



CREATING A UNIFIED PUBLIC EDUCATION AND OUTREACH PROGRAM

A case study in the formation of the Lowcountry Stormwater Partners among the multiple MS4 programs in the Hilton Head urbanized area

- My background
 - KY MS4s - permit writer, consultant, MS4 manager for two different programs
- My past experience with regional collaboration on MS4 public education, outreach, and involvement
 - Kentucky Transportation Cabinet program – “the toolkits”
 - Bluegrass Regional Alliance for Stormwater Success – Consultant led effort
 - Franklin County
 - City of Frankfort
 - City of Georgetown
 - City of Nicholasville
 - City of Winchester
 - City of Richmond

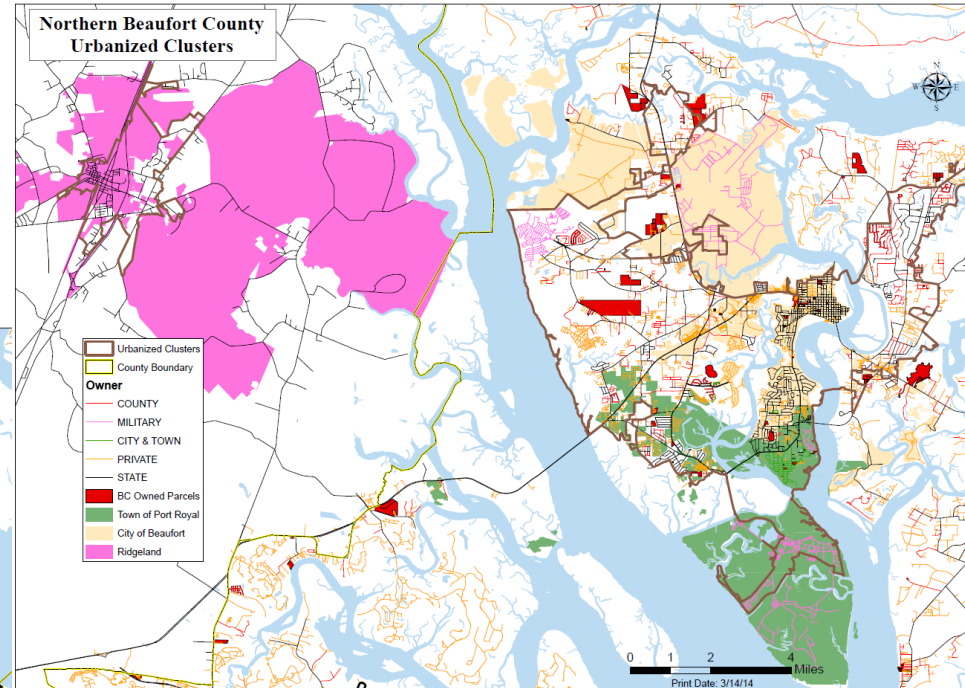
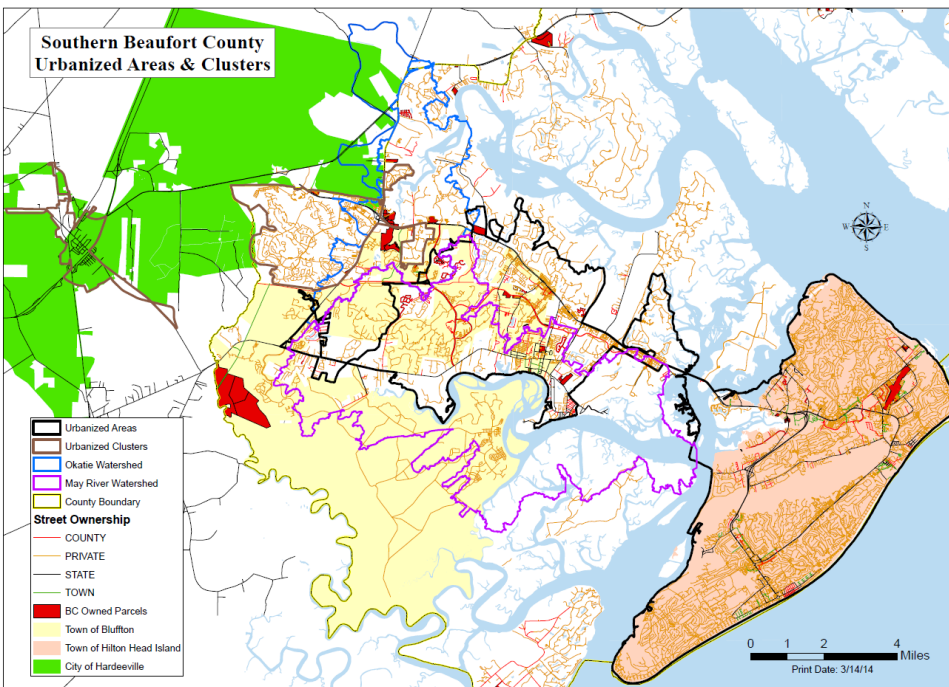
COMING TO SC AND LEARNING THE ROPES

