



FLORENCE/DARLINGTON STORMWATER CONSORTIUM BY CLEMSON® EXTENSION



Annual Report of Activities

JANUARY - DECEMBER 2023



THIS PAGE INTENTIONALLY LEFT BLANK.

The initial watershed partnership that led to the creation of the Florence Darlington Stormwater Consortium (FDSC) began in the fall of 2008 and was officially adopted in November 2009 with the signing of a joint resolution by officials from the City of Florence, Darlington County, and Florence County. The group has welcomed three additional community partners in recent years with the City of Darlington joining in the 2013-2014 reporting year and the Town of Timmonsville and the Town of Quinby joining in 2015.



FDSC Coordinator Geraldine Cuypers joined Clemson Cooperative Extension as a Water Resources Agent in July of 2023. Hailing from a small island in the Caribbean, Geraldine has loved being in and near water since infancy. She is passionate about wildlife conservation, natural resource conservation, and environmental sustainability. Her goal is to connect with a diverse audience in the community while raising their awareness about local and global environmental issues.

OUTREACH ACTIVITIES AND TOTAL NUMBER REACHED *(estimated)*

1. **Television: 1,617,802**
2. **Internet and Social Media: 980,516**
3. **Billboards: 190,426 Weekly Impressions**
4. **Publications and Outreach Materials: 87,472**
5. **Public Events and Community Cleanups: 17,374**
6. **Presentations: 823**
7. **Environmental Testing: soil tests, water tests: 1,565**
8. **Trainings and Certifications: 2,782**

2023: A Year in Pictures



Photos provided by Kalmia Gardens, Darlington Library, and Keep Florence Beautiful

Table of Contents



Executive Summary.....	1
Community Partners.....	1
Education Partners	2
Mission and Goals	3
Planning and Evaluation.....	4
Report Format.....	5
Highlight: Site visits	6
Highlight:FDSC table at Hillraiser 2023.....	7
Highlight: WaterGoat video	8
Public Education: Indirect.....	9
Public Education: Direct	14
Public Involvement	19
2023 Outreach Summary....	20



The Florence Darlington Stormwater Consortium includes representatives from all of the regulated Small Municipal Separate Storm Sewer Systems (SMS4) communities in the Florence and Darlington Urbanized Area. Through the Consortium, these representatives work together to maximize the efficiency of stormwater education and outreach efforts in the Pee Dee region of South Carolina.

Local MS4 Consortium Representatives: 2023

SMS4	Representatives
City of Florence	Joshua Whittington, Malcolm Cook, Mark Browder, Brian Hays, Jonathan Thomas
Darlington County	Terri Cribb, Paula Newton
Florence County	Brian Kennedy, Colton Carnell, De'vear Martin
Town of Quinby	Represented by Florence County via IGA
Town of Timmonsville	Mary Bines



FULL LIFE. FULL FORWARD.
FLORENCE
SOUTH CAROLINA



The Florence Darlington Stormwater Consortium partners with a variety of organizations including government agencies, non-profit organizations, businesses, and individuals that share an interest in educating the public about stormwater and water quality. These educational partnerships ensure a uniform and consistent message while leveraging valuable resources, organizational strengths, and collaborations. FDSC is grateful to all of the partners and citizens of Florence and Darlington Counties who are helping to keep our waterways clean and beautiful.

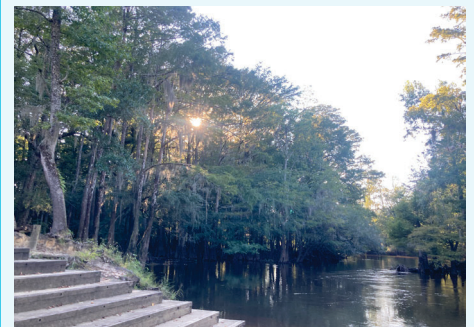


MISSION STATEMENT

The mission of the FDSC is to enhance water resource protection and stewardship throughout Florence and Darlington Counties through stormwater education, public involvement and outreach, and by fostering partnerships with local governments, citizens, businesses, schools, and organizations to support healthy waterways.

