

ADAPTIVE Stormwater Education Plan

**Year 3 (2010-11) - Richland County,
Arcadia Lakes and Forest Acres**

Living Document (last revised: 10/17/2011)

Lead Service Provider	Activity	Target Geography/ Land Use	Target Pollutant(s)										Participation by other Service Providers	Location and Date Delivered	Number Impacted/ Reached	Assess-ment Type	
			General Stormwater Awareness	Bacteria	Toxic Contaminants, petroleum products, pesticides, heavy metals	Sediment	Nutrients	Debris	Temperature	Other							
General Public																	
Carolina Clear	"Downstream" stormwater awareness commercial created and released on-line	Richland County	x	x	x		x	x							2/7/11, youtube.com	49	None
Carolina Clear	Interview on "Making it Grow!" television show	Statewide	x											SC ETV, Clemson Extension	8/3/10, SC ETV	3931	None
Carolina Clear	Interview on "Your Day" Radio program	Statewide	x											SC ETV, Clemson Extension	12/9/10, SC ETV	30,000	None
Clemson Extension	Water quality articles in the State Newspaper	Richland County	x	x	x	x	x									96,737	None
SC Wildlife Magazine	Two articles in SC Wildlife Magazine on rain gardens and rain barrels.	Statewide	x				x	x		x				Carolina Clear	4/26/11	47,000	None
Richland County Soil & Water Conservation District	Stormwater activities featured in Richland County Soil and Water Conservation District Newsletter	Richland County	x												Aug. 2010, online distribution	700	None
Richland County	Flood Happens newsletter on flood preparedness	Richland County	x											Carolina Clear	May 2011	8,927	Feedback
Richland County	Interviews on Richland Radio Program	Richland, Florence, & Darlington Counties	x											Carolina Clear	Multiple dates, reaches Richland, Florence, & Darlington Counties	300,000 each	None
Carolina Clear	RCSC Website	Richland County	x												Ongoing	2323 page visits	None
Many	RCSC Partner Facebook pages	Richland County	x											Many	Ongoing	2472 "fans"	None
Richland County Animal Care	Pet Waste Brochures distributed with pet registration renewals	Richland County	x	x				x						Carolina Clear	Ongoing	750 brochures	None
Richland County	Brochures on stormwater related topics	Richland County	x	x	x	x	x	x						Carolina Clear	Ongoing	1935 brochures	None
East Piedmont RC&D	Doggie Dooley installation demonstration (attended by 3 news stations)			x										Conservation District	1/20/11, North Springs Park	20	None
Carolina Clear	Pet Waste Information at Children's Garden "Dog Training Demonstration"			x										Carolina Children's Garden	1/28/11, Sandhills REC	32	None
Keep the Midlands Beautiful	Adopt-A-Highway Program	Midlands							x					GCWA, others	Ongoing	5960	148008 Pounds collected
Keep the Midlands Beautiful	Adopt-A-Waterway Program	Midlands							x					GCWA, others	Ongoing	427	5910 Pounds collected
Gills Creek Watershed Association	Public presentations on the Gills Creek Watershed	Richland County	x	x	x	x									5 presentations during the year	126	Feedback
Richland County	Public Meeting on Little Jackson Creek Stream Restoration Project	Richland County	x					x						Carolina Clear, GCWA	2/8/11, Spring Valley Country Club	45	Feedback
Gills Creek Watershed Association	Gills Creek Watershed Association Newsletter	Richland County	x												Distributed electronically, monthly	400	Feedback
Gills Creek Watershed Association	Gills Creek Watershed Video	Richland County	x						x					Richland County	Completed 8/18/10, online and used at presentations	100	None
Gills Creek Watershed Association	Gills Creek Watershed Association Annual Meeting	Richland County	x	x					x						10/17/10, Clemson Sandhills REC	30	None
Gills Creek Watershed Association	"Wine for Water" fundraiser building community support of the Gills Creek Watershed Association	Richland County	x											Carolina Clear	7/18/10, Cooks Mountain	130	Funds Raised
Richland County	Road signage marking Gills Creek crossings and points of entry into the watershed	Richland County	x											GCWA	19 signs posted	not assessed	None
Congaree Riverkeeper	Congaree Riverkeeper "River Watch" Newsletter	Midlands	x												Distributed electronically, monthly	400	None
Richland County, City of Columbia, Carolina Clear	Summer Celebration of Water Family Festival	Midlands	x	x	x	x	x	x						GCWA, RC Conservation District, KMB, Sonoco, Many others	8/28/2010 Riverfront Park	700	Post-survey
Congaree Riverkeeper	River Rocks Festival	Midlands	x												5/28/11, Riverfront Park	500	None

