



Annual Report of Activities

YEAR 4 / JUNE 2011 - MAY 2012

SEPTEMBER 2012



Executive Summary

It is hard to believe that the Richland Countywide Stormwater Consortium is in its fourth year of programming. Programs such as the Summer Celebration of Water festival and 4-H₂O youth day camps have proved to be new and exciting opportunities to engage the public. These events are now reliably offered to the public, which creates groups that will have expectations and awareness of this consortium with an anticipation of continued free or low cost learning opportunities. Managing a certain amount of expected events while diversifying into new and impromptu outreach is a sign of growth and maturity of this consortium. With these core programs in place we were able to focus more on mass media, social media and targeting specific watersheds.

In 2012, RCSC completed a three-year strategic plan, in order to more effectively prioritize education efforts over a multiple year period. The consortium looked at Richland County's water quality monitoring data from recent years, polled its education partners for their highest priority pollutants, audiences and issues, and evaluated the strengths and weaknesses of current initiatives. This multi-year strategic plan communicates with partners and those new to the consortium our direction and purpose, and can also serve as a means to demonstrate community-wide commitment to water resource protection.

Year 4 included several changes in leadership in the region. Two key education partners, Keep the Midlands Beautiful and Congaree Riverkeeper, both hired new executive directors. While we were sorry to lose Heidi Johnson and Stewart Greeter, Jacqueline Buck and Bill Stangler brought new energy and ideas to their organizations. The year concluded with a major change to Richland County's Stormwater Division, as well. The consortium had to say goodbye to Srinivas Valavala after his many years of excellent work. The new Stormwater Manager for Richland County, appointed in May 2012, is Quinton Epps, who previously served as the Floodplain Manager.

As we prepare for Activity Year 5, we are encouraged by the positive changes made this year. With new leadership and a structured plan to guide our efforts, we look to the new year with confidence as we work to protect clean water for future generations.



Quinton Epps
Richland County
Stormwater Manager

This year has been a great year for the Richland County Stormwater Consortium! We reached out to residents through television, Facebook, festivals, websites, presentations, workshops, community clean-ups and numerous other sources. We are getting the word out to thousands of county residents about stormwater and its relation to water and life quality. I believe that as our residents better understand stormwater as a resource and amenity, the more effective our efforts will become in our quest to improve our management and use of stormwater. Although our programs will feel the departure of some of our leaders, I am excited about how we can build upon the sturdy foundation created by their work.



2012 Highlights

- Carolina Clear aired its second major television public service announcement, reminding the public that “We All Live Downstream” and listing behaviors that protect water quality.
- Impacts from social media nearly doubled from the previous year as our education partners greatly expanded their Facebook campaigns.
- Citizens formed a new organization, the Rocky Branch Watershed Alliance, to raise awareness and work to protect and restore a degraded urban stream.
- The second annual Summer Celebration of Water family festival brought nearly **1200** people together to kayak, slide, splash, and learn why our rivers and lakes matter to the Midlands.
- 40 students studied water quality at 4-H₂O summer day camps, swimming, hiking, canoeing, and exploring Lake Murray and the rivers, streams, and wetlands of Richland and Lexington Counties.
- Carolina Yards and Neighborhoods workshops, presentations, and displays taught homeowners and lawn care professionals how to make their lawn better for the environment while saving money. Lessons learned included watering efficiently, reducing fertilizer and pesticide use, and selecting appropriate plants for South Carolina landscapes.

OUTREACH ACTIVITIES WITH TOTAL NUMBER REACHED (*estimated*)

Television and video: 485,340 reached

Radio: 300,000 reached

Publications, newsletters, and articles:
182,254 reached

Websites and social media: 6,236 reached

Brochures and Outreach Materials: 6,914
reached

Festivals and Events: 12896 reached

Exhibits, displays and posters: 35,270 reached

Presentations: 2,674 reached

Council and Committee meetings: 100 reached

Workshops: 1886 reached

Community Cleanups: 2972 reached

Public Involvement (other): 59 reached



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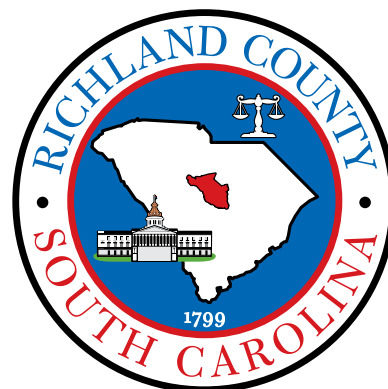


Community Partners

The Richland Countywide Stormwater Consortium includes Richland County, the City of Forest Acres, and the Town of Arcadia Lakes. All three municipalities hold MS4 (Municipal Separate Storm Sewer System) permits from the South Carolina Department of Health and Environmental Control (SCDHEC). They are committed to a regional effort to provide stormwater education and public outreach and opportunities for public involvement and participation in stormwater pollution prevention. By working regionally, the county, city, and town are able to accomplish far more than they would independently.

Headline here

Municipality & Position	Representative
RICHLAND COUNTY	
Interim County Administrator	W. Anthony McDonald
Stormwater Manager	Quinton Epps
Stormwater Education	Herman K. Anthony
Environmental Planning	James "Buddy" Atkins
Sustainability	Anna Lange
Public Information	Stephany Snowden
CITY OF FOREST ACRES	
Administrator	Mark Williams
Assistant Administrator	Jake Broom
TOWN OF ARCADIA LAKES	
Mayor	Richard Thomas
Town Clerk	Christine Murphy



The Richland Countywide Stormwater Consortium's education partners include government agencies, non-profit and community organizations, and businesses who share the consortium's mission of providing education to the public on stormwater issues throughout the county. In Year 4, the education partners formed the backbone of education efforts, leading education initiatives relating to their specific areas and collaborating on larger projects. Their unique skills enhance the variety of programs the consortium is able to offer.



**Richland Soil and Water
Conservation District**



CLEMSON
MASTER GARDENER





Mission and Goals

MISSION STATEMENT

Support the restoration and protection of healthy waterways in Richland County through outreach, stormwater education, public involvement, and partnerships with local governments, citizens, businesses, schools, and organizations.

1. Maximize stormwater education efforts by using a regional/ watershed approach. Develop and implement education strategies addressing the range of stormwater pollutants using a prioritized approach that capitalizes on local training resources.
2. Involve citizens in stormwater management and change behaviors to improve environmental protection and awareness.
3. Facilitate collaboration among local organizations interested in watershed-related education to best meet the needs of local communities.
4. Through partnerships with MS4s, leverage local education resources and organized outreach programs to meet NPDES permit requirements for public stormwater education and outreach to achieve greater water resource protection.
5. Participate in collaborative stormwater education that can be universally presented and applied.



Any river is really the summation of the whole valley. To think of it as nothing but water is to ignore the greater part.

*- Hal Borland,
This Hill, This Valley*



Mass Media & Outreach Materials

Mass Media

TELEVISION/VIDEO

LEAD PROVIDER	SUPPORTING PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Carolina Clear		"Downstream" stormwater awareness commercial on Time Warner Cable	Aug. 2011, May 2012	185,000 potential audience	General Public
Richland County Stormwater	Carolina Clear	Public Access TV Slides	Winter 2012	300,000 potential audience	General Public
Gills Creek Watershed Association	Cary Lake HOA	Cary Lake Restoration Video Project	Online, starting 6/20/11	340 views	General Public
Environmental Protection Agency		EPA Watershed News featured Carolina Clear's regional stormwater partnerships and mass media campaign.	2/8/12	16,450	General Public



TELEVISION: In August 2011, Carolina Clear aired its second statewide television campaign on Time Warner Cable. The public service announcement emphasizes how pollution-preventing behaviors allow everyone to enjoy water activities, both for recreation and livelihood. Keith Anthony with Richland County Stormwater starred in the commercial as a kayaker on the Saluda River. Carolina Clear's campaign was featured in the EPA's Watershed News. The PSA was aired again during May 2012 and is available for viewing on YouTube.

In June 2011, the Gills Creek Watershed Association also released an educational video documenting the Cary Lake Restoration Project. As part of Richland County's Gills creek Watershed Management Plan, the county drained and dredged Cary Lake during winter 2011, to remove sediment which had built up over time from runoff from upstream construction projects. The video can be viewed on GCWA YouTube channel, www.youtube.com/user/gillscreekwatershed.

