

# Sumter Stormwater Solutions 2019-2023 Strategic Education Plan

The Sumter Stormwater Solutions 2019-2023 Strategic Education Plan will guide the education efforts of Sumter Stormwater Solutions from January 2019 through December 2023. It was developed with input from consortium partners at a strategic planning meeting on November 29, 2018 at the Clemson Extension Office in Sumter, SC. Partners included city and county stormwater staff and representatives from Central Carolina Technical College, Santee-Lynches Council of Governments, AECOM, and Clemson Extension. Input included prioritized lists of pollutants of concern and contributing behaviors, as well as a list of barriers and benefits to target behaviors. Messages and programs will be further refined throughout implementation as new information is obtained through social marketing surveys and public input.



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## Priority Pollutants of Concern (POC) and Desired Target Behaviors

Pollutant of Concern	Desired Target Behavior
Bacteria	<ul style="list-style-type: none"> <li>Residents are able to identify and report sanitary sewer overflows (SSO)</li> </ul>
Sediment	<ul style="list-style-type: none"> <li>Construction professionals know how to properly install and maintain sediment control and erosion BMPs</li> </ul>
FOG	<ul style="list-style-type: none"> <li>Residents properly dispose of FOG by recycling or throwing in trash</li> <li>Restaurant owners/employees know how to properly dispose of grease and maintain grease receptacles</li> </ul>
Litter	<ul style="list-style-type: none"> <li>Residents report illegal dumping sites and activity</li> <li>Potential litterers can explain the long-term effects of littering</li> </ul>
General Awareness	<ul style="list-style-type: none"> <li>Adults and youth can explain how local stormwater runoff affects the larger watershed</li> <li>Property owners adopt home BMPs and land management practices that minimize pollution in runoff (including drainage ditch maintenance)</li> <li>Residents are able to identify and report illicit discharges</li> </ul>

# 1. Sanitary Sewer Overflow Reporting

**Target Audience:** Residents who may encounter a sanitary sewer overflow (SSO)

**Problem:** Many individuals do not recognize or know how to report a SSO

**Long-term Goal:** A decrease in the amount of bacteria pollution coming from unreported SSO

**Program Objective:** Residents gain the knowledge and resources to identify and report SSO

<b>Message:</b>	<b>Programs:</b>	<b>Partners:</b>	<b>Evaluation:</b>
<ul style="list-style-type: none"><li>• Recognizing and reporting SSOs will help keep your family healthy</li><li>• Efficient reporting and repairs save taxpayer money.</li><li>• Fast reporting protects water and habitat quality.</li></ul>	<ul style="list-style-type: none"><li>• Illicit discharge magnets</li><li>• Presentations for civic organizations</li><li>• Display at fairs/ festivals</li><li>• Keeping Sumter Beautiful column</li><li>• Social media posts</li></ul>	<ul style="list-style-type: none"><li>• Municipalities</li><li>• Clemson Communications Team</li><li>• The Sumter Item Newspaper</li></ul>	<ul style="list-style-type: none"><li>• Number of reports to illicit discharge phone line</li><li>• Number of magnets handed out</li><li>• Newspaper readership</li><li>• Number of people who attend related events</li><li>• Number of impacts on social media</li></ul>

**Actions:**

- Design and distribute illicit discharge magnets
- Present to community groups about illicit discharge reporting
- Create festival displays specific to SSO/illicit discharge
- Create and share social media posts related to SSO reporting
- Write column with information about reporting

## Sediment

### 1. Construction-Site Erosion BMPs

## 1. Construction-Site Erosion BMPs

**Target Audience:** Construction professionals

**Problem:** Improperly installed erosion BMPs at construction sites create sediment pollution in downstream waterways

**Long-term Goal:** A decrease in turbidity and sedimentation in local waterways

**Program Objective:** Local construction professional are better able to control erosion through properly installed BMPs

Message:	Programs:	Partners:	Evaluation:
<ul style="list-style-type: none"><li>• A well-maintained site is good advertisement for your company</li><li>• Sediment control BMPs are the law</li></ul>	<ul style="list-style-type: none"><li>• Silt Fence and Beyond (with mailers/ advertisement focused on aesthetics and compliance)</li><li>• CEPSCI</li></ul>	<ul style="list-style-type: none"><li>• Municipalities</li><li>• Consulting firms (speakers)</li><li>• Clemson University staff</li><li>• SCASM</li></ul>	<ul style="list-style-type: none"><li>• # of people who attend workshops and CEPSCI trainings</li><li>• Post-workshop survey</li></ul>

**Actions:**

- Organize and host Silt Fence and Beyond
- Advertise locally, in Sumter, for CEPSCI classes

## FOG

1. Residential FOG
2. Restaraunt FOG

# 1. Residential FOG

**Target Audience:** Residents who cook at home

**Problem:** Some residents dispose of cooking grease by pouring it down the drain or outside, contributing to clogged pipes and polluted runoff. Areas of high concern for improper FOG disposal have been identified within the city.

