

# Creating a Unified Public Education & Outreach Program **PART 2**

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*Dr. Amy Scaroni, Clemson Extension*











South Carolina is becoming increasingly impervious.

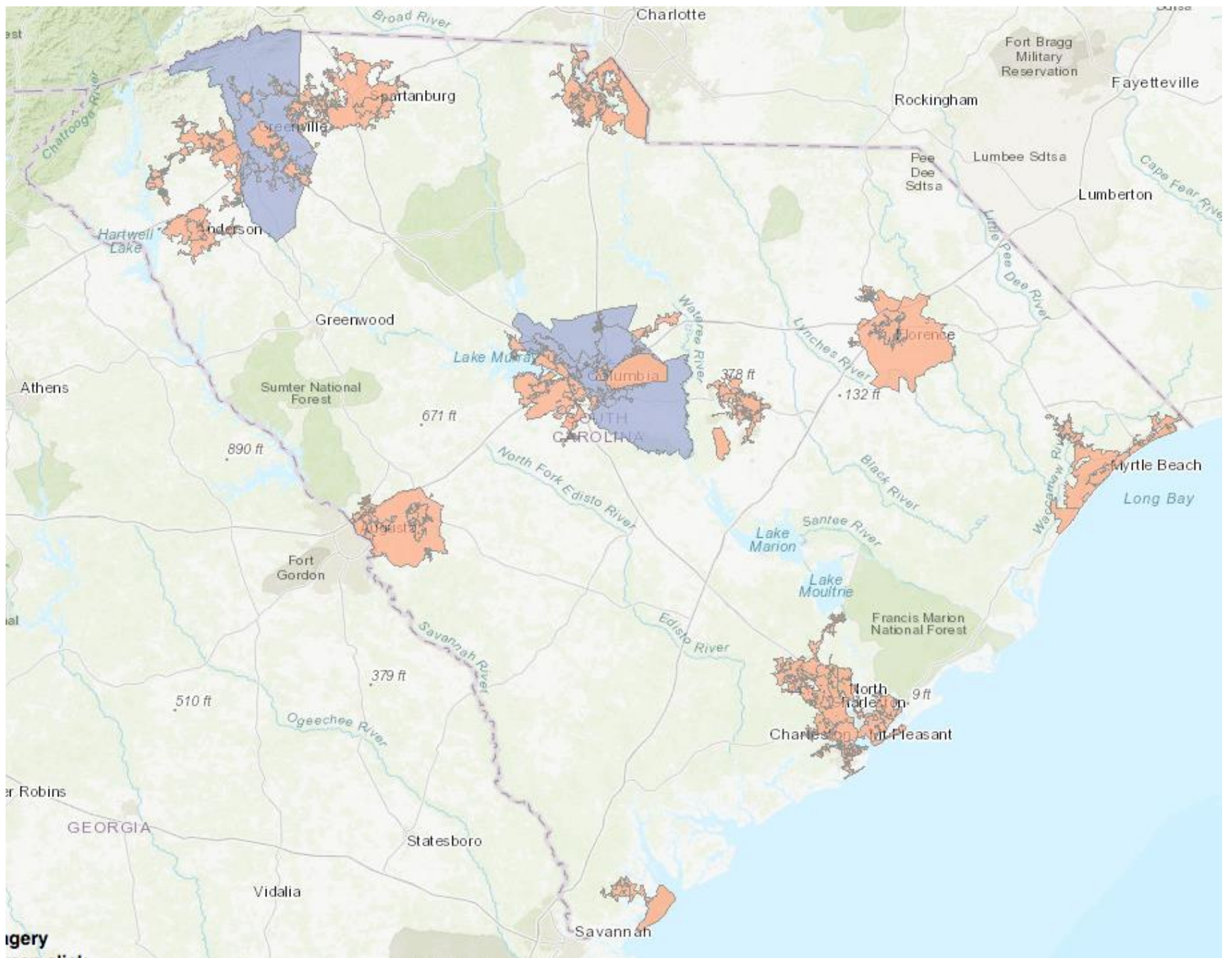


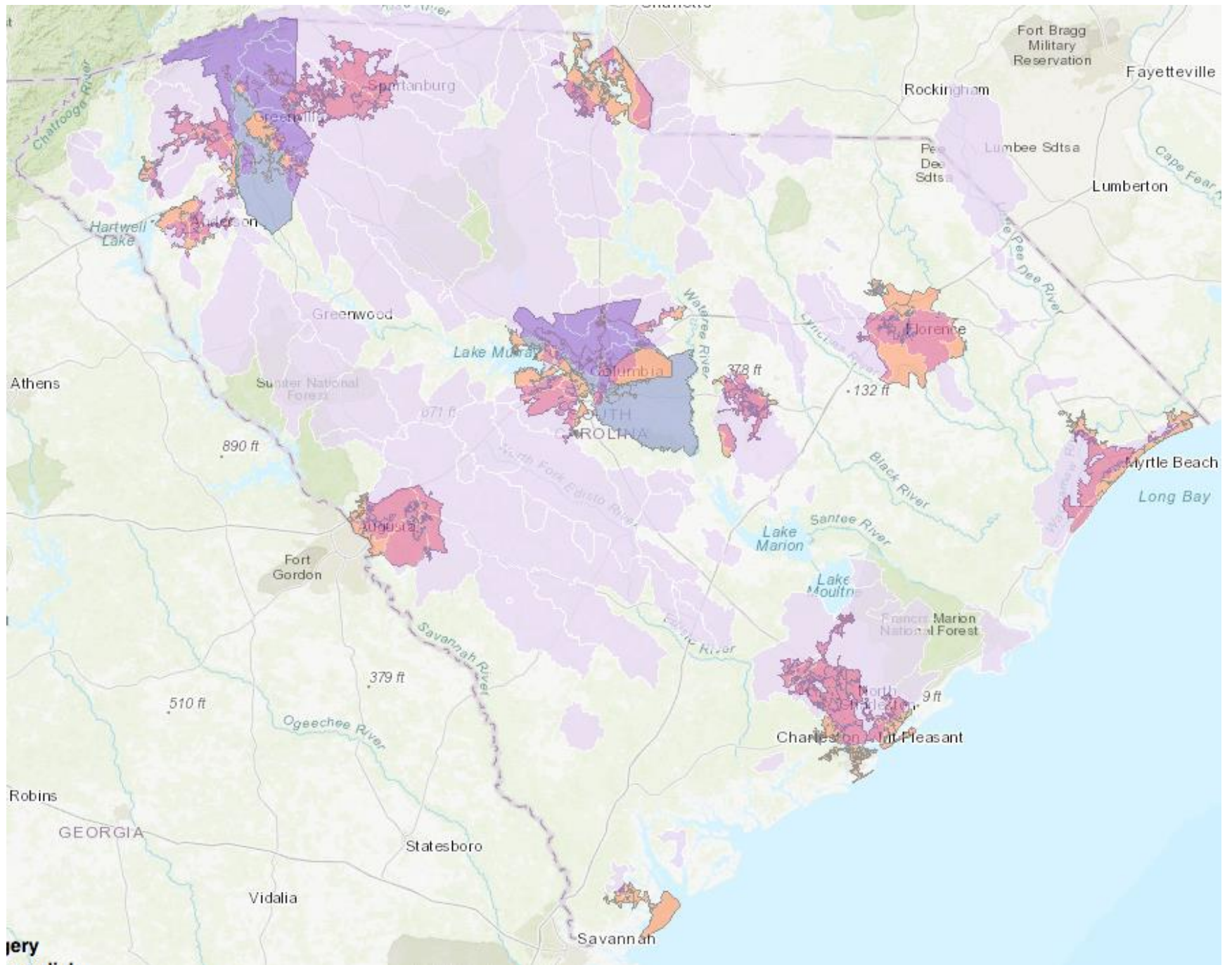


South Carolina is becoming increasingly impervious.