RADIO

LEAD PROVIDER	SUPPORTING PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Richland County Stormwater	Carolina Clear	Interview on Richland Radio Program	5/18/12, WGCV AM 620	300,000 potential audience	General Public

Mass Media & Outreach Materials

Internet

LEAD PROVIDER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Carolina Clear	Richland Countywide Stormwater Consortium Website	Online, ongoing	1,830 page views	General Public
Many (see table below)	Consortium partners Facebook pages	Online, ongoing	4,406 "fans," total	General Public

FACEBOOK PAGES	NUMBER OF "LIKES"
Congaree Riverkeeper	1389
Keep the Midlands Beautiful	1119
Sustainable Carolina (USC Green Quad)	469
Sustainable Midlands	452
Rocky Branch Watershed Alliance	319
Carolina Children's Garden and Conservation Station	267
Gills Creek Watershed Association	219
Richland Countywide Stormwater Consortium	71
Richland County Soil and Water Conservation District	44
Richland County Conservation Commission	40
Richland County Stormwater Services	18

WEBSITE: Nearly all Richland Countywide Stormwater Consortium partners maintain websites and Facebook to share information widely over the internet. Facebook is becoming an increasingly popular way for people to share information and express their interests, and our partners are taking advantage of this trend to reach an ever-widening audience. Facebook allows organizations to build a dynamic community network for promoting programs, sharing news, and facilitating discussion of current issues. Four new Facebook pages were added over the past year, and the total number of page "likes" nearly doubled. Of course, standard websites still remain the best way to house large amounts of permanent information, and will never be completely replaced by social media. A list of our education partner websites can be found in Appendix C.





Mass Media & Outreach Materials

Publications

NEWSPAPER ARTICLES

LEAD PROVIDER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Extension	Two Articles in <i>The State</i> Newspaper	8/30/11, 2/16/12	Circulation 77,102 each article	General Public



Newspaper articles and newsletters were used to provide audiences with more detailed information than could be conveyed by television or radio. One example is the "Flood Happens" newsletter, which is mailed annually to all Richland County properties within the floodplain.

NEWSLETTERS

LEAD PROVIDER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Richland County Stormwater	Stormwater information featured in Richland Weekly Review Employee Newsletter for County employees	Monthly	1,600	General Public
Richland County Planning	Flood Happens newsletter on flood preparedness	April 2012	9,000	General Public
Gills Creek Watershed Association	Gills Creek Watershed Association Newsletter	Monthly	500	General Public
Congaree Riverkeeper	Congaree Riverkeeper "River Watch" Newsletter	Monthly	500	General Public

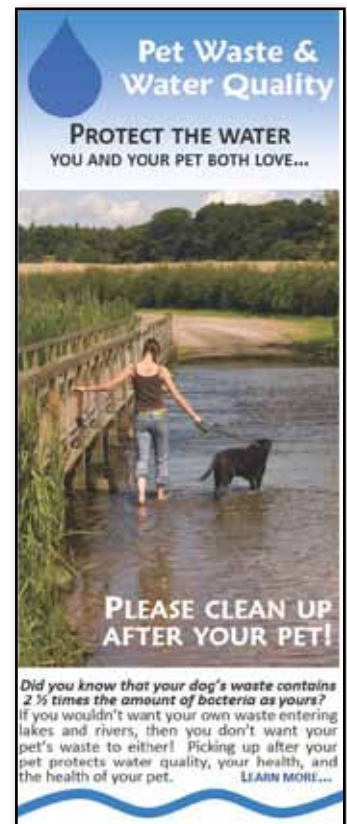
Mass Media & Outreach Materials

Brochures, Booklets, Manuals

LEAD PROVIDER	SUPPORTING PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Carolina Clear		Pet Waste Brochures distributed to veterinary offices & pet supply stores	Ongoing	26 businesses, 650 brochures	General Public
Richland County Animal Care		Pet Waste Brochures distributed to with pet registration renewals	Ongoing	1500	General Public
Carolina Clear	Carolina Clear	Pet Waste Brochures distributed by animal shelters	Ongoing	300 brochures	General Public
Congaree Riverkeeper	Columbia Garden Council	Stormwater flyers distributed through the Columbia Garden Council	April, 2012	100	General Public
Richland County Stormwater		Miscellaneous brochures on storm-water topics distributed	Ongoing	3800 brochures	General Public

Over the last two years, Richland County has targeted pet waste as an important source of fecal bacteria in streams. The primary outreach method for addressing this pollutant in a brochure distributed to pet owners. This year in addition to distributing the brochures at veterinary offices and with pet registrations, the brochures were also distributed at animal shelters and pet supply stores.

A wide variety of other brochures were distributed at events, workshops, and other opportunities, and covered a wide range of topics. In Spring of 2012, Carolina Clear added two new topics to its stormwater postcard series: managing fats, oils and grease, and pressure washing.



Rocky Branch Watershed

LEAD PROVIDER	SUPPORTING PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Rocky Branch Watershed Alliance	Sustainable Midlands, City of Columbia	Rocky Branch Public Meetings for gathering input and stakeholder building	12/19/11, 1/9/12	290	General Public
Rocky Branch Watershed Alliance	Sustainable Midlands	Public presentations on the Rocky Branch Watershed	4/27/12, 5/21/12	65	General Public



The Rocky Branch Watershed is an urban watershed flowing through the City of Columbia, and includes Five Points, Maxcy Greg Park, and

University of South Carolina campus, and the Olympia neighborhood. For some portions of its journey Rocky Branch is carried underground in storm drain pipes. The Rocky Branch Watershed Alliance was formed by Sustainable Midlands in December of 2011 to unite citizens in improving water quality, reducing flooding, and restoring the beauty of this urban stream. Heavy flooding in Five Points and Olympia is a key issue driving

citizen involvement, as is proper land use and development in a way that protects the floodway. The Rocky Branch Watershed Alliance has held public meetings, met with local leaders, organized cleanups, and formed an education committee to better reach out to decision makers and the public.



LET'S FIX IT NOW!
Rocky Branch Watershed

Congaree River

LEAD PROVIDER	SUPPORTING PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Congaree Riverkeeper	Many	River Rocks Festival	4/14/12	700	General Public
Congaree Riverkeeper		"Stand for Your Rivers" Photoshoot	8/20/11	50	General Public



Congaree Riverkeeper works to protect and improve water quality, wildlife habitat, and recreation on the Congaree, Lower Saluda and Lower Broad Rivers through advocacy, education and enforcement of environmental laws. These rivers are vital to the Midlands, bringing in fishing, boating and outdoor enthusiasts and building tourism. The Riverkeeper uses social media, festivals and other events to engage the public and build a dialog about the importance of protecting our natural resources. They work closely with the on-the-water recreation community to give them a voice and help them interface with local leaders about current issues important to water quality in the rivers. They also organized several cleanups throughout the year, and are frequently in the local media for their advocacy efforts.



Above: Participants enjoy live music, paddle sports, and educational activities at the River Rocks Festival.

Right: Citizens show their support for clean water at the Stand for Your Rivers Photo Shoot.

Photo credits: Congaree Riverkeeper



Gills Creek Watershed

LEAD PROVIDER	SUPPORTING PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Gills Creek Watershed Association		Public presentations on the Gills Creek Watershed	2/3/12, 4/5/12	30	General Public
Gills Creek Watershed Association		Gills Creek Watershed Association Annual Meeting and fundraiser	10/20/11	100	General Public
Gills Creek Watershed Association	Carolina Clear	Food Truck Rodeo Fundraiser building community support of the Gills Creek Watershed Association	1/14/12	1,100	General Public
Gills Creek Watershed Association	Lake Katharine HOA	Urban Paddle & Picnic fundraiser for Gills Creek Watershed Association	6/12/11, 4/25/12	70	General Public
Gills Creek Watershed Association		Presentations to Homeowner Associations on Gills Creek Watershed	9/20/11, 3/15/12	70	Home-owners
Gills Creek Watershed Association		Presentation for the City and County Neighborhood Councils Joint meeting	9/22/11	30	Home-owners



The Gills Creek Watershed Association is a non-profit membership organization dedicated to protecting and improving one of the largest impaired urban watersheds in South Carolina. The Gills Creek Watershed Association facilitates coordination between local governments, provides technical advice, and gives citizens a voice for protecting water quality in the watershed. The past year was very busy for GCWA. They gave numerous presentations for the general public, homeowner associations and local officials, displayed information at festivals and events, hosted several litter cleanups, and held four fundraisers for various projects. GCWA also developed the Gills Creek Middle Watershed Plan, a conceptual framework for improving an area of the watershed between Lake Katharine dam and Shop Road. The planning includes best management practices to control storm water run-off, flooding and litter, and improve water quality, as well as walking trails and boardwalks, access for canoeing and kayaking, and nature viewing opportunities.



Fairs, Festivals and Events

LEAD PROVIDER	SUPPORTING PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Richland County, City of Columbia, Lexington County Carolina Clear	Many	Summer Celebration of Water Family Festival	8/6/11	1,200	General Public



The second annual Summer Celebration of Water was held on August 6 at Riverfront Park in Columbia. This free family event featured tubing and kayaking on the Columbia Canal, macroinvertebrate hunts in the Broad River, displays from local non-profits and green businesses, casting lessons, inflatable amusements, watershed information, kid's activities, and more. The event promotes appreciation and stewardship of local rivers lakes and streams, and teaches the public how to protect the water. Summer Celebration

of Water is a partnership effort between Richland County, City of Columbia, and Lexington County. Nearly all of the RCSC education partners were involved in the festival as exhibitors or volunteers. With an estimated attendance of 1200 people, the festival is an excellent example of how much can be accomplished by combining resources and working together towards clean water for future generations.