**Long-term Goal:** Reduced infrastructure damage and water pollution caused by high levels of FOG

**Program Objective:** Residents have the knowledge and tools to dispose of cooking grease properly

Message:	Programs:	Partners:	Evaluation:
<ul style="list-style-type: none"><li>• FOG clogs drains and causes expensive damage</li><li>• Dispose of grease by recycling or throwing in household garbage</li></ul>	<ul style="list-style-type: none"><li>• FOG doorhangers and fridge magnets</li><li>• Grease lids</li><li>• Displays at fairs and festivals</li><li>• Newspaper column</li></ul>	<ul style="list-style-type: none"><li>• Municipalites</li><li>• Sumter Green</li><li>• Chamber of Commerce</li><li>• The Item</li></ul>	<ul style="list-style-type: none"><li>• Number of educational materials handed out</li><li>• Newspaper readership</li><li>• FOG levels in traditionally grease-troubled areas</li></ul>

**Actions:**

- Distribute FOG doorhangers
- Design and purchase grease lids
- Attend local events with FOG display
- Write FOG column items

## FOG

1. Residential FOG
2. *Restaraunt FOG*

## 2. Restaraunt FOG

**Target Audience:** Local restaurants

**Problem:** Some restaurants do not properly dispose of cooking grease or properly maintain grease bins

**Long-term Goal:** Reduced infrastructure damage and water pollution caused by high levels of FOG

**Program Objective:** Restaurant management and employees have the knowledge and tools to properly dispose of grease and maintain bins

Message:	Programs:	Partners:	Evaluation:
<ul style="list-style-type: none"><li>• Proper grease disposal makes you more attractive to costumers</li><li>• Proper grease disposal can help reduce pests in and around your restaurant</li><li>• Avoid costly repairs</li><li>• Take care of the community/ environment</li></ul>	<ul style="list-style-type: none"><li>• FOG education kits (posters, stickers, magnets, bin labels, etc)</li></ul>	<ul style="list-style-type: none"><li>• Chamber of Commerce</li><li>• Local restaurants</li></ul>	<ul style="list-style-type: none"><li>• Number of kits handed out</li></ul>

**Actions:**

- Identify new restaurants for FOG kits
- Distribute FOG kit materials to restaurants

## Litter

1. *Illegal Dumping*
2. Impacts of Litter

# 1. Illegal Dumping

**Target Audience:** Residents who may encounter illegal dumping problem sites

**Problem:** Many illegal dumping activities and sites go unreported

**Long-term Goal:** Reduce illegal dumping activities in Sumter County

**Program Objective:** Residents understand why they should report and know how to report illegal dumping

Message:	Programs:	Partners:	Evaluation:
<ul style="list-style-type: none"><li>• A clean neighborhood means lower crime rates</li><li>• Do your part to keep Sumter beautiful</li><li>• Protect local waterways (and fishing spots!)</li></ul>	<ul style="list-style-type: none"><li>• CPTED (Crime Prevention through Environmental Design) training</li><li>• Promotional items with reporting number</li><li>• Newspaper column</li></ul>	<ul style="list-style-type: none"><li>• Municipalities</li><li>• Palmetto Pride</li><li>• Keep America Beautiful</li><li>• Sumter Litter Alliance</li></ul>	<ul style="list-style-type: none"><li>• Number of illegal dumping reports</li><li>• News paper readership</li><li>• Number of people who attend CPTED</li></ul>

**Actions:**

- Work with Palmetto Pride and Sumter Litter Alliance to organize CPTED training in Sumter
- Design and purchase promo items with # to report illegal dumping
- Write newspaper column on illegal dumping

## Litter

1. Illegal Dumping
2. *Impacts of Litter*

## 2. Impacts of Litter

**Target Audience:** Potential litterers

**Problem:** Some individuals dispose of trash improperly along roads or in public spaces

**Long-term Goal:** Reduced amounts of litter in public spaces and along roadways

**Program Objective:** Potential litterers understand how litter impacts their community and them personally

Message:	Programs:	Partners:	Evaluation:
<ul style="list-style-type: none"><li>• Improvements to community appearance (including a reduction in litter) can help lower other crime rates.</li><li>• Clean communities encourages new businesses and tourism</li><li>• Ditches free of litter can help reduce localized flooding and mosquitoes</li></ul>	<ul style="list-style-type: none"><li>• Social media posts</li><li>• Displays at local events</li><li>• Newspaper column</li><li>• School presentations</li></ul>	<ul style="list-style-type: none"><li>• Palmetto Pride</li><li>• Keep America Beautiful</li><li>• Municipalities</li><li>• Sumter Litter Alliance</li><li>• The Item</li><li>• Sumter Green</li><li>• Local schools</li></ul>	<ul style="list-style-type: none"><li>• Engagements with social media posts</li><li>• Newspaper readership</li><li>• Number of students who attend presentations</li><li>• Data from community index survey</li><li>• Engagements at local events</li></ul>

