

ADAPTIVE Stormwater Education Plan

Year 6 (2013-14) - Richland County, Arcadia Lakes and Forest Acres

Living Document (last revised: 6/24/2014)

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	RCSC website	Midlands	x												Online, ongoing	2395 page views	Feedback on pages
Gills Creek Watershed Association	Gills Creek Watershed Association website	Richland County	x												Online, ongoing	5000 views annually	Feedback on pages
All partners	RCSC partner facebook pages	Midlands	x												Online, ongoing	9092 "likes"	Feedback on pages
Richland County Stormwater	Richland County Stormwater Twitter feed	Midlands	x												Ongoing	23 followers	Feedback
Congaree Riverkeeper	Congaree Riverkeeper Twitter feed	Midlands	x												Ongoing	522	Feedback
Carolina Clear	Online banner advertisements promoting Carolina Yards program	Richland County													Sept. - Oct. 2013	100095 views	
Carolina Clear	Television commercial promoting Carolina Yards program	Richland County	x						x						Sept. - Oct. 2013, Time Warner Cable	232705 estimated viewers	
Richland County Stormwater	Interview on Richland Review airing on the Richland County TV Channel	Richland County	x												Recorded 5/9/2014	300,000 potential audience	General Public
Clemson Extension	Water quality information on <i>Making It Grow</i> television program on SC ETV	Midlands	x												Ongoing	16,457 estimated viewers per episode	
Richland County Stormwater	Television PSAs on pet waste, lawn care, litter, and sediment, recorded and aired on YouTube.com	Richland County	x	x	x	x	x	x						Carolina Clear	Summer 2013	298 views	
Richland County Stormwater	Interview on <i>Richland Review</i> YouTube.com program	Midlands	x												Recorded 5/9/2014	79 views	
Richland County Stormwater	Interview on <i>Richland Radio</i> program	Richland County	x												8/9/13, WGCV AM 620	300,000 potential audience	
Gills Creek Watershed Association	Article in <i>The State</i> Newspaper on the GCWA Middle Watershed Master Plan	Richland County	x												7/15/13	Circulation 96737	
Carolina Clear	SC <i>WaterWays</i> fact sheets on HGIC website (eight total)	Statewide	x	x	x	x	x								Online	5415 page views	
Carolina Clear	<i>Watershed Moments</i> e-newsletter	Richland County	x												Monthly, electronic distribution	308	
Richland County Stormwater	Stormwater information featured in <i>Richland Weekly Review</i> e-newsletter for county employees	Richland County	x												ongoing, distributed electronically	3,000	
Gills Creek Watershed Association	Gills Creek Watershed Association e-newsletter	Richland County	x												Monthly, electronic distribution	600	
Congaree Riverkeeper	Congaree Riverkeeper <i>River Watch</i> e-newsletter	Midlands	x												Distributed electronically, monthly	600	
Carolina Clear	Pet Waste Brochures distributed to veterinary offices & pet supply stores	Richland County	x	x					x						Ongoing	560 brochures to 14 businesses	
Richland County Animal Care	Pet Waste Brochures distributed to with pet registration renewals	Richland County	x	x					x					Carolina Clear	Ongoing	500 brochures	
Richland County Stormwater	Brochures, postcards, and coloring books distributed at events	Midlands	x												Ongoing	556	
Carolina Clear	Telephone survey to assess attitudes and behavior change	Midlands	x	x	x	x	x	x	x						Fall 2013	400 responses	Statistical data
Keep the Midlands Beautiful	Adopt-A-Highway Program	Midlands			x				x						Ongoing	2868	103230 lbs collected
Keep the Midlands Beautiful	Adopt-A-Waterway Program	Midlands	x		x				x						Ongoing	145	4780 lbs collected
Keep the Midlands Beautiful	Special KMB cleanup events including Riversweep and Great American Cleanup	Midlands	x		x				x						Ongoing	631	9670 lbs collected
GCWA, RBWA, Congaree Riverkeeper	Watershed cleanup events	Midlands	x		x				x						Five events	47 volunteers	1000 lbs collected
Gills Creek Watershed Association	Public presentations on the Gills Creek Watershed	Richland County	x	x	x	x	x	x							3 presentations	85	Post-Survey
Rocky Branch Watershed Alliance	Public presentations on the Rocky Branch Watershed	Richland County	x												Ongoing		Post-Survey
Congaree Riverkeeper	Public Presentations on the Congaree Riverkeeper Organization	Midlands	x												4 presentations	110	
Gills Creek Watershed Association	Gills Creek Watershed Association annual meeting	Richland County	x												11/14/13, St. Martins-in-the-Fields Church	35	Feedback