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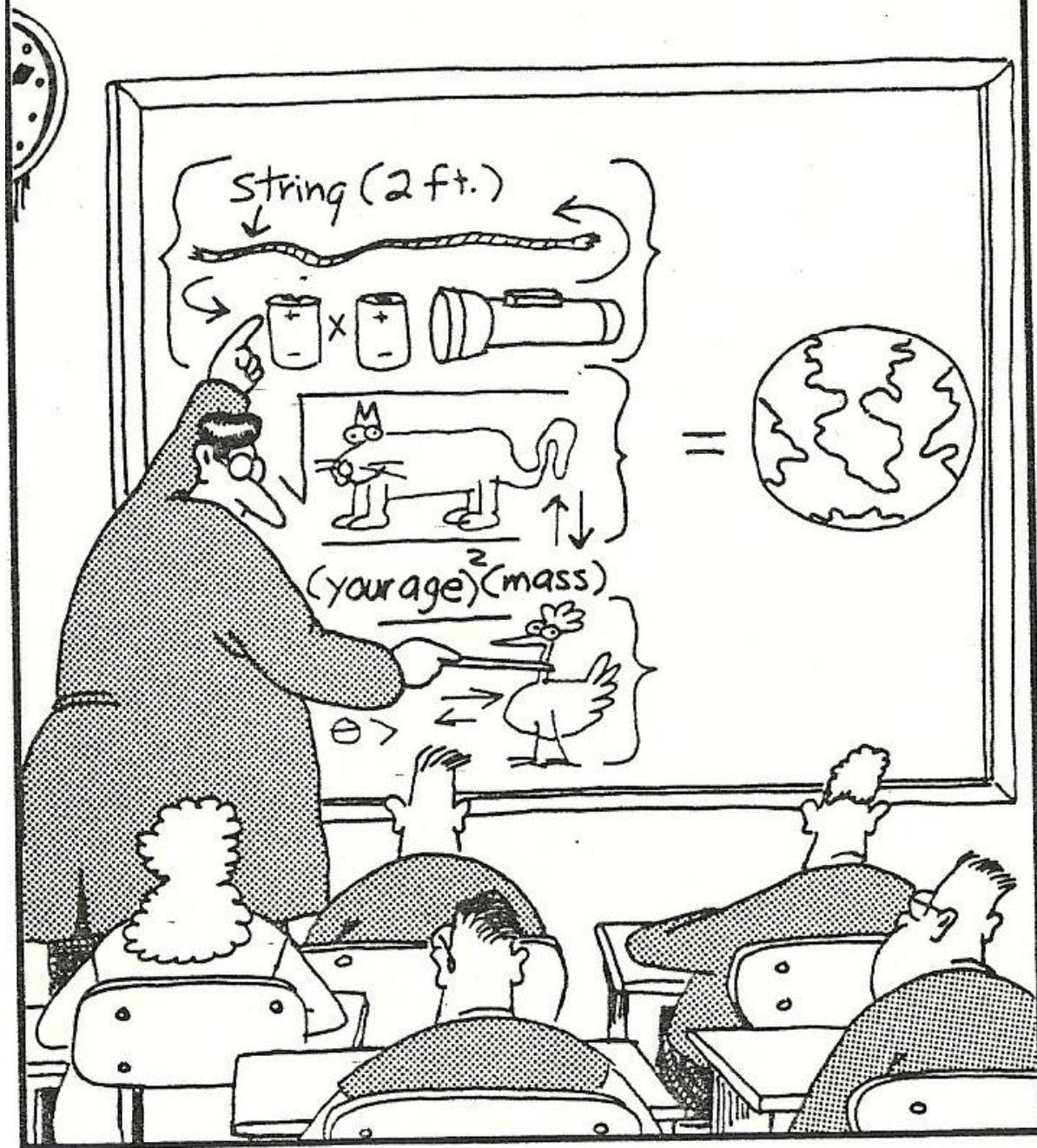
Circa 2006...new MS4 requirements put 72 communities on notice.