Public Education

Fairs, Festivals and Events

LEAD PROVIDER	SUPPORTING PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Richland County Stormwater		Display at Richland County Council Drop-In Event	6/15/11	80	General Public
Conservation District	Carolina Clear	Display at Sandhill Farmers Market	6/28/11, 5/8/12	50	General Public
Richland County Stormwater		Display at Richland County Neighborhood Planning Conference	10/22/11	175	Home-owners
Keep the Midlands Beautiful	Carolina Clear	Keep the Midlands Beautiful Meet and Greet	1/26/12	30	General Public
American Rivers, RC Conservation Commission		Congaree River Blue Trail Paddle	3/24/12	50	General Public
Forest Acres, GCWA	Forest Acres	Display at Rooftop Rhythms Festival	4/19/12	3,000	General Public

Attending fairs and festivals is a great way to reach out to the public, but can sometimes be a challenge! In April, so many festivals and volunteer events are held around Earth Day, there were several dates when multiple events were going on simultaneously. For example, on Sunday April 22, RCSC partners were at the Big Nosh Festival in Arcadia Lakes, Earth Sunday at Forest Lake Presbyterian Church, and hosting a cleanup on Little Jackson Creek all at the same time! Fortunately, our education partners took the initiative and planned ahead to speak for water quality at all of these great events.



Gills Creek Watershed display at the Big Nosh festival in Forest Acres



Richland County Stormwater services display for National Public Works Week



Kids learn about pollution in a neighborhood with the Enviroscope watershed model.



Public Education

Fairs, Festivals and Events

LEAD PROVIDER	SUPPORTING PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Gills Creek Watershed Association		Display at Army National Guard Earth Week event	4/20/12	30	General Public
Congaree Riverkeeper	Riverbanks Zoo	Display at Party for the Planet	4/21/12	100	General Public
Gills Creek Watershed Association		Earth Sunday at Forest Lake Presbyterian Church	4/22/12	200	General Public
Carolina Clear		Display at Big Nosh Jewish Cultural Festival	4/22/12	1,000	General Public
Rocky Branch Watershed Alliance	Sustainable Midlands	Display at Olympiafest	4/28/12	30	General Public
Richland County Stormwater	Master Gardeners, GCWA	Displays at Sparkleberry Country Fair	4/28/12	20,000	General Public
Richland County Stormwater		Proclamation and display for National Public Works Week	5/15/12	115	General Public
Richland County Stormwater		Display at Blythefest	5/18/12-5/19/12	8,000	General Public
Arcadia Lakes, GCWA		Display and rain garden information at Arcadia Lakes Picnic	5/20/12	150	General Public



Recycling information at Richland County's celebration of National Public Works Week



Rain Garden at the Tree of Life Synagogue, featured at the Arcadia Lakes Town Picnic



Stormwater services information at Blythefest in Blythewood

Youth Activities

YOUTH FESTIVALS AND EVENTS

LEAD PROVIDER	SUPPORTING PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Richland County Stormwater	Roads & Drainage	Display at Touch-a-Truck Event	10/17/11	150	Youth
Richland County Stormwater	Carolina Clear	Display at Richland 101 for Kids Day	7/28/11	1,800	Youth
Richland County Stormwater	Department of Public Works Divisions	Display at National Public Works Week Kids Day	5/22/12	175	Youth



Envirosearch watershed demonstration at Richland 101 for Kids



Students investigate macroinvertebrates at the Conservation Station



Stormwater Q & A at the Touch-a-Truck Festival



Boy Scouts organize a cleanup with help from Gills Creek Watershed Association

A wide variety of activities were offered for youth, including quiz games at festivals, macroinvertebrate studies for field trip groups, and school-wide rain barrel projects. All activities were designed to be hands-on and build appreciation of resources, as well as challenge the students academically.

YOUTH ACTIVITIES FOR K-8 SCHOOLS

Carolina Clear		Envirosearch Presentation at Richland County Schools	Winter 2012	368	Youth
Conservation District	Carolina Clear	Green Steps Schools Rain Barrel projects	Ongoing	1,274	Youth
Conservation Station	Carolina Clear	Conservation Station programs on macroinvertebrates and water quality	7 programs	252	Youth
Richland County Stormwater	Summit Middle School	Stormwater Management Presentation at Career Day	11/9/11	700	Youth



Public Education

Youth Activities

ACTIVITIES FOR HIGH SCHOOLS

LEAD PROVIDER	SUPPORTING PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Conservation District		SC Envirothon competition: training for Richland County teams	4 presentations, Spring 2012	17	Youth
Conservation District		SC Envirothon competition (special topic category: stormwater runoff)	5/4/12	150	Youth

The South Carolina Envirothon is a state-level competition for high school students, held annually in Columbia. This event tests their knowledge of environmental topics, but also requires them to demonstrate their ingenuity and presentation skills with an oral presentation challenge based on the year's special topic category. In 2012, the special topic was non-point source pollution and low impact development (LID). Students had to design a stormwater management plan and give a presentation on the plan and how they would implement it. In preparation, the Richland County Soil and Water Conservation District mentored three teams gave four training presentations on LID and stormwater management techniques, to control runoff volume and pollution.

To engage higher education students, Gills Creek Watershed Association gave presentations for Political Science and Public Health classes at the University of South Carolina. Despite the big differences between these two major programs of study, clean water is an important issue for students in both field. In addition, GCWA and Sustainable midlands both had activities for students as part of USC's Earth Week celebration.

ACTIVITIES FOR HIGHER EDUCATION STUDENTS

Gills Creek Watershed Association	USC	Presentation on Gills Creek Watershed for USC Political Science and Public Health Classes	9/12/11, 10/17/11	27	Youth
Gills Creek Watershed Association	USC	Display at Earthstock Festival for USC students	4/13/12	10	Youth
Sustainable Midlands	USC	Environmental Trivia for USC students	4/13/12	40	Youth

RESOURCES FOR TEACHERS

Carolina Clear		Stormwater and Watershed Interactive Whiteboard lessons for teachers	Available online from January 2011	210	Teachers & Youth
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Public Education



Youth Activities

4-H2O SUMMER PROGRAMS

LEAD PROVIDER	SUPPORTING PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Carolina Clear	4-H Program	4-H2O Pontoon Classroom, on Lake Murray	6/13/11-6/17/11	20	Youth
Carolina Clear	4-H Program	4-H2O Environmental Classroom, at Harbison State Forest	6/27/11-7/1/11	19	Youth



4-H2O summer programs are unique opportunities for youth ages 11-14 to learn about water quality through hands on experience and fun. At Pontoon Classroom at Lake Murray, students explored the lake on pontoon boats from the Lake Murray Association, swam every day, toured a the Coast Guard Auxiliary station and water treatment plant, caught fish with a seine net, and conducted their own chemical and biological water quality tests. At Environmental Classroom, based out of Harbison State Forest, students canoed at Congaree

National Park, caught critters in a stream at Gibson Pond Park, toured a fish hatchery and SCE&G's water quality lab, hiked, identified trees, and dissected fish. These camps would not be possible without partnerships with local businesses, parks, community organizations and state agencies who donated their time and resources to teach these kids the importance of clean water. Thank you!



Elected and Appointed Officials

LEAD PROVIDER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Central Midlands COG	Green Infrastructure Toolkit for land use planning	10/27/11	100	Elected and Appointed Officials
Central Midlands COG	Presentations to Council of Governments Board of Directors on Green Infrastructure and Low Impact Development	8/25/11	59	Elected and Appointed Officials
Gills Creek Watershed Association	Presentation to Richland County Conservation Commission on water quality and stormwater management	9/26/11	10	Elected and Appointed Officials
Gills Creek Watershed Association	Presentation to Richland County Council on iPhone Ranger program	11/15/11	20	Elected and Appointed Officials
Gills Creek Watershed Association	Presentation to Columbia City Council District 4 on the GCWA Middle Watershed Plan	4/18/12	26	Elected and Appointed Officials
Gills Creek Watershed Association	Presentation for the City of Columbia Environment and Infrastructure committee	5/22/12	15	Elected and Appointed Officials

In 2011 the Central Midlands Council of Governments Environmental Planning Committee created a Green Infrastructure (GI)/Low Impact Development (LID) Toolkit for land use planning. This document provides a primer on planning for water quality improvement, an introduction to various green infrastructure and low impact development programs, policies and site specific techniques, case studies, and concept plans. In August, the COG gave a presentation on the toolkit to its board of directors, comprised of council members from Richland, Fairfield, Lexington, and Newberry counties and other local elected officials. The board adopted the document in October.

