

ANDERSON & PICKENS COUNTIES

stormwater PARTNERS

BY CLEMSON® EXTENSION



APCSP Education Plan (July 2023 – June 2028)

Education Strategy: Bacteria - Septic and Sewer Infrastructure

Target Audience: Septic and sewer users

Target Action: Septic and sewer systems that are not operating as designed and/or improperly maintained

Goal: Decrease bacteria contributed to the watershed by septic and sewer systems in Anderson & Pickens Counties; increase capacity of target audience.

Objective: Provide education and outreach on septic and sewer systems in Anderson & Pickens Counties.

Message	Format and Distribution	Resources	Evaluation
<ul style="list-style-type: none">• Systems that are not operating as designed and/or improperly maintained can contribute to harmful bacteria entering into our watershed• Save time and money by ensuring proper operation and maintenance of systems• Conduct routine inspections & maintenance of systems• Protect the drainfield of the septic system• Efficient water use is important• Avoid cloggers & killers down the drain• Report suspected issues to user/municipality	<ul style="list-style-type: none">• Economic emphasis• Septic presentations• Septic webinars• Tabling and outreach events• Share/distribute educational material directly to target audience• Online training• Mass media	<ul style="list-style-type: none">• 319 Grants• Septic Contractors• University and Extension• Advocacy Groups• Regulatory Agencies• Municipalities• Utilities• NRCS• HGIC Factsheets	<ul style="list-style-type: none">• Number of people who attend presentations and webinars• Qualitative evaluations from presentations and webinars• Site-specific webpage hits on the developed web-based material• Number of educational outreach materials distributed• Responses in statewide survey• Number of participants in online trainings

Action Items:

- Host Septic and Sewer presentations and webinars
- Develop and update additional outreach materials including online resources
- Distribute educational outreach materials
- Submit proposals to present message where appropriate
- Create a Be Septic Safe Users Guide
- Follow-up calls to find and fix programs including education on resources and maintenance
- Develop window/mirror clings similar to magnets specific for renters

Education Strategy: Bacteria - FOG (Fats, Oils, & Grease)

Target Audience: Individuals who dispose of FOG (fats, oils and grease) both residential and commercial

Target Action: Improper FOG disposal

Goal: Decrease bacteria contributed to the watershed by improper FOG disposal in Anderson & Pickens Counties; increase capacity of target audience.

Objective: Provide education and outreach on proper FOG disposal in Anderson & Pickens Counties.

Message	Format and Distribution	Resources	Evaluation
<ul style="list-style-type: none">• Improper FOG disposal can contribute to harmful bacteria entering our watershed• Save time and money by avoiding costly repairs• Conduct routine inspections & maintenance of systems• Avoid cloggers & killers down the drain• Report suspected issues to user/municipality	<ul style="list-style-type: none">• Economic emphasis• FOG presentations• FOG webinars• Tabling and outreach events• Share/distribute educational material directly to target audience• Partner with other Clemson Extension groups (EFNEP, Rural Health, Food Systems)• Online training• Mass media	<ul style="list-style-type: none">• University and Extension• Advocacy Groups• Regulatory Agencies• Municipalities• Utilities• Restaurant Associations• HGIC Factsheets	<ul style="list-style-type: none">• Number of people who attend presentations and webinars• Qualitative evaluations from presentations and webinars• Site specific webpage hits on the developed web-based material• Number of educational outreach materials distributed• Responses in statewide survey• Number of participants in online trainings

Action Items:

- Host FOG presentations and webinars
- Develop and update additional outreach materials including online resources
- Distribute educational outreach materials
 - Collaborate with rural health and EFNEP agents to share FOG promo items and info
 - FOG outreach packets/spill kits provided to campus dining managers annually
- Submit proposals to present message where appropriate
- Add FOG Best Practices Training Course for campus

Education Strategy: Litter - Privately Owned Locations

Target Audience: Builders, contractors and commercial properties

Target Behaviors: Illegal dumping, improper disposal of construction site trash and debris, and overflowing dumpsters

Goal: Decrease the amount of litter ending up in the watershed from locations in Anderson & Pickens Counties, increase capacity of target audience.

