



## Education Plan

Created with input from partners at a strategic planning meeting on June 18, 2018 at the Department of Natural Resources facility in Clemson, SC. Partners included city and county staff and a council member, representatives from non-profits, Clemson University staff and students, and Clemson Extension agents. Input included prioritizing pollutants of concern, developing a list of contributing behaviors, and brainstorming barriers and benefits for each behavior. This education plan will guide the efforts of the Anderson & Pickens Counties Stormwater Partners from July 1, 2018 to June 30, 2023.

### Top Three Pollutants of Concern (POCs) and Their Contributing Behaviors

Pollutant of Concern	Contributing Behaviors
<b>Sediment</b>	<ul style="list-style-type: none"> <li>• Construction companies who do not properly install and maintain BMPs for erosion prevention and sediment control are contributing sediment to the local waterways.</li> <li>• Homeowners with sediment issues who do not properly install and maintain BMPs are contributing sediment to local waterways.</li> </ul>
<b>Litter</b>	<ul style="list-style-type: none"> <li>• People who contribute to roadside littering or improperly dispose of household items.</li> <li>• People who dump their trash illegally in business dumpsters, causing them to overflow.</li> </ul>
<b>Bacteria</b>	<ul style="list-style-type: none"> <li>• Septic systems that are not properly maintained/repared.</li> <li>• FOG (fats, oils, and grease) that are not disposed of properly.</li> <li>• Dog owners who don't pick up and dispose of their pet waste.</li> </ul>

# Sediment

1. Erosion from Construction Sites
2. Residential Erosion

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## 1. Erosion from Construction Sites

**Target audience:** Construction companies who do not properly install and maintain BMPs for erosion and sediment control

**Problem:** Some construction companies do not properly install and maintain BMPs for erosion prevention and sediment control.

**Goal:** Decrease time to stabilization and amount of bare soil.

**Objective:** Increase the number of construction sites that utilize BMPs for sediment control in a timely manner.

Message	Format and distribution	Resources	Evaluation
<ul style="list-style-type: none"><li>• It is the law to stabilize.</li><li>• Save time and money by doing it right.</li></ul>	<ul style="list-style-type: none"><li>• Silt Fence and Beyond</li><li>• CEPSCI</li><li>• Economics brochure</li><li>• LID workshops</li><li>• IECA Field Day</li><li>• Post Construction BMP Inspector</li><li>• Homebuilder's Association presentations</li></ul>	<ul style="list-style-type: none"><li>• SCASM</li><li>• Municipalities</li><li>• University</li><li>• Contractors and construction companies</li></ul>	<ul style="list-style-type: none"><li>• Number of people who attend workshops &amp; evaluation data</li><li>• Number of brochures distributed</li></ul>

**Actions:**

- Host Silt Fence and Beyond workshop, with a new focus on economics.
- Create brochure that focuses on economics at pre-con meetings, directly to construction companies, Homebuilder's Association, etc.
- Continue offering and offer support for CEPSCI, IECA Field Day, LID workshops and other existing programs.

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## 2. Residential Erosion

**Target audience:** Homeowners

**Contributing behavior:** Homeowners with sediment issues who do not properly install and maintain BMPs are contributing sediment to local waterways.

