

ADAPTIVE Stormwater Education Plan		Year 3 (2010-2011) Sumter Stormwater Solutions										Living Document (last updated 11/9/2011)			
Lead Service Provider	Activity	Target Geography/ Land Use	Target Pollutant(s)									Participation by other Service Providers	Location and Date Delivered	Number Impacted/Reached	Assessment Type
			General Stormwater Awareness	Bacteria	Toxic Contaminants, petroleum products, pesticides, heavy metals	Sediment	Nutrients	Debris	Temperature	Other					
General Public															
Carolina Clear	Television Commercial on Time Warner Cable	Statewide	x	x	x		x						August 2011, Time Warner Cable (570 total spots)	26,297 Sumter households	
Carolina Clear	Stormwater Message on Time Warner Cable local weather crawl												August 2011, Time Warner Cable (252 total spots)	26,297 Sumter households	
Carolina Clear	Radio Public Service Announcements	Sumter County	x	x	x		x	x					Sumter & Florence Counties, Fall 2010, Sept. 2011	200,700	
Carolina Clear	Interview on "Your Day"	Statewide	x									Your Day radio program	12/09/10, SC ETV	30000	
Carolina Clear	Stormwater Billboards	Sumter County	x										July 2011	20,300 estimated daily views	
Clemson Extension	Water Quality articles written for <i>The State</i> newspapers	Midlands	x	x	x		x	x					2 articles, greater Columbia area, including Sumter	Circulation 96737 each article	
Sumter Extension Service	Water Quality articles written for the <i>Sumter Item</i>	Sumter County	x		x		x	x					5 articles, Sumter County & City of Sumter	Circulation 33000 each article	
Carolina Clear	Rain water harvesting article in <i>South Carolina Nurseryman Magazine</i>	Statewide	x									South Carolina Nurseryman Magazine	July 2011, mail distribution	535	
SC Wildlife Magazine	Two articles in SC Wildlife Magazine on rain gardens and rain barrels.	Statewide	x				x	x		x		Carolina Clear	4/26/11	Circulation 47000	None
Carolina Clear	Sumter Stormwater Solutions Website	Statewide	x	x	x		x	x	x				Ongoing	1142	Number of page views
Carolina Clear	Midlands Stormwater Consortiums Facebook Page	Midlands	x										Ongoing from Aug. 2011	33 "fans"	Number of fans, feedback
Carolina Clear	Illicit Discharge Detection & Elimination (IDDE) Website	Statewide	x	x	x		x	x					Online, Winter 2011	735	Number of page views
Sumter County	Illicit discharge and illegal dumping brochures distributed during inspections, violations, and events	Sumter County	x		x		x	x					Ongoing from Feb. 2011	Not assessed	
Carolina Clear	Display at Sustainable Sumter Earth Day Celebration	Sumter County	x	x	x		x	x	x		City of Sumter, City-County Planning	Swan Lake, 4/30/11	450		
Sumter City-County Planning	Greenway Plan display at Shaw Air Force Base Earth Day	Sumter County	x		x					x	Shaw Air Force Base	Shaw Air Force Base, 4/9/11	100		
Carolina Clear	Displays at Iris Festival	Sumter County	x	x	x		x	x	x		Sumter Master Gardeners	Swan Lake, 5/28/11	100		
Sumter County, Carolina Clear	Displays at Sumter County Fair	Sumter County	x	x	x		x	x	x			Sumter County Fairgrounds 9/27/11-10/2/11	10,000		
Sumter County	Earth Day Cleanup: Hatchet Camp Branch	Sumter County	x		x				x		Sumter County, City of Sumter	DeLaine Community Center, 4/9/11	12	lbs. trash collected	
Sumter County Public Works	Manchester State Forest Cleanup	Sumter County	x		x				x		Shaw Air Force Base	Manchester State Forest 5/7/11	32	lbs. trash collected	
Carolina Clear	Riversweep Stream Cleanup	Sumter County	x		x				x		Sumter County, City of Sumter	Sumter Mall, 9/17/11	16	lbs. trash collected	
Youth / K-12 / Teachers															
Carolina Clear	Enviroscape Presentations for 4-H club	Sumter County	x	x	x		x	x	x	x	Clemson 4-H	Red Barn Pony Park, 3/4/11	7		
Carolina Clear	Soil and Water Conservation Merit Badge Workshop	Sumter County	x	x	x		x	x	x	x	Pee Dee Boy Scout Council	Sumter Fairgrounds, 3/12/11-3/13/11	16		
Carolina Clear	Presentation at Cherryvale Earth Day Festival	Sumter County	x	x	x		x	x	x			Cherryvale Elementary, 4/26/11	280		
Carolina Clear	Watershed Interactive Whiteboard Lessons	Sumter County	x		x							Available from January 2011, online	5 teachers, 420 students	Teacher survey	