PROGRAM GOALS

- Maximize efficiency of stormwater education efforts in the upper Pee Dee region of South Carolina by using a regional/watershed approach.
- Develop and implement a cohesive education strategy that addresses the range of stormwater pollutants using a prioritized approach that capitalizes on local training resources.
- Foster and expand upon citizen involvement in stormwater management through FDSC’s education and participation in programs.
- Encourage behavioral change towards improved environmental protection and awareness through stormwater education.
- Facilitate collaboration among local organizations interested in watershed-related education to best meet the educational needs of the local communities and their public.
- Through partnership with MS4s, use local education resources and organized outreach programs to meet the NPDES Phase II permit requirements for public stormwater education and outreach to achieve greater water resource protection.
- Actively participate in collaborative stormwater education that can be presented and applied in South Carolina and nationwide.



Consortium goals are determined at quarterly meetings that are open to the public and include community partners, education partners, and other stakeholders. To offer the most relevant and impactful programming, meeting members determined pollutants of concern (POCs) in our community through an open voting process. POCs were selected based on impaired water bodies on the 303(d) list, total maximum daily loads (TMDLs), and field observations.

Outreach strategies and goals were then determined by the consortium based on stakeholder input, current state of knowledge, prior programming efforts, and feedback gained from Carolina Clear survey results. The FDSC 2019-2023 Strategic Plan details pollutants of concern, target audiences, outreach strategies, and short-term and long-term goals.

Pollutant of Concern	Contributing Behaviors
Fats, Oils, and Grease (FOG)	<ul style="list-style-type: none"> Residents who improperly dispose of FOG at home. Restaurant staff who do not properly dispose of FOG, maintain grease receptacles, and/or properly clean equipment.
Litter	<ul style="list-style-type: none"> People who contribute to roadside littering or improperly dispose of household items. Municipal waste disposal services and residents who do not tarp their waste material and contribute to roadside littering. Littering and illegal dumping fines are not fully imposed by enforcement professionals.
Bacteria	<ul style="list-style-type: none"> Septic systems that are not properly maintained/repared. Residents are unaware of how to identify SSO (Sanitary Sewer Overflows) and where to report them. Dog owners who do not pick up and properly dispose of their pet waste.
General Awareness	<ul style="list-style-type: none"> Residential and commercial properties contribute to nutrient, sediment, and bacteria pollution. Residents are not familiar with the effects of local stormwater runoff on the larger watershed.

Program assessment is a crucial step in determining the impacts of past outreach efforts and in developing future efforts. Program assessment includes, but is not limited to, the following:

- Five-year regional telephone surveys to determine attitudes and behaviors related to water resources and pollution prevention.
- Google analytics to evaluate impacts of web-based programming and outreach.
- Short-term and long-term program evaluations to determine knowledge gain, program value, implementation of stormwater practices, and behavior change.

Overall, strengths of the FDSC outreach program include:

- Strong mass media presence which allows for stormwater messaging to reach a large and diverse audience.
- Dedicated education partners that incorporate watershed protection/stewardship into their programming.
- Positive behavior change demonstrated in the area of pet waste disposal.

The annual report is a comprehensive document that provides a summary of all stormwater related public education and outreach activities carried out by the consortium during the January 1, 2023 - December 31, 2023 reporting year. Please note that some dates may include previous or future reporting years due to varied reporting time frames.

Information included in the annual report is obtained from an online database. Consortium members contribute to the database throughout the year as activities are conducted.

The report delineates between two basic activity categories: public education and public involvement. Each activity includes information about the following: lead provider, supporting partner, activity description, date, number of impacts and target audiences. Due to space limitations, target audiences have been abbreviated throughout the report and are identified in the table below.

Target Audience Abbreviations

Abbreviation	Audience
R	Residential (Homeowners and Renters)
YT	K - 12 Students/Youth
HE	Higher Education Students
E	Teachers/Educators
EA	Elected and Appointed Officials and High-Level Staff
T	Technical (Engineers, Developers, Contractors, Landscape Architects)
DIS	Directly Involved and Supervisory Staff (Stormwater Managers, Maintenance, Facilities, Groundskeepers, etc.)
SP	Stormwater Pond Managers
LD	Landscape Contractors, Nurseries
CR	Commercial - Restaurant
P	Pet Owners

Statewide Highlight: In-Person On-Site Field Visits

In 2023, Clemson Extension's Carolina Clear agents educated the citizens of South Carolina through coordinated and unified efforts on issues associated with stormwater. We raised awareness of actions and behaviors to help protect and manage water quantity and quality. As a team, Carolina Clear Water Resources Agents working with partners across the state, including FDSC, improved the lives and had a significant impact on our communities by delivering research-based information on best management practices (BMPs) through numerous outreach activities including approximately 200 in-person on-site field visits.