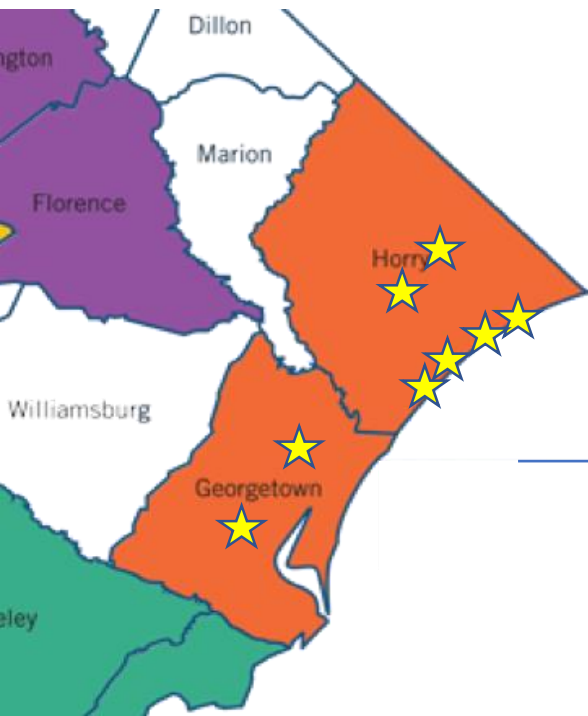




Carolina  
**CLEAR**

A Service of Clemson Extension





## Before

8 MS4s

8 separate education strategies

8 annual reports to DHEC

## After

8 MS4s

6 education partners

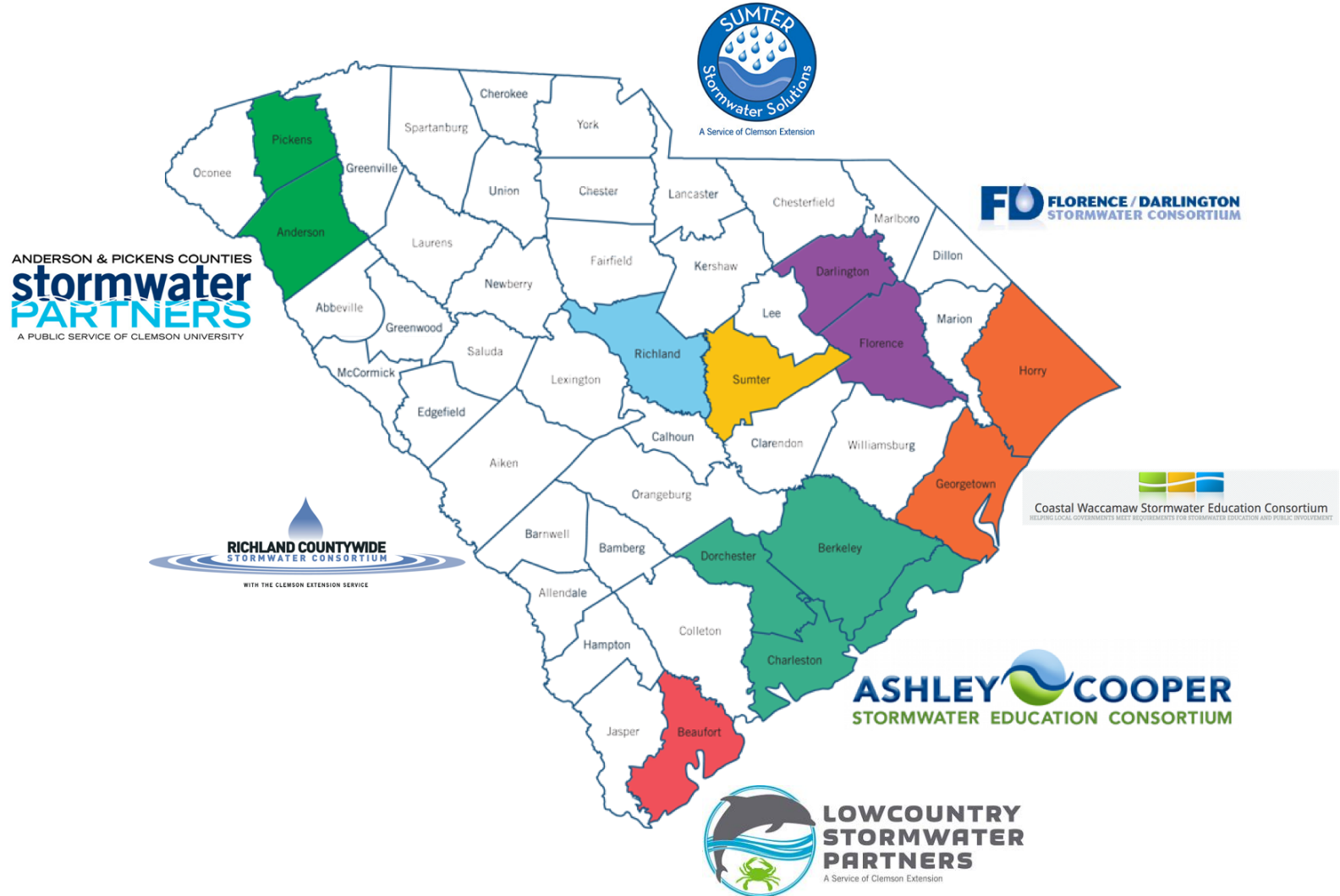
1 regional education strategy

1 annual report to DHEC

**Coastal Waccamaw**  
Stormwater Education Consortium



# Regional Consortiums



ANDERSON & PICKENS COUNTIES  
**stormwater PARTNERS**  
A PUBLIC SERVICE OF CLEMSON UNIVERSITY



A Service of Clemson Extension



WITH THE CLEMSON EXTENSION SERVICE



Coastal Waccamaw Stormwater Education Consortium



**LOWCOUNTRY STORMWATER PARTNERS**

A Service of Clemson Extension



The details...

Establish rate structure

The details...

Establish rate structure

Memorandum of Understanding



The details...

Establish rate structure

Memorandum of Understanding

Contracts

# The details...

Establish rate structure

