



ASHLEY COOPER
STORMWATER EDUCATION CONSORTIUM

**Stormwater Outreach
Strategic Plan: 2018-2023**

JULY 2018



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The Ashley Cooper Stormwater Education Consortium (ACSEC) was created to coordinate and implement a regional, watershed-scale education strategy focused on stormwater pollution prevention through education and community involvement. The ACSEC assists communities in addressing the US Environmental Protection Agency (EPA) Phase II Municipal Separate Stormwater Sewer System (SMS4) general permit which mandates public education and involvement regarding stormwater runoff. The EPA recommends a partnership-based regional education approach in order to increase effectiveness. The strategic plan will guide the Consortium efforts and maximize program partnerships and resources.

The ACSEC 2018-2023 Strategic Plan is the result of more than a year of meetings and analysis in the Berkeley, Charleston & Dorchester County region. This document provides a blueprint for education strategies focused on target pollutants and behaviors; evaluation metrics are also determined to improve delivery and documentation of impacts. This strategic plan is considered a “living” document to allow for refinement, supplementation and flexibility as regional efforts evolve over the next five years.

The objective of this document is to:

1. Prioritize three issues identified as most significant to the region over a five year time span from July 1, 2018 to June 30, 2023.
2. Provide information on education strategies related to the priority issues
3. Develop timelines and identify evaluation methods to guide and measure effectiveness.

The priority issues most relevant to the region were developed with ACSEC representative input which took into account available data and personal experience. The priority issues for the ACSEC region are as follows:

POLLUTANT OF CONCERN	TARGET BEHAVIOR
BACTERIA	<ul style="list-style-type: none"> • Increase the number of dog owners who carry a bag for dog waste on walks. • Increase the number of new homeowners with septic tank systems who are working with a professional to perform maintenance.
LITTER	<ul style="list-style-type: none"> • Increase the number of shoppers who bring a reusable shopping bag. • Increase the number of smokers who carry a personal ashtray or throw away butts in the trash can.
NUTRIENTS	<ul style="list-style-type: none"> • Increase the number of home gardeners who install native plants. • Increase the number of landscape professionals who offer soil testing as part of their services.

**The priority issues identified do not exclude other awareness and education efforts. The priority issues will form the core of efforts by consortium coordinators over the five-year period.*

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ASHLEY COOPER Community Partners

STORMWATER EDUCATION CONSORTIUM

The majority of designated Small Municipal Separate Storm Sewer Systems (SMS4) communities in the Charleston Urbanized Area have committed to the ACSEC regional collaboration. These communities are represented by a dedicated group of public servants who have been engaged for many years in building the partnership.



Collaboration is integral in developing and delivering a successful watershed-scale outreach program that reaches diverse audiences. The ACSEC is fortunate to have a variety of organizations in the Charleston Tri-County region that have joined the effort. Education partners include universities, state and local government agencies, utilities, and non-profits. Each brings unique expertise, resources, ideas, and programs to the ACSEC. The ACSEC fosters communication among organizations and through this cooperative effort programs are being created or enhanced. Lead and supporting partners are noted in the following report of activities.



ACSEC Education Partners

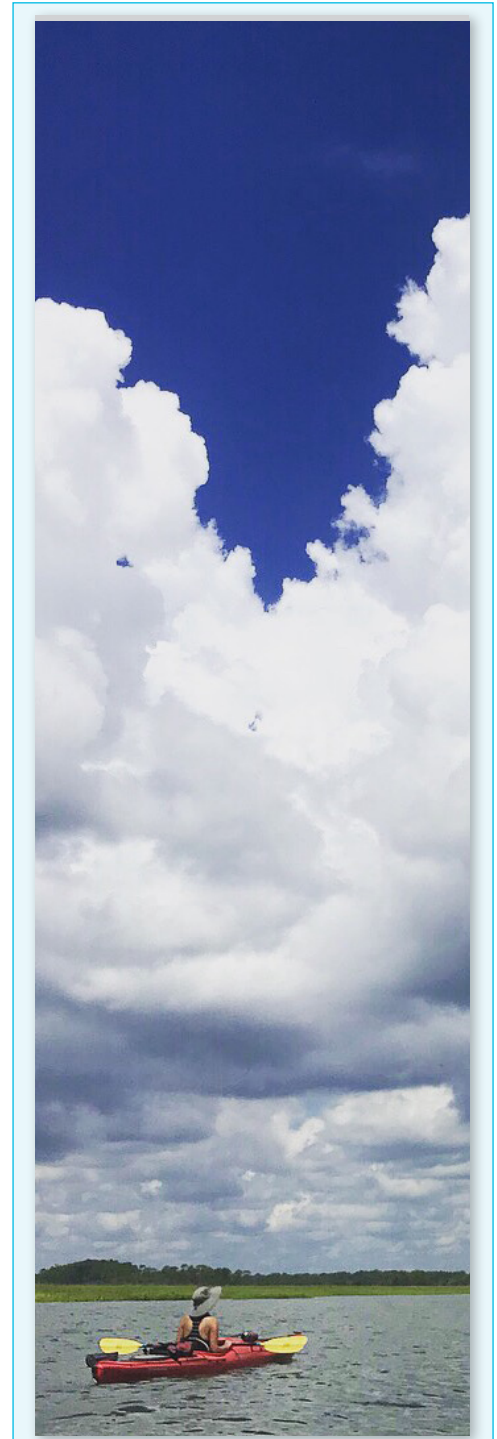


ACSEC MISSION STATEMENT

Improve water quality within the Ashley and Cooper River basins by providing educational opportunities on stormwater impacts and our community roles in supporting healthy, fishable, and swimmable waterways.

PROGRAM GOALS

- Develop and implement an education plan that defines a cohesive education strategy which outlines target audiences and associated target pollutants relevant to the region using a prioritized approach.
- Facilitate compliance with existing and future educational regulatory requirements by capitalizing on local resources and service providers.
- Foster citizen involvement in stormwater management through ACSEC education and participation programs.
- Encourage behavioral change towards environmental quality improvement through stormwater education.
- Use research-based information and developing technologies and tools to maximize citizen exposure to ACSEC stormwater goals and objectives.
- Create an interactive reporting process to facilitate information exchange and dissemination among member entities.



