

ADAPTIVE Stormwater Education Plan

Year 4 (2011-12) - Richland County, Arcadia Lakes and Forest Acres

Living Document (last revised: 8/1/2012)

Lead Service Provider	Activity	Target Geography/ Land Use	Target Pollutant(s)										Participation by other Service Providers	Location and Date Delivered	Number Impacted/ Reached	Assessment Type	
			General Stormwater Awareness	Bacteria	Toxic Contaminants, Petroleum products, pesticides, heavy metals	Nutrients	Debris	Temperature	Other								
Carolina Clear	"Downstream" stormwater awareness commercial on Time Warner Cable	Richland County	x	x	x		x	x							August 2011, May 2012	185000 potential audience	None
Richland County Stormwater	Public Access TV Slides	Richland County	x	x	x	x	x	x						Carolina Clear	Winter 2012	300000 potential audience	
Gills Creek Watershed Association	Cary Lake Restoration Video Project	Richland County	x			x		x						Cary Lake HOA	Online, starting 6/20/11	340 views	
Richland County Stormwater	Interview on Richland Radio Program	Richland, Florence, & Darlington Counties	x												5/18/12, WGCV AM 620	300000 potential audience	
EPA	EPA Watershed News featured Carolina Clear's regional stormwater partnerships and mass media campaign.	National	x												2/8/12	16450	
Clemson Extension	Two Articles in the State Newspaper	Midlands	x	x	x	x	x								8/30/11, 2/16/12	Circulation 77102 each article	
Carolina Clear	Richland Countywide Stormwater Consortium Website	Richland County	x	x	x	x	x	x							Online, ongoing	1830 page views	
Many (see full report for details)	Consortium partners Facebook pages	Midlands	x	x	x	x	x	x	x						Online, ongoing	4,406 "fans," total	
Richland County Stormwater	Stormwater information featured in Richland Weekly Review Employee Newsletter for County employees	Richland County	x												8/19/11, distributed electronically	1,600	
Richland County Planning	Flood Happens newsletter on flood preparedness	Richland County	x												April 2012	9,000	
Gills Creek Watershed Association	Gills Creek Watershed Association Newsletter	Richland County	x												Monthly, electronic distribution	500	
Congaree Riverkeeper	Congaree Riverkeeper "River Watch" Newsletter	Midlands	x												Distributed electronically, monthly	500	
Carolina Clear	Pet Waste Brochures distributed to veterinary offices & pet supply stores	Richland County	x	x				x							Ongoing	26 businesses, 650 brochures	
Richland County Animal Care	Pet Waste Brochures distributed to with pet registration renewals	Richland County	x	x				x							Ongoing	1500	
Carolina Clear	Pet Waste Brochures distributed by animal shelters	Richland County	x	x				x					Carolina Clear	Ongoing	300 brochures		
Congaree Riverkeeper	Stormwater flyers distributed through the Columbia Garden Council	Richland County	x										Columbia Garden Council	April, 2012	100		
Richland County Stormwater	Miscellaneous brochures on stormwater topics distributed	Richland County	x											Ongoing	3800 brochures		
Keep the Midlands Beautiful	Adopt-A-Highway Program	Midlands							x					Ongoing	2359 volunteers	59,243 Pounds collected	
Keep the Midlands Beautiful	Adopt-A-Waterway Program	Midlands	x							x				Ongoing	296 volunteers	3,925 Pounds collected	
Keep the Midlands Beautiful	Volunteer events, including Great American Clean Up, Good-Clean-Fun Saturdays and River Sweep	Midlands	x							x				Ongoing	270 volunteers	11,815 Pounds collected	
Congaree Riverkeeper, Rocky Branch Watershed Alliance	Rocky Branch Cleanups	Richland County	x							x			Sustainable Midlands	2/4/12, Capital City Park; 3/13/12, 4/22/12, Maxcy Greg Park	32	450 lbs trash collected	
Congaree Riverkeeper	Broad River Cleanup	Richland County	x							x				4/14/12, Broad River	15	100 lbs trash collected	
Rocky Branch Watershed Alliance	Rocky Branch Public Meetings for gathering input and stakeholder building	Richland County	x										Sustainable Midlands, City of Columbia	12/19/11, 1/9/12, 701 Whaley St.	290		
Rocky Branch Watershed Alliance	Public presentations on the Rocky Branch Watershed	Richland County	x										Sustainable Midlands	4/27/12, 5/21/12	65		
Gills Creek Watershed Association	Public presentations on the Gills Creek Watershed	Richland County	x	x	x	x	x	x						2/3/12, 4/5/12	30		
Richland County Stormwater	Public presentation on LID project study in Shandon	Richland County	x											3/28/12, Richland Co. Admin. Bldg.	20		