The overall objective of field visits is to empower residents to better understand and manage their stormwater concerns utilizing BMPs in their own surroundings and enable them to share their new knowledge throughout the community. Building trust and rapport with our clients through listening to their needs and goals during our initial contact via phone, email, text, or in-person in the office leads to desired outcomes associated with their stormwater issues. Agents offer numerous BMP options that include behaviors, actions, and structural installations that can be adopted to improve the situation and stress that by just starting with one measure has proven productive.

In addition to providing information on BMPs, our education involves increasing understanding on watersheds, our built environment, and population & climate changes as they relate to stormwater runoff. On-site, agents walk the property with the clients, following the path of the water sources and potential contaminant issues to the final water destination, focusing on the clients' areas of concern, identifying areas they may not have considered, and sharing site specific BMPs in an integrated treatment train approach. Visits conclude with the sharing of Clemson Extension resources in print and online, and an introduction to hybrid courses and webinars that will allow the residents to take action and to become better Earth stewards.



photo credit: Susan Lunt



photo credit: Kim Morganello

FDSC Table at HillRaiser 2023

On May 20th, Clemson Extension offered participants of HillRaiser 2023 the chance to learn about water quality through sampling aquatic macroinvertebrates. The mission of the event was to raise community awareness and funds to extend the High Hill Creek bike and run trail. It was hosted by Florence Outside, a local community organization committed to improving quality of life in Florence by increasing opportunities for outdoor active living.

At the Florence Darlington Stormwater Consortium booth, attendees got the opportunity to learn how stormwater runoff impacts local aquatic organisms, including macroinvertebrates. Employees of Clemson Extension and Naturally Outdoors sampled for macroinvertebrates in Jeffries creeks and taught visitors about their importance to the stream environment and as indicator species for water quality. Some of the highlights of the sampling activity included damselfly and dragonfly larvae, freshwater shrimp, and salamanders.



Clemson employees and volunteers spoke with participants of Hillraiser 2023 about water quality and aquatic organisms in Jeffries Creek.

Watergoat installation at Timrod Park

A new Best Management Practice (BMP) called a Watergoat was installed at Timrod Park in Florence. This project was made possible through a grant awarded to Keep Florence Beautiful (KFB) from Palmetto Pride in collaboration with the City of Florence. The Watergoat is a floating device that consists of a series of buoys wrapped in netting, which is held down by a chain. This design allows water to flow through it while collecting floating litter that flows in its direction. Since the netting on the device is submerged only about a foot and a half, wildlife such as turtles and fish will still be able to swim underneath it. The positioning of the Watergoat device will trap floating litter and trash that ends up in Gully Branch at Timrod Park. The litter collected by the City of Florence employees will be weighed before it is properly disposed of at the landfill, allowing Keep Florence Beautiful to keep track of the waste that was prevented from entering our waterways.

In 2023, local Water Resources Extension Agents met on-site with City of Florence Stormwater Compliance staff to film an educational video. The footage was edited together with a voiceover explaining the impacts of litter and how the WaterGoat helps staff remove litter from Gully Branch. The video has been viewed by over one hundred people on Youtube.



Watergoat installed by the City of Florence thanks to cooperation from Keep Florence Beautiful.



