

Coastal Waccamaw Stormwater Education Consortium Year 12 (January 1, 2017 - December 31, 2017) Activity Plan

Theme	Activity	Activity Description	Lead Service Provider						Participation by Other Providers	Geographic Target
			Clemson Carolina Clear	Coastal Carolina University	Murrells Inlet 2020	NI-WB NERR	SC Sea Grant	Waccamaw Riverkeeper		
BMP	Maintenance	Through a NOAA Climate Stewardship Action Project grant, assess and maintain 1-2 installed rain gardens at schools (CWSEC-led)		x						All CWSEC Communities
	Manual	Continue distributing Low Impact Development in Coastal South Carolina: A Planning and Design Guide as needed				x	x			All CWSEC Communities
	Workshop/Seminar	Develop workshops focusing on BMP practices				x				All CWSEC Communities
	Demonstration	Rain barrel demonstration for installation and proper use to general public and/or schools		x						All CWSEC Communities
General Stormwater/Watershed Outreach Programs	Conference	Waccamaw Conference		X		X		x		All CWSEC Communities
	Field Workshop/Trip	Field workshops/trips with watershed focus (usually with school groups & public)				x				All CWSEC Communities
	Field Workshop/Trip	SCDNR's Discovery vessel field trips and land based programs for 1 week in spring in Georgetown County				x			CCU	Georgetown & Horry Co.
	Field Workshop/Trip	Seeds to Shoreline program restoration activities				x			Sea Grant	Georgetown & Horry Co.
	Field Workshop/Trip	Seeds to Shoreline teacher training				x			Sea Grant	Georgetown & Horry Co.
	Field Workshop/Trip, Presentation or Workshop/Seminar	Teachers on the Estuary (TOTE) program				x				Georgetown Co.
	Presentation	Stormwater and watershed presentations for pre-K through college students		x		x			WRK	All CWSEC Communities
	Pet Waste Contest	Coordinate annual fall spokesdog contest with CCU students		x						All CWSEC Communities
	Presentation	Stormwater-related presentations (short duration) for adult groups, e.g. civic groups		x					NI-WB NERR, WRK	All CWSEC Communities
	Education Program	Riverkeeper Challenge						X		Georgetown & Horry Co.
Media/Outreach Materials	Website	Provide monthly updates and maintenance to CWSEC website and track # of website viewers		x					Carolina Clear	All CWSEC Communities
	Website	Maintain Carolina Clear website and record total views for all Carolina Clear pages	x							All CWSEC Communities

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	Website	Maintain online 5th and 7th grade watershed curriculum for local teachers and schools and record web traffic	x							All CWSEC Communities
	Website	Maintain SC LID Atlas and add local BMP projects to Atlas	x				x			All CWSEC Communities
	Website	Track usage and continue to maintain and update SC stormwater pond management website	x					Clemson Extension		All CWSEC Communities
	Website	Maintain SCCIN event calendar and resource portal website					x			All CWSEC Communities
	Website	Maintain water quality monitoring website and monitor website traffic		x						All CWSEC Communities
	Website	Maintain website for genotypic source tracking project and track # of website viewers		x						All CWSEC Communities
	Website	Maintain SC Coastal Water Monitoring Network website					x	CCU, NI-WB NERR		All CWSEC Communities
	Social Media	Posts on Stormwater and/or watershed related topics	x		x	x		x	CCU	All CWSEC Communities
	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	x							All CWSEC Communities
	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		x					ALL	All CWSEC Communities
	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		x						North Myrtle Beach, Myrtle Beach and Horry Co.
	Brochure/Info Card	Distribute IDDE cards that contain phone numbers on whom to call		x						All CWSEC Communities
	Brochure/Info Card	Distribute pet waste flyers designed for shelters, kennels and other venues; info cards; and/or bookmarks		x	x				ALL	All CWSEC Communities
	Brochure/Info Card; Poster	Distribute outreach products focusing on FOG (fat, oil and grease) for restaurant audiences	x		x					All CWSEC Communities

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	Brochure/Info Card; Poster	Distribute outreach info for carpet cleaners on best management practices		x	x					All CWSEC Communities
	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	x							All CWSEC Communities
	Television	Television coverage on stormwater-related activity and/or TV interview on local TV stations and shows	x	x					ALL	All CWSEC Communities
	Newspaper	Newspaper coverage on stormwater topics, e.g. introduction to stormwater systems, IDDE, remodeling/renovation activities, volunteer monitoring		x					ALL	All CWSEC Communities
	Online Coverage	Online coverage on stormwater-related activity (e.g. announcement on TV website about CWSEC activity)		x					ALL	All CWSEC Communities
	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	x							All CWSEC Communities
	Promotional Items	Distribute promotional/educational items for give-aways, e.g. IDDE magnets, pet waste dispensers, etc.		x					Carolina Clear	All CWSEC Communities
	Newsletter	Write and submit monthly CWSEC E-Newsletter		x					ALL	All CWSEC Communities
	Newsletter	Produce annual printed newsletter including stormwater/watershed topics			x					All CWSEC Communities
	Newsletter	Write and submit newsletters with stormwater/watershed focus						x	NI-WB NERR	All CWSEC Communities
	Calendar	Stormwater and/or watershed message in Town Planner			x					Georgetown & Horry Co.
	Poster/Exhibit/Display	Display posters and literature on stormwater topics and/or staff exhibits at conferences, festival or public events		x					ALL	All CWSEC Communities