Logic Model

A Logic model is conceptual framework describing the linkage among program resources, activities, outputs, and outcomes. The ASCEC Logic Model, shown here, serves as an overarching guideline for program efforts.

ACSEC Goal: Improve water quality within the Ashley and Cooper River basins by providing educational opportunities on stormwater impacts and our community roles in supporting healthy, fishable, and swimmable waterways.

Resources	Activities	Outputs	Short-Term Outcomes	Mid-Term Outcomes	Long-Term Outcomes
Staff	Collaborate and build relationships with local municipal and county governments, education partners, and the scientific community	Committees, work groups, regional alliances, partnerships, and other collaborative efforts	Consortium partners increase their awareness of opportunities for partnership and collaboration	Regular ACSEC meetings and communication allow partners to develop educational programming to address priority pollutants and target audiences	Local and regional approach for increasing awareness is coordinated and efficient
SMS4 community partners					
Education partners					
Funding	Identify target audiences and priority pollutants in addressing regional stormwater pollution issues	Indirect outreach methods utilizing mass media, internet, outreach, materials, permanent exhibits, and participation in community events	Increase the public general awareness and relevance of area waterways and implications of degraded water quality	Increase behavior change and adoption of best management practices to reduce sources of pollution	Community partners are in compliance with existing and future educational regulatory stormwater requirements
Facilities					
Community members					
Equipment and supplies	Plan, develop, and deliver targeted and relevant training, education programs, and workshops	Direct outreach methods through trainings, presentations, certifications, and public and youth involvement	Educational programs and technical training attendees increase content knowledge and access to resources or services	Citizens are involved in stormwater management through volunteer-based programs	Communities are committed to becoming better coastal stewards by recognizing the social, cultural, and economic values of coastal
Demonstration and field sites					
Existing local, statewide, and national stormwater education programs					
Scientific information	Measure direct and indirect ACSEC impacts and evaluate the effectiveness of trainings and services	Tools and products	Demonstration sites are established and maintained to showcase landscape-level best practices	Decisions made reduce stormwater pollution in area waterways	
Trainers, speakers, and content experts		Annual reports			

Development of the ACSEC 2018-2023 Stormwater Outreach Strategic Plan included the identification of the following during a multi-day planning period from February 2018-June 2018:

- Pollutants of concern (POC) for the region-wide watershed area
- POC to be targeted through education and involvement strategy
- Actions that may contribute to POC (ex. Illegal dumping in storm drain) and associated target audience
- Desired behavior change in target audience to address POC (ex. Residents bring reusable shopping bags to grocery store.)
- Barrier-benefit analysis for each education message to assess:
 - Barriers to behavior adoption by target audience
 - Benefits, or motivators, to the audience to adopt the behavior
- Goals and objectives of education strategy for each education message
- Education strategy that includes resource and/or program development, delivery, and evaluation

Pollutants of concern were identified through the analysis of the 2014 public survey data, consortium community and education partner feedback through questionnaire, anonymous polling, breakout groups, and discussion, synthesis of 2012-2017 education and outreach programs, case studies of public feedback, and 2016 303(d) listed water quality impairments. See page 8-9 for water quality impairment information in the Tri-County area.

Pre-Meeting Questionnaire

Prior to the February 2018 meeting, a pre-meeting questionnaire was completed by ACSEC community and education partners to identify a list of pollutants of concern. Consortium partners were asked to identify the top three stormwater pollution concerns for their community or organization. Partner responses included:

- Litter
- Bacteria
- Nutrients
- Kitchen fats, oils, and grease (FOG)
- Sediment
- Organic material (impacted dissolved oxygen)
- Heavy metals
- Pesticides

Strategic Plan Development

February 22, 2018 Meeting and May 18, 2018 Meeting

During the February 2018 and May 18, 2018 meetings, partners worked collaboratively through a series of interactive polling, breakout group, and large discussion activities to identify region-wide POCs, target audiences, and desired behavior change and messaging.

- Prioritization of region-wide POC for ACSEC consortium area

Using an anonymous polling software, consortium partners were asked to independently rank their concern for each POC on a scale from 1-5 (1 being “no concern,” and 5 being “very concerned.”) Results were weighted to find the top three pollutants of most concern for the consortium. This process identified **bacteria, nutrients, and litter** as the pollutants of concern to focus on through the education strategy. Partners discussed results and considerations to be made in prioritization.

- Identification of actions that contribute to target POCs

Partners then worked independently to list actions, and associated audience, that contribute to target POCs. Responses were numerous but common themes for each emerged. As a larger group, the partners identified the following contributing actions to be addressed through the ACSEC 2018-2023 Stormwater Outreach Strategic Plan.

POLLUTANT OF CONCERN	CONTRIBUTING ACTION
BACTERIA	<ul style="list-style-type: none"> • DOG OWNERS DO NOT PICK UP AND DISPOSE OF DOG WASTE. • RESIDENTS DO NOT MAINTAIN THEIR SEPTIC TANK SYSTEM.
LITTER	<ul style="list-style-type: none"> • PEOPLE USE SINGLE-USE PLASTICS. • SMOKERS IMPROPERLY DISPOSE OF CIGARETTE BUTTS.
NUTRIENTS	<ul style="list-style-type: none"> • RESIDENTS IMPROPERLY APPLY FERTILIZER. • LAWCARE COMPANIES IMPROPERLY APPLY FERTILIZER.

- Identification of target audience and behavior and five-year education strategy and timelines.

As a large group, partners discussed target audience and ultimate goal in behavior adoption for each contributing action. Target behaviors were drafted for each that laid the foundation for an education strategy and messaging. The below tables summarize these target behaviors and audiences.

Bacteria

CONTRIBUTING ACTION	TARGET AUDIENCE	TARGET BEHAVIOR
Dog owners do not pick up and dispose of dog waste.	Dog owners who walk their dog.	Increase the number of dog owners who carry a bag for dog waste on walks.
Residents do not maintain their septic tank system.	New homeowners with septic tank systems.	Increase the number of new homeowners with septic tank systems who are working with a professional to perform maintenance.

