



## **Sumter Stormwater Solutions**

### **Meeting Agenda**

Tuesday October 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
10:10-10:15	Introduction: Jolie Brown, New Sumter Water Resources Agent (Public Involvement)	Jolie Brown
10:15 – 10:30	Outreach Activity Updates	Mary Caflisch
10:30 – 11:00	Development of Year 5 Education Plan of Work	All present
11:00 – 11:45	2013 Carolina Clear Telephone Survey – Develop Regional Survey Questions	All present
11:45 – 12:00	Wrap-up	Mary Caflisch

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# Meeting Minutes

## *Attendance:*

Teige Elliot	City of Sumter
Josh Castleberry	Central Carolina Tech
Geoff Smith	URS
Mary Caflisch	Carolina Clear
Jolie Brown	Carolina Clear
Katie Giacalone	Carolina Clear

## *Notes from the Meeting*

### **Welcome and Introductions**

The meeting began with an introduction of new water resource agent Jolie Brown. Ms. Brown is a graduate of Clemson University, with a degree in Agricultural Education and Leadership. She has worked with NRCS in Greenville and Georgetown Counties as a soil conservationist. She lives on a farm in Kingstree with her husband. Jolie will be focusing primarily on the public involvement and participation portions of our MS4 programs (MCM2). Jolie's regular days in the office will be Tuesday-Thursday. She can be reached at:

**Phone:** (803) 773-5561

**Email:** [jolie2@clemson.edu](mailto:jolie2@clemson.edu)

**Address:** Sumter County Extension Office  
115 N. Harvin Street, 5th floor  
Sumter, SC 29150-4956

### **Outreach Activity Updates**

This was followed by review of recent activities:

- Rain barrel workshop – Sept. 4, Sumter County Training Center, 22 participants
- River Sweep Cleanup – Sept. 15, Shot Pouch Creek, 21 volunteers
- Sumter County Fair - September 25-30
  - 34 Storm drains marked
  - Grease disposal flyers distributed to 24 vendors
  - Sumter County rain barrel and rain garden display.
  - Carolina Yards exhibit in Agriculture building
  - Rain barrel exhibit at flower show.
  - Master Gardener display included CYN information.
  - Survey distributed: 21 responses
- Pollution prevention presentation for automotive classes at Central Carolina Tech. – Oct. 24. 2 classes, 23 students
- Watershed presentation at Thomas Sumter Academy – Oct. 26. 22 students, 4<sup>th</sup> grade.

Upcoming activities are as follows:

- Rain Garden maintenance days - Sumter County Public Works & Patriot Park
  - Will invite Master Gardeners and Backyard Landscaping participants
- Meeting for engineers on the new construction permit – City of Sumter

Ongoing projects:

City of Sumter and Sumter County have received a 319 grant from SCDHEC to develop a watershed plan for Turkey Creek. URS is assisting with this process. The County and City will hold stakeholder meetings, as well as conduct neighborhood surveys and inventories of pollution and stormwater issues within the Turkey Creek Watershed. They anticipate advertising these meetings in the *Sumter Item*, but will probably not mail invitations, due to cost and limited effectiveness. Their goal is to gain public buy-in and feedback.

Next, the group reviewed the results of the public survey distributed at Sumter County Fair. Twenty-one responses were received. The results are summarized in the following table.

	2012 Sumter Fair Survey	2009 Telephone Survey
1. How concerned are you with pollution and environmental quality in your local streams and waterways?		
Very concerned	68.18%	44.5%
Somewhat concerned	31.82%	37.6%
Not very concerned	0.00%	14%
Not at all concerned	0.00%	3.8%
Do not know	0.00%	
2. In general, how much does what people do on the land affect the quality of their local streams and waterways?		
A great deal	81.82%	62.6%
Somewhat	13.64%	17.6%
Not too much	0.00%	9.8%
Not at all	0.00%	1.1%
Do not know	4.55%	8.9%
3. Do you believe the following actions can cause pollution?		
Littering	95.45%	-
Illegal dumping	100.00%	-
Pet waste left on the ground	81.82%	64.1%
Using fertilizer and pesticides	86.36%	83.4%
Construction of new buildings	63.64%	70
Disposing of oil, paint or other chemical down storm drains	95.45%	(98.8% said they never)
Dumping grass clippings or leaves down storm drains or backyard creeks	81.82%	(98.4% said they never)
4. Do you believe that your actions can make a difference in keeping the water clean?		
Strongly agree	63.64%	
Agree	31.82%	
Neutral	4.55%	
Disagree	0.00%	
Strongly disagree	0.00%	
5. Have you ever heard of Sumter Stormwater Solutions?		
Yes, and I am familiar with its programs.	22.73%	
Yes, but I am not familiar with its programs.	22.73%	
No, never heard of it.	54.55%	
6. Are you familiar with the current stormwater pollution problems in Sumter County?		
Yes	36.36%	
No	45.45%	
No (but listed a problem)	18.18%	

