

APPENDIX A - CWSEC Activity Plan (JANUARY 1, 2015 - DECEMBER 31, 2015)

Theme	Activity	Activity Description	# of Activities	Number of Impacts / # Reached	Target Pollutants
BMP	Maintenance	Assessment of and recommendations for CWSEC-led BMPs, e.g. installed rain gardens at schools	*	*	1, 3, 5, 6, 7, 10, 11, 12, 13
	Manual	Distribution of Low Impact Development in Coastal South Carolina: A Planning and Design Guide	1	23,662	1, 2, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Workshop/Seminar	Training workshop called Low Impact Development in Coastal South Carolina: Tools, Guidance, and Practical Applications	0	0	1, 2, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Demonstration	Rain barrel sale for general public, demonstrating installation and proper use	1	55	5, 7, 10, 11, 12, 13
	Meeting	Meet with Horry Co. school district & discuss using LID in new construction rather than retrofits	0	0	3, 5, 6, 7, 10, 11, 12, 13
General Stormwater/Watershed Outreach Programs	Conference	Waccamaw Conference	1	70	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13
	Field Workshop/Trip	Field workshops/trips with watershed focus (usually with school groups & public)	53	1,015	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13
	Field Workshop/Trip	SCDNR's Discovery vessel field trips and land based programs for 1-2 weeks (spring and/or fall) in Georgetown County	17	353	1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12, 13
	Field Workshop/Trip, Presentation or Workshop/Seminar	Summer camp assistance in Georgetown County	1	9	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13
	Presentation	Stormwater and watershed presentations for pre-K through college students	15	1,028	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Presentation	Stormwater-related presentations (short duration) for adult groups, e.g. civic groups	16	414	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
Media/Outreach Materials	Website	Provide monthly updates and maintenance to CWSEC website and track # of website viewers	12	8,756	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Website	Collect and post updated SWMPs of CWSEC SMS4s on CWSEC website to meet public availability requirement	1	7	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Website	Maintain Carolina Clear website and record total views for all Carolina Clear pages	Ongoing	22,139	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13
	Website	Continue to promote 5th and 7th grade watershed curriculum to local teachers and schools and record web traffic	Ongoing	Unknown	1, 3, 5, 6, 7, 10, 11, 12, 13
	Website	Maintain SC LID Atlas and add local BMP projects to Atlas	Ongoing	262	3, 5, 6, 7, 10, 11, 13
	Website	Track usage and continue to maintain and update SC stormwater pond management website	Ongoing	7,681	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13

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	Website	Maintain SCCIN event calendar and resource portal website	Ongoing	2,100	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Website	Maintain water quality monitoring website and monitor website traffic	Ongoing	3,247	7, 10, 11, 12
	Website	Maintain website for genotypic source tracking project and track # of website viewers	Ongoing	268	1, 2, 11
	Social Media	Posts on Stormwater and/or watershed related topics	Ongoing	77,900	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Brochure/Info Card	Continue development of toolbox for property owners on living shorelines, green infrastructure, and urban and suburban runoff pollution prevention	Ongoing	Unknown	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13
	Brochure/Info Card	Distribute info cards on various best management practices: 1. Pressure washing; 2. Residential proper paint disposal; 3. Commercial paint disposal; 4. Fats, oil, grease; 5. Septic tank maintenance; 6. Rain garden; 7. Rain barrel 8. Pools 9. Composting 10. Shorescaping	1-3; 2-5; 4-2; 5-2; 6-4; 7-4; 8-4; 9-2; 10-3	1-60; 2-119; 4-45; 5-27; 6-38; 7-102; 8-83; 9-8; 10-44	2, 3, 4, 5, 6, 7, 8, 9, 13
	Brochure/Info Card	Distribute info cards on water quality monitoring for the following: 1. Fishing piers; 2. Murrells Inlet; 3. Surfside Beach; 4. Waccamaw River	4	24	10, 11, 12
	Brochure/Info Card	Distribute IDDE cards that contain phone numbers on whom to call	10	212	2, 3, 4, 6, 8, 9, 13
	Brochure/Info Card	Distribute pet waste flyers designed for kennels or shelters, info cards, and/or bookmarks	11	241	1
	Brochure/Info Card; Poster	Distribute outreach products focusing on FOG (fat, oil and grease) for restaurant audiences	0	0	6, 9
	Brochure/Info Card; Poster	Distribute outreach info for carpet cleaners on best management practices	0	0	9, 13
	Television; Online Coverage	Use a variety of mass media strategies, including television and internet, to promote tools, resources, and positive behaviors targeted at protecting water quality and addressing water quantity issues	2	3,243,358	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Television	Television coverage on stormwater-related activity and/or TV interview on local TV stations and shows	7	100,000	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Newspaper	Newspaper coverage on stormwater topics, e.g. introduction to stormwater systems, IDDE, remodeling/renovation activities, volunteer monitoring	3	142,000	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Online Coverage	Online coverage on stormwater-related activity (e.g. announcement on TV website about CWSEC activity)	3	1,501	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Educational Signage	Educational signage is available for printing and distribution on the following topics: 1. Rain gardens; 2. Bioretention; 3. Shorescaping; 4. Stormwater ponds; 5. Stormwater ditches	4-18;	Unknown	1, 8, 10, 11, 12, 13

