

happy holidays

Wishing you *peace* and *joy* in this new year!

From all of us with Carolina Clear, it is our great JOY to wish you a very HAPPY HOLIDAY season and to THANK YOU for your efforts towards the protection of water resources!

What follows here are updates from Carolina Clear statewide coordinator, Katie Giacalone, and updates from agents across the state working towards improved awareness of stormwater and a more involved public in pollution prevention practices. There certainly are many more accomplishments and more events in the hopper, and we hope that you will keep up with us on Facebook and through our Carolina Clear webpages.

In 2011, Carolina Clear launched its second mass media campaign, featuring South Carolina faces and South Carolina places. The 30-second commercial and 15 billboards across the state utilize positive motivators to

raise awareness of what people can do to protect water quality and why it is important for those downstream using waterways either for recreation or those who need clean water to make a living. The concluding message reminds the viewer that these shared rivers connect us all. The commercial just won its third award (two international, one national) and was rotated in all of our target regions this past October. The television spot continues to be available to our partners for use on websites, public access channels and other venues to help increase viewership and impacts.

Partnering with CU Extension colleagues and faculty from Clemson University and faculty from Auburn University and NC State, the Carolina Yards & Neighborhoods program received more TLC to extend the roots of this program. The program now has the following strengthened and new components:

- A new website, www.clemson.edu/cyn
- An outdoor teaching tool that will extend this program to fairs, festivals, farmers markets and outdoor venues.
- A recognition process that includes recognition items available for the Certified Carolina Yard. (These items are produced in the hopes that neighbors will influence friends and neighbors to learn more about low maintenance, watershed-friendly yard practices.)
- More in-classroom training tools, outreach resources, and upcoming opportunities.
- More coordination among Extension Agents interested in sharing this program with the public.

The Carolina Yardstick Workbook is now the #1 selling item at Clemson Public Services Shopping Mall, further proof that this simple program speaks to a broad audience and has great potential to involve property owners in improved resource management in their own yards. Expect to hear more about this program in 2012!

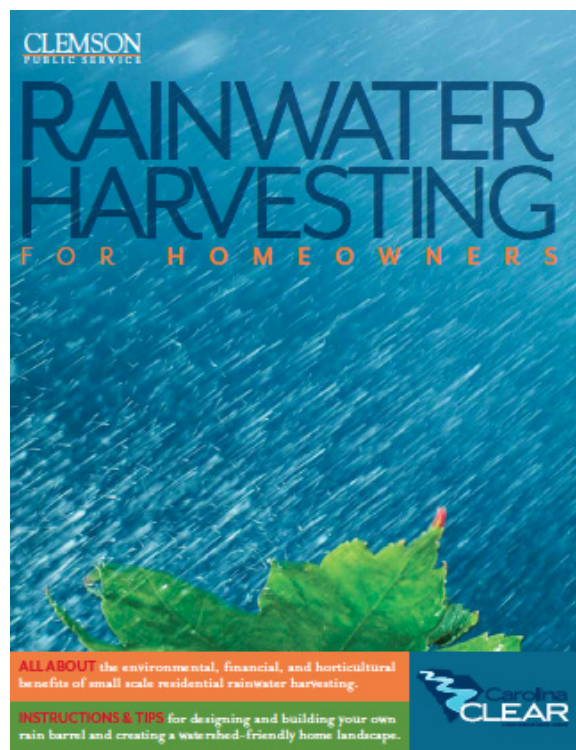


Certified Carolina Yards & Neighborhoods lawn

As promised in Carolina Clear's 2011 New Year Resolutions, the program published *Rainwater Harvesting for Homeowners*, a manual that discusses stormwater and rainwater harvesting, with three designs and step-by-step instructions on retrofitting plastic barrels for homeowner-scale rain harvesting.

Speaking of resolutions, I am very happy to report that this program accomplished all those outlined in our last holiday news! (I can't say that I did that well even with my personal 2011 Resolutions!) So, what's in store for 2012?