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Elected and Appointed Officials and High-Level Staff																	
Sumter County	Presentation at City Council budget workshop on stormwater permit requirements.	City of Sumter	x												Council Chambers, 3/8/2011	10	
City of Sumter	City Council public hearing for creating a Stormwater Utility ordinance	City of Sumter	x												Council Chambers, 6/7/11	25	
Sumter City-County Planning	"Sumter Connectivity & Greenways Master Plan for Shotpouch Creek" report produced and presented	Sumter County	x		x							x		City of Sumter	Online distribution and 3 presentations	90	

Professionals: Contractors, Engineers, Developers, Landscape Architects																	
Clemson Extension	Pond Management Workshops	Sumter County	x		x			x							Bethel UMC, Oswego, 11/11/10 & 5/16/11	68	
Center for Watershed Excellence	SC Water Resources Conference, including speakers from throughout the State, booth, presentation and posters by Carolina Clear	Statewide	x	x	x	x	x	x	x					Many	Columbia Metropolitan Convention Center, 10/13/10, 10/14/10	350	Post Surveys for each session
Carolina Clear	Presentation on Carolina Yards & Neighborhoods program as part of University of Florida webinar.	National	x	x				x					University of Florida	Internet, 1/18/11	84	Pre- and post-surveys	
Sumter City-County Planning	Turkey Creek Work Session for Erosion Control and Watershed Projects	Sumter County	x					x					Sumter County, City of Sumter, FEMA, NRCS, Army Corps of Engineers	Sumter City Centre, 10/18/2010	19		

Homeowners & Homeowner Associations																	
Sumter Extension Service	Master Gardener Training Class	Sumter County	x		x	x	x							Sumter Master Gardeners	Jan-May 2011, Sumter Extension Office	13	
Sumter County	Rain Garden Installation at Patriot Park	Sumter County	x		x									Carolina Clear, Sumter Master Gardeners	Patriot Park, 8/12/11, 8/16/11	30	
Carolina Clear	Rain Garden Workshop	Sumter County	x	x	x	x	x	x	x					Sumter County, Sumter City-County Planning	Swan Lake Visitor Center, 9/23/11	17	
Carolina Clear	Carolina Yards and Neighborhoods Training for Master Gardeners	Sumter County	x		x	x	x		x					Sumter Master Gardeners	Sumter Extension Office, 4/11/11	14	
Sumter Extension Service	Presentations to civic organizations on stormwater topics related to gardening	Sumter County	x		x			x							4 presentations throughout the year	120	
Carolina Clear	Rain Barrel Workshop	Sumter County	x	x	x	x	x	x	x					Sumter County	Sumter Co. Public Works, 05/14/11	12	
Carolina Clear	Storm Drain Marking program (10 volunteers, 150 homes, 39 drains)	Sumter County	x	x	x	x	x	x						Girl Scout Troop 5111	Trailwood Neighborhood, 2/22/11	450	
Sumter County	Assisted homeowners in disconnecting illegal sanitary sewer discharge from storm sewer system	Sumter County	x	x											Ongoing	3 residences	

Commercial Citizens (Landscapers and Agriculture Sector)																	
Carolina Clear	Presentation for Chamber of Commerce Environmental Committee	Sumter County	x	x	x	x	x	x	x						Chamber Building, 9/22/11	7	
Carolina Clear	IDDE brochures mailed to high risk businesses: Auto Repair	Sumter County	x		x										Feb 2011	103	
Sumter County, City of Sumter	Leadership Sumter Environmental Day	Sumter County	x	x	x	x	x	x	x					Carolina Clear	Sumter Co. Public Works, 4/13/11	14	