The Gills Creek Watershed Association also made several presentations to local leaders about its water quality projects, including the iRanger program and the Gills Creek Middle Watershed Plan.



Lower Saluda Watershed Green Infrastructure Concept Plan, from the CMCOG Green Infrastructure Toolkit



Public Education

Professionals: Contractors, Engineers, Developers

PRESENTATIONS

LEAD PROVIDER	SUPPORTING PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Richland County Planning		Development Symposium: Planning regulations review	11/18/11	55	Professionals
Gills Creek Watershed Association, Sustainable Midlands	Rocky Branch Watershed Alliance	Presentation on Little Sugar Creek Greenway and Restoration project (Charlotte, NC)	2/9/12	75	Professionals
Richland County Stormwater		Presentation to SCDHEC on Stormwater Management Plan	3/27/12	80	Professionals

In February, Gills Creek Watershed Association and Sustainable Midlands hosted a presentation by the project manager for the Little Sugar Creek project, a stream restoration effort in Charlotte, N.C. The project included repairing 5,940 linear feet of the creek bed and banks, reclaiming the natural floodplains, restoring the stream buffer, and creating 6,330 linear feet of multi-use trail along the creek. The presentation was attended by environmental engineers, stormwater staff, and local decision makers.



TRAININGS AND CERTIFICATIONS

Clemson University		CEPSCI (Certified Erosion Prevention and Sediment Control Inspector) Courses	6 trainings	488	Professionals
Clemson University		CSPR (Certified Stormwater Plan Reviewer) Course	6/22/11-6/23/11	13	Professionals

DATE	NUMBER ATTENDING
CEPSCI INITIAL TRAINING	
6/15/11	136
8/18/11	89
10/5/11	90
3/29/12	89
CEPSCI RECERTIFICATION	
6/9/11	33
6/28/11	51
CSPR INITIAL TRAINING	
6/22/11	13



CEPSCI and CSPR are courses from Clemson University that educate personnel on the proper design and review of storm water and sediment

control plans for development sites and on the proper installation, maintenance and inspection of erosion prevention and sediment control measures at construction sites in order to meet regulatory and environmental requirements. Seven initial and recertification trainings were held in Columbia. The courses are currently being updated to meet the requirements of South Carolina's new Construction General Permit.





Public Education

Homeowners

CAROLINA YARDS & NEIGHBORHOODS

LEAD PROVIDER	SUPPORTING PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Carolina Clear		Presentations on the Carolina Yards & Neighborhoods Recognition Program for HOA's and churches	4 presentations	83	Homeowners
Carolina Clear, GCWA	Bayview Neighborhood	Backyard Landscaping Mini-series	5/8/12, 5/15/12	44	Homeowners
Carolina Clear	Lake Murray Association	Display on Carolina Yards & Neighborhoods at Lake Murray Association Public Meeting	9/27/11	85	Homeowners
Carolina Clear		Carolina Yards & Neighborhoods display at Sandhills Farmers Market	5/8/12	20	Homeowners
Clemson Extension		Carolina Yards & Neighborhoods presentation and booth at SC Master Gardeners Conference	3/16/12	125	Homeowners



The Carolina Yards and Neighborhoods program is a recognition program for homeowners who want to make their yards more environmentally friendly, for example by limiting fertilizer and pesticide use and preventing erosion with mulch and ground covers.

To promote this program, presentations were given to homeowner groups and gardening clubs, and displays were set up at several events. In May, a two-part workshop was held, sponsored by the Gills Creek Watershed Association to introduce homeowners to environmentally friendly practices for their yards.

At the Appearance and Beautification Leadership Conference, Richland County spoke about its pollution prevention programs for homeowners. Richland County Stormwater also gave a presentation on Low Impact Development options for improving stormwater management in the Shandon Neighborhood, which suffers from regular flooding.



PRESENTATIONS

Richland County Stormwater		Public presentation on LID project study in Shandon	3/28/12	20	General Public
Richland County Stormwater	Carolina Clear	Presentation and display for Richland County Appearance and Beautification Leadership Conference	8/13/11	100	Homeowners



Public Education

Commercial Citizens

ALL BUSINESS TYPES

LEAD PROVIDER	SUPPORTING PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Carolina Clear	Richland County	"Partners for Healthy Watersheds" Business Recognition Program developed	Ongoing from 3/15/12	Not assessed	Commercial Citizens
Richland County Stormwater, Carolina Clear	Keep the Midlands Beautiful	Display at Green is Good for Business Conference	9/13/11	300	Commercial Citizens

LANDSCAPING AND NURSERY PROFESSIONALS

Carolina Clear	Greater Columbia Landscapers Association	"Promoting Sustainability in Columbia Landscapes" presentation for Greater Columbia Landscapers Association Meeting	8/8/11	28	Commercial Citizens
Carolina Clear	SCNLA	"Landscaping the Carolina Yard" presentation and display at South Carolina Nursery & Landscape Association Fall Field Day	9/28/11	100	Commercial Citizens
Richland County Stormwater		Pesticides, Herbicides, and Fertilizer (PHF) Inspections to bring awareness about proper use of these products and regulate storage of these products.	Ongoing	28	Commercial Citizens



The Partners for Healthy Watersheds program was developed to recognize and reward businesses that go above and beyond to protect water quality in their community. The program emphasizes the important role businesses play in preventing stormwater pollution and protecting Richland County's streams, lakes and rivers, and the relationship between clean water, healthy communities and a healthy economy. Partners for Healthy Watersheds was officially launched in Winter 2012 and is open to any business, organization, non-profit, school or congregation in Richland County that values clean water. In the upcoming year, press releases and workshops will be used to promote the program and encourage involvement.

In year 4, special attention was given to landscaping and nursery businesses, in order to address pollution issues related to nutrients and pesticides. Presentations were given at industry association meetings and conferences, and inspections of businesses were also used as opportunities to educate landscapers and nursery professionals.

Litter Sweeps

Litter is a highly visible problem with serious consequences for streams. Electronic waste, plastics, tires, and other materials can release harmful chemicals as they break down. Wildlife may mistake litter for food and choke or become entangled when they try to eat it. Also, if people perceive a stream is already polluted, they may not try as hard to keep it clean. On the other hand, litter cleanups often serve as a first step for getting citizens involved in their watershed. Litter is easier to see and understand than other pollutants, and may inspire a community to take action. Participating in cleanups offers instant gratification from the improvements made, and leave citizens feeling empowered to make a difference. A citizen who feels pride from participating in a cleanup may want to do more to protect and restore his or her local streams.

ACTIVITY	NUMBER OF VOLUNTEERS	POUNDS OF TRASH COLLECTED	HOURS OF SERVICE
Adopt A Highway	2,359	59,243	5,822
Adopt A Waterway	296	3,925	784
Additional cleanup events	270	11,815	773
Rocky Branch Cleanups	32	475	80
Broad River Cleanup	15	100	38
TOTAL	2,972	75,558	7,497



Congaree Riverkeeper Volunteers clean up trash and debris from Rocky Branch. Photo credit: Bill Stangler

Litter Sweeps

LEAD PROVIDER	SUPPORTING PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Keep the Midlands Beautiful	Many	Adopt-A-Highway Program	Ongoing	2359	General Public
Keep the Midlands Beautiful	Many	Adopt-A-Waterway Program	Ongoing	296	General Public



Keep the Midlands Beautiful is a non-profit organization that coordinates the Adopt-A-Highway and Adopt-A-Waterway programs in Richland and Lexington Counties. These programs allow groups to select a section of road or shoreline and commit to a minimum of four cleanup efforts per year. Keep the Midlands Beautiful also hosts a Good-Clean-Fun cleanup event at a different location every third Saturday of the month, as well as other cleanup days and beautification efforts throughout the year.



Keep the Midlands Beautiful		Volunteer events, including Great American Clean Up, Good-Clean-Fun Saturdays and River Sweep	Ongoing	270	General Public
Congaree Riverkeeper, Rocky Branch Watershed Alliance	Sustainable Midlands	Rocky Branch Cleanups	2/4/12, 3/13/12, 4/22/12	32	General Public
Congaree Riverkeeper		Broad River Cleanup	4/14/12	15	General Public

Because trash is such a visible problem in Richland County watersheds, several of our education partners also focus on litter prevention. Congaree Riverkeeper, Sustainable Carolina, and the Rocky Branch Watershed Alliance held several cleanups during the year. In 2011 the Gills Creek Watershed Association in partnership with Heathwood Hall school adopted Lower Beltline Boulevard through the Adopt-A-Highway program (photos: upper and lower right). This section of highway runs adjacent to Gills Creek, and much of the litter from the road washes directly into the creek during rain events.