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<b>General Public</b>																	
Gills Creek Watershed Association	GCWA display booth at Mast General Store and Whole Foods	Richland County	x												5 dates, Jan. and March 2014	2400	
Gills Creek Watershed Association	GCWA window display at Mast General Store	Richland County	x												March, 2014, Mast General Store	1000	
GCWA, Smith Branch WA, Rocky Branch WA	Wine for Water fundraiser benefitting Gills Creek, Rocky Branch and Smith Branch	Richland County	x												4/22/14, Senate's End, Columbia	225	Pre- and Post-surveys
Gills Creek Watershed Association	GCWA Middle Watershed Plan open house	Richland County	x		x	x									6/22/13-6/23/13, Whole Foods	16	Feedback
Richland County Stormwater, GCWA	Owens Field Park improvement project public meeting	Richland County	x		x	x									5/28/14, Richland Co. Admin. Bldg	20	Feedback
Carolina Clear	Macroinvertebrate training for Midlands Master Naturalists	Richland County	x	x	x	x	x	x							5/3/14, Heathwood Hall School	14	
Richland County Stormwater	Stormwater presentation for Richland 101 class	Richland County	x										Conservation District, RC Planning and Sustainability		3/20/14, Sonoco Recycling	30	
Congaree Riverkeeper	Display at Rollin on the River event	Richland County	x												6/10/13, Saluda Shoals Park	100	
Richland Co., City of Columbia, Lexington Co., Carolina Clear	Summer Celebration of Water family festival	Midlands	x	x	x	x	x	x					Many		8/24/13, Riverfront Park	800	Post-survey
Carolina Clear	Display at Carolina Children's Garden fountain dedication	Richland County	x										Master Gardeners		9/13/13, Sandhill REC	38	
Carolina Clear, GCWA	Display at Rooftop Rhythms festival	Forest Acres	x		x		x						Forest Acres		9/19/13, 10/24/13, 4/24/14, Richland Mall	2,500	
Rocky Branch Watershed Alliance	Rocky Branch Bash and Rubber Duck Race	Richland County	x		x		x						Many		10/20/13, Martin Luther King Jr. Park	100	
Richland County	Display at Blythefest	Richland County	x												10/26/13, Blythewood	160	
Congaree Riverkeeper	River Rocks festival	Midlands	x												4/12/14, Riverfront Park	1500	
Richland County, GCWA, Carolina Clear, Conservation District	Displays at Sparkleberry Country Fair	Richland County	x	x	x	x	x	x					Master Gardeners		4/26/14, Sandhills REC	20000	
GCWA, Carolina Clear, Conservation District	Display at Forest Lake Presbyterian Church Earth Sunday	Richland County	x	x	x	x	x	x							4/27/14, FLPC	30	
GCWA, Carolina Clear	Display at Big Nosh Festival	Forest Acres	x		x		x								5/4/14, Tree of Life Synagogue	200	
Richland County Stormwater	Display for National Public Works Week	Richland County	x												5/6/14, Richland Co. Admin. Bldg.	150	
Richland County Stormwater	Display for Environment Day at Edventure Museum	Midlands	x												5/24/14, Edventure Museum	69	
Richland County Solid Waste	Richland Recycles Day	Richland County	x		x			x							5/16/14, State Fair Grounds	990 cars	140,700 lbs collected
Richland County Solid Waste	Electronics recycling and special collection days	Richland County	x		x			x							3 events	341 cars	
Keep the Midlands Beautiful	Electronics recycling events	Richland County	x		x			x							Multiple events, countywide	40 volunteers	100,701 lbs collected