- The Hilton Head Urbanized Area, aka. the Lowcountry
 - Tourism,
 - 3 major military installations,
 - Oysters, shrimp, seafood,
 - Lack of a diversified economy, and
 - Way of life tied to the water



FRAGMENTED MS4 PERMITTING

- Different focuses on pollutants of concern and target audiences
- Multiple friends groups, NRCS, environmental groups doing their own thing



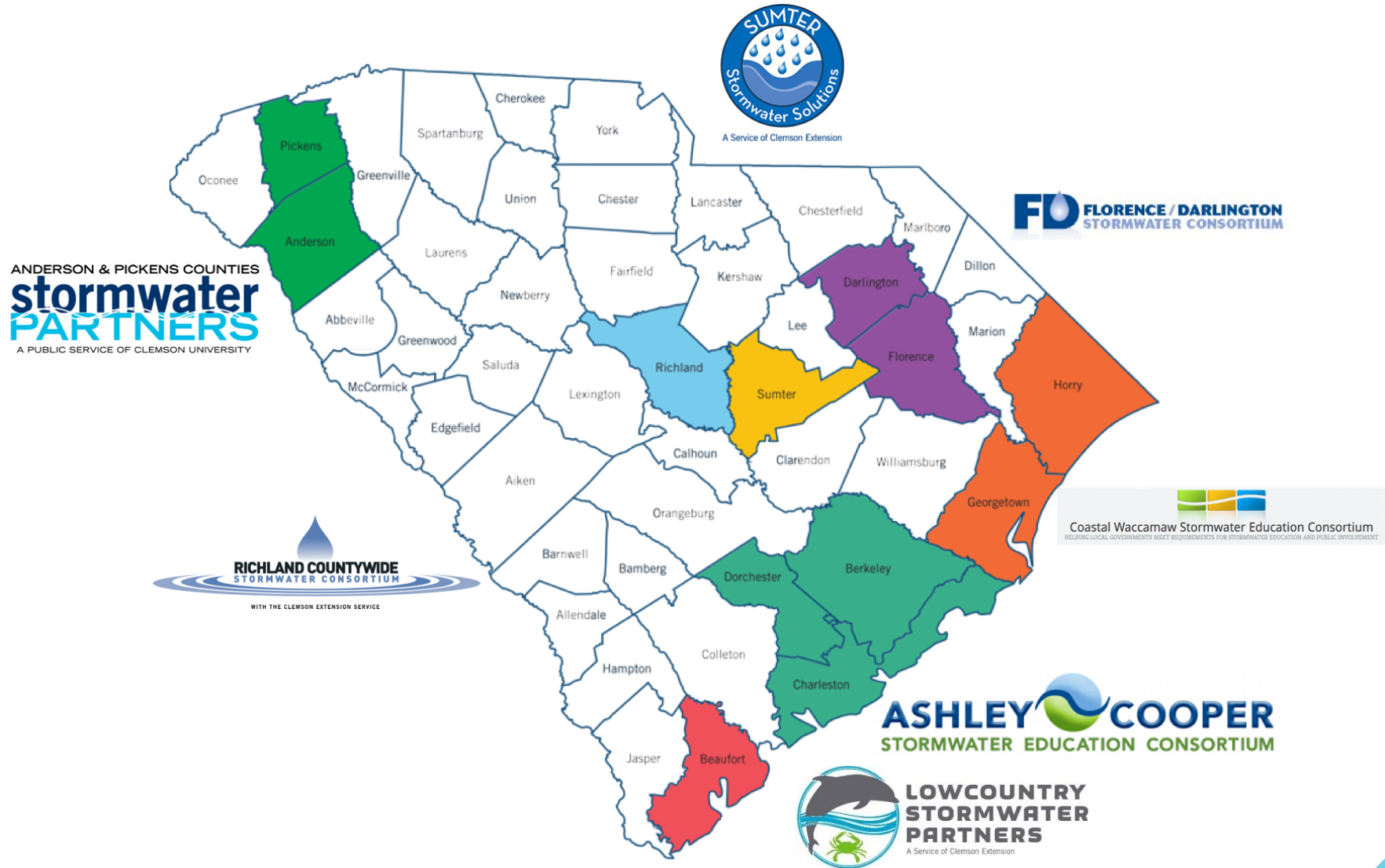
- Lack of individual funding to commit for full time staff or expensive campaigns and programs
- No local consultant to herd the cats