Objective: Provide education and outreach on best management practices and benefits of proper waste reduction and disposal in private locations in Anderson & Pickens Counties

Message	Format and Distribution	Resources	Evaluation
<ul style="list-style-type: none">• Save time and money• Enhance property image• Protect property values• Protect our watersheds• Dumping household trash and other waste in private dumpsters and other unauthorized areas is illegal• Any vehicle transporting material must be covered and secured	<ul style="list-style-type: none">• Educational outreach materials• Signage• Share/distribute educational materials directly with target audience• Mass media	<ul style="list-style-type: none">• University and extension• Advocacy groups• Municipalities• Solid waste/recycling companies• Regulatory agencies• Law enforcement/litter officers• Contractors and construction companies	<ul style="list-style-type: none">• Number of educational outreach materials distributed

Action Items:

- Develop and update additional outreach materials, including online resources
- Distribute rack cards and other educational outreach materials
- Create signage for businesses and construction sites as appropriate
- Incorporate litter messaging into workshops and presentations related to BMPs for construction and post-construction activities

Education Strategy: Litter - Public Locations

Target Audience: Vehicle/transportation users and campus community

Target Behaviors: Improper covering of transported materials and lack of awareness of disposal sites

Goal: Decrease the amount of litter ending up in the watershed from locations in Anderson & Pickens Counties, increase capacity of target audience.

Objective: Provide education and outreach on best management practices and benefits of proper waste reduction and disposal in public locations in Anderson & Pickens Counties

Message	Format and Distribution	Resources	Evaluation
<ul style="list-style-type: none">• Any vehicle transporting material must be covered and secured• To report littering, call 1-877-7Litter• Protect our watersheds• Dumping household trash and other waste in unauthorized areas is illegal• Reduce, reuse, recycle	<ul style="list-style-type: none">• Educational outreach materials• Signage• Outreach events• Fact sheets• Mass media	<ul style="list-style-type: none">• University and extension• Advocacy groups• Municipalities• Law enforcement/litter officers• Volunteer groups	<ul style="list-style-type: none">• Number of educational outreach materials distributed• Number of litter campaigns/clean-ups• Online views

Action Items:

- Develop and update additional outreach materials, including online resources
- Distribute rack cards and other educational outreach materials
- Organize and/or participate in litter clean-up events
- Participate in outreach events
- Participate in a Tarp-It campaign
- Organize and/or participate in storm drain marking events

Education Strategy: Sediment - Construction & Post-Construction Activities

Target Audience: Contractors and permittees who install and maintain BMPs for erosion prevention and sediment control, students/faculty/staff on Clemson's campus

Target Behavior: Improperly installed and/or maintained BMPs contribute to erosion and sediment control issues, leading to erosion and offsite sediment impacts to surface waters.

Goal: Decrease erosion and sedimentation from construction and post-construction in Anderson & Pickens Counties, increase capacity of target audiences.

Objective: Provide education and outreach on BMPs for erosion prevention and sediment control in Anderson & Pickens Counties in a timely manner.

Message	Format and Distribution	Resources	Evaluation
<ul style="list-style-type: none">• It is the law to properly maintain and install BMPs• Save time and money by maintaining and installing BMPs properly• BMPs can reduce our environmental footprint and provide community engagement	<ul style="list-style-type: none">• Presentations/webinars• Workshops• Compliance course• Certification courses• Educational outreach materials• Online trainings• Service-learning & experiential learning opportunities for student and staff with BMPs• Mass media	<ul style="list-style-type: none">• SCASM• Municipalities• University/Extension• Contractors and construction companies• Regulatory Agencies	<ul style="list-style-type: none">• # of certifications• # of course participants• # of participants attending workshops, presentations, and webinars• qualitative evaluations• # of educational outreach materials distributed• # of participants for service-learning & experiential learning opportunities

Action Items:

- Host workshops, webinars, and presentations related to BMPs for construction and post-construction activities
- Continue certifying campus staff in MS4 Compliance Training which includes info on erosion prevention & sediment control
- Offer service-learning opportunities for BMP maintenance on campus
- Work with campus students to offer experiential learning opportunities for BMP maintenance and design to reduce erosion on campus
- Distribute lot erosion rack cards
- Continue offering support for CEPSCI and classes statewide
- Continue offering Post-Construction BMP Certification course
- Continue developing and launch SPEED (Stormwater Plan Education for Engineering Design) course with SCDHEC
- Continue offering support for CSPR and classes statewide
- Expand library of education and outreach materials for erosion prevention/sediment control

Education Strategy: Sediment - Residential Activities

Target Audience: Residents, HOAs/POAs

Target Behavior: Residents with sediment issues who lack capacity to properly install and maintain BMPs, contributing to sediment in local waterways.

Goal: Decrease erosion, increase riparian buffers, increase capacity of target audiences in Anderson & Pickens Counties.

Objective: Provide education and outreach on residential BMPs within Anderson & Pickens Counties.

