

South Carolina NPDES Permit # SCR030000
Small Municipal Separate Storm Sewer System (SMS4)
Annual Report Template

III. Minimum Control Measures (MCM)

B. Minimum Control Measure 1: Public Education and Outreach on Storm Water Impacts (4.2.1, 5.3)

Use the table below to summarize outreach strategies, goals, and progress for the current reporting year. In the “activities conducted and planned” section, focus on activities that were conducted in the last reporting year and those that are planned for the upcoming reporting year, providing implementation dates. Add rows where needed and attach additional sheets if necessary.

Please see the attached “2019-2023 Lowcountry Stormwater Partners Strategic Stormwater Outreach Plan” for a complete list of all activities planned for the upcoming year. Below are last year’s accomplishments as well as the activities that are furthest along in their planning stages.									
Outreach Type	Activity Type	Target Pollutant	Target Audience	Activity Description	Notes	Service Provider	Start Date	End Date	Impacts
Direct	Presentation	Bacteria, Freshwater, General Stormwater, Litter, Nutrients, Pesticides, Toxic contaminants / heavy metals	K-12 students / youth	Port Royal Sound Foundation Maritime Center's Story Time Program. This program gives special time and water-quality related activities for preschoolers and toddlers at 10 a.m. every Wednesday. This program was held in-person pre-COVID-19 and virtually post-COVID-19. Impact is determined by attendance.	During this reporting period, there were 13 story time events.	Port Royal Sound Foundation	10/1/2019	9/30/2020	4123
Direct	Presentation	Bacteria, Freshwater, General Stormwater, Litter, Nutrients, Pesticides	Boat owners / operators / marinas, Elected & appointed officials and high-level staff, Higher education students, K-12 students / youth, Residential, Teachers	Port Royal Sound Foundation Maritime Center's Education Events. These special events regularly take place at the Center with water-quality and related themes. Examples of these programs include Tuesday Talks, Sound Vision Virtual Webinars, eco-boat tours, etc. Impact is determined by attendance.	During this reporting period, there were 107 education events.	Port Royal Sound Foundation	10/1/2019	9/30/2020	457

Direct	Training	Freshwater, General Stormwater, Litter, Nutrients, Pesticides	Elected & appointed officials and high-level staff, Higher education students, Supervisory staff / administrators / stormwater managers, Teachers	Master Naturalist Advanced Trainings. These trainings cover a variety of environmental topics. The goal of these programs is to keep alumni engaged and learning the most updated information. Impact is determined by the number of participants.	Eight advanced trainings took place during this timeframe. Topics ranged from the ecosystem services of plant species, to the historic use of water, and to current water research being conducted in the county. These trainings were held on 10/18/19, 11/2/19, 11/18/19, 12 /3/19, 2/12/20, 2/28/20, 3/10/20, 6/9/20, and 9/10/20.	Clemson Extension, Lowcountry Master Naturalists, Spring Island Trust	10/1/2019	9/30/2020	228
Direct	Council / Committee / Meeting	Freshwater, General Stormwater, Litter, Nutrients, Pesticides	Elected & appointed officials and high-level staff, Higher education students, Residential, Teachers	Master Naturalist Quarterly Meetings. At these meetings, Master Naturalists meet to discuss upcoming training opportunities, volunteer opportunities, and current environmental events in terms of research, local politics, etc. Impact is determined by attendance.	There were three meetings during this reporting period. They took place on 10/16/19, 1/20/20, and 5/20/20.	Clemson Extension, Lowcountry Master Naturalists, Spring Island Trust	10/1/2019	9/30/2020	180
Direct	Brochure / outreach material, Meeting	Bacteria	Septic System Owners, Residential	Surface Effluent Septic Tank Inspections. During inspections Town staff distributes educational flyers in English and Spanish to individual residents and have one-on-one conversations with them on the importance of septic system maintenance. This information is also sent via email to appropriate HOAs. Impact is determined by the number of inspections performed.	Town staff routinely conducted these inspections following water quality results indicating the presence of human genetic material. They performed 95 inspections.	Town of Bluffton	10/1/2019	9/30/2020	95

Direct	Council / Committee / Meeting	General Stormwater, Freshwater	Elected & appointed officials and high-level staff, Supervisory staff / administrators / stormwater managers, Businesses	Sea Level Rise Task Force Meetings. This group meets to review Beaufort's and Port Royal's vulnerability to sea level rise and develops strategies to improve resilience in the face of an inevitable environmental change. The group is working from the Sea Level Rise Adaptation Report for Beaufort County that was developed as part of a collaborative effort by Beaufort County stakeholders and sponsored by S.C. Sea Grant Consortium. Impact is determined by meeting attendance.	Four meetings were held during this reporting periods. The meetings took place on 11/21/19, 12/17/19, 1/14/20, and 3/1/20. 12 people attended each meeting.	Beaufort County, City of Beaufort, Coastal Conservation League, Town of Port Royal, Town of Bluffton	10/1/2019	9/30/2020	48
Direct	Council / Committee / Meeting	Bacteria, General Stormwater, Nutrients, Sediment, FOG, Litter	Elected Officials, Residential, Technical Staff, Field Staff, Supervisory staff	Quarterly Coastal MS4 Meetings. Participants at these meetings discuss challenges associated with stormwater management, MS4 permit compliance, lessons learned, and share stormwater management resources. Impact is measured through attendance.	One meeting was held during this reporting period. 25 attendees met on 11/8/19.	Beaufort County, Town of Bluffton, Town of Hilton Head Island, Coastal MS4s	10/1/2019	9/30/2020	15
Direct	Training	Bacteria, General Stormwater, Nutrients, Pesticides, Sediment	Grounds crew / maintenance / facilities staff, Residential, Stormwater managers / stormwater staff	"Healthy Ponds, Healthy Communities" Workshop. This workshop's goal is to explain how stormwater ponds function, how to maintain them, and common issues they experience. Effectiveness is determined by attendance and an evaluation.	This workshop was given to the Indigo Run Plantation community on Hilton Head Island.	Clemson Extension	10/1/2019	10/1/2019	15

Direct	Brochure / outreach material, Council / Committee / Meeting, HOA Emails	Freshwater, General Stormwater, Litter, Post Construction Maintenance, Sediment	Residential	The Town of Bluffton's Post Construction Site Runoff Controls Program meetings. This program focuses on the maintenance of structural and nonstructural BMPs to reduce the volume and improve the quality of stormwater runoff to the Towns SMS4. Town staff meet onsite with HOA representatives and provided educational emails to residents. Impact is determined by the number of people contacted.		Town of Bluffton	10/1/2019	9/6/2020	8
Direct	Publication / Article	General Stormwater	Elected & appointed officials and high-level staff, Supervisory staff / administrators, Technical staff / engineers / developers, Contractors	Flood Vulnerability Assessment. This assessment indicates flood vulnerability and recommends certain actions for the City of Beaufort, SC.		SC SeaGrant Consortium, CoC Lowcountry Hazards CTR, CISA	10/1/2019	9/30/2020	
Direct	Presentation	Bacteria, Freshwater, General Stormwater, Nutrients, Pesticides, Sediment	Residential	Carolina Yards Overview. This workshop gives a hands-on overview of Clemson Extension's Carolina Yards program. The program seeks to work with residents in creating healthy, watershed-friendly landscapes by using effective gardening methods. Effectiveness is measured through attendance and an evaluation.	This presentation was given as part of the OLLI program at USCB-Bluffton. 100% of evaluation respondents reported knowledge gain and the workshop was a good use of their time.	Clemson Extension, USC-B	10/4/2019	10/4/2019	35

Direct	Presentation	Freshwater, General Stormwater, Litter	K-12 students / youth	AMES Presentation and Hands-On Activity. This workshop educated children on watersheds and has them use a constructed a May River Watershed Enviroscape. Impact is determined by attendance.	This presentation was given to 4th and 5th graders at Pritchardville Elementary.	Town of Bluffton	11/5/2019	9/30/2020	100
Direct	Training	General Stormwater	Stormwater managers / stormwater staff, Technical staff / engineers / developers	SoLoCo Updates Presentation. This presentation gave information on the who, what, where, when and why regarding taking a regional approach to stormwater management vs working in individual silos. Effectiveness is determined through verbal feedback after the presentation.	This presentation was given to the SC Association of Stormwater Managers Quarterly Meeting. Feedback from participants was positive. They were very interested in how the SoLoCo partners could achieve a regional approach to Stormwater instead of doing it individually.	Beaufort County, Center for Watershed Protection, McCormick Taylor, Town of Bluffton, City of Beaufort, Town of Hilton Head Island, Town of Port Royal	11/7/2019	11/7/2019	125
Direct	Meeting, Presentation	General Stormwater, Consortium management	Elected & appointed officials and high-level staff, Consortium partners, Stormwater managers / stormwater staff, Supervisory staff, administrators, stormwater managers, Technical staff / engineers / developers	Lowcountry Stormwater Partners Consortium Meeting. These meetings are for partner updates and to address consortium business such as workshops, current events, etc. Impact is determined by attendance.	This meeting revealed the 2019-2023 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan.	Beaufort County, City of Beaufort, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	11/19/2019	11/19/2019	9

Direct	Presentation	General Stormwater, Nutrients, Pesticides, Sediment	Master Gardeners, Residential	Rain Garden Presentation. This presentation covers the effects of stormwater runoff pollution on local watersheds, ways residents can reduce their stormwater footprint, and rain garden function, design, and installation practices. Effectiveness is determined through attendance.	This presentation was given to the Lowcountry Master Gardeners Association at their quarterly meeting.	Clemson Extension	11/21/2019	11/21/2019	31
Direct	Council / Committee / Meeting	General Stormwater	Supervisory staff / administrators / stormwater managers, Educators, Outreach Organizations	SCCIN Winter Meeting. The South Carolina Coastal Information Network (SCCIN) enhances the coordination of community outreach efforts in the state and fosters inter-agency communication and cooperation. This meeting serves as a way that partner organizations meet these goals. Impact is determined by attendance.		SC SeaGrant Consortium, Carolina Clear, LSP, ACE Basin NERR	12/4/2019	12/4/2019	20
Direct	Workshop	General Stormwater	Pond managers, regulatory officials	Sea Grant Healthy Pond Series Introduction to Water Quality Presentation. This presentation covers water quality parameters, vegetation, and pond health indicators. Impact is determined by attendance.	This presentation was given to local pond managers and regulatory officials.	SC SeaGrant Consortium, Town of Bluffton	12/5/2019	12/5/2019	25
Direct	Workshop	General Stormwater	Pond managers, regulatory officials	Sea Grant Healthy Pond Series Introduction to Water Quality Field Day. This field day provided previous attendees the chance to apply water quality, vegetation, and erosion assessments. Impact is determined by attendance.	This field day involved local pond managers and regulatory officials.	SC SeaGrant Consortium, Town of Bluffton	3/12/2020	3/12/2020	25

Direct	Presentation	Bacteria, Freshwater, General Stormwater, Nutrients, Pesticides, Sediment	Residential	Carolina Yards Overview. This workshop gives a hands-on overview of Clemson Extension's Carolina Yards program. The program seeks to work with residents in creating healthy, watershed-friendly landscapes by using effective gardening methods. Impact is determined by attendance.	This presentation was given to the Port Royal Plantation Coffee Ladies group. No evaluation was able to be distributed.	Clemson Extension	1/10/2020	1/10/2020	61
Direct	Council / Committee / Meeting	Freshwater, General Stormwater, Sediment	Supervisory staff/admins/ stormwater managers	Code Enforcement Supervisor Review Meeting. This meeting reviewed sediment and erosion control standards, litter control standards, and information on final site stabilization practices. Impact is determined by attendance.		Town of Bluffton	1/13/2020	1/13/2020	12
Direct	Council / Committee / Meeting, Conference Call	Bacteria, General Stormwater	Stormwater managers / stormwater staff	Conference Call with NC Department of Environmental Quality. The Town of Bluffton discusses their MST sampling program. Impact is determined by the number of people on the call.		Town of Bluffton	1/13/2020	1/13/2020	5
Direct	Meeting, Presentation	General Stormwater, Consortium management	Elected & appointed officials and high-level staff, Stormwater managers/storm water staff, Supervisory staff, administrators, stormwater managers, Technical staff/engineers/ developers	Lowcountry Stormwater Partners Consortium Meeting. These meetings are for partner updates and to address consortium business such as workshops, current events, etc.	This meeting planned our Earth Month outreach strategy.	Beaufort County, City of Beaufort, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	1/21/2020	1/21/2020	18

Direct	Presentation	Freshwater	Commercial landscapers / landscape designers / nurseries, Elected & appointed officials and high-level staff, K-12 students / youth, Residential, Teachers	Why Water is Important Presentation. This presentation covers water use, stormwater runoff, and how the LSP's education and outreach efforts. Impact is determined through attendance.	This presentation was given to the Colleton County Clemson Extension Advisory Council.	Clemson Extension	2/3/2020	2/3/2020	15
Direct	Conference	Freshwater, Nutrients, Conservation easements, Sediment	Agriculture & Conservation District Professionals	SC Association of Conservation Districts Water Quality Panel Presentation. At this annual partnership meeting of SC DNR, NRCS, county Conservation Districts, and other guest speakers, LSP members and affiliates discussed water quality educational outreach efforts. Impact is determined by attendance.		Clemson Extension, NRCS, DNR, SC Conservation Bank & Berkeley SWCD	2/18/2020	2/18/2020	150
Direct	Luncheon	Post Construction Maintenance, Temperature	Stormwater pond management companies, Stormwater pond managers	Lowcountry Property Management Association Luncheon Presentation. At this event, the Town of Bluffton discussed their requirements for proper post-construction maintenance of BMPs. Impact is determined by attendance.		Town of Bluffton	2/18/2020	2/18/2020	24

Direct	Presentation	Bacteria, FOG, Freshwater, General Stormwater, Litter, Nutrients, Pesticides, Petroleum products	K-12 students / youth	Youth Presentation. This presentation includes an Enviroscape demonstration by Watershed Management Division staff and a hands-on planning activity by the Growth Management Department. Impact is determined by attendance.	This presentation was given to the Boys and Girls Club.	Town of Bluffton	2/20/2020	2/20/2020	50
Direct	Presentation	Freshwater, General Stormwater, Nutrients, Pesticides, Sediment	Residential	Rain Garden Presentation. This presentation covers the effects of stormwater runoff pollution on local watersheds and ways residents can reduce their stormwater footprint. It also covers rain garden function, design, and installation practices. Effectiveness is determined through attendance.	This presentation was given to the Callawassie Island Garden Club.	Clemson Extension	2/25/2020	2/25/2020	31
Direct	Council / Committee / Meeting	Bacteria, Sediment	Stormwater managers / stormwater staff, Technical staff / engineers / developers	Beaufort County Comprehensive Water Quality Monitoring Plan Presentation. This presentation covers TMDL, 303D, Special Project, Municipal, and IDDE monitoring that the County performs. Impact is determined by attendance.	This presentation was given at the IECA conference in Raleigh, NC to Stormwater professionals, and regulators.	Beaufort County, City of Beaufort, Town of Bluffton, Town of Port Royal	2/25/2020	2/25/2020	20
Direct	Presentation	General Stormwater	Higher education students	USCENHS Presentation. This presentation covers the Town of Bluffton's adaptive management approach to stormwater management and May River Watershed Action Plan implementation to reduce fecal coliform. Impact is determined through attendance.	This presentation was given to Dr. Dwayne Porters' University of South Carolina ENHS 775 Class.	Town of Bluffton	2/26/2020	2/26/2020	14

Direct	Training	General Stormwater, Bacteria, Nutrients, Sediment, Freshwater, FOG, Pesticides	Contractors, Field staff / maintenance / facilities, Landscapers / landscape designers / nurseries	LID Lunch and Learns. This program is designed to educate professional audiences on the use, installation, and technical aspects of LID practices such as rain gardens, pervious pavement, etc. Impact is determined by attendance and evaluations.	This program was delayed due to COVID-19. Previous iterations of this type of program and their evaluations indicated that an in-person, hands-on training is more effective for the target audience.	Clemson Extension, DNR	3/1/2020	9/30/2020	
Direct	Presentation	Bacteria	K-12 students / youth	Soil Tunnel for Hilton Head Elementary School. Students explore the tunnel learning about what's in the soil and two of the panels are a septic tank and a well. Impact is determined by participation.		Conservation District	3/4/2020	3/6/2020	204
Direct	Presentation	FOG, Freshwater, General Stormwater, Litter, Pesticides, Petroleum products, Pharmaceuticals / personal care products, Temperature	K-12 students / youth	Bluffton Middle School Career Day Presentation. This presentation includes general stormwater information, local impairments, and ways for students to help protect local water quality through action. Impact is determined by attendance.		Town of Bluffton	3/12/2020	3/12/2020	100

Direct	Meeting, Presentation	General Stormwater, Consortium management	Elected & appointed officials and high-level staff, Consortium partners, Stormwater managers / stormwater staff, Supervisory staff, administrators, stormwater managers, Technical staff / engineers / developers	Lowcountry Stormwater Partners Consortium Meeting. These meetings are for partner updates and to address consortium business such as workshops, current events, etc.	This meeting reviewed Earth Month outreach plans and COVID-19 responses.	Beaufort County, City of Beaufort, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	4/7/2020	4/7/2020	12
Direct	Conference, Presentation	General Stormwater	Technical staff / engineers / developers	Center for Watershed Protection Presentation. This presentation described how the Regional Southern Lowcountry Post Construction Stormwater Ordinance & Design Manual is based on classified uses and watershed boundaries, not jurisdictional. Impact is determined by attendance.		Beaufort County, City of Beaufort, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	4/14/2020	4/14/2020	50
Direct	Webinar	Bacteria, General Stormwater, Nutrients, Sediment	Residential	Carolina Yards: Introduction to Carolina Yards. This webinar is the first in a series of Carolina Yards Webinars. It gives an overview of the Carolina Yards program. Its effectiveness is measured through participation and an evaluation survey.	28 participants filled out the evaluation survey. 100% of respondents indicated that they gained knowledge and 93% indicated that they would implement a practice learned during the webinar.	Clemson Extension	4/15/2020	4/15/2020	103

Direct	Webinar	Bacteria, General Stormwater, Litter, Nutrients, Pesticides, Sediment	Higher education students, Residential, Teachers	Being a Neighbor for Clean Water Webinar Series: Keeping our Water Clean, Understanding Stormwater. The webinar series exposes residents to actions and practices that could reduce their stormwater footprints. This session focuses on explaining stormwater and its effects on water quality. Effectiveness is measured through a series evaluation.	Program evaluations of the webinar series were very positive. 100% of respondents indicated that they felt the series was a good use of their time and that they gained knowledge. Similarly, 81% of respondents indicated that they would implement a practice that they learned during the series.	Clemson Extension	4/20/2020	4/20/2020	50
Direct	Webinar	General Stormwater, Nutrients, Pesticides, Sediment	Higher education students, Residential, Stormwater pond management companies, Teachers	Being a Neighbor for Clean Water Webinar Series: Shoreline Management for your Pond. The webinar series exposes residents to actions and practices that could reduce their stormwater footprints. This session focuses on stabilizing pond shorelines as part of stormwater pond maintenance. Effectiveness is measured through a series evaluation.	Program evaluations of the webinar series were very positive. 100% of respondents indicated that they felt the series was a good use of their time and that they gained knowledge. Similarly, 81% of respondents indicated that they would implement a practice that they learned during the series.	Clemson Extension	4/21/2020	4/21/2020	48
Direct	Webinar	General Stormwater, Nutrients, Sediment	Residential	Carolina Yards: Right Plant, Right Place. This webinar is the second in a series of Carolina Yards Webinars. It gives an overview of how matching plant needs to landscape conditions can save residents money, reduce fertilizer use, and improve water quality. Its effectiveness is measured through participation and an evaluation survey.	28 participants filled out the evaluation survey. 100% of respondents indicated that they gained knowledge and 93% indicated that they would implement a practice learned during the webinar.	Clemson Extension	4/22/2020	4/22/2020	103