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General Public																	
Gills Creek Watershed Association	iPhone Ranger mobile reporting training session for volunteers	Richland County	x	x	x							x			9/24/11, 9/27/11, Richland County Public Library	20	
Gills Creek Watershed Association	iPhone Ranger mobile reporting program	Richland County	x	x	x							x			Ongoing from Sept. 2011	20	Number of reports made
Gills Creek Watershed Association	Gills Creek Watershed Association Annual Meeting and fundraiser	Richland County	x	x								x			10/20/11, Rockbridge Club	100	
Gills Creek Watershed Association	Food Truck Rodeo Fundraiser building community support of the Gills Creek Watershed Association	Richland County	x											Carolina Clear	1/14/12, Crosshill Market;	1100	Funds Raised
Gills Creek Watershed Association	Urban Paddle & Picnic fundraiser for Gills Creek Watershed Association	Richland County	x											Lake Katherine HOA	6/12/11, Lake Katherine Dam, 4/25/12, Millaree Hunt Club	70	Funds Raised
Keep the Midlands Beautiful	Keep the Midlands Beautiful Meet and Greet	Midlands	x		x									Carolina Clear	1/26/12, Columbia Chamber of Commerce	30	
Congaree Riverkeeper	"Stand for Your Rivers" Photoshoot	Midlands	x												8/20/11, Senate Street Landing	50	
American Rivers, RC Conservation Commission	Congaree River Blue Trail Paddle	Midlands	x												3/24/12, Senate Street Landing	50	
Richland County, City of Columbia, Carolina Clear	Summer Celebration of Water Family Festival	Midlands	x	x	x	x	x	x						Many	8/6/11, Riverfront Park	1200	Post-survey
Congaree Riverkeeper	River Rocks Festival	Midlands	x												4/14/12, Riverfront Park	700	
Richland County Solid Waste	Richland County Recycles Day	Richland County	x		x									RC Stormwater	11/12/11, Sandhills REC	7750	Pounds collected
Richland County Solid Waste	Earth Day Recycling Event	Richland County	x		x									WLTX News 19	4/26/12, WLTX studios	1486	
Richland County Stormwater	Display at Richland County Council Drop-In Event	Richland County	x												6/15/11, Columbia Mall	80	
Forest Acres, GCWA	Display at Rooftop Rhythms Festival	Forest Acres	x											Forest Acres	4/19/12, Richland Mall	3,000	
GCWA	Display at Army National Guard Earth Week event	Richland County	x												4/20/12, Fort Jackson	30	
Congaree Riverkeeper	Display at Party for the Planet	Midlands	x											Riverbanks Zoo	4/21/12, Riverbanks Zoo	100	
GCWA	Earth Sunday at Forest Lake Presbyterian Church	Forest Acres	x												4/22/12, Forest Lake Presbyterian	200	
Carolina Clear	Display at Big Nosh Festival	Arcadia Lakes	x												4/22/12, Tree of Life Synagogue	1,000	
Richland County Stormwater	Displays at Sparkleberry Country Fair	Richland County	x											Master Gardeners, GCWA	4/28/12, Sandhills REC	20,000	
Rocky Branch Watershed Alliance	Display at Olympifest	Richland County	x												4/28/12, Olympia Neighborhood	30	
Richland County Stormwater	Proclamation and display for National Public Works Week	Richland County	x												5/15/12, Richland County Admin Building	115	
Richland County Stormwater	Display at Blythefest	Richland County	x												5/18-19/12, Trinity UMC, Blythewood	8,000	
Arcadia Lakes, GCWA	Display and rain garden information at Arcadia Lakes Picnic	Arcadia Lakes	x												5/20/12, Tree of Life Synagogue	150	
Conservation District, Carolina Clear	Display at Sandhills Farmers Market	Richland County	x												6/28/11, 5/8/12 Sandhills REC	50	

