

APPENDIX A - CWSEC 2017 ACTIVITY PLAN (JANUARY 1, 2017 - DECEMBER 31, 2017)

Theme	Activity	Activity Description	# of Activities	Number of Impacts / # Reached	Target Pollutants
BMP	Maintenance	Through a NOAA Climate Stewardship Action Project grant, assess and maintain 1-2 installed rain gardens at schools (CWSEC-led)	2	46	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	Ongoing	13,954	1, 2, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Workshop/Seminar	Develop workshops focusing on BMP practices	1	18	1, 2, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Demonstration	Rain barrel demonstration for installation and proper use to general public and/or schools	2	20	5, 7, 10, 11, 12, 13
General Stormwater/Watershed Outreach Programs	Conference	Waccamaw Conference	1	140	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)	18	569	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 week in spring in Georgetown County	31	701	1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12, 13
	Field Workshop/Trip	Seeds to Shoreline program restoration activities	7	180	1, 3, 4, 5, 7, 10, 11, 12, 13
	Field Workshop/Trip	Seeds to Shoreline teacher training	1	30	1, 3, 4, 5, 7, 10, 11, 12, 13
	Field Workshop/Trip, Presentation or Workshop/Seminar	Teachers on the Estuary (TOTE) program	5	50	1, 3, 4, 5, 7, 10, 11, 12, 13
	Pet Waste Contest	Coordinate annual fall Canines for Clean Water spokesdog contest with CCU students	1	125	1, 11
	Presentation	Stormwater and watershed presentations for pre-K through college students	22	1,521	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	8	640	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Education Program	Riverkeeper Challenge	7	273	1, 3, 4, 5, 7, 10, 11, 12, 13
Media/Outreach Materials	Website	Provide monthly updates and maintenance to CWSEC website and track # of website viewers	Ongoing	7,505	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	39,730	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13
	Website	Maintain online 5th and 7th grade watershed curriculum for local teachers and schools and record web traffic	Ongoing	NA	1, 3, 5, 6, 7, 10, 11, 12, 13

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	Website	Maintain SC LID Atlas and add local BMP projects to Atlas	Ongoing	NA	3, 5, 6, 7, 10, 11, 13
	Website	Track usage and continue to maintain and update SC stormwater pond management website	Ongoing	13,321	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13
	Website	Maintain SCCIN event calendar and resource portal website	Ongoing	3,573	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Website	Maintain water quality monitoring website and monitor website traffic	Ongoing	2,285	7, 10, 11, 12
	Website	Maintain website for genotypic source tracking project and track # of website viewers	Ongoing	132	1, 2, 11
	Website	Maintain SC Coastal Water Monitoring Network website	Ongoing	1,079	1, 2, 7, 10, 11, 12
	Social Media	Posts on Stormwater and/or watershed related topics	Ongoing	52,827	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Brochure/Info Card	Continue development and sharing of resource toolbox for property owners on living shorelines, green infrastructure, and urban and suburban runoff pollution prevention	Ongoing	N/A	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	1-6; 2-8; 4-9; 5-2; 6-9; 7-9; 8-8; 9-3	1-45; 2-126; 4-242; 5-13; 6-113; 7-131; 8-93; 9-25	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	2-1; 3-4; 4-1	2-1; 3-18; 4-5	10, 11, 12
	Brochure/Info Card	Distribute IDDE cards that contain phone numbers on whom to call	3	54	2, 3, 4, 6, 8, 9, 13
	Brochure/Info Card	Distribute pet waste flyers designed for shelters, kennels and other venues; info cards; and/or bookmarks	19	384	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	75	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	Ongoing	2,782,750	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	8	160,000	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13