	2012 Sumter Fair Survey	2009 Telephone Survey
7. Please list any local water pollution problems that you are aware of.		
Oil, gas, + trash	Yes to #6	
Run off of field	Yes to #6	
Stormwater	Yes to #6	
Muddy dirty water ways	Yes to #6	
Chemicals in groundwater	No to #6	
Companies' waste	No to #6	
Trash in streams and lakes	No to #6	
Excess bacteria in sink/shower/toilet water	No to #6	
8. Have you become more aware of stormwater pollution over the last year?		
Yes	54.55%	
No	45.45%	
9. What have you done to protect clean water?		
Picked up after your pet	27.27%	67.7%
Picked up litter	72.73%	25.9% (participated in a cleanup)
Installed a rain barrel	22.73%	
Planted a rain garden	9.09%	
Other (please list)	9.09%	
10. Why is clean water important to you?		
Healthy/disease	27.78%	
Life	22.22%	
Just need it	16.67%	
Drinking	16.67%	
Environment/wildlife	11.11%	
Future	11.11%	
Swimming	5.56%	
Fish	5.56%	

It is our intention to repeat this survey at other events and public places, such as at Walmart. A suggestion was made that when the survey is repeated, question 10 should be reworded as "Why are clean waterways/streams and rivers important to you?" The reason for this was that many of the responses seemed to refer to the quality of drinking water, not surface waters.

### Development of Year 5 Education Plan of Work

The following changes and additions were made to the draft stormwater education plan as presented at the meeting (attached at end of document). Comments are organized by target audience.

- General Public:
  - Carolina Clear will be producing a new television commercial to be released before October 2013 (within our planning year). The commercial will focus on low maintenance landscaping. This will make use of one-time funding from Clemson University.
  - For the SSS Facebook page and website, add links to the "Making it Grow" website and include more links to videos.
  - Investigate the cost of Facebook advertisements (as compared to radio advertisements)
  - We will utilize free radio public service announcements as opposed to paid commercials.
  - Produce pet waste disposal give-aways such as bags dispensers on key chains.

- Investigate the feasibility of pet waste stations at City and County parks. This needs to be cleared with the parks maintenance who will need to replace the bags regularly.
- Target pet lover organizations on Facebook.
- Recognition event for repeat volunteers.
- We would like to involve Shaw Air Force Base more directly in our activities. Mary will contact CG Matthews, who is the stormwater director on base, and invite him to attend our January meeting. Shaw AFB could provide volunteers, facilities and other resources for our efforts. Because they have their own stormwater permit to fulfill, a partnership would benefit them in achieving their education and public involvement goals.
- Youth and Teachers
  - Investigate a strategy for holding a stormwater video contest with local schools. This could be done as a partnership with EEASC and Champions of the Environment. Winning videos could be shown at the 2014 Water Resources Conference.
  - Rain barrel decoration contest for local schools
  - Add additional events related to Earth Day
- Elected and Appointed Officials
  - City of Sumter will be working on a utility rate study, and will present their findings to City Council.
  - Presentations to City Council on the new MS4 permit and other stormwater topics.
  - Participation in South Carolina Association of Counties meetings
  - We discussed involvement with Conservation Voters of South Carolina, but this item is uncertain because we need to remain politically neutral.
- Professionals (Contractors, Engineers, Developers, Landscape Architects)
  - Stormwater Basics Workshop on construction site stabilization
  - Fact sheet on construction site stabilization
  - Presentation on LID focusing on implementing one or more specific BMPs
  - Promote local examples of LID
- Homeowners and homeowner associations
  - Pet waste initiatives and radio advertisements discussed earlier should be targeted towards homeowner audiences.
- Commercial Citizens
  - Presentations for automotive repair classes
  - Outreach to restaurants on grease disposal and good housekeeping. Carolina Clear has materials related to grease that can be utilized.
  - Brochure for commercial car washes
  - Presentations to businesses on the stormwater utility credit program, once this is developed.

### **2013 Carolina Clear Telephone Survey – Development of Regional Survey Questions**

In 2009 Carolina Clear conducted a telephone survey of residents in areas with active Carolina Clear stormwater education consortiums, assessing environmental attitudes, knowledge, and behaviors. In the fall of 2013, Carolina Clear will repeat this survey with modifications reflecting what was learned from the 2009 survey. The goals of the survey are to:

- Compare 2013 findings to results from 2009
- Measure the success of our past efforts
- Gather insights on target audience behavior
- Determine needs and priorities for further efforts

The goal of this meeting's discussion was to develop a set of regional questions to be asked to Midland residents. The length of the survey is a major issue, so keeping questions concise and highly targeted is essential. Cell phone numbers will not be included in the survey, only landlines.

The first regional question will be: "Have you ever heard of Sumter Stormwater Solutions? If yes, how did you hear about it? (Please specify)"

Five additional questions were proposed and are listed below in order of priority.

