

Coastal Waccamaw Stormwater Education Consortium (January 1, 2022 - December 31, 2022) 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 2022 | YEAR 2023 |
| BMP | Manual | Continue distributing Low Impact Development in Coastal South Carolina: A Planning and Design Guide as needed | TBD | x | | | | x | x |
| | Workshop/Seminar | Grand Strand Healthy Pond Series | 1 | x | | | | x | x |
| General Stormwater/Watershed Outreach Programs | Conference | Waccamaw Conference | 1 | x | | | | x | x |
| | Conference | Stormwater Pond Conference | 1 | 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/or fall 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 spokesdog contest | 1 | x | x | | | x | x |
| | Education Program | Carolina Blue Stewards | 4 | x | x | | | x | x |
| | Seminar | Flooding 411: Webinar | 4 | x | | | | x | |
| Media/Outreach Materials | 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 SC Coastal Water Monitoring Network website | Ongoing | x | | | | x | x |
| | Website | Update and maintain Stormwater Pond Collaborative webpage | Ongoing | x | | | | x | x |
| | Social Media | Posts on Stormwater and/or watershed related topics | Ongoing | x | | | | x | x |
| | Social Media | Establish CWSEC FB page | 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 |

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| | 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 |
| | 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 | Produce annual e-newsletter including stormwater/watershed topics | 1 | x | | | | x | x |

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| | 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 at 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 | | | | | | | |
| 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 | 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 | SC Adopt-A-Stream | 20 | 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 |
| Volunteer Involvement | Storm Drain Marking | Storm drain marking and data collection | 4 | x | 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 | Fall Haul, Spring Tide and 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 |

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| Technical Assistance | Good Housekeeping | Municipal employee training via commercially-made videos/slide presentations borrowed from CWSEC library | 6 | 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 meetings (3-4 per year) | 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 | 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 | | | | | |