

**South Carolina NPDES Permit # SCR030000
Small Municipal Separate Storm Sewer System (SMS4)
Annual Report Template**

III. Minimum Control Measures (MCM)

B. Minimum Control Measure 1: Public Education and Outreach on Storm Water Impacts (4.2.1, 5.3)

Use the table below to summarize outreach strategies, goals, and progress for the current reporting year. In the “activities conducted and planned” section, focus on activities that were conducted in the last reporting year and those that are planned for the upcoming reporting year, providing implementation dates. Add rows where needed and attach additional sheets if necessary.

Please see the attached “2019-2023 Lowcountry Stormwater Partners Strategic Stormwater Outreach Plan” for a complete list of all activities planned for the upcoming year. Below are last year’s accomplishments and the activities furthest in their planning stages.									
Outreach Type	Activity Type	Target Pollutant	Target Audience	Activity Description	Notes	Service Provider	Start Date	End Date	Impact
Direct	Community Meeting	General Stormwater	Residential	Public Meeting on St. Helena Island. At the meeting, staff discussed the results of a Stormwater Drainage study, proposed improvements, and provided feedback on ways to minimize runoff on personal property. The impact was determined by attendance.		Beaufort County	4/11/2023	4/11/2023	58
Direct	Conference	General Stormwater, Nutrients, Sediment	Stormwater managers, Stormwater staff, Stormwater pond management companies, Stormwater pond managers	2023 Beaufort Area Stormwater Pond Conference. The conference gave pond professionals and property managers the latest information, tools, and resources for pond management. The conference featured presentations from researchers, regulators, industry professionals, and extension professionals on floating wetlands, HABs, aeration, and other subjects. The impact was determined by attendance.		Clemson Extension, SC DNR ACE Basin NERR, North Inlet-Winyah Bay NERR, SC Sea Grant	12/6/2023	12/6/2023	52

Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers, Stormwater staff, Technical staff, Engineers, Developers, Residential, Elected & appointed officials and High-Level staff, General public	Stormwater Utility Board Meeting. The Board determined appropriate levels of public stormwater management services, recommended appropriate funding levels, advised the staff of the stormwater management utility on master planning efforts and cost of services, and supported stormwater management practices. The impact was determined by attendance.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects.	Beaufort County, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	2/15/2023	2/15/2023	15
Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers, Stormwater staff, Technical staff, Engineers, Developers, Residential, Elected & appointed officials and High-Level staff, General public	Stormwater Utility Board Meeting. The Board determined appropriate levels of public stormwater management services, recommended appropriate funding levels, advised the staff of the stormwater management utility on master planning efforts and cost of services, and supported stormwater management practices. The impact was determined by attendance.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects.	Beaufort County, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	4/19/2023	4/19/2023	20
Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers, Stormwater staff, Technical staff, Engineers, Developers, Residential, Elected & appointed officials and High-Level staff, General public	Stormwater Utility Board Meeting. The Board determined appropriate levels of public stormwater management services, recommended appropriate funding levels, advised the staff of the stormwater management utility on master planning efforts and cost of services, and supported stormwater management practices. The impact was determined by attendance.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects.	Beaufort County, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	6/14/2023	6/14/2023	15

Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers, Stormwater staff, Technical staff, Engineers, Developers, Residential, Elected & appointed officials and High-Level staff, General public	Stormwater Utility Board Meeting. The Board determined appropriate levels of public stormwater management services, recommended appropriate funding levels, advised the staff of the stormwater management utility on master planning efforts and cost of services, and supported stormwater management practices. The impact was determined by attendance.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects.	Beaufort County, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	8/16/2023	8/16/2023	15
Direct	Council / Committee / Meeting	General Stormwater	Stormwater managers, Stormwater staff, Technical staff, Engineers, Developers, Residential, Elected & appointed officials and High-Level staff, General public	Stormwater Utility Board Meeting. The Board determined appropriate levels of public stormwater management services, recommended appropriate funding levels, advised the staff of the stormwater management utility on master planning efforts and cost of services, and supported stormwater management practices. The impact was determined by attendance.	Beaufort County reported updates on the utility, monitoring efforts, projects, professional contracts, regional coordination, MS4 updates, and maintenance projects.	Beaufort County, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal	10/18/2023	10/18/2023	19
Direct	Council / Committee / Meeting	Freshwater, General Stormwater, Litter, Nutrients	Elected & appointed officials and High-Level staff, Higher education students, Residential, Supervisory staff, Administrators, Stormwater managers	Master Naturalist Quarterly Meetings. At these meetings, Master Naturalists met to discuss upcoming training opportunities, volunteer opportunities, and current environmental events regarding research, local politics, etc. The impact was determined by attendance.	Meetings occurred during the reporting period, but the data regarding dates and attendance was not available.	Lowcountry Master Naturalists, Spring Island Trust, Clemson Extension	1/1/2023	12/31/2023	

Direct	Council / Committee / Meeting	Freshwater, General Stormwater, Pesticides, Pharmaceuticals and personal care products, Toxic contaminants/heavy metals	Contractors, Elected & appointed officials and High-Level staff, Residential, Stormwater managers, Stormwater staff, Supervisory staff, Administrators, Technical staff, Engineers, Developers	May River Watershed Action Plan Implementation Committee Meetings. The committee assisted and advised the Town Council by offering guidance and recommendations to implement the opportunities and strategies outlined in the May River Watershed Action Plan. Residents could serve on the committee or provide input through public comment. The impact was determined through the average number of attendees.	May River Watershed Action Plan Implementation Committee meetings occurred on the fourth Thursday of each month at Bluffton Town Hall. Meetings took place on 1/26/23, 2/23/23, 4/27/23, 5/25/23, 6/22/23, 7/27/23, 8/24/2023, and 9/28/203.	Town of Bluffton	1/1/2023	12/31/2023	15
Direct	Council / Committee / Meeting	Freshwater, General Stormwater	General public	Bluffton Town Council Meetings. Bluffton Town Council discussed stormwater topics including, but not limited to, CIP projects, grants, funding, water quality, Southern Lowcountry Regional Board, and sewer and septic systems. Town staff provided monthly council updates, including stormwater information and water quality data. This information was made public with Town Council packets for each Town Council meeting. The estimated average number of people reached for all meetings in the 2023 calendar year determined the impact.	Town Council meetings occurred on the second Tuesday of each month at Bluffton Town Hall. Each meeting was televised on the County Channel, and virtual meetings were broadcast live on the Town's Facebook Page. Town Council Meetings took place on 1/10/23, 2/14/23, 3/14/23, 4/11/23, 5/9/23, 6/12/23, 7/11/23, 8/8/23, 9/12/23, 10/10/23, 11/14/23, and 12/12/23.	Town of Bluffton	1/1/2023	12/31/2023	600

Direct	Council / Committee / Meeting	General Stormwater, Litter	Residential	The Town of Bluffton's Post-Construction BMP Maintenance Program Meetings. This program aimed to work with residents, HOAs, and POAs to resolve maintenance needs. Staff met with HOA representatives and their respective property management companies to discuss the Town's BMP inspection program, maintenance, and annual reporting requirements. The impact was determined by the number of individuals participating in the meetings.		Town of Bluffton	1/1/2023	12/31/2023	7
Direct	Council / Committee / Meeting	General Stormwater	Elected & appointed officials and High-Level staff, Stormwater managers, Stormwater staff, Supervisory staff, Administrators, Stormwater managers, Technical staff, Engineers, Developers	Lowcountry Stormwater Partners Consortium Meeting. These meetings were for partners to give updates and address consortium business, such as workshops, current events, etc. The impact was determined by attendance.	The meetings were held on 4/26/2023 and 11/1/23.	Clemson Extension	1/1/2023	12/31/2023	15

Direct	Direct Contacts	Freshwater, General Stormwater, Pesticides	Landscapers, Designers, Elected & appointed officials, High-Level staff, Maintenance, Facilities staff, Residential, Stormwater pond companies and managers, Administrators, Teachers, Technical staff, Engineers, Developers	Client Requests for Information. The Lowcountry Stormwater Partners Coordinator accepted direct requests from the public for information about stormwater-related topics. The coordinator supplied information through emails, phone calls, office meetings, and site visits. The impact was determined by the number of individuals who reached out for assistance.	Clients requested information on topics including, but not exclusive to, pond management, rain gardens, rain barrels, planted buffers, native plants, and drainage issues. The LSP coordinator spent 48.5 hours educating clients and performed twenty-three site visits.	Clemson Extension	1/1/2023	12/31/2023	111
Direct	Educational field trips	General Stormwater	Youth	Cypress Wetlands Interpretive Tour. This guided walk around the Cypress Wetlands has participants observe wildlife while learning about the history of the wetlands and stormwater runoff. The impact was determined by attendance.	Tours took place on 2/3/23, 10/5/23, and 10/6/23.	Beaufort County Soil and Water Conservation District	10/5/2023	10/6/2023	110
Direct	Event tabling	Bacteria, FOG--fats/oil/grease, General Stormwater	Residential	May Fest. The Town of Bluffton staffed a booth at Bluffton's May Fest and discussed various watershed issues. The impact was determined by the estimated number of people engaged.		Town of Bluffton	5/13/2023	5/13/2023	100
Direct	Event tabling	General Stormwater	K-12 students, Youth, Residential	Oyster Festival. Provided an educational booth and handouts on various water quality and sustainability topics. The impact was determined by the number of individuals engaged at the booth.		Beaufort County Soil and Water Conservation District	1/21/2023	1/21/2023	400

Direct	Event tabling	General Stormwater, Litter	K-12 students, Youth, Residential	Earth Day at the Farmer's Market. Provided an educational booth and handouts on various water quality and sustainability topics. The impact was determined by the number of individuals engaged at the booth.		Beaufort County Soil and Water Conservation District	4/22/2023	4/22/2023	61
Direct	Event tabling	General Stormwater, Litter	K-12 students, Youth, Residential	Birthday for the Birds at the Cypress Wetlands. Provided an educational booth and handouts on various water quality and sustainability topics. The impact was determined by the number of individuals engaged at the booth.		Beaufort County Soil and Water Conservation District	4/29/2023	4/29/2023	50
Direct	Event tabling	General Stormwater, Litter	K-12 students, Youth, Residential	Water Festival. Partners provided an educational booth and handouts on various water quality and sustainability topics. The impact was determined by the number of individuals engaged at the booth.		Beaufort County Soil and Water Conservation District	7/16/2023	7/16/2023	461
Direct	Event tabling	General Stormwater	K-12 students, Youth, Residential	Hunting Island Trunk or Treat. Provided an educational booth and handouts on various water quality and sustainability topics. The impact was determined by the number of individuals engaged at the booth.		Beaufort County Soil and Water Conservation District	10/28/2023	10/28/2023	353
Direct	Event tabling	General Stormwater	K-12 students, Youth, Residential	Arbor Day Celebration. Provided an educational booth and handouts on various water quality and sustainability topics. The impact was determined by the number of individuals engaged at the booth.		Beaufort County Soil and Water Conservation District	12/2/2023	12/2/2023	130

Direct	Event tabling	Freshwater, General Stormwater, Litter, Nutrients	Residential, K-12 students, Youth	BJWSA Sustainability Fair. Provided educational displays and handouts on water quality and sustainability-related topics. The impact was determined by attendance.		Coastal Conservation League	10/23/2023	10/23/2023	100
Direct	Event tabling	Freshwater, General Stormwater, Litter, Nutrients	Residential, K-12 students, Youth	Sun City Earth Day Celebration. Provided educational displays and handouts on water quality and sustainability-related topics. The impact was determined by attendance.		Coastal Conservation League	4/20/2023	4/20/2023	100
Direct	Event tabling	Freshwater, General Stormwater, Litter, Nutrients	Residential, K-12 students, Youth	Beaufort County Regional Earth Day Cleanup. Education partners provided educational displays and handouts on water quality and sustainability-related topics at the festival portion of the litter pick-up. The impact was determined by attendance.		Beaufort County, Coastal Conservation League, SC DNR, Clemson Extension	4/20/2023	4/20/2023	40
Direct	Event Tabling	General Stormwater, Nutrients, Bacteria, Sediment, Freshwater	Residential, K-12 students, Youth	Soft Shell Crab Festival. This festival had a section of vendors highlighting critical environmental issues. The LSP and its partners provided educational mini-presentations, handouts, and advice surrounding water quality issues. The impact was determined by the number of individuals the LSP coordinator directly engaged with education.		Clemson Extension, Beaufort County Soil and Water Conservation District, DNR, Port Royal Sound Foundation, SC Sea Grant	4/15/2023	4/15/2023	200

