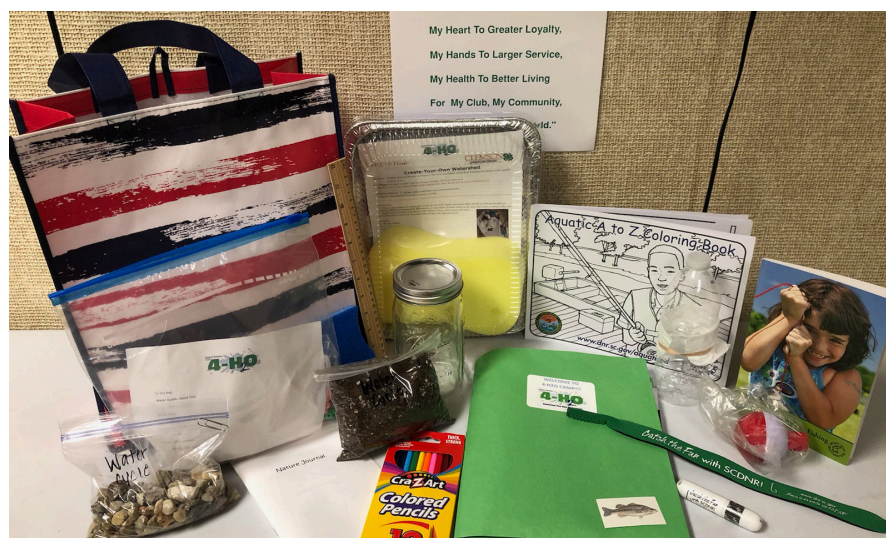


4H2O @ Home

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.



Items included in the 4H2O @ Home kit sent home with parents in July

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.



SPRING CLEANING: YARD WASTE

(Above) Spring Cleaning: Yard Waste - The last video in the series

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i INFO

**Every Wednesday
April 22-May 29**

Time:
1:00pm

Where:
Carolina Clear's Facebook page
www.facebook.com/CarolinaClear

Cost:
Free

Agents will answer questions from 1:00pm – 2:00pm!

Spring Cleaning your Yard Video Series

The weather is beautiful and now is the perfect time to spring into action! To help your yard stay watershed-friendly, Clemson's Water Resources Team prepared six short videos.

Join us on the **Carolina Clear Facebook page every Wednesday at 1pm**, starting on April 22nd, to watch the video and chat with an water resources agent in the comment section until 2pm! The videos will remain up for future reference and sharing!

Video Topic Schedule

- 4/22: Cleaning your gutters
- 4/29: Maintaining drainage systems
- 5/6: Keeping your septic system healthy
- 5/13: Checking your car for leaks
- 5/20: Protecting your pond's shoreline
- 5/27: Recycling yard waste

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.

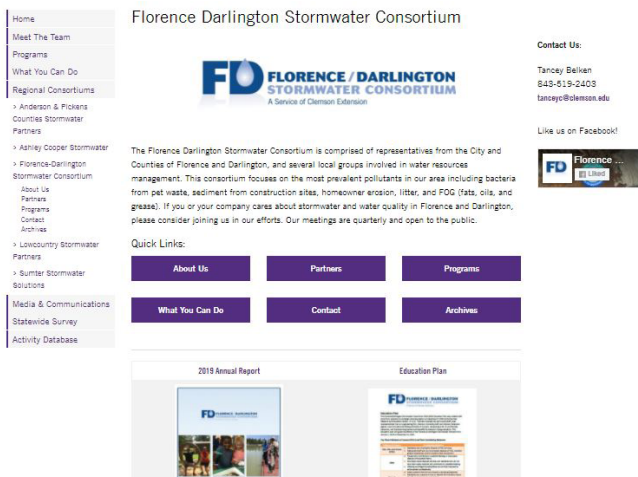
Clemson University Cooperative Extension