- Results of restaurant staff outreach materials currently being piloted and purposed to reduce the amount of fats, oil and grease making their way to stormwater infrastructure and damaging water quality. A big thank you to CU grad, Rachel Gutmann, for her work on this pilot effort!
- Continued resource production, most especially a video on building rain gardens.
- Continued dedication to spearheading, developing and leading comprehensive stormwater education and involvement programs that increase our focus on target audiences, target pollutants and behaviors, and thoughtful approaches to adopted, sustainable behavior changes.



available at: shopping.clemson.edu or
clemson.edu/carolinaclear

SAVE THE DATE!

SC Water Resources Conference

October 10-11, 2012
Columbia, SC



The third biennial South Carolina Water Resources Conference, hosted by Clemson University Restoration Institute's Center for Watershed Excellence, will be held October 10-11, 2012 at the Columbia Metropolitan Convention Center and will:

- Provide an integrated forum for discussion of water policies, research projects and water management in order to prepare for and meet the growing challenge of providing water resources to sustain and grow South Carolina's economy, while preserving our natural resources.
- Bring together statewide academic, private and public sectors.

The first call for abstracts will be announced at the end of January 2012. The 2008 and 2010 archives, including proceedings and the conference programs are available on the website at www.scwaterconference.org, where you can keep up to date with conference information.

www.scwaterconference.org

updates from our local partnerships...

ASHLEY COOPER STORMWATER EDUCATION CONSORTIUM

It was a big year indeed for the ACSEC, as the 2010-2011 activity report recorded approximately 1.1 million education impacts in Charleston, Berkeley, and Dorchester Counties. Approximately 30,000 people were educated through direct contact, which includes presentations, workshops, trainings, and certification courses. Three new permanent exhibits illustrating stormwater best management practices were developed through ACSEC partnerships, bringing the total to nine in the region!

Also, an exciting pilot “Seeds to Shoreline” was initiated this year in conjunction with SCDNR and SC Sea Grant to engage youth in coastal habitat and water quality education through hands-on saltmarsh restoration activities. Dave and Kim have been working diligently on a five-year Strategic Education Plan to initiate in January 2012; this will serve as a guiding document for targeting priority pollutants through strategic partnerships. Big events to come in 2012 will include our first ever Charleston Area Stormwater Pond Management Conference and the launch of the Carolina Yards and Neighborhoods Event Series in partnership with Trident Technical College.



One of our great accomplishments this year is the release of the new CWSEC website, www.cwsec-sc.org. The site overhaul was purposed to better serve the general public as an educational tool while still being the important inventory of information for CWSEC partners. It is filled with educational information on stormwater, what steps one can take to better manage runoff, upcoming stormwater education and volunteer events and information on the CWSEC partnership and history of outreach. Another web update is the new Stormwater

Pond website authored by Ben Powell, with review assistance from colleagues and partners (thank you!). This decision-tree website seeks to assist those charged with managing stormwater ponds in their problem-solving and provide a resource towards improved, proactive pond maintenance.

An exciting highlight for the new year is the first ever Grand Strand Stormwater Pond Management Conference to be held on March 3, 2012 purposed to link HOAs and POAs around Horry and Georgetown Counties with resources on proper management of these stormwater controls and community features. This will be accomplished by offering attendees the opportunity to interact with stormwater pond-related vendors who specialize in the field as well as providing educational presentations on numerous stormwater pond-related topics.



With the foundation laid for so many years by Extension Agent Emeritus Bill Blackston, in 2011, the LCSC shifted its

programs to better target specific audiences—including elected and appointed officials, professional engineers and contractors, and businesses—in its outreach efforts. Highlights from 2011 include the Clean Car Wash campaign in which 860 vouchers were redeemed at local car washes! Another notable highlight was a workshop for professionals culminating in the installation of a rain garden at the Town of Lexington’s “Corley Street Park.”

