



Sumter Stormwater Solutions

Meeting Agenda

Monday April 30, 2012
10:00 AM – 12:00 PM
North Hope Center
904 North Main St
Sumter, SC 29150

Purpose of Meeting: Continuing Development of Stormwater Education Plan and Decision-Making for Sumter Stormwater Solutions

Meeting Facilitator: Mary Caflisch, Clemson Carolina Clear

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| 10:00 – 10:10 | Welcome & Meeting Purpose | Mary Caflisch |
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| 10:10 – 10:15 | Outreach Activity Updates | Mary Caflisch |
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| 10:15 – 10:45 | Low Impact Development Education: Update and Next Steps | Mary Caflisch |
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| 10:45 – 11:15 | Activity planning for Summer <ul style="list-style-type: none">• Rain Barrel Workshop• Outreach for Businesses | All present |
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| 11:15 – 12:45 | Methods for Evaluating Our Efforts and Tracking Behavior Change | All present |
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| 11:45 – 12:00 | Wrap-up | Mary Nevins |
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Meeting Minutes

Attendance:

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| Teige Elliot | City of Sumter |
| Elizabeth Ervin | Sumter County |
| Dan Geddings | Sumter County |
| Josh Castleberry | Central Carolina Tech |
| Geoff Smith | URS |
| Mary Caflisch | Carolina Clear |

Notes from the Meeting

Outreach Activity Updates

The meeting began with a review of recent activities:

- Cherryvale Elementary rain barrel project
 - Spoke to Environmental Club on January 23
 - Two rain barrels installed in March
- Hornaday Award Weekend – March 10
 - Boy Scout environmental award: Soil and Water Conservation Merit Badge
- Backyard Landscaping Series – March 8, 15 & 29, and April 5
 - Based on Carolina Yards & Neighborhoods program
- Draft Landscaping Ordinance Stakeholder meeting, March 19 - Planning Department
- Low Impact Development presentation for Planning Commission – March 28
- Turkey Creek Cleanup – March 31, 15 volunteers
- Earth Week Radio PSA – April 16-22, Miller Communications Stations
 - Old Skool 93.3, Z95.5, Bad Dog 94.7, WDWY, and Kat Country 99.3
- Low Impact Development presentation for developers and landscape professionals – April 23, City-County Planning Dept.
- Cherryvale Elementary Earth Day Celebration – April 20
- Sumter Earth Day Celebration – April 28, Swan Lake
- Rain Garden Re-planting – by Sumter County, at Patriot Park
- City of Sumter has held a few neighborhood cleanups – Teige Elliot will provide the details.

Upcoming activities are as follows:

- Stormwater Pond Maintenance workshop – May 3, held by Sumter County at the Recreation & Parks Department Cultural Center.
 - Invitations were sent to pond owners, but the workshop was also open to the public.
- Envirothon – May 4, Columbia: solutions members involved in development of questions and judging.
- Sumter Iris Festival – May 26 & 27, Swan Lake

Statewide Updates

- Midlands Water Words that Work training - June 20, Columbia
- Restaurant products finalized: Training materials for employees on proper grease disposal to prevent sanitary sewer overflows
- Mass media campaign doubled through grant award from Clemson Extension
 - One-month campaign with Time Warner Cable, currently in negotiation.

Low Impact Development Education: Update and Next Steps

The group discussed the progress of the LID education initiative. Activities conducted this far are:

- Draft Landscaping Ordinance Stakeholder meeting, March 19: The landscaping ordinance currently being drafted by the Sumter City-County Planning Department includes LID principles, not as requirements, but as recommendations. Guidelines are not clear on how these practices should be installed and what is or is not required. A stakeholder meeting was held to gain input from developers and landscape professionals on the content of the ordinance. Revisions are in progress. For the time being LID requirements are to be removed from the ordinance to be added back in at a later date.
- Presentation on LID for Planning Commission, March 28: This presentation introduced the Planning Commission briefly to the concept of Low Impact Development, its purpose, and examples (bioretention, pervious pavement, etc.).
- Presentation for developers and landscapers, April 23: Professionals learned about the benefits of LID, including data from economic studies of the associated costs, and also received an update on the stormwater utility credit program for commercial properties.

The next steps in this project will be to give brief presentations on LID for the City and County Councils. After the stormwater utility credit program is fully developed, we will work on outreach to the public regarding how to obtain the credits. Owners of commercial properties will need to be educated on how to complete the utility credit application, and what types of BMP's qualify for credits. Engineers will also need guidance in installing these BMP's. It was recommended that because EPA and SCDHEC will be issuing new permits, we should wait to see their requirements before spending too much effort on developing guidance documents. County staff clarified that multifamily housing qualifies as commercial property for the purposes of the stormwater utility credits.

Dan Geddings stated that the Sumter Board of Appeals could use a presentation on stormwater runoff. They have been receiving a lot of questions about stormwater, and do not understand the issues. The Board of Appeals consists of individuals from the community, appointed by the City and County. We will plan a special training session for the Board of appeals.