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	Newspaper	Newspaper coverage on stormwater topics, e.g. introduction to stormwater systems, IDDE, remodeling/renovation activities, volunteer monitoring	9	276,435	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)	14	690,448	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; 9. Geese feeding; 10. Geese fencing; 11. Downspout planter boxes	Ongoing	NA	1, 8, 10, 11, 12, 13
	Promotional Items	Distribute promotional/educational items for give-aways, e.g. IDDE magnets, pet waste dispensers, etc.	19	659	1, 3, 4, 6, 8, 9, 10, 11, 13
	Newsletter	Write and submit monthly CWSEC E-Newsletter	12	1,529	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Newsletter	Produce annual printed newsletter including stormwater/watershed topics	1	4,500	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Newsletter	Write and submit newsletters with stormwater/watershed focus	12	8,947	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
	Poster/Exhibit/ Display	Display posters and literature on stormwater topics and/or staff exhibits at conferences, festival or public events	13	1,660	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13
	Billboard	Launch new display of billboards across the region, focused on stormwater ponds and "Healthy Landscapes, Healthy Ponds" theme developed as a result of the SC Sea Grant SW Pond Collaborative's State of the Knowledge report	3 sites	393,654	1, 3, 10, 11, 12, 13
Water Quality Monitoring	Monitoring	Volunteer water quality monitoring on Waccamaw River	414	1,222	7, 10, 11, 12
	Monitoring	Volunteer water quality monitoring in Murrells Inlet	184	356	7, 10, 11, 12
	Monitoring	Volunteer water quality monitoring in Surfside Beach	46	114	7, 10, 11, 12
	Monitoring	Student-based volunteer water quality monitoring program on CCU campus	90	182	7, 10, 11, 12
	Monitoring	World Water Monitoring Challenge in the fall on the Waccamaw River and CCU campus	36	100	7, 10, 11, 12
	Monitoring	Secchi Dip In turbidity monitoring in July at multiple sites along the Waccamaw River and CCU campus	36	100	7
	Workshop/Seminar	Volunteer water quality monitoring training (initial and recurring)	20	42	7, 10, 11, 12

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	Conference	Annual data conference to disseminate volunteer water quality monitoring data, results and conclusions	5	89	7, 10, 11, 12
	Reporting	Provisional water quality monitoring reports sent to MS4s and partners and USGS	93	314	7, 10, 11, 12
Volunteer Involvement	Storm Drain Marking	Storm drain marking and data collection	7	177	1, 3, 4, 5, 6, 7, 9, 13
	Community Cleanup	Spring Cleanup and Fall Beach-River Sweep two week initiative	27	1,650	3
	Community Cleanup	Boat landing cleanups at Adopt-A-Landing sites	34	3,682 lbs	3
	Community Cleanup	Litter cleanups at additional sites	5	109	3
	Community Cleanup	One-day beach cleanup event on Waties Island	2	28	3
	Community Cleanup	Daily beach cleanups by Waties Island sea turtle monitors during the sea turtle season	151	1,210	3
	Community Cleanup	Fall Haul, Spring Tide, post 4th of July cleanups in Murrells Inlet	3	3.5 tons	3
	Community Cleanup	Monthly community cleanups in Murrells Inlet	8	4,495 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	1	20	3
	Community Cleanup	Partner with Palmetto Pride to lead North Inlet Clean Team highway cleanups	1	11	3
	Recycling	Sustain recycling programs for monofilament fishing line (report on volume) in region	6 sites	NA	3
	Recycling	Sustain recycling programs for glass and plastic bottles in Murrells Inlet (report on volume)	2 sites	NA	3
	Pet Stations	Maintain pet waste bag stations and record bags used throughout Murrells Inlet	2 sites	900 bags	1, 3, 10, 11
Technical Assistance	Good Housekeeping	Municipal employee training via commercially-made videos/slide presentations borrowed from CWSEC library	11	260	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	1	30	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13
	Workshop/Seminar	Water quality workshop with hospitality industry	1	36	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13
	Presentation	Present CWSEC and stormwater information at state, regional and national conferences	1	26	1, 2, 3, 5, 6, 9, 10, 11, 12, 13
	Program	Inlet Friendly Business	Ongoing	N/A	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13
	Program	Support the Conway River Friendly Business Program as needed	Ongoing	N/A	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13

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	Conference Assistance	Serve on National Marine Educator Association 2017 Conference (coastal resilience theme) speaker and marketing committees	Ongoing	N/A	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Meeting; Presentation	Assist Horry Co. Stormwater Advisory Board	4	48	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Meeting; Presentation	Technical support for Conway Water Quality and Drainage Commission	3	23	1, 2, 3, 4, 5, 6, 7, 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	9	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13
	Meeting	Assist Surfside Beach Stormwater Committee and/or staff as needed	5	38	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13
	Meeting	SCCIN quarterly meetings	3	55	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Meeting	CWSEC biannual meetings and education provider meetings	4	53	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Meeting	Green Step Schools mentoring	8	16	1, 3, 5, 6, 7, 10, 11, 12, 13
	Meeting	Participate in stakeholder meetings for the USGS Water Availability Assessment as needed	1	50	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	N/A	N/A	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12

General Key:

N/A = Not Applicable

NA = Not Available

TBD = To be determined (information is not available for 2017 report processing)

Key for Target Pollutants:

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