

APPENDIX A - CWSEC Activity Plan (JANUARY 1, 2016 - DECEMBER 31, 2016)

Theme	Activity	Activity Description	# of Activities	Number of Impacts / # Reached	Target Pollutants
BMP	Maintenance	Explore funding options to assess and maintain installed rain gardens at schools (CWSEC-led)	3	N/A	1, 3, 5, 6, 7, 10, 11, 12, 13
	Manual	Continue distributing Low Impact Development in Coastal South Carolina: A Planning and Design Guide as needed	3	7,988	1, 2, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Workshop/Seminar	Develop workshops focusing on BMP practices	1	48	1, 2, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Demonstration	Rain barrel sale for general public, demonstrating installation and proper use	0	0	5, 7, 10, 11, 12, 13
	Meeting	Continue discussions with Horry Co. school district regarding the use of LID in new construction rather than retrofits	1	8	3, 5, 6, 7, 10, 11, 12, 13
General Stormwater/Watershed Outreach Programs	Conference	Waccamaw Conference	1	48	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)	19	290	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	9	549	1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12, 13
	Field Workshop/Trip	Seeds to Shoreline program at Huntington Beach State Park	1	34	1, 3, 4, 5, 7, 10, 11, 12, 13
	Field Workshop/Trip, Presentation or Workshop/Seminar	Summer camp assistance in Georgetown County	0	0	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13
	Field Workshop/Trip, Presentation or Workshop/Seminar	Teachers on the Estuary (TOTE) program	1	10	1, 3, 4, 5, 7, 10, 11, 12, 13
	Presentation	Stormwater and watershed presentations for pre-K through college students	11	411	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	13	1,934	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Pet Waste Contest	Coordinate annual fall Canines for Clean Water spokesdog contest with CCU students	1	213	1, 11
	Education Program	Develop, lead and provide an online copy of a nature-based learning activity focused on watersheds and stormwater using GPS devices	1	22	1, 2, 3, 4, 5, 6, 7, 10, 11, 12
	Education Program	Swimming Pools to Tidal Pools education camp	1	14	1, 3, 4, 5, 7, 10, 11, 12, 13

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Media/Outreach Materials	Website	Provide monthly updates and maintenance to CWSEC website and track # of website viewers	12	8,241	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	36,782	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	100	3, 5, 6, 7, 10, 11, 13
	Website	Track usage and continue to maintain and update SC stormwater pond management website	Ongoing	24,951	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13
	Website	Maintain SCCIN event calendar and resource portal website	Ongoing	700	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Website	Maintain water quality monitoring website and monitor website traffic	Ongoing	3,611	7, 10, 11, 12
	Website	Maintain website for genotypic source tracking project and track # of website viewers	Ongoing	1,125	1, 2, 11
	Social Media	Posts on Stormwater and/or watershed related topics	Ongoing	112,179	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	1-3; 2-5; 4-2; 5-2; 6-6; 7-3; 8-2; 9-2	1-53; 2-64; 4-41; 5-12; 6-94; 7-18; 8-51; 9-11	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	1-1; 4-1	1-10; 4-5	10, 11, 12
	Brochure/Info Card	Distribute IDDE cards that contain phone numbers on whom to call	4	65	2, 3, 4, 6, 8, 9, 13
	Brochure/Info Card	Follow-up with shelters and kennels, and continue to distribute pet waste flyers, info cards, and/or bookmarks	18	313	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	Follow-up with carpet cleaners and continue to distribute outreach info for carpet cleaners on best management practices	1	53	9, 13