Memorandum of Understanding

Contracts

DHEC support for regional plans



# The details...

Establish rate structure

Memorandum of Understanding

Contracts

DHEC support for regional plans

Contract dollars = Extension Agents

# Strategic Planning







**1.**

trash

**bacteria**

nutrients

sediment

heavy metals

fats, oil and grease





**1.**

trash

bacteria

nutrients

sediment

heavy metals

fats, oil and grease

**2.**

target behaviors





**1.**

trash

bacteria

nutrients

sediment

heavy metals

fats, oil and grease

**2.**

target behaviors

**3.**

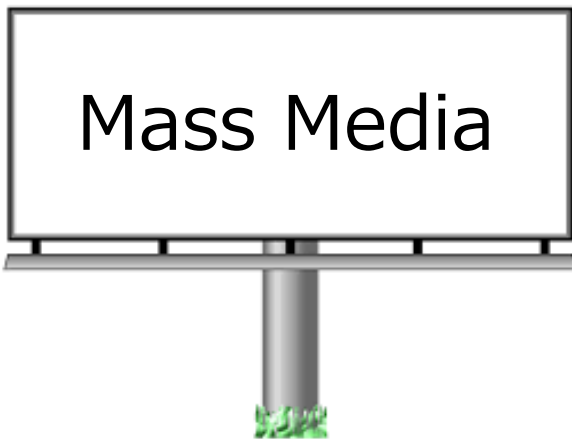
**EDUCATION STRATEGIES**



# Statewide Survey



Conducted every 4-5 years/once per permit cycle



**CLEMSON**  
COOPERATIVE EXTENSION

**61% OF YOUR NEIGHBORS PICK UP AFTER THEIR DOG. DO YOU? ALWAYS BRING A BAG.**

**Give It a Rest.**

Carolina Yards are low maintenance. Do you have one? [www.clemson.edu/cy](http://www.clemson.edu/cy)