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	Educational Signage	Develop and make available for distribution educational signage on 1. Rainwater Harvesting; 2. Geese Feeding; 3. Geese Fencing; 4. Downspout Planter Boxes; 5. Floating Wetlands;	1-1; 2-1; 5-1	Unknown	10, 12
	Promotional Items	Distribute promotional/educational items for give-aways, e.g. IDDE magnets, sponges, etc.	19	1,527	1, 3, 4, 6, 8, 9, 10, 11, 13
	Newsletter	Weekly E-Blast newsletter containing stormwater/watershed related topics	11	49,800	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Newsletter	Write and submit monthly CWSEC E-Newsletter	12	1,224	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Newsletter	Write and submit newsletters with stormwater/watershed focus	1	2,289	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Activity Book	Distribute anti-litter Murrells Inlet activity and coloring book via Murrells Inlet restaurants	Activity Canceled	Activity Canceled	1, 3
	Calendar	Stormwater and/or watershed message in Town Planner	0	0	1, 3, 6, 10, 11, 12, 13
	Conference Publication	Published paper in conference proceedings	1	543	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13
	Poster/Exhibit/Display	Display posters and literature on stormwater topics and/or staff exhibits at conferences, festival or public events	28	4,353	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13
	Billboard	Continue display of four billboards across the region, on four of 12 principles of the Carolina Yards program	4	251,649	1, 3, 10, 11, 12, 13
Water Quality Monitoring	Monitoring	Volunteer water quality monitoring on Waccamaw River	414	1,182	7, 10, 11, 12
	Monitoring	Volunteer water quality monitoring in Murrells Inlet	184	392	7, 10, 11, 12
	Monitoring	Volunteer water quality monitoring in Surfside Beach	46	115	7, 10, 11, 12
	Monitoring	Student-based volunteer water quality monitoring program on CCU campus	80	256	7, 10, 11, 12
	Monitoring	High school student-based volunteer water quality monitoring at East Bay Park in Georgetown	0	0	7, 10, 11, 12
	Monitoring	World Water Monitoring Challenge in the fall on the Waccamaw River and CCU campus	42	116	7, 10, 11, 12
	Monitoring	Secchi Dip In turbidity monitoring in July at multiple sites along the Waccamaw River and CCU campus	0	0	7
	Monitoring	Benthic macroinvertebrate surveys on Waccamaw River	50	20	12
	Workshop/Seminar	Volunteer water quality monitoring training (initial and recurring)	14	17	7, 10, 11, 12
	Conference	Annual data conference to disseminate volunteer water quality monitoring data, results and conclusions	3	32	7, 10, 11, 12
	Presentation	Short presentation on volunteer water quality program(s)	11	505	7, 10, 11, 12

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	Reporting	Provisional water quality monitoring reports sent to MS4s and partners and USGS	93	280	7, 10, 11, 12
Volunteer Involvement	Storm Drain Marking	Storm drain marking and data collection	7	187	1, 3, 4, 5, 6, 7, 9, 13
	Community Cleanup	Boat landing cleanups at Adopt-A-Landing sites	16	114	3
	Community Cleanup	Litter cleanups at additional sites	13	464	3
	Community Cleanup	Beach cleanups on Waties Island	143	1,019	3
	Community Cleanup	Fall Haul and Spring Tide cleanup in Murrells Inlet	1	1,000 lbs	3
	Community Cleanup	Partner with Keep Horry County Beautiful, Keep North Myrtle Beach Beautiful, and Keep Georgetown Beautiful to educate the public through engagement in litter prevention and collection	2	94	3
	Recycling	Sustain recycling programs for monofilament fishing line (report on volume) in region	3 sites	10	3
	Recycling	Sustain recycling programs for glass and plastic bottles in Murrells Inlet (report on volume)	0	0	3
	Pet Stations	Maintain pet waste bag stations and record bags used throughout Murrells Inlet	3 sites	3,700 bags	1, 3, 10, 11
Technical Assistance	Reporting	Generate and distribute report on 2 Southeast Tidal Creeks Summits	1	350	10, 11, 12
	Good Housekeeping	Municipal employee training via commercially-made videos/slide presentations borrowed from CWSEC library	2	121	1, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Workshop/Seminar	HOA/Property Manager training workshops on storm system operation and maintenance	2	70	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13
	Workshop/Seminar	Wetland plant identification course at Hobcaw Barony	0	0	10, 11, 12
	Presentation	Present CWSEC and stormwater information at state, regional and national conferences	1	35	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13
	Meeting; Presentation	Technical support for Conway Water Quality and Drainage Commission	6	38	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13
	Meeting; Presentation	Assist Horry Co. Stormwater Advisory Board	4	54	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Meeting; Presentation	Serve on steering committee of the Murrells Inlet Watershed Management Plan to assist with implementation activities including public outreach	2	21	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13
	Meeting	Meeting with CWSEC members about stormwater ordinances and revisions for new permit	*	*	NA
	Meeting	Assist Surfside Beach Stormwater Committee and/or staff as needed	4	79	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13

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	Meeting	SCCIN quarterly meetings	2	34	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Meeting	CWSEC biannual meetings and education provider meetings	4	55	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Meeting	Green Step Schools mentoring	3	5	1, 3, 5, 6, 7, 10, 11, 12, 13
	Grant Assistance	Grant assistance to SMS4s as needed	Ongoing	NA	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Survey	Implement survey and executive summary of findings	0	0	NA
This Activity Plan (approved October 2014) was extended through December 31, 2015					

General Key:

* = Completed in 2014

NA = Not Applicable

Key for Target Pollutants:

- 1 = Pet Waste
- 2 = Human Septic Waste
- 3 = Litter/Improper Disposal
- 4 = Household Hazardous Waste
- 5 = Parking Lot Runoff (Petroleum)
- 6 = Oils/Grease
- 7 = Sediment
- 8 = Industrial Waste
- 9 = Commercial Waste
- 10 = Nutrients
- 11 = Bacteria
- 12 = Pollutants Resulting in Low Dissolved Oxygen
- 13 = Toxics: Pesticides, Heavy Metals