Direct	Event Tabling	General Stormwater, Nutrients, Bacteria, Sediment, Freshwater	Residential, K-12 students, Youth	Paris Island Earth Day. This festival had a section of vendors highlighting critical environmental issues. The LSP and its partners provided educational mini-presentations, handouts, and advice surrounding water quality issues. The impact was determined by the number of individuals the LSP coordinator directly engaged with education.		Clemson Extension, Beaufort County Soil and Water Conservation District, DNR, SC Sea Grant	4/19/2023	4/19/2023	63
Direct	Event Tabling	General Stormwater, Nutrients, Bacteria, Sediment, Freshwater	Residential, K-12 students, Youth	Shrimp Festival. This festival had a section of vendors highlighting critical environmental issues. The LSP and its partners provided educational mini-presentations, handouts, and advice surrounding water quality issues. The impact was determined by the number of individuals the LSP coordinator directly engaged with education.		Clemson Extension, Beaufort County Soil and Water Conservation District, DNR, Port Royal Sound Foundation, SC Sea Grant	10/7/2023	10/7/2023	200
Direct	Event Tabling	General Stormwater, Nutrients, Bacteria, Sediment, Freshwater	Residential, K-12 students, Youth	Touch-A-Truck. This festival had a section of vendors highlighting important environmental issues. The LSP and its partners provided educational mini-presentations, handouts, and advice surrounding water quality issues. The impact was determined by the number of individuals the LSP coordinator directly engaged with education.		Junior Service League of Beaufort, Clemson Extension, Beaufort County	10/28/2023	10/28/2023	100

Direct	Event tabling	General Stormwater, Nutrients, Bacteria, Sediment, Freshwater	Residential, K-12 students, Youth	OktoPRFest. This festival had a section of vendors highlighting critical environmental issues. The LSP and its partners provided educational mini-presentations, handouts, and advice surrounding water quality issues. The impact was determined by the number of individuals the LSP coordinator directly engaged with education.		Clemson Extension	9/30/2023	9/30/2023	97
Direct	Event tabling, Presentation	Freshwater, General Stormwater	Residential	Barrels and Beer. This festival-style event featured educational booths provided by partner service providers on water quality topics, rain barrel painting, and service providers' presentations to a packed audience. The impact was determined by attendance.	Additional service providers include Coastal Expeditions, Beaufort Litter Patrol, Gullah Farmers Co-Op, Heritage Community Farm, and SC Native Plant Society.	Clemson Extension, Coastal Conservation League, Beaufort County Soil and Water Conservation District, SC Adopt-a-Stream, Port Royal Sound Foundation	10/22/2023	10/22/2023	200
Direct	Event tabling, Presentation, Summer Camp	Bacteria, FOG--fats/oil/grease, General Stormwater, Litter, Single-use plastics, Microplastics, Pesticides, Petroleum products, Sediment	K-12 students, Youth, General public, Pet owners	Enviroscape & Water Quality Presentation. The Beaufort Soil and Water Conservation District gave a presentation on the general stormwater issues and an enviroscape demonstration. The Enviroscape is an interactive watershed model that portrays non-point source pollution and the impacts of stormwater runoff on water quality. The impact was determined by attendance.	These demonstrations were given 48 times to multiple Beaufort County School classrooms, summer camps, and festivals on 1/17/23, 4/3/23, 4/21/23, 4/26/23, 5/1/23, 5/4/23, 5/17/23, 9/21/23, 10/16/23, 10/17/23, 10/22/23, 10/25/23, 11/2/23, and 11/14/23.	Beaufort County Soil and Water Conservation District	1/1/2023	12/31/2023	792

Direct	Festival	General Stormwater, Litter	Residential, K-12 students, Youth	The 7th Annual "Keep the Broad Creek Clean" Water Festival. This festival and litter pick-up engaged residents and visitors with Broad Creek, its current issues, and what can be done to protect it. The impact was determined by attendance.		The Outside Foundation. Beaufort County, Clemson Extension, Coastal Conservation League, Soil and Water Conservation District, DNR, Keep Beaufort County Beautiful, Port Royal Sound Foundation, Town of Hilton Head Island	7/19/2023	7/19/2023	500
Direct	Marine Center / Museum	Bacteria, Freshwater, General Stormwater, Litter, Nutrients, Pesticides, Toxic contaminants/heavy metals	Elected & appointed officials and High-Level staff, Higher education students, K-12 students, Youth, Residential, Teachers	The Port Royal Sound Foundation Maritime Center. The Center featured exhibits, classrooms, hands-on learning spaces, and other areas where everyone could learn and celebrate the uniqueness of the Port Royal Sound. The total number of visitors determined the impact.		Port Royal Sound Foundation	1/1/2023	12/31/2023	20965
Direct	Presentation	Litter, Single-use plastics, Microplastics	K-12 students, Youth	Cross Schools Litter Cleanup. Town Staff talked with students at Cross Schools about pollution prevention and the importance of litter cleanups before providing them with supplies for their litter cleanup. The number of students in attendance determined the impact.		Town of Bluffton	5/24/2023	5/24/2023	50

Direct	Presentation	General Stormwater	Youth	MC Riley Career Day. Town of Bluffton staff spoke with elementary-age students about the various aspects of stormwater pollution prevention. The number of students in attendance determined the impact.		Town of Bluffton	11/17/2023	11/17/2023	250
Direct	Presentation	Bacteria, General Stormwater, Litter, Single-use plastics, Microplastics, Nutrients, Pesticides, Petroleum products, Sediment	K-12 students, Youth	"Build your own Watershed" Activity. Town of Bluffton staff led students from Pritchardville Elementary's 3rd, 4th, and 5th Grades through the activity. It focused on common types of stormwater pollution and how to prevent them. The number of students in attendance determined the impact.		Town of Bluffton	11/8/2023	11/8/2023	110
Direct	Presentation	General Stormwater	Youth	River Ridge Academy School Career Day. The Town of Bluffton presented to 3rd- 5th grade students the importance of pollution prevention concerning the stormwater system. The number of students in attendance determined the impact.		Town of Bluffton	3/10/2023	3/10/2023	100
Direct	Presentation	General Stormwater	Youth	Bluffton Middle School Career Day. The Town of Bluffton presented to 7th-grade students the importance of pollution prevention concerning the stormwater system. The number of students in attendance determined the impact.		Town of Bluffton	3/23/2023	3/23/2023	75

Direct	Presentation	Freshwater, General Stormwater, Litter, Single-use plastics, Microplastic, Pesticides, Petroleum products	K-12 students, Youth	Coastal Kingdom Presentation. The Town of Bluffton had Coastal Kingdom come present as the reward for the MC Riley May River Cleanup Participation Challenge. In the presentation, the host brought local animals for the children to interact with and addressed ways that litter may impact the animals. The impact was determined by the number of students who were present.		Town of Bluffton	6/1/2023	6/1/2023	50
Direct	Presentation	General Stormwater	Residential	Dinner & Learn. The Town of Bluffton presented as part of an event for the Arts and Seafood Festival. They spoke to community members about stormwater and preserving Bluffton's natural resources. The number of people in attendance determined the impact.		Town of Bluffton	10/16/2023	10/16/2023	50
Direct	Presentation	Bacteria	Residential	Staff spoke with Bluffton Rotary about Septic to Sewer Conversions. The number of people in attendance determined the impact.		Town of Bluffton	5/10/2023	5/10/2023	50
Direct	Presentation	Bacteria, General Stormwater, Litter, Single-use plastics, Microplastics, Nutrients, Pesticides, Petroleum products	Youth	Stormwater in the Library. The Town of Bluffton presented a lesson on watershed protection and pollution prevention to young children at the Bluffton Library. The number of people in attendance determined the impact.		Town of Bluffton	8/3/2023	8/3/2023	35

Direct	Presentation	Bacteria, General Stormwater, Litter, Single-use plastics, Microplastics, Nutrients, Pesticides, Petroleum products	K-12 students, Youth	MC Riley Elementary School Watershed Lesson. Town Staff worked with a class at MC Riley to discuss common types of pollutants within the watershed and ways to prevent them. The number of students in attendance determined the impact.		Town of Bluffton	4/27/2023	4/27/2023	18
Direct	Presentation	General Stormwater	College Students	The Town of Bluffton lectured USC Students about watershed protection and careers within stormwater. The number of students in attendance determined the impact.		Town of Bluffton	2/6/2023	2/6/2023	15
Direct	Presentation	General Stormwater	Residential	Stormwater and Hurricane Season Workshop. This presentation discussed what stormwater is, how the Town reduces stormwater pressure, our routine maintenance plans and how to stop the clog. This workshop was a part of the 2023 Hurricane Season Presentation. The impact was determined by attendance.		Town of Hilton Head	7/14/2023	7/14/2023	24
Direct	Presentation	General Stormwater	PUD staff and PUD security	Quick Guide to Storm Water and Hurricane Season Presentation. This presentation discussed what stormwater is, how the Town reduces stormwater pressure, our routine maintenance plans and how to stop the clog. This presentation was a part of the Annual PUD/Security Coordination Meeting. The impact was determined by attendance.		Town of Hilton Head	6/14/2023	6/14/2023	33

Direct	Presentation	General Stormwater	Technical staff, Engineers, Developers	SOLOCO (Southern Lowcountry Regional Board) Design Manual Workshop. The Town of Bluffton provided training on the Compliance Calculator for engineers and landscape architects. The impact was determined by attendance.		Town of Bluffton	8/25/2023	8/25/2023	45
Direct	Presentation	Bacteria, Freshwater, General Stormwater, Litter, Nutrients, Sediment	K-12 students, Youth	Kids in Kayaks program. The Kids in Kayaks program brought local youth outside and had them participate in experiential learning about local ecosystems and natural resources. The impact was determined by participation.	This program was offered thirty-five times to seventh-grade students from 13 Beaufort County Schools. The dates offered were 4/5/23, 4/17-21/23, 4/26-27/23, 5/1/23, 5/4/23, 9/21-22/23, 10/5-6/23, 10/9-13/23, 10/16-20/23, 10/23-27/23, 10/30-31/23, 11/1-3/23, 11/6/23, and 11/8-9/23.	The Outside Foundation, Clemson Extension, The Beaufort County Soil and Water Conservation District, Lowcountry Master Naturalists	1/1/2023	12/31/2023	1329
Direct	Presentation	Bacteria, Freshwater, General Stormwater, Litter, Nutrients, Pesticides	Elected & appointed officials and High-Level staff, Higher education students, K-12 students, Youth, Residential, Teachers	Port Royal Sound Foundation Maritime Center's Education Events. These unique events regularly occurred at the Center with water quality themes. These programs included Tuesday Talks, Sound Vision Virtual Webinars, eco-boat tours, field trips, etc. The impact was determined by attendance.		Port Royal Sound Foundation	1/1/2023	12/31/2023	9346

Direct	Presentation	General Stormwater	Residential	Ridgeland Garden Club Talk. The Coastal Conservation League (CCL) presented the current environmental pressures facing Beaufort County, including water quality concerns and different ways to get involved with those concerns. The impact was determined by attendance.		Coastal Conservation League	10/3/2023	10/3/2023	11
Direct	Presentation	General Stormwater	Residential	Costs of Sprawl Presentation at Blue Heron Center. The CCL presented the current environmental pressures facing Beaufort County, including water quality concerns and different ways to get involved with those concerns. The impact was determined by attendance.		Coastal Conservation League	8/16/2023	8/16/2023	60
Direct	Presentation	General Stormwater	Residential	Presentation to Green Drinks Beaufort in Port Royal. The CCL presented the current environmental pressures facing Beaufort County, including water quality concerns and different ways to get involved with those concerns. The impact was determined by attendance.		Coastal Conservation League	7/11/2023	7/11/2023	70
Direct	Presentation	General Stormwater	K-12 students, Youth	Holy Trinity Middle School Science Class Presentation. The CCL presented the current environmental pressures facing Beaufort County, including water quality concerns and different ways to get involved with those concerns. The impact was determined by attendance.		Coastal Conservation League	5/12/2023	5/12/2023	30

