

Appendix A

Coastal Waccamaw Stormwater Education Consortium Completed Year 7 (May 1, 2011 - June 30, 2012) Activity Plan

Theme	Activity Code	Activity Description	Date	Number of Activities from May 1, 2011 to June 30, 2012	Number of Impacts (how many people does this activity impact)
BMP/Stormwater Treatment Practice	BMP-Web	Develop SC stormwater pond management website	10/17/2011	1	1,511
	BMP-Web	Maintain SC LID Atlas and add local BMP projects to Atlas	ongoing	N/A	525
	BMP-Comm	Follow-up with CWSEC-led BMPs, e.g. installed rain gardens at schools	10/24, 11/17/2011, 5/1/, 5/3/2012	4	N/A
	BMP-FieldWork	Stormwater BMP education and installation at Tara Hall (second phase)			
	BMP-Mat	Develop and distribute info cards on pressure washing best management practices	10/3/2011 - 6/1/2012	1	2,000 developed 1,575 distributed
	BMP-Work	BMP workshop for engineers, led by a design engineer, going through step-by-step process of installing BMPs, and taking place during SC Environmental Conference in Myrtle Beach	3/11/2012	1	50
	BMP-Mat	Develop info card on construction/renovation projects and rinsing into storm drains. Distribute at home improvement and paint stores.	10/3/2011 - 6/1/2012	2	4,000 developed 3,330 distributed
LID Practices	LID-Mat	Assist with development of SC LID manual	ongoing	N/A	N/A
Homeowner Practices	HP-Work	Conference/forum for HOA/POAs and property managers with exhibitors on stormwater treatment practices, e.g. pond management companies	3/3/2012	1	200
	HP-Mat	Collate septic system maintenance information and materials from SCDHEC	4/1 - 5/30/2012	N/A	N/A
	HP-Pres	Meet with stormwater managers and staff to review and discuss septic system educational materials	5/30/2012	1	11
General Stormwater/Watershed Awareness	GSW-FieldWork	Field workshops/trips with watershed focus (usually with school groups & public)	6/11, 7/13, 8/6, 8/8, 8/31, 9/13, 9/14, 9/27, 11/12/2011, 3/21, 4/16, 5/15, 5/22, 6/8/2012	14	331
	GSW-Work	Spring break and summer camp assistance in Georgetown County	6/18/2012	1	15
	GSW-Pres	Stormwater and watershed presentations for schools	5/3, 10/7, 10/17, 10/17, 10/24, 10/24, 10/26, 12/6/2011, 2/3, 2/7, 2/24, 3/1, 3/13, 5/25/2012	14	1,166
	GSW-Mat	Promote 5th and 7th grade watershed curriculum to local teachers and schools	7/27/2011, 1/6/2012	2	80
	GSW-Pres	Stormwater-related presentations for adult groups, e.g. civic groups	5/23, 6/15, 8/17, 8/17, 8/17, 9/15, 9/22, 10/3, 10/11, 10/25, 11/21/2011, 2/8, 3/6, 3/6, 3/9/2012	15	583
	GSW-Work	Stormwater education workshop for North Myrtle Beach targeting council, boards, commissions and related staff			
	GSW-PSA	Billboard public service announcements	8/1/2011	3	69,816

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	GSA-Media	Radio coverage on stormwater-related events, as needed for advertising, and/or radio interviews			
	GSW-PSA	Television public service announcements and cable rotations	8/1/2011, 2/24/2012	2	136,000
	GSW-Media	Television coverage on stormwater-related activity and/or TV interview on local TV stations and shows	6/29, 7/25, 8/3, 8/3, 8/3, 9/7, 10/4, 10/24/2011, 2/15, 3/6, 5/14/2012	11	235,000
	GSW-Media	Local print media on stormwater educational topics, e.g. introduction to stormwater systems, IDDE, remodeling/renovation activities, volunteer monitoring	6/29, 7/1, 8/3, 8/29, 8/31, 11/3, 12/12/2011, 1/13, 2/2, 2/8, 2/10, 3/8, 4/5, 4/27, 5/3, 5/7/2012	16	456,950
	GSW-Media	Add stormwater information to <i>The Sun News</i> gardening column	7/1/2011 - 6/30/2012	3	50,000
	GSW-Mat	Purchase and distribute promotional/educational items for give-aways, e.g. IDDE magnets	5/1/2011 - 6/30/2012	3	2,000
	GSW-Mat	Add stormwater information on signage at Adopt-A-Landing sites			
	GSW-Web	Provide CWSEC website content and updates to website. Ensure public can easily find SMS4's SWMP. Track # of website viewers.	10/17/2011 - 6/30/2012	1	400
	GSW-Mat	Write and submit monthly CWSEC E-Newsletter	5/1/2011 - 6/30/2012	14	1,148
	GSW-Mat	Provide anti-litter education by distributing Murrells Inlet activity and coloring book via Murrells Inlet restaurants			
Good Housekeeping	GH-Video	Municipal employee training via commercially-made videos/slide presentations (previously purchased videos & developed slides)	10/12, 10/18, 10/18/2011, 1/11, 1/11, 3/6, 4/23, 5/2/2012	8	239
	GH-Comm	Meeting to discuss municipal employee training (what works & what doesn't) among stormwater departments relating to NPDES Phase II permit topics and view municipal employee training videos, if available	5/30/2012	1	11
Demonstrations/ Installations	DEM-Mark	Storm drain marking and data collection	5/3, 11/7, 11/7, 11/9, 11/14/2011, 4/30, 5/1/2012	7	242
	DEM-Work	Provide educational signage at shorescaping demonstration sites	5/1/2011-6/30/2011	9	unknown
Volunteer Monitoring	VM-H2O	Water quality monitoring with Service Over Self student group on Pee Dee and Sampit Rivers	ongoing	27	225
	VM-H2O	Volunteer water quality monitoring on Waccamaw River	ongoing	432	1,140
	VM-H2O	Volunteer water quality monitoring in Murrells Inlet	ongoing	224	532
	VM-H2O	Volunteer water quality monitoring in Surfside Beach	ongoing	84	168
	VM-H2O	Glaxo Smith Kline grant for expansion of Waccamaw River volunteer water quality monitoring into NC	11/2012	1	captured in Waccamaw River entry

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	VM-H2O	Commence development of student-based volunteer water quality monitoring program on CCU's campus	10/13/2011 - 6/30/2012	32	42
Community Cleanups	CC-Sweep	Boat landing cleanups at Adopt-A-Landing sites	9/17/2011	1	110
	CC-Sweep	River cleanups at additional sites (other than Adopt-A-Landing)	5/14, 5/20/2011	2	100
	CC-Sweep	Beach cleanups on Waties Island	5/13, 10/31/2011	2	28
	CC-Sweep	Spring Tide cleanup in Murrells Inlet	4/22/2012	1	250
	CC-Sweep	Hobcaw Beach cleanup			
	CC-Comm	Partner with local KAB affiliates to educate and engage the public in litter prevention and collection	5/1/2011 - 12/31/2011	6	95
	CC-Sweep	Sustain recycling programs for oysters, monofilament fishing line, and glass and plastic bottles in Murrells Inlet	ongoing	7	unknown
	CC-Sweep	Work with Georgetown County to maintain pet waste bag stations throughout Murrells Inlet	ongoing	3	10,500
Professional and Technical Assistance	PTA-Meet	Assist with Section 208 Plan Update as needed	8/23/2011	1	25
	PTA-Comm	Communicate with SCDHEC on NPDES Phase II permit changes and verify requirements and reporting	3/28/2012	1	4
	PTA-Grant	Partnering in sustainable communities grant proposal (Myrtle Beach)			
	PTA-Grant	NOAA-NERR swash project. Outreach component - 2 tours at swash sites	11/15, 12/15/2011, 6/27/2012	2	53
	PTA-Grant	Army Corps of Engineers genotypic source tracking project	10/31/2011	1	10
	PTA-Grant	Fish & Wildlife Crabtree floodplain restoration assessment	6/1/2011	1	10
	PTA-Grant	OCRM Long Bay Hypoxia project	7/6, 8/3, 8/17, 9/7, 10/17/2011	5	52
	PTA-Grant	Grant assistance to SMS4s as needed	ongoing	N/A	N/A
	PTA-Meet	Assist Surfside Beach Stormwater Committee as needed	5/17, 6/21, 8/16, 9/20, 11/15/2011, 1/6, 1/17, 1/21/2012	8	69
	PTA-Meet	Technical support for Conway Water Quality and Drainage Commission	5/1, 6/30/2011, 1/18, 2/15, 3/21/2012	5	38
	PTA-Meet	Assist Horry Co. Stormwater Advisory Board	6/28, 8/30, 10/25/11, 1/31, 3/20, 5/29/2012	6	93
	PTA-Meet	Assist Stormwater Improvements in Georgetown Co. (SWIG) committee			
	PTA-Meet	Assist Greater Burgess community with incorporating stormwater education into their Burgess Community Area Plan	8/23, 9/13, 9/27, 10/18, 11/10, 11/16/2011	6	409
Other	Other-Pres	Present CWSEC and stormwater information at state, regional and national conferences	10/28, 10/28/2011, 1/6, 3/3, 3/10, 3/16/2012	6	180

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	Other-Mat	Design posters and displays on stormwater topics for conferences , e.g. storm drain marking program	12/6/2011, 2/4, 3/3, 3/16/2012	4	525
	Other-Mat	Pilot educational materials on grease trap and containment to restaurants and evaluate the feedback to define future outreach programs	10/13/2011	1	100

KEY:

Activity Code = Theme-Type of Activity

Type of Activity

Pres = Presentation

Work = Workshop/Seminar

Web = Website

FieldWork = Field Workshop or Field Trip

PSA = Public Service Announcement

Media = Media Coverage

Grant = Grant Assistance

Mat = Educational Outreach Material

Comm = Communication

Mark = Marking

Video = Training Video

H2O = Water Quality Monitoring

Sweep = Beach/River Cleanup

Meet = Council/Committee/Meeting