Litter

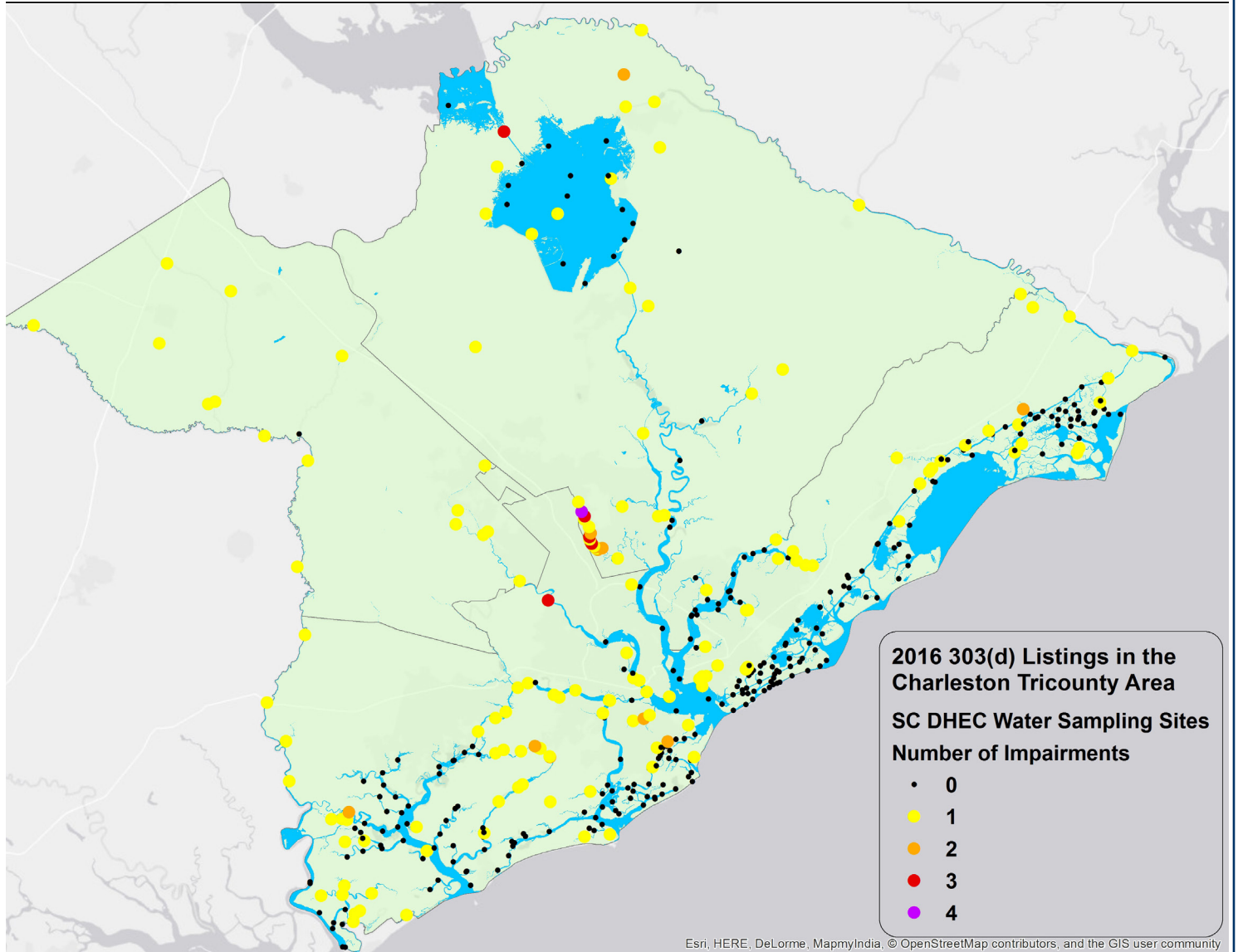
CONTRIBUTING ACTION	TARGET AUDIENCE	TARGET BEHAVIOR
People use single-use plastics.	Shoppers who want to use a reusable bag but forget to bring to the store.	Increase the number of shoppers who bring a reusable shopping bag.
Smokers improperly dispose of cigarette butts.	Smokers that do not dispose of cigarette butts in trash.	Increase the number of smokers who carry a personal ashtray or throw away butts in the trash can.

Nutrients

CONTRIBUTING ACTION	TARGET AUDIENCE	TARGET BEHAVIOR
Residents improperly apply fertilizer.	Home gardeners that perform their own landscaping.	Increase the number of home gardeners who install native plants.
Lawncare companies improperly apply fertilizer.	Landscape professionals that do not currently offer soil testing to clients.	Increase the number of landscape professionals who offer soil testing as part of their services.

Partners discussed five-year education strategies and timelines for execution of each target behavior. Education strategies include goals and objectives to achieve, programming opportunities, existing resources to support, and evaluation tools. The education strategies and five-year timelines are summarized on page 10-21.

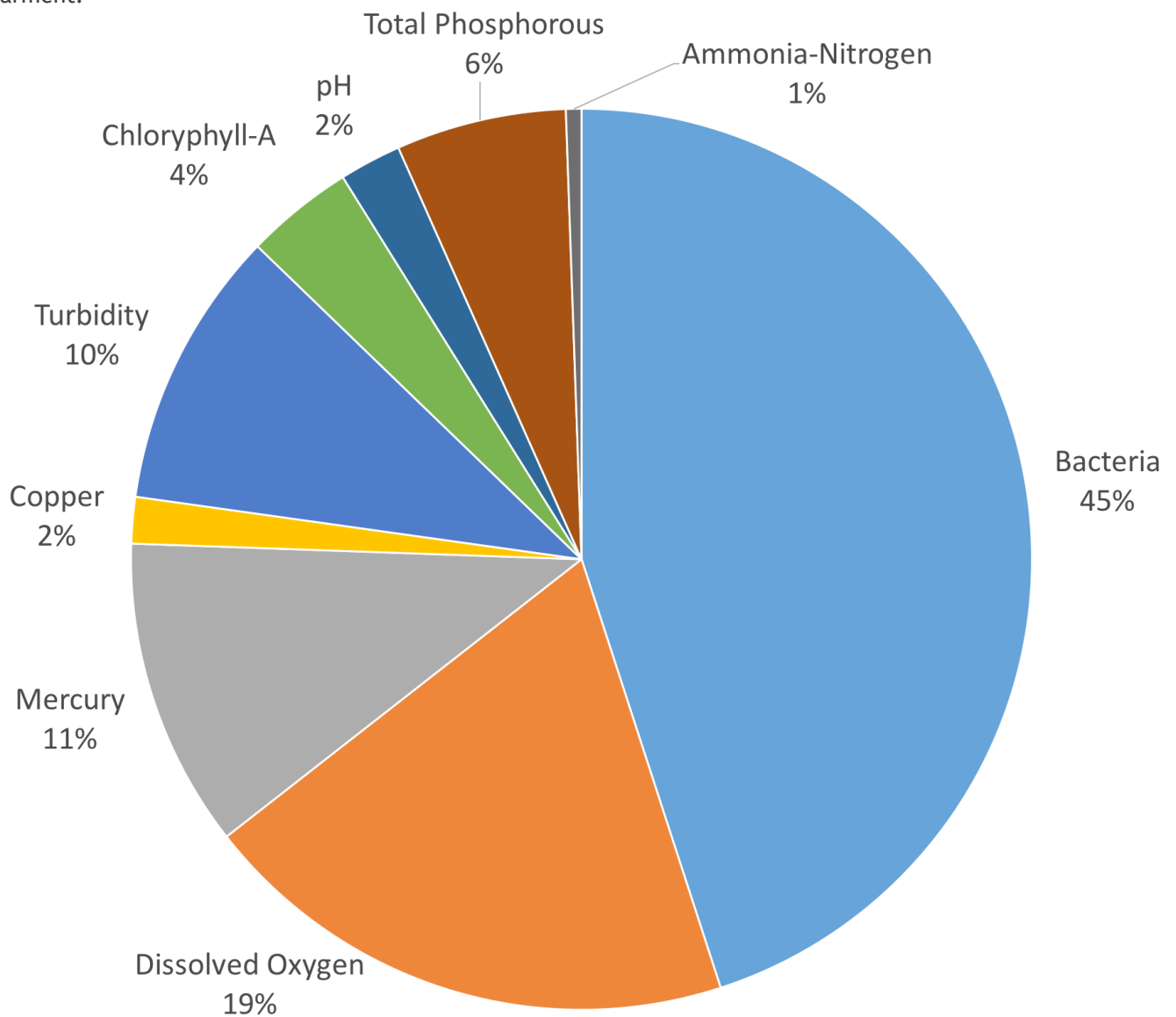
2016 303(D) LISTED MONITORING STATIONS IN THE BERKELEY, CHARLESTON, AND DORCHESTER REGION



MAP PRODUCED BY NICK WALLOVER, SCDNR

2016 303(D) IMPAIRMENTS IN BERKELEY, CHARLESTON, AND DORCHESTER COUNTIES

Based on the the 2016 303(d) list of impairments, there are 180 different impairments in the region. Frequency of listing is shown in the chart below. Bacteria (E. Coli, Enterococcus, and Fecal coliform) is the most frequently listed impairment.



Education Strategy and Timeline: Bacteria

Bacteria is the most frequently listed impairment in South Carolina waterways, threatening recreational, drinking, tourism, and shellfish harvesting uses. Sources of bacteria can be varied; to address bacteria in the ACSEC region of focus, dog waste disposal and septic tank management will be a focus through the ACSEC’s five-year strategic plan. The following education strategy and timeline provide a framework to address this priority pollutant.



EDUCATION STRATEGY: DOG WASTE

Target Audience: Dog owners who walk their dog

Contributing action: While a majority of residents are aware that improperly disposed dog waste can impact water quality, some still do not pick up after their dogs.

Goal: Increase the number of dog owners who are properly disposing of dog waste in the trash or sanitary sewer.

Objective: Increase the number of dog owners who carry a bag for dog waste on walks.

Message	Format and Distribution	Resources	Evaluation
<p>“60% of dog owners pick up after their pet. Do you? Don’t forget to bring your bag.”</p>	<ul style="list-style-type: none"> • Mass-media campaign (billboard, television commercial) • Online dog bag station map • Signage at public parks and spaces • Annual “small grants” program to install dog bag stations on private property • Dog bag holders for leashes 	<ul style="list-style-type: none"> • Veterinarian clinics, animal shelters, dog groomers, dog daycare/boarding facilities, pet supply stores • County and city park staff • HOA and POA • Partner dog bag station programs • Online mapping tools • Stormdrain marking • KCB Dog Days at Riverdogs 	<p>Primary:</p> <ul style="list-style-type: none"> • Number of dog owners who self report that they pick up after their dog on walks (via statewide survey) <p>Secondary:</p> <ul style="list-style-type: none"> • Number of dog bag dispenser stations requested, installed, and maintained • Number of dog waste bags distributed • Viewership of the online dog bag station map

Bacteria Management

Target Behavior

Increase the number of dog owners who carry a bag for dog waste on walks.

Audience

Dog owners who walk their dog.

Year 1

Implement
Distribute dog leash bag holders

Year 2

Develop & Implement
Mass media campaign fall 2018

Implement
Mass media campaign fall 2018

Year 3

Develop
Signage for public parks and green spaces
Annual small grants program to install dog bag stations on private & public property

Implement
Signage for public parks and green spaces
Annual small grants program to install dog bag stations on private & public property

Year 4

Develop
Online dog bag station map

Implement
Online dog bag station map

Year 5

Evaluation



Education Strategy and Timeline: Bacteria

EDUCATION STRATEGY: SEPTIC TANK MANAGEMENT

Target Audience: New homeowners with septic tank systems

Contributing action: Residents are not maintaining septic tank systems and may be contributing to bacteria pollution to the storm drain system and nearby waterway.

Goal: Increase the number of residents using SCDHEC-recognized best management practices to maintain septic tank systems.

Objective: Increase the number of new homeowners with septic tank systems who are working with a professional to perform annual inspections.

Message	Format and Distribution	Resources	Evaluation
<p>“Help avoid costly repairs by working with a professional to perform recommended septic tank inspections.”</p>	<ul style="list-style-type: none"> E-newsletter with automatic annual reminder to homeowners Neighborhood step-stake sign campaigns “Welcome to the neighborhood!” packets mailed or distributed to new homeowners Online resources Mass-media efforts (television, internet) Trainings and workshops by ACSEC and DHEC Train-the-trainer for realtors Financial incentives program for inspections Flyer for contractors to share 	<ul style="list-style-type: none"> Charleston Trident Association of Realtors Post office new homeowner list Utility, septic, and sanitary system mapping HOA and POA Septic tank inspection/pumpout contractors County and city planning/permitting departments 	<p>Primary: Number of contractor-reported septic tank inspections and pumpouts</p> <p>Secondary:</p> <ul style="list-style-type: none"> Number of residents participating in “annual inspection reminder” newsletter campaign Number of new neighbor packets distributed Number of unique views for online tools

Bacteria Management

Target Behavior

Audience

Year 1

Year 2

Year 3

Year 4

Year 5

Increase the number of new home owners with septic tank systems who are working with a professional to perform annual inspections.

New home owners with septic tank systems.

Develop
Welcome to the neighborhood program

Implement
Welcome to the neighborhood program

Develop
Neighborhood step stake sign

Implement
Neighborhood step stake sign

Develop & Implement
Online resources including list of contractors, tips for inspection, etc.

Implement
Online resources including list of contractors, tips for inspection, etc.

Develop & Implement
Mass media campaign on septic tank management

Evaluate

Develop
Financial incentives program

Implement
Financial incentives program

Develop & Implement
Train the trainer for realtors

Education Strategy and Timeline: Litter

Litter has been documented in local estuaries and exists throughout its food chain. Marine litter is largely attributed to land-based sources and stormwater runoff. Litter threatens the aesthetics of the community, ecotourism opportunities, and local wildlife. Litter, specifically single-use plastics and cigarette butts, will be a focus through the ACSEC’s five-year strategic plan. The following education strategy and timeline provide a framework to address this priority pollutant.

EDUCATION STRATEGY: CIGARETTE BUTTS

Target Audience: People who smoke and do not properly dispose of cigarette butts

Contributing action: Cigarette butts, the most littered item on earth, are transported to local waterways in stormwater runoff and cause harm to local water bodies and the environment.

Goal: Increase the number of smokers who are properly disposing of cigarette butts in the trash.

Objective: Increase the number of smokers who carry a personal ashtray or throw away butts in a trash can.

Message	Format and Distribution	Resources	Evaluation
“Cigarette butts are litter, too. Throw away your butts.”	<ul style="list-style-type: none"> • Mass-media campaign (billboard, television commercial) • Community involvement activities pertaining to litter reduction and monitoring • Signage and indexing at public parks, green spaces, and major roadway intersections • Annual “small grant” program to install cigarette butt receptacles • Pocket ashtrays 	<ul style="list-style-type: none"> • Local research • County and city park staff • HOA and POA • Partners providing cigarette butt receptacle programs and litter removal • Keep America Beautiful affiliates • Surfrider Foundation • Charleston Waterkeeper • Adopt-A-Highway • Storm drain marking • Litter hotline • Beach Sweep/River Sweep 	<p>Primary:</p> <ul style="list-style-type: none"> • Number of smokers who self-report that they discard of cigarette butts properly (via statewide survey) • Results of litter index survey at select major intersections <p>Secondary:</p> <ul style="list-style-type: none"> • Number of cigarette butt receptacles requested, installed, and maintained • Number of pocket ashtrays distributed • Number of attendees in litter cleanup events

Litter Prevention

Target Behavior

Audience

Year 1

Year 2

Year 3

Year 4

Year 5

Smokers that do not dispose of cigarette butts in the trash.

Increase the number of smokers who carry a personal ashtray or throw away butts in a trash can.

Develop & Implement

New & existing litter prevention and beautification efforts

Implement

New & existing litter prevention and beautification efforts

Develop & Implement

Signage for public parks and green spaces

Implement

Signage for public parks and green spaces

Increase the number of smokers who carry a personal ashtray or throw away butts in a trash can.

Implement
Distribute pocket ashtrays

Annual small grants program to install dog bag stations on private & public property

Annual small grants program to install dog bag stations on private & public property

Evaluate

Develop

Litter index survey

Implement

Litter index survey

Develop & Implement

Mass media campaign

Education Strategy and Timeline: Litter

EDUCATION STRATEGY: PLASTIC BAGS

Target Audience: People who want to use reusable shopping bags but forget to bring them to the store.

Contributing Action: Plastic bags are detrimental to the environment, can be ingested by wildlife, and can clog stormwater conveyance systems.

Goal: Reduce the amount of single-use plastic bags used in our region.

Objective: Increase the number of shoppers who bring a reusable shopping bag with them when they shop.

Message	Format and Distribution	Resources	Evaluation
<ul style="list-style-type: none"> • “Don’t forget your reusable shopping bag. Help keep plastic bags out of the environment and save a sea turtle.” • “Make a habit, bag it.” 	<ul style="list-style-type: none"> • Mass-media campaign (television, internet) • Community involvement activities pertaining to litter reduction • Factsheet and other informational materials on the threats of microplastics, specifically plastic bags, in our waterways • Promotional “Bag your bags!” and “Bring your bag!” shopping list • Money-back partner program those that bring reusable bags 	<ul style="list-style-type: none"> • Local research • Business owners • Local laws banning plastic bags • Keep America Beautiful affiliates • Surfrider Foundation • Adopt-A-Highway • Storm drain marking 	<p>Primary:</p> <p>Number of shoppers who self-report that they use reusable shopping bags (via statewide survey)</p> <p>Secondary:</p> <ul style="list-style-type: none"> • Number of reusable bags distributed • Number of attendees at litter cleanup events



PHOTO COURTESY SURFRIDER FOUNDATION



Litter Prevention

Target Behavior

Audience

Year 1

Year 2

Year 3

Year 4

Year 5

Shoppers who want to use a reusable bag but forget to bring it to the store.

Increase the number of shoppers that bring a reusable bag.

Develop & Implement
Mass media campaign street interview series fall 2018

Implement
Mass media campaign street interview series fall 2018

Develop
Money back partner program for reusable bags

Implement
Money back partner program for reusable bags

Develop & Implement
Promotional bag for bags & bring a bag shopping check list

Develop & Implement
New & existing litter prevention and beautification efforts

Evaluate

Develop & Implement
New & existing single use plastic reduction education campaigns

Develop & Implement
Single use plastic fact sheet & other information materials

Education Strategy and Timeline: Nutrients

Improper nutrient management was identified as a leading threat to water quality in the ACSEC region of focus. Excess nutrients in waterways contribute to dissolved oxygen issues, nuisance aquatic plants and algal blooms, and degraded ecosystem health. To address this, fertilizer application in residential landscapes will be a focus through the ACSEC’s five-year strategic plan. The following education strategy and timeline provide a framework to address this priority pollutant.

EDUCATION STRATEGY: SOIL SAMPLE

Target Audience: Landscape professionals who do not currently offer soil testing as part of their service

Contributing action: Unnecessary use of fertilizers can lead to water quality degradation as excess nutrients enter waterbodies.

Goal: Increase use of soil testing in professional fertilization applications.

Objective: Increase the number of landscape professionals who perform annual soil testing before applying fertilizers.

Message	Format and Distribution	Resources	Evaluation
“Save your company time and money by providing soil testing to clients.”	<ul style="list-style-type: none"> • Include soil testing in existing professional trainings (Turf School, Pesticide Applicator Training, hybrid courses, etc.) • “We soil test!” seal and branding • Soil sample test kits • List of professional landscape companies that will soil test 	<ul style="list-style-type: none"> • Clemson Ag Services Lab • Clemson Extension Carolina Yards • Area landscape companies • Soil sample pocket guide • Green Industry Training • Workshops, education programs, and trainings provided by education partners • Existing and future trainings for landscape professionals 	<p>Primary:</p> <ul style="list-style-type: none"> • Number of soil samples per county on an annual basis • Number of trainings, and associated attendees, where message is addressed • Number of program participants that demonstrate behavior adoption, through long-term survey response • Website hits

Nutrient Management

Target Behavior

Audience

Year 1

Year 2

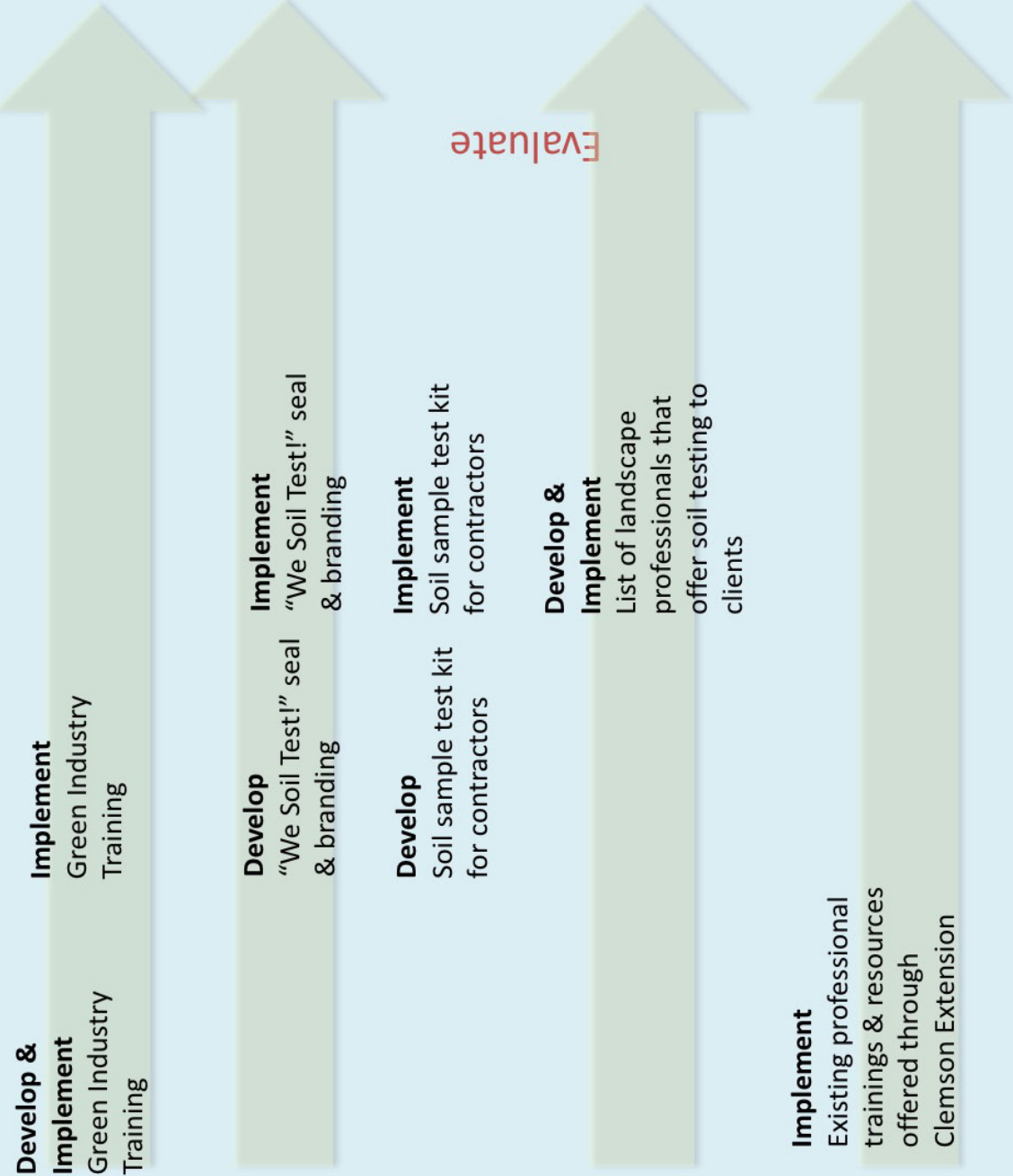
Year 3

Year 4

Year 5

Landscape professionals that do not currently offer soil testing to clients.

Increase the number of landscape professionals who offer soil testing as part of their services.



Education Strategy and Timeline: Nutrients

EDUCATION STRATEGY: NATIVE PLANTS

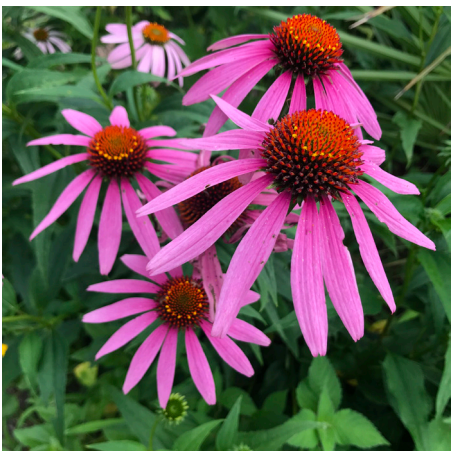
Target Audience: Home gardeners that perform their own landscaping

Contributing Action: Native plants typically require little to no fertilizers once established; using native plants reduces fertilizer use and reduces the amount of nutrient pollution in stormwater runoff.

Goal: Increase the number of yards landscaped with native plants.

Objective: Increase the number of home gardeners who install native plants.

Message	Format and Distribution	Resources	Evaluation
<p>“Garden with native plants to beautify your yard, conserve water, and provide habitat.”</p>	<ul style="list-style-type: none"> • Mass-media campaign (billboard, television, commercial) • Signage and plant tags where plants are sold to highlight regionally appropriate plants • Landscape design educational materials • Promotional seed packets and transplants • Trainings and workshops specific to native plant landscape • Recognition program 	<ul style="list-style-type: none"> • Clemson Extension Carolina Yards • Area nurseries • Master Gardener program • SC Native Plant Society • SC Audubon • Surfrider Foundation • Green Industry Training • Workshops, education programs, and trainings provided by education partners • Demonstration gardens • Utility partnerships 	<p>Primary:</p> <ul style="list-style-type: none"> • Number of trainings, and associated attendees, where message is addressed • Number of program participants that demonstrate behavior adoption, through long-term survey response • Website hits • “Plants in the ground” survey



Nutrient Management

Target Behavior

Audience

Year 1

Year 2

Year 3

Year 4

Year 5

Home gardeners that perform their own landscaping.

Increase the number of home gardeners who install native plants.

Develop & Implement

Mass media campaign street interview series fall 2018

Implement

Existing professional trainings & resources offered through Clemson Extension

Develop & Implement

Promotional seed packets & transplants

Develop

Signage & plant tags where native plants are sold

Implement

Signage & plant tags where native plants are sold

Develop

Recognition program for nurseries that offer native plants

Implement

Recognition program for nurseries that offer native plants

Develop

Landscape design education materials.

Implement

Landscape design education materials

Evaluate

Education Partner Programs

Programs listed are those that include stormwater outreach and involvement opportunities; the following is not a complete list of programs offered by each organization or entity. For more information on all program opportunities, visit partner website referenced.

CLEMSON EXTENSION



Mission: Clemson University Cooperative Extension improves the economy, environment, and well-being of South Carolinians through the delivery of unbiased research-based information and education.

Education Programs: Carolina Clear, Master Gardener, 4-H20 Youth Summer Camp, Carolina Yards, Master Pond Manager, Post Construction BMP Inspector Course, Master Rain Gardener, Certified Erosion Prevention and Sediment Control Inspector (CEPSCI), Agricultural Service Laboratory, Charleston Area Stormwater Pond Management Conference, and IVY rain barrel sales

Website: www.clemson.edu/extension

CAROLINA CLEAR



Mission: Clemson Extension's Carolina Clear program encourages pollution prevention by providing quality programs that raise awareness of stormwater issues, and promote actions and behaviors that ultimately protect water resources.

Education Programs: Workshops, programs and technical trainings for diverse audiences; topics include rain gardening, shorescaping, pond management, green gardening, sediment control and more. Public involvement opportunities include storm drain marking, storm drain mural art projects and landscape level BMP installations. Community outreach efforts include statewide commercial and billboard campaigns, statewide telephone survey, Charleston region street interview series and more.

Website: www.clemson.edu/extension/carolinaclear

Education Partner Programs

COMMUNITY PRIDE, INC.

Mission: 1) To support and facilitate local efforts to enhance the visual landscape and environment of Charleston County 2) To inspire and create pride among citizens through community recognition and awards 3) To coordinate and promote the County's Adopt-A-Highway program.

Education Programs: Adopt-A-Highway, Community Pride annual banquet

Website: www.communityprideinc.org



ASHEPOO, COMBAHEE, EDISTO (ACE) RIVER BASIN NATIONAL ESTUARINE RESEARCH RESERVE (SOUTH CAROLINA DEPARTMENT OF NATURAL RESOURCES)



Mission: To sustain the ecological health of estuaries entrusted to our care and provide natural areas for research, education, stewardship and compatible human uses.

Education Programs: Coastal decision-maker training, Educational Vessel Discovery programs, land-based environmental programs, Coastal Exploration series, ACE Basin Teacher's Workshops

Website: <http://www.dnr.sc.gov/marine/NERR/r>



SOUTH CAROLINA SEA GRANT CONSORTIUM



Mission: South Carolina Sea Grant Consortium generates and provides science-based information to enhance the practical use and conservation of coastal and marine resources that foster a sustainable economy and environment for the state of South Carolina and its citizens.

Education Programs: Seeds to Shoreline youth and teacher shoreline restoration program, Enviroscape, SC Beach Sweep/River Sweep, South Carolina Stormwater Pond Collaborative, Community marine education programs

Education Partner Programs

KEEP CHARLESTON BEAUTIFUL

Mission: Keep Charleston Beautiful is dedicated to promoting the cleanliness and beautification of the City of Charleston through education, public awareness, and community involvement.



Education Programs: Clean City Clara and Talking Trash: Litter Prevention, Clean Cities Sweep, My City Is NOT Your Ashtray, Pick Up After Your Pet: Pet Waste Stations, Adopt-A-Stop

Website: <http://www.charleston-sc.gov/index.aspx?NID=264>

SURFRIDER FOUNDATION: CHARLESTON CHAPTER

Mission: The protection and enjoyment of the worlds oceans, waves and beaches through a powerful activist network.



Education Programs: Rise Above Plastics, Ocean Friendly Restaurants, Strawless Summer, beach and marsh litter sweeps, Ocean Friendly Gardens, pet waste dispensers and cigarette butt receptacles.

Website: www.charleston.surfrider.org

CHARLESTON COUNTY PARKS AND RECREATION COMMISSION

Mission: The Charleston County Park and Recreation Commission will improve the quality of life in Charleston County by offering a diverse system of park facilities, programs, and services.



Education Programs: Master Naturalist, rain garden demonstration sites, host 4-H2O summer camp, interpretive programs on diverse topics related to the natural world.

Website: www.ccprc.com

Education Partner Programs

SOUTH CAROLINA NATIVE PLANT SOCIETY: LOWCOUNTRY CHAPTER



Mission: The South Carolina Native Plant Society is a non-profit organization committed to the preservation and protection of native plant communities in South Carolina.

Education Programs: Native plant sales, community grants for native plant installation/education projects, presentations at schools, garden clubs and for other groups, monthly meetings with guest speaker, tabling community outreach events, annual statewide symposium and Native Plant Week

Website: www.scnps.org



CHARLESTON COUNTY SOIL AND WATER CONSERVATION DISTRICT

Mission: Preserve and enhance water quality, working farms, natural areas, and wildlife through locally-led conservation efforts.

Education Programs: Poster/essay contest, SC Envirothon, Arbor Day, Charleston County Science Fair, Environmental Recognition Awards Dinner

Website: <http://www.charlestonconservationdistrict.com/>

COLLEGE OF CHARLESTON - MASTER OF ENVIRONMENTAL STUDIES PROGRAM



Mission: The mission of the College of Charleston Master of Science in Environmental Studies (MES) Program is to provide environmental students with interdisciplinary, integrative science and policy training.

Education Programs: Partnership with Clemson Extension to support internship opportunities for graduate school students

Education Partner Programs

SOUTH CAROLINA OYSTER RESTORATION AND ENHANCEMENT PROGRAM (SCORE) (SOUTH CAROLINA DEPARTMENT OF NATURAL RESOURCES)

Mission: To serve as the principal advocate for and steward of South Carolina’s natural resources. The South Carolina Oyster Restoration and Enhancement Program (SCORE), an effort led by SCDNR, seeks to raise public awareness of coastal marine resource issues and encourage and foster active stewardship through habitat restoration and monitoring.

Education Programs: Oyster shell recycling, community-based restoration including reef builds and oyster shell bagging efforts, classroom activities related to oysters, biodiversity and water quality and water quality monitoring, “From Seeds to Shoreline.”

Website: www.dnr.sc.gov



TRI-COUNTY MASTER GARDENER ASSOCIATION

Mission: Provide research based information to the public in all areas of gardening and horticulture with emphasis placed on conserving and protecting the environment using sustainable practices.

Education Programs: “Ask a Master Gardener” tabling at community events and farmer’s markets, Master Gardener offices in Berkeley, Charleston and Dorchester Counties, Urban Research & Demonstration Area, assistance with IVY rain barrel sales, demonstration site maintenance, school gardening programs, lectures to community members and garden clubs

Website: www.sctcmg.org/



AUDUBON SOUTH CAROLINA

Mission: Conserve and restore natural ecosystems, focusing on birds, other wildlife, and their habitats for the benefit of humanity and the earth’s biological diversity.

Education Programs: Bird Friendly Communities, Native Plant Week, host 4-H2O summer camp, demonstration site establishment, native plant seed packet project, education programs and community tabling.



Education Partner Programs

KEEP BERKELEY BEAUTIFUL



Mission: Keep Berkeley Beautiful's mission is to end littering, improve recycling, and beautify communities.

Education Programs: Adopt-A-Landing, Adopt-A-Highway, recycling programs

Website: www.bcwsa.com/keep-berkeley-beautiful



CHARLESTON WATERKEEPER

Mission: To protect, promote, and restore the quality of Charleston's waterways while creating a more engaged public through education, outreach, and celebration of our collective right to clean water.

Education Programs: Recreational water quality monitoring, Boater pumpout program, water pollution prevention education

Website: www.charlestonwaterkeeper.org/

MOUNT PLEASANT WATERWORKS



Mission: To provide our customers with water and wastewater services of exceptional quality and value, while protecting public health and the environment.

Education Programs: Fats, oil, and grease prevention education, water conservation programming, Clean Water Talkers, Citizen Water Academy

Website: www.mountpleasantwaterworks.com/

SOUTH CAROLINA AQUARIUM



Mission: Inspire conservation of the natural world by exhibiting and caring for animals, by and research, and by providing an exceptional visitor experience.

Education Programs: Hands on tangible conservation programs that serve diverse age groups both inside the Aquarium and in the community; Instruction for “From Seeds to Shoreline” field days

Website: www.scaquarium.org

KEEP NORTH CHARLESTON BEAUTIFUL

Mission: To enhance the beauty and image of the City of North Charleston through hands-on beautification efforts, through education and by supporting community cleanups.

Education Programs: Garden installation and maintenance, litter prevention

Website: www.northcharleston.org

CHARLESTON WATER SYSTEM



Mission: Support public health and protect the environment.

Education Programs: Fats, oil, and grease prevention education, water conservation programming

Website: www.charlestonwater.com/

AUTHORS

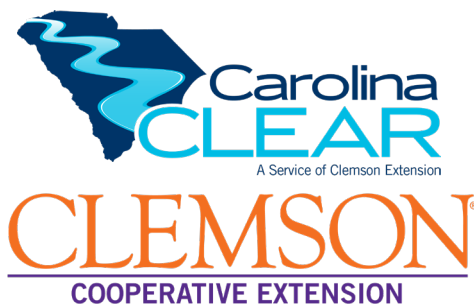
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STORMWATER EDUCATION CONSORTIUM



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