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<b>Youth / K-12 / Teachers</b>																
Carolina Clear, RC Stormwater, Conservation District	Stormwater Presentation at schools in Richland County	Richland County	x	x	x	x	x	x	x	x			Gills Creek Watershed Association	26 visits to 19 schools	2603	Quiz
Conservation District, Carolina Clear	Watershed presentations for after school programs	Richland County	x	x	x	x	x	x	x					11/6/13, 11/20/13, Joseph Keels ES	35	
Carolina Clear	Watershed presentations for summer programs	Richland County	x	x	x	x	x	x	x				RC Recreation Commission	July 2013, 2 visits	93	
Congaree Riverkeeper, GCWA	Presentations for higher education students	Richland County	x											6 presentations, USC Campus	124	Feedback
GCWA	GCWA display at USC Green Career Fair	Richland County	x											3/21/14, USC campus	300	
Conservation District	Rain barrel workshop for teachers	Midlands	x										Carolina Clear	7/30/13, Taylor ES	32	7 barrels made
Conservation District	Environmental workshops for teachers	Midlands	x										Carolina Clear, USC	6 workshops	98	
Conservation District	Green Steps Schools rain barrel projects	Richland County	x										Carolina Clear	2 schools in Richland County	40	
Conservation District	Rain barrels installed at two schools following teacher workshop	Richland County	x										Carolina Clear	2 schools in Richland County	100	
Carolina Clear	Kayak trip for Nature Navigators club	Richland County	x											5/17/14, Lake Wateree	24	
Carolina Clear	Macroinvertebrate activity for Nature Navigators club	Richland County	x		x	x	x							4/9/14, Sandhills REC	20	
Carolina Clear	4-H2O Exploring Lake Murray and Exploring the Congaree Watershed water quality day camps	Midlands	x	x	x	x	x	x	x				4-H Program	June 24-28 and July 8-12 2013	34	Post-survey
Carolina Clear	Envirothon training for Lower Richland High School students	Richland County	x	x	x	x	x	x						3/20/14, Lower Richland HS	12	
Many	SC Envirothon competition	Statewide	x	x	x	x	x	x						5/2/14, Sandhills REC	100	
Richland County Solid Waste	Richland Recycles Day kids event	Richland County	x		x				x				Many	5/16/14, State fairgrounds	300	
Richland County Stormwater	Public Works Week kids day	Richland County	x	x		x	x						RC Public Works Divisions, Carolina Clear	5/20/14, RC Public Works	117	
<b>Professionals: Contractors, Engineers, Developers</b>																
Clemson University	CEPSCI (Certified Erosion Prevention and Sediment Control Inspector) courses	Richland County	x					x						8 trainings, Columbia	658	Exam
Clemson University	CSPR (Certified Stormwater Plan Reviewer) courses	Richland County	x					x						5/13/14, Columbia	24	Exam
Gills Creek Watershed Association	Library presentation on best management practices.	Richland County	x					x						9/16/13, Richland County Public Library	15	
URS, City of Florence	"LID, Planning and Regulatory Requirements" presentation at the South Carolina Chapter of the American Planning Association Conference	Statewide	x										SCAPA	7/17/13, Florence	120	
Clemson Extension	Presentation and exhibit at the American Public Works Association SC Chapter summer conference	Statewide	x	x				x	x					8/6/13, Myrtle Beach	65	Feedback
Richland County Stormwater	Spill Prevention Control and Countermeasures / Stormwater Pollution Prevention Plan training workshop for county employees	Richland County	x		x									5/1/14, Richland County Public Works	30	
<b>Elected and Appointed Officials and High-Level Staff</b>																
Richland County Stormwater	Presentation for Richland County Council on stormwater issues related to lawn waste	Midlands	x					x	x					11/5/13, Richland County Admin. Bldg.	35	Post-Survey
Clemson Extension	Booth at SC Association of Counties annual meeting	Statewide	x	x										8/4/13-8/5/13, Hilton Head	300	Feedback
Richland County Stormwater	Presentation to Arcadia Lakes Town Council on pet waste program	Richland County	x	x				x					Arcadia Lakes	2/6/14, Arcadia Lakes Council Chambers	20	