1. "How are you using the internet and social networking to get your local/regional information and news?" (Or state as "Which sites do you find useful....?")
  - a. News websites
  - b. You Tube
  - c. Facebook
  - d. Pinterest
  - e. Twitter
2. "When is a good time for you to participate in workshops, volunteer events, or other activities?"
  - a. Weekend
  - b. Weekday
  - c. Morning
  - d. Afternoon
  - e. Evening
3. "Overall, do you believe greenways (walking paths connecting points within and around your community) are valuable assets to your community?"
4. "How likely are you to attend the following types of activities?"
  - a. rain barrel workshop
  - b. volunteer cleanup
  - c. information session
  - d. rain garden workshop
  - e. home gardening presentation
5. "To the best of your understanding, when rain falls where you live which body of water most directly absorbs the runoff" (Streamline this question for brevity and clarity.)

This concluded the meeting. The next meeting will be in January of 2013. A doodle.com poll will be sent out to determine the date and time of the meeting.



Lead Service Provider	Activity	Target Geography/ Land Use	Target Pollutants										Participation by other Service Providers	Location and Date Delivered	Assessment Type
			General Stormwater Awareness	Bacteria	Toxic Contaminants, petroleum products, pesticides, heavy metals	Sediment	Nutrients	Debris	Temperature	Other					
<b>Youth / K-12 / Teachers</b>															
Carolina Clear Conservation District	Enviroscape presentations for schools, scouts, 4-H clubs, etc.	Sumter County	x	x	x	x	x	x	x	x					
Carolina Clear, Boy Scouts of America	Soil & Water Conservation merit badge at Boy Scout Hornaday Award Weekend	Statewide	x	x	x	x	x	x						March 2013, Sumter Fairgrounds	
Carolina Clear, Conservation District	Enviroscape presentation at Cherryvale Earth Day festival	Sumter County	x	x	x	x	x	x	x					April 2013, Cherryvale Elementary	
SCDNR	SC Envirothon competition	Statewide	x										Central Carolina Tech, City of Sumter	May 2013, Clemson Sandhill REC	Team scores
Carolina Clear	Rain barrel installation project through Green Steps Schools Program	Sumter County	x										Sonoco Recycling, SC Green Steps	Cherryvale Elementary, ongoing	
Carolina Clear	Watershed interactive whiteboard lessons	Sumter County	x		x									Ongoing	Teacher survey
Carolina Clear	Rain barrel art contest for schools	Sumter County	x											Spring 2013	
Carolina Clear	Student stormwater video contest (investigate strategy for implementation)	Sumter County	x	x	x	x	x	x	x						
<b>Elected and Appointed Officials and High-Level Staff</b>															
Sumter County, City of Sumter	Presentation on stormwater program for county and city councils, administration and department heads	Sumter County	x												
City of Sumter	Presentation on utility rate study to Sumter City Council	Sumter County	x										URS		
Carolina Clear	Participation at SC Association of Counties meetings	Statewide	x												
<b>Professionals: Contractors, Engineers, Developers, Landscape Architects</b>															
Clemson University	CEPSCI (Certified Erosion Prevention and Sediment Control Inspector) course	Midlands	x			x									Exam
City of Sumter	Construction site stabilization factsheet and technical workshop	Sumter County	x			x							Carolina Clear		
Carolina Clear	Low Impact Development presentations (LID)	Sumter County	x		x	x	x		x						
Carolina Clear	Promote examples of LID in the Sumter area	Sumter County	x		x	x	x		x						
<b>Homeowners &amp; Homeowner Associations</b>															
Sumter City-County Planning	"Sumter Connectivity & Greenways Master Plan for Shotpouch Creek" presentations	Sumter County	x		x						x				
Clemson Extension	Master Gardener training class	Sumter County	x		x	x	x					Sumter Master Gardeners	Jan.-May 2013, extension office		
Carolina Clear	Backyard Landscaping Series featuring Carolina Yards and Neighborhoods program	Sumter County	x		x	x	x		x			City of Sumter, Clemson Extension	Spring 2013		
Master Gardeners	Rain Garden volunteer workdays	Sumter County	x						x			Carolina Clear	Fall 2012, Spring 2013		
Carolina Clear	Rain barrel workshop	Sumter County	x			x						Sumter County			



Lead Service Provider	Activity	Target Geography/ Land Use	Target Pollutants										Participation by other Service Providers	Location and Date Delivered	Assessment Type	
			General Stormwater Awareness	Bacteria	Toxic Contaminants, petroleum products, pesticides, heavy metals	Sediment	Nutrients	Debris	Temperature	Other						
<b>Commercial Citizens</b>																
Sumter County, City of Sumter	Stormwater presentation for Leadership Sumter environmental day	Sumter County	x												Spring 2013	
Carolina Clear	Grease disposal handouts distributed to food vendors at Sumter County Fair	Sumter County	x												Sept. 2013, Sumter Fairgrounds	
Carolina Clear	Pollution prevention presentations for automotive repair classes	Sumter County	x	x								Central Carolina Tech				
Carolina Clear	Outreach materials for restaurants on Fat, Oil and Grease management	Sumter County	x													
Carolina Clear	Outreach materials for commercial car washes	Sumter County	x	x		x										
Sumter County, City of Sumter	Presentations on stormwater utility credit program to businesses and industry	Sumter County	x									Carolina Clear				