Direct	Webinar	General Stormwater, Nutrients, Sediment	Higher education students, Residential, Stormwater pond management companies, Teachers	Being a Neighbor for Clean Water Webinar Series: Floating Wetlands. The webinar series exposes residents to actions and practices that could reduce their stormwater footprints. This session focuses on how floating wetlands could reduce pollution in ponds. Effectiveness is measured through a series evaluation.	Program evaluations of the webinar series were very positive. 100% of respondents indicated that they felt the series was a good use of their time and that they gained knowledge. Similarly, 81% of respondents indicated that they would implement a practice that they learned during the series.	Clemson Extension	4/22/2020	4/22/2020	32
Direct	Webinar	Freshwater, General Stormwater, Nutrients, Sediment	Higher education students, Residential, Teachers	Being a Neighbor for Clean Water Webinar Series: Rain Gardens. The webinar series exposes residents to actions and practices that could reduce their stormwater footprints. This session focuses on designing and installing rain gardens. Effectiveness is measured through a series evaluation.	Program evaluations of the webinar series were very positive. 100% of respondents indicated that they felt the series was a good use of their time and that they gained knowledge. Similarly, 81% of respondents indicated that they would implement a practice that they learned during the series.	Clemson Extension	4/23/2020	4/23/2020	39
Direct	Webinar	Bacteria, Bacteria, General Stormwater, Nutrients, Pesticides, Sediment	Higher education students, Residential, Teachers	Being a Neighbor for Clean Water Webinar Series: Water-Wise Landscaping. The webinar series exposes residents to actions and practices that could reduce their stormwater footprints. This session focuses on sustainable landscaping for watershed health. Effectiveness is measured through a series evaluation.	Program evaluations of the webinar series were very positive. 100% of respondents indicated that they felt the series was a good use of their time and that they gained knowledge. Similarly, 81% of respondents indicated that they would implement a practice that they learned during the series.	Clemson Extension	4/24/2020	4/24/2020	38

Direct	Conference, Presentation	General Stormwater	Technical staff / engineers / developers	SESWA Spring Meeting Presentation. This presentation describes the process of creating the Regional Southern Lowcountry Post Construction Stormwater Ordinance & Design Manual. Impact is determined by attendance.		Town of Bluffton	4/24/2020	4/24/2020	100
Direct	Webinar	Bacteria, General Stormwater, Nutrients, Pesticides, Sediment	Residential, Stormwater managers / stormwater staff, Stormwater pond management companies	Maintaining a Healthy Pond. Clemson Extension Agents and Specialists present on proper stormwater pond maintenance and management. Its effectiveness is measured through participation and an evaluation survey.	14 participants filled out the evaluation. 100% of respondents indicated that the program was a good use of their time, that they gained knowledge, and that they would implement a practice learned during the webinar.	Clemson Extension	4/28/2020	4/28/2020	27
Direct	Webinar	General Stormwater, Nutrients, Sediment	Residential	Carolina Yards: Managing Water in Your Own Backyard. This Webinar was the last in a series of Carolina Yards Webinars. It went over ways and reasons for homeowners to be aware of stormwater and install BMPs in their yards. Its effectiveness was measured through participation and an evaluation survey.	28 participants filled out the evaluation survey. 100% of respondents indicated that they gained knowledge and 93% indicated that they would implement a practice learned during the webinar.	Clemson Extension	4/29/2020	4/29/2020	103
Direct	Webinar	General Stormwater, Nutrients, Sediment	Contractors, Stormwater managers / stormwater staff, Stormwater pond management companies, Technical staff / engineers / developers	Value of Stormwater Ponds. Clemson Extension's, Marzieh Motabelli, presents her research on how coastal residents value the different benefits of stormwater ponds and a cost-benefit analysis of the BMPs. Its effectiveness is measured through participation and an evaluation.	Evaluation data was not available at the time of writing this report.	Clemson Extension, SC SeaGrant Consortium	5/7/2020	5/7/2020	89

Direct	Training	General Stormwater	Pond managers, Property managers, Residential	Healthy Pond Series: Shoreline Management Solutions. The Healthy Pond Series is a community-based discussion series for pond owners to learn and share stormwater pond management solutions. This virtual session will discuss shoreline erosion solutions, and participants hear about multiple solutions from different industry experts, followed by time for questions.	This session was co-hosted for LSP and ACSEC area residents, so included participants from both consortium areas. 20 participants responded to the evaluation. 19 agreed or strongly agreed the training was a good use of their time. 16 reported an increase in knowledge. 13 reported that they learned something new they will apply in their work.	Clemson Extension, DNR, ACE Basin National Estuarine Research Reserve	6/11/2020	6/11/2020	44
Direct	Webinar	Bacteria, Freshwater, General Stormwater, Nutrients	Residential	Keeping Tidal Creeks Clean with Planted Buffers Webinar. This one hour, lunch-and-learn webinar focuses on the role vegetative buffers play to help keep tidal creeks clean and healthy. Topics include buffer function, design, plant selection, and maintenance. Impact is determined by attendance and an evaluation.	25 participants filled out the evaluation. 100% of respondents indicated that they gained knowledge, that the webinar was a good use of their time, and that they would recommend the webinar to others. 79% of respondents indicated that they plan to implement practices learned during the webinar.	Clemson Extension, ASEC	6/30/2020	6/30/2020	46
Direct	Presentation	General Stormwater	Technical staff / engineers / developers	Town of Bluffton Webinar. This webinar covers the Town of Bluffton permit fees, inspection requirements for individual lot builders, and sediment & erosion control BMPs. Impact is determined by attendance.	The webinar was given to the Hilton Head Homeowner Builders Association at their meeting.	Town of Bluffton	7/1/2020	7/1/2020	100

Direct	Training	General Stormwater	Planning Staff, Planning Boards and Commissioners, Real Estate Professionals, Contractors, Developers, Consultants	Wetland Regulations: Session. Participants gain a current overview of wetland regulations, permitting, and common circumstances that result in violations. They also learn to recognize basic identifying characteristics of wetlands and how they are used in delineation. Finally, they hear from federal and state agencies about regulation development, permitting processes, roles and responsibilities. Impact is determined by attendance and an evaluation.	153 participants responded to the evaluation. 149 agreed or strongly agreed that the training was a good use of their time. The majority reported an increase in knowledge regarding wetland regulations, and over 100 respondents reported that they learned something new they intend to apply in their work.	DNR, ACE Basin National Estuarine Research Reserve, North Inlet Winyah Bay NERR, USACE and SCDHEC	7/7/2020	7/7/2020	196
Direct	Training	General Stormwater	Planning Staff, Planning Boards and Commissioners, Real Estate Professionals, Contractors, Developers, Consultants	Wetland Regulations: Session 2. Participants gain understanding of wetland ecosystem functions and services, learn the legal basis for wetland protections, and hear case studies on local-level requirements and techniques for protecting people and property. Impact is determined by attendance and an evaluation.	129 participants responded to the evaluation. 122 reported that they agreed the training was useful. The majority reported an increase in knowledge about wetland regulations, and 95 reported that they learned something new they will apply in their work.	DNR, ACE Basin National Estuarine Research Reserve, North Inlet Winyah Bay NERR, USACE and SCDHEC	7/14/2020	7/14/2020	193
Direct	Council / Committee / Meeting	General Stormwater	Supervisory staff / administrators / stormwater managers, Educators, Outreach Organizations	SCCIN Summer Meeting. The South Carolina Coastal Information Network (SCCIN) enhances the coordination of community outreach efforts in the state and fosters inter-agency communication and cooperation. This meeting serves as a way that partner organizations meet these goals. Impact is determined by attendance.		SC SeaGrant Consortium, Carolina Clear, LSP, ACE Basin NERR	7/16/2020	7/16/2020	20

Direct	Meeting, Presentation	General Stormwater, Consortium management	Elected & appointed officials and high-level staff, Consortium partners, Stormwater managers / stormwater staff, Supervisory staff, administrators, stormwater managers, Technical staff / engineers / developers	Lowcountry Stormwater Partners Consortium Meeting. These meetings are for partner updates and to address consortium business such as workshops, current events, etc.	This meeting reviewed annual reporting procedures and how to use the new LSP reporting database.	Beaufort County, City of Beaufort, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	7/21/2020	7/21/2020	20
Direct	Webinar, Presentation	Bacteria, Freshwater, General Stormwater, Nutrients, Pesticides, Sediment	Grounds crew / maintenance / facilities staff, Residential, Stormwater managers / stormwater staff, Stormwater pond management companies, Stormwater pond managers, Technical staff / engineers / developers	Keeping Ponds Healthy with Proactive Management Webinar. This presentation is an updated version of the Healthy Ponds, Healthy Communities workshop. This presentation explains how stormwater ponds function, how to maintain them, and common issues they experience. Effectiveness is determined through attendance and an evaluation.	11 participants filled in the evaluation. 100% of the respondents indicated that they gained knowledge, found the Webinar to be a good use of their time, and would recommend the Webinar to others. 36% indicated that they would implement a practice learned in the webinar.	Clemson Extension	8/6/2020	8/6/2020	21
Direct	Training	Freshwater, General Stormwater, Nutrients, Sediment	Elected & appointed officials and high-level staff, Stormwater managers / stormwater staff, Supervisory	Using the SC Coastal LID Manual: Online Workshop. This 1.5-hour online workshop provides participants with an overview of the "Low Impact Development in Coastal South Carolina: A Planning and Design	100 participants filled in the evaluation. 99% of respondents thought the webinar was a good use of their time, 100% reported knowledge gain, and 78% indicated that they would implement	Clemson Extension, DNR, ACSEC, Center for Watershed Protection, SC DNR ACE Basin	8/19/2020	8/19/2020	155

			staff / administrators	Guide," and familiarizes users with the manual's compliance calculator. It also includes a demonstration for manual use in site design application. Effectiveness is measured through the number of participants and an evaluation.	a practice learned during the webinar.	NERR Coastal Training Program, the North Inlet-Winyah Bay NERR Coastal Training Program, and the SC Sea Grant Consortium			
Direct	Training	General Stormwater	Pond managers, Property managers, Residential	Beaufort Area Healthy Pond Series: Roles and Responsibilities Webinar. The Healthy Pond Series is a community-based discussion series for pond owners to learn and share stormwater pond management solutions. This virtual session discussed stormwater pond roles and responsibilities, introduces local and county stormwater officials and has time for questions. Impact is determined by attendance and an evaluation.	11 out of 25 participants filled out an evaluation. 100% agreed or strongly agreed that the training was a good use of their time. All respondents reported increasing their knowledge at least a little, with the majority reporting an increase of "a lot" or "a great deal". 73% of respondents reported that they learned something new that they will apply to their pond.	Clemson Extension, DNR, ACE Basin National Estuarine Research Reserve	8/20/2020	10/20/2020	25
Direct	Webinar, Presentation	Bacteria, Freshwater, General Stormwater, Nutrients, Sediment	Elected & appointed officials and high-level staff, Grounds crew / maintenance / facilities staff, Residential, Stormwater pond managers	Managing Landscapes for Pond Health. This presentation is an updated version of the Healthy Ponds, Healthy Communities presentation. It covers stormwater pond design, maintenance procedures, and the importance of buffers. Effectiveness is determined through attendance and an evaluation.	This presentation was given the Moss Creek POA. Out of the 13 evaluations turned in, 100% of the respondents indicated that the webinar was useful and that they gained knowledge. 61% indicated that they would implement a practice demonstrated during the presentation.	Clemson Extension	9/17/2020	9/17/2020	27

Direct	Presentation	Freshwater, General Stormwater, Litter, Pesticides	K-12 students / youth	Watershed Presentation. This presentation covers basic watershed concepts and examples for elementary school students. Impact is determined by attendance.	The Town of Bluffton gave this presentation to 4th and 5th grade Pritchardville Elementary School students over Zoom.	Town of Bluffton	9/22/2020	9/22/2020	100
Direct	Webinar	General Stormwater, Nutrients, Sediment	Master Gardeners	Stream Bank Repair Water Wednesdays Master Gardener Webinar. This presentation is the first in a series of educational webinars for Master Gardeners. It covers how watersheds function and identifies steps needed to stabilize and revegetate stream banks. Effectiveness is measured through participation and an evaluation.	Evaluation data was not available at the time of writing this report.	Clemson Extension	9/23/2020	9/23/2020	54
Direct	Webinar	Bacteria, General Stormwater, Pesticides, Petroleum products, Sediment	Residential	Webinar Preview for Be Well Informed Program. The webinar provides an overview of well maintenance best practices, well water quality considerations, and a question and answer session. Its effectiveness is measured through participation and an evaluation.	Five participants filled out the evaluation. 100% of respondents indicated that the webinar was a good use of their time and that they gained knowledge.	Clemson Extension	9/24/2020	9/24/2020	14
Direct	Webinar	General Stormwater, Nutrients, Sediment	Teachers	The Future of Stream Bank Repair in South Carolina Presentation. This presentation provides insight on how watersheds function and identifies steps needed to stabilize and revegetate stream banks. Effectiveness is measured by participation.	This presentation was given to the EEASC.	Clemson Extension	9/25/2020	9/25/2020	13

Indirect	Billboard	Bacteria	Pet owners, Residential	Clemson Extension's Carolina Clear Pet Waste Mass Media Campaign Billboard. "Be Prepared. Always Bring a Bag" billboards were displayed in Beaufort County. Impact is determined by weekly viewership.		Clemson Extension	10/1/2019	9/30/2020	346336
Indirect	Webpage / Social media	Bacteria, Freshwater, General Stormwater, Nutrients, Pesticides, Sediment	Stormwater managers / stormwater staff, Stormwater pond management companies, Stormwater pond managers	The SC Stormwater Pond Website. This website provides information, resources, and troubleshooting assistance. Impact is determined by the total number of site views.		Clemson Extension	10/1/2019	9/30/2020	68609
Indirect	Webpage / Social media	General Stormwater, Nutrients, Pesticides, Sediment	Residential	The Carolina Yards Program webpage. This webpage contains information on Clemson Extension's Carolina Yards program, resources, and information on sustainable, watershed-based landscaping. Impact is determined by the total number of site views.		Clemson Extension	10/1/2019	9/30/2020	31585
Indirect	Webpage / Social media	Bacteria, General Stormwater, Nutrients, Sediment	Residential	Carolina Yards Website. The website's goal is to provide information on how to use simple and effective principles and actions to help guide residents towards a low maintenance and positive environmental impact yard. Impact is determined by the total number of visitors.		Clemson Extension	10/1/2019	9/30/2020	31585

Indirect	Television / Video	General Stormwater, Nutrients, Sediment	Agriculture, Commercial landscapers / landscape designers / nurseries, Grounds crew / maintenance / facilities staff, Plant Nurseries, Residential	Making It Grow! SCETV and Clemson Extension's Making It Grow TV! show shares home and garden information to South Carolina residents as well as a water quality tip during the broadcast. Impact is determined by average views.	The number reported was the average number of persons per household applied to the projected number of households that viewed Making It Grow! This number does not take into account those watching on the SC Channel or any online viewings. The LSP coordinator appeared on Making It Grow! on 10/29/19 and 11/5/19 to promote LSP events.	Clemson Extension	10/1/2019	9/30/2020	25245
Indirect	Webpage / Social media	Bacteria, FOG, General Stormwater, Litter, Nutrients, Pesticides, Petroleum products, Sediment, Toxic contaminants, heavy metals	General Public	The Clemson Extension Carolina Clear Program's webpage. This website provides a wide variety of stormwater-based information. Impact is determined by the total number of site views.	Updates, upgrades, and additions to this website began in March 2020 and are currently ongoing.	Clemson Extension	10/1/2019	9/30/2020	14118
Indirect	Webpage / Social media	Bacteria, Freshwater, General Stormwater, Litter, Nutrients, Sediment	General Public	Carolina Clear YouTube Channel. This channel provides a clearing house of stormwater information. Impact is determined by the number of video views.	During this reporting period, five new videos were uploaded, and the channel gained 30 subscribers.	Clemson Extension	10/1/2019	9/30/2020	8528
Indirect	Webpage / Social media	Freshwater, General Stormwater, Nutrients, Pesticides, Sediment	Commercial landscapers / landscape designers / nurseries, Contractors, Residential	The Carolina Rain Garden Initiative web page. This webpage contains resources and information for both professional and residential audiences on rain gardens. Impact is determined by the total number of site views.		Clemson Extension	10/1/2019	9/30/2020	5781

Indirect	Webpage / Social media	Bacteria, General Stormwater, Nutrients, Sediment	General Public	Clemson Extension's Water Resources Team webpage. This website is a clearing house of information and links to pertinent stormwater and water-quality related information across the Clemson Extension website. Impact is determined by the total number of site views.	Updates, upgrades, and additions to this website began in March 2020 and are currently ongoing.	Clemson Extension	10/1/2019	9/30/2020	3983
Indirect	Webpage / Social media	Bacteria, General Stormwater, Nutrients, Pesticides, Sediment	Commercial landscapers / landscape designers/ nurseries, Residential, Stormwater managers / stormwater staff, Stormwater pond management companies, Technical staff / engineers / developers	Master Pond Manager Website. This website promotes the Master Pond Manager course, houses certification lists, and provides information and resources to people about the program. Impact is determined by the total number of site views.		Clemson Extension	10/1/2019	9/30/2020	3285
Indirect	Webpage / Social media	General Stormwater	Elected & appointed officials and high-level staff, Residential, Stormwater managers / stormwater staff, Pond mgmt. companies, Supervisory staff / administrators, Technical staff / engineers / developers	SCCIN Event Calendar and Resource Portal Website. This website maximizes the efficient delivery of quality training and educational material to coastal decision-makers, community planners, local officials, and the public. It provides a directory of outreach events, as well as links to collaborating partners and to relevant resources for more detailed information. Impact is determined by total site visits.		SC SeaGrant Consortium	10/1/2019	9/30/2020	2125

Indirect	Educational signage	Litter	General Public, Residential	May River Watershed Identification Signs. The signs remind visitors and residents alike to "Love Our River, Never Litter". Impact is determined by a small subset of all roadway traffic (from SCDOT data) to determine impact.	The Town of Bluffton installed 10 signs. Four signs are placed at major entryways into the May River Watershed. The remaining six signs are placed in locations within the Bluffton Historic District to identify coves draining to the May River.	Town of Bluffton	10/1/2019	9/30/2020	1500
Indirect	Webpage / Social media	Bacteria, FOG, Freshwater, General Stormwater, Litter, Nutrients, Pesticides, Sediment	General Public	The Lowcountry Stormwater Partners website. This website contains information and resources for all LSP activities, POCs, and publications. Impact is determined by the total number of site views.		Clemson Extension	10/1/2019	9/30/2020	372
Indirect	Webpage / Social media, Publication / Article	General Stormwater	Elected & appointed officials and high-level staff, Stormwater managers/storm water staff, Stormwater pond management companies, Supervisory staff/ administrators, Technical staff / engineers /developers, Field staff / maintenance / facilities, Landscapers / landscape designers / nurseries	Stormwater State of the Knowledge Report, this 8-chapter report contains up-to-date scientific findings on stormwater ponds, their effectiveness as a control measure, pollutant levels, public perception, and best management practices. Impact is determined by the number of people accessing the digital version.		SC SeaGrant Consortium, Clemson	10/1/2019	9/30/2020	334

Indirect	Television / Video	Bacteria, General Stormwater, Litter, Nutrients	Residential	Televised Stormwater Public Service Announcements. These PSAs highlight bacteria from pet waste, watersheds, lawn care/fertilizer use, and litter. Impact is determined by video views.	The six PSAs developed by Town of Bluffton, the Beaufort County Channel, the Bluffton Police Department, Carolina Clear, and Keep Beaufort County Beautiful were also available for viewing by the public on the Watershed Management Division webpage. These PSAs also aired on the local access Beaufort County Channel and the County Channels YouTube page.	Beaufort County, Beaufort County Channel, Town of Bluffton	10/1/2019	9/30/2020	300
Indirect	Webpage / Social media	General Stormwater	Elected & appointed officials and high-level staff, Residential, Stormwater managers / stormwater staff, Stormwater pond management companies, Supervisory staff / administrators, Technical staff / engineers / developers, Boat owners / operators / marinas	Stormwater Collaborative Webpage. The S.C. Stormwater Pond Research and Management Collaborative investigates and addresses the challenges associated with stormwater ponds in our coastal areas. This website provides information on their past and current efforts. Impact is determined by total number of website visits.		SC SeaGrant Consortium, Clemson	10/1/2019	9/30/2020	219