(Above) Spring Cleaning series flier

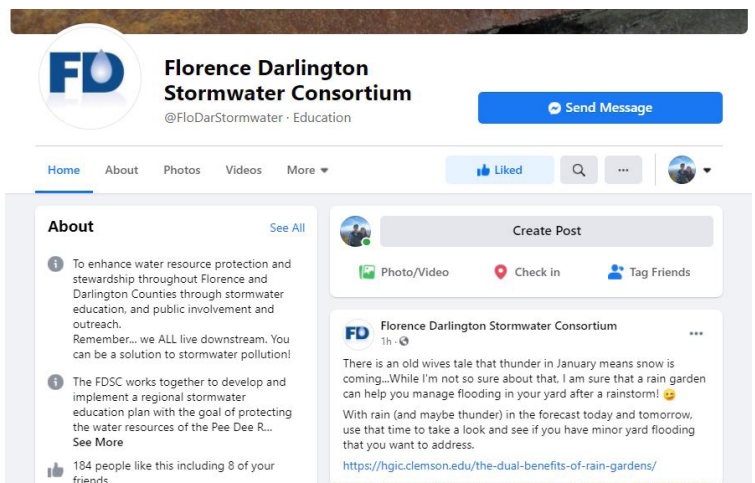
Mass Media (Internet)

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.	2020	142,640	R, YT, HE, E, EA, T, DIS, SP, CR, P
Clemson Extension	Carolina Clear Facebook Page	2020	48,340	R, YT, HE, E, EA, T, DIS, SP, CR, P
Clemson Extension	Florence Darlington Stormwater Consortium Website	2020	804	R, YT, HE, E, EA, T, DIS, SP, CR, P
Clemson Extension	Florence Darlington Stormwater Consortium Facebook Page	2020	186 "Likes" 218 "Follows"	R, YT, HE, E, EA, T, DIS, SP, CR, P
Clemson Extension	Carolina Clear YouTube Channel (19,320 minutes viewed)	2020	9604	R, YT, HE, E, EA, T, DIS, SP, CR, P

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

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

The screenshot shows the Home & Garden Information Center website. At the top, there is a navigation menu with categories: LANDSCAPE, FRUITS & VEGETABLES, INDOOR PLANTS, FOOD, ENTOMOLOGY, and ABOUT. Below the menu, the page title is "Category: Water". There are three article cards visible: "Life Along the Salt Marsh: Troubleshooting Salt Marsh Decline", "The Hyporheic Zone and Streams", and "Trees for Stormwater Management". A search bar is located on the right side of the page, and there are links for "All Factsheets", "All Authors", "RSS Feed", and "County Offices".

All new factsheets can be found on Clemson's Home and Garden Information Center website.

Outreach Materials

POSTCARDS, HANDOUTS, AND PROMOTIONAL ITEMS

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMER OF IMPACTS	TARGET AUDIENCE
Clemson Extension	City of Darlington, City of Florence, Florence County, Town of Timmonsville, Town of Quinby	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.	Ongoing	~100	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.	Ongoing	Unknown	R
City of Florence		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.	2020	594	C, R
Environmental Discovery Center	Clemson Extension	Carolina Clear pet waste bags and bandanas were distributed to pet owners attending the Paws on the Pad event.	9/26/20	30	P



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



Soil and Water Testing

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMER 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.	2020	473	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.	2020	217	R, C

Installations/Demonstrations

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMER OF IMPACTS	TARGET AUDIENCE
City of Florence	Clemson Extension	Timrod Park rain gardens (2012) with educational signs explaining the function of rain gardens. Impacts are a conservative estimate.	ongoing	~100	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. Impacts are a conservative estimate.	ongoing	~200	R
Clemson Extension		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.	ongoing	unknown	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	~200	R

Mass Media

LEAD PROVIDER		ACTIVITY	DATE	NUMER OF IMPACTS	TARGET AUDIENCE
Clemson Extension	FDSC, WBTW	Television: FOG Commercial encouraging residents to dispose of grease properly using the “Can it, Cool it, Trash it!” caption.	2020	361,200	R
Clemson Extension	SC ETV	Television: <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 2020 calendar year. This number is conservative as it does not account for all channels or reruns.	2020	23,939	R
Clemson Extension	FDSC	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.	2020	3,060,097	R



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

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMER 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. * In light of COVID19 restrictions, CSPR was converted to a multi-day, web-based training.	2020	53	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. Due to COVID19 precautions the Fall class was only offered as an online Letter of Completion and there were no in-person field days.	Fall and Spring 2020	43	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. Starting May 2020, all CEPSCI certification and recertification moved to online synchronous and asynchronous formats, including online certification exams.	2020	1104	T
Clemson Extension		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.	Spring and Fall 2020	58	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. Due to precautions associated with COVID-19, the class and workshop were fully on-line for Fall 2020.	Fall 2020	26 Recertifications only	T
Clemson Extension		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.	Spring 2020	20	R