**Goal:** Decrease time to stabilization and amount of exposed soil.

**Objective:** Increase the number of BMPs installed for sediment control in a timely manner.

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Message	Format and distribution	Resources	Evaluation
<ul style="list-style-type: none"> <li>Bare soil negatively impacts our water health.</li> <li>Sites need to be stabilized ASAP.</li> <li>Riparian buffers help protect your land from erosion.</li> </ul>	<ul style="list-style-type: none"> <li>Billboards</li> <li>Newspaper articles</li> <li>Factsheet geared toward homeowners</li> <li>Carolina Yards (CY) &amp; Rain Garden workshops</li> <li>Rain barrel sale, painting, building, etc.</li> </ul>	<ul style="list-style-type: none"> <li>University</li> <li>Municipalities</li> <li>Home &amp; Garden Information Center (HGIC)</li> </ul>	<ul style="list-style-type: none"> <li>Number of people who attend &amp; participant evaluation from workshops</li> <li>Rain barrels sold</li> <li>Viewership from billboards/newspaper</li> <li>CY certifications</li> <li>Number of phone calls asking for help</li> </ul>
	Format and distribution, contd.		Evaluation, contd.
	<ul style="list-style-type: none"> <li>Riparian buffer workshop</li> <li>Master Pond Manager &amp; Master Rain Gardener</li> </ul>		<ul style="list-style-type: none"> <li>Number of rain gardens installed</li> <li>Riparian buffer demo site</li> <li>Number of people accessing erosion factsheet</li> </ul>
<b>Actions:</b>			
<ul style="list-style-type: none"> <li>Host Carolina Yards &amp; Rain Garden workshops.</li> <li>New and existing rain barrel programs.</li> <li>Host Master Pond Manager and Master Rain Gardener courses.</li> <li>Create homeowner erosion factsheet.</li> <li>Create regional billboard.</li> </ul>			

# Litter

1. Litter
2. Illegal Dumping

## 1. Litter

**Target audience:** People Who Litter

**Contributing behavior:** People who contribute to roadside littering or improperly dispose of household items.

**Goal:** Decrease litter found on the land and in waterways.

**Objective:** Increase litter clean up campaigns for streams.

Message	Format and distribution	Resources	Evaluation
<ul style="list-style-type: none"> <li>Litter is getting into the stormwater systems and our streams, polluting the environment and potentially causing storm drain failure.</li> <li>Litter can negatively affect tourism and property values and can increase crime.</li> </ul>	<ul style="list-style-type: none"> <li>Mass media</li> <li>Factsheets</li> <li>Newspaper articles</li> <li>Who to Call List</li> <li>List of approved dump locations</li> <li>Community clean-up efforts</li> </ul>	<ul style="list-style-type: none"> <li>Municipalities</li> <li>University</li> <li>Invested organizations in the county (Keep America Beautiful, Adopt a Highway)</li> <li>Palmetto Pride or other grants for litter prevention and clean-up</li> <li>Solid waste departments</li> <li>Law enforcement/litter officers</li> </ul>	<ul style="list-style-type: none"> <li>Number of organized clean ups on streams</li> <li>Number of published articles about litter clean ups</li> <li>Number of bags of waste picked up</li> </ul>

**Actions:**

- Create or streamline online resources, including Who to Call list.
- Organize stream clean ups.

## 2. Illegal Dumping

**Target audience:** People dumping trash in business dumpsters

**Contributing behavior:** People who dump their trash illegally in business dumpsters, causing them to overflow.

**Goal:** Decrease illegal dumping and overflowing of business dumpsters.

**Objective:** Increase awareness and education of illegal dumping.

Message	Format and distribution	Resources	Evaluation
<ul style="list-style-type: none"> <li>Dumping homeowner trash in business dumpsters is illegal.</li> </ul>	<ul style="list-style-type: none"> <li>Mass Media</li> <li>Fact Sheets</li> <li>Educational packets for businesses</li> <li>Who to Call List</li> <li>List of approved dump locations</li> </ul>	<ul style="list-style-type: none"> <li>Municipalities</li> <li>University</li> <li>Chamber of Commerce</li> <li>Solid waste departments</li> <li>Law enforcement/litter officers</li> </ul>	<ul style="list-style-type: none"> <li>Number of signs distributed</li> </ul>

**Actions:**

- Create or streamline online resources, including Who to Call list
- Create signage for businesses with link to resources