Mass Media (Internet)

LEAD PROVIDER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Extension	Carolina Clear FB page (Lifetime Post Total Reach: The number of people who had your Page's post enter their screen. Posts include statuses, photos, links, videos and more)	2023	17,892	R, YT, HE, E, EA, T, DIS, SP, CR, P
Clemson Extension	Carolina Yards Facebook page (Lifetime Post Total Reach: The number of people who had your Page's post enter their screen. Posts include statuses, photos, links, videos and more)	2023	6,738	R, YT, HE, E, EA, T, DIS, SP, CR, P
Clemson Extension	Making It Grow! FB page (Lifetime Post Total Reach: The number of people who had your Page's post enter their screen. Posts include statuses, photos, links, videos and more)	2023	861,815	R, YT, HE, E, EA, T, DIS, SP, CR, P
Clemson Extension	INTERNET: Total unique views for the Carolina Clear, FDSC, Carolina Yards, Clemson Extension Water Resources Team, Rain Gardens, and Living Shorelines, CEPSCI, and CSPR websites	2023	83,282	R, YT, HE, E, EA, T, DIS, SP, CR, P
Clemson Extension	Florence Darlington Stormwater Consortium Facebook Page (316 followers)	2023	389	R, YT, HE, E, EA, T, DIS, SP, CR, P
Clemson Extension	Carolina Clear YouTube Channel: Average view duration was 1 minute 50 seconds. Provides video segments on a diverse array of topics related to watershed stewardship	2023	10,400	R, YT, HE, E, EA, T, DIS, SP, CR, P

Mass Media (Billboards and Television)

The 2022 Carolina Clear mass media campaign focused on water pollution associated with sanitary sewer overflows.

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Extension	FDSC	BILLBOARD: The 2022-2023 Carolina Clear mass media campaign focused on water pollution associated with sanitary sewer overflows. Billboard messaging was provided on the target behavior “Protect Your Pipes, Flush only TP, Trash Everything Else,” in high-visibility locations: S. Irby Street, 300 feet N/O Pineland Drive ; I-95, 1.5 miles N/O State Road 63 (impacts reported as total weekly impressions in 2023)	2023	190,426	R
Clemson Extension	SC ETV	TELEVISION: SC ETV Making It Grow! Average viewers per episode (based on average households viewing each episode and persons per household via census)	2023	18,527	R
Clemson Extension	WBTW	TELEVISION: The 2022-2023 Carolina Clear mass media campaign focused on water pollution associated with sanitary sewer overflows. Commercial messaging was provided on the target behavior “Protect Your Pipes, Flush only TP, Trash Everything Else,” on WBTW in Florence and Darlington Counties. Note: there was no air time in 2023; the impact numbers are from 2022 as part of the 2022-2023 mass media campaign	2023	698,400	R
WBTW	Clemson Extension	WBTW mini clips - two segments on nuisance geese and litter aired in November and December	2023	900,875	R



Publications

ARTICLES - NEWSPAPERS, MAGAZINES, & E-NEWS

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
FDSC	Clemson Extension	"Drop in the Bucket" E-Newsletter on current and upcoming events for the FDSC. 57 impacts per newsletter.	2023	57	EA, T, E, R, DIS
Keep Florence Beautiful	Clemson Extension, City of Florence	"What Lies Beneath Our Water System". Keep Florence Beautiful Monthly Newsletter. October 2023.	2023	524	R, P
Clemson Extension	Clemson University	INTERNET: Factsheets located on the Clemson Home and Garden Information Network (HGIC) that have been authored by Water Resource Agents and that directly relate to stormwater education include topics on pond management, landscape-level stormwater management, vegetative buffers, low impact development, and more. The total unique views is estimated from previous data due to Google analytics platform changes this year. Note: this is an underestimate of the total impacts as this does not include factsheets on topics associated with fertilizer application, composting, native plants, and other best management practices associated with water quality. These publications can be accessed at hgic.clemson.edu	2023	55,000	R, YT, HE, E, EA, T, DIS, SP, CR, P
Clemson Extension	Clemson University	Land Grant Press publications authored by the Clemson Extension Water Resources Team include 23 publications since 2019. Topics include stormwater ponds, livestock ponds, recreational ponds, wetlands, aquaponics, funding, flooding, pond dredging, pond weeds, headwater streams, watershed based planning, harmful algal blooms and more. These publications can be accessed at lgpress.clemson.edu	2023	31,077	R, DIS, CR, P, LD