Direct	Presentation	General Stormwater	Residential	Presentation to Camelia Garden Club (Beaufort). The Coastal Conservation League (CCL) presented the current environmental pressures facing Beaufort County, including water quality concerns and different ways to get involved with those concerns. The impact was determined by attendance.		Coastal Conservation League	3/8/2023	3/8/2023	25
Direct	Presentation	Freshwater, General Stormwater, Litter, Nutrients	Residential	Talk to Sun City Environmental Group (Lowcountry Environmental Action). The CCL presented the current environmental pressures facing Beaufort County, including water quality concerns and different ways to get involved with those concerns. The impact was determined by attendance.		Coastal Conservation League	1/6/2023	1/6/2023	70
Direct	Presentation	General Stormwater	Residential	Presentation to the Liberal Men of the Lowcountry. The CCL presented the current environmental pressures facing Beaufort County, including water quality concerns and different ways to get involved with those concerns. The impact was determined by attendance.		Coastal Conservation League	1/11/2023	1/11/2023	35
Direct	Presentation	Bacteria, General Stormwater, Nutrients, Sediment	Residential	South Carolina Master Gardener Conference Presentation: Rain Gardens As A Wildlife Habitat. This presentation covered the basics of rain garden function, design, and plant selection to benefit wildlife. The impact was determined by attendance.		Clemson Extension, Carolina Clear, Master Gardeners	10/19/23	10/19/23	30

Direct	Presentation	General Stormwater, Nutrients, Bacteria, Sediment, Freshwater	Residential	Rain Garden Presentation. This presentation covered how rain gardens function, siting/sizing/shaping rain gardens, and planting and maintenance tips. Attendance determined the impact.	This presentation was given to the Harbor Island Nature Club.	Clemson Extension	11/1/2023	11/1/2023	5
Direct	Presentation	General Stormwater, Nutrients, Bacteria, Sediment, Freshwater	Residential	Benefits of Vegetated Shorelines Presentation. This in-person session discussed stabilizing shorelines and increasing water quality through native plants on shorelines. Participants learned shoreline planting options, practices, designs, and plant options. The impact was determined by attendance.	This presentation was given to The Haven community's board.	Clemson Extension	9/20/2023	9/20/2023	7
Direct	Presentation	General Stormwater, Nutrients, Bacteria, Sediment, Freshwater	Residential	Benefits of Vegetated Shorelines Presentation. This in-person session discussed stabilizing shorelines and increasing water quality through native plants on shorelines. Participants learned shoreline planting options, practices, designs, and plant options. The impact was determined by attendance.	This presentation was given to the May River Preserve community's board.	Clemson Extension	8/2/2023	8/2/2023	6
Direct	Presentation	General Stormwater, Nutrients, Bacteria, Sediment, Freshwater	Residential	Protecting Lowcountry Waterways Presentation. This 45-minute presentation covered the impacts of stormwater in Beaufort County, common pollutants, and solutions to reduce stormwater footprints. The effect was determined by attendance.	This presentation was given to the Clemson Vice President's Tour members.	Clemson Extension	5/24/2023	5/24/2023	22

Direct	Presentation	General Stormwater, Nutrients, Bacteria, Sediment, Freshwater	Residential	Protecting Lowcountry Waterways Presentation. This 45-minute presentation covered the impacts of stormwater in Beaufort County, common pollutants, and solutions to reduce stormwater footprints. The impact was determined by attendance.	This presentation was given to the Moss Creek Nature Club.	Clemson Extension	4/24/2023	4/24/2023	27
Direct	Presentation	General Stormwater, Nutrients, Bacteria, Sediment, Freshwater	Residential	Protecting Lowcountry Waterways Presentation. This 45-minute presentation covered the impacts of stormwater in Beaufort County, common pollutants, and solutions to reduce stormwater footprints. The impact was determined by attendance.	This presentation was given to the Bull Point community on behalf of the Bull Point Nature Club.	Clemson Extension	4/27/2023	4/27/2023	9
Direct	Presentation	General Stormwater, Nutrients, Bacteria, Sediment, Freshwater	K-12 students, Youth	Enviroscape & Water Quality Presentation. Clemson Extension gave a presentation on general stormwater issues and an enviroscape demonstration. The Enviroscape is an interactive watershed model that portrays non-point source pollution and the impacts of stormwater runoff on water quality. The impact was determined by attendance.	This presentation was given to elementary students as part of Elliot Elementary's STEAM Festival.	Clemson Extension	3/31/2023	3/31/2023	22
Direct	Presentation	General Stormwater, Nutrients, Bacteria, Sediment, Freshwater	Residential	Protecting Lowcountry Waterways Presentation. This 45-minute presentation covered the impacts of stormwater in Beaufort County, common pollutants, and solutions to reduce stormwater footprints. The impact was determined by attendance.	This presentation was given to the Hilton Head Garden Club.	Clemson Extension	1/9/2023	1/9/2023	17

Direct	Presentation	General Stormwater, Nutrients, Bacteria, Sediment, Freshwater	Residential	Rain Garden Presentation. This presentation covered how rain gardens function, siting/sizing/shaping rain gardens, and planting and maintenance tips. Attendance determined the impact.	This presentation was given to the South Carolina Native Plant Society: Lowcountry Chapter.	Clemson Extension	1/26/2023	1/26/2023	11
Direct	Public Meeting	General Stormwater	Professionals, Engineers, Senior leadership, Residential	Stormwater Community Meeting for Old Woodlands. At the meeting, staff and residents discussed stormwater drainage, ways to minimize runoff, stormwater drainage responsibilities, and maintenance request updates. The impact was determined by attendance.		Beaufort County, Town of Hilton Head	3/6/2023	3/6/2023	10
Direct	Public Meeting	Bacteria, Bacteria, General Stormwater, Nutrients	Residential	Stormwater pollutant and MS4 program presentation to the Sea Island Rotary. This presentation described how the MS4 program operated in Beaufort County. The impact was determined by attendance.		Beaufort County	5/9/2023	5/9/2023	45
Direct	Summer Camp	General Stormwater, Freshwater, Nutrients, Bacteria	K-12 students/Youth	4-H2O Summer Camp. 4-H2O camp is a youth development day camping program that educates youth on water quality through hands-on experiences. During the three days of camp, students learned about watersheds, water quality, and ecology. The impact was measured by attendance.		Clemson Extension	7/11/2023	7/13/2023	6

Direct	Summer camp, Presentation	Bacteria	K-12 students, Youth	Soil Tunnel Presentation for Kindergarten Students. This presentation aims to educate and involve students in how water quality and soil affect their lives. Presenters discussed wells, septic tanks, and groundwater recharge at Beaufort County schools and provided a booklet highlighting the water cycle and conservation. The impact was determined by attendance.	This presentation was given 16 times to multiple Beaufort County Schools classrooms on 1/9/23, 4/19/23, 4/20/23, 5/25/23, and 10/4/23.	Beaufort County Soil and Water Conservation District	1/1/2023	12/31/2023	327
Direct	Summer camp, Presentation	General Stormwater, Litter	K-12 students, Youth	Eco Camp. This four-day summer camp engaged elementary-aged children in various hands-on learning activities centered on wildlife, sustainability, water quality, and other environmental issues. The impact was determined by attendance.		Beaufort County Soil and Water Conservation District	7/24/2023	7/28/2023	29
Direct	Training	General Stormwater	SCCIN Members (outreach providers)	SC Coastal Information Network (SCCIN) Meetings. The SCCIN is a coastal partnership of local, state, and federal partners (23) coordinated through the SC Sea Grant Consortium, providing educational and training opportunities for coastal community officials, staff, and the public. The impact was determined by the total attendance of the three meetings.	Three virtual meetings were held in 2023 (January 6, May 24, and October 6).	ACE Basin Coastal Training Program, Clemson Extension, DNR, Port Royal Sound Foundation, SC Sea Grant, USC-B	1/6/2023	10/6/2023	50

Direct	Training	General Stormwater	Stormwater professionals	SESWA Presentation. In conjunction with John Butler, Water Resources Outreach Manager of Gwinnett County, GA and Julie Berbiglia, Education Specialist Metro Water Services of the City of Nashville, TN, we demonstrated how to survey a stream habitat and develop a cross-section of the stream during the SESWA Annual Conference. The number of individuals in attendance determined the impact.		SESWA, Town of Hilton Head	10/4/2023	10/4/2023	80
Direct	Training	Freshwater, General Stormwater, Litter, Nutrients	Elected & appointed officials and High-Level staff, Residential, Supervisory staff, Administrators, Stormwater managers	Master Naturalist Program. The SC Master Naturalist Program aimed to create a statewide corps of volunteers providing education, outreach, and service dedicated to the beneficial management of natural resources, including water. The impact was measured by participants passing the final exam.	Two Master Naturalists courses took place during the reporting period. The dates and attendance data were not made available for this report.	Lowcountry Master Naturalists, Spring Island Trust, Clemson Extension	1/1/2023	12/31/2023	
Direct	Training	Freshwater, General Stormwater, Litter, Nutrients	High-level staff, Higher education students, Residential, Supervisory staff, Administrators, Stormwater managers	Master Naturalist Advanced Trainings. These programs aim to keep course alums engaged and learning the most up-to-date information. The number of participants measured the impact.	Several training sessions took place during the reporting period. The dates, attendance, and topic data were unavailable for this report.	Lowcountry Master Naturalists, Spring Island Trust, Clemson Extension	1/1/2023	12/31/2023	

Direct	Training	Freshwater, General Stormwater	Stormwater managers, Stormwater staff, Technical staff, Engineers, Developers	Post Construction Best Management Practice Inspector Course. This program provided online and field-based training focused on inspecting and maintaining BMPs for stormwater management. Students had the chance to discuss and view bioswales, dry detention basins, wet detention basins, and more. Success was measured in the number of participants, certifications, and re-certs.	The certification course was offered in the spring, with the field day held on 5/10/23, and both the certification and re-certification courses were offered in the fall, with the field days held on 11/8-9/23. A total of 59 individuals were certified, and 15 were re-certified	Clemson Extension	1/1/2023	12/31/2023	74
Direct	Training	Freshwater, General Stormwater	Stormwater managers, Stormwater staff, Supervisory staff, Administrators, Stormwater managers, Technical staff, Engineers, Developers	Certified Stormwater Plan Reviewer (CSPR). Clemson provides training and certification through the Certified Stormwater Plan Reviewer (CSPR) program to educate personnel on properly designing and reviewing stormwater and sediment control plans for development sites to meet regulator and environmental requirements. Impacts reflect statewide trainings. Success was measured in the number of participants, certifications, and recertifications.		Clemson Extension, SC DHEC	1/1/2023	12/31/2023	73
Direct	Training	General Stormwater, Sediment	Landscapers, Landscape designers, Nurseries, Contractors, Grounds crew, Maintenance, Facilities staff	Certified Erosion Prevention and Sediment Control Inspector (CEPSCI). Training and certification through the CEPSCI program assist in pollution prevention control on construction projects. The impact was measured in the number of participants.	Impacts reflect statewide trainings.	Clemson Extension, SC DHEC, SC DOT	1/1/2023	12/31/2023	2009

Direct	Training	General Stormwater, Sediment, Nutrients, Bacteria, Freshwater	General public	Salt Marsh Short Course. This continuing online course taught salt marsh ecology, research, and management related to the South Carolina salt marsh. The impact was determined by attendance.		Clemson Extension, DNR, SC Sea Grant, NOAA	1/1/2023	12/31/2023	149
Direct	Training	General Stormwater, Freshwater, Sediment	Residential, Commercial, Technical staff, Engineers, Developers, Stormwater managers, Stormwater staff, Supervisory staff, Administrators, Stormwater managers	Dam Ownership in South Carolina Course. This is an on-demand online course to assist dam owners and/or operators in understanding the basic concepts of protecting the integrity and benefit of dams. The number of individuals participating determined the impact.		Clemson Extension, SCDHEC, Natural Resources Conservation Service	1/1/2023	12/31/2023	137
Direct	Training	General Stormwater, Sediment, Nutrients	Landscapers, Landscape designers, Nurseries, Contractors, Grounds crew, Maintenance, Facilities staff, Residential	South Carolina Certified Landscape Professional Course is an online course designed to provide a basic working knowledge of sound horticultural and landscaping practices. The number of participants determined the impact.		Clemson Extension	1/1/2023	12/31/2023	124
Direct	Webinar	General Stormwater	Residential	Presentation to the South of Broad Democratic Club. The Coastal Conservation League presented the current environmental pressures facing Beaufort County, including water quality concerns and different ways to get involved with those concerns. The impact was determined by attendance.		Coastal Conservation League	10/10/2023	10/10/2023	11