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Youth / K-12 / Teachers																
Carolina Clear	Enviroscape Presentation at Richland County Schools	Richland County	x	x	x	x	x	x	x	x				Catawba Trails and Bridge Creek Elementary, Winter 2012	368	Worksheet or quiz
Conservation District	Green Steps Schools Rain Barrel projects	Richland County	x										Carolina Clear	Conder ES, H.E. Corley ES, ongoing	1,274	
Conservation Station	Conservation Station programs on macroinvertebrates and water quality	Richland County	x	x		x	x						Carolina Clear	7 programs, Sandhills REC	252	
Richland County Stormwater	Stormwater Management Presentation at Career Day	Richland County	x										Summit Middle School	11/9/11, Summit Middle School	700	
Carolina Clear	4-H2OPontoon Classroom and Environmental Classroom water quality day camps	Richland County	x	x	x	x	x	x	x	x			4-H Program	June 2011, Lake Murray and Harbison Forest	39	Post-survey
Sustainable Midlands	Environmental Trivia for USC students	Richland County	x											4/13/12, USC Campus	40	
Gills Creek Watershed Association	Presentation on Gills Creek Watershed for USC Political Science and Public Health Classes	Richland County	x											9/12/11, 10/17/11, USC Campus	27	Pre- & Post Surveys
Gills Creek Watershed Association	Display at Earthstock Festival for USC students	Richland County	x											4/13/2012, USC Green Quad	10	
Richland County Stormwater	Display at Touch-a-Truck Event	Richland County	x										Roads & Drainage	10/17/11, Rice Creek Elementary	150	
Richland County Stormwater	Display at Richland 101 for Kids Day	Richland County	x	x	x	x	x	x					Carolina Clear	7/28/11, Dutch Square Mall	1800	
Conservation District	SC Envirothon competition: training for Richland County teams													4 presentations, Spring 2012	17	
Conservation District	SC Envirothon competition (special topic category was stormwater runoff)	Statewide	x											5/4/12, Sandhills REC	150	
Richland County Stormwater	Display at National Public Works Week Kids Day	Richland County	x										Department of Public Works Divisions	RC Public Works, 05/22/12	175	
Carolina Clear	Stormwater and Watershed Interactive Whiteboard lessons for teachers	Statewide	x		x									Available online from January 2011	210	210

Professionals: Contractors, Engineers, Developers																	
Clemson University	CEPSCI (Certified Erosion Prevention and Sediment Control Inspector) Courses	Richland County	x			x									6 trainings, Columbia	488	Exam
Clemson University	CSPR (Certified Stormwater Plan Reviewer) Course	Statewide	x			x								6/22/11-6/23/11, Columbia Metropolitan Convention Center	13	Exam	
Richland County Planning	Development Symposium: Planning regulations review	Richland County	x											11/18/11, Midlands Tech Northeast	55		
Gills Creek Watershed Association, Sustainable Midlands	Presentation on Little Sugar Creek Greenway and Restoration project (Charlotte, NC)	Richland County	x										Rocky Branch Watershed Alliance	2/9/12, Maxcy Greg Park, Columbia	75		
Richland County Stormwater	Presentation to SCDHEC on Stormwater Management Plan	Richland County	x	x	x	x	x	x						3/27/12, SCDHEC office	80		

