

Richland Countywide Stormwater Consortium

Meeting Agenda

Wednesday, Sept. 14, 2011
10AM – 11:30 PM
Arcadia Lakes Town Hall
6911 N. Trenholm Rd., Suite 2

Type of Meeting: Continuing Development of Stormwater Education Plan and Decision-Making for the Richland Countywide Stormwater Consortium

Meeting Facilitators: Mary Nevins, Clemson Carolina Clear & Keith Anthony, Richland County DPW

10:00-10:10	Welcome & Meeting Purpose	Mary Nevins
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10:10-10:20	Outreach Activity Updates	All present
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10:20-10:30	Planning for Fall Events	All present
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10:30-10:50	Social Media	Mary Nevins
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10:50-11:25	Sanitary Sewer and Septic Tank Initiatives - Brainstorming	All present
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11:25 – 11:30	Wrap-Up	Mary Nevins
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Visit us online at www.clemson.edu/carolinaclear/rcsc

Notes from the Meeting

Attendance:

Keith Anthony	Richland County Stormwater
Christine Murphy	Town of Arcadia Lakes
Jake Broom	City of Forest Acres
Jessica Artz	Gills Creek Watershed Association
Mary Nevins	Carolina Clear

Minutes:

The meeting began with a review of recent and upcoming education activities.

Recent Events

- Richland 101 for Kids – July 28, Dutch Square Mall
- Summer Celebration of Water – Aug. 6, Riverfront Park
- Presentation for Greater Columbia Landscapers Association Meeting – Aug. 8, Cato's Power Equipment
- Presentation for Richland County Appearance and Beautification Leadership Conference – Aug. 13, Midlands Tech Northeast Campus
- Congaree Riverkeeper "Stand for Your Rivers" Photo Shoot – Aug. 20, Senate Street Landing Conservation Station – Aug. 23, Sandhills REC
- GCWA Adopt-A-Waterway Cleanup – Aug. 27, South Beltline Blvd.
- Green is Good for Business Conference – Sept. 13, Columbia Metropolitan Convention Center

Upcoming Events

- Keep the Midlands Beautiful River Sweep 2011 – Sept. 17, Saluda River at Riverbanks Zoo
- Rooftop Rhythms – Sept. 22, Richland Mall
- Presentation for SC Nursery & Landscape Association Fall Field Day – Sept. 28, Sandhills REC
- Conservation Station – Sept. 29 & 30, Sandhills REC
- Rain barrel workshop – Oct. 8, Sandhills REC
- Sustainable Growth and Site Design Conference – hosted by Town of Blythewood, Oct. 12-13, Midlands Tech Northeast Campus
- Gills Creek Watershed Association Wine for Water Fundraiser – Oct. 20, Rockbridge Country Club
- Richland County Neighborhood Conference – Oct. 22, Richland County Archives & History Center
- Carolina Yards & Neighborhoods Presentation – Oct. 26, Shepherd Center
- Richland County Recycle Day – Nov. 12, Sandhill REC

Ongoing Projects

- Business Recognition Program – meeting with students from Net Impact club at USC
- i-Phone Ranger initiative – Gills Creek Watershed Association, starting September
- Year 3 Annual Report

A number of new PowerPoint slides have been designed for use on Richland County public information channel. Pending approval by Srinivas, Mary will submit these to Richland PIO.

Social Media

Because at least 9 RCSC partners have Facebook pages, with over 3099 fans total, we took some time to discuss social media and how to get more impact from our pages. Mary recently attended a training from Clemson IT specialists on this topic, and shared what she learned.

Ways to get your links shared more

- Include numbers in status titles (*"1200 People attended Summer Celebration of Water"*)
- Posts with certain words get shared more than others: *why, most, world, how, health, bill*
- Post on weekends
- Write with a positive spin
- Use plain English
- Include videos if possible

Ways to get your page "Liked" more

- Users have to "Like" before they can comment, so anything that inspires comments, such as giveaways, questions, polls.

Ways we can help each other

- "Like" each others pages
- Tag ourselves in pictures on each other's pages
- Re-share posts from each other's pages
- Comment on each other's pictures and posts

Sanitary Sewer overflows

The goals of this program are:

- Promote awareness of the issue
- Encourage public reporting of overflows
- Follow-up with affected communities

Our current outreach strategy for sanitary sewer overflows consists of distributing the Stormwater Hotline magnets and encouraging people to report overflows to the hotline. Some possibilities for new ideas were to develop a TV slide or a brochure related to this topic. Brochures could be distributed at events and given out when responding to reports. Keith informed the group that there are a number of sewer providers within Richland County, not just the city's sewer line. The first step should be to see what materials or initiatives they already have on this topic. Because many of them send a separate sewer bill (not on the water bill), we could have an insert in the bill. This would be cost effective. Keith will provide Mary with a list of sewer providers and their contact information. Mary will follow up with the sewer providers.