Recycling Events

LEAD PROVIDER	SUPPORTING PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Richland County Solid Waste	RC Stormwater	Richland County Recycles Day	11/12/11	7,750	General Public
Richland County Solid Waste	WLTX News 19	Earth Day Recycling Event	4/26/12	1,486	General Public
Richland County Sustainability	Lexington County	Central Midlands Lawn Mower Exchange	4/21/12	110	Homeowners

Besides cleanups, another way to keep litter, debris, and toxic contaminants out of waterways is through recycling and special collection days. During Richland County Recycles day, held every year in November, county residents can bring household hazardous waste, electronic waste, tires, and other items for collection. At the same time they can enjoy a festival promoting recycling and other environmentally friendly practices, with free food, live entertainment, and children's activities. A similar recycling event was held for the first time in April for Earth Day.

On July 1, 2011, Richland County put into place a ban on disposing of electronics with household garbage. In order to protect groundwater, residents must now recycle their electronics. This announcement was accompanied with press releases and additional collection events to make people aware of the new rule.

The Central Midlands Lawn Mower Exchange is another annual event for reducing hazardous materials. Residents of Richland and Lexington County can exchange their old gasoline powered lawn mowers for new electric mowers. Not only does this reduce air pollution, but it also reduces the chance of gasoline and oil leaks and spills.



Reporting Stormwater Concerns

LEAD PROVIDER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Gills Creek Watershed Association	iPhone Ranger mobile reporting training session for volunteers	9/24/11, 9/27/11	20	General Public
Gills Creek Watershed Association	iPhone Ranger mobile reporting program	Ongoing from Sept. 2011	20	General Public



The iRanger Pilot Program was developed by the Gills Creek Watershed Association and is supported by a grant from AT&T. The program uses innovative technology to allow volunteers to easily report stormwater and other water quality concerns to the proper authorities. These concerns include sanitary sewer overflows, sediment violations from construction sites, leaking pipes, illicit discharges, illegal dumping, and blocked storm drains. Using the MotionX-GPS application on their iPhones or iPads, the rangers can easily take a picture of the concern, link that picture to a map with GPS coordinates, and e-mail the picture, a short description of the problem, and the map to the City of Columbia and

Richland County Stormwater Departments and the Gills Creek Watershed Association (GCWA). iPhone Rangers receive training on water quality issues and how to identify problems and violations. This project is an excellent example of combining the latest advances in technology and hands-on citizen involvement to solve real problems in a watershed. To further encourage citizen reporting, Richland County also maintains a stormwater hotline to receive calls related to stormwater issues and violations throughout the county.

Photos uploaded by iRangers in the field.



Sediment flowing into a stream from a construction site near Lake Katherine.



Unknown liquid leaking from a broken pipe in Forest Acres.



Trash clogging a storm drain on USC campus.

Storm Drain Marking

LEAD PROVIDER	SUPPORTING PARTNERS	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Richland County Stormwater		Storm drain marking in neighborhoods	ongoing	200 drains marked	Homeowners
Sustainable Midlands	City of Columbia	Storm drain marking volunteer program	3/29/12, 4/21/12, 5/5/12	19 volunteers	Homeowners

In the summer of 2010, Richland County Stormwater Division completed a three-year project to mark all storm drains on county roads in residential areas throughout Richland County. However, this project continues as newly built neighborhoods need to be marked, such as the Wildewood subdivision in Northeast Columbia. In the upcoming year, Richland County will expand its storm drain marking efforts to apartment complexes.



Rain Barrel Workshop

Carolina Clear		Rain Barrel Workshop	10/8/11	17	Homeowners
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Rain water harvesting reduces stormwater pollution by controlling the volume of runoff water coming from roofs, reducing erosion, and increasing infiltration by allowing water to be utilized when the soil is dry. Rain barrels are also popular with homeowners because they can save them money on their water bills by providing a source of water for irrigation and other non-potable uses. At a hands-on workshop, homeowners not only built their own barrels to use at home, but also received information on landscape runoff and ways to reduce pollution through their daily actions.





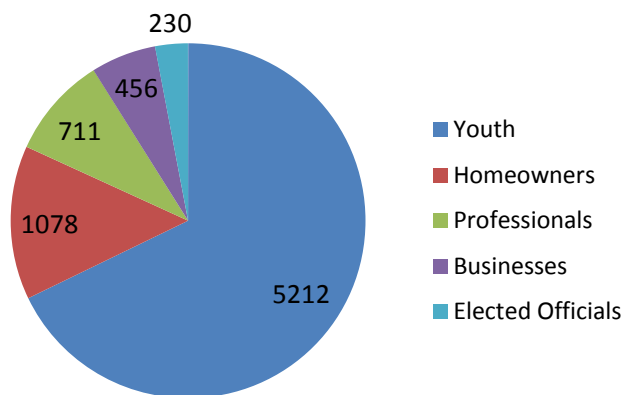
Outreach Summary

Year 4, 2011-2012

In terms of direct outreach, youth continues to be the target audience reached in greatest numbers, through partnerships with local schools and participation in special festivals just for youth. This year, programs for other target audiences were highly focused in their content, so while larger audiences were not necessarily reached, those participating in programs received more specific and useful information on preventing pollution. In the upcoming year, RCSC has chosen elected and appointed officials as its top priority audience. Efforts will be increased to provide local decision-makers with information on utilizing LID principles in managing stormwater in local watersheds, while increasing their awareness and understanding of stormwater concerns within the county.

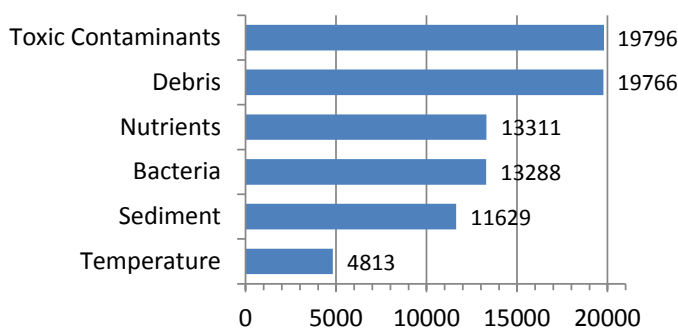
Toxic contaminants and debris were the most effectively targeted pollutants, mainly through volunteer cleanups and recycling events. Both are issues the public can easily stand behind to make a difference in their communities. In 2013, RCSC partners will work to grow public involvement through the strengthening of local watershed groups. Nutrients were a priority pollutant for year 4. Awareness of fertilizer needs, soil testing, and principles such as “Right Plant, Right Place”

NUMBER IMPACTED*, BY TARGET AUDIENCE



addressed nutrients to yard owner audiences in Carolina Yards and Neighborhoods outreach. CYN promotes low maintenance and low cost yard decisions, which effectively include education on understanding and lowering fertilizer needs, decreasing irrigation, yard planning and decreasing turf areas and other recommendations and tools. In addition to homeowner workshops, Carolina Yards was also presented to commercial landscapers and nursery growers.

NUMBER IMPACTED*, BY TARGET POLLUTANT



Bacteria continues to be a priority, and in the upcoming year the consortium will increase our focus on this pollutant by partnering with sanitary sewer providers to distribute materials to homeowners on reporting sanitary sewer overflows and reducing fat, oil and grease in pipes, a major cause of overflows.

RCSC strives each year to improve the quality and quantity of programs delivered. The new three-year strategic plan establishes priorities for the upcoming year, giving the consortium the focus it needs to provide the public with opportunities to learn and sustainably participate in improving water quality in Richland County.

**Excludes mass media impacts*



Appendix A

Example Articles

THE STATE NEWSPAPER

July 14, 2011

Amanda McNulty, County Extension Agent

Let the clippings fall where they will

There is something essentially Southern about details that show you are nice.

Tiny biscuits are the most obvious manifestation of this reverence for symbols of gentility, followed by only white meat in the chicken salad. Lawns picked clean of sticks, pine cones, and leaves also signal that you should not be assigned to the NOKP category.

Some of these obsessions signal that you have lots of labor to expend, be it from people hired or just a major case of can't sit stillness. If there were push mowers to use, cows to milk, or even flowers to cut and arrange, maybe we wouldn't be so obsessed with blowing our yards clean.

Mow and blow companies race across town, cutting grass, bagging the clippings for the dump and running that infernal blasting machine that cleans walkways and property edges. All that organic matter is casually deposited in the street. It's the street after all and grass clippings and leaves are natural. Natural maybe; but a crushed cigarette pack would be less damaging.

What isn't natural is the urban landscape with impervious paved streets engineered so rain water runoff and anything it carries is diverted to the storm drainage system. Grass clippings aren't very different from slow-release fertilizer, returning 4 percent nitrogen, 1 percent phosphorus, and 2 percent potassium to the environment as they decay. This is a wonderful recycling process if the clippings are left on the lawn to complete their cycle of renewal. When blown on the street or dumped at curbside from the mower's catcher, they end up in our streams and lakes.