Plans for 2012 include continuing the goal of targeting specific audiences and achieving environmental results by working with local schools in the long-term “green steps schools” program to install rain barrels on school property. Look to the LCSC to also host a number of workshops at the West Columbia-Cayce Library where two rain gardens and a bioswale are slated to be installed in April of 2012.



Through a partnership with Keep Florence Beautiful, the City of Florence, and the FDSC, a new demonstration site has been established in downtown Florence. Consisting of PICP (Permeable Interlocking Concrete Pavers), a Carolina Fence™ Garden, and rainwater harvesting, the Florence Cultural Garden was created to provide an aesthetically pleasing green space in the heart of downtown Florence that promotes natural resource conservation. The project would not have been possible without the support of various businesses, organizations, and the numerous volunteers that contributed to the project. A special thank you goes to Belgard Hardscapes for their generous donation of pavers and technical assistance in this first application of PICP in Florence.

With 101 children from Florence and Darlington counties participating in the 2011 Earth Day Coloring Contest, the FDSC plans to make this an annual activity. In addition to coloring, children are asked to complete at least one of five earth-friendly activities such as identifying the nearest storm drain and picking up trash along the way. Prizes are awarded for 1st, 2nd, and 3rd place for each of three age groups thanks to a sponsorship from the Florence and Darlington Conservation Districts!



Over the summer, Sumter County installed a rain garden at Patriot Park to treat runoff from the parking lot. SSS assisted by organizing two volunteer planting days and holding a rain garden workshop to introduce homeowners to the

ease and importance of bioretention.

Solutions also held a cleanup on September 17 as part of Beach Sweep/River Sweep, a statewide initiative organized by the Department of Natural Resources and the SC Sea Grant Consortium. Sixteen volunteers removed trash from a stormwater channel behind the Sumter Mall that carries water (and litter) from the parking lot into Shot Pouch Creek, truly making a difference in this channel's aesthetics and function.



On August 6, RCSC held the Second Annual Summer Celebration of Water in Columbia's Riverfront Park. This free family festival drew nearly 1200 people to kayak and tube on the Columbia Canal, recognizing that interaction with the local waterways has the capacity to increase someone's likelihood to protect and care for these natural resources. Attendees also had many opportunities to learn about watersheds and pollution prevention and interact with representatives from environmental non-profits and green businesses. The event was a partnership effort between Richland County, Lexington County, and the City of Columbia, and will be repeated annually. Please join us in the summer of 2012!



With a new name, new logo and also a new coordinator, 2011 was an eventful year for collaborative stormwater outreach in Pickens County! Cathy joined the Carolina Clear team in February 2011 to coordinate the newly named PCSP, and together, the group created a new word logo and mascot.

The partners also worked with the SC Botanical Garden staff to install a rain garden and rain barrel, which included hosting public workshops. New for 2012, the partners will collaborate with Pickens Middle School on a SC DHEC Champions of the Environment award project, "Watershed Connections," at Town Creek Park, and with Pickens High School on a Take Action for the Environment project, "Wheel of Water" at the Hagood Mill. Education and involvement with the community to develop longtime stewards of the environment!



Photo by Kim Counts



The National Science Foundation (NSF) awarded \$3 million to Clemson University this past October to design, develop and deploy a basin-wide network of computerized sensors to monitor water quality along the entire length of the Savannah River. A battery-operated computer smaller than a Rubik's Cube® is at the heart of the endeavor to

deploy a network of environmental sensors along the 312-mile Savannah River — from the headwaters in North Carolina to the port in Savannah. This network will provide real-time data on water quality and flow rate at a scale that until now was cost-prohibitive. The data is critically needed to improve water resources management as demand increases for drinking water, hydroelectric power, recreation and industrial production.

To all of this program's partners and supporters, we THANK YOU! From all of Clemson's Carolina Clear team, we wish you the happiest of holidays and a prosperous 2012!

