



Sumter Stormwater Solutions

Meeting Agenda

Thursday, June 5, 2014

1:00 – 3:00 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 Facilitators: Mary Caflisch & Jolie Brown, Clemson Carolina Clear

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| 1:00 – 1:05 | Welcome & Meeting Purpose | Mary Caflisch & Jolie Brown |
| 1:05 – 1:20 | Outreach Activity Updates | Mary Caflisch & Jolie Brown |
| 1:20 – 1:30 | SSS Teacher Award Presentation | Jolie Brown |
| 1:30 – 1:45 | Student Stormwater Video Contest Project Overview | Sadaris Benjamin |
| 1:45 – 2:55 | Public Education and Involvement Strategy Development under New SMS4 Permit | All present |
| 2:55 – 3:00 | Wrap-up | Mary Caflisch & Jolie Brown |



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On Facebook? We are! www.facebook.com/midlandsstormwater

Attendance:

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|------------------|--------------------------------|
| Mary Caflisch | Carolina Clear |
| Jolie Brown | Carolina Clear |
| Sadaris Benjamin | Clemson Extension |
| Rick Lavergne | St. Francis Xavier High School |
| Susan Lavergne | St. Francis Xavier High School |
| Geoff Smith | URS |
| Alfred Conyers | Sumter County Stormwater |
| Dan Geddings | Sumter County Stormwater |
| John Merkel | Sumter County Stormwater |
| Teige Elliot | City of Sumter Stormwater |
| Claudia Rainey | Sumter City-County Planning |

Minutes:

SSS Teacher Award Presentation

The meeting began with the presentation of the 2014 Teacher Award to Sue Lavergne, principal of St. Francis Xavier High School. Sue was chosen for this award by popular vote of the consortium members. Jolie read her nomination, as follows, and presented her with a certificate and \$50 gift card to Walmart. Sue and her husband Rick were present to receive the award.

“Principal Lavergne has organized a dedicated group of 12 students that mark storm drains around Sumter once a month. (Some months are interrupted by weather, holidays, etc). Her school has also participated in both years of our Rain Barrel Art contest. They won a pizza party the first year. St. Francis Xavier participated in our December 2013 Rain Garden Maintenance Day at Patriot Park. Principal Lavergne ensures that her students participate in community service once a month.”

This was followed by a review of recent and upcoming activities.

Recent Events

- Shorescaping Workshop
 - Classroom portion: April 29th, Alice Boyle Garden Center
 - Installation: May 7, Patriot Park
- Jolie on “Making it Grow”– May 6th and June 3rd.
- Rain garden maintenance day – May 14th, Patriot Park
- Storm drain marking in Lakewood Links subdivision – Apr. 23rd, May 21st
- Enviroscene presentations and rain barrel installation for Willow Drive Elementary School – May 21th
- Sumter Iris Festival – May 23rd & 24th, Swan Lake

Upcoming Events

- Summer Cleanup – June 7th, Winston Road
- Project site visits with new Carolina Clear stormwater engineer Chuck Jarman – July 25th, visiting Patriot Park and Dillon Park project sites.
- Utility Credit Workshop – date and location TBD
- Rain Garden site visit – private home in Dalzell, date TBD

Mary was informed that Josh Castleberry gave a presentation recently. She will follow up regarding the details.

Student Stormwater Video Contest Project Overview

Sadaris Benjamin is a Clemson student doing an internship with Jolie at the Sumter County Extension office this summer. One of Sadaris’s primary tasks is to design a stormwater video contest for students. This contest was discussed at the SSS meeting in January 2014. Sadaris presented the preliminary results of his research and proposed a set of guidelines for the contest. These were as follows:

Purpose

- Increase community interaction
- Illustrate our impact on the environment
- Help clear up any misconceptions of stormwater

Stormwater Guidelines

| Age | Elementary School | Middle School | High School |
|--|--|---|--|
| Entry Guidelines | <ul style="list-style-type: none"> • Must be a resident and attend an elementary school in Sumter County • Must enter as a class | <ul style="list-style-type: none"> • Must be a resident and attend a middle school in Sumter County • Can enter as individuals or as groups | <ul style="list-style-type: none"> • Must be a resident and attend a high school in Sumter County • Can enter as an individual or as a group |
| Reward (The winner of each category will receive the following.) | <ul style="list-style-type: none"> • Pizza Party/Ice Cream Party | <ul style="list-style-type: none"> • Restaurant Gift Card • Commercial will be shown on the local news station. | <ul style="list-style-type: none"> • Show commercial as the Southeastern Water Conference • Prize Money (\$\$) |

Special Category: **People’s Choice**

The video with the most likes on Facebook will be presented on the TV show making it grow. All entrants will be included in this category.

Rules for all Categories

1. The video submitted must be between 20 to 60 seconds in length.
2. The video submitted cannot have been used before in any previous contest or have won a reward.
3. The video must be original and be based on the theme “WE ALL LIVE DOWNSTREAM.”
4. The video must be suitable for the viewing of all ages.
5. The video can not infringe or insult the rights and morals of any third party including race, gender, religion, etc.

Judging: The winners will be determined based on the following criteria.