**Actions:**

- Perform community litter index yearly
- Create graphics for social media
- Attend local events with displays about litter impacts
- Write column about impacts of litter on business and crime
- Visit schools with presentations about litter impacts

## General Awareness

1. Watershed Awareness
2. Landscape BMPs
3. Illicit Discharge Reporting

# 1. Watershed Awareness

**Target Audience:** Residents, youth

**Problem:** Many individuals are unaware of how their actions on land impact the surrounding watershed

**Long-term Goal:** Better knowledge and stewardship of the watershed

**Program Objective:** Increase knowledge of the local and regional watershed and sources of non-point source pollution

Message:	Programs:	Partners:	Evaluation:
<ul style="list-style-type: none"><li>• Local actions impact larger watersheds</li><li>• It's important to protect natural resources for recreational, economic, personal, and intrinsic value</li></ul>	<ul style="list-style-type: none"><li>• Meet Your Watershed</li><li>• Watershed signs</li><li>• School presentations/ programs</li><li>• 4-H2O</li></ul>	<ul style="list-style-type: none"><li>• Municipalities</li><li>• Local Schools</li><li>• Green Steps</li><li>• Central Carolina Technical College</li><li>• 4-H agent</li></ul>	<ul style="list-style-type: none"><li>• Number of program participants</li><li>• Post-program surveys</li><li>• Carolina Clear public awareness survey</li><li>• Number of watershed signs installed and traffic counts along those corridors</li></ul>

**Actions:**

- Host Meet Your Watershed Activities (guided hike/kayak tours, litter clean-ups, presentations)
- Design and create watershed road signs (with approval from SCDOT)
- Provide classroom presentations
- Host 4-H2O camp



## General Awareness

1. Watershed Awareness
2. *Landscape BMPs*
3. Illicit Discharge Reporting

## 2. Landscape BMPs

**Target Audience:** Property Owners

**Problem:** Many properties are managed in a way that contributes to high levels of sediment, nutrient, and bacteria in local waterways

**Long-term Goal:** Reduced pollution in local waterbodies

**Program Objective:** Property owners have the knowledge and tools to implement home BMPs and land management practices that reduce stormwater pollution

Message:	Programs:	Partners:	Evaluation:
<ul style="list-style-type: none"><li>• Landscape BMPs that are well designed, implemented, and maintained increase property value</li><li>• Landscape BMPs improve community appearance</li><li>• Landscape BMPs protect the local ecosystem and native wildlife</li></ul>	<ul style="list-style-type: none"><li>• Rain Barrel workshops</li><li>• Rain barrel Art Contest</li><li>• Newspaper column</li><li>• Demonstration sites</li><li>• Carolina Yards</li><li>• Master Rain Gardener</li><li>• Master Pond Manager</li><li>• Educational handouts</li><li>• Presentations</li></ul>	<ul style="list-style-type: none"><li>• Municipalities</li><li>• Coastal Canners (barrels for rain barrel construction)</li><li>• The Item</li><li>• Central Carolina Technical College</li><li>• other Clemson Extension staff</li></ul>	<ul style="list-style-type: none"><li>• Number of participants in workshops</li><li>• Post workshop surveys</li><li>• Newspaper readership</li><li>• Number of demonstration sites installed and maintained</li></ul>

**Actions:**

- Organize and hold rain barrel workshops and art contest
- Write newspaper columns
- Create and/or maintain demonstration sites
- Advertise locally for statewide programs
- Present to Master Gardeners and other groups

## General Awareness

1. Watershed Awareness
2. Landscape BMPs
3. *Illicit Discharge Reporting*

### 3. Illicit Discharge Reporting

**Target Audience:** Residents who may encounter an illicit discharge

**Problem:** Many residents do not know what an illicit discharge looks like or how to report it

**Long-term Goal:** An increase in the percentage of illicit discharges that are reported and addressed

**Program Objective:** Residents gain the knowledge and resources to recognize and report a variety of illicit discharges

Message:	Programs:	Partners:	Evaluation:
<ul style="list-style-type: none"><li>• Reporting an illicit discharge helps keep your community safe and healthy</li><li>• Reporting is easy</li></ul>	<ul style="list-style-type: none"><li>• Fridge magnets</li><li>• Newspaper column</li><li>• Displays at local events</li></ul>	<ul style="list-style-type: none"><li>• Clemson media team</li><li>• Municipalities</li><li>• The Item</li><li>• Sumter Green</li></ul>	<ul style="list-style-type: none"><li>• Number of hand-outs given away</li><li>• Newspaper readership</li><li>• Attendance at events</li></ul>

**Actions:**

- Design and distribute educational fridge magnets
- Write newspaper column about illicit discharge reporting
- Create displays for fairs/festivals related to illicit discharge reporting