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<b>Homeowners &amp; Homeowner Associations</b>																	
Carolina Clear	Rain barrel workshop	Richland County	x	x	x	x	x	x						Richland County	10/3/13, Sandhills REC	17 participants, 15 barrels made	Post-survey
Carolina Clear	Carolina Yards recognition program	Richland County	x		x	x	x	x					Master Gardeners	Ongoing	8 yards certified		
Carolina Clear	Presentations on the Carolina Yards program	Richland County	x				x	x	x					2 presentations	31	Number of yards recognized	
Carolina Clear	Carolina Yards Backyard Landscaping presentation series	Richland County	x		x	x	x	x					Conservation District, Fuss & O'Neill	March 2014, Richland Library Cooper	47	Post-survey	
Conservation District	Soil health and erosion presentation for Blythewood Garden Club	Richland County	x				x	x						4/17/14, Blythewood	15		
Gills Creek Watershed Association	GCWA presentation to Heathwood Park Neighborhood Association	Richland County	x											8/6/13, Heathwood Park	45	Feedback	
Richland County Stormwater	Stormwater presentation for Mt. Moriah Baptist Church seniors group	Richland County	x		x									5/12/14, Mt. Moriah Baptist Church	25		
Richland County, City of Columbia, Carolina Clear, KMB	Rain barrel and compost bin truck sale	Richland County	x										Conservation District	3/22/14, Gamecock Bi-Lo, Columbia	200	145 Barrels/110 bins sold	

<b>Commercial Citizens</b>																	
Carolina Clear	"Partners for Healthy Watersheds" business recognition program	Richland County	x	x	x	x	x	x	x				Richland County Stormwater	Ongoing	3 businesses participating		
Carolina Clear	Carolina Yards booth at South Carolina Horticulture Industry Trade Show	Statewide	x		x		x							2/6/14-2/7/14, Myrtle Beach	1404		
Conservation District	Pasture management workshop	Midlands	x	x	x	x	x							4/9/14	75		
Richland County Stormwater, Carolina Clear	Partners for Healthy Watersheds display at Green is Good for Business Conference	Midlands	x										Keep the Midlands Beautiful	9/10/13, Cola. Metropolitan Convention Center	375	None	
Sonoco	Green Congregation drop-in event	Midlands	x		x	x	x	x					Carolina Clear, Richland County, Conservation District, GCWA	1/30/14, McGregor Presbyterian Church	50		
Richland County Stormwater	Outreach as part of pesticide, herbicide, and fertilizer (PHF) inspections	Richland County	x		x		x							Ongoing	35 inspections	Post-survey	
Conservation District	No-till vegetable production field demo	Richland County	x				x	x						9/27/13, City Roots Farm	50		
Richland County Stormwater	Pesticide/herbicide/fertilizer training	Richland County	x		x		x						Carolina Clear	3/11/14, Midlands Tech Northeast	20		
Conservation District	Feral hog management workshop	Midlands	x	x			x						Calhoun, Orangeburg, Bamberg SWCD	11/17/13, St. Matthews, SC	90		
Carolina Clear	Pollution prevention presentation for Vista Nights Rotary Club	Richland County	x											1/21/14, Cola. Metropolitan Convention Center	16		
Gills Creek Watershed Association	GCWA presentation for Forest Acres Rotary Club	Richland County	x											11/20/13, Forest Acres	25	Feedback	