Although not as beautiful as magnolias and azaleas, the algae living in those water sources operate just like plants growing in our yard. When given extra nutrients, the algae multiply. Their numbers can become massive, using up all the surplus food provided by that decaying organic matter that came from your yard. When the nutrients are used up, the colony of algae collapses. Oxygen-dependent bacteria decompose those dead algal cells, the level of water dissolved oxygen plummets, and fish turn belly up.



Appendix A

Now you're going to complain that you'll get thatch, like it's some kind of STD, if you let the clippings stay on the lawn. If you cut the grass with a sharp blade, remove only one-third of the leaf blade (if the grass is two inches high, cut two thirds of an inch), and mow when the grass is dry, those little clippings that are 80 to 90 percent water will just fall down into the turf. Thatch occurs at the interface of grass and roots, creating essentially compost. It can actually help break down that accumulation of material.

Stormwater runoff is a hot topic for cities and counties because of regulations from the Environmental Protection Agency. The city of Columbia, among other S.C. governmental entities, prohibits sweeping (or blowing) litter into the street. A hamburger wrapper is actually less harmful to water quality (although no less illegal) than grass clippings.

California has laws that prohibit putting yard debris on the curb. Other places restrict it from the municipal garbage stream as it adds ton after ton after expensive ton to shrinking space in landfills. Well, heck, you'd expect that from California, but listen to what Texas is saying.

They ran a volunteer "Don't Bag It" program in Fort Worth. Most "grass cyclers" reported they thought their lawns looked better after a summer of that practice. Last time I checked, Texas was not full of fuzzy-thinking one-worlders. Those cowboys don't consider a noisy leaf blower a substitute for a six-gun, either. Saddle up, pardner, and let those chips, I mean, clippings fall where they die.



Appendix A

THE STATE NEWSPAPER

Feb. 16, 2012

KEEPING SUMTER BEAUTIFUL

Amanda McNulty, County Extension Agent

Unstitching Your Underwear

A friend who worked at the Foxfire School in North Georgia many years ago remembers children who were sewn into their long underwear at the beginning of winter and not cut loose until spring. The school rooms and homes in that poor, remote part of the world were so cold that bathing wasn't considered a necessity. (If you aren't familiar with old-fashioned long underwear, it came with a trap door.)

I don't know what that has to do with the price of tea in China except that most plants in our landscape go into a kind of long underwear mode in winter time. Their growth rate slows dramatically. Extension agents remind clients to use irrigation systems far less often, with only newly planted shrubs and trees needing a weekly shower, be it natural or artificial.

Dormant plants, like hibernating bears, live off stored nutrients and don't require extra feeding. Not only is winter fertilization unnecessary, it can be harmful. If you put a hamburger, fries, coke, and a big hunk of chocolate cake with ice cream on your sleeping teenager's bed, you'll have a big mess to clean up the next morning (or afternoon or whenever that lazy head finally gets up).

Plants take nutrients from the soil solution (water) by a variety of chemical and physical actions. In the down time of winter, these processes slow down dramatically. Fertilizers you apply too early are going to sit in the soil until rains leach them into the moisture table or they wash off your property, down the street, and into the storm drain. As Clemson's Carolina Clear is making crystal clear in its educational programs, fertilizer in the wrong place is a pollutant.

When these dissolved fertilizers end up in ponds, lakes, or rivers the photosynthesizing algae living in that water use those nutrients to increase their population. Eventually they will scarf down every last nitrate or nitrite and then starvation, death, and decay come. At this point, decomposer micro-organisms, which require oxygen for respiration, chow down on those million zillion dead algal cells, the dissolved oxygen level drops below what the fish need, and you have a lake full of floaters.

The rule of thumb for fertilizing trees and shrubs in South Carolina is to apply nutrients in mid-March. Lawns are slower to start active growth and don't need their annual spring tonic of nitrogen, and/or phosphorus and potassium until after April 15.

Nitrogen is exceptionally short-lived in soils, and unless you are supplying it through top dressing with compost, you'll need to add some for healthy growth. Other nutrients, however, especially phosphorus, may already be at optimum levels. Many places in the country mandate sales of phosphate-free fertilizers as their surface waters have high levels of this nutrient from runoff.

Please take a soil test to determine which and how much of these nutrients your plants and lawn need. Clemson's Home & Garden Information Center has a fact sheet on soil testing, and Clemson's Carolina Clear program is offering a dandy magnet for your mailbox tooting your eco-friendly gardening regime. Google those sites and let your plants gobble up just the right amount of nutrients they need. Make sure the fertilizer you pay for does its work in your yard and not in your neighboring lake.



See Amanda's Corner for more of Amanda McNulty's informative and published musings. You'll find articles in the Toolbox at www.clemson.edu/carolinaclear.

2011-2012 Activity Data

Public education, outreach, involvement, and participation efforts for year 4, with the number of individuals impacted.

		Target Pollutant(s)												
Lead Service Provider	Activity	Target Geog-raphy/ Land Use	General Stormwater Awareness	Bacteria	Toxic Contaminants, petroleum products, pesticides, heavy metals	Sediment	Nutrients	Debris	Temperature	Partici-pation by other Service Providers	Location and Date Delivered	Number Impacted	Assess-ment Type	
General Public														
Carolina Clear	“Downstream” stormwater awareness commercial on Time Warner Cable	Richland County	x	x	x		x	x			August 2011, May 2012	185,000 potential audience	None	
Richland County Stormwater	Public Access TV Slides	Richland County	x	x	x	x	x	x		Carolina Clear	Winter 2012	300,000 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 County	x								5/18/12, WGCV AM 620	300,000 potential audience		
EPA	EPA Watershed News featured Carolina Clear’s regional storm-water 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 77,102 per article		
Carolina Clear	Richland Countywide Stormwater Consortium Website	Richland County	x	x	x	x	x	x			Online, ongoing	1,830 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		

2011-2012 Activity Data

Lead Service Provider	Activity	Target Geography/ Land Use	General	Bacteria	Toxic Contaminants	Sediment	Nutrients	Debris	Temp.	Participation by other Service Providers	Location and Date Delivered	Number Impacted/ Reached	Assessment Type
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	500	
Congaree Riverkeeper	Congaree Riverkeeper "River Watch" Newsletter	Midlands	x								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 with pet registration renewals	Richland County	x	x			x				Ongoing	1,500	
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	3,800 brochures	
Keep the Midlands Beautiful	Adopt-A-Highway Program	Midlands						x			Ongoing	2,359 volunteers	59,243 lbs collected
Keep the Midlands Beautiful	Adopt-A-Waterway Program	Midlands	x					x			Ongoing	296 volunteers	3,925 lbs 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 lbs 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

2011-2012 Activity Data

Lead Service Provider	Activity	Target Geography/ Land Use	General	Bacteria	Toxic Contaminants	Sediment	Nutrients	Debris	Temp.	Participation by other Service Providers	Location and Date Delivered	Number Impacted/ Reached	Assessment Type
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	
Gills Creek Watershed Association	iPhone Ranger mobile reporting training session for volunteers	Richland County	x	x	x			x			9/24/11, 9/27/11, RC Public Library	20	
Gills Creek Watershed Association	iPhone Ranger mobile reporting program	Richland County	x	x	x			x			Ongoing from Sept. 2011	20	Reports made
Gills Creek Watershed Association	Gills Creek Watershed Association Annual Meeting and fund-raiser	Richland County	x	x				x			10/20/11, Rockbridge Club	100	
Gills Creek Watershed Association	Food Truck Rodeo Fund-raiser building community support of the GCWA	Richland County	x							Carolina Clear	1/14/12, Cross-hill Market;	1,100	Funds Raised
Gills Creek Watershed Association	Urban Paddle & Picnic fundraisers for GCWA	Richland County	x			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			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	1,200	Post-survey

2011-2012 Activity Data

Lead Service Provider	Activity	Target Geography/ Land Use	General	Bacteria	Toxic Contaminants	Sediment	Nutrients	Debris	Temp.	Participation by other Service Providers	Location and Date Delivered	Number Impacted/ Reached	Assessment Type
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			x		RC Stormwater	11/12/11, Sandhill REC	7,750	Pounds collected
Richland County Solid Waste	Earth Day Recycling Event	Richland County	x		x			x		WLTX News 19	4/26/12, WLTX studios	1,486	
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	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, Sandhill REC	20,000	
Rocky Branch Watershed Alliance	Display at Olympiafest	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, RC 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 Sandhill Farmers Market	Richland County	x								6/28/11, 5/8/12 Sandhill REC	50	