Message	Format and Distribution	Resources	Evaluation
<ul style="list-style-type: none">Erosion and sediment-laden stormwater runoff negatively impact our water health.BMPs can help protect properties from erosion.	<ul style="list-style-type: none">Presentations/webinarsWorkshopsCertification coursesEducational outreach materialsOnline trainingsRain barrel saleOutreach eventsFactsheetsMass media	<ul style="list-style-type: none">MunicipalitiesHOAs/POAsAdvocacy GroupsUniversity/Extension	<ul style="list-style-type: none"># of certifications# of course participants# of participants attending workshops, presentations, and webinarsqualitative evaluations# of educational outreach materials distributed# of rain barrels soldresponses from CC statewide surveyonline views

Action Items:

- Share "Water Management in the Home Landscape" information
- Conduct site visits for residents
- Provide 1-on-1 consultation for individuals via email, phone, in-person
- Host workshops, webinars, and presentations related to residential bmps, healthy landscaping, and erosion prevention
- Host rain barrel sale annually
- Promote Carolina Yards, Master Rain Gardener, Master Pond Manager, and Native Plant Studies programs to Anderson & Pickens residents
- Promote Stream Bank Repair program to Anderson & Pickens residents
- Offer Online Pond Management Short Course in the Upstate
- Distribute targeted rack cards to residents

Sediment: Construction & Post-Construction Activities

Objective	Audience	Year 1	Year 2	Year 3	Year 4	Year 5	
Provide education and outreach on BMPs for erosion prevention and sediment control	Contractors, permittees, and Clemson campus community who install and maintain BMPs	Develop & Implement BMP workshops, webinars, and presentations					
			Implement MS4 Compliance Training for campus staff				
			Develop & Implement Campus BMP service and experiential learning opportunities				
			Implement Distribution of lot erosion rack cards				Evaluate
			Implement CEPSCI, CSPR and Post-Construction BMP Certification courses				
		Develop SPEED course	Implement SPEED course				
		Develop & Implement Education and outreach materials					

Sediment: Residential Activities

Objective	Audience	Year 1	Year 2	Year 3	Year 4	Year 5
Provide education and outreach on residential BMPs	Residents and HOAs/POAs		Implement “Water Management in the Home Landscape” information			
			Implement Consultations on-demand			
			Develop & Implement BMP workshops, webinars, and presentations			
			Implement Annual rain barrel sale			Evaluate
			Implement Promotion of existing topical Extension programs			
		Develop Upstate Pond Mgt Short e-Course	Implement Upstate Pond Mgt Short e-Course			
		Implement Distribution of lot erosion rack cards				

Bacteria: Septic and Sewer Infrastructure

Objective	Audience	Year 1	Year 2	Year 3	Year 4	Year 5	
Provide education and outreach on septic and sewer systems	Septic and sewer users	Develop & Implement Septic and Sewer presentations and webinars		Develop Proposals to present message where appropriate			
		Develop Be Septic Safe Users Guide, window/mirror clings (renters)		Develop & Implement Additional outreach materials including online resources			
		Implement Continued distribution of educational outreach materials					Evaluate
		Implement Follow-up calls to find and fix programs including education on resources and maintenance					

Bacteria: FOG (Fats, Oils, & Grease)

Objective	Audience	Year 1	Year 2	Year 3	Year 4	Year 5
Provide education and outreach on proper FOG disposal	Individuals who dispose of FOG both residential and commercial		Develop & Implement FOG presentations and webinars	Develop Proposals to present message where appropriate		
			Develop Additional outreach materials including online resources and updates			
		Implement Continued distribution of educational outreach materials	Implement Continued collaboration with rural health, EFNEP, and campus			Evaluate
			Develop & Implement FOG Best Practices Training Course for campus			

Litter: Privately Owned Locations

Objective	Audience	Year 1	Year 2	Year 3	Year 4	Year 5	
Provide education and outreach on best management practices and benefits of proper waste reduction and disposal in private locations	Builders, contractors, and commercial properties	Develop Outreach material, including online resources					
		Implement Distribution of rack cards and other outreach material					
			Develop & Implement Signage for businesses and construction sites				Evaluate
			Develop & Implement Litter messaging for construction and post-construction-related workshops and presentations				

Litter: Public Locations

Objective	Audience	Year 1	Year 2	Year 3	Year 4	Year 5
Provide education and outreach on best management practices and benefits of proper waste reduction and disposal in public locations	Vehicle/transportation users and campus community	Develop Outreach material, including online resources				
		Implement Distribution of rack cards and other outreach material				Evaluate
		Implement Participation in litter clean-ups, tarp-it campaigns, storm drain marking, and other outreach events				