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	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	x							All CWSEC Communities
Water Quality Monitoring	Monitoring	Volunteer water quality monitoring on Waccamaw River		x				x		Georgetown & Horry Co.
	Monitoring	Volunteer water quality monitoring in Murrells Inlet		x	x					Georgetown & Horry Co.
	Monitoring	Volunteer water quality monitoring in Surfside Beach		x						Surfside Beach
	Monitoring	Student-based volunteer water quality monitoring program on CCU campus		x				x		Conway
	Monitoring	World Water Monitoring Challenge in the fall on the Waccamaw River and CCU campus		x				x		Conway, Georgetown & Horry Co.
	Monitoring	Secchi Dip In turbidity monitoring in July at multiple sites along the Waccamaw River and CCU campus		x				x		Conway, Georgetown & Horry Co.
	Workshop/Seminar	Volunteer water quality monitoring training (initial and recurring)		x	x			x		Georgetown & Horry Co. and Surfside Beach
	Conference	Annual data conference to disseminate volunteer water quality monitoring data, results and conclusions		x				x	MI2020	Georgetown & Horry Co. and Surfside Beach
	Reporting	Provisional water quality monitoring reports sent to MS4s and partners and USGS		x						All CWSEC Communities
Volunteer Involvement	Storm Drain Marking	Storm drain marking and data collection		x						All CWSEC Communities
	Community Cleanup	Spring Cleanup and Fall Beach-River Sweep two week initiative						x		Horry Co. and Conway
	Community Cleanup	Boat landing cleanups at Adopt-A-Landing sites			x			x		Georgetown & Horry Co.
	Community Cleanup	Litter cleanups at additional sites				x		x		Georgetown & Horry Co.
	Community Cleanup	One-day beach cleanup event on Waties Island		x						Horry Co. and North Myrtle Beach

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	Community Cleanup	Daily beach cleanups by Waties Island sea turtle monitors during the sea turtle season		x						Horry Co. and North Myrtle Beach
	Community Cleanup	Fall Haul, Spring Tide and 4th of July cleanups in Murrells Inlet			x					Georgetown & Horry Co.
	Community Cleanup	Monthly community cleanups in Murrells Inlet			x					Georgetown Co.
	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						x	CCU, MI2020 and NI-WB NERR	All CWSEC Communities
	Community Cleanup	Partner with Palmetto Pride to lead North Inlet Clean Team highway cleanups				x				Georgetown Co.
	Recycling	Sustain recycling programs for monofilament fishing line (report on volume) in region			x			x		Georgetown & Horry Co.
	Recycling	Sustain recycling programs for glass and plastic bottles in Murrells Inlet (report on volume)			x					Georgetown & Horry Co.
	Pet Stations	Maintain pet waste bag stations and record bags used throughout Murrells Inlet			x					Georgetown & Horry Co.
Technical Assistance	Good Housekeeping	Municipal employee training via commercially-made videos/slide presentations borrowed from CWSEC library		x						All CWSEC Communities
	Workshop/Seminar	HOA/Property Manager training workshops on storm system operation and maintenance		x						All CWSEC Communities
	Workshop/Seminar	Water quality workshop with hospitality industry				x			CCU	All CWSEC Communities
	Presentation	Present CWSEC and stormwater information at state, regional and national conferences		x					Carolina Clear, Sea Grant	State, Regional and National
	Meeting; Presentation	Technical support for Conway Water Quality and Drainage Commission		x						Conway
	Program	Inlet Friendly Business			x					Murrells Inlet & Georgetown County
	Program	Support the Conway River Friendly Business Program as needed		x						Conway
	Conference Assistance	Serve on National Marine Educator Association 2017 Conference (coastal resilience theme) speaker and marketing committees		x		x				All CWSEC Communities
	Meeting; Presentation	Assist Horry Co. Stormwater Advisory Board		x						Horry Co.

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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		x	x				Waccamaw COG	Georgetown & Horry Co.
	Meeting	Assist Surfside Beach Stormwater Committee and/or staff as needed		x					NI-WB NERR	Surfside Beach
	Meeting	SCCIN quarterly meetings					x		CCU, Carolina Clear	All CWSEC Communities
	Meeting	CWSEC biannual meetings and education provider meetings		x					ALL	All CWSEC Communities
	Meeting	Green Step Schools mentoring		x						Horry Co.
	Meeting	Participate in stakeholder meetings for the USGS Water Availability Assessment as needed		x		x		x		All CWSEC Communities
	Grant Assistance	Grant assistance to SMS4s as needed		x					ALL	All CWSEC Communities
	Survey	Implement survey and executive summary of findings	x							All CWSEC Communities