Elected and Appointed Officials and High-Level Staff																	
Central Midlands COG	Green Infrastructure Toolkit for land use planning	Midlands	x		x	x	x								10/27/11, Online Distribution	100	
Central Midlands COG	Presentations to Council of Governments Board of Directors on Green Infrastructure and Low Impact Development	Midlands	x		x	x	x							8/25/11, Central Midlands COG office	59	Feedback	
Gills Creek Watershed Association	Presentation to Richland County Council on iPhone Ranger program	Richland County	x	x	x				x					11/15/11, Richland County Admin Building	20		
Gills Creek Watershed Association	Presentation for the City of Columbia Environment and Infrastructure committee	City of Columbia	x	x					x					5/22/12, Columbia City Hall	15		
Gills Creek Watershed Association	Presentation to Columbia City Council District 4 on the GCWA Middle Watershed Plan	City of Columbia	x	x	x				x					4/18/12, Hampton Park, Columbia	26		
Gills Creek Watershed Association	Presentation to Richland County Conservation Commission on water quality and stormwater management	Richland County	x											9/26/11, Richland County Admin Building	10		

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Homeowners & Homeowner Associations																	
Richland County Stormwater	Storm drain marking in neighborhoods	Richland County	x												Wildwood Subdivision	200 drains marked	
Sustainable Midlands	Storm drain marking volunteer program	Richland County	x											City of Columbia	3/29/12, 4/21/12, 5/5/12	19 volunteers	
Carolina Clear	Rain Barrel Workshops	Richland County	x	x	x	x	x	x							10/8/11, Sandhill REC	17	Post-survey
Richland County Sustainability	Central Midlands Lawn Mower Exchange	Midlands	x		x									Lexington County	4/21/12, SC State Museum	110	number of mowers replaced
Carolina Clear	Presentations on the Carolina Yards & Neighborhoods Recognition Program	Richland County	x				x	x	x						4 presentations at HOA's and churches	83	Number of yards recognized
Carolina Clear, GCWA	Backyard Landscaping Mini-series	Richland County	x	x	x	x	x								5/8 & 5/15/12, Bayview Baptist Church	44	
Carolina Clear	Display on Carolina Yards & Neighborhoods at Lake Murray Association Public Meeting	Midlands	x	x	x			x						Lake Murray Association	9/27/11, Light House Marina, Chapin	85	
Carolina Clear	Carolina Yards & Neighborhoods display at Sandhills Farmers Market	Midlands	x	x	x			x							5/8/12, Sandhills REC	20	
Clemson Extension	Carolina Yards & Neighborhoods presentation and booth at SC Master Gardeners Conference	Statewide	x					x							3/16/12, Columbia SC	125	
Gills Creek Watershed Association	Presentations to Homeowner Associations on Gills Creek Watershed	Richland County	x												9/20/11, 3/15/12, Forest Acres and Spring Lake HOA's	70	Feedback
Richland County Stormwater	Presentation and display for Richland County Appearance and Beautification Leadership Conference	Richland County	x	x	x	x	x	x						Carolina Clear	8/13/11, Midlands Tech Northeast Campus	100	
Gills Creek Watershed Association	Presentation for the City and County Neighborhood Councils Joint meeting	Richland County	x	x											9/22/11, County Council Chamber	30	
Richland County Stormwater	Display at Richland County Neighborhood Planning Conference	Richland County	x												10/22/11, RC Archives & History Center	175	

Commercial Citizens																	
Clemson Carolina Clear	"Partners for Healthy Watersheds" Business Recognition Program developed	Richland County	x	x	x	x	x	x	x	x				Richland County	Ongoing from 3/15/12	Not assessed	Number of businesses recognized
Carolina Clear	Presentation for Greater Columbia Landscapers Association Meeting	Richland County	x		x				x					Greater Columbia Landscapers Association	8/8/11, Cato's Power Equipment, Columbia	28	
Richland County Stormwater, Carolina Clear	Display at Green is Good for Business Conference	Midlands	x											Keep the Midlands Beautiful	9/13/11, Columbia Metropolitan Convention Center	300	None
Carolina Clear	Presentation and display at South Carolina Nursery & Landscape Association Fall Field Day	Statewide	x	x	x	x	x							SCNLA	9/28/11, Sandhills REC	100	
Richland County Stormwater	Pesticides, Herbicides, and Fertilizer (PHF) Inspections to bring awareness about proper use of these products and regulate storage of these products.	Richland County			x				x						Ongoing	28	