1. Quality: Does the commercial have good audio and visual?
2. Creativity/Originality: Is the video something that we haven't seen before?
3. Content message: Is there a connection between Stormwater and the community?
4. Call to action: Does the video make people want to help?
5. Accuracy: Does the video provide accurate information

After the presentation by Sadaris, the group discussed the contest. It was agreed that the contest was a good idea because getting the students involved encourages them to get the parents involved. Promotion of the contest to the schools should begin as soon as all of the details are finalized. Sadaris will present ideas to schools as much as he can before his internship is finished. After that, Jolie and Mary will present to the schools. Claudia Rainey suggested that we show all videos, not just the winner, on local stations. This will depend on how much time the television stations are willing to give us. Jolie recommended that rather than have a minimum and maximum length for the video, we should set the time length to approximately 30 seconds.

Geoff Smith commented on the contest theme of “We all live downstream,” which emphasizes general stormwater awareness. He stated that from a regulatory standpoint, it would be better to focus on specific pollutants. Rather than having just a general them, we choose a specific pollutant for each category. Elementary school students can do their videos on “We all live downstream,” middle school videos can focus on litter, and high school videos can focus on pet waste. The videos will be hosted on the Carolina Clear YouTube channel.

It was asked how winners would be determined, and we decided that the consortium should choose the winner. Our quarterly SSS meeting is in September, which will be too early for us to vote at the meeting. We will vote via doodle poll instead. Mary will need to ask Clemson's legal department about giving out cash prize for the high school category. Cash would be a more desirable incentive than a pizza party for older students. We could do it in the form of a Walmart gift card. There would be a total amount, and this would be split between however many students worked on the video. A prize value of \$200 was suggested. We discussed whether we would give a second and

third place prize, but group decided not to. For middle and high schools, students may enter as individuals instead of not as a class. For these, the winner will be allowed to pick twenty of their friends to share the pizza party with, instead of their class if they prefer.

Geoff asked how we would advertise the contest, whether we would be primarily going through the science teachers. Jolie answered that we would take a broader approach, advertising through guidance counselors, newspapers, social media, etc. We will create a Facebook page for the event to make it easy to share. The contest will start at the beginning of the school year. We will set a November deadline, so that we can announce the winners before Christmas break.

Public Education and Involvement Strategy Developed Under New SMS4 Permit

Sumter County and City of Sumter both have Stormwater Management Plans (SWMPs) due on July 1st to SCDHEC. These plans outline stormwater management goals for the next 5 years. The plan is primarily in narrative form, detailing the what and how of stormwater management. It includes a breakdown of milestones. The SWMP can be modified over time, if needed.

To help the city and county complete their SWMPs, the consortium needs to identify one or more pollutants of concern (POC). The SWMP requires that an approach be planned for at least on POC, including short term and long term goals. From this, three community issues should be identified, as well as audiences appropriate to each of these issues. Going from the old permit to the new permit, there is a shift from general awareness of stormwater to specific pollutants of concern. The audience identified should include people directly impacting the pollutant of concern. The SWMP should also include a means of quantifying the impacts of the education and outreach efforts.

Turkey Creek has TMDLs for fecal bacteria and dissolved oxygen. There is also a TMDL for the Pocatigo River that affects the city and county. The MS4s are required to submit a monitoring plan by the end of the year and start testing for POCs by July 2015. Implementation of the watershed plan should be started by 2017. It will be many years before we can show a statistical change in pollutant loading. We need to think of other ways to quantify impacts. For example, we can track the number of bags used from pet waste stations. We can track the pounds of trash collected at cleanups. We can also use reported behavior data from the telephone surveys. The 2009 and 2014 surveys include questions on picking up pet waste and pumping septic tanks.

Bacteria should be our primary POC, because of the existing TMDLs. The group discussed possible community issues related to bacteria and brainstormed ways to address these issues. We already have several successful initiatives addressing pet waste, including flyers at veterinary offices, pet supply stores and groomers, as well as pet waste bag dispensers at Dillon Park (soon to be placed at Patriot Park, too). John Merkel and Dan Geddings suggested that we add education to owners of horses, goats and donkeys as well. There are many such large animals kept within the MS4 boundaries impacting the waterways. For example, we might develop a brochure to be distributed at Tractor Supply, and similar stores. Mary will talk to NRCS and see if they have resources already. NRCS currently offers grants for fencing livestock out of streams, and the consortium could help them publicize these programs.

Another community issue related to bacteria is litter, specifically diapers. One audience to reach out to for this issue is HOAs in the vicinity of Turkey Creek, such as the Greater Turkey Creek Homeowners Association. Jolie reminded the group that these HOAs are very specific about the area

that they cover, and rarely work outside of their own neighborhoods. We should also address commercial audiences, including restaurants, grocery stores, and other food establishments. This is because of problems with grease in pipes causing sanitary sewer overflows. These businesses need outreach on maintaining roll carts and dumpsters, and food handling to improve grease management. We need to make sure vets are managing their dumpsters properly too, because they dispose of a great deal of animal waste. One option would be to develop a postcard on how to build a pet waste composter.

We discussed septic tank maintenance as a community issue. Most of the septic tanks in Sumter County are outside of the MS4 boundary, so this is likely not a big issue. However, FOGs (fats, oils, and grease) are an issue that damages septic tanks, sanitary sewer lines and private sewer systems (such as those used by mobile home parks). We might develop a FOG postcard for homeowners. Our current postcard is designed for commercial audiences.

We are already meeting the goals in the new MS4 permit for public involvement as stated in the new permit. No further discussion of these requirements was necessary at this time.

Mary will compile these notes and send them to the city and county for their reference in developing their Stormwater Management Plans.

With no further business, the meeting concluded at 3:00 PM. The next quarterly SSS meeting will be in September.