Outreach Materials

RACKCARDS, HANDOUTS, AND PROMOTIONAL ITEMS

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Extension	FDSC Municipal Partners	Rackcard displays are placed in at least one higher-traffic location per community. Promotional items like FOG awareness pot holders, FOG lids, and pens are also available	2023	714	R
City of Florence	Clemson Extension	City of Florence handed out "What Not to Flush" door hangers to businesses and residents situated in areas vulnerable to sanitary sewer overflows (SSOs).	2023	100	R, CR



Photo provided by Florence Outside

Installations/Demonstrations

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Keep Florence Beautiful	Palmetto Pride, City of Florence	Watergoat installation at Timrod Park	ongoing (installed in 2022)	800	R
City of Florence		35 new watershed signs installed around the City of Florence	ongoing	unknown	R
Keep Florence Beautiful	Clemson Extension	Sidewalk Buttlers installed to encourage smokers to dispose of their cigarette butts properly. Cigarette butts collected are mailed off and recycled into plastic items like pallets, ashtrays, and benches	ongoing	14	R, CR
City of Florence	Clemson Extension	Timrod Park rain gardens (2012) with educational signs explaining the function of the rain gardens	ongoing	1,800	R
Kalmia Gardens	Clemson Extension	Regenerative Stormwater Conveyance System (RSC) was completed in March 2018. Since its installation, there has been visible improvement in erosion previously associated with the stormwater outfall, helping to reduce the amount of sediment and pollution in Black Creek	ongoing	160	R



Trainings and Certifications

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Extension		Carolina Yards Online Course was developed to assist and guide South Carolina homeowners in conserving water in the landscape and making positive changes in the environmental quality of their yards, neighborhoods, and surrounding waterways by implementing and maintaining low impact and low maintenance yard practices	2023	21	R
Clemson Extension		Post-Construction BMP Inspector certification and re-certification courses are online and field-based trainings focused on inspection and maintenance of best management practices used for stormwater management; the certification course was offered in the spring with the field day held on 5/10 at Clemson University in Clemson, SC and in both the certification and re-certification courses were offered in the fall with the field days held on 11/8 & 9 at Trident Technical College in N. Charleston, SC: a total of 59 individuals were certified, and 15 were re-certified	2023	74	T
Clemson Extension, Clemson University, SCDOT, SCDHEC		CEPSCI Course: Clemson provides training and certification through the Certified Erosion Prevention and Sediment Control Inspector (CEPSCI) program to assist in pollution prevention control on construction projects. Impacts reflect statewide trainings. Certifications and recertifications were offered as online and in-person formats	2023	2,009	T
Clemson Extension, Clemson University, SCDHEC		CSPR Course: Clemson provides training and certification through the Certified Stormwater Plan Reviewer (CSPR) program to educate personnel on the proper design and review of stormwater and sediment control plans for development sites in order to meet regulator and environmental requirements. Impacts reflect statewide trainings. Certifications and recertifications were offered in-person	2023	73	T, DIS
Clemson Extension, SC DNR, SC Sea Grant Consortium	NOAA	Salt Marsh Course is an on-demand online course that teaches about ecosystems, threats & stressors, flora & fauna, oysters, stewardship, and provides additional resources related to salt marshes	2023	149	R, HE, E
Clemson Extension, SCDHEC, NRCS, Clemson Online		Dam Ownership in South Carolina Course is an on-demand online course to assist dam owners and/or operators with understanding the basic concepts to protect the integrity and benefit of dams	2023	137	R, DIS, SP, T

Trainings and Certifications

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Extension		South Carolina Certified Landscape Professional Course is an online, self-paced course designed to provide a basic working knowledge of sound horticultural and landscaping practices	2023	124	LD, T, DIS
The Nature Conservancy, Clemson Resilient Urban Design Program, City of Charleston		The Nature-Based Exchange is designed as a series of practical and outcome-based workshops, the Exchange aims to bring together an array of local partners to discuss and develop natural and nature-based solutions for South Carolina	2023	45	HE, EA, T, DIS, SP, LD, E
Clemson Extension		The Master Pond Manager (MPM) course teaches recreation and stormwater pond management, training participants through online classroom and field-based curriculum; it was offered in the fall, with field days hosted in Horry County (Recreational Pond Field Day: Conway on 9/20; Stormwater Pond Field Day: Myrtle Beach on 9/21), SC	2023	42	T, DIS, SP
Clemson Extension		The Master Rain Gardener is an online and field based training focused on rain garden and rainwater harvesting system design and implementation; online classroom was held in the fall, with a field day on 10/17 at Folly River Park in Folly Beach, SC	2023	44	R, T, DIS
Clemson Extension		Carolina Yards certified in SC: residents who meet CY principles for healthy, watershed-friendly, low-maintenance landscapes	2023	54	R
Kalmia Gardens	SCDHEC	Adopt-a-Stream class offered at Kalmia Gardens	2023	10	