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General Public																	
Richland County	Richland County Recycles Day	Richland County	x		x					x				Solid Waste	11/13/10 Sandhills REC	7750	None
Forest Acres, Gills Creek Watershed Association	Forest Acres Green Festival	Forest Acres	x												9/25/10, Multiple churches in Forest Acres	1500 (700 through recycling)	None
Richland County	Display at National Night Out	Richland County	x											Richland County Sheriff's Department	8/3/10, Lower Richland High School	150	None
Carolina Clear, Gills Creek Watershed Association	Display at Sweet Seasons	Forest Acres	x	x					x	x				Forest Acres	12/2/10, Richland Mall	150	None
Gills Creek Watershed Association	Display at Farmville Festival	Richland County	x	x					x					Adventure Museum	4/9/11, Adventure Museum, Columbia	120	None
Carolina Clear	Display at Big Nosh Festival	Richland County	x											Tree of Life	4/10/11, Tree of Life Synagogue	2000	None
Congaree National Park, GCWA	Display at Nature Fest	Richland County	x											Congaree National Park	4/16/11, Congaree National Park	100	Pre- & post-survey
Forest Acres, Gills Creek Watershed Association	Display at Rooftop Rhythms Festival	Forest Acres	x	x	x	x	x	x	x	x				Forest Acres	4/21/11, Richland Mall	3,000	None
Richland County	Display at Energy Expo	Midlands	x											Carolina Clear	4/29/11, Saluda Shoals Park	50	Pre- & post-survey
Richland County, GCWA	Displays at Sparkleberry Country Fair	Richland County	x												4/30/11, Sandhills REC	30,000	None
Gills Creek Watershed Association	Display at Rosewood Crawfish Festival	Richland County	x												4/30/11, Rosewood Neighborhood	100	None
Arcadia Lakes	Rain garden information at Arcadia Lakes Town Picnic	Arcadia Lakes	x												5/15/11, Tree of Life Synagogue	160	None
Carolina Clear, GCWA	Rain Barrel display and Enviroscape at FLPC Earth Sunday	Richland County	x	x										Forest Lake Presbyterian Church, Carolina Clear	5/15/11, Forest Lake Presbyterian Church	45	None
Youth / K-12 / Teachers																	
Carolina Clear, GCWA, Carolina Children's Garden	Enviroscape Presentation at Richland County Schools	Richland County	x	x	x	x	x	x	x	x					6 presentations at public and private schools	494	None
Carolina Children's Garden	Enviroscape for Homeschoolers	Richland County	x	x	x	x	x								3/18/11, 4/13/11 Carolina Children's Garden	31	None
Carolina Clear	Watershed Presentations for After School Programs	Richland County	x	x	x	x	x	x	x					Richland County Recreation Commission	2/7/11-2/9/11, Crane Creek Community Center	60	None
Conservation District	Conservation Station Aquatic program - biological water quality monitoring	Richland County		x			x	x						Carolina Clear	8/3/10, 8/4/10, 9/23/10 Sandhills REC	110	None
Carolina Clear	4H2O Pontoon Classroom day camps	Richland County	x	x	x	x	x	x	x					4-H Program	June, Lake Murray, Harbison State Forest	30	Post-survey
Gills Creek Watershed Association	Gills Creek Watershed Concerns Tour with USC Political Science class	Richland County	x	x	x	x	x	x						University of South Carolina	9/13/10, Gills Creek Watershed	20	None
Gills Creek Watershed Association	Gills Creek Tour on urban development with USC Geology class	Richland County	x		x	x	x	x						University of South Carolina	3/23/11, Trenholm Plaza & Decker Blvd. areas	20	None
Gills Creek Watershed Association	Activities promoting student involvement with Gills Creek Watershed Association	Richland County	x											University of South Carolina	3/24/11, 3/29/11, USC campus	45	None
Gills Creek Watershed Association	Sustainability Across the Curriculum - panel for USC faculty on involving students in environmental work	Richland County	x											University of South Carolina	5/10/11, USC Campus	20	None
Sonoco Recycling Green Steps, SC State Museum	Rain Barrel Workshop for Green Steps Teachers	Richland County	x	x	x	x	x	x	x					Carolina Clear	7/16/10, SC State Museum	12	None
Carolina Clear	Stormwater and Watershed Interactive Whiteboard lessons for teachers	Statewide	x		x										Available online from Jan. 2011	16 teachers, 2000 students	None
Carolina Clear	Macroinvertebrates for Nature Navigators Club		x	x					x					Carolina Children's Garden	4/26/11 Sandhills REC	19	None
Carolina Clear	Wonderful Watersheds Library Presentation	Richland County	x	x	x	x	x	x	x					Richland County Library	7/20/10, 4/18/11 Wheatley Branch Library	49	None