Direct	Workshop	Bacteria, Freshwater, General Stormwater, Litter, Single-use plastics, Microplastics, Nutrients, Pesticides, Petroleum products, Sediment, Toxic contaminants/heavy metals	Real estate professionals	Calling the Coast Home: A series of continuing education elective courses for real estate professionals. The courses include Coastal Lifestyle for Clean Water, Living with Water, Land Water Connection, and Tidelands, Water, and Beach: Regulations and Rebuilding. All four courses were offered at the Hilton Head Area Association of Realtors in 2023. The impact was determined by realtors completing the course.	For course details, visit https://www.sccoastalinfo.org/courses/ .	ACE Basin Coastal Training Program, Clemson Extension, DNR, North Inlet-Winyah Bay Coastal Training Program, University of South Carolina, SCDHEC-OCRM, SC Sea Grant	4/6/2023	11/29/2023	92
Direct	Workshop	Bacteria, General Stormwater, Nutrients, Sediment	Residential	Carolina Yards Course. The Carolina Yards Online Course was developed to assist 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-maintenance yard practices. Its success was determined through participation.		Clemson Extension	3/1/2023	5/31/2023	21

Direct	Workshop	General Stormwater, Sediment, Nutrients, Bacteria, Freshwater	Elected & appointed officials and High-Level staff, Stormwater managers, Stormwater staff, Stormwater pond management companies, Supervisory staff, Administrators, Technical staff, Engineers, Developers, Field staff, Maintenance, Facilities, Residential	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.		The Nature Conservancy, Clemson Resilient Urban Design Program, City of Charleston	1/1/2023	12/31/2023	45
Direct	Brochure / Outreach material, Public Meeting	General Stormwater	Residential	Public Meeting with Shell Point Community. At this meeting, the staff discussed stormwater drainage and upcoming maintenance efforts. The impact was determined by attendance.		Beaufort County, Town of Port Royal	8/22/2023	8/22/2023	22
Direct and Indirect	Brochure / Outreach material, Event tabling, Presentation, Training	Freshwater, General Stormwater, Nutrients, Sediment	K-12 students, Youth	Lowcountry Master Gardner Educational Services for Youth. The Master Gardeners in Beaufort County provided educational services such as classroom demonstrations, club activities, and events to promote increased environmental awareness for youth through the prudent use of fertilizers, pesticides, etc. The impact was measured through the number of contacts made.		Beaufort Master Gardeners, Clemson Extension	1/1/2023	12/31/2023	4007

Direct and Indirect	Brochure / Outreach material, Newsletter, Event tabling, Presentation, Webpage / Social media	Freshwater, General Stormwater, Nutrients, Sediment	Residential, Higher education students, Teachers	Lowcountry Master Gardner Educational Services. The Master Gardeners in Beaufort County provided educational services such as one-on-one services, promoting increased environmental awareness through the prudent use of fertilizers, pesticides, etc., and giving group learning and teaching activities for non-commercial clientele. The impact was measured through the number of contacts made.		Beaufort Master Gardeners, Clemson Extension	1/1/2023	12/31/2023	80106
Indirect	Billboard	General Stormwater, Bacteria	General public	Clemson Extension's Carolina Clear "Flush Only TP" Mass Media Campaign Billboard. In 2022, Clemson Extension's Carolina Clear program launched our newest mass media campaign focused on preventing sanitary sewer overflows (SSOs). SSOs can lead to the degradation of water quality in local water bodies through bacteria and other forms of pollution, as well as cause costly damage to infrastructure. Weekly impressions determined the impact.	The mass media campaign included a billboard and commercial. The theme of the campaign is "Flush Only TP." The billboard reads, "Protect Your Pipes. Flush Toilet Paper Only. Trash Everything Else." In the fall of 2022, 18 billboards were installed nationwide through a partnership with the Outdoor Advertising Association of South Carolina. One billboard was located at I-95, 1.5 miles N/O State Road 63, and the other at US 17, 50 feet S/O Kress Road. The impact reported is solely from these local billboards.	Clemson Extension, Outdoor Advertising Association of South Carolina	1/1/2023	12/31/2023	155381

Indirect	Brochure / Outreach material	General Stormwater	Residential	Stormwater Pollution Prevention Educational Handouts. These documents described stormwater pollution and how residents can prevent it. They were handed out at the Bluffton Arts and Seafood Festival. The number of handouts passed out determined the impact.		Town of Bluffton	10/20/2023	10/22/2023	25
Indirect	Brochure / Outreach material	General Stormwater, Nutrients	Residential	How to Identify a Harmful Algal Bloom (HAB) Handout. This handout outlines how to identify a harmful algal bloom once they have formed and how to prevent it from occurring. The number of handouts distributed determined this impact.		Town of Bluffton	8/10/2023	12/31/2023	30
Indirect	Brochure / Outreach material	General Stormwater	Youth	Cypress Wetlands Activity Books. This book contained information on the importance of stormwater ponds and wetlands through coloring and puzzles. The number of books handed out determined the impact.		Beaufort County Soil and Water Conservation District	1/1/2023	12/31/2023	145

Indirect	Brochure / Outreach material	General Stormwater, Soaps, Pharmaceuticals and personal care products	Commercial businesses, Mobile pet grooming businesses	Mobile Pet Grooming Handout. The Town of Bluffton created and distributed an educational handout on wastewater disposal from Mobile Pet Grooming businesses. The goal was to discourage illicit discharges by these businesses. The mailing was sent via certified mail to each pet business owner alongside a letter informing them they need to receive training from WMD before being able to reapply for their business license in 2024. The impact was determined by how many handouts were distributed.		Town of Bluffton	4/4/2023	12/31/2023	20
Indirect	Brochure / Outreach material	General Stormwater, Litter, Single-use plastics, Microplastics, Sediment	Contractors	Town of Bluffton Erosion and Sediment Control Handouts. These Handouts contained information on the proper installation and maintenance of construction site BMPs. The impact was determined by the number of contractors receiving these handouts during on-site meetings with Town staff.		Town of Bluffton	12/1/2023	12/31/2023	20
Indirect	Brochure / Outreach material	General Stormwater, Bacteria	Pet owners, Residential	Leash Dog Bag Holders. These bag holders are given away to promote picking up pet waste. The impact was recorded under the Pet Waste Pledge.		Clemson Extension	1/1/2023	12/31/2023	

Indirect	Brochure/ Outreach Material	FOG, Freshwater, General Stormwater, Pesticides, Nutrients, Bacteria	General public	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. Unique site views determined the impact.	These publications can be accessed at lgpress.clemson.edu/ . The total unique views are estimated from previous data due to changes in the Google Analytics platform this year.	Clemson Extension	1/1/2023	12/31/2023	31700
Indirect	Brochure/ Outreach Material	Bacteria	Residential	Be Septic Safe Magnet. This magnet taught homeowners what not to put down their drains to protect their septic systems. It also provided a way to track pump-out-related information, such as when the septic system was serviced, who serviced it, and when the next service will be required. The impact was determined by the number of magnets distributed.		Clemson Extension, SC DHEC	1/1/2023	12/31/2023	15
Indirect	Educational signage	General Stormwater, Freshwater, Nutrients, Bacteria, Sediment	General public	LID Signs. These signs educated the public on the importance and function of LID practices in demonstration sites. The number of signs distributed determined the impact.	Eight signs were made available this year.	Clemson Extension	1/1/2023	12/31/2023	

Indirect	Newsletter	Bacteria, General Stormwater, Litter, Nutrients, Pesticides, Petroleum products,	Residential	Town of Bluffton Newsletter. The information on the big six pollutants was included in the quarterly Bluffton Newsletter, mailed to every house within Bluffton's jurisdiction. The number of newsletters distributed determined the impact.		Town of Bluffton	5/1/2023	12/31/2023	1700
Indirect	Newsletter	Nutrients	Residential	Town of Bluffton Spring Newsletter. The Harmful Algal Blooms infographic was included in the quarterly Bluffton Newsletter and mailed to every house within Bluffton's jurisdiction. The number of newsletters distributed determined the impact.		Town of Bluffton	12/1/2023	12/31/2023	17000
Indirect	Newsletter	General Stormwater, Nutrients	Residential	The Changing Tides Newsletter. This newsletter was meant to inform the public about recent, current, and upcoming public education and participation opportunities. Its effectiveness was measured through the number of people receiving it.	The Changing Tides was published on 5/4/23 and 11/1/23.	Clemson Extension	1/1/2023	12/31/2023	334

Indirect	Publication / Article	Bacteria, General Stormwater, Litter, Single-use plastics, Microplastics, Nutrients, Pesticides, Petroleum products, Sediment, Temperature, Toxic contaminants/heavy metals	Landscapers, Landscape designers, Nurseries, Commercial, Contractors, Grounds crew, Maintenance, Facilities staff, Higher education students, Stormwater managers, Stormwater staff, Stormwater pond management companies, Technical staff, Engineers, Developers	Low Impact Development in Coastal South Carolina: a Planning and Design Guide: This comprehensive manual on implementing low-impact development practices provides engineering tools, planning guidance, and case study examples relevant to the South Carolina coastal zone. This project aims to provide local decision-makers with the knowledge and resources to apply LID practices on the community, neighborhood, and site scale. The number of visits to the manual determined the impact.	There were 128 downloads of the entire 400+ page manual and 358 visits to the manual.	ACE Basin Coastal Training Program, North Inlet-Winyah Bay NERR Coastal Training Program, SC Sea Grant	1/1/2023	12/31/2023	358
Indirect	Publication / Article	General Stormwater	Elected & appointed officials and High-Level staff, Stormwater managers, Stormwater staff, Stormwater pond management companies, Supervisory staff, Administrators, Technical staff, Engineers, Developers, Field staff, Maintenance,	Stormwater State of the Knowledge Report. This 8-8-chapter report contained up-to-date scientific findings on stormwater ponds, their effectiveness as a control measure, pollutant levels, public perception, and best management practices. The impact was determined by the number of people accessing the digital version.		SC Sea Grant	1/1/2023	12/31/2023	128

Indirect	Publication / Article	General Stormwater	Elected & appointed officials and High-Level staff, Stormwater managers, Stormwater staff, Stormwater pond management companies, Supervisory staff, Administrators, Technical staff, Engineers, Developers, Field staff, Maintenance, Facilities,	Stormwater State of the Knowledge Executive Summary. This document summarizes up-to-date scientific findings on stormwater ponds, their effectiveness as a control measure, pollutant levels, public perception, and best management practices. The impact was determined by the number of people accessing the digital version.		SC Sea Grant	1/1/2023	12/31/2023	11
Indirect	Publication / Article	Nutrients, Sediment	Agriculture, Landscapers, Nurseries, Grounds crew, Maintenance, Facilities staff, Residential, Pond management companies	List of Native Plants for Buffers and Retailer List. The goal of this list was to provide a resource for individuals looking to purchase native plants for water quality projects.		SC Native Plant Society	1/1/2023	12/31/2023	
Indirect	Publication / Article	General Stormwater, Nutrients, Sediment	General public	Island Packet Articles. These articles covered soil sampling, SC AAS, sustainable landscaping, vegetated shorelines, and pond maintenance. The distribution estimate determined the impact.	Articles were published on 1/8/23, 2/5/23, 5/7/23, 6/11/23, and 11/5/23.	Clemson Extension	1/1/2023	12/31/2023	53625

Indirect	Publication / Article	General Stormwater, Freshwater	General public	Southern Living Rain Barrel Article. The LSP coordinator was interviewed by a reporter from Southern Living magazine on rain barrels, their uses, and common misconceptions. The interview was published on Southern Living's website on 6/14/23. The link to the interview is https://www.southernliving.com/rain-water-barrel-7546574 .		Clemson Extension	6/14/2023	6/14/2023	
Indirect	Publication / Article, Television / Video	Litter, Single-use plastics, Microplastics	Residential	WTOC article about the annual Beach/River Sweep. It included information about the importance of preventing stormwater pollution. The average engagement with WTOC news determined the impact.		Town of Bluffton	9/16/2023	9/16/2023	92000
Indirect	Television / Video	General Stormwater, Bacteria	General public	Clemson Extension's Carolina Clear "Flush Only TP" Mass Media Campaign Commercial. 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 Beaufort Streaming in Beaufort County. Total estimated impressions determined the impact.	Note: there was no airtime in 2023; the impact numbers are from 2022 as part of the 2022-2023 mass media campaign	Clemson Extension	1/1/2023	12/31/2023	207641