We will also work to highlight industries and businesses that represent a "gold standard" with their stormwater management plan. For example the new Continental Tire factory has a good stormwater plan. Josh Castleberry suggested developing a Green Business program for the Sumter area to recognize businesses that are making an effort towards protecting the environment. The program could be promoted through the Chamber of Commerce and other organizations. Mary will contact Lynn Kennedy to gauge what interest may exist for this program. The City of Sumter already has a program to recognize exemplary landscaping. Mary will contact Goliath Brunsen with the city to discuss how the two programs might work together.

Activity Planning for Summer

The first item discussed was a rain barrel workshop for July or August. The group agreed the best time for a workshop would be on a Tuesday or Thursday from 4:00-7:00. By changing the time so that we don't have to provide lunch, the cost of the workshop could be reduced. The late afternoon time also allows working people to attend as well, and being on a weekday means County and City Staff may be available to assist with a portion of the workshop, plus no one will have to give up a Saturday to attend the workshop.

The Sumter County Training Center, where the past rain barrel workshops have been held, will be our first choice for a location. If it is not available on the day chosen, the Natural Resources Management Facility also could be used.

A source of barrels may also be a problem, as Pepsi will no longer provide them for us. Mary can get them from Sonoco, who picks them up from Pepsi, but the problem with this is that Sonoco won't hold them for us, so as soon as Sonoco gets them, we have to pick them up. Mary will make sure it is all right with Public Works for us to store them there before the workshop. There is also a Coca-Cola plant in Bishopville, which may also be able to provide us with barrels.

Next the group discussed outreach to businesses. Materials have already been developed for automotive repair and restaurants. Mary is working on a handout for carpet cleaning businesses. She found out from the waste water treatment plant that the carpet cleaners simply need to dispose of their waste water into sanitary sewers at their own facility – they do not need to bring it to the treatment plant directly (we had previously thought this might be necessary because of volume issues).

Delivery methods for handouts for businesses are a problem. Just as with the auto repair shop handouts, because there are so many carpet cleaning businesses in Sumter, it will not be possible to hand deliver the handouts to all businesses. We decided that Mary would hand deliver handouts to the larger businesses (seeing that they are received by a manager and not just thrown away), and send the rest by mail. Josh Castleberry suggested that we give a talk on water pollution to the automotive class at Central Carolina Tech. David Moore is the contact for this program of study.

We discussed the storm drain marking program, and decided to strengthen our efforts to publicize the program in the fall once school is back in.

The group would like to see more education for teachers. A workshop for teachers over the summer would be a great way to get information to them. Mary will discuss a recertification program with T.J. Yarber with the Soil & Water Conservation District. The District used to hold a long teacher workshop every summer, but that program was cut two years ago. Clemson offers certification hours, and Mary will research how to incorporate these into the workshop. It is too late to plan anything for this summer, so this program will be added to the education plan for next year.

EEASC has an annual statewide conference every summer. Carolina Clear agents in the upstate are participating this year, and Mary will look into how Sumter might be more involved next year.

Methods for Evaluating Our Efforts and Tracking Behavior Change

Last, we discussed how to improve our evaluation of our existing programs. Carolina Clear will be conducting a second telephone survey in the fall of 2013. The previous survey was conducted in the summer of 2009, so there will be four years between the surveys, enough time to expect to be able to see behavior change. Data from the survey will most likely be pooled within the midlands as before. However, we can add region specific questions. Carolina Clear will work with Clemson's sociology faculty and staff to develop meaningful questions and methods as before. Many of the questions will be the same ones asked in the previous survey, so that we can compare the number of correct responses. New questions will be added, and we will be able to give input on those, although the survey will primarily be developed by the experts at the university. Phone surveys are very time consuming. In 2009, to achieve the 400 completed surveys necessary for statistical significance, 28000 calls had to be made. Factors contributing to this low response rate included incorrect or non-working numbers, no eligible person available, respondent unwilling or unable to complete survey, and season of the year. Clemson will look at ways to modify our methods to increase the response rate in 2013.

Besides the phone survey, current evaluation methods include taking written surveys following workshops, and taking informal surveys at the Earth Day Festival.

The group suggested several new ideas for evaluating efforts. When Josh recently attended the Southeast Recycling convention, he learned about a project in which a group looked at recycling rates between two areas, one of which included a door to door pledge effort asking people to commit to recycling. The neighborhood in which pledges were taken had a higher rate. We might consider some kind of door to door effort. Quick surveys on the city or county web pages was suggested. Handing out

surveys at the Sumter Mall, the flea market or in front of Wal-Mart was another idea that the group liked. We could ask Wal-Mart to donate a gift certificate, which could be raffled off to survey participants. At last year's Earth Day Festival, when Mary entered participants names in a drawing for a rain barrel, people were quite eager to participate in the survey. The group agreed that not everyone would be interested in winning a rain barrel, but offering a gift certificate would draw participation from a larger cross-section of people, as would taking surveys in front of Wal-Mart. Mary will speak to Wal-Mart about this, possibly for some time in the fall.

The meeting was adjourned.