

**Coastal Waccamaw Stormwater Education Consortium Year 16 (January 1, 2021 - December 31, 2021) Activity Plan**

| Theme   | Activity  | Activity Description  | Approximate # of Activities in Year   | Minimum Control Measure |       |            |       | Implementation |           |   |
|---|---|---|---|-------------------------|-------|------------|-------|----------------|-----------|---|
|   |   |   |   | MCM 1                   | MCM 2 | MCMs 3,4,5 | MCM 6 | YEAR 2021      | YEAR 2022 |   |
| <b>BMP</b>  | 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         |   |
|   | Workshop/Seminar                                      | LID Manual Training   | TBD   | x                       |       |            |       | x              |           |   |
| <b>General Stormwater/Watershed Outreach Programs</b> | 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 week in spring in Georgetown County        | 14  | x                       |       |            |       | x              | x         |   |
|   | Field Workshop/Trip                                   | Seeds to Shoreline program restoration activities   | 4   | x                       | x     |            |       | x              | x         |   |
|   | Field Workshop/Trip                                   | Seeds to Shoreline teacher trainings  | 1   |                         |       |            |       | 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         |   |
|   | Presentation  | Stormwater-related presentations (short duration) for adult groups, e.g. civic groups                         | 8   | x                       |       |            |       | x              | x         |   |
|   | Pet Waste Contest                                     | Coordinate annual fall Canines for Clean Water spokesdog contest with CCU students                            | 1   | x                       | x     |            |       | x              | x         |   |
|   | Education Program                                     | Carolina Blue Stewards (formerly RIVERKEEPER Challenge)   | 4   | x                       | x     |            |       | x              | x         |   |
|   | Survey  | Assesment for Georgetown County as requested by Georgetown County.  |   |                         |       |            |       |                |           |   |
|   | <b>Media/Outreach Materials</b>                       | Website   | Provide monthly updates and maintenance to CWSEC website and track # of website viewers | 12                      | x     |            |       |                | x         | x |
| Website   |   | Maintain Carolina Clear website and record total views for all Carolina Clear pages                           | 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         |   |
| Website   |   | Maintain SC Coastal Water Monitoring Network website  | Ongoing   | x                       |       |            |       | x              | x         |   |
|   | Website   | Develop, launch, and maintain Stormwater Pond Collaborative webpage   | Ongoing   | x                       |       |            |       | x              | x         |   |

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|       | Website                     | Launch and maintain virtual stormwater pond tool  | Ongoing                             | x                       |       |            |       | x              | x         |
|       | Social Media                | Posts on Stormwater and/or watershed related topics   | Ongoing                             | x                       |       |            |       | x              | x         |
|       | Social Media                | Develop and distribute monthly posts for MS4 pages  | Ongoing                             | x                       |       |            |       |                |           |
|       | Brochure/Info Card          | Share the following resource toolbox materials for property owners upon request: living shorelines, green infrastructure, and urban and suburban runoff pollution prevention  | Ongoing                             | 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          | Distribute pet waste flyers designed for shelters, kennels and other venues; 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         |
|       | Brochure/Info Card; Poster  | Distribute brochures focusing on chlorinated pool discharge BMPs to pool cleaner businesses   | 1                                   | x                       |       | x          |       | x              | x         |
|       | Brochure/Info Card; Poster  | Develop and distribute pet waste educational brochure for rental agencies   | 1                                   | 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         |
|       | 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         |

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|                                 |                         |   |                                     | MCM 1                   | MCM 2 | MCMs 3,4,5 | MCM 6 | YEAR 2021      | YEAR 2022 |
|                                 | Educational Signage     | Provide the following educational signage for printing and distribution upon request: 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                             | x                       |       |            |       | x              | x         |
|                                 | Promotional Items       | Distribute promotional/educational items for give-aways, e.g. IDDE magnets, pet waste dispensers, etc.  | 10                                  | x                       |       |            |       | x              | x         |
|                                 | Newsletter              | Write and submit monthly CWSEC E-Newsletter   | 12                                  | x                       |       |            |       | x              | x         |
|                                 | Newsletter              | Produce annual e-newsletter including stormwater/watershed topics   | 1                                   | x                       |       |            |       | x              | x         |
|                                 | Newsletter              | Write and submit newsletters with stormwater/watershed focus  | 4                                   | x                       |       |            |       | x              | x         |
|                                 | Poster/Exhibit/ Display | Display posters and literature on stormwater topics and/or staff exhibits at conferences, festivals, or public events   | 10                                  | x                       |       |            |       | x              | x         |
|                                 | Poster/Exhibit/Display  | Provide interactive education booth at two-day Pathways to Possibilities (P2P) youth expo   | 1                                   | x                       |       |            |       | x              | x         |
|                                 | Poster/Exhibit/Display  | Provide education booth at Georgetown Co. public festivals (e.g., Belin Blessing of the Inlet, Fast & Furriest, Wooden Boat Show)   | 1                                   | x                       |       |            |       | x              | x         |
|                                 | Billboard               | Continue display of three billboards across the region  | 4                                   | x                       |       |            |       | x              | x         |
|                                 | Brochure Info Card      | Distribute recycling activity and coloring books to school-aged children  |                                     |                         |       |            |       |                |           |
|                                 | Resource                | Develop flood education plan with deliverable(s)  | 1                                   | x                       |       |            |       |                |           |
| <b>Water Quality Monitoring</b> | 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              | Volunteer water quality monitoring in Briarcliffe Acres   |                                     | 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 on the Waccamaw River and CCU campus   | 42                                  | x                       | x     | x          |       | x              | x         |
|                                 | Monitoring              | Secchi Dip In turbidity monitoring in July at multiple sites along the Waccamaw River and CCU campus  | 21                                  | x                       | x     | x          |       | x              | x         |
|                                 | Workshop/Seminar        | Volunteer water quality monitoring training (initial and recurring)   | 3                                   | x                       |       |            |       | x              | x         |
|                                 | Conference              | Annual data conferences to disseminate volunteer water quality monitoring data, results and conclusions   | 3                                   | x                       |       |            |       | x              | x         |
|                                 | Reporting               | Provisional water quality monitoring reports sent to MS4s and partners and USGS   | 92                                  | x                       |       |            |       | x              | x         |
| <b>Volunteer Involvement</b>    | 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         |

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|                             |                       |   |                                     | MCM 1                   | MCM 2 | MCMs 3,4,5 | MCM 6 | YEAR 2021      | YEAR 2022 |
|                             | 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     | Monthly community cleanups in Murrells Inlet  | 9                                   | 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         |
|                             | Community Cleanup     | Lead North Inlet Clean Team highway cleanups  | 3                                   | 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         |
| <b>Technical Assistance</b> | 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               | Support the Conway River Friendly Business Program as needed  | Ongoing                             | x                       | x     |            |       | x              | x         |
|                             | Meeting; Presentation | Assist Horry Co. Stormwater Advisory Board  | 2                                   | x                       | x     |            |       | x              | x         |
|                             | 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  | 3-4                                 | 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              | x         |
|                             | Workshop/Seminar      | "Calling the Coast Home" Real Estate Professionals Course   | TBD                                 | x                       |       |            |       |                |           |
|                             | Grant Assistance      | Grant assistance to SMS4s as needed   | TBD                                 | x                       |       |            |       | x              | x         |
|                             | Report                | Complete, publish, and distribute Stormwater Ponds Research and Management Collaborative State of the Knowledge Report  | TBD                                 | x                       |       |            |       |                |           |
|                             | Survey                | Implement survey and executive summary of findings  | N/A                                 | x                       |       |            |       |                |           |