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Youth / K-12 / Teachers																		
Carolina Clear	Display at Dent Middle School Career Day	Richland County	x													11/19/10, Dent Middle School	1300	None
Richland County	Richland 101 (Kids Day) Activities and information delivered to inform kids and their parents about Stormwater related issues.	Richland County	x	x	x	x	x	x						Carolina Clear	7/29/10, Dutch Square Mall	2000	None	
Richland County	Public Works Week Kids Day	Richland County	x									x		Department of Public Works Divisions	5/17/11, Richland Co. Public Works	150	None	

Professionals: Contractors, Engineers, Developers																	
Clemson University	CEPSCI (Certified Erosion Prevention and Sediment Control Inspector) course	Statewide					x	x							Ongoing	315	Exam
Center for Watershed Excellence	SC Water Resources Conference, including speakers from throughout the State, booth, presentation and posters by Carolina Clear	Statewide	x											Many	10/13/10, 10/14/10, Columbia Metropolitan Convention Center	350	Post Surveys for each session
Carolina Clear	Presentation on Carolina Yards & Neighborhoods program as part of University of Florida webinar.	Statewide	x										University of Florida	1/18/11, Online webinar	84	None	
Richland County	Presentation on stormwater management at American Public Works Association	National	x												6/10/10 - 6/14/10, Myrtle Beach	300	Feedback
Richland County	2 presentations at the South Carolina Environmental Conference	Statewide	x	x	x	x	x						WEASC	3/15/11, Myrtle Beach	100	None	
Richland County	Presentation for SCDHEC on Richland County's Stormwater Program	Richland County	x	x	x	x	x	x							4/12/11, SCDHEC Columbia office	24	None

Elected and Appointed Officials and High-Level Staff																	
Richland County	Presentation for county administration on Richland County's Stormwater Program	Richland County	x	x	x	x	x	x							4/8/11, Richland County Admin. Bldg.	6	None
Richland County	Development Roundtable to review county ordinances related to development and land use planning	Richland County	x					x							10 meetings, throughout the year	12	None

Homeowners & Homeowner Associations																	
Richland County, Arcadia Lakes	Storm drain marking, accompanied by Stormwater awareness door hanger.	Richland County	x	x			x	x	x					Carolina Clear	Completed Summer 2010	365,000	None
Richland County	Installation of trash racks to prevent trash from entering storm drains: pilot project.	Arcadia Lakes	x							x					6/28/10, Arcadia Lakes Neighborhoods	Not assessed	Pre- & Post-survey
Carolina Clear	Presentations for retirees on Gardening for Water Quality	Richland County	x	x	x	x	x	x	x						9/22/10 & 4/6/11, Sheppard Center	19	None
Carolina Clear	Build a Rain Barrel Workshops for Homeowners (10 barrels built)	Richland County	x		x		x						Richland County Public Works	12/11//10, Sandhills	13	Post-survey	
Carolina Clear	Build a Rain Barrel Workshops for Master Gardeners (25 barrels built)	Richland County	x		x		x						Richland County Master Gardeners	11/2/10, Sandhills	32	Post-survey	
Richland Master Gardeners	Article on Rain Barrel Workshop in Gardening in Richland newsletter	Richland County	x											Fall 2010	200	None	
Carolina Clear	Pet Waste brochures included with Chimneyridge Neighborhood Association newsletter	Richland County	x	x						x				January 2011	200	None	
Richland County	Central Midlands Lawn Mower Exchange	Midlands	x										Keep the Midlands Beautiful, RC Special Services	4/16/11, SC State Museum	100 mowers exchanged	Number of lawn mowers replaced	
Carolina Clear	Carolina Yards & Neighborhoods Presentation for Forest Lake Presbyterian Church	Forest Acres	x	x	x	x	x	x						4/27/11, Forest Lake Presbyterian Church	26	None	
Gills Creek Watershed Association	Presentations to Homeowner Associations on Gills Creek Watershed	Richland County	x	x	x	x	x	x							6 presentations to HOA's throughout the county	90	None
Richland County	Presentations to Homeowner Associations on Crane Creek Watershed	Richland County	x										Carolina Clear	3/17/11, Candlewood; 4/28/11 Spring Valley	26	None	
Richland County	Neighborhood Planning Conference	Richland County											Carolina Clear, Conservation District, GCWA	10/2/10, SC Dept. of Archives & History	100	None	

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Commercial Citizens																	
Richland County, Clemson Carolina Clear	Display at Green is Good for Business Conference	Midlands	x											Keep the Midlands Beautiful, City of Columbia	9/14/10, Columbia Metropolitan Convention Center	450	None
Richland County	Stormwater display at Small Minority Business Conference	Richland County	x												5/12/11, Richland Co. Admin. Bldg	100	None
Richland County	Pesticides, Herbicides, and Fertilizer (PHF) Inspections to bring awareness about proper use of these products and regulate storage of these products.	Richland County			x										Golf courses, exterminating companies, utility companies, county facilities	27 facilities inspected	none