Presentations

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Extension	Master Gardener, Carolina Clear	South Carolina Master Gardener Conference presentation: Rain Gardens As A Wildlife Habitat	10/19/23	30	R, E
The Child and Family Resource Foundation	Clemson Extension	Macroinvertebrate sampling activity for 1st-5th graders at Hartsville summer camp at Lawton Park	7/10/23	27	YT
Hartsville Kiwanis Club	Clemson Extension	Water Resources presentation focused on activities to reduce stormwater pollution in the home landscape	3/16/23	26	R
Florence Outdoors	Clemson Extension	Water Quality and aquatic invertebrate display table at Hillraiser 2023	5/20/23	250	R, YT, HE
Clemson Extension	Pee Dee River Basin Council	Center Pivot Irrigation Test demonstration for the Pee Dee River Basin Council. This program helps farmers assess their center pivot irrigation system to irrigate more efficiently.	5/23/23	19	DIS, EA, LD, R, T
Clemson Extension	Darlington County Libraries	Natural Resources and Water Presentations at Darlington County Libraries (4 sessions at libraries in Darlington, Lamar, Hartsville, and Society Hill)	June 2023	247	R, YT
Lynches River County Park	Clemson Extension	Environmental Discovery Center Summer Camp for 2 groups, including The Incredible Journey activity. This activity covers information about the water cycle.	July 2023	36	YT
Kalmia Gardens	Clemson Extension	Week in the Wild Summer Camp for 2 groups, including The Incredible Journey activity. This activity covers information about the water cycle.	July 2023	19	YT
Kalmia Gardens		Garden tour including information about water quality, stormwater, and watersheds for North Hartsville Elementary School	April 2023	90	YT



Presentations

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Lynches River County Park	Clemson Extension	Sum of the Parts stormwater education activity	10/7/23	6	R, YT
Clemson Extension		Pond Maintenance Seminar - presentation to pond management professionals from across the state discussing IPM techniques for aquatic weed management.	1/25/23	33	DIS
Clemson Extension		"Frog Lifecycle. Presentation to kindergarten students on amphibian lifecycles and roles in the environment."	5/9/23	40	YT, E

Soil and Water Testing

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Agricultural Services Lab	Clemson Extension	Clemson Extension, in cooperation with Clemson's Agricultural Service Lab, processed soil and water samples for Florence County residents and commercial audiences	2023	946	R, C
Clemson Agricultural Services Lab	Clemson Extension	Clemson Extension, in cooperation with Clemson's Agricultural Service Lab, processed soil and water samples for Darlington County residents and commercial audiences	2023	619	R, C

Public Events

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY DESCRIPTION	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Keep Florence Beautiful	Clemson Extension	Tarp Giveaways	4/22/23, 10/28/23	75	R
Clemson Extension		Eastern Carolina Fair Rain Barrel Display	10/26/23- 11/5/23	16,000	R
City of Florence	Keep Florence Beautiful, Clemson Extension	Florence City Center Farmers Market	2023 (four markets)	140	R, Y,
Lynches River County Park	Keep Florence Beautiful, Clemson Extension	Wildlife Winterfest	12/2/23	70	R, YT, P
Keep Florence Beautiful	Clemson Extension, Lynches River County Park	KFB Adventure Race	9/16/23	80	R, P, HE
Darlington County, Keep Darlington Beautiful		Sweet Potato Festival	10/14/23	95	R, P, CR
Clemson Extension		Water resource agent responded to calls and emails from the community. Issues addressed included aquatic weeds, general pond maintenance, nuisance wildlife, rain gardens, dam maintenance, and rainwater harvesting.	2023	35	R, LD, SP, T