2011-2012 Activity Data

Lead Service Provider	Activity	Target Geography/ Land Use	General	Bacteria	Toxic Contaminants	Sediment	Nutrients	Debris	Temp.	Participation by other Service Providers	Location and Date Delivered	Number Impacted/ Reached	Assessment Type
Youth / K-12 / Teachers													
Carolina Clear	Enviroscape Presentation at Richland County Schools	Richland County	x	x	x	x	x	x	x		Winter 2012, Catawba Trails & Bridge Creek ES	368	Quiz
Conservation District	Green Steps Schools Rain Barrel projects	Richland County	x							Carolina Clear	Conder & 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, Sandhill REC	252	
Richland County Stormwater	Stormwater Management Presentation at Career Day	Richland County	x							Summit Middle School	11/9/11, Summit MS	700	
Carolina Clear	4-H ₂ O water quality day camps	Richland County	x	x	x	x	x	x	x	4-H Program	June 2011, Lake Murray & 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								4/13/12, 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	1,800	
Conservation District	SC Envirothon competition: training for Richland County teams										4 presentations, Spring 2012	17	
Conservation District	SC Envirothon competition (special topic: stormwater runoff)	State-wide	x								5/4/12, Sandhill REC	150	
Richland County Stormwater	Display at National Public Works Week Kids Day	Richland County	x							Public Works Divisions	5/22/12 RC Public Works	175	
Carolina Clear	Stormwater & Watershed Interactive Whiteboard lessons for teachers	State-wide	x		x						Available online from January 2011	210	210

2011-2012 Activity Data

Lead Service Provider	Activity	Target Geography/ Land Use	General	Bacteria	Toxic Contaminants	Sediment	Nutrients	Debris	Temp.	Participation by other Service Providers	Location and Date Delivered	Number Impacted/ Reached	Assessment Type
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	State-wide	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, RC 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	

2011-2012 Activity Data

Lead Service Provider	Activity	Target Geography/ Land Use	General	Bacteria	Toxic Contaminants	Sediment	Nutrients	Debris	Temp.	Participation by other Service Providers	Location and Date Delivered	Number Impacted/ Reached	Assessment Type
Homeowners & Homeowner Associations													
Richland County Stormwater	Storm drain marking in neighborhoods	Richland County	x								Wildwood Sub-division	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	Mowers re-placed
Carolina Clear	Presentations on Carolina Yards & Neighborhoods Program	Richland County	x			x	x	x			4 presentations at HOA's and churches	83	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 Sandhill Farmers Market	Midlands	x	x	x		x				5/8/12, Sandhill REC	20	
Clemson Extension	Carolina Yards & Neighborhoods presentation and booth at SC Master Gardeners Conference	State-wide	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, Spring Lake & Forest Acres HOA's	70	Feed-back
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	



Appendix B

2011-2012 Activity Data

Lead Service Provider	Activity	Target Geography/ Land Use	General	Bacteria	Toxic Contaminants	Sediment	Nutrients	Debris	Temp.	Participation by other Service Providers	Location and Date Delivered	Number Impacted/ Reached	Assessment Type
Commercial Citizens													
Clemson Carolina Clear	"Partners for Healthy Watersheds" Business Recognition Program developed	Richland County	x	x	x	x	x	x	x	Richland County	Ongoing from 3/15/12	Not assessed	Businesses recognized
Carolina Clear	Presentation for Greater Columbia Landscapers Association Meeting	Richland County	x		x		x			GCLA	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 & display at SC Nursery & Landscape Association Fall Field Day	State-wide	x	x	x	x	x			SCNLA	9/28/11, Sandhill REC	100	
Richland County Stormwater	Pesticides, Herbicides, and Fertilizer (PHF) Inspections to bring awareness about proper use and regulate storage of these products.	Richland County			x		x				Ongoing	28	

2012-2013 Education Plan of Work

Public education, outreach, involvement, and participation efforts planned for year 5. The education plan is a living document, and during the year, new items may be added to take advantage of educational opportunities or to address new issues.

		Target Pollutant(s)											
Lead Service Provider	Activity	Target Geog-raphy/ Land Use	General Stormwater Awareness	Bacteria	Toxic Contaminants, petroleum products, pesticides, heavy metals	Sediment	Nutrients	Debris	Temperature	Partici-pation by other Service Providers	Location and Date Delivered	Assess-ment Type	
General Public													
Richland County Stormwater	Television PSAs on pesticides, fertilizers, pet waste, FOGs, sediment	Richland County	x	x	x	x	x	x		Carolina Clear			
Richland County	Public Access TV Slides	Richland County	x	x		x	x	x		Carolina Clear			
Clemson Extension	Articles in the State Newspaper	Richland County	x	x	x	x	x				Ongoing		
Richland County Stormwater	Interviews on Richland Radio Program	Richland, County	x							Carolina Clear			
Richland County Stormwater	Stormwater information featured in Richland Weekly Review Employee News-letter for County employees	Richland County	x								Ongoing, distributed electronically		
Richland County Stormwater	Outreach on Richland Revealed Television Program	Richland County	x							Carolina Clear			
Carolina Clear	RCSC website & Facebook page	Midlands	x								Ongoing		
Carolina Clear	H2Ownership factsheets on HGIC website	Statewide	x								Online		
Richland County Stormwater, Carolina Clear	Outreach on storm sewer systems maintenance, easements, and county responsibilities	Richland County	x										
Richland County Stormwater	Promote the Stormwater hotline - distribute magnets at events and programs	Richland County	x	x	x	x	x	x		Carolina Clear	Ongoing	Calls received	
Richland County Stormwater	Storm drain marking at apartment complexes	Richland County	x										
Carolina Clear, Richland County	Promote reporting of sanitary sewer overflows with materials distributed through sewer providers	Richland County	x	x			x						
Carolina Clear	Pet Waste Brochures distributed to veterinary offices & pet supply stores	Richland County	x	x			x				Ongoing		
Richland County Animal Care	Pet Waste Brochures distributed to with pet registration renewals	Richland County	x	x			x				Ongoing		

2012-2013 Education Plan of Work

Lead Service Provider	Activity	Target Geography/ Land Use	General	Bacteria	Toxic Contaminants	Sediment	Nutrients	Debris	Temp.	Participation by other Service Providers	Location and Date Delivered	Assessment Type
Carolina Clear	Pet Waste Brochures distributed by animal shelters	Richland County	x	x			x			Carolina Clear	Ongoing	
Keep the Midlands Beautiful	Adopt-A-Highway Program	Midlands						x			Ongoing	Lbs collected
Keep the Midlands Beautiful	Adopt-A-Waterway Program	Midlands	x					x			Ongoing	Lbs collected
Keep the Midlands Beautiful	Third Saturday Cleanups	Midlands						x			Ongoing	Lbs collected
Gills Creek Watershed Association	Public presentations on the Gills Creek Watershed	Richland County	x	x	x	x	x	x				Post-Survey
Rocky Branch Watershed Alliance	Public presentations on the Rocky Branch Watershed	Richland County	x	x	x	x	x	x			Ongoing	Post-Survey
Carolina Clear, Richland County	Re-initiate Crane Creek Watershed Stakeholder meetings	Richland County	x								Winter 2013	
Richland County Stormwater	Public Presentations on the Crane Creek Watershed	Richland County	x	x	x	x	x	x		Carolina Clear		Post-Survey
Richland County Stormwater	Public presentations on Richland County capital improvement projects	Richland County	x									
Gills Creek Watershed Association	Gills Creek Watershed Association Newsletter	Richland County	x								Monthly, electronic distribution	
Gills Creek Watershed Association	Gills Creek Watershed Association Annual Meeting	Richland County	x									
Gills Creek Watershed Association	Fund-raisers building community support of the GCWA	Richland County	x							Carolina Clear		Funds Raised
Congaree Riverkeeper	Congaree Riverkeeper "River Watch" Newsletter	Midlands	x								Distributed electronically, monthly	
Congaree Riverkeeper	Fats, Oils, and Grease outreach to apartment resident, including brochure in English and Spanish	Midlands	x	x			x					
Richland Co., City of Columbia, Lexington Co., Carolina Clear	Summer Celebration of Water Family Festival	Midlands	x	x	x	x	x	x		Many	August 2012, Riverfront Park	Post-survey
Congaree Riverkeeper	River Rocks Festival	Midlands	x								Riverfront Park	
Richland County Solid Waste	Richland County Recycles Day	Richland County	x		x			x			November, Sandhill REC	Lbs collected
Richland County Solid Waste	Household Hazardous Waste Collection and Recycling Day	Richland County	x		x			x			June 2012, SC State Fair Grounds	