Indirect	Television / Video	General Stormwater, Nutrients, Sediments	Agriculture, Landscapers, Landscape designers, Nurseries, Grounds crew, Maintenance, Facilities staff, Residential	Making It Grow! SCETV and Clemson Extension's "Making It Grow!" During the broadcast, the TV show shared home and garden information with South Carolina residents and water quality tips. The average number of viewers determined the impact.	Disclaimer: The number reported is the average number of persons per household applied to the projected number of households that viewed Making It Grow! for January – November 2023. This number is conservative as it does not account for the SC Channel and only represents one episode's viewing. It does not account for episodes viewed on the website or Facebook Page.	Clemson Extension, SC ETV	1/1/2023	12/31/2023	18527
Indirect	Webpage / Social media	Bacteria	Pet owners, Residential	Pet Owner PSA. The Town of Bluffton's Facebook page shared the Watershed Division's door, which contained a PSA for pet owners to pick up after their pets for the holiday door decorating contest. The total reach and engagements with the post determined the impact.		Town of Bluffton	12/6/2023	12/20/2023	16077
Indirect	Webpage / Social media	Freshwater, General Stormwater, Nutrients	Landscapers, Designers, Stormwater managers, Stormwater staff, Stormwater pond managers, Supervisory staff, Administrators, Technical staff, Engineers, Developers	Beaufort Pond Conference Advertisement. The Town of Bluffton's Facebook posted the 2023 Beaufort Area Pond Management advertisement on behalf of the Clemson Extension. The reach and engagement of the post determined the impact.		Town of Bluffton	11/29/2023	12/6/2023	969

Indirect	Webpage / Social media	General Stormwater	Residential	Watershed Management Office Post. The Town of Bluffton's Facebook and Instagram made a post describing the role of the Watershed Management Office. The total reach and engagement of the post determined the impact.		Town of Bluffton	8/16/2023	12/6/2023	1857
Indirect	Webpage / Social media	General Stormwater	Residential, Youth	Stormwater in the Library Activity Advertisement. The Town of Bluffton's Facebook and Instagram posted an advertisement for the Stormwater in the Library Activity. The total reach and engagement of the posts determined the impact.		Town of Bluffton	7/20/2023	12/6/2023	2351
Indirect	Webpage / Social media	General Stormwater	Residential	Stormwater Prepared Infographic. The Town of Bluffton posted an infographic on Facebook and Instagram about how to prepare its stormwater infrastructure for hurricane season. The posts' total reach and number of engagements determined the impact.		Town of Bluffton	6/6/2023	12/6/2023	829

Indirect	Webpage / Social media	General Stormwater, Pesticides, Petroleum products, Temperature, Toxic contaminants/heavy metals	Landscapers, Landscape designers, Nurseries, Contractors, Grounds crew, Maintenance, Facilities staff, Municipal and County government planning staff, Stormwater managers, Stormwater staff, Stormwater pond management companies, Technical staff, Engineers, Developers	South Carolina Low Impact Development Atlas. This interactive mapping tool displays current low-impact development (LID) projects statewide. The atlas aims to showcase LID projects so that they can serve as models for communities trying to address stormwater- and growth-related issues. The number of visits to the atlas determined the impact.		ACE Basin Coastal Training Program, Clemson Extension, North Inlet-Winyah Bay NERR Coastal Training Program, various SCCIN partners, SC Sea Grant	3/1/2023	12/31/2023	109
Indirect	Webpage / Social media	General Stormwater	Coastal community officials, Staff, General public, Residential	S.C. Coastal Information Network website. This network is a coastal partnership of more than 20 local, state and federal partners coordinated through the SC Sea Grant Consortium. The Network website event calendar and resource portal, maintained by the SC Sea Grant Consortium, is a tool that provides educational and training opportunities for coastal community officials, staff, and the public. The number of visits to the website determined the impact.	Additional service providers include Lowcountry NI-WB NERR CTP, Port Royal Sound Foundation, SC Sea Grant, USC-B, COG, BCD COG, and Waccamaw COG.	ACE Basin Coastal Training Program, Clemson Extension, DNR, NOAA Office for Coastal Management, SCDHEC, SC Forestry Commission, Urban Land Institute-SC, USDA Forestry Service, College of Charleston, Waccamaw Watershed Academy,	1/1/2023	12/31/2023	3000

Indirect	Webpage / Social media	General Stormwater, Litter, Single-use plastics, Microplastics	K-12 students, Youth, Residential	SC Beach/River Sweep Photos. The Town of Bluffton's Facebook posted photos from the 2023 SC Beach/River Sweep. They included information about the importance of preventing stormwater pollution. The reach and engagement of the post determined the impact.		Town of Bluffton	9/18/2023	12/6/2023	1969
Indirect	Webpage / Social media	Litter, Single-use plastics, Microplastics	Residential	SC Beach/River Sweep Advertisement 1. The Town of Bluffton's Facebook and Instagram posted an advertisement for the SC Beach/River Sweep. It included information about the importance of preventing stormwater pollution. The total reach and engagement of the posts determined the impact.		Town of Bluffton	9/12/2023	12/6/2023	2
Indirect	Webpage / Social media	Litter, Single-use plastics, Microplastics	Residential	SC Beach/River Sweep Advertisement 2. The Town of Bluffton advertised the SC Sea Grant Beach/River Sweep by posting the promotional flyer on Instagram and Facebook and creating a Facebook event. They included information about the importance of preventing stormwater pollution. The posts' total reach and number of engagements determined the impact.		Town of Bluffton	8/24/2023	12/6/2023	1100

Indirect	Webpage / Social media	Litter, Single-use plastics, Microplastics	Residential	Facebook event page for the 2023 Beach/River Sweep held by the Town of Bluffton. This event page included information about the event and the importance of picking up litter. The number of interactions with the event page determined the impact.		Town of Bluffton	8/21/2023	9/16/2023	35
Indirect	Webpage / Social media	General Stormwater, Litter, Single-use plastics, Microplastics	K-12 students, Youth, Residential	Coastal Kingdom Presentation Photos. The Town of Bluffton posted photos from their Coastal Kingdom presentation with MC Riley, which was the reward for the May River Cleanup challenge on Facebook and Instagram. They included information about the importance of preventing stormwater pollution. The reach and engagement of the posts determined the impact.		Town of Bluffton	6/2/2023	12/6/2023	2358
Indirect	Webpage / Social media	Litter, Single-use plastics, Microplastics	Residential	May River Clean Up Advertisement Version 1. The Town of Bluffton's Facebook and Instagram posted an advertisement for the 2023 May River Cleanup. It included information about the importance of preventing stormwater pollution. The total reach and engagement of the posts determined the impact.		Town of Bluffton	5/6/2023	12/6/2023	5155

Indirect	Webpage / Social media	Litter, Single-use plastics, Microplastics	Residential	May River Clean Up Advertisement Version 2. The Town of Bluffton's Facebook and Instagram posted an advertisement for the 2023 May River Cleanup. It included information about the importance of preventing stormwater pollution. The total reach and engagement of the posts determined the impact.		Town of Bluffton	4/27/2023	12/6/2023	2335
Indirect	Webpage / Social media	Litter, Single-use plastics, Microplastics	Residential	May River Clean Up Advertisement Version 3. The Town of Bluffton's Facebook and Instagram posted an advertisement for the 2023 May River Cleanup. It included information about the importance of preventing stormwater pollution. The total reach and engagement of the posts determined the impact.		Town of Bluffton	4/21/2023	12/6/2023	3174
Indirect	Webpage / Social media	Litter, Single-use plastics, Microplastics	Residential	May River Cleanup Flyer. The Town of Bluffton created and distributed the flyer for the annual May River Cleanup. It was also posted as a promoted social media post on Facebook. They included information about the importance of preventing stormwater pollution. The impact was determined by the post's reach and number of engagements.		Town of Bluffton	4/18/2023	12/6/2023	10928

Indirect	Webpage / social media	General Stormwater	Elected & appointed officials and Residential, Stormwater managers, Stormwater staff, Stormwater pond management companies, Supervisory staff, Administrators, Technical staff, Engineers, Developers	Stormwater Collaborative Webpage. The S.C. Stormwater Pond Research and Management Collaborative investigated and addressed the challenges associated with stormwater ponds in our coastal areas. This website provided information on their past and current efforts. The number of site visits determined the impact.		SC Sea Grant	1/1/2023	12/31/2023	176
Indirect	Webpage / Social media	General Stormwater, Freshwater, Nutrients, Bacteria, Sediment, Litter, Petroleum Products, FOG, Pesticides, Pharmaceuticals and personal care products, Toxic contaminants/heavy metals	Elected & appointed officials and High-Level staff, Stormwater managers, Stormwater staff, Stormwater pond management companies, Supervisory staff, Administrators, Technical staff, Engineers, Developers, Higher education students, Teachers	SC Water Monitoring Network Website. This web-based interactive application displayed a historical record (from 1907 to the present) of the location, types, and frequencies of water resource monitoring efforts in the coastal zone. Also shown are post-flood sampling efforts that included biological, chemical, toxicological, and microbiological indicators. The SCCWMN application provided access to spatial information on sampling locations and respective data sources. The number of site visits determined the impact.		SC Sea Grant	1/1/2023	12/31/2023	96

Indirect	Webpage / Social media	General Stormwater, Freshwater	Elected & appointed officials and High-Level staff, Residential, Stormwater managers, Stormwater staff, Stormwater pond management companies, Supervisory staff, Administrators, Technical staff, Engineers, Developers	Flooding 411 Website. Flooding 411 is an educational program addressing flooding issues coastal South Carolina residents face. Various scientific, government, and education experts deliver information on flooding safety, property protection, community impacts, whom to contact, and more. The number of site views determined the impact.		SC Sea Grant, Clemson Extension	1/1/2023	12/31/2023	
Indirect	Webpage / Social Media	General Stormwater, Freshwater, Nutrients, Bacteria, Sediment, Litter, Petroleum Products, FOG, Pesticides,	General public	The Lowcountry Stormwater Partners website. This website contains information and resources for LSP activities, POCs, and publications. The total number of unique site views determined the impact.	Impact data is included under Clemson Extension's Water Resources Team Webpages.	Clemson Extension	1/1/2023	12/31/2023	
Indirect	Webpage / Social Media	Bacteria	Residential	Carolina Clear's Pet Owners Website. This website contained information on the impacts of pet waste on water quality and how pet owners could reduce bacterial pollution. It included links and videos about the pet waste pledge. Unique site visits determined the impact.	Impact data is included under Clemson Extension's Water Resources Team Webpages.	Clemson Extension	1/1/2023	12/31/2023	

Indirect	Webpage / Social Media	Bacteria	Residential	Be Septic Safe Website. This website covered septic system maintenance, failures, types, locations, regulations, and other helpful information for septic system owners. Unique website visits determined the impact.	Impact data is included under Clemson Extension's Water Resources Team Webpages.	Clemson Extension	1/1/2023	12/31/2023	
Indirect	Webpage / Social Media	FOG, Freshwater, General Stormwater, Litter	General public	Carolina Clear YouTube Channel. This channel provided a clearinghouse of stormwater information. The number of page views determined the impact.	The average view duration was 1 minute and 50 seconds.	Clemson Extension	1/1/2023	12/31/2023	10400
Indirect	Webpage / Social Media	FOG, Freshwater, General Stormwater, Litter	General public	HGIC Water Factsheets. 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. Unique page views determined the impact. The total unique views are estimated from previous data due to changes in the Google Analytics platform this year.	Note: This underestimates the total impacts as it does not include factsheets on topics associated with fertilizer application, composting, native plants, and other best management practices related to water quality. These publications can be accessed at hgic.clemson.edu	Clemson Extension	1/1/2023	12/31/2023	55000

Indirect	Webpage / Social Media	General Stormwater	Residential	Making It Grow! Facebook Page. SCETV and Clemson Extension's "Making It Grow!" shared home and garden information and water quality tips with South Carolina residents. The impact was determined through the page's Lifetime Post Total Reach (the number of people who had the page's post enter their screen. Posts include statuses, photos, links, videos and more).		Clemson Extension, SC ETV	1/1/2023	12/31/2023	861815
Indirect	Webpage / Social Media	FOG, General Stormwater, Litter, Pesticides, Petroleum products, Freshwater, General Stormwater, Nutrients, Pesticides, Sediment	General public	Carolina Clear Facebook Page. This page increased awareness of storm water's effects on water quality and increased awareness of public participation opportunities. The impact was determined through the page's Lifetime Post Total Reach (the number of people who had the page's post enter their screen. Posts include statuses, photos, links, videos and more).		Clemson Extension	1/1/2023	12/31/2023	17892
Indirect	Webpage / Social Media	Freshwater, General Stormwater, Nutrients, Pesticides, Sediment	Landscapers, Landscape designers, Nurseries, Contractors, Grounds crew, Maintenance, Facilities staff, Residential	The Carolina Rain Garden Initiative Web Page. This webpage contains resources and information on rain gardens for professional and residential audiences. The total number of unique site views determined the impact.	Impact data is included under Clemson Extension's Water Resources Team Webpages.	Clemson Extension	1/1/2023	12/31/2023	

