

Sumter Stormwater Solutions 2024-2028 Strategic Education Plan

The Sumter Stormwater Solutions 2024-2028 Strategic Education Plan will guide the education efforts of Sumter Stormwater Solutions from January 2024 through December 2028. It was developed with input from consortium partners at a strategic planning meeting on November 29, 2023, at the Liberty Center in Sumter. Partners included city and county stormwater, wastewater, and planning staff; as well as Sumter Soil and Water Conservation District, Winyah Rivers Alliance, and Clemson Extension. Input included prioritized lists of pollutants of concern and target behaviors. Messages and programs will be further refined throughout implementation as new information is obtained.

Priority Pollutants of Concern (POC) and Desired Behaviors

Pollutant of Concern	Desired Behavior
Bacteria	<ul style="list-style-type: none">Residents know how to properly maintain their septic or sewer systemResidents and restaurants understand how to properly dispose of fats, oils, and grease (FOG)
Sediment	<ul style="list-style-type: none">Residents and farmers have the tools and resources to implement erosion prevention practices, including riparian buffersConstruction professionals know how to properly install and maintain sediment control and erosion BMPs
Litter	<ul style="list-style-type: none">Residents understand the impacts of local litter issues and take action to reduce litterResidents and community leaders are aware of litter prevention techniques
General Awareness	<ul style="list-style-type: none">Adults and youth can explain how local stormwater runoff affects the larger watershedResidents are aware of common pollutants and pollution sources in their community

Education Strategy: Bacteria – Septic and Sewer Systems

Target Audience: Septic and sewer users

Target Action: Residents know how to properly maintain their septic or sewer system

Goal: Decrease bacteria contributed to the watershed by septic and sewer systems in Sumter County

Objective: Provide education and outreach on septic and sewer systems in Sumter County

Message	Format and Distribution	Partners	Evaluation
<ul style="list-style-type: none">• Poorly maintained septic systems contribute to harmful bacteria in our waterways• Proper use and maintenance saves time and money• Conduct routine inspections & maintenance of systems• Protect the drain field of the septic system• Flushing certain items can cause clogs and damage pipes• Report suspected issues to user/municipality	<ul style="list-style-type: none">• Tabling and outreach events• Share/distribute educational material directly to target audience• Be Septic Safe website• FOG doorhangers• Do Not Flush education signs	<ul style="list-style-type: none">• Sumter County• City of Sumter• Utilities• NRCS• HGIC Factsheets• Septic contractors• Clemson University• Clemson Extension	<ul style="list-style-type: none">• Site-specific webpage hits on the developed web-based material• Number of educational outreach materials distributed• Responses in statewide survey

Education Strategy: Bacteria – FOG (Fats, Oils, & Grease)

Target Audience: Residents and restaurant staff

Target Action: Residents and restaurants understand how to properly dispose FOG (Fats, Oils, and Grease)

Goal: Reduce bacteria added to the watershed by preventing clogged pipes that lead to sanitary sewer overflow in Sumter County

Objective: Provide education and tools to properly dispose of cooking grease in Sumter County

Message	Format and Distribution	Partners	Evaluation
<ul style="list-style-type: none">• Proper grease disposal can help avoid costly repairs, reduce pests (restaurants)• FOG clogs drains and causes expensive damage (residents)• Can it, cool it, trash it (residents)	<ul style="list-style-type: none">• Distribute restaurant FOG packets• Give out FOG lids at tabling events• Distribute FOG doorhangers• Post FOG video and resources on Facebook• Provide information and resources for 4-H and EFNEP cooking classes	<ul style="list-style-type: none">• Local restaurants• Chamber of Commerce• 4-H• EFNEP• eSTEAM• HSNA Sumter• Clemson University• Clemson Extension• Sumter Municipalities & Utilities	<ul style="list-style-type: none">• Number of kits handed out to restaurants• Number of participants in presentations• Number of FOG lids given away

Education Strategy: Sediment - Residents

Target Audience: Residents and farmers

Target Action: Residents and farmers have the tools and resources to implement erosion prevention practices, including riparian buffers

Goal: Reduce sediment in waterways by implementing at-home and on-farm BMPs in Sumter County

Objective: Provide relevant education and resources to residential and agriculture audiences in Sumter County

Message	Format and Distribution	Partners	Evaluation
<ul style="list-style-type: none">• Buffers reduce property loss due to erosion and keep pollution out of waterways• Use mulch and plants to reduce erosion in the home landscape• Reduce stormwater runoff by increasing soil infiltration or harvesting rain water	<ul style="list-style-type: none">• Share factsheets and other educational outreach materials about riparian buffers and shoring• Host buffer workshops or include topic during other presentations• Present on at-home erosion management workshops• Carolina Yards website• Carolina Yards online course• Rain Barrel sale	<ul style="list-style-type: none">• Sumter SWCD• Master Gardeners• Native Plant Society• Sumter Municipalities & Utilities• HOAs/POAs• Clemson University• Clemson Extension	<ul style="list-style-type: none">• Number of participants in workshops and courses<ul style="list-style-type: none">• Carolina Yards• Stream Bank Repair• Rain Barrel Workshops• Master Rain Gardener• Number of educational outreach materials distributed• Webpage views• # of rain barrels sold• Statewide survey

Education Strategy: Sediment - Professional

Target Audience: Construction professionals

Target Action: Construction professionals know how to properly install and maintain sediment control and erosion BMPs

Goal: Reduce sediment in waterways through proper installation of sediment control and erosion prevention BMPs on construction sites in Sumter County

Objective: Provide relevant education and skills needed to properly utilize erosion prevention practices in Sumter County