**Certified Carolina Yard**

Carolina CLEAR  
ANDERSON & PICKENS COUNTIES  
**stormwater PARTNERS**  
A PUBLIC SERVICE OF CLERMONT UNIVERSITY

**HEALTHY LANDSCAPES. HEALTHY PONDS.**

[www.clemson.edu/extension](http://www.clemson.edu/extension)  
STORMWATER PONDS

**before** **after**

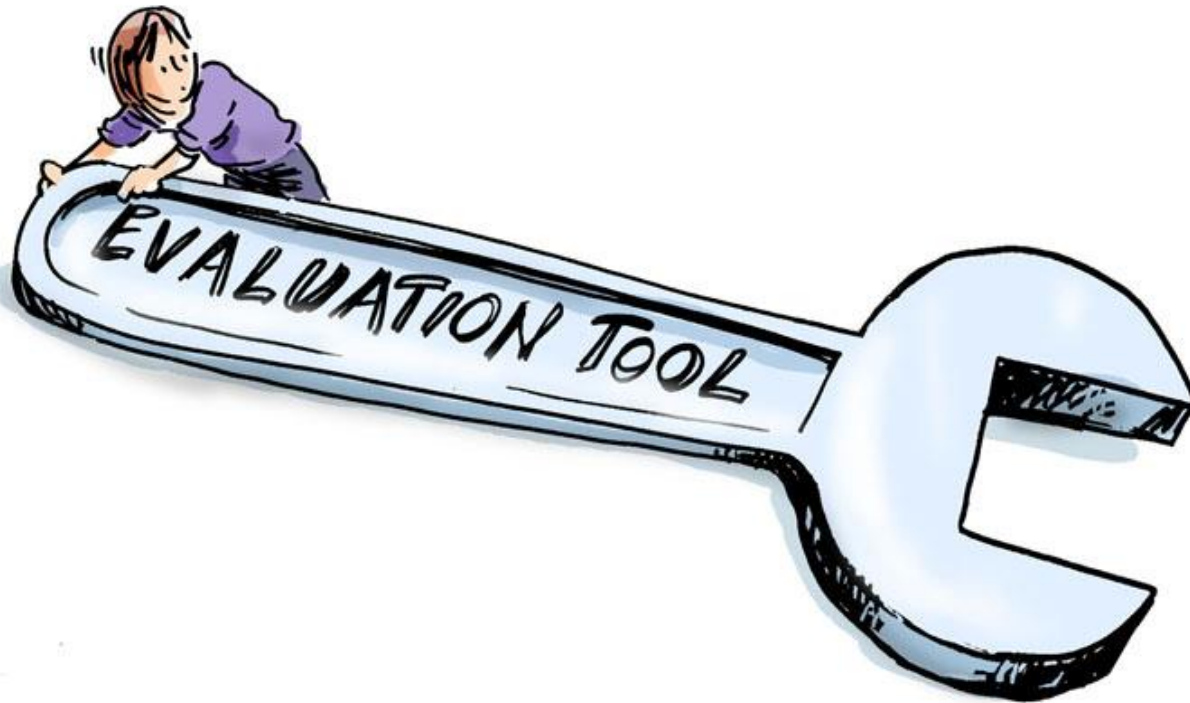
Carolina CLEAR  
RESILIENT COUNTRIES  
STORMWATER PARTNERS







# Evaluation & Annual Reporting



THERE'S A  
PROBLEM  
WITH THE  
NUT...



Simon  
KNEEBORNE

# MCM 1- Outreach and Education





# MCM2 - Public Involvement





# Demonstration Sites





# Demonstration Sites





# Rain Gardens

## Green Solutions to Stormwater Pollution

**STORMWATER** is water that originates from **rain events**. Stormwater that does not soak into the ground becomes surface runoff and flows to nearby ditches, storm drains and waterways. Stormwater picks up pollution from the landscape, but does not go to a treatment plant.

**RAIN GARDENS** are landscape depressions that receive stormwater runoff and **improve water quality** before it reaches ditches, storm drains and waterways. These gardens have several benefits:

- **STORE AND ABSORB WATER** that might otherwise contribute to flooding
- Provide **HABITAT**
- **BEAUTIFY** the landscape
- Naturally **REMOVE MOST POLLUTANTS**:
  - Plants and soil trap metals and sediment
  - Plants use **nutrients**
  - Soil microbes break down **pathogens**, like bacteria

### How do rain gardens work?



### Will a rain garden work on my property?

Rain gardens can be placed on almost any property that drains well or where soil can be amended. More guidance is available in the *South Carolina Rain Garden Manual for Homeowners*.