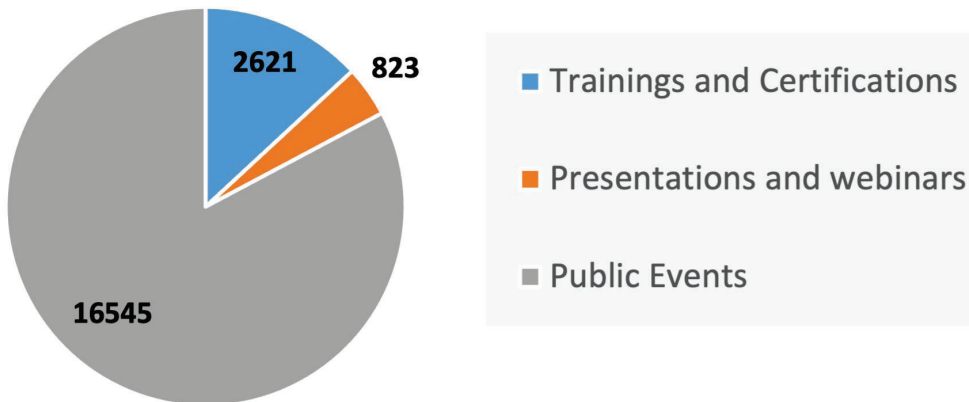
Community Cleanups

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Keep Florence Beautiful	Palmetto Pride	Great American Cleanup	2023	310 volunteers, 6,875 lbs collected	R, YT, E, HE
Keep Florence Beautiful	Clemson Extension, SCDNR	2023 River Sweep	2023	10 volunteers, 160 lbs collected	R
Keep Florence Beautiful	Palmetto Pride	Adopt-A-Program (includes Adopt-a-Street, Adopt-a-Park, Adopt-a-Spot, and Adopt-a-Trail)	2023	415 volunteers, 10,725 lbs collected	R, YT, E, HE, CR
Helping Florence Flourish	Weldon Community Unity Foundation, Keep Florence Beautiful, Clemson Extension	Litter Clean-up and Beautification at Iola Jones Park	2023	28 volunteers, 105lbs collected	R, YT, HE, E, EA, LD, CR
Lt. Governor Pamela Evette	Keep Florence Beautiful, Palmetto Pride, Pee Dee Land Trust	Lt. Governor Pamela Evette, KFB, PDLT, and Palmetto Pride participated in a #GrabABagSC cleanup at Jeffries Creek Park in Florence	10/18/23	22 volunteers, 300lbs collected	R, EA
SCDNR	Kalmia Gardens	Students from the Governors School for Science and Mathematics volunteered bagging oyster shells for a water quality improvement project to restore oyster habitat	Ongoing	44	YT

A total of 2,898,879 individuals were impacted by direct and indirect Florence Darlington Stormwater Consortium education activities.

