

Coastal Waccamaw Stormwater Education Consortium Year 11 (January 1, 2016 - December 31, 2016) Activity Plan

Theme	Activity	Activity Description	Approximate # of Activities in Year	Number of Impacts (how many people will this activity impact; used for end of year reporting)	Minimum Control Measure				Implementation	
					MCM 1	MCM 2	MCMs 3,4,5	MCM 6	Year 1 (2016)	Year 2 (2017)
BMP	Maintenance	Explore funding options to assess and maintain installed rain gardens at schools (CWSEC-led)	NA		x	x		x	x	x
	Manual	Continue distributing Low Impact Development in Coastal South Carolina: A Planning and Design Guide as needed	TBD		x				x	x
	Workshop/Seminar	Develop workshops focusing on BMP practices	1		x				x	x
	Demonstration	Rain barrel sale for general public, demonstrating installation and proper use	2		x	x			x	x
	Meeting	Continue discussions with Horry Co. school district & regarding the use of LID in new construction rather than retrofits	TBD		x				x	x
General Stormwater/Watershed Outreach Programs	Conference	Waccamaw Conference	1		x				x	x
	Field Workshop/Trip	Field workshops/trips with watershed focus (usually with school groups & public)	10		x				x	x
	Field Workshop/Trip	SCDNR's Discovery vessel field trips and land based programs for 1-2 weeks (spring and/or fall) in Georgetown County	14		x				x	x
	Field Workshop/Trip	Seeds to Shoreline program at Huntington Beach State Park	4		x	x			x	x
	Field Workshop/Trip, Presentation or Workshop/Seminar	Summer camp assistance in Georgetown County	1		x				x	x
	Field Workshop/Trip, Presentation or Workshop/Seminar	Teachers on the Estuary (TOTE) program	1		x	x			x	x
	Presentation	Stormwater and watershed presentations for pre-K through college students	6		x				x	x
	Pet Waste Contest	Coordinate annual fall Canines for Clean Water spokesdog contest with CCU students	1		x	x			x	x
	Presentation	Stormwater-related presentations (short duration) for adult groups, e.g. civic groups	8		x				x	x
	Education Program	Develop, lead and provide an online copy of a nature-based learning activity focused on watersheds and stormwater using GPS devices	3		x	x			x	x
	Education Program	Swimming Pools to Tidal Pools education camp	1		x	x			x	x
Media/Outreach Materials	Website	Provide monthly updates and maintenance to CWSEC website and track # of website viewers	12		x				x	x

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	Website	Maintain Carolina Clear website and record total views for all Carolina Clear pages	Ongoing		x				x	x
	Website	Continue to promote 5th and 7th grade watershed curriculum to local teachers and schools and record web traffic	Ongoing		x				x	x
	Website	Maintain SC LID Atlas and add local BMP projects to Atlas	Ongoing		x				x	x
	Website	Track usage and continue to maintain and update SC stormwater pond management website	Ongoing		x				x	x
	Website	Maintain SCCIN event calendar and resource portal website	Ongoing		x				x	x
	Website	Maintain water quality monitoring website and monitor website traffic	Ongoing		x				x	x
	Website	Maintain website for genotypic source tracking project and track # of website viewers	Ongoing		x				x	x
	Social Media	Posts on Stormwater and/or watershed related topics	Ongoing		x				x	x
	Brochure/Info Card	Continue development of toolbox for property owners on living shorelines, green infrastructure, and urban and suburban runoff pollution prevention	2		x				x	x
	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	4		x				x	x
	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		x				x	x
	Brochure/Info Card	Distribute IDDE cards that contain phone numbers on whom to call	4		x		x		x	x
	Brochure/Info Card	Follow-up with shelters and kennels, and continue to distribute pet waste flyers, info cards, and/or bookmarks	6		x				x	x
	Brochure/Info Card; Poster	Distribute outreach products focusing on FOG (fat, oil and grease) for restaurant audiences	1		x		x		x	x
	Brochure/Info Card; Poster	Follow-up with carpet cleaners and continue to distribute outreach info for carpet cleaners on best management practices	1		x		x		x	x
	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		x				x	x
	Television	Television coverage on stormwater-related activity and/or TV interview on local TV stations and shows	4		x				x	x