**RICHLAND COUNTYWIDE**  
STORMWATER CONSERVATION

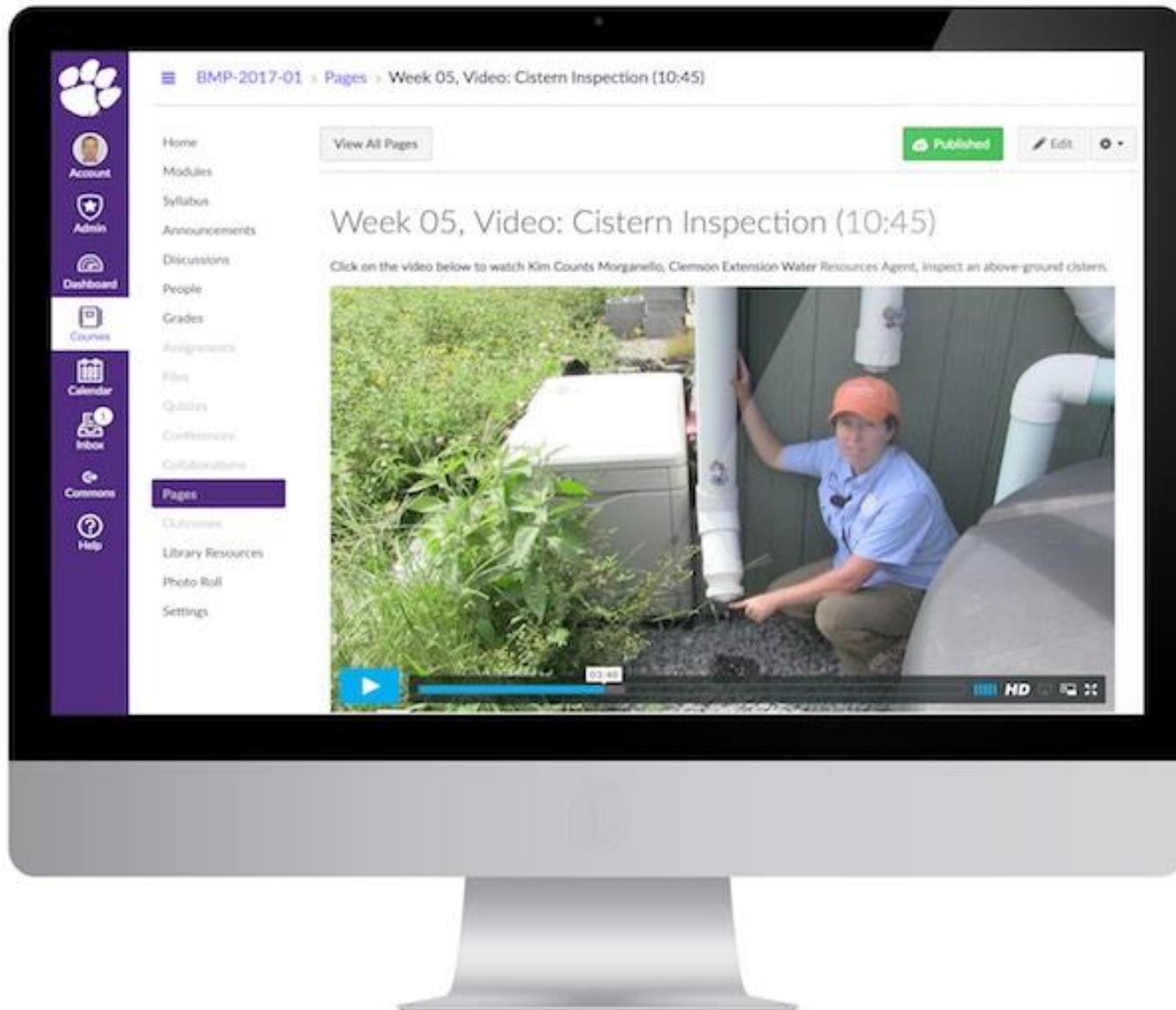
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A Division of Clemson University



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# Online Courses



Extension educator model is not novel...  
...but compliance-focused approach is  
(at least we think so)





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