Indirect	Webpage / Social Media	General Stormwater	General public	Clemson Extension's Water Resources Team Webpage. This website was a clearinghouse of information and links to pertinent information on stormwater and water quality related across the Clemson Extension website. The total number of unique site views determined the impact.	This data includes the Lowcountry Stormwater Partners, Carolina Clear, Carolina Yards, SC Stormwater Pond, Clemson Extension Water Team, Carolina Rain Garden Initiative, Be Septic Safe, CEPSCI, CSPR, and Living Shorelines websites.	Clemson Extension, Clemson University	1/1/2023	12/31/2023	83380
Indirect	Webpage / Social Media	Freshwater, General Stormwater, Pesticides, Nutrients, Pesticides	Stormwater managers, Stormwater staff, Stormwater pond management companies and managers	The SC Stormwater Pond Website. This website provides pond owners and managers with information, resources, and troubleshooting assistance. The impact was determined by the total number of unique site views	Impact data is included under Clemson Extension's Water Resources Team Webpages.	Clemson Extension	1/1/2023	12/31/2023	
Indirect	Webpage / Social Media	Bacteria, General Stormwater, Nutrients, Sediment	Residential	Carolina Yards Website. The website provided information on using simple principles and actions to guide residents toward creating low-maintenance and environmentally friendly yards. The total number of unique site views determined the impact.	Impact data is included under Clemson Extension's Water Resources Team Webpages.	Clemson Extension	1/1/2023	12/31/2023	
Indirect	Webpage / Social Media	FOG, General Stormwater, Litter, Petroleum products, Toxic contaminants/ heavy metals, Freshwater, Nutrients, Pesticides, Sediment	General public	The Clemson Extension Carolina Clear Program's webpage. This website provided a wide variety of stormwater-based information. The total number of unique site views determined the impact.	Impact data is included under Clemson Extension's Water Resources Team Webpages.	Clemson Extension	1/1/2023	12/31/2023	

Indirect	Webpage / Social Media	Bacteria, General Stormwater, Nutrients, Sediment	Residential	Carolina Yards Facebook Page. This page aimed to increase awareness of practical actions to create a low-maintenance and environmentally friendly yard. The impact was determined through the page's Lifetime Post Total Reach (the number of people who had the page's post enter their screen. Posts include statuses, photos, links, videos and more).		Clemson Extension	1/1/2023	12/31/2023	6738
Indirect	Webpage / Social Media	General Stormwater, Sediment	Residential, Commercial, Technical staff, Engineers, Developers, Stormwater managers, Stormwater staff, Supervisory staff, Administrators, Stormwater managers	Clemson Extension's Living Shorelines Website. This website provided information on the new permitting process for living shoreline installation. This new regulation provided residents an additional option for stabilizing shorelines along tidal waters. Living shorelines were a powerful tool to proactively protect estuarine shorelines and prevent erosion along residential and commercial properties. This website helped users learn more about living shorelines and the appropriate methods for their site. Unique site visits determined the impact.	Impact data is included under Clemson Extension's Water Resources Team Webpages.	Clemson Extension	1/1/2023	12/31/2023	

Indirect	Webpage / Social Media	General Stormwater, Freshwater, Nutrients, Bacteria, Sediment, Litter, Petroleum Products, FOG, Pesticides	General public	Lowcountry Stormwater Partners Facebook Page. This page provided a forum to increase awareness of storm water's effects on water quality and increase awareness of public participation opportunities. The impact was determined through the page's Lifetime Post Total Reach (the number of people who had the page's post enter their screen. Posts include statuses, photos, links, videos and more).	The LSP Facebook page grew from 394 likes to 438 likes and posted 34 times during this reporting period.	Clemson Extension	1/1/2023	12/31/2023	1,865
Indirect	Webpage / Social Media	General Stormwater, Freshwater, Nutrients, Bacteria, Sediment, Litter, Petroleum Products, FOG, Pesticides, Pharmaceuticals and personal care products, Toxic contaminants/heavy metals	General public	Lowcountry Stormwater Partners Partners' Facebook Page. These pages were managed by partner organizations but assisted the Lowcountry Stormwater Partners in spreading information about public participation opportunities and other relevant information. The total number of page followers determined the impact.		Clemson Extension	1/1/2023	12/31/2023	362668
Indirect	Webpage / social media	General Stormwater, Bacteria	Residential	Septic E-Reminder. This program emailed subscribers, reminding them to schedule a septic system inspection annually. The number of subscribers determined the impact.	No new individuals signed up for an e-reminder.	Clemson Extension	1/1/2023	12/31/2023	0

Indirect	Webpage / Social Media	General Stormwater	General public	Stormwater Awareness Week. Service providers created and posted five social media posts for SESWA's stormwater awareness week to highlight local stormwater research, LID practices, pond maintenance, native plants, and citizen science. The impact was determined by post-reach.		SC Sea Grant, SC DNR, Clemson Extension	9/25/2023	9/29/2023	18298
TOTAL									2152636

C. Control Measure Evaluation (5.3)

1. Evaluate the success of this MCM. Refer to goals implemented and achieved and adherence to the implementation schedule:

The Lowcountry Stormwater Partners (LSP) successfully implemented MCM#1 in the Hilton Head Urbanized Area. Both qualitative and quantitative data support the LSP's success. From 01/01/2023 to 12/31/2023, the LSP recorded 2,152,636 impacts. In the 2022 reporting year, the LSP recorded 2,234,189 impacts. Between 2022 and 2023, the LSP decreased its impact by 3.65%. This decrease is partially explained by the removal of the impact data from the SC Clean Marina program, the Master Pond Manager program, the Master Rain Gardener program, the Carolina Yards certifications, the SC Adopt-A-Stream program, the soil and water testing data, the May River Cleanup, the SC Beach/River Sweep, the pet waste pledge, and The Outside Foundation's oyster bagging and reef-building activities from the Minimum Control Measure 1: Public Education and Outreach on Storm Water Impacts table. These impacts are recorded solely on the Minimum Control Measure 2: Public Involvement/Participation table to reduce redundant reporting. However, the decrease in overall impact is better explained by the lack of a 30-second commercial on Gas Station TV. In 2023, the LSP did not repeat this program, which, in 2022, generated 166,128 impacts. The difference between 2022 and 2023 LSP impacts is 81,533. Therefore, if the LSP had repeated this program, its impact would have increased by 3.78%. While the lack of this program led to a general decrease in impacts, the difference between the 2022 and 2023 impacts was close to half of the impacts generated by the Gas Station TV program, demonstrating the effectiveness and growth of the LSP's other programs.

The LSP's data further supports the successful implementation of MCM#1 in the Hilton Head Urbanized Area as the LSP increased the number of programs offered by 9.16% this year. The consortium provided 274 programs in 2023 instead of the 251 programs in 2022. Therefore, the LSP also increased the average number of programs a month. Last year, the consortium averaged 21 programs (and 186,182 impacts) a month. This year, the LSP averaged 22 programs (and 179,386 impacts) a month. The consortium also increased the percentage of programs that educate and involve target audiences directly. Last year, the LSP delivered 74% of its programs directly, whereas this year, the LSP delivered 79% of its programs directly.

The 2019-2023 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan led to this success. This document provides a blueprint for education strategies focused on target pollutants and behaviors. This strategic plan is considered a “living” document to allow refinement, supplementation, and flexibility as regional efforts evolve over the five-year plan cycle. The plan prioritizes the three issues identified as most significant to the region from July 1, 2019, to June 30, 2023, provides information on education strategies related to the priority issues, and develops timelines and evaluation methods to guide and measure effectiveness. The priority issues identified in the plan do not exclude other awareness and education efforts.

The priority issues for the LSP are three primary pollutants: bacteria, nutrients, and freshwater. Interested readers can find further information on the LSP’s priorities in the attached strategic plan. During this reporting period, the LSP completed Year Four of the plan on June 30, 2022, and entered Year Five on July 1, 2023. The LSP successfully implemented 99% of its intended programs. Therefore, the consortium is on track with its aggressive implementation schedule. The newly published 2024-2028 Lowcountry Stormwater Partners Strategic Stormwater Outreach Plan will take effect on January 1, 2024, which overlaps with the ending of the 2019-2023 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan on June 30, 2024.

Completed bacteria-focused programs within the 2019-2023 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan include:

- Online pet waste station map
 - LSP community partners indicated that the map would not be wanted.
- Pet waste mass media campaign
 - The “Always Bring a Bag” Carolina Clear Mass Media Campaign took place in 2018 and 2019 with both a commercial and billboard.
- Pet waste station signs
 - These signs exist on all pet waste stations. The LSP has signs with the pet waste pledge information that will be installed with future stations.
- Small pet waste PSAs
 - Infographics, videos, cards, and graphics were created in Year One and are still used.
- Bilingual informational brochures for septic systems
 - These resources are in the process of being translated.
- Neighborhood septic step-stake campaign
 - This project was not feasible.
- Online resources for septic systems
 - The Be Septic Safe website is live. This website covers septic system maintenance, failures, types, locations, regulations, and other useful information for septic system owners.
- Septic system mass media campaign
 - In 2022, Clemson Extension’s Carolina Clear program launched its newest mass media campaign focused on preventing sanitary sewer overflows (SSOs) and septic system failures. The “Flush Only TP” campaign included commercials and billboards in the consortium area. It received 363,022 impressions.
- Septic system workshops
 - The final workshop is planned for 2024.
- “Welcome to the Neighborhood: Be Septic Safe” packets.
 - Four Home and Garden Information Center factsheets published this year create a welcome packet and are currently available. A booklet on the same topics will also be distributed after it passes peer review.

- Boater online resources
 - This project is part of the SC Clean Marina program.
- Boater informational packets
 - This project is part of the SC Clean Marina program.
- Boater signage and booth materials
 - This project is part of the SC Clean Marina program.
- Boater bucket and bag giveaways
 - This project was out of budget for 2023 but will be in 2024.
- Online bag and trash station map for boaters
 - This program is obsolete now that all public docks have trash facilities.

Completed nutrient-focused programs within the 2019-2023 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan include:

- Clemson Extension Pond Management website and sticker
 - Both forms of outreach are available, and the LSP coordinator at festivals passes out the sticker.
- Direct mailings about pond trainings
 - The Big News for Small Ponds Mailing List satisfies this requirement.
- Informational brochure on pond management
 - The LSP printed and distributed this brochure in January 2021. It was added to the LSP’s tabling supplies.
- “Healthy Pond Series” program
 - The LSP offered three sessions of the Healthy Pond Series, one on 2/2/22, 6/30/22, and 10/2/4/22. Three people participated. The LSP exceeded the minimum number of workshops set out by the 2019-2023 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan.
- “Healthy Pond” workshops
 - The LSP completed the fifth and final workshop required by the 2019-2023 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan in 2021.
- 2021 Beaufort Area Stormwater Pond Conference
 - The conference was a hybrid event with virtual programming on 10/26-27/21 and a field day on 10/28/21. Thirty-one people attended the virtual content, and 14 attended the field day.
- 2023 Beaufort Area Stormwater Pond Conference
 - 52 participants were present at the conference on 12/6/23.
- Mailers to HOAs/landscaping companies with soil sampling information
 - These are available on the Clemson Ag Service Lab website and at the Beaufort County Extension Office
- Soil sample bags at commercial locations
 - Soil sample bags are available at the Beaufort County Soil and Water Conservation District, the Sun City Environmental Action Group, and the Port Royal Farmer’s Market. Other commercial locations declined.
- Soil sample bags at festivals, nurseries, farmer’s markets, and Master Gardener events
 - The LSP and the Master Gardeners have soil sample bags at all their tabling events (including all three local farmer’s markets).