With thanks,

Katie, Cal, Chris, Dave, Kim, Terasa, Nell, Mary, Cathy, Angela, Dawn and Rachel

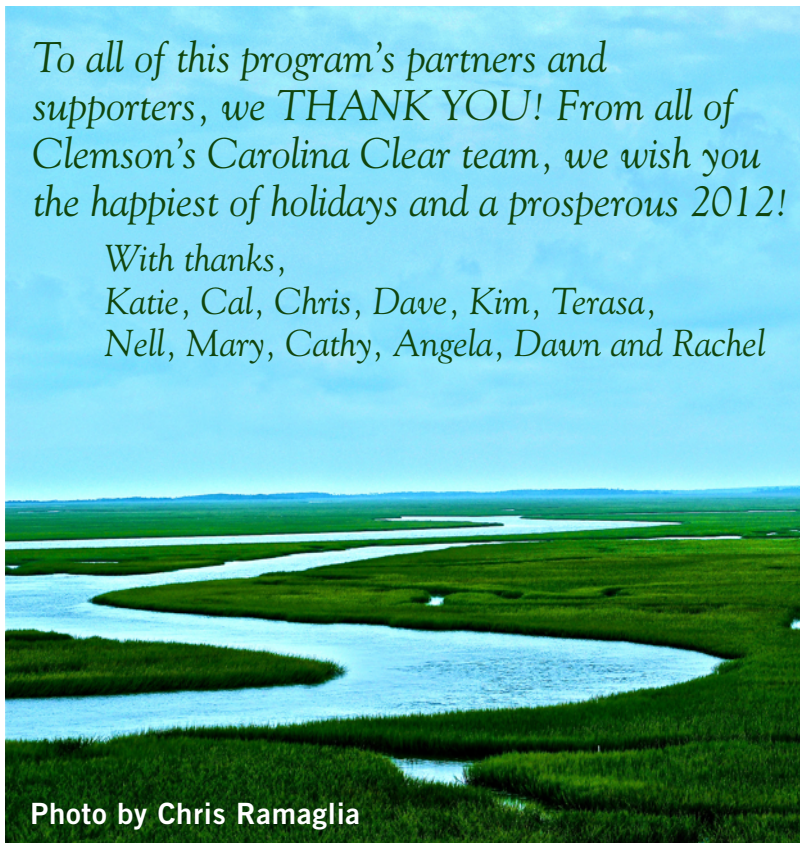


Photo by Chris Ramaglia

updates from our team...

There's lots more pink in the Giacalone household, as Matt, **Katie** and Talulah welcomed Corrina Evelyn Giacalone to the world on August 11, 2011!

Angela Crouch received the South Carolina Department of Transportation's (SCDOT) Adopt-A-Highway Outstanding Achievement Award and also the Adopt-A-Highway Recycling Initiative Award during the year.

Chris Ramaglia joined the Carolina Clear team this past June and has thoroughly enjoyed being here and working with an awesome team. Chris also got married in September!

Cathy Reas Foster, who joined Carolina Clear in February 2011, enjoys hiking, especially to waterfalls, and began backpacking sections of the Appalachian Trail. She also received a Residential Rain Garden Professional certification from NC State University.

Terasa Young successfully completed certification requirements for Certified Stormwater Plan Reviewer (CSPR) and Certified Erosion Prevention & Sediment Control Inspector (CEPSCI).

Mary Nevins is looking forward to becoming an aunt this year. Her sister Sarah is expecting a baby girl in February, which will be Mary's first niece. Mary is also now a Certified Stormwater Plan Reviewer!

As a new Agent arriving in South Carolina from the USEPA in Washington, DC, **Nell Orscheln** is enjoying getting back to her Extension roots by cooking with local foods, making soap, and installing rain barrels in her own yard!

In May, 2011, the Carolina Clear team welcomed aboard **Kimberly Counts**, to co-coordinate the ACSEC's efforts in Charleston, Berkeley and Dorchester Counties. Because of her new role, Kim is now more motivated than ever before to spend time in her kayak and canoe as well as time in the backyard vegetable garden.