2012-2013 Education Plan of Work

Lead Service Provider	Activity	Target Geography/ Land Use	General	Bacteria	Toxic Contaminants	Sediment	Nutrients	Debris	Temp.	Participation by other Service Providers	Location and Date Delivered	Assessment Type
Richland County	Displays at Sparkleberry Country Fair	Richland County	x							GCWA, Master Gardeners	April, Sandhill REC	
Carolina Clear	Display at Big Nosh Festival	Forest Acres	x								April, Tree of Life Synagogue	
Forest Acres, GCWA	Display at Rooftop Rhythms Festival	Forest Acres	x							Forest Acres	Richland Mall	
Conservation District, Carolina Clear	Display at Sandhill Farmers Market	Richland County	x	x	x	x	x	x			May-Oct., Sandhill REC	
Youth / K-12 / Teachers												
Carolina Clear	Enviroscape Presentation at Richland County Schools	Richland County	x	x	x	x	x	x	x			Quiz
Carolina Clear	Enviroscape Presentations at Richland County Recreation Summer Programs	Richland County	x	x	x	x	x	x	x	RC Recreation Commission	Summer 2012 RC Recreation Centers	
Carolina Clear	Watershed Presentations for After School Programs	Richland County	x	x	x	x	x	x	x	RC Recreation Commission		
Conservation District	Green Steps Schools Rain Barrel projects	Richland County	x							Carolina Clear	Conder & Corley ES, ongoing	
Conservation District	Rain Barrel Workshop for Teachers	Richland County	x							Carolina Clear		
Carolina Clear	4-H2O Pontoon Classroom and Environmental Classroom water quality day camps	Richland County	x	x	x	x	x	x	x	4-H Program	June 2012, Lake Murray & Harbison Forest	Post-survey
Carolina Children's Garden	Carolina Children's Garden Presentations on Water Quality	Richland County	x	x	x	x	x				Sandhill REC	
Conservation Station	Conservation Station Aquatic program - biological water quality monitoring	Richland County		x		x	x			Carolina Clear	Sandhill REC	
Richland County Stormwater	Display at Richland 101 for Kids Day	Richland County	x	x	x	x	x	x		Carolina Clear	July, Dutch Square Mall	
Many	SC Envirothon competition	Statewide	x	x	x	x	x	x			May, Sandhill REC	
Conservation District	SC Envirothon competition: training for Richland County teams										Spring 2013	
Richland County Stormwater	Public Works Week Kids Day	Richland County	x							RC Public Works	May 2013, RC Public Works	
Professionals: Contractors, Engineers, Developers												
Clemson University	CEPSCI (Certified Erosion Prevention and Sediment Control Inspector) Course	Richland County	x			x						Exam
Carolina Clear	Promote examples of Low Impact Development existing in the Midlands	Richland County	x		x	x	x			RC Stormwater	Winter 2013	

2012-2013 Education Plan of Work

Lead Service Provider	Activity	Target Geography/ Land Use	General	Bacteria	Toxic Contaminants	Sediment	Nutrients	Debris	Temp.	Participation by other Service Providers	Location and Date Delivered	Assessment Type
Carolina Clear	Produce and distribute guidance materials on implementing LID practices	Richland County	x		x	x	x			RC Stormwater	Spring 2013	
Carolina Clear	Booth at South Carolina Water Resources Conference	Statewide	x								October 2012, Columbia Metropolitan Convention Center	
Richland County Stormwater	Internal storm water management training for the storm water staff on best management practices for urban storm water treatment.	Richland County	x								Richland County Public Works	
Elected and Appointed Officials and High-Level Staff												
Richland County Stormwater & Carolina Clear	Presentation for Richland County Council to raise awareness of stormwater issues	Midlands	x									Post-Survey
Central Midlands COG	Presentations to Council of Governments members on Green Infrastructure	Richland County	x		x	x	x					
Carolina Clear	Presentation on Low Impact Development for Richland County Council	Richland County	x		x	x	x				Winter 2013	
Homeowners & Homeowner Associations												
Richland County Stormwater	Storm drain marking volunteer program	Richland County	x	x		x	x	x			Ongoing	
Carolina Clear	Rain Barrel Workshops	Richland County	x	x	x	x	x	x				Post-survey
Richland & Lexington Counties	Central Midlands Lawn Mower Exchange	Richland County	x								April 2012	Mowers replaced
Carolina Clear	Presentations on the Carolina Yards & Neighborhoods Recognition Program	Richland County	x			x	x	x				Yards recognized
Carolina Clear	Presentations on Fats, Oils and Grease (FOGs) for HOA groups	Richland County	x	x								
Carolina Clear	Distribute materials on proper FOG disposal and sanitary sewer overflow reporting through sanitary sewer providers	Richland County	x	x								
Carolina Clear	Carolina Yards & Neighborhoods Workshop	Richland County	x		x	x	x	x				
Gills Creek Watershed Association	Presentations to Homeowner Associations on Gills Creek Watershed	Richland County	x								Ongoing	Feedback
Carolina Clear, Richland County	Richland County Neighborhood Council - include articles in electronic newsletter to HOAs across the county	Richland County	x	x		x	x	x				
Richland County Stormwater	Display or presentation at Neighborhood Planning Conference	Richland County	x									

2012-2013 Education Plan of Work

Lead Service Provider	Activity	Target Geography/ Land Use	General	Bacteria	Toxic Contaminants	Sediment	Nutrients	Debris	Temp.	Participation by other Service Providers	Location and Date Delivered	Assessment Type
Commercial Citizens												
Carolina Clear	"Partners for Healthy Watersheds" Business Recognition Program	Richland County	x	x	x	x	x	x	x	Richland County Stormwater	Ongoing	Businesses recognized
Carolina Clear	"Partners for Healthy Watersheds" presentations for businesses and media releases	Richland County	x	x	x	x	x	x	x	RC Stormwater	Fall 2012	
Richland County Stormwater, Carolina Clear	Display at Green is Good for Business Conference	Midlands	x							Keep the Midlands Beautiful	September, Columbia Metropolitan Convention Center	None
Carolina Clear	Presentation to sewer providers at Midlands Council of Governments Environmental Planning Committee	Midlands	x	x			x			Central Midlands COG	Fall 2012	Pre- and post-survey
Carolina Clear	Sewer Provider online survey	Midlands	x	x			x			Central Midlands COG	Fall 2012	Survey
Carolina Clear	Partnering for water quality presentation to the Chamber of Commerce	Richland County	x							Carolina Clear		
Richland County Stormwater	Pesticides, Herbicides, and Fertilizer (PHF) Inspections to bring awareness about proper use and regulate storage of these products.	Richland County			x		x				Ongoing	Post-survey
Richland County Stormwater	Pesticide/Herbicide/Fertilizer Training	Richland County	x		x		x			Carolina Clear		
Carolina Clear	Outreach materials for auto repair shops	Statewide	x		x							
Carolina Clear	Outreach materials for restaurants	Statewide	x		x							
Carolina Clear	Brochure in Spanish for landscaping businesses and employees.	Richland County	x				x					



Appendix D

Partner Websites

CAROLINA CLEAR WEBSITES

Richland Countywide Stormwater Consortium - <http://www.clemson.edu/carolinaclear/rcsc>

Carolina Clear - <http://www.clemson.edu/carolinaclear>

Carolina Clear on Facebook - <http://www.facebook.com/carolinaclear>

Midlands Stormwater Consortiums on Facebook - <http://www.facebook.com/midlandsstormwater>

MUNICIPALITIES

Richland County Stormwater Management - <http://www.richlandonline.com/departments/publicworks/storm.asp>

City of Forest Acres - <http://www.forestacres.net/>

Town of Arcadia Lakes - <http://www.arcadialakes.net/index.asp>

EDUCATION PARTNERS

Carolina Children's Garden - <http://www.carolinachildrengarden.org/>

Central Midlands Council of Governments - <http://www.centralmidlands.org>

Congaree Riverkeeper - <http://www.congareeriverkeeper.org/>

East Piedmont Resource Conservation & Development - http://www.sc.nrcs.usda.gov/east_piedmont_rcd.html

Fuss & O'Neill - <http://www.fando.com/>

Gills Creek Watershed Association - <http://www.gillscreekwatershed.org/>

Green Steps Schools - <http://www.greenstepschools.com/>

Keep the Midlands Beautiful - <http://keepthemidlandsbeautiful.com/>

Richland County 4-H - <http://www.clemson.edu/extension/4h/>

Richland County Conservation Commission - <http://www.richlandonline.com/departments/conservation/commission>

Richland County Master Gardeners - http://www.scmnga.org/richland_county.html

Richland Soil & Water Conservation District

- <http://www.richlandonline.com/departments/conservation/conservation.htm>

Rocky Branch Watershed Alliance - <http://www.rockybranchcreek.org>

Sonoco Recycling - http://www.sonoco.com/sonoco/Services/Recycling/svc_sonoco_recycling.htm

South Carolina Department of Health & Environmental Control - <http://www.scdhec.gov/index.htm>

South Carolina Forestry Commission - <http://www.state.sc.us/forest/>

South Carolina State Museum - <http://www.museum.state.sc.us/>

Sustainable Carolina - <http://www.cas.sc.edu/greenquad>

Sustainable Midlands - <http://www.sustainablemidlands.org/>

Town of Blythewood - <http://www.townofblythewoodsc.gov/>

URS - <http://www.urscorp.com/>



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Kayakers on the Saluda River, photo courtesy of Congaree Riverkeeper



www.clemson.edu/carolinaclear



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