Presentations

LEAD PROVIDER	ACTIVITY	DATE	NUMER OF IMPACTS	TARGET AUDIENCE
Environmental Discovery Center	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.	2/12/20	6	YT, E
Environmental Discovery Center	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.	3/11/20	6	YT, E
Environmental Discovery Center	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.	3/06/20	140	YT, E
Clemson Extension	WEBINAR: Being a Neighbor for Clean Water Webinar Series: The webinar series exposes residents to actions and practices that could reduce their stormwater footprints.	April 20 - 24 2020	213	R
Clemson Extension	WEBINAR: Waterwise Landscaping - Water Wednesdays Master Gardener Webinar. A series of five (5) webinars for Master Gardeners focusing on water quality.	Fall 2020	151	Master Gardners
Clemson Extension	VIRTUAL LESSON: Groundwater discussion and "Build your own Aquifer" activity presentation via Zoom for 4H Friendship Club.	11/05/20	7	YT, R
Clemson Extension	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.	12/09/20	23	R, DIS, SP

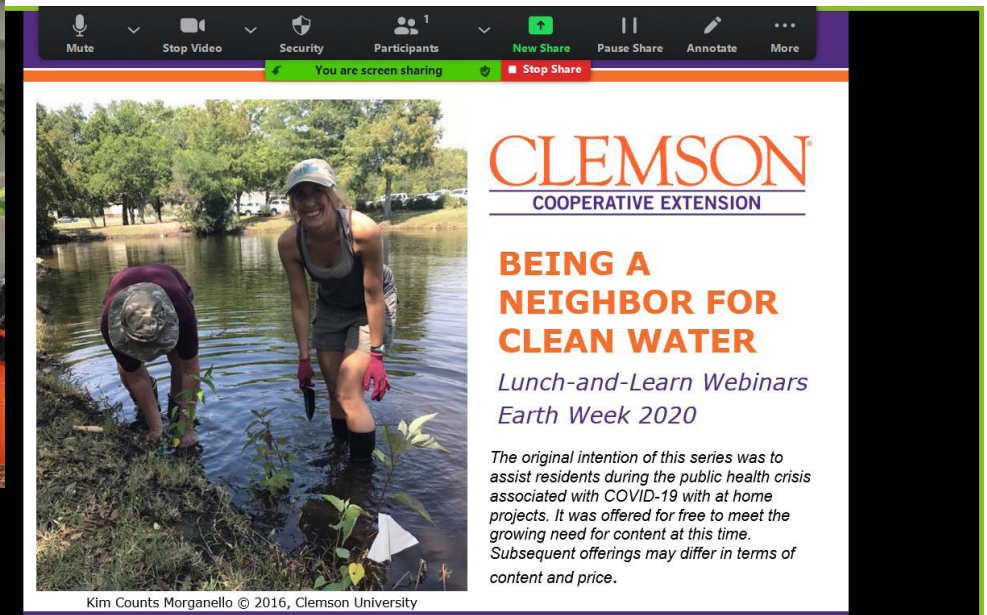
Public Involvement and Direct Contact

LEAD PROVIDER	ACTIVITY DESCRIPTION	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Extension	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.	2020	11	R
Clemson Extension	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.	7/20/2020 - 7/31/2020	7	YT
Clemson Extension	“Carolina Yard” certification recognizes yards that incorporate watershed-friendly landscaping practices.	2020	68 New 556 Total	R
Clemson Extension	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.	2020	24	R

Left: Image of the Ivy rain barrels sold through 2020.



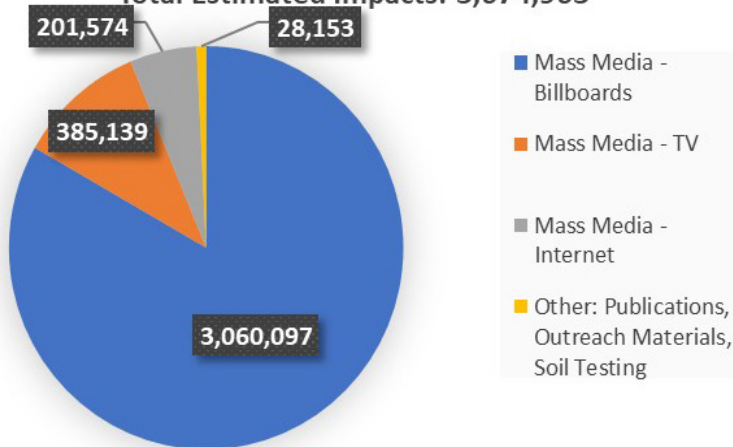
Below: Zoom image of the Neighbor for Clean Water series



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.