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	Newspaper	Newspaper coverage on stormwater topics, e.g. introduction to stormwater systems, IDDE, remodeling/renovation activities, volunteer monitoring	3		x				x	x
	Online Coverage	Online coverage on stormwater-related activity (e.g. announcement on TV website about CWSEC activity)	3		x				x	x
	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	TBD		x				x	x
	Educational Signage	Develop and make available for distribution educational signage on 1. Rainwater Harvesting; 2. Geese Feeding; 3. Geese Fencing; 4. Downspout Planter Boxes	TBD		x				x	x
	Educational Signage	Assist with the development and implementation of educational materials for the Murrells Inlet Watershed Plan	N/A		x				x	x
	Promotional Items	Distribute promotional/educational items for give-aways, e.g. IDDE magnets, sponges, etc.	10		x				x	x
	Newsletter	Weekly E-Blast newsletter containing stormwater/watershed related topics	30		x				x	x
	Newsletter	Write and submit monthly CWSEC E-Newsletter	12		x				x	x
	Newsletter	Write and submit newsletters with stormwater/watershed focus	4		x				x	x
	Calendar	Stormwater and/or watershed message in Town Planner	1		x				x	x
	Conference Publication	Published paper in conference proceedings	4		x				x	x
	Poster/Exhibit/ Display	Display posters and literature on stormwater topics and/or staff exhibits at conferences, festival or public events	10		x				x	x
	Billboard	Continue display of four billboards across the region, on four of 12 principles of the Carolina Yards program	4		x				x	x
Water Quality Monitoring	Monitoring	Volunteer water quality monitoring on Waccamaw River	432		x	x	x		x	x
	Monitoring	Volunteer water quality monitoring in Murrells Inlet	192		x	x	x		x	x
	Monitoring	Volunteer water quality monitoring in Surfside Beach	72		x	x	x		x	x
	Monitoring	Student-based volunteer water quality monitoring program on CCU campus	80		x	x	x		x	x
	Monitoring	World Water Monitoring Challenge in the fall on the Waccamaw River and CCU campus	42		x	x	x		x	x
	Workshop/Seminar	Volunteer water quality monitoring training (initial and recurring)	3		x				x	x
	Conference	Annual data conference to disseminate volunteer water quality monitoring data, results and conclusions	3		x				x	x

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	Reporting	Provisional water quality monitoring reports sent to MS4s and partners and USGS	92		x				x	x
Volunteer Involvement	Storm Drain Marking	Storm drain marking and data collection	4		x	x	x		x	x
	Community Cleanup	Spring Cleanup and Fall Beach-River Sweep	2		x	x			x	x
	Community Cleanup	Boat landing cleanups at Adopt-A-Landing sites	19		x	x			x	x
	Community Cleanup	Litter cleanups at additional sites	7		x	x			x	x
	Community Cleanup	One-day beach cleanup event on Waties Island	1		x	x			x	x
	Community Cleanup	Daily beach cleanups by Waties Island sea turtle monitors during the sea turtle season	140		x	x			x	x
	Community Cleanup	Fall Haul, Spring Tide, post 4th of July cleanups in Murrells Inlet	3		x	x			x	x
	Community Cleanup	Semi-monthly community cleanups in Murrells Inlet	20		x	x			x	x
	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	4		x	x			x	x
	Recycling	Sustain recycling programs for monofilament fishing line (report on volume) in region	8 sites		x	x			x	x
	Recycling	Sustain recycling programs for glass and plastic bottles in Murrells Inlet (report on volume)	3 sites		x	x			x	x
	Pet Stations	Maintain pet waste bag stations and record bags used throughout Murrells Inlet	2 sites		x	x			x	x
Technical Assistance	Reporting	Generate and distribute report on 2 Southeast Tidal Creeks Summits	1		x				x	x
	Good Housekeeping	Municipal employee training via commercially-made videos/slide presentations borrowed from CWSEC library	6		x			x	x	x
	Workshop/Seminar	HOA/Property Manager training workshops on storm system operation and maintenance	1		x		x		x	x
	Presentation	Present CWSEC and stormwater information at state, regional and national conferences	2		x				x	x
	Meeting; Presentation	Technical support for Conway Water Quality and Drainage Commission	3		x	x			x	x
	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	N/A		x	x			x	x
	Meeting; Presentation	Assist Horry Co. Stormwater Advisory Board	2		x	x			x	x

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	Meeting; Presentation	Serve on steering committee of the Murrells Inlet Watershed Management Plan to assist with implementation activities including public outreach	2		x	x			x	x
	Meeting	Assist Surfside Beach Stormwater Committee and/or staff as needed	5		x	x			x	x
	Meeting	SCCIN quarterly meetings	4		x	x			x	x
	Meeting	CWSEC biannual meetings and education provider meetings	4		x				x	x
	Meeting	Green Step Schools mentoring	2		x				x	x
	Meeting	Participate in stakeholder meetings for the Pee Dee Surface Water Availability Assessment as needed	TBD		x	x			x	x
	Meeting	Participate in stakeholder meetings for the USGS Water Availability Assessment as needed	TBD		x	x			x	x
	Grant Assistance	Grant assistance to SMS4s as needed	TBD		x				x	x
	Survey	Implement survey and executive summary of findings	N/A		x				x	x