Indirect	Publication / Article	Bacteria, General Stormwater	Residential, All Citizens of Town of Bluffton	"Old Town Bluffton Sewer Extension Project Underway" Article. This article gives an overview on how the Town is combating bacterial pollution from septic systems in the May River Watershed. Impact is determined by Bluffton Today's reported readership.	The Bluffton Today publication ran this article on 8 / 14 / 20.	Town of Bluffton	10/1/2019	9/30/2020	200
Indirect	Educational signage	Freshwater, General Stormwater, Litter	Residential, Stormwater managers / stormwater staff, Supervisory staff / administrators, Technical staff / engineers / developers	Pervious Pavement and Bioswales Interpretive Sign installation. These signs highlight the importance and function of these BMPs. Impact is determined by attendees at the dedication ceremony	2 signs were installed at the Bluffton Town Hall.	Town of Bluffton	10/1/2019	9/30/2020	150
Indirect	Webpage / Social media, Publication / Article	General Stormwater	Stormwater managers / stormwater staff, Stormwater pond management companies, Supervisory staff / administrators, Technical staff / engineers / developers, Field staff / maintenance / facilities, Landscapers / landscape designers / nurseries	Low Impact Development in Coastal South Carolina: A Planning and Design Guide. This manual increases coastal communities' knowledge and implementation of low impact development practices. Impact is determined by the total number of people accessing the digital version.		SC SeaGrant Consortium, Clemson Extension, LSP, ACE Basin & NIWB NERR	10/1/2019	9/30/2020	96

Indirect	Brochure / outreach material, Presentation	Bacteria, Litter, Pesticides, Petroleum products, Toxic contaminants / heavy metals	Grounds crew / maintenance / facilities staff	Illicit Discharge Detection & Elimination and Pollution Prevention and Good Housekeeping for Municipal Operations Handouts. These documents and accompanying presentation teach new Town of Bluffton employees about IDDE and their responsibilities to preventing water pollution. Impact is determined through the number employees receiving handouts.	45 employees received the handouts.	Town of Bluffton	10/1/2019	9/7/2020	45
Indirect	Brochure / Outreach material	General Stormwater, Bacteria, Nutrients, Sediment, Freshwater, FOG, Pesticides	General Public	Brochures / Rack Cards. These resources cover information on LID practices and stormwater-friendly behavior. Topics include rain gardens, native plants, rainwater harvesting, keeping storm drains clear, composting, and reducing litter.	A rack card on pond management was designed this year.	Clemson Extension	10/1/2019	9/30/2020	
Indirect	Brochure / Outreach material	General Stormwater, Nutrients	General Public	Soil Sample Bags at Events. Soil sample encourage residents to perform soil tests prior to fertilizing their landscapes.	Soil sample bags are distributed at the Clemson Extension Office, the three farmer's markets in the county, and at community partner offices.	Clemson Extension	10/1/2019	9/30/2020	
Indirect	Educational signage	General Stormwater, Bacteria, Nutrients, Sediment, Freshwater, FOG, Pesticides	General Public	LID Signs. These signs highlight the importance and function of these LID practices in demonstration sites.	The signs are designed and will be printed on demand for donation and partner construction projects. Several have already been erected.	Clemson Extension	10/1/2019	9/30/2020	

Indirect	Educational signage	General Stormwater, Bacteria, Nutrients, Sediment, Freshwaters	Residential	Rain Garden Step-Stake signs. This sign is based off the rain garden LID sign but is printed in a reusable and easily removeable way. It is intended to be put on new construction projects to educate homeowners on the importance of their rain gardens.	The signs are designed and will be printed on demand for donation and partner construction projects.	Clemson Extension	10/1/2019	9/30/2020	
Indirect	Brochure / Outreach material	General Stormwater, Bacteria, Nutrients, Sediment, Freshwater, FOG, Pesticides	General Public	Clemson Extension HGIC LID / BMP Factsheets. These publications teach citizens how to have a positive impact on local water quality through LID practices, BMPs, and other behaviors.	There are 42 factsheets available. Six of them were written during COVID-19-19 procedures.	Clemson Extension	10/1/2019	9/30/2020	
Indirect	Brochure / Outreach material	General Stormwater, Bacteria, Nutrients, Sediment, Freshwaters	General Public	2019-2023 Lowcountry Stormwater Partner Stormwater Outreach Strategic Plan. This plan prioritizes three pollutants of concern (bacteria, nutrients, and freshwater) for the region, provides education and outreach strategies related to these pollutants, and develops timelines and evaluation mechanisms for these strategies.	This document was published in November 2019 to replace the 2016-2018 Lowcountry Stormwater Partner Stormwater Outreach Strategic Plan. This reporting year concluded Year 2 of the strategic plan.	Clemson Extension	11/1/2019	9/30/2020	
Indirect	Newsletter	General Stormwater, Nutrients	Residential	LSP Changing Tides Newsletter November 2019. This newsletter is meant to inform the public about recent, current, and upcoming public education and participation opportunities. Its effectiveness is measured through the size of the listserv and the percentage of recipients who open it.	37% of recipients opened the newsletter. It included an article on soil testing.	Clemson Extension	11/27/2019	11/27/2019	98

Indirect	Newsletter	Bacteria, Freshwater, General Stormwater, Nutrients, Pesticides	Residential	LSP Changing Tides Newsletter December 2019. This newsletter is meant to inform the public about recent, current, and upcoming public education and participation opportunities. Its effectiveness is measured through the size of the listserv and the percentage of recipients who open it.	41% of recipients opened the newsletter. It included an article on cyanobacteria.	Clemson Extension	12/20/2019	12/20/2019	94
Indirect	Newsletter	Freshwater, General Stormwater	Residential	LSP Changing Tides Newsletter January 2020. This newsletter is meant to inform the public about recent, current, and upcoming public education and participation opportunities. Its effectiveness is measured through the size of the listserv and the percentage of recipients who open it.	46% of recipients opened the newsletter. It included an article on irrigation and the effects of freshwater on the saltmarsh.	Clemson Extension	1/24/2020	1/24/2020	94
Indirect	Brochure / Outreach material	General Stormwater, Bacteria	Residential	Bilingual Septic Brochures. These brochures, in both English and Spanish, will explain the importance of septic system maintenance and refer residents to the information and resources on the septic system website. Impact will be determined by their distribution.	These resources are researched but are waiting for the septic website to be launched so that all educational material can share the same branding, resources, and link back to one another.	Clemson Extension	3/1/2020	9/30/2020	
Indirect	Website / Social media	General Stormwater, Bacteria	Residential	Septic Online Resources. These resources cover septic system maintenance, failures, types, locations, regulations, and other useful information for septic system owners. Resources include a website, factsheets, brochures, and more. Impact will be	The website content was researched, written, and reviewed by SC DHEC during this reporting period. It is in the process of being published and will be live by the end of November 2020. Additional resources	Clemson Extension	3/1/2020	9/30/2020	

				determined by total website visits.	are researched but are waiting for the septic website to be launched so that all educational material can share the same branding, resources, and link back to one another.				
Indirect	Website / Social media	General Stormwater, Bacteria	Residential	Septic E-Reminder. This program will send an email to subscribers reminding them to schedule a septic system inspection annually. Impact will be determined by the number of subscribers.	The form will be live when the septic system website goes live in November 2020.	Clemson Extension	3/1/2020	9/30/2020	
Indirect	Presentation	General Stormwater	Elected & appointed officials and high-level staff, Technical staff / engineers / developers	MASC Interview Stormwater Management Article. Town of Bluffton's Kim Jones talks about what a "typical day" is like for a stormwater manager – drainage; water quality; compliance; plan reviews.		Town of Bluffton	3/3/2020	3/3/2020	0
Indirect	Newsletter	Bacteria, General Stormwater	Pet owners, Residential	LSP Changing Tides Newsletter February 2020. This newsletter is meant to inform the public about recent, current, and upcoming public education and participation opportunities. Its effectiveness is measured through the size of the listserv and the percentage of recipients who open it.	45% of recipients opened the newsletter. It included an article on pet waste.	Clemson Extension	3/4/2020	3/4/2020	94

Indirect	Newsletter	General Stormwater	Residential	LSP Changing Tides Newsletter March 2020. This newsletter is meant to inform the public about recent, current, and upcoming public education and participation opportunities. Its effectiveness is measured through the size of the listserv and the percentage of recipients who open it.	35% of recipients opened the newsletter. It included an article on how to receive services during COVID-19-19 procedures.	Clemson Extension	3/20/2020	3/20/2020	94
Indirect	Publication / Article	Bacteria, General Stormwater, Nutrients, Sediment	Residential	Local Life Magazine: Faces of Water Interview Article. This article covers the interview of LSP coordinator. She describes her education and outreach efforts in Beaufort County. Effectiveness is determined by the magazine's distribution numbers.	The magazine was distributed digitally and in print.	Clemson Extension, Local Life Magazine	4/1/2020	4/1/2020	157661
Indirect	Newsletter	General Stormwater, Nutrients	Residential	LSP Changing Tides Newsletter April 2020. This newsletter is meant to inform the public about recent, current, and upcoming public education and participation opportunities. Its effectiveness is measured through the size of the listserv and the percentage of recipients who open it.	40% of recipients opened the newsletter. It included an article on keeping storm drains clear of yard debris.	Clemson Extension	4/16/2020	4/16/2020	100

Indirect	Webpage / Social media	Bacteria, FOG, General Stormwater, Litter, Nutrients, Pesticides, Sediment	General Public	Spring Cleaning Your Yard Video Series. This Facebook video series focuses on watershed-friendly landscaping practices. Impact is determined through post reach.	During COVID-19-19, the Clemson Water Resources Team worked on three unique video series to better engage target audiences on the Carolina Clear Facebook page. Their impact numbers are reported under the Carolina Clear Facebook Page. Spring Cleaning Your Yard reached 3050 people over six videos.	Clemson Extension	4/22/2020	5/27/2020	
Indirect	Webpage / Social media	Bacteria, FOG, General Stormwater, Litter, Nutrients, Pesticides, Petroleum products, Pharmaceuticals / personal care products, Sediment, Toxic contaminants / heavy metals	General Public	Macroinvertebrate Mondays Video Series. This Facebook video series focuses on educating people about the different macroinvertebrate indicator species in South Carolina and how they are impacted by stormwater. Impact is determined through post reach.	During COVID-19-19, the Clemson Water Resources Team worked on three unique video series to better engage target audiences on the Carolina Clear Facebook page. Their impact numbers are reported under the Carolina Clear Facebook Page. Macroinvertebrate Mondays reached 3814 people over 13 videos.	Clemson Extension	4/27/2020	8/31/2020	
Indirect	Newsletter	Freshwater, General Stormwater	Residential	LSP Changing Tides Newsletter May2020. This newsletter is meant to inform the public about recent, current, and upcoming public education and participation opportunities. Its effectiveness is measured through the size of the listserv and the percentage of recipients who open it.	44% of recipients opened the newsletter. It included an article on rainwater harvesting.	Clemson Extension	5/14/2020	5/14/2020	111

Indirect	Newsletter	Bacteria, General Stormwater, Nutrients, Sediment	Grounds crew / maintenance / facilities staff, Residential, Stormwater managers / stormwater staff, Stormwater pond management companies	Big News for Small Ponds Mailing List May 2020. This mailing list is intended for both pond managers and owners in Beaufort, Jasper, Colleton, and Hampton Counties. By signing up for the mailing list, participants receive emails or direct mailers about local, pond-related resources, trainings, events, and certification opportunities. Participants have the option to receive both virtual and direct mailings about opportunities and this satisfies the direct mailing requirement of the strategic plan. Its effectiveness is determined by the number of subscribers and the percent of recipients who open the publication.	51% of recipients opened the publication.	Clemson Extension	5/26/2020	5/26/2020	37
Indirect	Publication / Article	Bacteria, Freshwater, General Stormwater, Litter, Nutrients	K-12 students / youth	4-H20@Home. This program is an adaptation of the 4-H20 summer camp curriculum which provides hands-on, watershed science experiences for youth. This 6-lesson activity guide covers the same concepts as the camp, but in a way that children can learn at home. Its effectiveness is measured through downloads and school distribution efforts.	Due to the cancellation of this summer's 4-H20 camp, 4-H and the LSP adapted the 4-H20 curriculum into a series of six, at-home lesson plans. The lesson plans were packaged into an activity book called "4-H20@Home" and distributed to 105 3rd grade students at Katie Elementary School. This activity book was also available as a download for youth throughout the summer. There were 15 downloads.	Clemson Extension, 4-H	6/1/2020	9/30/2020	125

Indirect	Newsletter	Bacteria, General Stormwater, Nutrients, Sediment	Grounds crew / maintenance / facilities staff, Residential, Stormwater managers / stormwater staff, Stormwater pond management companies	Big News for Small Ponds Mailing List June 2020. This mailing list is intended for both pond managers and owners in Beaufort, Jasper, Colleton, and Hampton Counties. By signing up for the mailing list, participants receive emails or direct mailers about local, pond-related resources, trainings, events, and certification opportunities. Participants have the option to receive both virtual and direct mailings about opportunities and this satisfies the direct mailing requirement of the strategic plan. Effectiveness is determined by the number of subscribers and the percent of recipients who open the publication.	50% of recipients opened the publication.	Clemson Extension	6/10/2020	6/10/2020	40
Indirect	Newsletter	Bacteria, General Stormwater	Residential	LSP Changing Tides Newsletter June 2020. This newsletter is meant to inform the public about recent, current, and upcoming public education and participation opportunities. Effectiveness is measured through listserv size and the percentage of opened emails.	40% of recipients opened the newsletter. It included an article on septic system maintenance.	Clemson Extension	6/12/2020	6/12/2020	122
Indirect	Brochure / Outreach material	General Stormwater, Bacteria	Pet owners, Residential	Pet Waste PSAs. Information regarding how many dogs live in Beaufort County, the amount of fecal waste they generate, and that waste's impacts on water quality will be spread through multiple media sources (infographics, pictures, videos, etc.).	An infographic and social media campaign were developed to spread this information.	Clemson Extension	7/1/2020	9/30/2020	

Indirect	Brochure / Outreach material	General Stormwater, Bacteria	Pet owners, Residential	Leash Dog Bag Holders. These bag holders are given away to promote picking up pet waste.	The holders were ordered and are waiting upon partner offices to open for distribution.	Clemson Extension	7/1/2020	9/30/2020	
Indirect	Educational signage	General Stormwater, Bacteria	Pet owners, Residential	Pet Waste Signs. These signs will encourage pet owners to pick up after their dogs and take the pet waste pledge.	The signs are designed and will be printed as part of the upcoming small grants program as well as on demand for donation and partner construction projects.	Clemson Extension	7/1/2020	9/30/2020	
Indirect	Webpage / Social media	Freshwater, General Stormwater, Litter	All Citizens of May River Watershed	The Town of Bluffton's May River Story Map. This map highlights the history of the water quality efforts the Town has done to protect the May River.	A link to this story map is located here https://storymaps.arcgis.com/stories/641539342e8f42e4a670e50943ae38a1	Town of Bluffton	7/10/2020	9/30/2020	500
Indirect	Newsletter	Bacteria, General Stormwater, Nutrients, Pesticides, Sediment	Grounds crew / maintenance / facilities staff, Residential, Stormwater managers / stormwater staff, Stormwater pond management companies	Big News for Small Ponds Mailing List July 2020. This mailing list is intended for both pond managers and owners in Beaufort, Jasper, Colleton, and Hampton Counties. By signing up for the mailing list, participants receive emails or direct mailers about local, pond-related resources, trainings, events, and certification opportunities. Participants have the option to receive both virtual and direct mailings about opportunities and this satisfies the direct mailing requirement of the strategic plan. Its effectiveness is determined by the number of subscribers and the percent of recipients who open the publication.	54% of recipients opened the publication.	Clemson Extension	7/13/2020	7/13/2020	43

Indirect	Publication / Article	Bacteria, General Stormwater, Nutrients, Sediment	Residential	Protecting Water Quality with Vegetated Buffers HGIC Blog Post. This post covers the benefits of vegetated buffers around stormwater ponds. Its effectiveness is measured through total website visits.		Clemson Extension	7/15/2020	7/15/2020	416
Indirect	Newsletter	General Stormwater, Nutrients, Sediment	Residential	LSP Changing Tides Newsletter July 2020. This newsletter is meant to inform the public about recent, current, and upcoming public education and participation opportunities. Its effectiveness is measured through the size of the listserv and the percentage of recipients who open it.	46% of recipients opened the newsletter. It included an article on stormwater pond maintenance.	Clemson Extension	7/15/2020	7/15/2020	127
Indirect	Webpage / Social media	Pet Waste, Nutrients, General Stormwater	General public, Residential, Youth, Pet Owners	DOGust Social Media Campaign. This campaign focuses on educating people of the effect of pet waste on stormwater. It also promoted the new pet waste pledge. Impact is determined by post reach.	During this period, the LSP launched two, multimedia social media campaigns. Their impact numbers were recorded under the Lowcountry Stormwater Partners Facebook Page entry. The DOGust campaign reached 3326 people with 57 posts. The second campaign focused on soil testing. It reached 676 people with 27 posts.	Clemson Extension	8/1/2020		
Indirect	Webpage / Social media	Bacteria, FOG, General Stormwater, Litter, Nutrients, Pesticides, Sediment	General Public	Water Myth Wednesdays Video Series. This Facebook video series focuses on debunking common water quality myths. Impact is determined through post reach.	During COVID-19-19, the Clemson Water Resources Team worked on three unique video series to better engage target audiences on the Carolina Clear	Clemson Extension	8/5/2020	8/31/2020	

					Facebook page. Their impact numbers are reported under the Carolina Clear Facebook Page. Water Myth Wednesdays reached 4578 people over 4 videos				
Indirect	Newsletter	Bacteria, General Stormwater	Pet owners, Residential	LSP Changing Tides Newsletter August 2020. This newsletter is meant to inform the public about recent, current, and upcoming public education and participation opportunities. Effectiveness is measured through the listserv size and the percentage opened emails.	48% of recipients opened the newsletter. It included an article on pet waste and the new pet waste pledge.	Clemson Extension	8/14/2020	8/14/2020	129
Indirect	Publication / Article	Bacteria	Residential	Be Septic Safe HGIC Blog Post. This post covers basic septic system maintenance. Its effectiveness is measured through total website visits.		Clemson Extension	8/20/2020	8/20/2020	655
Indirect	Publication / Article	General Stormwater, Toxic contaminants / heavy metals	Residential	Waterwise: Cleaning Painting Equipment After Household Use HGIC Factsheet. This factsheet covers best practices on disposing of paint waste and cleaning paint brushes. Its effectiveness is measured by website visits.	The LSP coordinator co-wrote this publication	Clemson Extension	8/26/2020	8/26/2020	274
Indirect	Newsletter	Bacteria, FOG, General Stormwater	Residential	LSP Changing Tides Newsletter September 2020. This newsletter is meant to inform the public about recent, current, and upcoming public education and participation opportunities. Effectiveness is measured through listserv size and the percentage of recipients who open it.	39% of recipients opened the newsletter. It included an article on FOG.	Clemson Extension	9/14/2020	9/14/2020	131

Indirect	Newsletter	Bacteria, General Stormwater, Nutrients, Pesticides, Sediment	Grounds crew / maintenance / facilities staff, Residential, Stormwater managers / stormwater staff, Stormwater pond management companies	Big News for Small Ponds Mailing List September 2020. This mailing list is intended for both pond managers and owners in Beaufort, Jasper, Colleton, and Hampton Counties. By signing up for the mailing list, participants receive emails or direct mailers about local, pond-related resources, trainings, events, and certification opportunities. Participants have the option to receive both virtual and direct mailings about opportunities and this satisfies the direct mailing requirement of the strategic plan. Its effectiveness is determined by the number of subscribers and the percent of recipients who open the publication.	47% of recipients opened the publication.	Clemson Extension	9/14/2020	9/14/2020	43
Indirect	Brochure / Outreach material	General Stormwater, Bacteria, Nutrients, Sediment, Freshwater	Residential	LSP Welcome to the Neighborhood Buffer Packet. This packet teaches new residents the importance of saltmarsh buffers. It includes a welcome letter, factsheets, plant lists, an example buffer design, cost estimations, and a contact sheet for local buffer ordinances. Impact is determined by the number of people who receive it.	The first packet was released to partners for distribution in September 2020. Impact numbers will be available in the next report.	Clemson Extension	9/20/2020	9/30/2020	