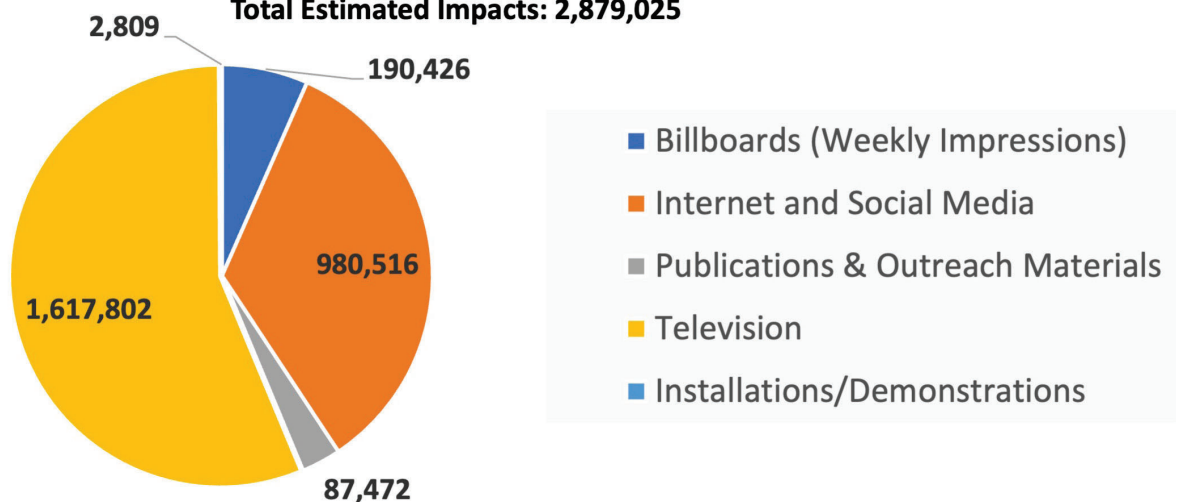
Direct Methods Summary

Total Estimated Impacts: 19,989



Indirect Methods Summary

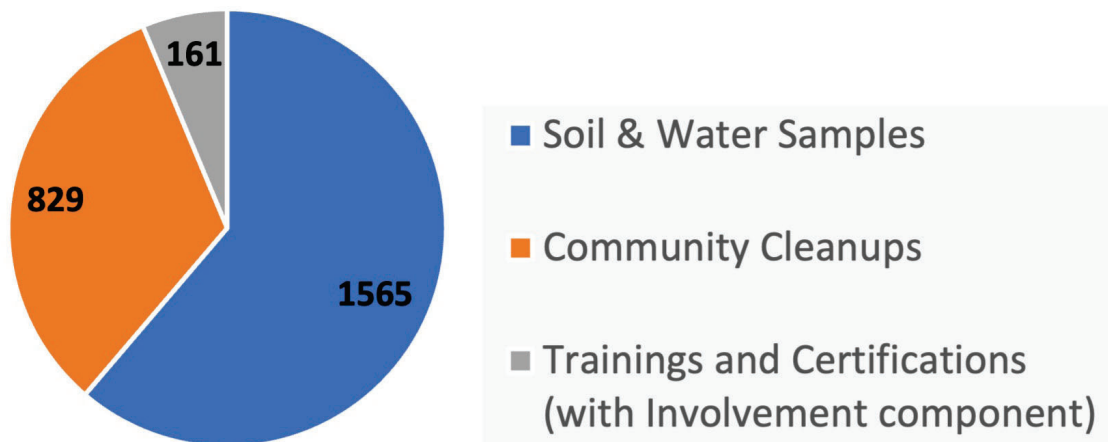
Total Estimated Impacts: 2,879,025



An estimated 2,555 citizens participated in public involvement activities during the 2023 reporting year. The actual number of participants is likely higher, since some activities are not able to be accurately tracked. Residents who get their soil tested help to promote clean water by reducing the amount of unnecessary fertilizer applied to yards, thereby reducing the amount of excess nutrients in waterbodies.

Public Involvement Summary

Total Estimated Involvement: 2,555



“We don’t have to engage in grand, heroic actions to participate in the process of change. Small acts, when multiplied by millions of people, can transform the world.”

- Howard Zinn

AUTHOR

GERALDINE CUYPERS

FDSC Coordinator

Water Resources Agent

Clemson University Cooperative Extension

2685 S. Irby Street, Ste. K

Florence, SC 29505

(843) 519-2408

gcuyper@clemson.edu

SPECIAL THANKS TO THE FOLLOWING DATA AND/OR PHOTO CONTRIBUTORS:

Susan Lunt, Katie Collins, Tancey Belkin, Steven O'Shields, City of Florence, Darlington County, Florence County, Clemson Extension, Environmental Discovery Center, Darlington County Library, Keep Florence Beautiful, Kalmia Gardens of Coker University, and Florence Outside.



Carolina Clear is a program of the Clemson University Cooperative Extension Service. Information is provided by Faculty and Cooperative Extension Agents. Clemson University Cooperative Extension Service offers its programs to people of all ages, regardless of race, color, gender, religion, national origin, disability, political beliefs, sexual orientation, gender identity, marital or family status and is an equal opportunity employer.

Produced March 2024



**FLORENCE/DARLINGTON
STORMWATER CONSORTIUM**
BY CLEMSON® EXTENSION



What you do makes a difference, and you have to decide
what kind of difference you want to make.

- Jane Goodall



COOPERATIVE EXTENSION
College of Agriculture, Forestry and Life Sciences



by Clemson® Extension

www.clemson.edu/extension