FAILED ATTEMPTS OF "GOING OUR OWN"

- Beaufort County's 5 programs
 - Partnered with local NRCS office to develop content, programs, and to look for donations for media development
 - However, NRSC:
 - Lacked manpower to conduct education in schools, civic group, events
 - Had a poor understanding of reporting needs to the state agency
- The Lowcountry had a potential to expand into a multi-county program. We didn't want to fail trying to grow into a regional influence

- Enter Carolina Clear, stage right.
 - A program of the Clemson University Agricultural Extension Service
 - We witnessed the success of Ashely-Cooper, the consortium of Charleston, Berkeley, and Dorchester Counties and numerous cities and towns within
 - Carolina Clear has:
 - experienced educators
 - excellent content
 - robust programs
 - reporting that set the bar for state expectations
 - **RECOMMENDED BY THE STATE AGENCY!**

CAROLINA CLEARS PROGRAMS



CLEMSON[®]

COOPERATIVE EXTENSION



COOL. COASTAL. FAR FROM ORDINARY.



EPISODE IV - A NEW HOPE

- Lowcountry Stormwater Partners
 - Statewide, yet local and potential to be regional
 - Local agent, statewide support
 - Local and Statewide media campaigns
 - Local and statewide training opportunities
 - Has recruited all our local groups to join the consortium
 - Coordinates the efforts
 - Allows for focused local events but allows everyone to participate and claim on their MS4 permit



LOWCOUNTRY STORMWATER PARTNERS



COASTAL
CONSERVATION
LEAGUE



SAVANNAH
RIVERKEEPER®
It's Your River, Protect It!



Goals

- Identify POCs
- Identify target audiences
- Brainstorm potential solutions



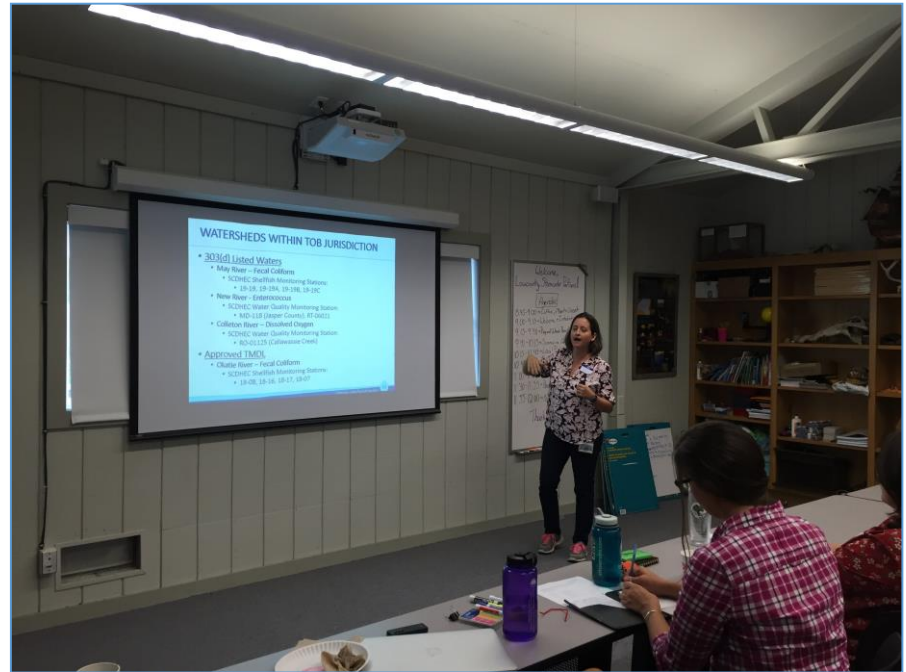
Process

- 1) MS4 input
- 2) Local perspectives survey
- 3) POC brainstorming and prioritization
- 4) Small group discussions



1. MS4 Presentations

- Current SWMP highlights
- Our own POCs
- Current TMDLs
- Monitoring results
- Recent projects



2. Local Perspectives Survey

- ~50% of respondents live in gated communities
- 73% recognize that stormwater isn't treated
- Lots of finger-pointing as to who is at fault for stormwater pollution



2. Local Perspectives Survey

- Target Audiences:
 - Construction professionals
 - Landscape professionals
 - Homeowners
- 47% witness an illegal discharge at least 3x a year



3. POC Brainstorming

- 24 different pollutants
- 6 became primary POCs

Primary POCs
Post-con. maintenance
Freshwater
Litter
Bacteria
Nutrients
Sediment

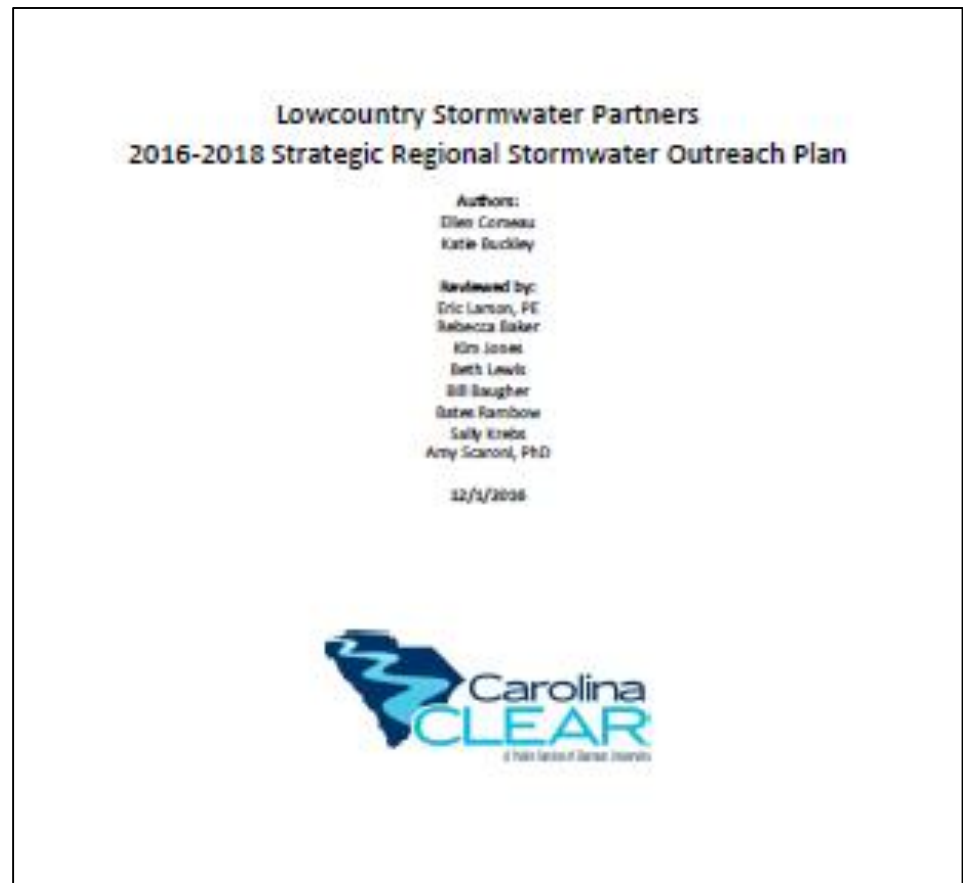
4. Small Group Discussions

- 4 small groups discussed specific POCs
- Topics included:
 - Problems
 - Target audiences
 - Program ideas
 - Existing resources and partners



A Living Document!

- Part of MCM1 and MCM2 compliance
- Written document
 - Background data
 - Planning discussions
- Excel Sheet
 - Specific programs



STRATEGIC PLANNING PROCESS

Target Pollutant								Program/Activity
Post-Construction Maintenance	Freshwater (Runoff Volume)	Litter	Bacteria	Nutrients	Sediment	General Stormwater Awareness	Other	
x						x		Participation in the Carolina Clear Mass Media Campaign 2014-2017 Stormwater Ponds
x						x		Stormwater Pond Billboards
x			x	x	x	x		Stormwater Pond Conference
x	x	x	x	x	x	x		Watershed Friendly Business Program
x	x		x	x	x	x		Neighbors for Clean Water

Prioritizing the Plan

- 2017-2018:
 - Post-con. maintenance
 - Sediment
- 2018-2019:
 - Bacteria
 - Nutrients
- 2019:
 - Litter
 - Freshwater



Post H. Matthew cleanup involvement project

Educational and Training Programs

- “Cultivating a Carolina Yard” workshop series
- 2017 Beaufort Area Stormwater Pond Conference
- Certified Erosion Prevention and Sediment Control Inspector (CEPSCI)
- Certified Stormwater Plan Reviewer (CSPR)
- PC-BMP Inspector
- Clemson Extension’s Master Pond Manager
- Master Rain Gardener



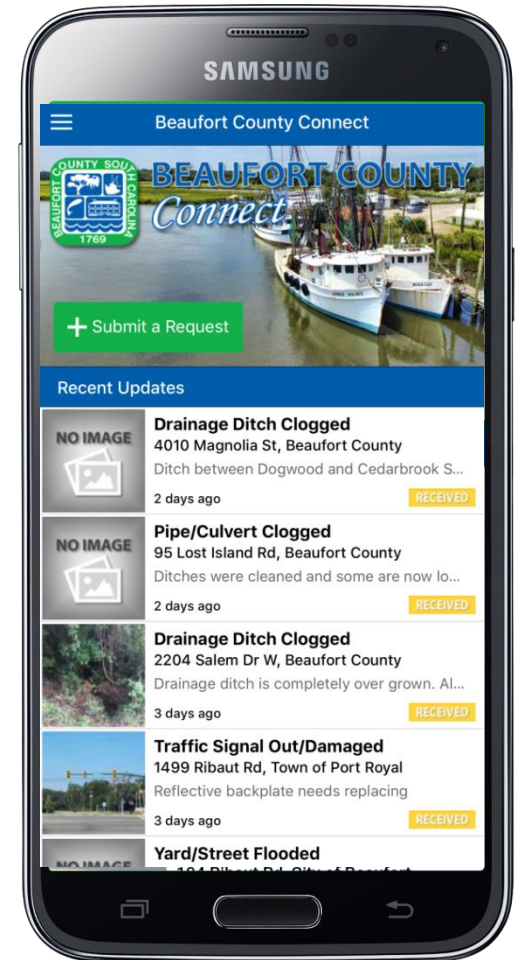
Community Outreach

- Annual May River Cleanup
- Making It Grow
- The Outside Foundation's Kids in Kayaks program
- Hunting Island Beach Cleanup
- Touch a Truck
- Earth Day Exhibiting
- Enviroscape Demos
- School field trips to PRSF, Coastal Discovery Museum
- Litter pick ups
- Many others ...



BEAUFORT COUNTY CONNECT

- Available for both Android and Apple devices
- Mobile app that:
 - Allows citizens to report a variety of complaints, including stormwater
 - Geotags photos
 - Website to check status
 - Internal complaint tracking ability
 - Help Sections educate on topics



GO AND MAKE DISCIPLES OF ALL NATIONS

- This program is something to be proud of
- When I learned SESWA would be in KY in 2017, I encouraged Amy and her staff to submit and share their playbook for success in stormwater education and outreach
- In Louisville, Carolina Clear folks began talking with Brad Lee and Suzette Walling with University of Kentucky Agricultural Extension Office
- This model works and is extremely effective

QUESTIONS?

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