- Soil sample placards at retailers
 - The rack card is available for print/
- Soil sample training for residents
 - The Carolina Yards course taught residents the importance of soil sampling and how to take a soil sample. Twenty-one people attended.
 - The LSP published an article in The Island Packet training residents to take soil samples.
- Soil testing social media campaign
 - The campaign ran from 9/14/20 to 9/28/20, reaching 676 people with 27 posts.
- Buffer trainings for residents
 - The fifth and final workshop was satisfied with the 2/6/24 presentation at the Haven, which will be reported in next year’s annual report.
- Current buffer ordinance and local government contact information
 - This information was included in the Welcome to the Neighborhood: Buffers packet.
- List of retailers for native plants
 - This list was made available on 12/31/22.
- Mailers to HOAs/landscaping companies with buffer information
 - This program was satisfied by the Big Six newsletter.
- Pre-made buffer designs with cost information
 - This information was included in the Welcome to the Neighborhood: Buffers packet.
- Promotional seed packets
 - Packets were delayed due to supplier issues but are now on the way.
- “Welcome to the Neighborhood: Buffers” packet
 - This buffer packet was completed and distributed on 9/30/20.

Completed freshwater-focused programs within the 2019-2023 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan include:

- Construction site mass media campaign
 - This program was canceled at the partners’ request.
- Sediment and erosion control brochure
 - This brochure was published and distributed to partners on 02/03/21.
- Sediment and erosion control social media campaign
 - From 1/23/23 through 1/29/22, the LSP published septic system maintenance information and resources on their page twice daily for 14 posts and a reach of 851.
- Sediment and erosion control training for contractors
 - The CEPSCI program satisfies this requirement. One hundred fifty-one individuals were certified or re-certified.
- LID factsheets
 - Factsheets are available on the Clemson HGIC website.
- LID lunch and learns
 - This program was satisfied by the Calling the Coast Home program.
- LID signs
 - The signs are ready to be printed for donations, demonstration sites, and partner construction projects.

- LID workshops for staff
 - The LSP met the minimum number of workshops set out by the 2019-2023 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan in 2021.
- BMP workshops for homeowners
 - The LSP held two BMP workshops for residents in 2022. The LSP exceeded the minimum number of workshops set out by the 2019-2023 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan.
- Rain garden step-stake signs
 - The signs are ready to be printed for donations, demonstration sites, and partner construction projects.
- Residential BMP website
 - This information is included in the updated LID website.
- Residential BMP social media campaign
 - This campaign was satisfied through the stormwater awareness week campaign.

The success of the 2019-2023 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan comes from the increasing engagement with the community. In 2023, the LSP coordinator more than doubled the number of clients she assisted. These contacts aim to empower residents to understand and manage their stormwater concerns better by utilizing BMPs in their surroundings and enabling them to share their new knowledge throughout the community. Building trust and rapport with clients through listening to their needs and goals during our initial contact via phone, email, text, or in-person in the office leads to the desired outcomes associated with their stormwater issues. The coordinator offered clients numerous BMP options, including behaviors, actions, and structural installations that can be adopted to improve the situation, and stressed that just starting with one measure has proven productive. Successful client interaction can lead to increased engagement with programming, and in the case of the LSP, the contact and site visits performed in 2023 led to over seven workshops scheduled in late 2023/early 2024.

The LSP also reached a more technical audience through programs like the 2023 Beaufort Area Stormwater Pond Conference. The 2023 Beaufort Area Stormwater Pond Conference provided a forum to give the latest information, resources, and tools on stormwater pond management for the Lowcountry community. The conference was a joint effort between the LSP, Clemson Extension, SC Sea Grant Consortium, and SC Department of Natural Resources (SCDNR) ACE Basin National Estuarine Research Reserve (NERR) Coastal Training Program and North Inlet-Winyah Bay NERR Coastal Training Program. These partners developed this pond conference solely for the technical audience, which broke from the tradition of producing the conference for both a technical and a residential audience. Topics included stormwater pond water quality data from Dr. Erik Smith, floating treatment wetland research from Dr. Bill Strosnider, integrated pest management and aquatic plant management, harmful algal bloom identification and treatment options, aeration design, reporting requirements, and vegetated buffers. Fifty-two individuals attended the conference. Of those 52 participants, 28 filled out an evaluation. The evaluation revealed that 96.4% of respondents thought the content was a good use of their time. 100% of respondents gained knowledge, and 86% learned something they would apply. This evaluation data shows that attendees viewed this conference more favorably than the 2021 Beaufort Area Stormwater Pond Conference, where of the 31 participants, only 20 filled out an evaluation. The evaluation revealed that 65% of respondents thought the content was a good use of their time. 95% of respondents gained knowledge, and 95% learned something they would apply.

A final contributor to the LSP's success was the 4-H2O program. 4-H2O is a water-based science camp in more than 15 counties across South Carolina, allowing students to learn and experience this state's water resources first-hand. 4-H2O is a hands-on science inquiry program that provides children with knowledge about their local water resources and teaches them the field, analytical and critical thinking skills they need to intelligently participate in making decisions that affect the quality of these aquatic systems. Most of all, the youth have a fun and enriching experience on South Carolina's scenic waterways! The LSP partnered with the Beaufort County 4-H agent to offer this program on 7/11/23, 7/12/23, and 7/13/23. The first session in the Town of Port Royal covered basic watershed concepts and vocabulary. It culminated in a hands-on tour of the Sands Beach. The second session in the ACE Basin covered water quality testing and culminated in an afternoon boat ride with DNR Discovery to introduce students to local wildlife. The third session took place on Hunting Island. It covered food webs and biodiversity and culminated in a guided tour of the nature center where students could touch and interact with educational animals. This program had six participants, and 100% of participants stated they would try to protect their local watershed using what they learned at camp. This camp and Kids in Kayaks provided the LSP with increased engagement with youth audiences.

2. Provide an evaluation of where the program needs improvement and explain any actions that will be taken to achieve objectives:

While the LSP is a successful education consortium, it could improve the implementation of MCM#1 by investing in more mass media, specifically newspapers and commercials. As laid out in the 2022 LSP Annual Report, the LSP successfully became a regular contributor to the Island Packet, which had the foreseen effect of attracting new and larger audiences to LSP programming. To build upon this, the LSP will continue to publish articles in the Island Packet and seek out other newspapers. The LSP had previously published in Local Life magazine, and the Bluffton Sun and we will contact them in 2024. However, to ensure that the LSP attracts a wide variety of audiences, the consortium should also look to see if it could partner with La Isla, a Spanish-language newspaper. La Isla could help the LSP reach audiences that could benefit from the upcoming translated septic and fats, oils, and grease (FOG) education materials. However, the impact that the lapse in Gas Station TV commercials caused on the MCM impact numbers illustrates the need to pursue video creation further. As part of the 2024-2028 Lowcountry Stormwater Partners Strategic Stormwater Outreach Plan, several pollutants of concern, such as pet waste and septic systems, could benefit from creating a 30-second commercial. The LSP will begin to see if they can create a new commercial in 2024 or if a previously recorded commercial can air on Gas Station TV or other networks.

III. Minimum Control Measures (MCM)

D. Minimum Control Measure 2: Public Involvement/Participation (4.2.2, 5.3)

Use the table below to summarize public involvement opportunities, goals, and progress for the current reporting year. In the “activities conducted and planned” section, focus on activities that were conducted in the last reporting year and those that are planned for the upcoming reporting year, providing implementation dates. Add rows where needed and attach additional sheets if necessary.

Please see the attached “2019-2023 Lowcountry Stormwater Partners Strategic Stormwater Outreach Plan” for a complete list of all activities planned for the upcoming year. Below are last year’s accomplishments and the activities furthest in their planning stages.									
Outreach Type	Activity Type	Target Pollutant	Target Audience	Activity Description	Notes	Service Provider	Start Date	End Date	Impact
Direct	Certification	Bacteria, FOG--fats/oil/grease, General Stormwater, Litter, Nutrients, Pesticides, Petroleum products, Sediment, Toxic contaminants/heavy metals	Marina owners, Managers, and Operators	SC Clean Marina Program. This voluntary certification program recognizes marinas, boatyards, and yacht clubs for helping create a cleaner marine environment in South Carolina. The program aims to protect and improve local water quality by reducing marine pollution. The impact was determined by the number of marinas certified within the year.	Four marinas in Beaufort County were certified in 2023, including Harbor Town Yacht Basin, Safe Harbor Skull Creek, Port Royal Landing, and Beaufort Marina.	Clemson Extension, DNR, SCDHEC-OCRM, Marina Industry Professionals (consultants/marina managers on CM tech team., SC Sea Grant	4/20/2023	9/9/2023	4
Direct	Citizen science /data collection	Bacteria, FOG--fats/oil/grease, General Stormwater, Litter, Pesticides, Petroleum products, Sediment, Temperature	K-12 students, General public, Stormwater managers, Stormwater staff	Beaufort Country Soil and Water Conservation District SC Adopt-A-Stream Sampling Trips. This event brought non-SC Adopt-A-Stream volunteers out to a sampling site to learn how to sample water quality and to discuss ways to keep the water clean. The number of people participating determined the impact.	The sampling events took place on 1/3/23, 2/7/23, 3/7/23, 4/4/23, 5/3/23, 6/9/23, 7/4/23, 8/8/23, 9/5/23, 10/13/23, 11/7/23, and 12/5/23.	Beaufort County Soil and Water Conservation District	1/1/2023	12/31/23	111

Direct	Educational signage, Litter Sweep	Litter	County Employees	Beaufort County Litter Sweep. County employees participated in a creek clean-up, picking up five trash bags. The number of volunteers measured the impact.		Beaufort County	7/11/2023	7/11/2023	8
Direct	Litter Sweep	General Stormwater, Litter	K-12 students, Residential, Youth	The Town of Bluffton held its annual May River Cleanup. The Outside Foundation, Coastal Kingdom, and the Town had education booths at the event. The number of people in attendance determined the impact.		The Outside Foundation, Town of Bluffton	5/6/2023	5/6/2023	360
Direct	Litter Sweep	General Stormwater, Litter	K-12 students, Residential, Youth	SC Beach/River Sweep. Clemson Extension and the Town held educational booths. The number of people in attendance determined the impact.		Clemson Extension, Town of Bluffton	9/16/2023	9/16/2023	100
Direct	Litter Sweep	Litter	Grounds crew, Maintenance, Facilities staff, K-12 students, Residential	Beaufort County Adopt-A-Highway Program. Adopt-A-Highway's mission is to eradicate litter and promote beautification. It conducted litter pick-ups. The program's effectiveness was measured in the number of volunteers, number of active volunteer groups, and pounds of litter removed.	During this reporting period, 867 volunteers participated in 111 Adopt-A-Highway groups and picked up 62 910 pounds of litter.	Keep Beaufort County Beautiful, Beaufort County	1/1/2023	12/31/23	867
Direct	Litter Sweep	Litter	K-12 students, Youth, Residential	Beach and Park Clean-Ups. The goal of these events was to engage and involve citizens in removing litter from their environment. Their effectiveness was determined through the number of volunteers engaged and the pounds of litter removed.	There were 13 clean-ups. They took place on 3/11-12/23, 3/14/23, 3/26/23, 4/22/23, 5/6/23, 6/10/23, 7/6/23, 7/19/23, 8/5/23, 9/10/23, 10/14/23, and 10/19/23. Between these events, 811 volunteers removed 2.2 tons of trash.	The Outside Foundation, Keep Beaufort County Beautiful, Town of Hilton Head Island	1/1/2023	12/31/23	811

Direct	Pledge	General Stormwater, Bacteria	Pet owners, Residential	Pet Waste Pledge. This pledge indicated that a person promised to pick up after their pet to reduce bacterial pollution in water. The impact was determined by the number of people who took the pledge during the reporting period.	The pledge was made available 24/7 at https://mailchi.mp/5585f928a783/pet-waste-pledge	Clemson Extension	1/1/2023	12/31/23	300
Direct	Rain Barrel Sale	General Stormwater, Freshwater	Residential	Barrels and Beer Rain Barrel Sale. Beaufort-Jasper Water and Sewer Authority (BJWSA) and Beaufort Soil and Water Conservation District (BSWCD) partnered to sell rain barrels. The amount of rain barrels sold measured the impact.		Beaufort County Soil and Water Conservation District	10/1/2023	12/31/23	50
Direct	Soil testing	Nutrients	Agriculture, Landscapers, Landscape designers, Nurseries, Grounds crew, Maintenance, Facilities staff, Residential	Soil Samples. Clemson Extension offered citizens the option of testing their soils to ensure they do not overfertilize their plants. The impact was determined by the number of soil samples requested in Beaufort County.		Clemson Extension	1/1/2023	12/31/23	883
Direct	Storm Drain Marking	General Stormwater	General public	Storm drain marking. Volunteers replaced missing or marked unmarked storm drain inlets. The number of volunteers determined the impact.	Fifteen storm drains were marked.	Town of Hilton Head	1/1/2023	12/31/23	15
Direct	Training	General Stormwater, Nutrients, Sediment, Fertilizer, Pesticides	Residential	Lowcountry Master Gardeners. These volunteers spend at least 40 hours each assisting residents in improving their landscapes. The impact was determined by the number of active volunteers in Beaufort County.	The Master Gardeners gave 6364 volunteer hours and completed 1254.75 hours of continuing education.		1/1/2023	12/31/23	135