Direct	Council / Committee / Meeting	General Stormwater	Residents, Citizens of the Town of Bluffton	Bluffton Town Council Meetings. The Bluffton Town Council includes the mayor and four council members who serve overlapping four-year terms. Town Council encourages public input into the Towns Stormwater Program through public comment. Public comment cards are available on the Town website. Impact is measured in views.	Since March of 2020 Town Council meetings have been held virtually and live streamed through the Town Facebook page. These meetings are also available to residents on-demand. Meetings take place the second Tuesday of each month.	Town of Bluffton	10/1/2019	9/30/2020	41446
Direct	Council / Committee / Meeting	Freshwater, General Stormwater, Pesticides, Pharmaceuticals / personal care products, Toxic contaminants / heavy metals	Contractors, Elected & appointed officials and high-level staff, Residential, Stormwater managers / stormwater staff, Stormwater pond management companies, Supervisory staff / administrators, Technical staff / engineers / developers	May River Watershed Action Plan Implementation Committee Meetings. The seven-member committee is tasked with assisting and advising Town Council by offering guidance and recommendations to implement the opportunities and strategies outlined in the May River Watershed Action Plan. Residents can either serve on the committee or provide input into the Town's Stormwater Program through public comment opportunities at each meeting. Impact is determined through attendance.	Dr. Montie of USCB gave his "Historical Analysis of Water Quality in May River" presentation. Town staff presented on the Town monitoring program, current monitoring data, and the town Watershed Management Division work plan.	Town of Bluffton	10/24/2019	10/24/2019	3
Direct	Council / Committee / Meeting	Freshwater, General Stormwater, Pesticides, Pharmaceuticals / personal care products, Toxic contaminants / heavy metals	Contractors, Elected & appointed officials and high-level staff, Residential, Stormwater managers / stormwater staff, Stormwater	May River Watershed Action Plan Implementation Committee Meetings. The seven-member committee is tasked with assisting and advising Town Council by offering guidance and recommendations to implement the opportunities and strategies outlined in the May River Watershed	Town staff presented on the Town monitoring program, current monitoring data, and the town Watershed Management Division work plan. Future WAPAC meeting dates were also discussed.	Town of Bluffton	12/9/2019	12/9/2019	4

			pond mgmt. companies, Supervisory staff / admins, Technical staff / engineers / developers	Action Plan. Residents can serve on the committee or provide input in the Town's Stormwater Program through public comment. Impact is determined through attendance.					
Direct	Council / Committee / Meeting	Freshwater, General Stormwater, Pesticides, Pharmaceuticals / personal care products, Toxic contaminants / heavy metals	Contractors, Elected & appointed officials and high-level staff, Residential, Stormwater managers / stormwater staff, Stormwater pond mgmt. companies, Supervisory staff / admins, Technical staff / engineers / developers	May River Watershed Action Plan Implementation Committee Meetings. The seven-member committee is tasked with assisting and advising Town Council by offering guidance and recommendations to implement the opportunities and strategies outlined in the May River Watershed Action Plan. Residents can serve on the committee or provide input to the Town's Stormwater Program through public comment opportunities. Impact is determined through attendance.	Town staff presented on the Town monitoring program, current monitoring data, and the town Watershed Management Division work plan. Dr. Ritchie of USCB also gave a presentation on Biomeme qPCR application and a discussion of the Town SWU Fee Rate was held.	Town of Bluffton	1/23/2019	1/23/2019	2
Direct	Council / Committee / Meeting	Freshwater, General Stormwater, Pesticides, Pharmaceuticals / personal care products, Toxic contaminants / heavy metals	Contractors, Elected & appointed officials and high-level staff, Residential, Stormwater managers / stormwater staff, Stormwater pond mgmt. companies, Supervisory staff / admins, Technical staff / engineers / developers	May River Watershed Action Plan Implementation Committee Meetings. The seven-member committee is tasked with assisting and advising Town Council by offering guidance and recommendations to implement the opportunities and strategies outlined in the May River Watershed Action Plan. Residents can either serve on the committee or provide input into the Town's Stormwater Program through public comment opportunities. Impact is determined through attendance.	Town staff presented on the Town monitoring program, current monitoring data, and the town Watershed Management Division work plan. A discussion of the Town SWU Fee Rate was also held.	Town of Bluffton	2/27/2019	2/27/2019	2

Direct	Council / Committee / Meeting	Freshwater, General Stormwater, Pesticides, Pharmaceuticals / personal care products, Toxic contaminants / heavy metals	Contractors, Elected & appointed officials and high-level staff, Residential, Stormwater managers / stormwater staff, Stormwater pond management companies, Supervisory staff / administrators, Technical staff / engineers / developers	May River Watershed Action Plan Implementation Committee Meetings. The seven-member committee is tasked with assisting and advising Town Council by offering guidance and recommendations to implement the opportunities and strategies outlined in the May River Watershed Action Plan. Residents can either serve on the committee or provide input into the Town's Stormwater Program through public comment opportunities at each meeting. Impact is determined through Facebook views.	Due to COVID-19 19, the Town of Bluffton began hosting WAPAC meetings via Zoom. Meetings were livestreamed on the Town of Bluffton's Facebook page. Residents have on-demand access to WAPAC meetings through the Town's Facebook page as well. Town staff presented on the Town monitoring program, current monitoring data, and the town Watershed Management Division work plan. WAPAC also welcomed new members and the May River Watershed Story Map was revealed.	Town of Bluffton	7/23/2020	7/23/2020	1300
Direct	Council / Committee / Meeting	Freshwater, General Stormwater, Pesticides, Pharmaceuticals / personal care products, Toxic contaminants / heavy metals	Contractors, Elected & appointed officials and high-level staff, Residential, Stormwater managers / stormwater staff, Stormwater pond management companies, Supervisory staff / administrators, Technical staff / engineers / developers	May River Watershed Action Plan Implementation Committee Meetings. The seven-member committee is tasked with assisting and advising Town Council by offering guidance and recommendations to implement the opportunities and strategies outlined in the May River Watershed Action Plan. Residents can either serve on the committee or provide input into the Town's Stormwater Program through public comment opportunities at each meeting. Impact is determined through Facebook views.	Due to COVID-19 19, the Town of Bluffton began hosting WAPAC meetings via Zoom. Town staff presented on the Town monitoring program, current monitoring data, and the town Watershed Management Division work plan. The SoLoCo & Design Manual was also adopted and expanding WAPAC's responsibilities to include additional indicators of watershed health was considered.	Town of Bluffton	8/27/2020	8/27/2020	849

Direct	Marine Center / Museum	Bacteria, Freshwater, General Stormwater, Litter, Nutrients, Pesticides, Toxic contaminants / heavy metals	Boat owners / operators / marinas, Elected & appointed officials and high-level staff, Higher education students, K-12 students / youth, Residential, Teachers	The Port Royal Sound Foundation Maritime Center. The Center features exhibits, classrooms, hands-on learning spaces and other areas where everyone can learn and celebrate the uniqueness of the Port Royal Sound. Impact is determined by the total number of visitors.		Port Royal Sound Foundation	10/1/2019	9/30/2020	7612
Direct	Litter Sweep	Litter	Grounds crew / maintenance / facilities staff, K-12 students / youth, Residential	Beaufort County Adopt-A-Highway Program. The Adopt-A-Highway program's mission is to eradicate litter and promote beautification in South Carolina. It conducts litter pick-ups. Effectiveness was measured in the number of volunteers, number of active volunteer groups, and pounds of litter removed.	During this reporting period, 2,058 volunteers participated in 108 Adopt-A-Highway groups and picked up 62,190 pounds of litter.	Beaufort County, Conservation District, Keep Beaufort County Beautiful	10/1/2019	9/30/2020	2058
Direct	Field Trip	Bacteria, Freshwater, General Stormwater, Litter, Nutrients, Pesticides	K-12 students / youth	Port Royal Sound Foundation Maritime Center's Field Trip Program. Through hands-on experiments and discovery, students not only see the amazing life of our local environment, but also experience it firsthand. Participants include in all grades from public, private and charter schools and homes-schooling programs, as well as after-school and summer programs. Impact is determined by the total number of participating students.	During this reporting period, there were 33 field trips.	Port Royal Sound Foundation	10/1/2019	9/30/2020	1286

Direct	Training	General Stormwater, Sediment	Commercial landscapers / landscape designers / nurseries, Contractors, Grounds crew / maintenance / facilities staff	Certified Erosion Prevention and Sediment Control Inspector (CEPSCI). The purpose of the CEPSCI Program is to educate field personnel on the proper installation, maintenance and inspection of erosion prevention and sediment control measures at construction sites to meet state and local regulations. Its success is measured in number of participants, certifications, and re-certifications.	Eight CEPSCI initial certification classes took place during the reporting time frame. Out of 501 out of 555 participants earned certifications. Similarly, five CEPSCI re-certification classes took place during the reporting time frame. Out of 436 out of 437 participants earned re-certifications.	Clemson Extension	10/1/2019	9/30/2020	999
Direct	Council / Committee / Meeting, Brochure / Outreach Material	General Stormwater, Sediment	Technical staff / engineers / developers, Contractors	Sediment and Erosion Control Contractor / Developer Meetings. Town staff meets on-site with contractors and developers to review and discuss Town Sediment & Erosion Control policies, MS4 requirements, and to review any identified site deficiencies, and to address any necessary corrective measures. Impact is measured through attendance.		Town of Bluffton	10/1/2019	9/30/2020	945
Direct	Workshop	Bacteria, Freshwater, General Stormwater, Litter, Nutrients, Sediment	K-12 students / youth	Kids in Kayaks program. The goal of the Kids in Kayaks program is to bring local youth outside and to have them participate in experiential learning about their local ecosystems and natural resources. Effectiveness is determined by participation.	This program was offered on 15 dates to the 7th grade classes of five different schools. River Ridge Academy attended on 10/8-11/19. Riverview Charter School attended on 10/17-18/19. Polaris Tech Charter attended on 10/28-29/19. SP Montessori attended on 10/30/19. Finally,	Clemson Extension, Conservation District, The Outside Foundation, Lowcountry Master Naturalists	10/1/2019	9/30/2020	461

					Bluffton Middle School attended on 11/1/19 and 11/4-8/19. The spring course of this program was cancelled due to COVID-19.				
Direct	Training	Freshwater, General Stormwater, Nutrients, Sediment	Stormwater managers / stormwater staff, Technical staff / engineers / developers	Post Construction Best Management Practice Inspector Course. This program provides online, and field-based training focused on inspection and maintenance of best management practices used for stormwater management. Students have the chance to discuss and view bioswales, dry detention basins, wet detention basins, and more. Its success is measured in number of participants, certifications, and re-certifications.	71 participants earned 33 certifications and 38 re-certifications.	Clemson Extension	10/1/2019	9/30/2020	71
Direct	Training	Bacteria, Freshwater, General Stormwater, Nutrients, Pesticides, Sediment	Stormwater managers / stormwater staff, Stormwater pond management companies	Master Pond Manager Course. This course is designed to teach participants a wide range of pond management knowledge and skills. As a hybrid course combining online and face-to-face learning, it will incorporate self-paced lectures, discussion, quizzes, and other web-based methods of participant-instructor interaction, along with hands-on participation activities in the field. Its success is determined through the number of participants and certifications.	This course was offered once in Fall 2019 and then again in Spring 2020. 22 participants became certified Master Pond Managers.	Clemson Extension	10/1/2019	9/30/2020	66

Direct	Training	Bacteria, General Stormwater, Nutrients, Sediment	Residential	Carolina Yards Program. This program works with residents to create healthy, watershed-friendly landscapes. The program's success is measured in newly certified yards.	65 yards became certified Carolina Yards. Six were from Beaufort County.	Clemson Extension	10/1/2019	9/30/2020	65
Direct	Training	Freshwater, General Stormwater	Stormwater managers / stormwater staff, Supervisory staff / administrators, Technical staff / engineers / developers	Certified Stormwater Plan Reviewer (CSPR). The purpose of the CSPR Program is to educate personnel on the proper design and review of stormwater and sediment control plans for development sites to meet state and local regulations. Its success is measured in number of participants and certifications.	Clemson Extension offered two CSPR online certification courses during this reporting period. 39 out of 58 participants became certified.	Clemson Extension	10/1/2019	9/30/2020	58
Direct	Presentation, Training	Bacteria, Freshwater, General Stormwater, Litter, Nutrients, Sediment	K-12 students / youth, Youth	The Outside Foundation Learn to Paddle Program for the Boys and Girls Club. The goal of this program is to bring local youth outside and to have them participate in experiential learning about their local ecosystems and natural resources. Impact is determined by the number of participants.	This program was offered three times. Once on 10/10/19, another on 10/17/19, and the final on 10/24/19. Future sessions were cancelled due to COVID-19.	The Outside Foundation, Town of Bluffton, Town of Hilton Head Island	10/1/2019	9/30/2020	39
Direct	Training	Freshwater, General Stormwater, Nutrients, Pesticides, Sediment	Commercial landscapers / landscape designers / nurseries, Residential, Teachers, Technical staff / engineers / developers	Master Rain Gardener Course. The Master Rain Gardener program is a hybrid curriculum allowing for self-paced online learning modules, hands-on field experience, and a two-track option to meet the needs of diverse audiences. Effectiveness is measured by the number of participants and the number of certifications issued.	One course took place during the reporting period. It trained 32 participants who are awaiting the rescheduled field day to be certified.	Clemson Extension	10/1/2019	9/30/2020	32

Direct	Training	Freshwater, General Stormwater, Litter, Nutrients	Elected & appointed officials and high-level staff, Higher education students, Residential, Supervisory staff / administrators / stormwater managers	Master Naturalist Program. The SC Master Naturalist Program aims to create a statewide corps of volunteers providing education, outreach, and service dedicated to the beneficial management of natural resources, including water. Impact is measured by participants passing the final exam.	Due to COVID-19, only one class Master Naturalist course was offered this reporting period. 24 participants passed the exam.	Clemson Extension, Lowcountry Master Naturalists, Spring Island Trust	10/1/2019	9/30/2020	24
Direct	Training	Bacteria, Freshwater, General Stormwater, Litter, Nutrients, Pesticides	Residential	Cultivating a Carolina Yards Workshop Part 1. This workshop gives a hands-on overview of Clemson Extension's Carolina Yards program. This session covers healthy soils, being wise when you fertilize, and reducing runoff. Participants are taken outside to take their own soil tests. Effectiveness is measured through attendance and an evaluation.	This workshop was given to the Indigo Run Plantation. 100% of evaluation respondents indicated that they found the workshop to be a good use of their time and that they gained knowledge.	Clemson Extension	10/3/2019	10/3/2019	12
Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers / stormwater staff, Technical staff / engineers / developers, Residential, Elected & appointed officials and high-level staff, General public	October Stormwater Utility Board Meeting. The Board determines appropriate levels of public stormwater management services within Beaufort County, recommends appropriate funding levels, advises the staff of the stormwater management utility on master planning efforts and cost of service / rate studies, and supports / promotes sound stormwater management practices.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects. The Center for Watershed Protection gave a special presentation on proposed regional Stormwater standards and ordinance.	Beaufort County, City of Beaufort, Center for Watershed Protection, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	10/9/2019	10/9/2020	27

Direct	Event tabling, Oyster bagging, Reef restoration	Bacteria, Freshwater, General Stormwater, Sediment	Higher education students, K-12 students / youth, Residential	ORRBI Oyster Shell Bagging and Reef Restoration. The goal of this program is to educate the public about the beauty, utility, and health of Hilton Head Island's saltmarsh ecosystem. It also describes how this ecosystem is reliant on oysters and good water quality. Effectiveness is measured through participation.	Four volunteers gathered and bagged 350lbs of oyster shell at the Town of Hilton Head Island Oyster Roast.	DNR, The Outside Foundation	10/27/2019	10/27/2019	4
Direct	Event tabling, Oyster bagging, Reef restoration	Bacteria, Freshwater, General Stormwater, Sediment	Higher education students, K-12 students / youth, Residential	ORRBI Oyster Shell Bagging and Reef Restoration. The goal of this program is to educate the public about the beauty, utility, and health of Hilton Head Island's saltmarsh ecosystem. It also describes how this ecosystem is reliant on oysters and good water quality. Effectiveness is measured through participation.	Sixteen volunteers gathered 200 bags of oyster shell at the Town of Hilton Head Island Oyster Roast.	DNR, The Outside Foundation	10/30/2019	10/30/2019	16
Direct	Event tabling, Oyster bagging, Reef restoration	Bacteria, Freshwater, General Stormwater, Sediment	Higher education students, K-12 students / youth, Residential	ORRBI Oyster Shell Bagging and Reef Restoration. The goal of this program is to educate the public about the beauty, utility, and health of Hilton Head Island's saltmarsh ecosystem. It also describes how this ecosystem is reliant on oysters and good water quality. Effectiveness is measured through participation.	12 volunteers gathered and bagged 5.8 tons of oyster shell at the Town of Hilton Head Island Oyster Festival.	DNR, The Outside Foundation	11/8/2019	11/9/2019	12

Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers / stormwater staff, Technical staff / engineers / developers, Residential, Elected & appointed officials and high-level staff, General public	November Stormwater Utility Board Meeting. The Board determines appropriate levels of public stormwater management services within Beaufort County, recommends appropriate funding levels, advises the staff of the stormwater management utility on master planning efforts and cost of services, and supports stormwater management practices.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects.	Beaufort County, City of Beaufort, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	11/13/2019	11/13/2019	19
Direct	Conference	Bacteria, Freshwater, General Stormwater, Nutrients, Pesticides, Sediment	Contractors, Elected & appointed officials, high-level staff, Grounds crew / maintenance / facilities staff, Residential, Pond mgmt. companies, Stormwater pond managers, Supervisory staff / admins, Technical staff / engineers / developers	2019 Beaufort Area Stormwater Pond Conference. This one-day conference features professional and local speakers who provide hands-on, interactive information about the latest pond management issues and strategies. Effectiveness is measured through attendance and an evaluation.	The evaluations revealed that 95% of participants thought that the conference was a good use of their time, 100% indicated that they gained knowledge, and 89% said that they would implement a practice learned at the conference.	Clemson Extension, DNR, SC SeaGrant Consortium	11/14/2019	11/14/2019	75
Direct	Event tabling, Oyster bagging, Reef restoration	Bacteria, Freshwater, General Stormwater, Sediment	Higher education students, K-12 students / youth, Residential	ORRBI Oyster Shell Bagging and Reef Restoration. The goal of this program is to educate the public about the beauty, utility, and health of Hilton Head Island's saltmarsh ecosystem. It also describes how this ecosystem is reliant on oysters and good water quality. Effectiveness is measured through participation.	Four volunteers gathered and bagged 342lbs of oyster shell at the FISH Casual Seafood Oyster Roast Fundraiser.	DNR, The Outside Foundation	12/1/2019	12/1/2019	4

Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers / stormwater staff, Technical staff / engineers / developers, Residential, Elected & appointed officials and high-level staff, General public	December Stormwater Utility Board Meeting. The Board determines appropriate levels of public stormwater management services within Beaufort County, recommends appropriate funding levels, advises the staff of the stormwater management utility on master planning efforts and cost of service / rate studies, and supports / promotes sound stormwater management practices.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects. SC DHEC gave a special presentation regarding a landfill fire where runoff impacted the Okatie River.	Beaufort County, City of Beaufort, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	12/11/2019	12/11/2019	23
Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers / stormwater staff, Technical staff / engineers / developers, Residential	January Stormwater Utility Board Meeting. The Board determines appropriate levels of public stormwater management services within Beaufort County, recommends appropriate funding levels, advises the staff of the stormwater management utility on master planning efforts and cost of service / rate studies, and supports / promotes sound stormwater management practices.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects.	Beaufort County, City of Beaufort, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal, USC-B	1/8/2020	1/8/2020	18
Direct	Council / Committee / Meeting, Presentation	Freshwater, General Stormwater	Residential, Stormwater managers / stormwater staff, Technical staff / engineers / developers	SoLoCo Design Manual and Stormwater Ordinance Public Meeting. These meetings are spaces to discuss the new SoLoCo Stormwater design manual requirements as it relates to the building and design professionals of the area. It is open for public comment and for the public to provide input. Impact is determined by attendance.		Beaufort County, City of Beaufort, Jasper County, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	1/23/2020	1/23/2020	25

Direct	Meeting / Presentation	General Stormwater	Residential, Stormwater managers / stormwater staff, Technical staff / engineers / developers	SoLoCo Design Manual and Stormwater Ordinance Public Meeting. These meetings are spaces to discuss the new SoLoCo Stormwater design manual requirements as it relates to the building and design professionals of the area. It is open for public comment and for the public to provide input. Impact is determined by attendance.	Limited feedback received from the audience. All comments were addressed through the formal comment review period.	Beaufort County, City of Beaufort, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	1/28/2020	1/28/2020	17
Direct	Workshop	General Stormwater	Residential, Technical staff / engineers / developers	SC DHEC Living Shorelines Agency Coordination. This meeting covers regulatory implementation/review of requests to install living shorelines. Impact is determined through the number of attendees.		Beaufort County, City of Beaufort, SC DHEC, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	1/29/2020	1/29/2020	30
Direct	Council / Committee / Meeting, Presentation	Freshwater, General Stormwater	Residential, Stormwater managers / stormwater staff, Technical staff / engineers / developers	SoLoCo Design Manual and Stormwater Ordinance Public Meeting. These meetings are spaces to discuss the new SoLoCo Stormwater design manual requirements as it relates to the building and design professionals of the area. It is open for public comment and for the public to provide input. Impact is determined by attendance.		Beaufort County, City of Beaufort, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	1/30/2020	1/30/2020	20

Direct	Training	Bacteria, Freshwater, General Stormwater, Litter, Nutrients, Pesticides, Sediment	Residential	Cultivating a Carolina Yards Workshop Part 1. This workshop gives a hands-on overview of Clemson Extension's Carolina Yards program. This session covers healthy soils, being wise when you fertilize, and reducing runoff. Participants go outside to take their own soil tests. Its effectiveness is measured through attendance and an evaluation.	This workshop was given as part of a series to the Hilton Head USCB OLLI program. 100% of evaluation respondents indicated that they gained knowledge and that the workshop was a good use of their time.	Clemson Extension, USC-B	1/30/2020	1/30/2020	20
Direct	Event tabling, Oyster bagging, Reef restoration	Bacteria, Freshwater, General Stormwater, Sediment	Higher education students, K-12 students / youth, Residential	ORRBI Oyster Shell Bagging and Reef Restoration. The goal of this program is to educate the public about the beauty, utility, and health of Hilton Head Island's saltmarsh ecosystem. It also describes how this ecosystem is reliant on oysters and good water quality. Effectiveness is measured through participation.	Three volunteers gathered and bagged 133lbs of oyster shell at the Westin Hotel "Be Well" event.	DNR, The Outside Foundation	1/31/2020	1/31/2020	3
Direct	Workshop	General Stormwater, Bacteria, Nutrients, Sediment, Freshwater	K-12 Youth, Teachers	Mossy Oaks Rain Garden. This demonstration site will be part of the new sustainable landscaping courtyard at Mossy Oaks Elementary School. It will be installed with a workshop were participants will learn the function of a rain garden and then install it. Impact will be measured by the number of participants and an evaluation.	This program was initially set to take place in Fall 2020, but due to COVID-19-19 it was postponed to Spring 2021.	Clemson Extension, Lowcountry Master Naturalists, MOES Improvement Committee	2/1/2020	9/30/2020	

Direct	Training	Freshwater, General Stormwater, Nutrients, Sediment	Residential	Cultivating a Carolina Yards Workshop Part 2. This workshop gives a hands-on overview of Clemson Extension's Carolina Yards program. This session covers recycling yard waste, mulch matters, and watering wisely. Participants go outside to perform footprint and screwdriver tests. Its effectiveness is measured through attendance and an evaluation.	This workshop was given as part of a series to the Hilton Head USCB OLLI program. 100% of evaluation respondents indicated that they gained knowledge and that the workshop was a good use of their time.	Clemson Extension, USC-B	2/6/2020	2/6/2020	17
Direct	Event tabling, Oyster bagging, Reef restoration	Bacteria, Freshwater, General Stormwater, Sediment	Higher education students, K-12 students / youth, Residential	ORRBI Oyster Shell Bagging and Reef Restoration. The goal of this program is to educate the public about the beauty, utility, and health of Hilton Head Island's saltmarsh ecosystem. It also describes how this ecosystem is reliant on oysters and good water quality. Effectiveness is measured through participation.	35 volunteers gathered 400 bags of oyster shell at the ORRBI.	DNR, The Outside Foundation	2/12/2020	2/12/2020	35
Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers / stormwater staff, Technical staff / engineers / developers, Residential	February Stormwater Utility Board Meeting. The Board determines appropriate levels of public stormwater management services within Beaufort County, recommends appropriate funding levels, advises the staff of the stormwater management utility on master planning efforts and cost of service/rate studies, and supports/promotes sound stormwater management practices.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects.	Beaufort County, City of Beaufort, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal, USC-B	2/12/2020	2/12/2020	20

Direct	Training	Freshwater, General Stormwater, Litter, Nutrients, Pesticides	Residential	Cultivating a Carolina Yards Workshop Part 3. This workshop gives a hands-on overview of Clemson Extension's Carolina Yards program. This session covers managing yard pests responsibly, removing invasive, and reducing runoff. Participants go outside to determine runoff pathways. Its effectiveness is measured through attendance and an evaluation.	This workshop was given as part of a series to the Hilton Head USCB OLLI program. 100% of evaluation respondents indicated that they gained knowledge and that the workshop was a good use of their time.	Clemson Extension, USC-B	2/13/2020	2/13/2020	17
Direct	Training	General Stormwater, Nutrients, Pesticides	Residential	Cultivating a Carolina Yards Workshop Part 4. This workshop gives a hands-on overview of Clemson Extension's Carolina Yards program. This session covers right plant / right place, garden like a local, and providing for wildlife. Participants go through a landscape planning activity. Its effectiveness is measured through attendance and an evaluation.	This workshop was given as part of a series to the Hilton Head USCB OLLI program. 100% of evaluation respondents indicated that they gained knowledge and that the workshop was a good use of their time.	Clemson Extension, USC-B	2/20/2020	2/20/2020	16
Direct	Event tabling, Oyster bagging, Reef restoration	Bacteria, Freshwater, General Stormwater, Sediment	Higher education students, K-12 students / youth, Residential	ORRBI Oyster Shell Bagging and Reef Restoration. The goal of this program is to educate the public about the beauty, utility, and health of Hilton Head Island's saltmarsh ecosystem. It also describes how this ecosystem is reliant on oysters and good water quality. Effectiveness is measured through participation.	Four volunteers gathered and bagged 1862lbs of oyster shell at the Waddell Pig Pickin' and Oyster Roast.	DNR, The Outside Foundation	2/28/2020	2/28/2020	4

Direct	Training	Bacteria, General Stormwater, Nutrients, Sediment	Residential	Carolina Yards Course. This online course is designed to help gardeners learn to grow and maintain a low maintenance, low impact yard Carolina Yard. Its success is determined through participation, an evaluation, and the number of participant yards certified.	The LSP coordinator was one of the moderators for this course offering. Twenty participants completed the course. Eighteen completed the yard certification process and 1 had already completed the certification process prior to taking the course. In the evaluation, 94% of respondents indicated the course inspired them to change the way they landscape.	Clemson Extension	3/2/2020	6/6/2020	30
Direct	Event tabling, Oyster bagging, Reef restoration	Bacteria, Freshwater, General Stormwater, Sediment	Higher education students, K-12 students / youth, Residential	ORRBI Oyster Shell Bagging and Reef Restoration. The goal of this program is to educate the public about the beauty, utility, and health of Hilton Head Island's saltmarsh ecosystem. It also describes how this ecosystem is reliant on oysters and good water quality. Effectiveness is measured through participation.	20 volunteers gathered 107 bags of oyster shell at the Palmetto Bluff Resort Inaugural Oyster Shell Bagging event.	DNR, The Outside Foundation	3/6/2020	3/6/2020	20
Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers / stormwater staff, Technical staff / engineers / developers, Residential, Elected & appointed officials and high-level staff, General public	March Stormwater Utility Board Meeting. The Board determines appropriate levels of public stormwater management services within Beaufort County, recommends appropriate funding levels, advises the staff of the stormwater management utility on master planning efforts and cost of service / rate studies, and supports stormwater management practices.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects. There was also a discussion of FY21 budget for all stormwater program related projects.	Beaufort County, City of Beaufort, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	3/11/2020	3/11/2020	18

Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers / stormwater staff, Technical staff / engineers / developers, Residential, Elected & appointed officials and high-level staff, General public	June Stormwater Utility Board Meeting. The Board determines appropriate levels of public stormwater management services within Beaufort County, recommends appropriate funding levels, advises the staff on master planning efforts and cost studies, and supports stormwater management practices.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects.	Beaufort County, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	6/10/2020	6/10/2020	18
Direct	Training	Bacteria, General Stormwater, Litter, Nutrients, Sediment	Higher education students, Residential, Teachers	SC Adopt-a-Stream Chemical / Physical & Bacteria Training. This training familiarizes SC Adopt-A-Stream volunteers with the science and procedures for the program. Its effectiveness is measured through participation and an exam.		Clemson Extension	6/20/2020	6/20/2020	11
Direct	Pledge	General Stormwater, Bacteria	Pet owners, Residential	Pet Waste Pledge. This pledge indicates that a person promises to pick up after their pet to reduce bacterial pollution in water. Impact is determined by the number of people who take the pledge during the reporting period.	The pledge is available at https://mailchi.mp/5585f928a783/pet-waste-pledge	Clemson Extension	7/1/2020	9/30/2020	5
Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers / stormwater staff, Technical staff / engineers / developers, Residential, Elected & appointed officials and high-level staff, General public	July Stormwater Utility Board Meeting. The Board determines appropriate levels of public stormwater management services within Beaufort County, recommends appropriate funding levels, advises the staff of the stormwater management utility on master planning efforts and cost studies, and supports stormwater management practices.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects.	Beaufort County, City of Beaufort, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	7/8/2020	7/8/2020	18

Direct	Event tabling, Oyster bagging, Reef restoration	Bacteria, Freshwater, General Stormwater, Sediment	Higher education students, K-12 students / youth, Residential	ORRBI Oyster Shell Bagging and Reef Restoration. The goal of this program is to educate the public about the beauty, utility, and health of Hilton Head Island's saltmarsh ecosystem. It also describes how this ecosystem is reliant on oysters and good water quality. Impact is measured by participation.	Four volunteers gathered and bagged 500lbs of oyster shell at the ORRBI shell capture even at Crazy Crab Jarvis Creek Restaurant.	DNR, The Outside Foundation	7/23/2020	7/23/2020	4
Direct	Event tabling, Oyster bagging, Reef restoration	Bacteria, Freshwater, General Stormwater, Sediment	Higher education students, K-12 students / youth, Residential	ORRBI Oyster Shell Bagging and Reef Restoration. The goal of this program is to educate the public about the beauty, utility, and health of Hilton Head Island's saltmarsh ecosystem. It also describes how this ecosystem is reliant on oysters and good water quality. Impact is measured by participation.	Seven volunteers gathered and bagged 200lbs of oyster shell at the ORRBI shell capture even at Crazy Crab Jarvis Creek Restaurant.	DNR, The Outside Foundation	7/29/2020	7/29/2020	7
Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers / stormwater staff, Technical staff / engineers / developers, Residential, Elected & appointed officials and high-level staff, General public	September Stormwater Utility Board Meeting. The Board determines appropriate levels of public stormwater management services within Beaufort County, recommends appropriate funding levels, advises the staff of the stormwater management utility on master planning efforts and cost of service / rate studies, and supports / promotes sound stormwater management practices.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects. There was a special presentation on how Beaufort County reviews stormwater projects and a presentation on the SoLoCo Design Manual and Ordinance from the Center for Watershed Protection.	Beaufort County, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	9/9/2020	9/9/2020	16

Direct	Training	Bacteria, General Stormwater, Litter, Nutrients, Sediment, Temperature	Higher education students, Residential, Teachers	SC Adopt-a-Stream Chemical / Physical & Bacteria Training. This training familiarizes SC Adopt-A-Stream volunteers with the science and procedures for the program. Its effectiveness is measured through participation and an exam.		Clemson Extension	9/15/2020	9/15/2020	12
Direct / Indirect	Event tabling, Newsletter, Presentation, Webpage / Social media	General Stormwater, Nutrients, Sediment	Higher education students, Residential, Teachers	Lowcountry Master Gardner Educational Services. The Master Gardeners in Beaufort County provide educational services such as providing one-on-one services, promoting increased environmental awareness through the prudent use of fertilizers, pesticides, etc., and providing group learning and teaching activities for non-commercial clientele. Impact is measured through the number of contacts made.	The Lowcountry Master Gardener performed 4,675 volunteer hours for this program.	Beaufort Master Gardeners, Clemson Extension	10/1/2019	9/30/2020	171533
Direct / Indirect	Brochure / outreach material, Event tabling, Presentation, Training	General Stormwater, Nutrients, Sediment	K-12 students / youth	Lowcountry Master Gardner Educational Services for Youth. The Master Gardeners in Beaufort County provide educational services such as hands-on classroom demonstrations, club activities, and events to promoting increased environmental awareness through the prudent use of fertilizers, pesticides, etc. for youth. Impact is measured through the number of contacts made.		Beaufort Master Gardeners, Clemson Extension	10/1/2019	9/30/2020	1244

Indirect	Webpage / Social media	General Stormwater	General public, Residential, Youth	LSP Partner Facebook Pages. These pages are managed by partner organizations but assist the Lowcountry Stormwater Partners in spreading information about public participation opportunities and other relevant information. Impact is determined by total number of page likes.	Facebook pages that Clemson Extension manages were originally measured using "Likes". However, "Reach" gave a more accurate number as to the people engaging with the content. This type of data was not available from all partners.	Beaufort County, City of Beaufort, Clemson Extension, DNR, Port Royal Sound Foundation, Savannah Riverkeeper, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal, All education partners	10/1/2019	9/30/2020	262993
Indirect	Webpage / Social media	Bacteria, FOG, General Stormwater, Litter, Nutrients, Pesticides, Petroleum products, Pharmaceuticals / personal care products, Sediment, Toxic contaminants / heavy metals	General Public	Carolina Clear Facebook Page. This page provides a forum for public participation, to increase awareness of storm water's effects on water quality and increase awareness of public participation opportunities. Impact is determined through post reach.	Facebook pages that Clemson Extension manages were originally measured using "Likes". However, "Reach" gave a more accurate number as to the people engaging with the content. This type of data was not available from all partners.	Clemson Extension	10/1/2019	9/30/2020	49899
Indirect	Webpage / Social media	Bacteria, FOG, Freshwater, General Stormwater, Litter, Nutrients, Pesticides, Sediment,	General public, Residential, Youth	Lowcountry Stormwater Partners Facebook Page. This page provides a forum for public participation, to increase awareness of storm water's effects on water quality and increase awareness of public participation opportunities.	The LSP Facebook page grew from 254 likes to 293 likes and posted 193 times during this reporting period. Facebook pages that Clemson Extension manages were originally	Clemson Extension	10/1/2019	9/30/2020	16895

		Toxic contaminants / heavy metals		Its effectiveness will be tracked through "Reach".	measured using "Likes". However, "Reach" gave a more accurate number as to the people engaging with the content. This type of data was not available from all partners.				
Indirect	Webpage / Social media	Bacteria, General Stormwater, Nutrients, Sediment	Residential	Carolina Yards Facebook Page. The goal of this page is to provide a forum for public participation, to increase awareness of effective actions to help guide residents towards a low maintenance and environmentally friendly yard. Impact is determined through post reach.	Facebook pages that Clemson Extension manages were originally measured using "Likes". However, "Reach" gave a more accurate number as to the people engaging with the content.	Clemson Extension	10/1/2019	9/30/2020	16525
Indirect	Webpage / Social media	Nutrients, General Stormwater	General public, Residential, Youth	Soil Testing Social Media Campaign. This campaign focuses on encourage people to get their soil tested before fertilizing. Impact is determined by post reach.	The impact numbers were recorded under the Lowcountry Stormwater Partners Facebook Page entry. The Soil Testing campaign reached 676 people with 27 posts.	Clemson Extension	9/14/2020	9/28/2020	
Direct	Council / Committee / Meeting	Freshwater, General Stormwater	Technical staff / engineers / developers	Southern Lowcountry Counties (SoLoCo) Regional Ordinance Update Meetings. Participants discuss the development of the Southern Lowcountry Stormwater (SoLoCo) Ordinance and Design Manual. The purpose of the ordinance and manual is to address post-construction stormwater management in the Southern Lowcountry Region. Impact is determined through meeting attendance.	These meetings took place on 10/22/19, 11/6/19, 11/18/19, 12/4/19, and 3/6/20. 12 people attended each meeting	Beaufort County, City of Beaufort, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal, Other Lowcountry Jurisdictions	10/1/2019	9/30/2020	60

Direct	Presentation	General Stormwater, Nutrients, Pesticides	Commercial landscapers, landscape designers, nurseries, Residential	The Story of Understory. This presentation covers why native understory is so critical to island ecosystem and how we can "bring the understory back" if development has degraded it and the benefits of so doing. Impact is determined through attendance.		Town of Hilton Head Island, South Island PSD, HH Audubon and Clemson Extension	1/6/2020	1/6/2020	150
Direct	Presentation (University Course)	Freshwater, General Stormwater, Litter, Nutrients, Pesticides, Petroleum products, Pharmaceutic als and personal care products, Sediment, Temperature, Toxic contaminants/ heavy metals	Higher education students	BIO 270 and 270L Environmental Science. This 16-week course covers how all living organisms are dependent on each other and their environment for survival. Negative influences on the environment have the potential to damage all life. It is better and cheaper to prevent pollution than try to clean it up. Impact is determined through attendance.		Town of Hilton Head Island, USC-B	8/20/2020	12/1/2020	30
TOTAL									1290898

C. Control Measure Evaluation (5.3)

1. Evaluate the success of this MCM. Refer to goals implemented and achieved, and adherence to the implementation schedule:

The Lowcountry Stormwater Partners (LSP) successfully implemented MCM#1 in the Hilton Head Urbanized Area. Qualitative and quantitative data support this statement. From 10/1/2019 to 9/30/2020, the LSP recorded 1,290,898 impacts. In the 2019 reporting year, the LSP recorded 1,201,783 impacts. Between the two years, the LSP increased its impact by 2.8%. The LSP also increased the number of programs offered by 5.06% this year. We offered 183 programs this year while we only offered 178 programs last year. Ideally, we would have had an even greater increase in impacts and numbers of programs as this was a full 12-month reporting period compared to last year's 10-month reporting period.

However, COVID-19 presented an unexpected obstacle. All of the festivals, large litter pick-up events, conferences, and other large-scale events that help us reach many people were canceled, postponed, or shifted to a virtual format that did not allow for educational efforts outside of the event's main mission. These impacts led to an unfortunate drop in the average number of programs and impacts per month. Last year, we averaged 17 programs and 120,178 impacts a month. This year we averaged 15 programs and 107,575 impacts a month. However, 64% of these programs were delivered directly to target audiences even amid a pandemic. During last year's report, the amount of direct engagement with audiences was in question. Therefore, for this year's report, we began tracking that data.

Despite these difficulties, we continued to engage with our audiences through traditional means and expanded our efforts through new avenues. This year, the members of the LSP began offering webinars, leveraged and improved their social media presence, and created multi-media content for multiple platforms. We even found more accurate ways of reporting the impacts of social media content (by using post reach instead of likes) and meetings (by recording each date separately and tracking both the virtual and in-person attendance). These efforts are a testament to the Lowcountry Stormwater Partners adaptability, resiliency, and commitment to providing stormwater education and outreach opportunities to our community. Our community's desire for LSP content is also a testament to how important this organization is to them. They attended more workshops, attended more council and board meetings, and thoroughly engaged with our social media pages, websites, and newsletters.

This success came from following the 2019-2023 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan. This document provides a blueprint for education strategies focused on target pollutants and behaviors. This strategic plan is considered a "living" document to allow for refinement, supplementation, and flexibility as regional efforts evolve over the next five years. The plan prioritizes the three issues identified as most significant to the region from July 1, 2019, to June 30, 2023, provides information on education strategies related to the priority issues, and develops timelines and evaluation methods to guide and measure effectiveness. The priority issues identified in the plan do not exclude other awareness and education efforts. The priority issues for the LSP are detailed in the attached strategic plan with the three main pollutants of concern being bacteria, nutrients, and freshwater.

During this reporting period, the LSP completed Year One of the plan on June 30, 2019 and entered Year Two on July 1, 2020. The LSP successfully implemented all programs laid out by Year One and had nearly completed implementing Year Two programs. This puts the consortium ahead of the planned implementation schedule.

Completed Year One programs include:

- Mass media campaign for pet waste
 - We displayed Clemson Extension's Carolina Clear Pet Waste Mass Media Campaign Billboard. "Be Prepared. Always Bring a Bag" billboards during this reporting period. Similarly, we shared the billboard's image and its accompanying commercial across the Carolina Clear YouTube channel and the LSP's DOGust social media campaign.
- Small pet waste PSAs
 - We created an infographic regarding the effects of pet waste on water quality, a pet waste pledge, six promotional videos for the pet waste pledge, a sign of the pet waste pledge, and several images and posts for social media as PSAs for the DOGust social media campaign.
- 2019 Beaufort Area Stormwater Pond Conference
 - This conference took place on 11/14/19. 75 people attended.
- "Healthy Ponds" workshops
 - We held this workshop, or updated versions of it, once in person and three times virtually. In total, 90 people attended.
- Master Pond Manager course
 - Clemson Extension offered this course once in Fall 2019 and then again in Spring 2020. 66 people attended.
- Mass-media campaign for stormwater pond management
 - We shared the "Healthy Ponds, Healthy Communities" billboard and commercial across social media.
- SC Stormwater Pond website
 - The website is live and had 68609 visits.
- Soil sampling trainings for homeowners
 - The Carolina Yards program, course, webinar series, and five local workshop series taught residents the importance of soil sampling and how to take a soil sample. 376 people attended these offerings.
- Soil sample bags as festivals, nurseries, farmer's markets, and Master Gardener events
 - Soil sample bags were part of every festival the LSP attended this year as well as all Master Gardener tabling events (including all three local farmer's markets).
- Buffer workshops
 - We held the Keeping Tidal Creeks Clean with Planted Buffers Webinar on 6/30/20. 46 people attended.
- LID workshops for design professionals/municipal staff
 - We helped to host the Using the SC Coastal LID Manual: Online Workshop on 8/19/20. 155 people attended.
- LID factsheets
 - There are 42 factsheets available. Six of them were written during COVID-19.
- BMP workshops for homeowners
 - We held two rain garden and rainwater harvesting presentations for residents. One took place on 11/21/19 and the other on 2/25/20. In total, 62 people attended.
- Master Rain Gardener
 - One course took place during the reporting period. It trained 32 participants who are awaiting the rescheduled field day to be certified.

Completed Year Two programs include:

- Pet waste station signs
 - These signs currently exist on all pet waste stations. The LSP also designed new signs this year with the pet waste pledge and a link to take the pledge to also be installed with future stations. The signs are ready and are printed for donations, demonstration sites, and partner construction projects.
- Pet waste pledge
 - The pet waste pledge went live on 8/30/20. Five people have taken the pledge. It is available at <https://mailchi.mp/5585f928a783/pet-waste-pledge>
- Healthy Pond Series
 - The series offered two sessions this year. One on 6/11/20 and the other on 8/20/20. In total, 69 people attended.
- Direct mailings about pond trainings
 - This program is satisfied by the Big News for Small Ponds Mailing List. 43 people signed up for the list.
- Soil Testing Social Media Campaign
 - The campaign ran from 9/14/20 to 9/28/20 and reached 676 people with 27 posts
- Welcome to the Neighborhood: Buffers packet
 - This buffer packet was completed and distributed on 9/30/20.
- Current buffer ordinance and local government contact information
 - This information is included in the Welcome to the Neighborhood: Buffers packet.
- Pre-made buffer designs with cost information
 - This information is included in the Welcome to the Neighborhood: Buffers packet.
- Sediment and Erosion Control training for contractors
 - The CEPSCI program satisfies this requirement. Eight CEPSCI initial certification classes took place during the reporting time frame. Out of 501 out of 555 participants earned certifications. Similarly, five CEPSCI re-certification classes took place during the reporting time frame. Out of 436 out of 437 participants earned re-certifications. However, a Beyond the Silt Fence Workshop is being planned for 2021.
- LID Signs
 - The signs are ready and are printed for donations, demonstration sites, and partner construction projects. Several have already been erected.
- Rain Garden step-stake signs
 - The signs are ready and are printed for donations, demonstration sites, and partner construction projects.

In progress Year Two programs include:

- Leash dog waste bag holder giveaways
 - These items are ordered and partnerships with vet offices, rescues, etc. are being formed now that COVID-19 restrictions are lessened.
- Bilingual informational brochures for septic systems
 - These resources are researched but are waiting for the septic website to be launched so that all educational material can share the same branding, resources, and link back to one another.
- Online resources for septic systems
 - The website content was researched, written, and reviewed by SC DHEC during this reporting period. It is in the process of being published and will be live by the end of November 2020.

- Automatic e-reminder for septic system owners to schedule an inspection
 - The form will be live when the septic system website goes live in November 2020.
- Mailers to HOAs/landscaping companies with soil sampling information
 - This project is delayed due to the changes in soil testing procedures due to COVID-19.
- Informational brochure on pond management
 - The brochure is designed and will be printed for distribution before the end of 2020.
- LID Lunch and Learns
 - The implementation of this program is delayed due to COVID-19. Previous iterations of this type of program and their evaluations indicated that an in-person, hands-on training is more effective for the target audience.

These programs were more successful than this shortlist can describe, though. Being a Neighbor for Clean Water webinar series is a perfect example of this concept. This series assisted residents during the public health crisis associated with COVID-19 and their larger-than-ever need for educational content and at-home projects. This webinar series exposed residents to actions and practices that could reduce their stormwater footprints. This series was well-timed, as people were responsive to the information, action items, and best management practices (BMPs) presented. These BMPs centered around benefitting individuals, their neighbors, and their environment. The webinar series was offered during Earth Week (4/20-4/24) and presented in a lunch-and-learn style, with sessions taking place every weekday from 12:00 pm until 12:30 pm. Topics included an overview of stormwater-related issues, shoreline management for ponds, floating wetlands, rain gardens, and water-wise landscaping practices. The series had a total of 82 registrants. Program evaluations of the webinar series were very positive. 100% of respondents indicated that they felt the series was useful and that they gained knowledge. 81% of respondents also indicated that they would implement a practice that they learned during the series. However, the participants themselves better described the series impacts with comments left in the surveys and direct emails to the presenters. For example, one participant wrote, “I am amazed at what I learned within the half-hour each day. I appreciate all of the follow-up email[s] with the links to so many helpful resources. The presentation[s] were well put together and contained a wealth of information in such a short time (an indication of the keen preparation went into each session). Truly a valuable webinar! Many thanks!”. This series was so successful that we are going to repeat it as an official Clemson Extension course next year.

Similarly, the LSP continued to build successful, repeatable programs by creating their first-ever social media campaign. The campaign’s goals were to teach pet owners how improperly disposed of pet waste can cause bacterial pollution in waterways and to encourage them to act by taking a pledge to pick up after their dog. We called the campaign “DOGust” as it ran from 8/1/20 through 8/31/20. For the campaign, the LSP created a host of multi-media PSAs that included six videos, a pet waste pledge website, a pet waste pledge sign, a pet waste infographic, polls, and a wealth of images and informational messages. These PSAs were posted twice a day on the LSP’s Facebook page. This campaign turned out to be a valuable education tool. The 57 campaign posts reached 3,326 people, which was a 32% increase from the previous five month’s average. The LSP Facebook page also gained ten new likes (a 35% increase). This campaign also engaged 75% more users than in the previous five months of Facebook activity. However, the largest lesson learned was that a Facebook campaign was a great way to educate people but was less effective at getting people to take action. These lessons learned were immediately taken into account when planning an additional social media campaign.

The LSP didn’t just focus on building new programs, though. Due to COVID-19, the LSP altered several already successful educational efforts to fit the current climate and to stay up to date with the latest, unbiased, researched-based information. The “Healthy Ponds, Healthy Communities”

workshop is a perfect example of this. This workshop covers stormwater pond function, design, issues, and methods to manage those common issues. When done in person, this presentation included a pond tour. This year, this workshop received several updates (and new presentation titles) to reflect the latest available research in SC SeaGrant's "Stormwater Ponds in Coastal South Carolina: State of Knowledge Report" publication and to fit into a solely virtual platform. We held this workshop once in person, three times virtually, and engaged 90 participants. The first workshop was held in person on 10/1/19 at Indigo Run Plantation. 15 people attended, but none filled out an evaluation. We provided the second workshop as a webinar entitled "Maintaining a Healthy Pond" on 4/28/20. Twenty-seven people attended. Fourteen participants filled out the evaluation. 100% of respondents indicated that the program was useful, that they gained knowledge, and that they would implement a practice learned during the webinar. The next offering was the "Keeping Ponds Healthy with Proactive Management" webinar on 8/6/20. Twenty-one people attended and 11 participants filled in the evaluation. 100% of the respondents indicated that they gained knowledge, found the webinar to be useful, and would recommend the webinar to others. 36% also indicated that they would implement a practice learned in the webinar. The final offering was the "Managing Landscapes for Pond Health" webinar given to the Moss Creek POA on 9/17/20. Twenty-seven people attended. Thirteen people turned evaluations. 100% of the respondents indicated that the webinar was useful, that they gained knowledge, and that they would recommend the program to others. 61% also indicated that they would implement a practice demonstrated during the presentation.

The LSP adapted the 4-H2O program to our new normal in a similar fashion. 4-H2O is a youth education program that has been held annually across the state for more than 12 years. It is a water-based science camp that runs in more than 15 counties across South Carolina, allowing students an opportunity to learn and experience this state's water resources first-hand. However, with COVID-19 restrictions, an in-person summer camp was not feasible. However, the LSP and Beaufort County 4-H program refused to deprive youth of a hands-on science inquiry program. Particularly one that provides youth knowledge about their local water resources and teaches them the field, analytical, and critical thinking skills they need to intelligently participate in making decisions that affect the quality of these aquatic systems. Therefore, they adapted the curriculum into the Beaufort County 4-H2O@Home Activity Guide. This guide contains six lesson plans that children and their parents can do at home with household items and explore the same content as the summer camp. The LSP and 4-H agent distributed this guide to 105 students and made it available as a download for the Beaufort County School District. Parents downloaded the guide 15 times. Despite these successes and proven adaptability, the LSP program can improve.

2. Provide an evaluation of where the program needs improvement and explain any actions that will be taken to achieve objectives:

While the LSP met the goals outlined in the 2019-2023 Lowcountry Stormwater Partner Stormwater Outreach Strategic Plan and continued to increase its number of impacts, there are two areas in which the program can improve. The first area is more accurate reporting on indirect outreach materials such as our rack cards, LID signs, and resource packets. We are currently printing or re-printing the majority of our outreach material. We will improve reporting accuracy by noting how much of these printed materials we started with at the beginning of the reporting year and counting how many are left at the end of the reporting year. Therefore, instead of solely reporting on the resource's presence, we can report on the resource's impacts. The second area of improvement is building partnerships with local businesses. The effectiveness of several programs depends upon the buy-in of local businesses in the pet, vet, septic, and landscaping fields. The LSP has yet to establish working relationships with professionals in these fields. The difficulty in creating these relationships was due in part to COVID-19 restrictions and closures. However, with these restrictions relaxed and businesses once again open, it will be possible to begin establishing rapport. The LSP will do so by first emailing and/or calling these businesses and then setting up face-to-face meetings to exchange ideas and materials.

III. Minimum Control Measures (MCM)

D. Minimum Control Measure 2: Public Involvement/Participation (4.2.2, 5.3)

Use the table below to summarize public involvement opportunities, goals, and progress for the current reporting year. In the “activities conducted and planned” section, focus on activities that were conducted in the last reporting year and those that are planned for the upcoming reporting year, providing implementation dates. Add rows where needed and attach additional sheets if necessary.

Please see the attached “2019-2023 Lowcountry Stormwater Partners Strategic Stormwater Outreach Plan” for a complete list of all activities planned for the upcoming year. Below are last year’s accomplishments as well as the activities that are furthest along in their planning stages.									
Outreach Type	Activity Type	Target Pollutant	Target Audience	Activity Description	Notes	Service Provider	Start Date	End Date	Impacts
Direct	Council / Committee / Meeting	General Stormwater	Residents, Citizens of the Town of Bluffton	Bluffton Town Council Meetings. The Bluffton Town Council includes the mayor and four council members who serve overlapping four-year terms. Town Council encourages public input into the Towns Stormwater Program through public comment. Public comment cards are available on the Town website. Impact is measured in views.	Since March of 2020 Town Council meetings have been held virtually and live streamed through the Town Facebook page. These meetings are also available to residents on-demand. Meetings take place the second Tuesday of each month and workshops occur the third Tuesday of every quarter.	Town of Bluffton	10/1/2019	9/30/2020	41446
Direct	Marine Center / Museum	Bacteria, Freshwater, General Stormwater, Litter, Nutrients, Pesticides, Toxic contaminants / heavy metals	Boat owners / operators / marinas, Elected & appointed officials and high-level staff, Higher education students, K-12 students / youth, Residential, Teachers	The Port Royal Sound Foundation Maritime Center. The Center features exhibits, classrooms, hands-on learning spaces and other areas where everyone can learn and celebrate the uniqueness of the Port Royal Sound. Impact is determined by the total number of visitors.		Port Royal Sound Foundation	10/1/2019	9/30/2020	7612

Direct	Council / Committee / Meeting	Freshwater, General Stormwater, Pesticides, Pharmaceuticals / personal care products, Toxic contaminants / heavy metals	Contractors, Elected & appointed officials and high-level staff, Residential, Stormwater managers / stormwater staff, Stormwater pond management companies, Supervisory staff / administrators, Technical staff / engineers / developers	May River Watershed Action Plan Implementation Committee Meetings. The seven-member committee is tasked with assisting and advising Town Council by offering guidance and recommendations to implement the opportunities and strategies outlined in the May River Watershed Action Plan. Residents can either serve on the committee or provide input into the Town's Stormwater Program through public comment opportunities at each meeting. Impact is determined through attendance.	Dr. Montie of USCB gave his "Historical Analysis of Water Quality in May River" presentation. Town staff presented on the Town monitoring program, current monitoring data, and the town Watershed Management Division work plan.	Town of Bluffton	10/24/2019	10/24/2019	3
Direct	Council / Committee / Meeting	Freshwater, General Stormwater, Pesticides, Pharmaceuticals / personal care products, Toxic contaminants / heavy metals	Contractors, Elected & appointed officials and high-level staff, Residential, Stormwater managers / stormwater staff, Stormwater pond management companies, Supervisory staff / administrators, Technical staff / engineers / developers	May River Watershed Action Plan Implementation Committee Meetings. The seven-member committee is tasked with assisting and advising Town Council by offering guidance and recommendations to implement the opportunities and strategies outlined in the May River Watershed Action Plan. Residents can either serve on the committee or provide input into the Town's Stormwater Program through public comment opportunities at each meeting. Impact is determined through attendance.	Town staff presented on the Town monitoring program, current monitoring data, and the town Watershed Management Division work plan. Future WAPAC meeting dates were also discussed.	Town of Bluffton	12/9/2019	12/9/2019	4

Direct	Council / Committee / Meeting	Freshwater, General Stormwater, Pesticides, Pharmaceuticals / personal care products, Toxic contaminants / heavy metals	Contractors, Elected & appointed officials and high-level staff, Residential, Stormwater managers / stormwater staff, Stormwater pond management companies, Supervisory staff / administrators, Technical staff / engineers / developers	May River Watershed Action Plan Implementation Committee Meetings. The seven-member committee is tasked with assisting and advising Town Council by offering guidance and recommendations to implement the opportunities and strategies outlined in the May River Watershed Action Plan. Residents can either serve on the committee or provide input into the Town's Stormwater Program through public comment opportunities at each meeting. Impact is determined through attendance.	Town staff presented on the Town monitoring program, current monitoring data, and the town Watershed Management Division work plan. Dr. Ritchie of USCB also gave a presentation on Biomeme qPCR application and a discussion of the Town SWU Fee Rate was held.	Town of Bluffton	1/23/2019	1/23/2019	2
Direct	Council / Committee / Meeting	Freshwater, General Stormwater, Pesticides, Pharmaceuticals / personal care products, Toxic contaminants / heavy metals	Contractors, Elected & appointed officials and high-level staff, Residential, Stormwater managers / stormwater staff, Stormwater pond management companies, Supervisory staff / administrators, Technical staff / engineers / developers	May River Watershed Action Plan Implementation Committee Meetings. The seven-member committee is tasked with assisting and advising Town Council by offering guidance and recommendations to implement the opportunities and strategies outlined in the May River Watershed Action Plan. Residents can either serve on the committee or provide input into the Town's Stormwater Program through public comment opportunities at each meeting. Impact is determined through attendance.	Town staff presented on the Town monitoring program, current monitoring data, and the town Watershed Management Division work plan. A discussion of the Town SWU Fee Rate was also held.	Town of Bluffton	2/27/2019	2/27/2019	2

Direct	Council / Committee / Meeting	Freshwater, General Stormwater, Pesticides, Pharmaceuticals / personal care products, Toxic contaminants / heavy metals	Contractors, Elected & appointed officials and high-level staff, Residential, Stormwater managers / stormwater staff, Stormwater pond management companies, Supervisory staff / administrators, Technical staff / engineers / developers	May River Watershed Action Plan Implementation Committee Meetings. The seven-member committee is tasked with assisting and advising Town Council by offering guidance and recommendations to implement the opportunities and strategies outlined in the May River Watershed Action Plan. Residents can either serve on the committee or provide input into the Town's Stormwater Program through public comment opportunities at each meeting. Impact is determined through Facebook views.	Due to COVID-19, the Town of Bluffton began hosting WAPAC meetings via Zoom. Meetings were livestreamed on the Town of Bluffton's Facebook page. Residents have on-demand access to WAPAC meetings through the Town's Facebook page as well. Town staff presented on the Town monitoring program, current monitoring data, and the town Watershed Management Division work plan. WAPAC also welcomed new members and the May River Watershed Story Map was revealed.	Town of Bluffton	7/23/2020	7/23/2020	1300
Direct	Council / Committee / Meeting	Freshwater, General Stormwater, Pesticides, Pharmaceuticals / personal care products, Toxic contaminants / heavy metals	Contractors, Elected & appointed officials and high-level staff, Residential, Stormwater managers / stormwater staff, Stormwater pond management companies, Supervisory staff / administrators, Technical staff / engineers / developers	May River Watershed Action Plan Implementation Committee Meetings. The seven-member committee is tasked with assisting and advising Town Council by offering guidance and recommendations to implement the opportunities and strategies outlined in the May River Watershed Action Plan. Residents can either serve on the committee or provide input into the Town's Stormwater Program through public comment opportunities at each meeting. Impact is determined through Facebook views.	Due to COVID-19, the Town of Bluffton hosted WAPAC meetings via Zoom. Town staff presented on the monitoring program, current monitoring data, and the town Watershed Management Division work plan. The SoLoCo Stormwater Ordinance & Design Manual was also adopted and expanding WAPAC's responsibilities to include additional indicators of watershed health was considered.	Town of Bluffton	8/27/2020	8/27/2020	849

Direct	Litter Sweep	Litter	Grounds crew / maintenance / facilities staff, K-12 students / youth, Residential	Beaufort County Adopt-A-Highway Program. The Adopt-A-Highway program's mission is to eradicate litter and promote beautification in South Carolina. It conducts litter pick-ups. Effectiveness was measured in the number of volunteers, number of active volunteer groups, and pounds of litter removed.	During this reporting period, 2,058 volunteers participated in 108 Adopt-A-Highway groups and picked up 62,190 pounds of litter.	Beaufort County, Conservation District, Keep Beaufort County Beautiful	10/1/2019	9/30/2020	2058
Direct	Field Trip	Bacteria, Freshwater, General Stormwater, Litter, Nutrients, Pesticides	K-12 students / youth	Port Royal Sound Foundation Maritime Center's Field Trip Program. Through hands-on experiments and discovery, students not only see the amazing life of our local environment, but also experience it firsthand. Participants include in all grades from public, private and charter schools and homes-schooling programs, as well as after-school and summer programs. Impact is determined by the total number of participating students.	During this reporting period, there were 33 field trips.	Port Royal Sound Foundation	10/1/2019	9/30/2020	1286
Direct	Training	General Stormwater, Sediment	Commercial landscapers / landscape designers / nurseries, Contractors, Grounds crew / maintenance / facilities staff	Certified Erosion Prevention and Sediment Control Inspector (CEPSCI). The purpose of CEPSCI is to educate field personnel on the proper installation, maintenance and inspection of erosion prevention and sediment control measures at construction sites to meet state and local regulations. Its success is measured in number of participants and certifications.	Eight CEPSCI initial certification classes took place during the reporting time frame. Out of 501 out of 555 participants earned certifications. Similarly, five CEPSCI re-certification classes took place during the reporting time frame. Out of 436 out of 437 participants earned re-certifications.	Clemson Extension	10/1/2019	9/30/2020	999

Direct	Council / Committee / Meeting, Brochure / Outreach Material	General Stormwater, Sediment	Technical staff / engineers / developers, Contractors	Sediment and Erosion Control Contractor / Developer Meetings. Town staff meets on-site with contractors and developers to review and discuss Town Sediment & Erosion Control policies, MS4 requirements, and to review any identified site deficiencies, and to address any necessary corrective measures. Impact is measured through attendance.		Town of Bluffton	10/1/2019	9/30/2020	945
Direct	Workshop	Bacteria, Freshwater, General Stormwater, Litter, Nutrients, Sediment	K-12 students / youth	Kids in Kayaks program. The goal of the Kids in Kayaks program is to bring local youth outside and to have them participate in experiential learning about their local ecosystems and natural resources. Effectiveness is determined by participation.	This program was offered on 15 dates to the 7th grade classes of five different schools. River Ridge Academy attended on 10/8/19, 10/9/19, 10/10/19, and 10/11/19. Riverview Charter School attended on 10/17/19 and 10/18/19. Polaris Tech Charter attended on 10/28/19 and 10/29/19. SP Montessori attended on 10/30/19. Finally, Bluffton Middle School attended on 11/1/19, 11 /4/19, 11/5/19, 11/6/19, 11/7/19, and 11/8/19. The spring course of this program was cancelled due to COVID-19.	Clemson Extension, Conservation District, The Outside Foundation, Lowcountry Master Naturalists	10/1/2019	9/30/2020	461

Direct	Training	Freshwater, General Stormwater, Nutrients, Sediment	Stormwater managers / stormwater staff, Technical staff / engineers / developers	Post Construction Best Management Practice Inspector Course. This program provides online, and field-based training focused on inspection and maintenance of best management practices used for stormwater management. Students have the chance to discuss and view bioswales, dry detention basins, wet detention basins, and more. Its success is measured in number of participants, certifications, and re-certifications.	71 participants earned 33 certifications and 38 re-certifications.	Clemson Extension	10/1/2019	9/30/2020	71
Direct	Training	Bacteria, Freshwater, General Stormwater, Nutrients, Pesticides, Sediment	Stormwater managers / stormwater staff, Stormwater pond management companies	Master Pond Manager Course. This course is designed to teach participants a wide range of pond management knowledge and skills. As a hybrid course combining online and face-to-face learning, it will incorporate self-paced lectures, discussion, quizzes, and other web-based methods of participant-instructor interaction, along with hands-on participation activities in the field. Its success is determined through the number of participants and certifications.	This course was offered once in Fall 2019 and then again in Spring 2020. 22 participants became certified Master Pond Managers.	Clemson Extension	10/1/2019	9/30/2020	66
Direct	Training	Bacteria, General Stormwater, Nutrients, Sediment	Residential	Carolina Yards Program. This program works with residents to create healthy, watershed-friendly landscapes. The program's success is measured in newly certified yards.	65 yards became certified Carolina Yards. Six were from Beaufort County.	Clemson Extension	10/1/2019	9/30/2020	65

Direct	Training	Freshwater, General Stormwater	Stormwater managers / stormwater staff, Supervisory staff / administrators, Technical staff / engineers / developers	Certified Stormwater Plan Reviewer (CSPR). The purpose of the CSPR Program is to educate personnel on the proper design and review of stormwater and sediment control plans for development sites to meet state and local regulations. Its success is measured in number of participants, certifications, and re-certifications.	Clemson Extension offered two CSPR online certification courses during this reporting period. 39 out of 58 participants became certified.	Clemson Extension	10/1/2019	9/30/2020	58
Direct	Presentation, Training	Bacteria, Freshwater, General Stormwater, Litter, Nutrients, Sediment	K-12 students / youth, Youth	The Outside Foundation Learn to Paddle Program for the Boys and Girls Club. The goal of this program is to bring local youth outside and to have them participate in experiential learning about their local ecosystems and natural resources. Effectiveness is determined by the number of participants.	This program was offered three times. Once on 10/10/19, another on 10/17/19, and the final on 10/24/19. Future sessions were cancelled due to COVID-19.	The Outside Foundation, Town of Bluffton, Town of Hilton Head Island	10/1/2019	9/30/2020	39
Direct	Training	Freshwater, General Stormwater, Nutrients, Pesticides, Sediment	Commercial landscapers / landscape designers / nurseries, Residential, Teachers, Technical staff / engineers / developers	Master Rain Gardener Course. The Master Rain Gardener program is a hybrid, multi-week curriculum allowing for self-paced online learning modules, hands-on field experience, and a two-track option to meet the needs of diverse audiences. Effectiveness is measured by the number of participants and the number of certifications issued.	One course took place during the reporting period. It trained 32 participants who are awaiting the rescheduled field day to be certified.	Clemson Extension	10/1/2019	9/30/2020	32

Direct	Training	Freshwater, General Stormwater, Litter, Nutrients	Elected & appointed officials and high-level staff, Higher education students, Residential, Supervisory staff / administrators / stormwater managers	Master Naturalist Program. The SC Master Naturalist Program aims to create a statewide corps of volunteers providing education, outreach, and service dedicated to the beneficial management of natural resources, including water. Impact is measured by participants passing the final exam.	Due to COVID-19, only one class Master Naturalist course was offered this reporting period. 24 participants passed the exam.	Clemson Extension, Lowcountry Master Naturalists, Spring Island Trust	10/1/2019	9/30/2020	24
Direct	Training	Bacteria, Freshwater, General Stormwater, Litter, Nutrients, Pesticides	Residential	Cultivating a Carolina Yards Workshop Part 1. This workshop gives a hands-on overview of Clemson Extension's Carolina Yards program. This session covers healthy soils, being wise when you fertilize, and reducing runoff. Participants are taken outside to take their own soil tests. Effectiveness is measured through attendance and an evaluation.	This workshop was given to the Indigo Run Plantation. 100% of evaluation respondents indicated that they found the workshop to be a good use of their time and that they gained knowledge.	Clemson Extension	10/3/2019	10/3/2019	12
Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers / stormwater staff, Technical staff / engineers / developers, Residential, Elected & appointed officials and high-level staff, General public	October Stormwater Utility Board Meeting. The Board determines appropriate levels of public stormwater management services within Beaufort County, recommends appropriate funding levels, advises the staff of the stormwater management utility on master planning efforts and cost of service / rate studies, and supports / promotes sound stormwater management practices.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects. The Center for Watershed Protection gave a special presentation on proposed regional Stormwater standards and ordinance.	Beaufort County, City of Beaufort, Center for Watershed Protection, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	10/9/2019	10/9/2020	27

Direct	Event tabling, Oyster bagging, Reef restoration	Bacteria, Freshwater, General Stormwater, Sediment	Higher education students, K-12 students / youth, Residential	ORRBI Oyster Shell Bagging and Reef Restoration. The goal of this program is to educate the public about the beauty, utility, and health of Hilton Head Island's saltmarsh ecosystem. It also describes how this ecosystem is reliant on oysters and good water quality. Effectiveness is measured through participation.	Four volunteers gathered and bagged 350lbs of oyster shell at the Town of Hilton Head Island Oyster Roast.	DNR, The Outside Foundation	10/27/2019	10/27/2019	4
Direct	Event tabling, Oyster bagging, Reef restoration	Bacteria, Freshwater, General Stormwater, Sediment	Higher education students, K-12 students / youth, Residential	ORRBI Oyster Shell Bagging and Reef Restoration. The goal of this program is to educate the public about the beauty, utility, and health of Hilton Head Island's saltmarsh ecosystem. It also describes how this ecosystem is reliant on oysters and good water quality. Effectiveness is measured through participation.	Sixteen volunteers gathered 200 bags of oyster shell at the Town of Hilton Head Island Oyster Roast.	DNR, The Outside Foundation	10/30/2019	10/30/2019	16
Direct	Event tabling, Oyster bagging, Reef restoration	Bacteria, Freshwater, General Stormwater, Sediment	Higher education students, K-12 students / youth, Residential	ORRBI Oyster Shell Bagging and Reef Restoration. The goal of this program is to educate the public about the beauty, utility, and health of Hilton Head Island's saltmarsh ecosystem. It also describes how this ecosystem is reliant on oysters and good water quality. Effectiveness is measured through participation.	12 volunteers gathered and bagged 5.8 tons of oyster shell at the Town of Hilton Head Island Oyster Festival.	DNR, The Outside Foundation	11/8/2019	11/9/2019	12

Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers / stormwater staff, Technical staff / engineers / developers, Residential, Elected & appointed officials and high-level staff, General public	November Stormwater Utility Board Meeting. The Board determines appropriate levels of public stormwater management services within Beaufort County, recommends appropriate funding levels, advises the staff of the stormwater management utility on master planning efforts and cost of service / rate studies, and supports / promotes sound stormwater management practices.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects.	Beaufort County, City of Beaufort, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	11/13/2019	11/13/2019	19
Direct	Conference	Bacteria, Freshwater, General Stormwater, Nutrients, Pesticides, Sediment	Contractors, Elected/ appointed officials, high-level staff, Grounds crew / maintenance / facilities staff, Residential, Pond mgmt. companies, Stormwater pond managers, Supervisory staff / admins, Technical staff / engineers / developers	2019 Beaufort Area Stormwater Pond Conference. This one-day conference features professional and local speakers who provide hands-on, interactive information about the latest pond management issues and strategies. Effectiveness is measured through attendance and an evaluation.	The evaluations revealed that 95% of participants thought that the conference was a good use of their time, 100% indicated that they gained knowledge, and 89% said that they would implement a practice learned at the conference.	Clemson Extension, DNR, SC SeaGrant Consortium	11/14/2019	11/14/2019	75
Direct	Event tabling, Oyster bagging, Reef restoration	Bacteria, Freshwater, General Stormwater, Sediment	Higher education students, K-12 students / youth, Residential	ORRBI Oyster Shell Bagging and Reef Restoration. The goal of this program is to educate the public about the beauty, utility, and health of Hilton Head Island's saltmarsh ecosystem. It also describes how this ecosystem is reliant on oysters and good water quality. Impact is measured by participation.	Four volunteers gathered and bagged 342lbs of oyster shell at the FISH Casual Seafood Oyster Roast Fundraiser.	DNR, The Outside Foundation	12/1/2019	12/1/2019	4

Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers / stormwater staff, Technical staff / engineers / developers, Residential, Elected & appointed officials and high-level staff, General public	December Stormwater Utility Board Meeting. The Board determines appropriate levels of public stormwater management services within Beaufort County, recommends appropriate funding levels, advises the staff of the stormwater management utility on master planning efforts and cost of service / rate studies, and supports / promotes sound stormwater management practices.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects. SC DHEC gave a special presentation regarding a landfill fire where runoff impacted the Okatie River.	Beaufort County, City of Beaufort, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	12/11/2019	12/11/2019	23
Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers / stormwater staff, Technical staff / engineers / developers, Residential	January Stormwater Utility Board Meeting. The Board determines appropriate levels of public stormwater management services within Beaufort County, recommends appropriate funding levels, advises the staff of the stormwater management utility on master planning efforts and cost of service / rate studies, and supports / promotes sound stormwater management practices.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects.	Beaufort County, City of Beaufort, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal, USC-B	1/8/2020	1/8/2020	18
Direct	Council / Committee / Meeting, Presentation	Freshwater, General Stormwater	Residential, Stormwater managers / stormwater staff, Technical staff / engineers / developers	SoLoCo Design Manual and Stormwater Ordinance Public Meeting. These meetings are spaces to discuss the new SoLoCo Stormwater design manual requirements as it relates to the building and design professionals of the area. It is open for public comment and for the public to provide input. Impact is determined by attendance.		Beaufort County, City of Beaufort, Jasper County, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	1/23/2020	1/23/2020	25

Direct	Meeting / Presentation	General Stormwater	Residential, Stormwater managers / stormwater staff, Technical staff / engineers / developers	SoLoCo Design Manual and Stormwater Ordinance Public Meeting. These meetings are spaces to discuss the new SoLoCo Stormwater design manual requirements as it relates to the building and design professionals of the area. It is open for public comment and for the public to provide input. Impact is determined by attendance.	Limited feedback received from the audience. All comments were addressed through the formal comment review period.	Beaufort County, City of Beaufort, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	1/28/2020	1/28/2020	17
Direct	Workshop	General Stormwater	Residential, Technical staff / engineers / developers	SC DHEC Living Shorelines Agency Coordination. This meeting covers regulatory implementation/review of requests to install living shorelines. Impact is determined through the number of attendees.		Beaufort County, City of Beaufort, SC DHEC, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	1/29/2020	1/29/2020	30
Direct	Council / Committee / Meeting, Presentation	Freshwater, General Stormwater	Residential, Stormwater managers / stormwater staff, Technical staff / engineers / developers	SoLoCo Design Manual and Stormwater Ordinance Public Meeting. These meetings are spaces to discuss the new SoLoCo Stormwater design manual requirements as it relates to the building and design professionals of the area. It is open for public comment and for the public to provide input. Impact is determined by attendance.		Beaufort County, City of Beaufort, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	1/30/2020	1/30/2020	20

Direct	Training	Bacteria, Freshwater, General Stormwater, Litter, Nutrients, Pesticides, Sediment	Residential	Cultivating a Carolina Yards Workshop Part 1. This workshop gives a hands-on overview of Clemson Extension's Carolina Yards program. This session covers healthy soils, being wise when you fertilize, and reducing runoff. Participants go outside to take their own soil tests. Its effectiveness is measured through attendance and an evaluation.	This workshop was given as part of a series to the Hilton Head USCB OLLI program. 100% of evaluation respondents indicated that they gained knowledge and that the workshop was a good use of their time.	Clemson Extension, USC-B	1/30/2020	1/30/2020	20
Direct	Event tabling, Oyster bagging, Reef restoration	Bacteria, Freshwater, General Stormwater, Sediment	Higher education students, K-12 students / youth, Residential	ORRBI Oyster Shell Bagging and Reef Restoration. The goal of this program is to educate the public about the beauty, utility, and health of Hilton Head Island's saltmarsh ecosystem. It also describes how this ecosystem is reliant on oysters and good water quality. Effectiveness is measured through participation.	Three volunteers gathered and bagged 133lbs of oyster shell at the Westin Hotel "Be Well" event.	DNR, The Outside Foundation	1/31/2020	1/31/2020	3
Direct	Workshop	General Stormwater, Bacteria, Nutrients, Sediment, Freshwater	K-12 Youth, Teachers	Mossy Oaks Rain Garden. This demonstration site will be part of the new sustainable landscaping courtyard at Mossy Oaks Elementary School. It will be installed with a workshop were participants will learn the function of a rain garden and then install it. Impact will be measured by the number of participants and an evaluation.	This program was initially set to take place in Fall 2020, but due to COVID-19-19 it was postponed to Spring 2021.	Clemson Extension, Lowcountry Master Naturalists, MOES Improvement Committee	2/1/2020	9/30/2020	

Direct	Training	Freshwater, General Stormwater, Nutrients, Sediment	Residential	Cultivating a Carolina Yards Workshop Part 2. This workshop gives a hands-on overview of Clemson Extension's Carolina Yards program. This session covers recycling yard waste, mulch matters, and watering wisely. Participants go outside to perform footprint and screwdriver tests. Its effectiveness is measured through attendance and an evaluation.	This workshop was given as part of a series to the Hilton Head USCB OLLI program. 100% of evaluation respondents indicated that they gained knowledge and that the workshop was a good use of their time.	Clemson Extension, USC-B	2/6/2020	2/6/2020	17
Direct	Event tabling, Oyster bagging, Reef restoration	Bacteria, Freshwater, General Stormwater, Sediment	Higher education students, K-12 students / youth, Residential	ORRBI Oyster Shell Bagging and Reef Restoration. The goal of this program is to educate the public about the beauty, utility, and health of Hilton Head Island's saltmarsh ecosystem. It also describes how this ecosystem is reliant on oysters and good water quality. Effectiveness is measured through participation.	35 volunteers gathered 400 bags of oyster shell at the ORRBI.	DNR, The Outside Foundation	2/12/2020	2/12/2020	35
Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers / stormwater staff, Technical staff / engineers / developers, Residential	February Stormwater Utility Board Meeting. The Board determines appropriate levels of public stormwater management services within Beaufort County, recommends appropriate funding levels, advises the staff of the stormwater management utility on master planning efforts and cost of service/rate studies, and supports/promotes sound stormwater management practices.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects.	Beaufort County, City of Beaufort, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal, USC-B	2/12/2020	2/12/2020	20

Direct	Training	Freshwater, General Stormwater, Litter, Nutrients, Pesticides	Residential	Cultivating a Carolina Yards Workshop Part 3. This workshop gives a hands-on overview of Clemson Extension's Carolina Yards program. This session covers managing yard pests responsibly, removing invasive, and reducing runoff. Participants go outside to determine runoff pathways. Its effectiveness is measured through attendance and an evaluation.	This workshop was given as part of a series to the Hilton Head USCB OLLI program. 100% of evaluation respondents indicated that they gained knowledge and that the workshop was a good use of their time.	Clemson Extension, USC-B	2/13/2020	2/13/2020	17
Direct	Training	General Stormwater, Nutrients, Pesticides	Residential	Cultivating a Carolina Yards Workshop Part 4. This workshop gives a hands-on overview of Clemson Extension's Carolina Yards program. This session covers right plant / right place, garden like a local, and providing for wildlife. Participants go through a landscape planning activity. Its effectiveness is measured through attendance and an evaluation.	This workshop was given as part of a series to the Hilton Head USCB OLLI program. 100% of evaluation respondents indicated that they gained knowledge and that the workshop was a good use of their time.	Clemson Extension, USC-B	2/20/2020	2/20/2020	16
Direct	Event tabling, Oyster bagging, Reef restoration	Bacteria, Freshwater, General Stormwater, Sediment	Higher education students, K-12 students / youth, Residential	ORRBI Oyster Shell Bagging and Reef Restoration. The goal of this program is to educate the public about the beauty, utility, and health of Hilton Head Island's saltmarsh ecosystem. It also describes how this ecosystem is reliant on oysters and good water quality. Effectiveness is measured through participation.	Four volunteers gathered and bagged 1862lbs of oyster shell at the Waddell Pig Pickin' and Oyster Roast.	DNR, The Outside Foundation	2/28/2020	2/28/2020	4

Direct	Training	Bacteria, General Stormwater, Nutrients, Sediment	Residential	Carolina Yards Course. This online course is designed to help gardeners learn to grow and maintain a low maintenance, low impact yard Carolina Yard. Its success is determined through participation, an evaluation, and the number of participant yards certified.	The LSP coordinator was one of the moderators for this course offering. Twenty participants completed the course. Eighteen completed the yard certification process and 1 had already completed the certification process prior to taking the course. In the evaluation, 94% of respondents indicated the course inspired them to change the way they manage their landscape.	Clemson Extension	3/2/2020	6/6/2020	30
Direct	Event tabling, Oyster bagging, Reef restoration	Bacteria, Freshwater, General Stormwater, Sediment	Higher education students, K-12 students / youth, Residential	ORRBI Oyster Shell Bagging and Reef Restoration. The goal of this program is to educate the public about the beauty, utility, and health of Hilton Head Island's saltmarsh ecosystem. It also describes how this ecosystem is reliant on oysters and good water quality. Impact is measured by participation.	20 volunteers gathered 107 bags of oyster shell at the Palmetto Bluff Resort Inaugural Oyster Shell Bagging event.	DNR, The Outside Foundation	3/6/2020	3/6/2020	20
Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers / stormwater staff, Technical staff / engineers / developers, Residential, Elected & appointed officials and high-level staff, General public	March Stormwater Utility Board Meeting. The Board determines appropriate levels of public stormwater management services within Beaufort County, recommends appropriate funding levels, advises the staff of the stormwater management utility on master planning efforts and cost studies, and supports stormwater management practices.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects. There was also a discussion of FY21 budget for all stormwater program related projects.	Beaufort County, City of Beaufort, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	3/11/2020	3/11/2020	18

Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers / stormwater staff, Technical staff / engineers / developers, Residential, Elected & appointed officials and high-level staff, General public	June Stormwater Utility Board Meeting. The Board determines appropriate levels of public stormwater management services within Beaufort County, recommends appropriate funding levels, advises the staff of the stormwater management utility on master planning efforts and cost studies, and supports stormwater management practices.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects.	Beaufort County, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	6/10/2020	6/10/2020	18
Direct	Training	Bacteria, General Stormwater, Litter, Nutrients, Sediment	Higher education students, Residential, Teachers	SC Adopt-a-Stream Chemical / Physical & Bacteria Training. This training familiarizes SC Adopt-A-Stream volunteers with the science and procedures for the program. Its effectiveness is measured through participation and an exam.		Clemson Extension	6/20/2020	6/20/2020	11
Direct	Pledge	General Stormwater, Bacteria	Pet owners, Residential	Pet Waste Pledge. This pledge indicates that a person promises to pick up after their pet to reduce bacterial pollution in water. Impact is determined by the number of people who take the pledge during the reporting period.	The pledge is available at https://mailchi.mp/5585f928a783/pet-waste-pledge	Clemson Extension	7/1/2020	9/30/2020	5
Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers / stormwater staff, Technical staff / engineers / developers, Residential, Elected & appointed officials and high-level staff, General public	July Stormwater Utility Board Meeting. The Board determines appropriate levels of public stormwater management services within Beaufort County, recommends appropriate funding levels, advises the staff on master planning efforts and cost studies, and supports stormwater management practices.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects.	Beaufort County, City of Beaufort, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	7/8/2020	7/8/2020	18

Direct	Event tabling, Oyster bagging, Reef restoration	Bacteria, Freshwater, General Stormwater, Sediment	Higher education students, K-12 students / youth, Residential	ORRBI Oyster Shell Bagging and Reef Restoration. The goal of this program is to educate the public about the beauty, utility, and health of Hilton Head Island's saltmarsh ecosystem. It also describes how this ecosystem is reliant on oysters and good water quality. Impact is measured by participation.	Four volunteers gathered and bagged 500lbs of oyster shell at the ORRBI shell capture even at Crazy Crab Jarvis Creek Restaurant.	DNR, The Outside Foundation	7/23/2020	7/23/2020	4
Direct	Event tabling, Oyster bagging, Reef restoration	Bacteria, Freshwater, General Stormwater, Sediment	Higher education students, K-12 students / youth, Residential	ORRBI Oyster Shell Bagging and Reef Restoration. The goal of this program is to educate the public about the beauty, utility, and health of Hilton Head Island's saltmarsh ecosystem. It also describes how this ecosystem is reliant on oysters and good water quality. Impact is measured by participation.	Seven volunteers gathered and bagged 200lbs of oyster shell at the ORRBI shell capture even at Crazy Crab Jarvis Creek Restaurant.	DNR, The Outside Foundation	7/29/2020	7/29/2020	7
Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers / stormwater staff, Technical staff / engineers / developers, Residential, Elected & appointed officials and high-level staff, General public	September Stormwater Utility Board Meeting. The Board determines appropriate levels of public stormwater management services within Beaufort County, recommends appropriate funding levels, advises the staff of the stormwater management utility on master planning efforts and cost of service / rate studies, and supports / promotes sound stormwater management practices.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects. There was a special presentation on how Beaufort County reviews stormwater projects and a presentation on the SoLoCo Design Manual and Ordinance from the Center for Watershed Protection.	Beaufort County, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	9/9/2020	9/9/2020	16

Direct	Training	Bacteria, General Stormwater, Litter, Nutrients, Sediment, Temperature	Higher education students, Residential, Teachers	SC Adopt-a-Stream Chemical / Physical & Bacteria Training. This training familiarizes SC Adopt-A-Stream volunteers with the science and procedures for the program. Its effectiveness is measured through participation and an exam.		Clemson Extension	9/15/2020	9/15/2020	12
Direct / Indirect	Event tabling, Newsletter, Presentation, Webpage / Social media	General Stormwater, Nutrients, Sediment	Higher education students, Residential, Teachers	Lowcountry Master Gardner Educational Services. The Master Gardeners in Beaufort County provide educational services such as providing one-on-one services, promoting increased environmental awareness through the prudent use of fertilizers, pesticides, etc., and providing group learning and teaching activities for non-commercial clientele. Impact is measured through the number of contacts made.	The Lowcountry Master Gardener performed 4,675 volunteer hours for this program.	Beaufort Master Gardeners, Clemson Extension	10/1/2019	9/30/2020	171533
Direct / Indirect	Brochure / outreach material, Event tabling, Presentation, Training	General Stormwater, Nutrients, Sediment	K-12 students / youth	Lowcountry Master Gardner Educational Services for Youth. The Master Gardeners in Beaufort County provide educational services such as hands-on classroom demonstrations, club activities, and events to promoting increased environmental awareness through the prudent use of fertilizers, pesticides, etc. for youth. Impact is measured through the number of contacts made.		Beaufort Master Gardeners, Clemson Extension	10/1/2019	9/30/2020	1244

Indirect	Webpage / Social media	General Stormwater	General public, Residential, Youth	LSP Partner Facebook Pages. These pages are managed by partner organizations but assist the Lowcountry Stormwater Partners in spreading information about public participation opportunities and other relevant information. Impact is determined by total number of page likes.	Facebook pages that Clemson Extension manages were originally measured using "Likes". However, "Reach" gave a more accurate number as to the people engaging with the content. This type of data was not available from all partners.	Beaufort County, City of Beaufort, Clemson Extension, DNR, Port Royal Sound Foundation, Savannah Riverkeeper, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal, All education partners	10/1/2019	9/30/2020	262993
Indirect	Webpage / Social media	Bacteria, FOG, General Stormwater, Litter, Nutrients, Pesticides, Petroleum products, Pharmaceuticals / personal care products, Sediment, Toxic contaminants / heavy metals	General Public	Carolina Clear Facebook Page. This page provides a forum for public participation, to increase awareness of storm water's effects on water quality and increase awareness of public participation opportunities. Impact is determined through post reach.	Facebook pages that Clemson Extension manages were originally measured using "Likes". However, "Reach" gave a more accurate number as to the people engaging with the content. This type of data was not available from all partners.	Clemson Extension	10/1/2019	9/30/2020	49899
Indirect	Webpage / Social media	Bacteria, FOG, Freshwater, General Stormwater, Litter, Nutrients, Pesticides, Sediment,	General public, Residential, Youth	Lowcountry Stormwater Partners Facebook Page. This page provides a forum for public participation, to increase awareness of storm water's effects on water quality and increase awareness of public participation opportunities.	The LSP Facebook page grew from 254 likes to 293 likes and posted 193 times during this reporting period. Facebook pages that Clemson Extension manages were originally	Clemson Extension	10/1/2019	9/30/2020	16895

		Toxic contaminants / heavy metals		Its effectiveness will be tracked through "Reach".	measured using "Likes". However, "Reach" gave a more accurate number as to the people engaging with the content. This type of data was not available from all partners.				
Indirect	Webpage / Social media	Bacteria, General Stormwater, Nutrients, Sediment	Residential	Carolina Yards Facebook Page. The goal of this page is to provide a forum for public participation, to increase awareness of effective actions to help guide residents towards a low maintenance and environmentally friendly yard. Impact is determined through post reach.	Facebook pages that Clemson Extension manages were originally measured using "Likes". However, "Reach" gave a more accurate number as to the people engaging with the content.	Clemson Extension	10/1/2019	9/30/2020	16525
Indirect	Webpage / Social media	Nutrients, General Stormwater	General public, Residential, Youth	Soil Testing Social Media Campaign. This campaign focuses on encourage people to get their soil tested before fertilizing. Impact is determined by post reach.	The impact numbers were recorded under the Lowcountry Stormwater Partners Facebook Page entry. The Soil Testing campaign focused reached 676 people with 27 posts.	Clemson Extension	9/14/2020	9/28/2020	
Direct	Council / Committee / Meeting	Freshwater, General Stormwater	Technical staff / engineers / developers	Southern Lowcountry Counties (SoLoCo) Regional Ordinance Update Meetings. Participants discuss the development of the Southern Lowcountry Stormwater (SoLoCo) Ordinance and Design Manual. The purpose of the ordinance and manual is to address post-construction stormwater management in the Southern Lowcountry Region. Impact is determined by attendance.	These meetings took place on 10/22/19, 11/6/19, 11/18/19, 12/4/19, and 3/6/20. 12 people attended each meeting	Beaufort County, City of Beaufort, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal, Other Lowcountry Jurisdictions	10/1/2019	9/30/2020	60

Direct	Litter Sweep	Litter	Higher education students, K-12 students / youth, Residential, Teachers	The Outside Foundation Litter Pick-Up Events. The goal of these events is to engage and involve citizens in removing litter from their environment. Its effectiveness is determined through number of volunteers and pounds of litter removed.	The Outside Foundation hosted 11 events this reporting period which attracted 202 volunteers and removed 3437 pounds of litter from local waterways. These events took place on 12/1/19, 1/20/20, 2/9/20, 2/16/20, 2/16/20, 3/9/20, 3/15/20, 5/23/20, 7/6/20, 8/8/20, and 9/9/20.	The Outside Foundation, Boys Scouts Troop 222, Lowcountry Trash Heroes, Medieval Times Dinner Group Theater Group, University of Virginia, Hilton Head Trash Heroes, and Palmetto Running Co., Town of Bluffton, Town of Hilton Head Island	10/1/2019	9/30/2020	202
Direct	Litter Sweep	Litter	Commercial property owners, Residential	Beach Litter Sweep. The goal of this events is to engage and involve citizens in removing litter from their environment. Its effectiveness is determined through number of participants.	The Town of Hilton Head Island asked Deep Well to help clean about 1.5 miles of oceanfront beach on 5 July in return for a donation, anticipating trash left by 4 July celebrations. Four volunteers coordinated the event and 49 people attended the event.	Town of Hilton Head Island, Project Deep Well.	7/5/2020	7/5/2020	49
TOTAL									577315

C. Control Measure Evaluation (5.3)

1. Evaluate the success of this MCM. Refer to goals implemented and achieved, and adherence to the implementation schedule:

The Lowcountry Stormwater Partners (LSP) successfully implemented MCM#2 in the Hilton Head Urbanized Area. Qualitative and quantitative data support this statement. From 10/1/2019 to 9/30/2020, the LSP recorded 577,315 impacts. In the 2019 reporting year, the LSP recorded 552,589 impacts. Between the two years, the LSP increased its impact by 4.48%. The LSP also increased the number of programs offered by 10.34% this year. We offered 64 programs this year while we only offered 58 programs last year. Ideally, we would have had an even greater increase in impacts and numbers of programs as this was a full 12-month reporting period compared to last year's 10-month reporting period.

However, COVID-19 presented an unexpected obstacle. All of the festivals, large litter pick-up events, summer camps, and other large-scale events that help us involve many people were canceled, postponed, or shifted to a virtual format that did not allow for educational efforts outside of the event's main mission. These impacts led to an unfortunate drop in the average number of programs and impacts per month. Last year, we averaged 6 programs and 55,258 impacts a month. This year we averaged 5 programs and 48,109 impacts a month. However, 90% of these programs were delivered directly to target audiences even amid a pandemic. During last year's report, the amount of direct engagement with audiences was in question. Therefore, for this year's report, we began tracking that data.

Despite these difficulties, we continued to engage our audiences through traditional means and expanded our efforts through new avenues. This year, the members of the LSP began offering smaller-scale litter pick-ups, leveraged and improved their social media presence, and created interactive content for engagement across distances. These efforts are a testament to the Lowcountry Stormwater Partners adaptability, resiliency, and commitment to providing stormwater education and outreach opportunities to our community. Our community's desire for LSP content is also a testament to how important this organization is to them. They attended more workshops, attended more council and board meetings, and thoroughly engaged with our social media pages, websites, and newsletters.

This success came from following the 2019-2023 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan. This document provides a blueprint for education strategies focused on target pollutants and behaviors. This strategic plan is considered a "living" document to allow for refinement, supplementation, and flexibility as regional efforts evolve over the next five years. The plan prioritizes the three issues identified as most significant to the region from July 1, 2019, to June 30, 2023, provides information on education strategies related to the priority issues, and develops timelines and evaluation methods to guide and measure effectiveness. The priority issues identified in the plan do not exclude other awareness and education efforts. The priority issues for the LSP are detailed in the attached strategic plan with the three main pollutants of concern being bacteria, nutrients, and freshwater.

During this reporting period, the LSP completed Year One of the plan on June 30, 2019 and entered Year Two on July 1, 2020. The LSP successfully implemented all programs laid out by Year One and had nearly completed implementing Year Two programs. This puts the consortium ahead of the planned implementation schedule.

Completed Year One programs include:

- 2019 Beaufort Area Stormwater Pond Conference
 - This conference took place on 11/14/19. 75 people attended.
- “Healthy Ponds” workshops
 - We held this workshop, or updated versions of it, once in person and three times virtually. In total, 90 people attended.
- Master Pond Manager course
 - Clemson Extension offered this course once in Fall 2019 and then again in Spring 2020. 66 people attended.
- Soil sampling trainings for homeowners
 - The Carolina Yards program, course, webinar series, and five local workshop series taught residents the importance of soil sampling and how to take a soil sample. 376 people attended these offerings.
- Buffer workshops
 - We held the Keeping Tidal Creeks Clean with Planted Buffers Webinar on 6/30/20. 46 people attended.
- LID workshops for design professionals/municipal staff
 - We helped to host the Using the SC Coastal LID Manual: Online Workshop on 8/19/20. 155 people attended.
- BMP workshops for homeowners
 - We held two rain garden and rainwater harvesting presentations for residents. One took place on 11/21/19 and the other on 2/25/20. In total, 62 people attended.
- Master Rain Gardener
 - One course took place during the reporting period. It trained 32 participants who are awaiting the rescheduled field day to be certified.

Completed Year Two programs include:

- Pet waste pledge
 - The pet waste pledge went live on 8/30/20. Five people have taken the pledge. It is available at <https://mailchi.mp/5585f928a783/pet-waste-pledge>
- Healthy Pond Series
 - The series offered two sessions this year. One on 6/11/20 and the other on 8/20/20. In total, 69 people attended.
- Sediment and Erosion Control training for contractors
 - Eight CEPSCI certification classes took place and 501 of 555 participants earned certifications. Similarly, five CEPSCI re-certification classes took place and 436 of 437 participants earned re-certifications. However, a Beyond the Silt Fence Workshop is being planned for 2021.

In progress Year Two programs include:

- Automatic e-reminder for septic system owners to schedule an inspection
 - The form will be live when the septic system website goes live in November 2020.
- LID Lunch and Learns
 - The implementation of this program is delayed due to COVID-19. Previous iterations of this type of program and their evaluations indicated that an in-person, hands-on training is more effective for the target audience.

These programs were more successful than this shortlist can describe, though. The 2019 Beaufort Area Stormwater Pond Conference is a perfect example of this concept. The Lowcountry Stormwater Partners addressed the need for training both homeowners and pond management companies on effective stormwater pond management strategies by leveraging its partnerships. We worked with Clemson Extension, the South Carolina SeaGrant Consortium, the South Carolina Department of Natural Resources, and the Ace Basin National Estuarine Research Reserve to conduct the 2019 Beaufort Area Stormwater Pond Conference. This one-day conference featured professional and local speakers who provided hands-on, interactive information about the latest pond management issues and strategies. Seventy-five people attended. The evaluations revealed that 95% of participants thought that the conference was useful, 100% indicated that they gained knowledge, and 89% said that they would implement a practice learned at the event.

Another successful Lowcountry Stormwater Partners program is the Cultivating a Carolina Yard workshop. This program gives a basic overview of the Clemson Extension Carolina Yards program, which teaches homeowners how using simple and effective gardening methods can create a low maintenance yard that works with nature rather than against it. This workshop uses a combination of PowerPoint, lecture, conversation, and hands-on field activities to convey this information and to encourage participants to enroll in the Clemson Extension Carolina Yards course. To produce this workshop, the Lowcountry Stormwater Partners work with local communities and organizations that provide the space and course materials. This year, the Lowcountry Stormwater Partners partnered with the Coffee Ladies group in Port Royal Plantation, the USCB OLLI program in Bluffton, and the USCB OLLI program on Hilton Head Island. The Coffee Ladies group and the USCB OLLI program in Bluffton asked for and received condensed versions of the workshop. Instead of a four-part course, they received a 90-minute training that covered the topics of healthy soils, being wise when you fertilize, right plant/right place, watering wisely, and reducing runoff. The LSP presented to the Bluffton USCB OLLI program on 10/4/19. Thirty-five people attended and filled in an evaluation. 100% of respondents indicated that they found the presentation useful and that they gained knowledge. The LSP then presented to 61 members of the Coffee Ladies group on 1/10/20. No one returned an evaluation. The USCB OLLI program on Hilton Head Island requested the full, four-part course. The workshops took place on 1/30/20, 2/6/20, 2/13/20, and 2/20/20. Twenty people attended the first, 17 people attended the second and third, and 16 people came to the last. We evaluated the course as a whole. 100% of respondents indicated that they found the training useful and that they gained knowledge.

The Lowcountry Stormwater Partners did not rely solely on our standard programs to succeed at providing outreach and involvement opportunities. COVID-19 encouraged us to explore new avenues to get people involved while maintaining social distancing. Once a successful way to involve our audience was growing our social media and online presence. This strategy encouraged citizens to interact with us and begin their projects at home. The LSP Facebook page grew from 254 likes to 293 likes and posted a record 193 times during this reporting period. The growth in our social media presence led to a reach of 16,895. This record level reach spurred our Changing Tides Newsletter listserv to grow from 98 subscribers to 131

subscribers as well. We took advantage of this growth with a targeted video series to involve our audience and encourage them to take action. The Spring Cleaning Your Yard video series is an example of this type of program. The Spring Cleaning your Yard series was a 6-part series of short video clips made in response to the COVID-19 pandemic. The series gave people a task to focus on while spring cleaning and stuck at home. We posted the clips each Wednesday at 1 pm; the agent in charge of the video for the week would be online and be active in the comments in case there were any questions regarding that week's video. The video was posted on the statewide Carolina Clear page and shared from the other consortium pages. The topics included: gutter maintenance, keeping yard drains clear, healthy septic systems, car maintenance, maintaining pond shorelines, and recycling yard waste. These six videos reached 3,050 people and helped them with their projects. Despite these successes and proven adaptability, the LSP program can improve.

2. Provide an evaluation of where the program needs improvement and explain any actions that will be taken to achieve objectives:

COVID-19 significantly impacted our ability to provide outreach and involvement opportunities in the Hilton Head Urbanized Area. The virus prevented in-person events, large scale events, and closed many businesses and offices in our area. We felt these impacts the most strongly beginning and March and they only lessened during August. However, even after August, many of our partners could only operate in a limited capacity. This meant that we experienced “normal” operations for five-months out of a twelve-month reporting period. Three of those “normal month” (November, December, and January) are holiday months that typically see the lowest program engagement numbers of the year. However, the LSP preserved and met the goals outlined in the 2019-2023 Lowcountry Stormwater Partner Stormwater Outreach Strategic Plan as well as continued to increase its number of impacts.

That being said, there are two areas in which the LSP can improve. One is youth outreach and the other is professional outreach. Youth outreach numbers plummeted this year due to COVID-19. This demographic is an incredibly important part of our outreach strategy, as encouraging water-positive behaviors in youth can encourage water-positive behaviors in adults. It also affords us greater visibility in the community and helps us make stronger connections with an adult audience. To improve outreach numbers, the LSP is partnering with Beaufort County 4-H to create a 4-H20 Ambassador program in which youth perform service projects based upon the 4-H20 curriculum. Similarly, our other partners are creating virtual lessons, at home activities, and kid-friendly webinars to engage this audience.

Similarly, our ability to engage professional audience with LID workshops was limited due to COVID-19 restrictions. The LID lunch and learn program was meant to fill this role, but the implementation of this program was delayed due to COVID-19. Previous iterations of this type of program and their evaluations indicated that an in-person, hands-on training is more effective for the target audience. With restrictions on in-person events and an overwhelming amount of LID and BMP webinars being created by manufacturers throughout the summer, this program was tabled until 2021. Similarly, future field days for professional LID courses like Master Rain Gardener and Master Pond Manager are postponed until 2021. Once in-person trainings become feasible, these programs will come online and resolve this issue. In the meantime, the LSP is planning to launch its LID lunch and learns in a webinar format in 2021 with virtual field components to serve this need.