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	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	4	320,608	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	10	2,117,000	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	16	686,038	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)	2	608	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; 6. Rainwater harvesting; 7. Floating wetlands; 8. Permeable surfaces	0	0	1, 8, 10, 11, 12, 13
	Educational Signage	Develop and make available for distribution educational signage on 1. Rainwater Harvesting; 2. Geese Feeding; 3. Geese Fencing; 4. Downspout Planter Boxes	0	0	10, 12
	Educational Signage	Assist with the development and implementation of educational materials for the Murrells Inlet Watershed Plan	1	N/A	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13
	Promotional Items	Distribute promotional/educational items for give-aways, e.g. IDDE magnets, sponges, etc.	24	673	1, 3, 4, 6, 8, 9, 10, 11, 13
	Newsletter	Weekly E-Blast newsletter containing stormwater/watershed related topics	0	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Newsletter	Write and submit monthly CWSEC E-Newsletter	12	1,435	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Newsletter	Write and submit newsletters with stormwater/watershed focus	3	5,084	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	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	300	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	23	1,413	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	TBD	1, 3, 10, 11, 12, 13
Water Quality Monitoring	Monitoring	Volunteer water quality monitoring on Waccamaw River	414	1,105	7, 10, 11, 12
	Monitoring	Volunteer water quality monitoring in Murrells Inlet	176	320	7, 10, 11, 12

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	Monitoring	Volunteer water quality monitoring in Surfside Beach	44	88	7, 10, 11, 12
	Monitoring	Student-based volunteer water quality monitoring program on CCU campus	96	130	7, 10, 11, 12
	Monitoring	World Water Monitoring Challenge in the fall on the Waccamaw River and CCU campus	42	102	7, 10, 11, 12
	Monitoring	Secchi Dip In turbidity monitoring in July at multiple sites along the Waccamaw River and CCU campus	42	102	7
	Workshop/Seminar	Volunteer water quality monitoring training (initial and recurring)	2	22	7, 10, 11, 12
	Conference	Annual data conference to disseminate volunteer water quality monitoring data, results and conclusions	2	61	7, 10, 11, 12
	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	6	80	1, 3, 4, 5, 6, 7, 9, 13
	Community Cleanup	Spring Cleanup and Fall Beach-River Sweep	4	83	3
	Community Cleanup	Boat landing cleanups at Adopt-A-Landing sites	10	98	3
	Community Cleanup	Litter cleanups at additional sites	45	594	3
	Community Cleanup	One-day beach cleanup event on Waties Island	2	44	3
	Community Cleanup	Daily beach cleanups by Waties Island sea turtle monitors during the sea turtle season	145	1,100	3
	Community Cleanup	Fall Haul, Spring Tide and post 4th of July cleanups in Murrells Inlet	3	3 tons	3
	Community Cleanup	Semi-monthly community cleanups in Murrells Inlet	7	20	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	1	25	3
	Recycling	Sustain recycling programs for monofilament fishing line (report on volume) in region	6 sites	Unknown	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	3,690 bags	1, 3, 10, 11
Technical Assistance	Reporting	Generate and distribute report on 2 Southeast Tidal Creeks Summits	0	0	10, 11, 12
	Good Housekeeping	Municipal employee training via commercially-made videos/slide presentations borrowed from CWSEC library	6	201	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	0	0	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13

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	Presentation	Present CWSEC and stormwater information at state, regional and national conferences	8	335	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13
	Program Assistance	Support the revitalization and coordination of the Conway River Friendly Business Program, including: update program materials, assist outreach and promotion, host community interest meetings, and support applicants and certified businesses	Ongoing	N/A	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Meeting; Presentation	Technical support for Conway Water Quality and Drainage Commission	4	23	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13
	Meeting; Presentation	Assist Horry Co. Stormwater Advisory Board	5	58	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	1	10	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13
	Meeting	Assist Surfside Beach Stormwater Committee and/or staff as needed	4	33	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13
	Meeting	SCCIN quarterly meetings	2	37	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Meeting	CWSEC biannual meetings and education provider meetings	4	51	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Meeting	Green Step Schools mentoring	7	12	1, 3, 5, 6, 7, 10, 11, 12, 13
	Meeting	Participate in stakeholder meetings for the Pee Dee Surface Water Availability Assessment as needed	1	30	5, 7, 8, 9, 10, 11, 12
	Meeting	Participate in stakeholder meetings for the USGS Water Availability Assessment as needed	0	0	5, 7, 10, 11, 12
	Grant Assistance	Grant assistance to SMS4s as needed	Ongoing	N/A	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Survey	Implement survey and executive summary of findings	2	27	N/A

General Key:

N/A = Not Applicable

TBD = To be determined (information is not available for 2016 report)

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