# Bacteria

1. Septic System Maintenance
2. FOG Disposal
3. Dog Waste

## 1. Septic System Maintenance

**Target audience:** Homeowners on septic

**Contributing behavior:** Septic systems that are not properly maintained/repared.

**Goal:** Decrease bacteria contributed by failing septic.

**Objective:** Increase awareness and proper maintenance of septic systems.

Message	Format and distribution	Resources	Evaluation
<ul style="list-style-type: none"> <li>• Failing septic contributes to pathogens in the environment that can make humans sick.</li> <li>• Save money by maintaining instead of waiting for failure.</li> </ul>	<ul style="list-style-type: none"> <li>• Billboards</li> <li>• Newspaper articles</li> <li>• Updated fact sheets/postcards</li> <li>• Economic emphasis</li> <li>• Septic workshops</li> </ul>	<ul style="list-style-type: none"> <li>• DHEC factsheets</li> <li>• 319 grants</li> <li>• Septic companies</li> <li>• Realtors</li> <li>• University</li> </ul>	<ul style="list-style-type: none"> <li>• Number of people who attend workshops &amp; program evaluations</li> <li>• Self-reporting on state survey</li> <li>• Site specific website hits on developed web-based material</li> <li>• Number of magnets distributed</li> </ul>

**Actions:**

- Create map for septic in our counties and determine problem areas.
- Create workshop/presentation for septic owners.
- Develop online resources - contractors, tips for inspection.
- Update septic postcard and create magnet.

## 2. FOG Disposal

**Target audience:** Homeowners and rental properties

**Contributing behavior:** FOG (fats, oils, and grease) that is not disposed of properly.

**Goal:** Decrease bacteria contributed by FOG-related sewer overflows.

**Objective:** Increase awareness and proper disposal of FOG.

Message	Format and distribution	Resources	Evaluation
<ul style="list-style-type: none"> <li>• FOG down drains can clog pipes and lead to sewer overflows.</li> <li>• Save money on pipe repairs by properly disposing of FOG.</li> </ul>	<ul style="list-style-type: none"> <li>• Apartment-specific FOG info</li> <li>• Updated postcard</li> <li>• Newspaper articles</li> </ul>	<ul style="list-style-type: none"> <li>• Municipalities/wastewater utilities</li> <li>• Apartment rental offices</li> <li>• HOAs</li> <li>• DHEC</li> </ul>	<ul style="list-style-type: none"> <li>• Number of educational materials distributed</li> </ul>

**Actions:**

- Distribute FOG magnets/ FOG lids to apartment complexes.
- Create poster/door hanger for apartment complexes.
- Write newspaper articles regarding residential FOG.

### 3. Dog Waste

**Target audience:** Pet owners

**Contributing behavior:** Dog owners are not properly picking up and disposing of their pet waste.

**Goal:** Increase the amount of pet waste picked up and thrown away.

**Objective:** Increase awareness about why people should clean up after their pet.

Message	Format and distribution	Resources	Evaluation
<ul style="list-style-type: none"> <li>• Pet waste contributes to bacteria pollution of our surface water.</li> <li>• A small change in habit can make a big difference for water quality.</li> <li>• Utilize pet waste stations when available.</li> </ul>	<ul style="list-style-type: none"> <li>• Commercial and billboards</li> <li>• Factsheet</li> <li>• Dog park signage and education</li> <li>• Puppy packets with educational material at dog adoption centers</li> </ul>	<ul style="list-style-type: none"> <li>• University</li> <li>• Adoption clinics</li> <li>• Dog parks</li> </ul>	<ul style="list-style-type: none"> <li>• Number of signed puppy pledges</li> <li>• Number of pet waste bags clips distributed</li> <li>• Viewership of mass media campaign</li> <li>• Number of public events /programs where relevant information is distributed</li> </ul>

**Actions:**

- Distribute pet waste bag clips.
- Get puppy pledges signed at adoption centers.
- Mass media campaign - commercial and billboards.
- Update postcard.
- Create signage for pet waste stations.