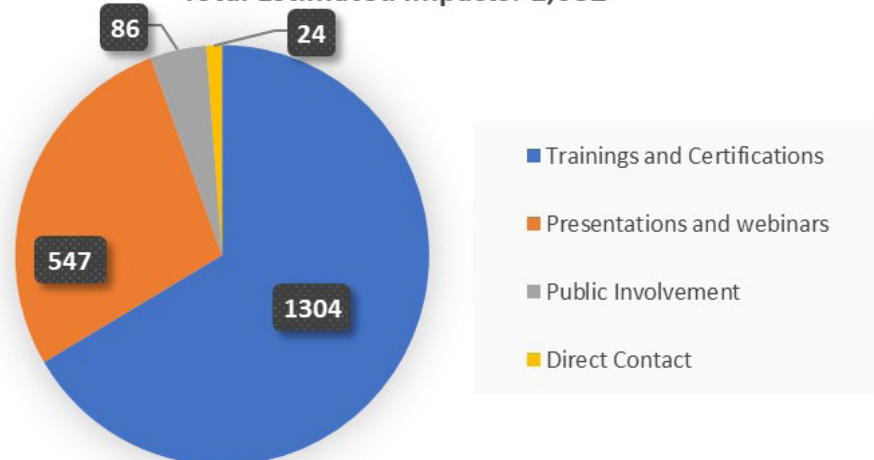
Indirect Methods Summary

Total Estimated Impacts: 3,674,963



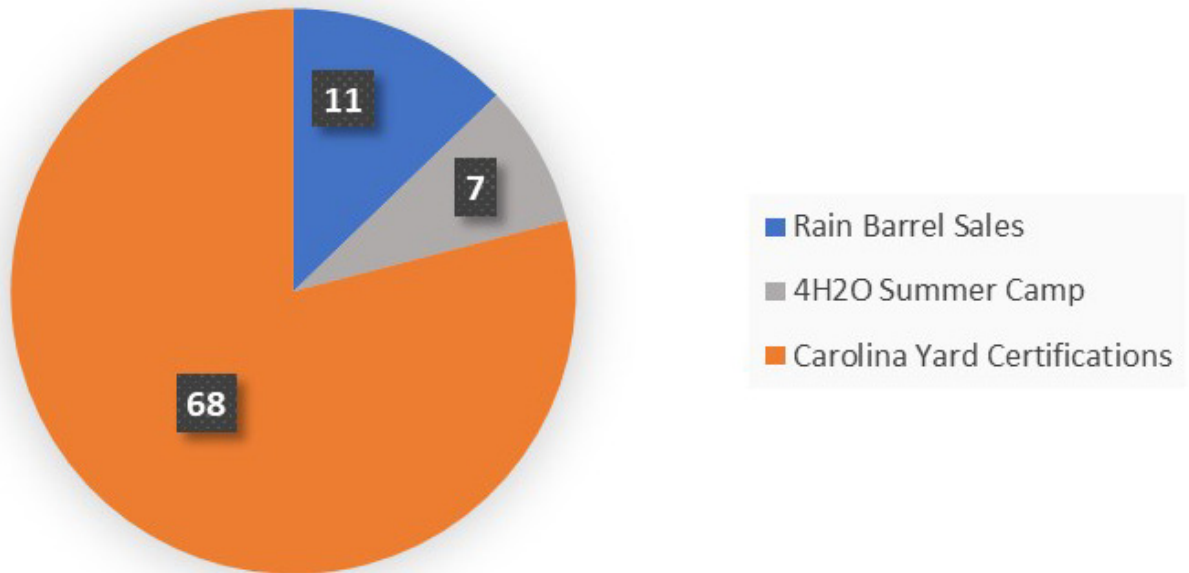
Direct Methods Summary

Total Estimated Impacts: 1,682



Public Involvement Summary

Total Estimated Impacts: 86



Above: Katie Altman demonstrated the steps to making a Carolina Yard in a video posted on the Carolina Clear YouTube page.

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“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



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