Message	Format and Distribution	Partners	Evaluation
<ul style="list-style-type: none">• Sediment control and erosion prevention BMPs on construction sites help reduce the amount of sediment runoff during rain events• Eroded sediment can make water cloudy, impair fish habitat, increase stream temperature, and carry other potentially harmful pollutants	<ul style="list-style-type: none">• CEPSCI• Silt Fence and Beyond• CSPR• Post-Construction BMP course• Education and Outreach materials	<ul style="list-style-type: none">• Sumter SWCD• Central Carolina Technical College• Sumter County• City of Sumter• SCASM• Clemson University• Clemson Extension	<ul style="list-style-type: none">• # of participants in trainings• Follow-up surveys• # of educational outreach materials distributed

Education Strategy: Litter - Impacts

Target Audience: Residents of Sumter county and the city of Sumter

Target Action: Residents understand the impacts of local litter issues and take action to reduce litter

Goal: Reduce litter in the local watershed through citizen involvement in litter clean-up efforts in Sumter County

Objective: Provide education and public involvement opportunities for residents in Sumter County

Message	Format and Distribution	Partners	Evaluation
<ul style="list-style-type: none">Litter in the community is everyone's problemIt affects the community visually and ends up in our waterways causing damage to wildlife habitat, blocking the natural flow of waterways, and carrying pollutants	<ul style="list-style-type: none">Litter Clean-upsLitter goat educationEducational Outreach materialsEducational Signage	<ul style="list-style-type: none">Palmetto PrideCity of SumterSumter CountySoil and Water Conservation DistrictClemson UniversityClemson Extension	<ul style="list-style-type: none"># of events hostedAmount of litter removedCommunity Appearance Index# of educational outreach materials distributed

Education Strategy: Litter - Prevention

Target Audience: Residents of Sumter county and the city of Sumter

Target Action: Residents and community leaders are aware of litter prevention techniques

Goal: Reduce litter in the local watershed by utilizing litter prevention techniques in Sumter County

Objective: Provide education and resources to install or initiate litter prevention that has worked in other areas in Sumter County

Message	Format and Distribution	Partners	Evaluation
<ul style="list-style-type: none">• Implementing different techniques and practices helps reduce litter• Using reusable bags, water bottles, straws, etc. cuts down on single use plastics• Composting cuts down on food waste• Properly covering a load of trash keeps trash from becoming litter	<ul style="list-style-type: none">• Reusable bag giveaways• Cigarette Butlers• Outdoor trash receptacles• Tarp Your Load• Composting• Educational Outreach materials	<ul style="list-style-type: none">• Palmetto Pride• City of Sumter• Sumter County• Clemson University• Clemson Extension	<ul style="list-style-type: none">• Community Appearance Index• # of educational materials distributed

Bacteria: Septic and Sewer Systems

Objective	Audience	Year 1	Year 2	Year 3	Year 4	Year 5		
Provide education and outreach on septic and sewer systems in Sumter County.	Septic and sewer users		Develop & Implement Do not flush education signs					
		Implement Share/distribute ed material to target audience including FOG doorhangers	Develop Additional outreach materials including online resources			Evaluate		
		Implement Continued distribution of educational outreach materials at tabling events					Evaluate	
		Implement Be Septic Safe Website						Evaluate

Bacteria: FOG (Fats, Oils, & Grease)

Objective	Audience	Year 1	Year 2	Year 3	Year 4	Year 5	
Provide education and tools to properly dispose of cooking grease in Sumter County.	Residents and restaurant staff		Implement Distribute FOG doorhangers in residential areas and distribute FOG packets to restaurants				
			Implement Give out FOG lids at tabling events				
		Implement Continued distribution of educational outreach materials	Implement Continued collaboration with 4-H, and EFNEP				Evaluate
		Develop & Implement Post FOG video and resources on Facebook for public education and awareness					

Sediment: Residents

Objective	Audience	Year 1	Year 2	Year 3	Year 4	Year 5	
Provide relevant education and resources to residential and agriculture audiences in Sumter County.	Residents and farmers		Develop & Implement At Home Erosion Management Workshop				
			Implement Carolina Yards Website & Carolina Yards Online Course				
			Implement Annual rain barrel sale in consortium or adjacent areas				Evaluate
			Develop Buffer Workshops and presentations	Implement Buffer Workshops and presentations			
			Implement Distribution of educational outreach materials				

Sediment: Professional

Objective	Audience	Year 1	Year 2	Year 3	Year 4	Year 5
Provide relevant education and skills needed to properly utilize erosion prevention practices in Sumter County.	Construction Professionals	Implement CEPSCI, CSPR and Post-Construction BMP Certification courses				Evaluate
		Develop & Implement Education and outreach materials				

Litter: Impacts

Objective	Audience	Year 1	Year 2	Year 3	Year 4	Year 5	
Provide education and public involvement opportunities for residents in Sumter County.	Residents of Sumter county and the city of Sumter	Implement Litter clean-ups					
		Implement Distribution of educational outreach materials					
			Develop & Implement Educational signage				Evaluate
			Develop & Implement Litter GOAT education				

Litter: Prevention

Objective	Audience	Year 1	Year 2	Year 3	Year 4	Year 5	
<p>Provide education and resources to install or initiate litter prevention that has worked in other areas in Sumter County.</p>	<p>Residents of Sumter county and the city of Sumter</p>		<p>Implement Outreach material on "Tarp Your Load"</p>				
		<p>Implement Distribution of educational outreach materials on composting</p>					<p>Evaluate</p>
		<p>Implement Distribution of reusable bags and other educational outreach materials</p>					
		<p>Implement Installation of cigarette butlers, trash receptacles, and storm drain marking</p>					