Direct	Training	Bacteria, Freshwater, General Stormwater, Litter, Nutrients, Petroleum products, Temperature	Higher education students, K-12 students, Youth, Residential, Teachers	South Carolina Adopt-A-Stream Saltwater Protocol Training. The South Carolina Adopt-a-Stream (SC AAS) program created a network of volunteers engaged in watershed stewardship, engagement, and education. The number of new volunteers determined the impact.	SC AAS volunteers were important in monitoring and tracking water quality while sharing information about local water resources with their communities. In Beaufort County, volunteers adopted 44 sites 233 times, donating 429.25 hours to the program.	Clemson Extension, SC DHEC, Port Royal Sound Foundation	1/1/2023	12/31/23	70
Direct	Training	Freshwater, General Stormwater, Nutrients, Pesticides, Sediment	Landscapers, Landscape designers, Nurseries, Residential, Teachers, Technical staff, Engineers, Developers	Master Rain Gardener Course. The Master Rain Gardener program offered a hybrid curriculum, allowing for self-paced online learning modules, hands-on field experience, and a two-track option to meet the needs of diverse audiences. The impact was measured by the number of participants and certifications issued.	The online classroom was held in the fall, with a field day on 10/17 at Folly River Park in Folly Beach, SC.	Clemson Extension	1/1/2023	12/31/23	44

Direct	Training	Freshwater, General Stormwater, Pesticides	Stormwater managers, Stormwater staff, Stormwater pond management companies, Stormwater pond managers	Master Pond Manager Course. This course taught participants a wide range of pond management knowledge and skills. The number of participants and certifications determined its success.	This course combined online and face-to-face learning, self-paced lectures, discussions, quizzes, and other web-based methods of participant-instructor interaction, along with hands-on participation activities in the field. This course 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.	Clemson Extension	1/1/2023	12/31/23	42
Direct	Training	Bacteria, General Stormwater, Nutrients, Sediment	Residential	Carolina Yards Program. This program worked with residents to create healthy, watershed-friendly landscapes through factsheets, brochures, and videos. The program's success is measured in newly certified yards.		Clemson Extension	1/1/2023	12/31/23	54
Direct	Water testing	Nutrients, Toxic contaminants/ heavy metals	Agriculture, Landscapers, Nurseries, Grounds crew, Maintenance, Facilities staff, Residential, Pond management companies	Water Testing. Clemson Extension allowed citizens to test water for agricultural purposes and check typical water pollutants. The amount of water testing requests in Beaufort County determined the impact.	Stormwater pond managers also used this service to test the health and efficacy of stormwater ponds.	Clemson Extension	1/1/2023	12/31/23	7

Direct	Workshop	General Stormwater	Residential	Community-based Oyster Shell Recycling and Bed Restoration Project Bagging Events. This project aimed to educate the public about the beauty, utility, and health of Hilton Head Island's salt marsh ecosystem. It also described to participants how this ecosystem relies on oysters and good water quality. The impact was determined by participation.	The Outside Foundation hosted 11 bagging events where 232 volunteers recycled 38 tons of oyster shells into 1825 bags for reef building. The events took place on 1/8/23, 2/12/23, 3/1/23, 3/19/23, 4/28/23, 5/7/23, 10/4/23, 10/11/23, 10/22/23, 11/29/23, and 12/3/23.	The Outside Foundation, Coastal Conservation League, SC DNR, Town of Hilton Head Island	1/1/2023	12/31/23	232
Direct	Workshop	General Stormwater	Residential	The Outside Foundation's "Community-based Oyster Shell Recycling and Bed Restoration" Reef Build Events. This project aimed to educate the public about the beauty, utility, and health of Hilton Head Island's salt marsh ecosystem. It also described to participants how this ecosystem relies on oysters and good water quality. The impact was determined by participation.	The Outside Foundation hosted five reef-building events as part of their "Community-based Oyster Shell Recycling and Bed Restoration" project. The events occurred on 6/13-14/23, 7/12-13/23, and 7/26-27/23.	The Outside Foundation, Coastal Conservation League, SC DNR, Town of Hilton Head Island	1/1/2023	12/31/23	129
Direct	Workshop	Bacteria, FOG--fats/oil/grease, Litter, Microplastic, Nutrients, Pesticides, Petroleum products, Sediment, Toxic contaminants/ heavy metals	Marina owners, Managers, and Operators	S.C. Clean Marina Workshop. A training workshop was held in August to assist participants in understanding and certifying their marinas. The impact was determined by attendance.	The S.C. Clean Marina is a voluntary certification program that recognizes marinas, boatyards, and yacht clubs for helping create a cleaner marine environment in South Carolina.	Clemson Extension, DNR, SCDHEC-OCRM, Marina Industry Professionals (consultants and marina managers), SC Sea Grant	8/17/2023	8/17/2023	24
TOTAL									4246

C. Control Measure Evaluation (5.3)

1. Evaluate the success of this MCM. Refer to goals implemented and achieved and adherence to the implementation schedule:

The Lowcountry Stormwater Partners (LSP) successfully implemented MCM#2 in the Hilton Head Urbanized Area. From 01/01/2023 to 12/31/2023, the LSP recorded 4,246 impacts. In the 2022 reporting year, the LSP recorded 15,286 impacts. The significant difference between these numbers is explained by the removal of the impact data from the Carolina Yards course, the CEPSCI course, the CSPR course, the Post-Construction BMP Inspector course, the Master Naturalist activities, 4-H2O Summer Camp, the Kids in Kayaks program, Port Royal Sound Foundation Field Trips, Keep Broad Creek Clean Festival, and Lowcountry Master Gardener contacts from the Minimum Control Measure 2: Public Involvement/Participation table. These impacts are recorded solely on the Minimum Control Measure 1: Public Education and Outreach on Storm Water Impacts table to reduce redundant reporting.

Therefore, if the 2022 LSP Annual Report data is adjusted to reflect 2023's reporting procedures, 2022 had 6,794 impacts. This means that between 2022 and 2023, the LSP decreased its impact by 37.50%. This drop in impact is mostly due to the loss of 3,063 volunteers participating in the Beaufort County Adopt-A-Highway program. As this is a program that the LSP does not directly manage, it is unclear what may have caused the drop in reported volunteers. However, the impact drop is also due to a reduction in events. In 2023, the consortium provided 57 programs in 2023 instead of the 62 programs (data adjusted from 87 programs to reflect 2023 reporting procedures) offered in 2022. Therefore, the LSP averaged 4.75 programs and 348 impacts a month in 2023, whereas in 2022, the LSP averaged five programs and 566 impacts a month (data adjusted to reflect 2023 reporting standards). There was one less litter pick-up, one less BMP installation, and three fewer oyster reef builds. However, despite these decreases in impact and programs, the consortium maintained its momentum to complete the 2019-2023 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan.

The 2019-2023 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan provides a blueprint for education strategies focused on target pollutants and behaviors. This strategic plan is considered a "living" document to allow refinement, supplementation, and flexibility as regional efforts evolve over the five-year planning period. The plan prioritizes the three issues identified as most significant to the region from July 1, 2019, to June 30, 2023, provides information on education strategies related to the priority issues, and develops timelines and evaluation methods to guide and measure effectiveness. The priority issues identified in the plan do not exclude other awareness and education efforts.

The priority issues for the LSP are three primary pollutants: bacteria, nutrients, and freshwater. Interested readers can find further information on the LSP's priorities in the attached strategic plan. During this reporting period, the LSP completed Year Four of the plan on June 30, 2022, and entered Year Five on July 1, 2023. The LSP successfully implemented 99% of its intended programs. Therefore, the consortium is on track with its aggressive implementation schedule. The newly published 2024-2028 Lowcountry Stormwater Partners Strategic Stormwater Outreach Plan will take effect on January 1, 2024, which overlaps with the ending of the 2019-2023 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan on June 30, 2024.

South Carolina NPDES Permit # SCR030000
Small Municipal Separate Storm Sewer System (SMS4)
Annual Report Template

Completed bacteria-focused programs within the 2019-2023 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan include:

- Leash dog waste bag holder giveaways
 - These items are available through partners.
- Pet waste pledge
 - 300 people took the pledge.
- Automatic e-reminder for septic owners to schedule an inspection
 - The Be Septic Safe website included a form for septic system owners to receive this reminder.
- Adopt-A-Landing
 - This program was deemed unfeasible as partners and the SC Adopt-A-Stream and Adopt-A-Highway programs were already cleaning up marinas.
- Trash facilities at marinas and docks
 - All public marinas now have trash facilities.

Completed nutrient-focused programs within the 2019-2023 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan include:

- Soil sample drives
 - The LSP hosted a soil sample drive from 10/10/22-10/21/22. The consortium collected nine soil samples.

Completed nutrient-focused programs within the 2019-2023 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan include:

- Sediment and erosion control training for contractors
 - The CEPSCI program satisfies this requirement. One hundred fifty-one individuals were certified or re-certified.
- LID workshops for staff
 - The LSP met the minimum number of workshops set out by the 2019-2023 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan in 2021.
- LID installs
 - The LSP installed the Mossy Oaks Rain Garden at Mossy Oaks Elementary School in 2021 and a vegetated pond buffer at the Gullah Farmer's Co-op in 2022.
- Master Pond Manager
 - Clemson Extension offered this course once in 2023 with 42 participants.

number of workshops set out by the 2019-2023 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan.

- Master Rain Gardener
 - One course took place during the reporting period. There were 45 participants.
- BMP workshops for homeowners
 - The LSP held two BMP workshops for residents in 2022. One was a rain garden presentation, and the other was a vegetated buffer installation. Twenty-eight people attended. The LSP exceeded the minimum
- Rain barrel sale
 - The LSP partnered with American Rainwater Solutions to hold a rain barrel sale. The LSP sold 11 rain barrels. The next is scheduled for 2024.
- Small grant program for pet waste stations and rain barrels
 - The LSP is pivoting this program into a giveaway.

The success of the 2019-2023 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan comes partly from the strength of its hybrid training programs. We offered both the Master Pond Manager and Master Rain Gardener courses in 2023, which were well attended. The Master Pond Manager and Master Rain Gardener courses combine online and face-to-face learning, self-paced lectures, discussions, quizzes, and other web-based methods of participant-instructor interaction, along with hands-on participation activities in the field. Master Pond Manager taught 42 participants a wide range of pond management knowledge and skills in the fall, with field days hosted in Horry County, SC. Master Rain Gardener provided design standards and the knowledge-based skill set necessary to install rain gardens and rainwater harvesting systems on a residential scale for 44. The online portion of the course was held in the fall, with a field day on 10/17/23 at Folly River Park in Folly Beach, SC. Graduates of these programs can become certified and provide professional services to install and care for these important BMPs.

Another example of the LSP's success is the SC Adopt-A-Stream (SC AAS) program. SC AAS creates a network of local watershed stewardship, engagement, and education opportunities for citizens in Beaufort County. SC AAS volunteers can be essential in monitoring and tracking water quality while sharing local water resource information with their communities. The volunteers are certified individuals who adopt a tidal saltwater site, collect water samples, and assess the six basic core parameters: dissolved oxygen, air temperature, water temperature, pH, salinity, and transparency. In 2023, local trainers certified 70 new SC AAS volunteers in Beaufort County. These volunteers partnered with more veteran volunteers to adopt 44 sites, spend 429.25 hours sampling, and donate the equivalent of \$7,396.00 to water quality benefits and education.

2. Provide an evaluation of where the program needs improvement and explain any actions that will be taken to achieve objectives:

The LSP can improve its implementation of MCM#2 by increasing impact by engaging more citizens with volunteer programs. To do this, the LSP consortium should help to highlight existing volunteer opportunities, such as SC Adopt-A-Stream, Adopt-A-Highway, litter pick-ups, and The Outside Foundation's and Coastal Conservation League's Oyster Reef Restoration projects, through social media, newsletters, newspapers, and videos. The LSP should also begin to promote other citizen science programs such as NOAA's Phytoplankton Monitoring Network, CoCoRaHs, and SC Drought Monitor. Finally, the LSP can also help improve engagement by scheduling more BMP installations (planned as part of the 2024-2028 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan).