# 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 “Lowcountry Stormwater Partners Strategic Stormwater Outreach Strategic Plan: 2024 - 2028” for a complete list of all activities planned for the upcoming year. The table below includes 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 | Impacts |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Indirect | Billboard | Bacteria | Residential | Clemson Extension's Carolina Clear's Septic Maintenance Mass Media Campaign Billboard. The 24-2025 Carolina Clear mass media campaign focused on regular septic system maintenance, which keeps you, your family, and your community healthy. Billboard messaging was provided on the target behavior: “Inspect your septic system every one to two years” in a high-visibility location: US 21, 0.1 miles N/O Busby Drive. The impacts were reported as total weekly impressions. |  | Clemson Extension, Carolina Clear, LSP | 11/1/24 | 12/31/24 | 56375 |
| Direct | BMP Demo | General Stormwater, Nutrients, Sediment, Freshwater | Landscapers, Landscape Designers, Nurseries, Elected & Appointed Officials, High-Level Staff, Maintenance, Facilities Staff, Residential, Stormwater Pond Companies and Managers, Administrators, Technical Staff, Engineers, Developers, Commercial, Contractors | Brewer Memorial Park BMP Showcase. The LSP Coordinator and Beaufort County Stormwater set up educational tables and provided educational tours of the Brewer Memorial Park BMP Demonstration Site. The number of attendees determined the impact. |  | Clemson Extension, LSP | 10/3/24 | 10/3/24 | 3 |
| Indirect | Brochure, Outreach Material | Bacteria, Litter, Single-Use Plastics, Microplastics, Petroleum Products | Residential | "Big 6" Handout. The Town of Bluffton posted the 'Big 6' handout that shows common sources of stormwater pollution around the house on a bullet board at DuBois Park. The impact was determined by an estimated number of people who visited the park in 2024. |  | Town of Bluffton | 2/22/24 | 12/31/24 | 10000 |
| Indirect | Brochure, Outreach Material | Bacteria | Residential | Be Septic Safe Keychain and Stress Ball Plunger. These promotional items reminded their owners to be septic safe and included a QR code to the Be Septic Safe website. The number of items distributed determined the impact. |  | Clemson Extension, LSP | 1/1/24 | 12/31/24 | 60 |
| 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 performed the service, and when the next service will be required. The impact was determined by the number of magnets distributed. |  | Clemson Extension, LSP, SC DES | 1/1/24 | 12/31/24 | 30 |
| Indirect | Brochure, Outreach Material | Bacteria | Residential | Be Septic Safe Window Cling. This product taught homeowners what items 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 performed the service, and when the next service will be required. The impact was determined by the number of magnets distributed. |  | Clemson Extension, LSP, SC DES | 1/1/24 | 12/31/24 | 30 |
| Indirect | Brochure, Outreach Material | General Stormwater | Youth | Cypress Wetlands Activity Books. Through coloring and puzzles, this book described the importance of stormwater ponds and wetlands. The number of books handed out determined the impact. |  | Beaufort County Soil and Water Conservation District | 1/1/24 | 12/31/24 | 100 |
| Direct | Brochure, Outreach Material | General Stormwater, Flooding | Residential  | Hurricane Preparedness handout. This handout was printed and given at meetings and attached to Town Hurricane preparation emails sent to contractors at the beginning of hurricane season and before each named storm that might affect our area. The number of people who received the handout in person or virtually determined the impact. | Hurricane preparation emails were sent on 06/04/24 (Hurricane General Prep), 08/05/24 (Hurricane Debbie), 10/07/24 (Hurricane Milton) | Town of Bluffton | 6/1/24 | 12/31/24 | 702 |
| Indirect | Brochure, Outreach Material | General Stormwater, Bacteria | Pet Owners, Residential  | Leash Dog Bag Holders. These bag holders are given away at town events to promote pet waste collection. The impact was determined by the number of people receiving these holders. |  | Town of Bluffton | 1/1/24 | 12/31/24 | 50 |
| 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 determined by the number of leash bag holders distributed. |  | Clemson Extension, LSP | 1/1/24 | 12/31/24 | 800 |
| Indirect | Brochure, Outreach Material | Bacteria, Freshwater, General Stormwater, Litter, Single-Use Plastics, Microplastics, Nutrients, Pesticides, Petroleum Products, Sediment, Toxic Contaminants, Heavy Metals | Commercial Landscapers, Contractors, Grounds Crew, Higher Education Students, Stormwater Managers, Stormwater Pond Managers, Technical Staff, Engineers, Developers, Elected & Appointed Officials, High-Level Staff, Supervisory Staff, Administrators | Low Impact Development (LID) Manual in Coastal South Carolina: A Planning and Design Guide. This comprehensive manual provided engineering tools, planning guidance, and case study examples relevant to the South Carolina coastal zone. The manual was developed to provide local decision-makers with the knowledge and resources to apply LID practices on the community, neighborhood, and site scale. The impact was determined by visits to the S.C. Sea Grant Consortium’s and NI-WB NERR’s websites, where the manual can be viewed and downloaded. |  | SC Sea Grant Consortium, SCDNR, ACE Basin NERR, NI-WB NERR | 1/1/24 | 12/31/24 | 389 |
| Indirect | Brochure, Outreach Material | FOG (Fats, Oils, Grease) | Residential | LSP FOG Lids. These promotional items reminded and allowed their owners to "Can it, Cool it, and Trash it" and keep fats, oils, and grease out of their drains. The number of rack cards distributed determined the impact.  |  | Clemson Extension, LSP | 1/1/24 | 12/31/24 | 50 |
| Indirect | Brochure, Outreach Material | General Stormwater, Nutrients, Bacteria, Sediment, Freshwater, Litter, FOG (Fats, Oils, Grease) | Landscapers, Landscape Designers, Nurseries, Elected & Appointed Officials, High-Level Staff, Maintenance, Facilities Staff, Residential, Stormwater Pond Companies and Managers, Administrators, Technical Staff, Engineers, Developers, Commercial, Contractors | LSP Rack Cards. The LSP provides rack cards on several topics, such as rainwater harvesting, rain gardens, FOG, native plants, keeping storm drains clear, and the impacts of trees on stormwater. The number of rack cards distributed determined the impact. |  | Clemson Extension, LSP | 1/1/24 | 12/31/24 | 50 |
| Indirect | Brochure, Outreach Material | Bacteria | Pet owners, Residential | Pet Waste Handout. The Town of Bluffton posted the Beaufort County Pet Waste handout on a bullet board at DuBois Park. The impact was determined by an estimated number of people who visited the park in 2024. |  | Beaufort County, Town of Bluffton | 2/22/24 | 12/31/24 | 10000 |
| Indirect | Brochure, Outreach Material | Bacteria, Freshwater, General Stormwater, Litter, Single-Use Plastics, Microplastics, Nutrients, Pesticides, Petroleum Products, Sediment, Toxic Contaminants, Heavy Metals | Landscapers, Landscape Designers, Nurseries, Contractors, Grounds Crew, Maintenance, Facilities Staff, Stormwater Managers, Stormwater Staff, Technical Staff, Engineers, Developers, Elected & Appointed Officials, High-Level Staff, Supervisory Staff, Administrators | SC Low Impact Development (LID) Atlas Flyers. The SC LID Atlas was redesigned and relaunched as an interactive online map that displays current LID projects statewide. The atlas aimed to showcase LID projects so that they could serve as models for communities trying to address stormwater and growth-related issues. The flyers distributed communicated this information. The impact numbers reflect the number of flyers distributed at various meetings. |  | S.C. Sea Grant Consortium, Various SCCIN members (including NI-WB NERR, ACE Basin NERR, Clemson Extension) | 1/1/24 | 12/31/24 | 50 |
| Indirect | Brochure, Outreach Material | General Stormwater, Litter, Sediment  | Residential  | The Town of Bluffton's Post-Construction BMP Maintenance Program Emails. This program's goal was to reduce the volume and improve the quality of stormwater runoff to the Town's SMS4. It did this by educating HOAs and POAs and/or their respective property management company for structural and nonstructural BMP maintenance. Town Staff provided educational emails to HOAs/POAs. The number of people contacted determined the impact. |  | Town of Bluffton | 1/1/24 | 12/31/24 | 59 |
| Indirect | Brochure, Outreach Material | General Stormwater, Litter, 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 | 1/1/24 | 12/31/24 | 50 |
| Indirect | Brochure, Outreach Material | General Stormwater, FOG (Fats, Oils, Grease) | Commercial  | Town of Bluffton FOG Handouts. These handouts detail properly disposing of fats, oils, and greases to prevent sewer overflows that might enter nearby waterbodies. The impact was determined by the number of people receiving these handouts. |  | Town of Bluffton | 1/1/24 | 12/31/24 | 5 |
| Indirect | Brochure, Outreach Material | General Stormwater, Litter, Petroleum Products | Grounds Crew, Maintenance, Facilities Staff, Elected & Appointed Officials, High-Level Staff, Residential  | Town of Bluffton Good Housekeeping Handout. These handouts detailed pollution prevention for municipal operations. These handouts were provided by the Town of Bluffton's Human Resource Department to new Town staff regardless of department. The impact was determined by the number of new staff receiving these handouts. |  | Town of Bluffton | 1/1/24 | 12/31/24 | 35 |
| Indirect | Brochure, Outreach Material | General Stormwater, Harmful Algal Blooms, Nutrients | Residential  | Town of Bluffton Harmful Algal Bloom (HAB) handout. These handouts detail how to identify and prevent a harmful algal bloom. It also provided Clemson Extension as a resource for more information. The impact was determined by the number of people receiving these handouts. |  | Town of Bluffton, Clemson Extension | 1/1/24 | 12/31/24 | 50 |
| Indirect | Brochure, Outreach Material | Bacteria, FOG (Fats, Oils, Grease), Freshwater, General Stormwater, Litter, Nutrients, Pesticides, Sediment  | Grounds Crew, Maintenance, Facilities Staff, Elected & Appointed Officials, High-Level Staff, Residential  | Town of Bluffton Illicit Discharge Handout. These handouts detailed what an illicit discharge is and how to report it. These handouts were provided by the Town of Bluffton's Human Resource Department to new Town staff regardless of department. The impact was determined by the number of new staff receiving these handouts. |  | Town of Bluffton | 1/1/24 | 12/31/24 | 35 |
| Direct | 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 hands-on classroom demonstrations, club activities, and events to promote increased environmental awareness through the prudent use of fertilizers, pesticides, etc., for youth. The impact was measured through the number of contacts made. |  | Beaufort Master Gardeners, Clemson Extension | 1/1/24 | 12/31/24 |  3798 |
| Direct | 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 | 1/1/24 | 12/31/24 |  38457 |
| Direct | Conference | General Stormwater, Sediment, Freshwater | Landscapers, Landscape Designers, Nurseries, Elected & Appointed Officials, High-Level Staff, Maintenance, Facilities Staff, Residential, Stormwater Pond Companies and Managers, Administrators, Technical Staff, Engineers, Developers, Commercial, Contractors | Lowcountry Regional Public Works Training Conference This conference provided education and training on low-impact development, stormwater management, and other topics for a professional audience. The impact was determined by attendance. |  | Clemson Extension, LSP | 9/26/24 | 9/26/24 | 100 |
| Direct | Council, Committee, Meeting | General Stormwater | Residential | Alljoy Community Meeting. Beaufort County staff met with community members to discuss stormwater-related projects and issues. The number of attendees determined the impact. |  | Beaufort County | 1/25/24 | 1/25/24 | 39 |
| Direct | Council, Committee, Meeting | General Stormwater | Residential | Bay Pines Community Meeting. Beaufort County staff met with community members to discuss stormwater-related projects and issues. The number of attendees determined the impact. |  | Beaufort County | 10/22/24 | 10/22/24 | 35 |
| Direct | Council, Committee, Meeting | General Stormwater | General Public | Bluffton Town Council Meetings. Bluffton Town Council discussed stormwater topics, including, but not limited to, CIP projects, grants, funding, and water quality, Southern Lowcountry Stormwater Design Manual, and sewer and septic systems. Town staff provided monthly Town 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 2024 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. Meetings took place on: 02/13/24, 03/12/24, 04/09/24, 05/14/24, 06/11/24, 07/09/24, 08/13/24, 09/10/24, 10/08/24, 11/12/24, 12/10/24 | Town of Bluffton | 1/1/24 | 12/31/24 | 600 |
| Direct | Council, Committee, Meeting | General Stormwater, Sediment | Commercial  | Dredging Meeting. Town Staff met with a representative from a POA to provide information about pond dredging and its stormwater requirements. The meeting's attendance determined the impact. |  | Town of Bluffton | 2/28/24 | 2/28/24 | 3 |
| Direct | Council, Committee, Meeting | General Stormwater | Elected & Appointed Officials, High-Level Staff, Stormwater Managers, Stormwater Staff, Supervisory Staff, Administrators, 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.  | Four meetings were held on 2/13/24, 5/14/24, 9/17/24, and 11/19/24. | Clemson Extension, LSP | 1/1/24 | 12/31/24 | 30 |
| Direct | Council, Committee, Meeting | General Stormwater | General Public and Stormwater Staff | May River Watershed Action Plan Advisory 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 into the Town's Stormwater Program through public comment opportunities at each meeting. The impact was determined through the total number of attendees. | Meetings took place on: 01/5/24, 02/22/24, 03/28/24, 05/23/24, 06/27/24, 07/25/24, 08/22/24, 12/05/24. | Town of Bluffton | 1/1/24 | 12/31/24 | 67 |
| Direct | Council, Committee, Meeting | General Stormwater, Sediment | Commercial  | Quarterly Contractor Meetings. These meetings educated contractors on stormwater BMPs. The number of attendees and handouts distributed determined the impact. | Meetings held on: 01/16/24, 04/16/24, 07/16/24,10/22/24 | Town of Bluffton | 1/1/24 | 12/31/24 | 195 |
| Direct | Council, Committee, Meeting | General Stormwater | Elected & Appointed Officials, High-Level Staff, Higher Education Students, Stormwater Managers, Stormwater Staff, Supervisory Staff, Administrators, Teachers, Technical Staff, Engineers, Developers | SC Coastal Information Network (SCCIN) Meetings. SCCIN meetings provided educational and training opportunities for coastal community officials, staff, and the public. Two meetings were held in 24 (Winter - January 11; Fall - October 14), and 43 network members attended these virtual meetings. The impact was determined by attendance. | SCCIN is a coastal partnership of 29 local, state, and federal partners coordinated through the S.C. Sea Grant Consortium. |  Sea Grant Consortium, Clemson University, Extension, & Carolina Clear; North Inlet-Winyah Bay NERR Coastal Training Program; ACE Basin NERR Coastal Training Program; NOAA Office for Coastal Management; SC Forestry Commission; Urban Land Institute-SC; USDA Forestry Service; College of Charleston; BCD COG; Waccamaw COG; Lowcountry COG; Waccamaw Watershed Academy; Mt. Pleasant Waterworks; Town of Mt. Pleasant; Charleston Resilience Network; Port Royal Sound Foundation; USC-Beaufort; Adopt-A-Stream; Edisto Island Open Land Trust; Port Royal Sound Foundation; SC DES  | 1/1/24 | 12/31/24 | 43 |
| Indirect | Council, Committee, Meeting | General Stormwater, Litter, Petroleum Products, Sediment | Contractors, Technical Staff, Engineers, Developers | Sediment and Erosion Control Contractor/Developer Meetings. Town staff met on-site with contractors and developers to review and discuss Town Sediment and Erosion Control policies and MS4 requirements, to review and identify site deficiencies, and to address any necessary corrective measures. The impact was measured through attendance. |  | Town of Bluffton | 1/1/24 | 12/31/24 | 1310 |
| Direct | Council, Committee, Meeting | General Stormwater | Stormwater Managers, Stormwater Staff, Technical Staff, Engineers, Developers, Residential, Elected & Appointed Officials, 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 on 2/14/24, 4/16/24, 6/19/24, 8/21/24, 10/16/24, and 12/11/24. | Beaufort County, Clemson Extension, Town of Bluffton, Town of Hilton Head Island, Town of Port Royal | 1/1/24 | 12/31/24 |  76 |
| 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. It did this by meeting with different HOA representatives and/or their respective property management companies to discuss the Town's BMP inspection program, maintenance, and annual reporting requirements. The number of individuals met determined the impact. |  | Town of Bluffton | 1/1/24 | 12/31/24 | 64 |
| Direct | Demonstration Site | General Stormwater | Stormwater Managers, Stormwater Staff, Technical Staff, Engineers, Developers | Site Visits: This activity was a site visit to a Beaufort County Stormwater BMP to discuss the project's purpose and a filtration media the County installed within the pond and its efficiency rates. The number of participants determined the impact. |  | Beaufort County, Ferguson Waterworks Staff | 2/8/24 | 2/8/24 | 9 |
| Direct | Direct Contacts | Freshwater, General Stormwater, Pesticides | Landscapers, Landscape Designers, Nurseries, Elected & Appointed Officials, High-Level Staff, Maintenance, Facilities Staff, Residential, Stormwater Pond Companies and Managers, Administrators, Teachers, Technical Staff, Engineers, Developers, Commercial | 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.  | Clemson Extension, LSP | 1/1/24 | 12/31/24 | 94 |
| Direct | Educational Field Trips | General Stormwater | Youth | Crystal Lake Interpretive Tour. This guided walk around Crystal Lake has participants observe wildlife while learning about the history of the lake and stormwater runoff. The impact was determined by attendance. | Two tours occurred on 5/19/24 and 11/1/24. | Beaufort County Soil and Water Conservation District | 1/1/24 | 12/31/24 |  41 |
| 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. |  | Beaufort County Soil and Water Conservation District | 10/20/24 | 10/20/24 |  40 |
| Direct | Educational Field Trips | General Stormwater | Youth | Green Steps School Program This environmental education initiative encouraged individual schools to take annual steps toward becoming more environmentally responsible. The impact was determined by student participation. | Bluffton Middle School, Lowcountry Montessori, and Whale Branch Middle School participated in 2024. | Beaufort County Soil and Water Conservation District | 1/1/24 | 12/31/24 | 18 |
| Indirect | Educational Signage | General Stormwater, Freshwater, Nutrients, Bacteria, Sediment | General Public | Low Impact Development (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. LID practices included rain gardens, floating wetlands, permeable pavers, keeping ditches clear, rainwater harvesting, stormwater ponds, vegetated shorelines, and bioretention.  | Clemson Extension, LSP | 1/1/24 | 12/31/24 | 3 |
| Direct | Event Tabling | General Stormwater, Litter | Residential, K-12 Students, Youth | Battery Creek High School Career Fair. 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 | 11/4/24 | 11/4/24 | 60 |
| Direct | Event Tabling | General Stormwater, Litter | Residential, K-12 Students, Youth | Beaufort County Boards and Commissions Holiday Drop-In. 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 | 12/5/24 | 12/5/24 | 20 |
| Direct | Event Tabling | General Stormwater, Litter | Residential, K-12 Students, Youth | Beaufort County Earth Day Celebration. The County hosted an event that highlighted environmental organizations and efforts across the county via speeches from elected officials and exhibitor booths. The attendance determined the impact. |  | Beaufort County, Clemson Extension, Coastal Conservation League, Port Royal Sound Foundation | 4/19/24 | 4/19/24 | 100 |
| Direct | Event Tabling | General Stormwater, Litter | Residential, K-12 Students, Youth | 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 |  4/28/24 |  4/28/24 |  200 |
| Direct | Event Tabling | Freshwater, General Stormwater, Litter, Nutrients | Residential, K-12 Students, Youth | BJWSA STEAM Festival. Provided educational displays and handouts on topics related to water quality and sustainability. The impact was determined by attendance. |  | Beaufort County Soil and Water Conservation District |  8/24/24 |  8/24/24 |  326 |
| Direct | Event Tabling | General Stormwater, Bacteria, Nutrients, Sediment | Residential, Commercial, Technical Staff, Engineers, Developers, Stormwater Managers, Stormwater Staff, Supervisory Staff, Administrators, Stormwater Managers | Clemson Extension Exhibitor Table. At the South Carolina Association of Stormwater Managers Meeting in Columbia, SC, the Carolina Clear program displayed the different available educational handouts, giveaways, and other outreach materials that each consortium uses to educate the general public. The number of attendees determined the impact. |  | Clemson Extension, Carolina Clear | 9/5/24 | 9/5/24 | 125 |
| Direct | Event Tabling | General Stormwater, Litter | Residential, K-12 Students, Youth | 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 |  4/20/24 |  4/20/24 |  90 |
| Direct | Event Tabling | General Stormwater, Litter | Residential, K-12 Students, Youth | Hilton Head Audubon Juneteenth Event. 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. |  | Coastal Conservation League | 6/11/24 | 6/11/24 | 200 |
| Direct | Event Tabling | General Stormwater | Residential, K-12 Students, Youth | 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, Clemson Extension, LSP | 10/26/24 | 10/26/24 | 25 |
| Direct | Event Tabling | General Stormwater, Nutrients, Sediment, Freshwater, Bacteria | Residential | May the 4th Be with You Non-Profit Expo. The Bluffton Public Library invited the LSP and Clemson Extension to provide educational materials alongside other community non-profits. The impact was determined by the number of individuals the LSP coordinator directly engaged with education.  |  | Clemson Extension, LSP | 5/4/24 | 5/4/24 | 5 |
| 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, LSP | 9/28/24 | 9/28/24 | 95 |
| Direct | Event Tabling | General Stormwater | Residential, K-12 Students, Youth | 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 |  1/1/24 |  1/31/24 |  202 |
| Direct | Event Tabling | General Stormwater, Nutrients, Bacteria, Sediment, Freshwater | Residential, K-12 Students, Youth | Parris 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 | 1/1/24 | 12/31/24 |  75 |
| 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, LSP | 10/5/24 | 10/5/24 | 300 |
| 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, LSP | 4/20/24 | 4/20/24 | 260 |
| Direct | Event Tabling | Freshwater, General Stormwater, Litter, Nutrients | Residential, K-12 Students, Youth | Sun City Earth Day Celebration. Provided educational displays and handouts on topics related to water quality and sustainability. The impact was determined by attendance.  |  | Beaufort County Soil and Water Conservation District |  4/20/24 |  4/20/24 |  167 |
| 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 |  12/7/24 |  12/7/24 |  1500 |
| Direct | Event Tabling | General Stormwater, Litter | Residential, K-12 Students, Youth | Water 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 |  7/20/24 | 7/20/24 |  388 |
| Direct | Event Tabling | General Stormwater, Litter | Residential, K-12 Students, Youth | Winter Wonder 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 | 12/6/24 | 12/6/24 | 15 |
| Direct | Event Tabling, Presentation, Summer Camp | Bacteria, FOG (Fats, Oils, 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 four times to multiple Beaufort County School classrooms, summer camps, and festivals on 5/19/24, 6/18-19/24, 10/8/24, and 11/1/24. | Beaufort County Soil and Water Conservation District | 1/1/24 | 12/31/24 |  158 |
| Indirect | Exhibit, Poster | Bacteria | Residential, Commercial, Technical Staff, Engineers, Developers, Stormwater Managers, Stormwater Staff, Supervisory Staff, Administrators | Be Septic Safe Poster. This poster covered the effectiveness of Carolina Clear's Be Septic Safe efforts, including the website, factsheets, webinars, workshops, publications, and mass media efforts. The poster was displayed at the National Health Outreach & Engagement Conference in Greenville, SC. The impact was determined by attendance at the poster session. |  | Clemson Extension, Carolina Clear | 5/13/24 | 5/13/24 | 300 |
| Indirect | Exhibit, Poster | Freshwater, General Stormwater, Nutrients, Pesticides, Sediment | Landscapers, Landscape Designers, Nurseries, Residential, Teachers, Technical Staff, Engineers, Developers, Contractors | Singing in the Rain: Embracing the Hybrid Method for Rain Garden Education. This poster described the lessons learned from the 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 poster was displayed at the Association of Natural Resource Extension Professionals in Hershey, PA. Attendance at the poster session determined the impact. |  | Clemson Extension, Carolina Clear | 4/6/24 | 4/6/24 | 300 |
| Indirect | Exhibit, Poster | Freshwater, General Stormwater, Nutrients, Pesticides, Sediment | Landscapers, Landscape Designers, Nurseries, Residential, Teachers, Technical Staff, Engineers, Developers, Contractors | Singing in the Rain: Embracing the Hybrid Method for Rain Garden Education. This poster described the lessons learned from the 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 poster was displayed at the South Carolina Association of County Agricultural Agents in Beaufort, SC. Attendance at the poster session determined the impact. |  | Clemson Extension, Carolina Clear | 5/15/24 | 5/15/24 | 120 |
| Indirect | Exhibit, Poster | Freshwater, General Stormwater, Nutrients, Pesticides, Sediment | Landscapers, Landscape Designers, Nurseries, Residential, Teachers, Technical Staff, Engineers, Developers, Contractors | Singing in the Rain: Embracing the Hybrid Method for Rain Garden Education. This poster described the lessons learned from the 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 poster was displayed at the NACAA Conference in Dallas, TX. Attendance at the poster session determined the impact. |  | Clemson Extension, Carolina Clear | 7/14/24 | 7/19/24 | 400 |
| Direct | Festival | Freshwater, General Stormwater | Residential | Barrels and Beer. This festival-style event included educational booths provided by service providers, a rain barrel sale, rain barrel painting, and some service providers' presentations to the entire audience. The number of attendees determined the impact. |  | Beaufort County, Clemson Extension, Coastal Conservation League, Conservation District, Coastal Expeditions, SC Native Plant Society, Heritage Community Farms, Port Royal Sound Foundation, SC Sea Grant | 10/20/24 | 10/21/24 | 200 |
| 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 |  7/17/24 |  7/17/24 |  300 |
| Direct | Field Session, Training | General Stormwater | Elected & Appointed Officials, High-Level Staff, Stormwater Managers, Stormwater Staff, Technical Staff, Engineers, Developers, Commercial (Landscapers, Landscape Designers, Nurseries) | Ecological Landscape for Coastal SC. Participants learned principles and best practices for creating and maintaining attractive, functional landscapes while protecting local water resources and biodiversity. This hybrid (online and field-based) training taught participants how to incorporate ecological principles into landscape design. The number of participants determined the impact. |  | ACE Basin Coastal Training Program, City of Charleston, Clemson Extension, DNR, Native Plants to the People, Earth Design, NI-WB NERR, SC DNR, SC DNR ACE Basin NERR, Town of Mt. Pleasant | 5/22/24 | 5/22/24 | 6 |
| Direct | Museum | Bacteria, Freshwater, General Stormwater, Litter, Nutrients, Pesticides, Toxic Contaminants, Heavy Metals | Boat Owners/Operators/Marinas, Elected & Appointed Officials, 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 | 1/1/24 | 12/31/24 |  19260 |
| 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 2/8/24, 3/15/24, 5/16/24, 7/10/24, and 9/12/24. | Clemson Extension, LSP | 1/1/24 | 12/31/24 | 793 |
| Indirect | Newsletter | General Stormwater | Residential | Town of Bluffton Media Release (Infrastructure Assessment). The Town of Bluffton sent information about the stormwater infrastructure assessment conducted within the Heyward and Crooked Cove areas. It outlines the project and informs residents about the work being done on their project. The impact was determined by the amount of people who received it. |  | Town of Bluffton | 4/26/24 | 4/26/24 | 806 |
| Indirect | Newsletter | General Stormwater | Technical Staff, Engineers, Developers | Town of Bluffton Media Release (Stormwater Design Manual). The Town of Bluffton requested a technical review of the Stormwater Design Manual. The impact was determined by the amount of people who received it. |  | Town of Bluffton | 4/4/24 | 4/4/24 | 806 |
| Indirect | Newsletter | Litter, Single-Use Plastics, Microplastics | K-12 Students, Youth, Residential | Town of Bluffton Media Releases about the annual May River Cleanup. The releases were sent out on 03/25/24, 04/09/24, and 04/24/24. The impact was determined by the total number of people sent it.  |  | Town of Bluffton | 4/9/24 | 5/4/24 | 2418 |
| Indirect | Newsletter, Webpage, Social Media | Litter, Single-Use Plastics, Microplastics | Residential | What Not to Flush Webpage. This informative page from the Hilton Head Public Service District (PSD) educates residents and visitors about the importance of proper waste disposal to protect the island's plumbing systems, wastewater treatment processes, and the environment. It provides a comprehensive list of items that should never be flushed down toilets, including wipes, medications, fats, oils, and grease. The page emphasizes how flushing these items can cause costly clogs, backups, and damage to sewer systems while also impacting local water quality. Visitors can learn simple steps to adopt better habits, contributing to a cleaner and more sustainable Hilton Head. The number of visitors to the webpage determined the impact. |  | Beaufort County, Hilton Head Public Service District, Town of Hilton Head | 1/2/24 | 12/10/24 | 48648 |
| Direct | Presentation | General Stormwater |  | Good Stormwater Housekeeping Presentation for the APWA Conference. The attendance determined the impact. |  | Beaufort County | 9/24/24 | 9/24/24 | 200 |
| 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 gained an overview of shoreline planting options, practices, designs, and plant options. The impact was determined by attendance. | This presentation was given to the Haven Community at the request of their board. | Clemson Extension, LSP | 2/8/24 | 2/8/24 | 65 |
| 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 gained an overview of shoreline planting options, practices, designs, and plant options. The impact was determined by attendance. | This presentation was given as part of Ashley Cooper's Vegetated Shoreline Installation Workshop, | Clemson Extension, LSP | 9/25/24 | 9/25/24 | 35 |
| Direct | Presentation | Bacteria, General Stormwater, Litter, Single-Use Plastics, Microplastics, Pesticides | K-12 Students, Youth | Bluffton Middle School Career Day. Staff met and talked to around 100 middle schoolers about the Town's stormwater program and ways they can help prevent stormwater pollution. The number of attendees determined the impact. |  | Town of Bluffton | 3/21/24 | 3/21/24 | 100 |
| Direct | Presentation | General Stormwater, Litter | 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 | 5/28/24 | 5/28/24 | 30 |
| Direct | Presentation | General Stormwater | Technical Staff, Engineers, Developers | Community Outreach in Your Community Presentation for the LCPW APWA Conference. The attendance determined the impact. |  | Beaufort County | 8/29/24 | 8/29/24 | 10 |
| Direct | Presentation | General Stormwater | Technical Staff, Engineers, Developers | Good Stormwater Housekeeping Presentation for the LCPW APWA Conference. The attendance determined the impact. |  | Beaufort County | 8/29/24 | 8/29/24 | 35 |
| Direct | Presentation | General Stormwater | Technical Staff, Engineers, Developers, Residential | Informational Sessions for HOA/POAs. In this meeting, The Town of Bluffton staff discussed the purpose of stormwater infrastructure and the importance of maintenance. They also answered questions on the Post-Construction BMP maintenance program. The number of attendees determined the impact. |  | Town of Bluffton | 8/19/24 | 8/19/24 | 25 |
| 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 39 times to 7th-grade students from 14 Beaufort County Schools. The dates offered were 3/7/24, 3/25-27/24, 3/29/24, 4/24-26/24, 4/30/24, 5/1-2/24, 5/29/24, 9/25-27/24, 10/1-4/24, 10/7/24, 10/9/24, 10/15-18/24, 10/21-24/24, 10/28-31/24, 11/1/24, 11/4/24, and 11/6-8/24. | The Outside Foundation, Clemson Extension, The Beaufort County Soil and Water Conservation District, Lowcountry Master Naturalists | 1/1/24 | 12/31/24 |  1076 |
| Direct | Presentation | General Stormwater | K-12 Students, Youth | Led students from Pritchardville Elementary's 4th and 5th grade through the "Build your own Watershed" activity, focusing on common types of stormwater pollution and how to prevent them. The number of students in attendance determined the impact. |  | Town of Bluffton | 11/7/24 | 11/7/24 | 75 |
| Direct | Presentation | General Stormwater, Nutrients, Freshwater, Sediment | Commercial, Technical Staff, Engineers, Developers, Stormwater Managers, Stormwater Staff, Supervisory Staff, Administrators | Low Impact Development for Residential Properties Presentation. At the South Carolina Association of Storm Water Managers in Columbia, SC, Clemson Extension covered various Low Impact Development practices that help residents understand and install on their properties. The number of attendees determined the impact.  |  | Clemson Extension, Carolina Clear | 11/7/24 | 11/7/24 | 130 |
| Direct | Presentation | General Stormwater, Nutrients, Freshwater, Sediment | Technical Staff, Engineers, Developers, Teachers, Residential | Natural Resources Team Lightning Talk for the South Carolina Association of County Agricultural Agents Conference in Beaufort, SC. This presentation covered the types of work and the importance of the work done by the Clemson Extension Natural Resources Team, including the stormwater-focused Carolina Clear program. The number of attendees determined the impact. |  | Clemson Extension, Carolina Clear | 5/17/24 | 5/17/24 | 120 |
| Direct | Presentation | General Stormwater, Litter | Residential | Oystering with Ed Aktins. The Coastal Conservation League discussed the impacts of litter and plastic on water quality and wildlife health. The number of attendees determined the impact.  |  | Coastal Conservation League | 11/1/24 | 11/1/24 | 30 |
| Direct | Presentation | Bacteria, Freshwater, General Stormwater, Litter, Nutrients, Pesticides | Boat Owners/Operators/Marinas, Elected & Appointed Officials, High-Level Staff, Higher Education Students, K-12 Students, Youth, Residential, Teachers | Port Royal Sound Foundation Maritime Center's Education Events. These special events regularly occurred at the Center, including water quality and related themes. These programs included Tuesday Talks, Sound Vision Virtual Webinars, eco-boat tours, etc. The impact was determined by attendance. |  | Port Royal Sound Foundation | 1/1/24 | 12/31/24 |  7961 |
| Direct | Presentation | General Stormwater, Nutrients, Sediment, Freshwater, Bacteria | Residential | Preserve at Indigo Run Presentation. The LSP Coordinator spoke with the Preserve at Indigo Run community grounds committee about native plants, rainwater harvesting, drainage issues, and sustainable landscaping principles. The number of attendees determined the impact, |  | Clemson Extension, LSP | 6/27/24 | 6/27/24 | 10 |
| Direct | Presentation | General Stormwater, Flooding | Residential  | Resiliency Analysis Public Input Opportunities. Staff partnered with SC Sea Grant Consortium to complete a resiliency analysis. Part of this analysis was holding three events that allowed the public to inform staff from the Town and Sea Grant about their experiences with flooding. The impact was determined by the total number of people who attended the events. | Events held on: 07/18/24, 08/20/24, 10/19/24 | Town of Bluffton and SC Sea Grant Consortium | 1/1/24 | 12/31/24 | 150 |
| Direct | Presentation | FOG (Fats, Oils, Grease) | Commercial Restaurants | Restaurant IDDE Training. Town of Bluffton Staff provided IDDE training to restaurant employees about proper FOG protection measures. The number of employees trained determined the impact. |  | Town of Bluffton | 2/26/24 | 2/26/24 | 9 |
| Direct | Presentation | Bacteria | Residential, Commercial, Technical Staff, Engineers, Developers, Stormwater Managers, Stormwater Staff, Supervisory Staff, Administrators, Stormwater Managers | South Carolina Association of Storm Water Managers Septic Panel Discussion in Columbia, SC. This panel discussed the importance and issues ensuring the proper maintenance of septic systems to reduce bacterial pollution. The number of attendees determined the impact. |  | Clemson Extension, Carolina Clear | 6/6/24 | 6/6/24 | 130 |
| Direct | Presentation |  |  | South Carolina Water Resources Conference Presentation. This presentation covered a Beaufort County nature-based solutions project that included planting wildflowers and drying detention ponds. The attendance determined the impact. |  | Beaufort County | 8/17/2024 | 8/17/204 | 35 |
| Direct | Presentation | Bacteria, Freshwater, General Stormwater, Nutrients | Residential | Sun City Pond Presentation. The LSP gave a presentation on stormwater pond design, issues, and management strategies at the Sun City Environmental Action Committee meeting. The number of people in attendance determined the impact. |  | Clemson Extension, LSP | 1/29/24 | 1/29/24 | 200 |
| Direct | Presentation | General Stormwater, Litter | Residential | Talk to the Port Royal Plantation Sea Turtle Group. The Coastal Conservation League discussed the impacts of litter and plastic on water quality and wildlife health. The number of attendees determined the impact.  |  | Coastal Conservation League | 7/11/24 | 7/11/24 | 30 |
| Direct | Presentation | General Stormwater, Litter | Residential | Talk to the Turtle Trackers. The Coastal Conservation League discussed the impacts of litter and plastic on water quality and wildlife health. The number of attendees determined the impact.  |  | Coastal Conservation League | 8/14/24 | 8/14/24 | 30 |
| Direct | Presentation, Exhibit, Poster | Freshwater, General Stormwater, Nutrients, Pesticides, Sediment, Bacteria | Landscapers, Landscape Designers, Nurseries, Residential, Teachers, Technical Staff, Engineers, Developers, Contractors | Various Posters and Presentations by the Clemson Extension Water Team. At the South Carolina Water Resources Conference in Columbia, SC, the Clemson Extension Water Team displayed and presented various topics such as Be Septic Safe efforts, Rain Gardens As A Wildlife Habitat, and On-Farm Water Management. The number of attendees determined the impact. |  | Clemson Extension, Carolina Clear | 10/16/24 | 10/17/24 | 286 |
| Direct | Presentation, Summer Camp | General Stormwater, Litter, Single-Use Plastics, Microplastics | K-12 Students, Youth | Small Presentation/Public Outreach to Hilton Head Prep Students at the Veteran's Memorial Park and Boardwalk Area. Town of Hilton Head Island staff spoke about stormwater, pollution in the stormwater systems, demonstrated pervious vs. impervious pavement, stormwater runoff and safety around stormwater systems. The number of attendees determined the impact. |  | Town of Hilton Head | 7/17/24 | 7/17/24 | 35 |
| Indirect | Publication/Article | General Stormwater, Bacteria, Nutrients, Sediment | General Public | Clemson Newspapers. During the reporting year, two articles ("Clemson Extension Offers Stormwater Pond Preparation Tips" and "Floating Wetlands Bring Beauty, Benefits to South Carolina Ponds) were published by the Clemson Water Resources Team. The reach of the articles determined the impact. |  | CU, Clemson Extension | 1/1/24 | 12/31/24 | 2177 |
| Indirect | Publication/Article | General Stormwater, Bacteria, Nutrients, Sediment | General Public | Greenville News Article Interview. In 24, the "Sustainability with Sarah: Why Does Polluted Stormwater Flow into Rivers and Lakes?" was published. The interview's reach determined the impact. |  | Clemson Extension, Carolina Clear | 4/16/24 | 4/16/24 | 45000 |
| Indirect | Publication/Article | General Stormwater, Nutrients, Sediment | General Public | Island Packet Articles. These articles covered soil sampling, sustainable landscaping, native plants, and irrigation. The distribution estimate determined the impact.  | Articles were published on 2/11/24, 4/7/24, and 6/8/24. | Clemson Extension, LSP | 1/1/24 | 12/31/24 | 191316 |
| Indirect | Publication/Article | FOG (Fats, Oils, Grease), Freshwater, General Stormwater, Litter, Bacteria | General Public | Land Grant Press. Publications authored by the Clemson Extension Water Resources Team include 31 publications since 2019. Topics include stormwater ponds, livestock ponds, recreational ponds, wetlands, aquaponics, funding, flooding, pond dredging, pond weeds, headwater streams, watershed-based planning, harmful algal blooms and more. These publications can be accessed at lgpress.clemson.edu. The total unique views (estimated from historical data and current trends) determine the impact.  |  | Carolina Clear, Clemson Extension, LGP | 1/1/24 | 12/31/24 | 59865 |
| Indirect | Publication/Article | Bacteria | Residential | Taking Care of Business: A User’s Guide For Being Septic Safe. This publication teaches best practices for septic system maintenance and troubleshooting. The number of booklets distributed determined the impact. |  | Clemson Extension, Carolina Clear | 1/1/24 | 12/31/24 | 2300 |
| 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, LSP | 7/8/24 | 7/10/24 | 6 |
| 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 |  7/22/24 |  7/26/24 |  40 |
| Direct | Summer Camp, Presentation | Bacteria | K-12 Students, Youth | Soil Tunnel Presentation for Kindergarten Students. This presentation aimed to educate and involve students on 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 water cycle & water conservation. The impact was determined by attendance. | This presentation was given six times to multiple Beaufort County Schools classrooms on 4/1-2/24, 4/25/24, 5/21-22/24, 6/17-24/24, 9/26/24, 11/20-21/24.  | Beaufort County Soil and Water Conservation District |  1/1/24 |  12/31/24 |  586 |
| Direct | Symposium | General Stormwater | Elected & Appointed Officials, High-Level Staff, Stormwater Managers, Stormwater Staff, Technical Staff, Engineers, Developers, Commercial (Landscapers, Landscape Designers, Nurseries) | ACE Basin Symposium: Water Connects Us All. This symposium aimed to highlight projects focused on coastal resilience, water quality, habitat protection and restoration, and public access being conducted in and around the ACE Basin. The number of participants determined the impact. |  | ACE Basin Coastal Training Program, DNR, SC DNR, SC DNR ACE Basin NERR, SC DNR SCORE Program | 3/1/24 | 3/1/24 | 133 |
| Indirect | Television, Video | Bacteria | Residential | Clemson Extension's Carolina Clear's Septic Maintenance Mass Media Campaign Commercial. The 24-2025 Carolina Clear mass media campaign focused on regular septic system maintenance, keeping you, your family, and your community healthy. Commercial messaging was provided on the target behavior: “Pump your septic system every three to five years” on Beaufort Streaming in Beaufort County. The number of impressions determined the impact. |  | Clemson Extension, Carolina Clear, LSP | 11/1/24 | 12/31/24 | 209330 |
| Indirect | Television, Video | General Stormwater, Nutrients, Sediment, Bacteria | Agriculture, Landscapers, Landscape Designers, Nurseries, Grounds Crew, Maintenance, Facilities Staff, Residential | SC ETV Making It Grow! This TV show shared home and garden information with South Carolina residents and water quality tips during the broadcast. The average viewers per episode (based on average households viewing each episode and persons per household via census) determined the impact. |  | Clemson Extension, SC ETV | 1/1/24 | 12/31/24 | 19866 |
| Indirect | Television, Video | Toxic Contaminants, Heavy Metals | Residential | Television Segment. A Clemson water expert talked about how to keep your family safe after lead was detected in Asheville City Water on FoxCarolina News. The total number of impressions determined the segment's impact. |  | Clemson Extension, Carolina Clear | 11/14/24 | 11/14/24 | 845990 |
| Direct | Training | General Stormwater | Residential | Annual meeting with PUDs to discuss Stormwater and Hurricane Season. Town of Hilton Head Island staff discussed BMPs and infrastructure assessment as flooding arises. The number of attendees determined the impact. |  | Town of Hilton Head | 4/24/24 | 4/24/24 | 25 |
| Direct | Training | General Stormwater, Nutrients, Pesticides, Sediment | Residential | Backyard Wildlife Habitat Short Course. This course taught participants the basic principles of creating and establishing a wildlife habitat in their backyard. It covered topics that included the basic needs for your garden, food, shelter, water, and space requirements for attracting wildlife. The number of participants determined the impact. |  | Clemson Extension | 1/1/24 | 12/31/24 | 345 |
| Direct | Training | Bacteria, Sediment, Toxic Contaminants, Heavy Metals | Residential | Be Well Informed. This on-demand, online course provided information for people relying on private drinking water wells, including a basic introduction to groundwater, well components, well maintenance, and relevant water quality issues. Participation determined impact. |  | Clemson Extension, Carolina Clear | 1/1/24 | 12/31/24 | 115 |
| Direct | Training | Bacteria, General Stormwater, Nutrients, Sediment | Residential | Carolina Yards Online Course. This course was developed to assist and guide South Carolina homeowners in conserving water in the landscape and making positive changes in the environmental quality of their yards, neighborhoods, and surrounding waterways by implementing and maintaining low-impact and low-maintenance yard practices. Participation determined impact. |  | Clemson Extension | 1/1/24 | 12/31/24 | 30 |
| Direct | Training | General Stormwater, Sediment | Landscapers, Landscape Designers, Nurseries, Contractors, Grounds Crew, Maintenance, Facilities Staff | CEPSCI Course. Clemson provided training and certification through the Certified Erosion Prevention and Sediment Control Inspector (CEPSCI) program to assist in pollution prevention control on construction projects. Certifications and recertifications were offered in online and in-person formats statewide. The number of participants determined the impact. |  | Clemson Extension, Clemson University, SCDOT, SCDES | 1/1/24 | 12/31/24 | 1295 |
| Direct | Training | Freshwater, General Stormwater | Stormwater Managers, Stormwater Staff, Supervisory Staff, Administrators, Stormwater Managers, Technical Staff, Engineers, Developers | CSPR Course. Clemson provided 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. Certifications and recertifications were offered in online and in-person formats statewide. The number of participants determined the impact. |  | Clemson Extension, Clemson University, SCDES | 1/1/24 | 12/31/24 | 59 |
| Direct | Training | General Stormwater, Freshwater, Sediment | Residential, Commercial, Technical Staff, Engineers, Developers, Stormwater Managers, Stormwater Staff, Supervisory Staff, Administrators, Stormwater Managers, Residential Contractors | Dam Ownership in South Carolina Course. This on-demand online course assisted dam owners and/or operators in understanding the basic concepts to protect the integrity and benefit of dams. The number of participants determined the impact. |  | Clemson Extension, SCDES, Natural Resources Conservation Service  | 1/1/24 | 12/31/24 | 35 |
| Direct | Training | General Stormwater, Sediment | Elected & Appointed Officials, High-Level Staff, Stormwater Managers, Stormwater Staff, Technical Staff, Engineers, Developers, Commercial (Landscapers, Landscape Designers, Nurseries) | Living Shorelines. This on-demand online course shared how living shorelines are a powerful tool to proactively protect estuarine shorelines and prevent erosion along residential and commercial properties. The number of participants determined the impact. |  | Clemson Extension, Carolina Clear | 1/1/24 | 12/31/24 | 75 |
| Direct | Training | General Stormwater | Elected & Appointed Officials, High-Level Staff, Stormwater Managers, Stormwater Staff, Technical Staff, Engineers, Developers, Commercial (Landscapers, Landscape Designers, Nurseries) | Nature-Based Exchange Local Policy and Ordinance Training. This training sought to help participants understand key ways the language of policies can facilitate or inhibit nature-based solutions and maintain, enhance, restore, or mimic ecosystem functions, learn and discuss examples of comprehensive policies that facilitate and incentivize specific nature-based solution and design needs, identify the strengths and weaknesses of anonymous policies from ordinances along the US coast, and hear a case study of how the existing policy landscape of coastal SC was utilized in a landmark nature-based design. The number of participants determined the impact. |  | ACE Basin Coastal Training Program, DNR, The Nature Conservancy, SC DNR ACE Basin NERR, SC Sea Grant Consortium, SC Sea Grant | 11/7/24 | 11/7/24 | 30 |
| Direct | Training | General Stormwater | Elected & Appointed Officials, High-Level Staff, Stormwater Managers, Stormwater Staff, Technical Staff, Engineers, Developers, Commercial (Landscapers, Landscape Designers, Nurseries) | Nature-Based Exchange Training 1: Native Plants, Soils, and Habitat Features. These lessons explored best practices for plant, soil, and habitat feature selection, design, construction, management, and maintenance using a whole-systems approach. Case studies supplemented ecological theory, preparing participants with the tools needed to execute their nature-based projects. The number of participants determined the impact. |  | ACE Basin Coastal Training Program, DNR, The Nature Conservancy | 4/25/24 | 4/25/24 | 26 |
| Direct | Training | Freshwater, General Stormwater | Stormwater Managers, Stormwater Staff, Technical Staff, Engineers, Developers | Post-Construction BMP Inspector. The certification and re-certification hybrid courses included online, and field-based training focused on inspecting and maintaining best management practices used for stormwater management. The certification course was offered in the spring, with the field day held on June 25 in Clemson, SC, and both the certification and re-certification courses were offered in the fall, with the field days held on December 5 and 6 in North Charleston, SC. The number of certifications and recertifications determined the impact. | A total of 67 individuals were certified, and 32 were re-certified. | Clemson Extension | 1/1/24 | 12/31/24 | 99 |
| Direct | Training | General Stormwater, Sediment, Nutrients, Bacteria, Freshwater | General public | Salt Marsh Short Course. This on-demand online course taught participants about ecosystems, threats & stressors, flora & fauna, oysters, and stewardship and provided additional resources related to salt marshes. The number of participants determined the impact. |  | Clemson Extension, SC Department of Natural Resources, SC Sea Grant Consortium, National Oceanic and Atmospheric Administration | 1/1/24 | 12/31/24 | 175 |
| Direct | Training | Freshwater, General Stormwater, Pesticides | Stormwater Pond Management Companies, Pond Managers, Residential, Commercial, Contractors, Agriculture | Seasonal Pond Management in the Upstate. This online, asynchronous course provided information about managing recreational ponds in South Carolina. The number of participants determined the impact. |  | Clemson Extension, Carolina Clear | 1/1/24 | 12/31/24 | 15 |
| 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 | 1/1/24 | 12/31/24 | 53 |
| Direct | Webinar | Bacteria | Residential | Be Septic Safe Webinar. This webinar taught participants the role functioning septic systems play in reducing bacterial pollution, basic septic system maintenance, and how to recognize the signs of septic system failures. The number of participants determined the impact. | The webinar was advertised, and five people signed up but never attended. | Clemson Extension, LSP | 4/10/24 | 4/10/24 | 0 |
| Direct | Webinar | Bacteria | Residential | Be Septic Safe Webinar. This webinar taught participants the role functioning septic systems play in reducing bacterial pollution, basic septic system maintenance, and how to recognize the signs of septic system failures. The number of participants determined the impact. |  | Clemson Extension, LSP | 9/20/24 | 9/20/24 | 11 |
| Direct | Webinar | 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. |  | Clemson Extension, LSP | 9/23/24 | 9/23/24 | 23 |
| Indirect | Webpage, Social Media | General Stormwater | Elected & Appointed Officials, High-Level Staff, Higher Education Students, Stormwater Managers, Stormwater Staff, Supervisory Staff, Administrators, Teachers, Technical Staff, Engineers, Developers |  SC Coastal Information Network (SCCIN) Website. SCCIN hosts an online event calendar and resource portal providing educational and training opportunities for coastal community officials, staff, and the public. The impact number reflects website visits. | SCCIN is a coastal partnership of 29 local, state, and federal partners coordinated through the S.C. Sea Grant Consortium. |  Sea Grant Consortium, Clemson University, Extension, & Carolina Clear; North Inlet-Winyah Bay NERR Coastal Training Program; ACE Basin NERR Coastal Training Program; NOAA Office for Coastal Management; SC Forestry Commission; Urban Land Institute-SC; USDA Forestry Service; College of Charleston; BCD COG; Waccamaw COG; Lowcountry COG; Waccamaw Watershed Academy; Mt. Pleasant Waterworks; Town of Mt. Pleasant; Charleston Resilience Network; Port Royal Sound Foundation; USC-Beaufort; Adopt-A-Stream; Edisto Island Open Land Trust; Port Royal Sound Foundation; SC DES | 1/1/24 | 12/31/24 | 4900 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | "Big 6" Social Media Post. The Town of Bluffton promoted the Big 6 Handout on Facebook. The impact was determined by the number of people who saw it during the promotional period. |  | Town of Bluffton | 5/14/24 | 5/28/24 | 1741 |
| 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 | 1/1/24 | 12/31/24 |  |
| Indirect | Webpage, Social Media | Bacteria | Residential | Be Septic Safe Week Social Media Campaign. As part of the US EPA's Be Septic Safe Week, the LSP posted informational links, videos, infographics, and factsheets on their Facebook page and hosted two giveaways of all the Be Septic Safe promotional material (Be Septic Safe: Taking Care of Business Septic User's Guide, Be Septic Safe magnets, Be Septic Safe window clings, Be Septic Safe toilet keychains, and Be Septic Safe stress ball plungers) The post reach determined the impact. | The impact data is reported within the LSP Facebook Page numbers. The Be Septic Safe Week Social Media Campaign comprised 17 posts between 9/15/24 and 9/21/24, with a total lifetime reach of 1,357.  | Clemson Extension, LSP | 9/15/24 | 9/21/24 |  |
| Indirect | Webpage, Social Media | FOG (Fats, Oils, Grease), 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 lifetime post total reach (the number of people who had the page's post enter their screen) determined the impact. |  | Clemson Extension, Carolina Clear | 1/1/24 | 12/31/24 | 22700 |
| Indirect | Webpage, Social Media | FOG (Fats, Oils, Grease), Freshwater, General Stormwater, Litter, Bacteria | 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 52 seconds. | Clemson Extension, Carolina Clear | 1/1/24 | 12/31/24 | 8900 |
| 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 | 1/1/24 | 12/31/24 |  |
| Indirect | Webpage, Social Media | General Stormwater, Bacteria, 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 lifetime post total reach (the number of people who had the page's post enter their screen) determined the impact. |  | Clemson Extension, Carolina Clear | 1/1/24 | 12/31/24 | 26237 |
| 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 | 1/1/24 | 12/31/24 |  |
| 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 with 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 | 1/1/24 | 12/31/24 |  |
| 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, Carolina Clear | 1/1/24 | 12/31/24 | 97459 |
| Indirect | Webpage, Social Media | General Stormwater, Other (Resiliency) | Residential | Coastal Flooding Resiliency Analysis Flyer. The Town of Bluffton promoted the coastal flooding resiliency analysis flyer on social media. The impact was determined by the number of people who saw it during the promotional period. |  | Town of Bluffton | 6/19/24 | 10/19/24 | 1210 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Drainage Social Media Post. The Town of Bluffton's Facebook page posted a reminder about the drainage infrastructure assessment with pictures of the stormwater infrastructure inspections happening throughout the town. The reach and engagement of the post determined the impact. |  | Town of Bluffton | 5/8/24 | 12/31/24 | 2946 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Drainage Social Media Post. The Town of Bluffton's Instagram posted a reminder about the stormwater infrastructure assessment with pictures of the stormwater infrastructure inspections happening throughout the Town. The reach and engagement of the post determined the impact. |  | Town of Bluffton | 5/8/24 | 12/31/24 | 1143 |
| Indirect | Webpage, Social Media | General Stormwater, Litter, Single-Use Plastics, Microplastics | Residential | Earth Day Social Media Post. The Town of Bluffton's Facebook posted a graphic for Earth Day outlining how long different items take to decompose, as well as the May River Cleanup information. The reach and engagement of the post determined the impact. |  | Town of Bluffton | 4/22/24 | 12/31/24 | 1216 |
| Indirect | Webpage, Social Media | General Stormwater, Litter, Single-Use Plastics, Microplastics | Residential | Earth Day Social Media Post. The Town of Bluffton's Instagram posted a graphic for Earth Day outlining how long different items take to decompose, as well as the May River Cleanup information. The reach and engagement of the post determined the impact. |  | Town of Bluffton | 4/22/24 | 12/31/24 | 1131 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Harmful Algal Bloom Handout Social Media Post. The Town of Bluffton's Facebook posted the Harmful Algal Bloom Handout. This handout outlines what a harmful algal bloom is, how to identify it, and how to prevent it from occurring. The reach and engagement of the post determined the impact. |  | Town of Bluffton | 4/9/24 | 12/31/24 | 627 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Harmful Algal Bloom Handout Social Media Post. The Town of Bluffton's Instagram posted the Harmful Algal Bloom Handout. This handout outlines what a harmful algal bloom is, how to identify it, and how to prevent it from occurring. The reach and engagement of the post determined the impact. |  | Town of Bluffton | 4/9/24 | 12/31/24 | 1552 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Harmful Algal Bloom Social Media Post. The Town of Bluffton promoted the Harmful Algal Blooms Handout on Facebook. The impact was determined by the number of people who saw it during the promotional period. |  | Town of Bluffton | 5/14/24 | 5/28/24 | 2221 |
| Indirect | Webpage, Social Media | FOG (Fats, Oils, Grease), Freshwater, General Stormwater, Litter, Bacteria | 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. The total unique views (estimated from historical data and current trends) determine the impact.  | This may underestimate the total impacts as this 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.  | Carolina Clear, Clemson Extension, HGIC | 1/1/24 | 12/31/24 | 50000 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Hurricane Preparedness Handout. The Town of Bluffton's Facebook posted the Hurricane Preparedness handout that outlines how to prepare their stormwater systems for storms. The reach and engagement of the post determined the impact. |  | Town of Bluffton | 5/13/24 | 12/31/24 | 1297 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Hurricane Preparedness Handout. The Town of Bluffton's Instagram posted the Hurricane Preparedness handout that outlines how to prepare their stormwater systems for storms. The reach and engagement of the post determined the impact. |  | Town of Bluffton | 5/13/24 | 12/31/24 | 926 |
| Indirect | Webpage, Social Media | General Stormwater, Freshwater, Nutrients, Bacteria, Sediment, Litter, Petroleum Products, FOG (Fats, Oils, Grease), 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 438 likes to 560 likes and posted 66 times during this reporting period. The impacts reported did not include the posts or post reach information from the Sediment and Erosion Control campaign. | Clemson Extension | 1/1/24 | 12/31/24 | 8255 |
| Indirect | Webpage, Social Media | General Stormwater, Freshwater, Nutrients, Bacteria, Sediment, Litter, Petroleum Products, FOG (Fats, Oils, Grease), Pesticides, Pharmaceuticals and Personal Care Products, Toxic Contaminants, Heavy Metals | General Public | Lowcountry Stormwater Partners’ Partner 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, LSP | 1/1/24 | 12/31/24 | 368088 |
| Indirect | Webpage, Social Media | General Stormwater, Nutrients, Sediment, Bacteria | Agriculture, Landscapers, Landscape Designers, Nurseries, Grounds Crew, Maintenance, Facilities Staff, Residential | Making It Grow! Facebook Page. The lifetime post total reach (the number of people who had the page's post enter their screen) determined the impact. |  | Clemson Extension | 1/1/24 | 12/31/24 | 1234555 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | May River Cleanup Reward at MC Riley. 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. The reach and engagement of the post determined the impact. |  | Coastal Kingdom, Town of Bluffton | 5/28/24 | 12/31/24 | 2831 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | May River Clean Up Reward at MC Riley. 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 Instagram. The reach and engagement of the post determined the impact. |  | Coastal Kingdom, Town of Bluffton | 5/28/24 | 12/31/24 | 1343 |
| Indirect | Webpage, Social Media | General Stormwater, Litter, Single-Use Plastics, Microplastics | Residential, Youth | May River Cleanup Flyer. The Town of Bluffton's Facebook posted the annual May River Cleanup flyer. The reach and engagement of the post determined the impact. |  | Town of Bluffton | 3/25/24 | 12/31/24 | 2859 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | National River Day Social Media Post. The Town of Bluffton's Facebook post for National River Day. In the post, they highlighted that the May River was not an actual river but instead the fingers of the Atlantic Ocean. The impact was determined by the reach and engagement of the post. |  | Town of Bluffton | 2/2/24 | 12/31/24 | 2181 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | National River Day Social Media Post. The Town of Bluffton's Instagram post for National River Day. In the post, they highlighted that the May River was not a true river and instead fingers of the Atlantic Ocean. The reach and engagement of the post determined the impact. |  | Town of Bluffton | 2/2/24 | 12/31/24 | 2170 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | National Stormwater Day Social Media Post. The Town of Bluffton made a post for National Stormwater Day on Facebook. This post talked about what stormwater is and the importance of pollution prevention. The impact was determined by the reach and engagement of the post. |  | Town of Bluffton | 12/16/24 | 12/31/24 | 876 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | National Stormwater Day Social Media Post. The Town of Bluffton made a post for National Stormwater Day on Instagram. This post talked about what stormwater is and the importance of pollution prevention. The reach and engagement of the post determined the impact. |  | Town of Bluffton | 12/16/24 | 12/31/24 | 969 |
| Indirect | Webpage, Social Media | General Stormwater, Other (Resiliency) | Residential | Resiliency Analysis and Flooding Survey Video. The Town of Bluffton posted a video explaining the purpose of the resiliency analysis and flooding survey. The impact was determined by the number of people who viewed the video on Facebook. |  | Town of Bluffton | 6/10/24 | 12/31/24 | 1588 |
| Indirect | Webpage, Social Media | General Stormwater, Other (Resiliency) | Residential | Resiliency Analysis and Flooding Survey. The Town of Bluffton promoted and provided more information for the resiliency analysis survey. This survey addresses flooding concerns within communities. The impact was determined by the number of people who viewed the post on Instagram. |  | Town of Bluffton | 6/10/24 | 12/31/24 | 8603 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Resiliency and Stormwater Programs Social Media Post. The Town of Bluffton made a Facebook post highlighting a member of the Town staff's current work on resiliency and stormwater management programs. This post highlighted the Coastal Flooding research project conducted by the Town of Bluffton and the SC Sea Grant Consortium. The reach and engagement of the post determined the impact. |  | Town of Bluffton | 12/21/24 | 12/31/24 | 5077 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Resiliency and Stormwater Programs Social Media Post. The Town of Bluffton made an Instagram post highlighting a member of the Town staff's current work on resiliency and stormwater management programs. This post highlighted the Coastal Flooding research project conducted by the Town of Bluffton and the SC Sea Grant Consortium. The reach and engagement of the post determined the impact. |  | Town of Bluffton | 12/21/24 | 12/31/24 | 2484 |
| Indirect | Webpage, Social Media | Litter, Single-Use Plastics, Microplastics | K-12 Students, Youth, Residential | SC Beach/River Sweep Social Media Post. The Town of Bluffton posted about the annual SC Beach/River Sweep on Facebook. The impact was determined by the number of people who viewed the post. |  | Town of Bluffton | 9/21/24 | 12/31/24 | 1039 |
| Indirect | Webpage, Social Media | Litter, Single-Use Plastics, Microplastics | K-12 Students, Youth, Residential | SC Beach/River Sweep Social Media Post. The Town of Bluffton posted about the annual SC Beach/River Sweep on Instagram. The impact was determined by the number of people who viewed the post. |  | Town of Bluffton | 9/21/24 | 12/31/24 | 4202 |
| Indirect | Webpage, Social Media | Bacteria, Freshwater, General Stormwater, Litter, Single-Use Plastics, Microplastics, Nutrients, Pesticides, Petroleum Products, Sediment, Toxic Contaminants, Heavy Metals | Landscapers, Landscape Designers, Nurseries, Contractors, Grounds Crew, Maintenance, Facilities Staff, Stormwater Managers, Stormwater Staff, Technical Staff, Engineers, Developers, Elected & Appointed Officials, High-Level Staff, Supervisory Staff, Administrators | SC LID Atlas. The atlas was redesigned and relaunched as an interactive online map that displays current low-impact development (LID) projects statewide. The atlas aimed to showcase LID projects so that they could serve as models for communities trying to address stormwater and growth-related issues. The impact numbers are based on total views. |  | S.C. Sea Grant Consortium, Various SCCIN members (including NI-WB NERR, ACE Basin NERR, Clemson Extension) | 1/1/24 | 12/31/24 | 64 |
| 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, LSP | 1/1/24 | 12/31/24 |  |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Storm Drainage Social Media Post. The Town of Bluffton's Facebook posted an infographic outlining how people can prepare their drainage systems for a storm. The reach and engagement of the post determined the impact. |  | Town of Bluffton | 1/9/24 | 12/31/24 | 1216 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Storm Drainage Social Media Post. The Town of Bluffton's Instagram posted an infographic outlining how people can prepare their drainage systems for a storm. The reach and engagement of the post determined the impact. |  | Town of Bluffton | 1/9/24 | 12/31/24 | 1652 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Stormwater Prepared Handout. The Town of Bluffton promoted the Stormwater Prepared Handout on Facebook, highlighting how people can prepare their property and stormwater systems for hurricanes on social media. The impact was determined by the number of people who saw it during the promotional period. |  | Town of Bluffton | 5/14/24 | 5/28/24 | 3357 |
| 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 | 1/1/24 | 12/31/24 |  |
| Indirect | Webpage, Social Media | FOG (Fats, Oils, Grease), 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 | 1/1/24 | 12/31/24 |  |
| Indirect | Webpage, Social Media | General Stormwater, Freshwater, Nutrients, Bacteria, Sediment, Litter, Petroleum Products, FOG (Fats, Oils, Grease), 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 | 1/1/24 | 12/31/24 |  |
| Indirect | Webpage, Social Media | Freshwater, General Stormwater, Pesticides, Nutrients, Pesticides | Stormwater Managers, Stormwater Staff, Stormwater Pond Management Companies/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 | 1/1/24 | 12/31/24 |  |
| Indirect | Webpage, Social Media | General Stormwater, Other (Resiliency) | Residential | The Town of Bluffton Resiliency Analysis Survey. This survey addresses flooding concerns within communities. The impact was determined by the number of people who viewed the post on Facebook. |  | Town of Bluffton | 7/9/24 | 12/31/24 | 5423 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | The Town of Bluffton Resiliency Analysis Survey. This survey addresses flooding concerns within communities. The impact was determined by the number of people who viewed the post on Instagram. |  | Town of Bluffton | 7/9/24 | 12/31/24 | 1483 |
| Indirect | Webpage, Social Media | Litter, Single-Use Plastics, Microplastics | K-12 Students, Youth, Residential | The Town of Bluffton SC Beach/River Sweep Flyer. The flyer was posted on Facebook. The impact was determined by the number of people who viewed the post. |  | Town of Bluffton | 9/2/24 | 12/31/24 | 3499 |
| Indirect | Webpage, Social Media | Litter, Single-Use Plastics, Microplastics | K-12 Students, Youth, Residential | The Town of Bluffton SC Beach/River Sweep Flyer. The flyer was posted on Facebook. The impact was determined by the number of people who viewed the post. |  | Town of Bluffton | 9/11/24 | 12/31/24 | 1518 |
| Indirect | Webpage, Social Media | Litter, Single-Use Plastics, Microplastics | K-12 Students, Youth, Residential | The Town of Bluffton SC Beach/River Sweep Flyer. The flyer was posted on Facebook. The impact was determined by the number of people who viewed the post. |  | Town of Bluffton | 9/20/24 | 12/31/24 | 1961 |
| Indirect | Webpage, Social Media | Litter, Single-Use Plastics, Microplastics | K-12 Students, Youth, Residential | The Town of Bluffton SC Beach/River Sweep Flyer. The flyer was posted on Facebook. The impact was determined by the number of people who viewed the post. |  | Town of Bluffton | 9/21/24 | 12/31/24 | 3487 |
| Indirect | Webpage, Social Media | Litter, Single-Use Plastics, Microplastics | K-12 Students, Youth, Residential | The Town of Bluffton SC Beach/River Sweep Flyer. The flyer was posted on Instagram. The impact was determined by the number of people who viewed the post. |  | Town of Bluffton | 9/20/24 | 12/31/24 | 2514 |
| Indirect | Webpage, Social Media | General Stormwater | Residential, Youth | The Town of Bluffton's Facebook Event for SC Beach/River Sweep. This event page included all information relevant to the who, what, when, where, why, and how residents could participate in the SC Beach/River Sweep. The impact was determined by the number of people who interacted with it. |  | Town of Bluffton | 8/1/24 | 12/31/24 | 30 |
| Indirect | Webpage, Social Media | General Stormwater, Litter, Single-Use Plastics, Microplastics | Residential | The Town of Bluffton's Facebook Event for the May River Cleanup. This event page included all information relevant to the who, what, when, where, why, and how residents could participant in the May River Cleanup. The impact was determined by the number of people who interacted with it. |  | Town of Bluffton | 3/23/24 | 5/4/24 | 7876 |
| Indirect | Webpage, Social Media | General Stormwater, Other (Resiliency) | Residential | The Town of Bluffton's Resiliency Analysis Survey Flyer. This flyer gives the link for the survey that addresses flooding concerns within communities and shows the public input opportunities. The impact was determined by the number of people who viewed the post on Facebook. |  | Town of Bluffton | 7/16/24 | 12/31/24 | 1709 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | The Town of Bluffton's Resiliency Analysis Survey Flyer. This flyer gives the link for the survey that addresses flooding concerns within communities and shows the public input opportunities. The impact was determined by the number of people who viewed the post on Instagram. |  | Town of Bluffton | 7/6/24 | 12/31/24 | 4721 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | The Town of Bluffton's Resiliency Analysis Survey Flyer. This flyer gives the link for the survey that addresses flooding concerns within communities and shows the public input opportunities. The impact was determined by the number of people who viewed the post on Facebook. |  | Town of Bluffton | 7/6/24 | 12/31/24 | 8603 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Town of Bluffton City Hall Selfie Day Post. This post included the character "Ollie the Oyster" and highlighted the importance of protecting water quality to preserve oysters in the May River. The impact was determined by the number of people who viewed the post on Instagram. |  | Town of Bluffton | 7/15/24 | 12/31/24 | 1072 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Town of Bluffton City Hall Selfie Day Post. This post included the character "Ollie the Oyster" and highlighted the importance of protecting water quality to preserve oysters in the May River. The impact was determined by the number of people who viewed the post on Facebook. |  | Town of Bluffton | 7/15/24 | 12/31/24 | 2204 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Town of Bluffton Facebook Event for Public Input Opportunities for the Resiliency Analysis. The impact was determined by the number of people who interacted with it. |  | Town of Bluffton | 7/31/24 | 12/31/24 | 100 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Town of Bluffton Media Release (Inspections). The Town of Bluffton's Facebook posted the media release informing residents that the town will assess stormwater infrastructure, which may require private property inspections. The reach and engagement of the post determined the impact. |  | Town of Bluffton | 4/24/24 | 12/31/24 | 1303 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Town of Bluffton Media Release (Inspections). The Town of Bluffton's Instagram posted the media release informing residents that the town will assess stormwater infrastructure, which may require private property inspections. The reach and engagement of the post determined the impact. |  | Town of Bluffton | 4/24/24 | 12/31/24 | 1825 |
| Indirect | Webpage, Social Media | General Stormwater, Litter, Single-Use Plastics, Microplastics | Residential | Town of Bluffton Media Release (May River Clean-Up Results). The Town of Bluffton's Instagram posted event pictures from the May River Cleanup. The reach and engagement of the post determined the impact. |  | Town of Bluffton | 5/4/24 | 12/31/24 | 1231 |
| Indirect | Webpage, Social Media | General Stormwater, Litter, Single-Use Plastics, Microplastics | Residential | Town of Bluffton Media Release (May River Clean Up). The Town of Bluffton's Facebook posted the annual May River Cleanup flyer. The reach and engagement of the post determined the impact. |  | Town of Bluffton | 4/28/24 | 12/31/24 | 4173 |
| Indirect | Webpage, Social Media | General Stormwater, Litter, Single-Use Plastics, Microplastics | Residential | Town of Bluffton Media Release (May River Clean Up). The Town of Bluffton's Instagram posted the annual May River Cleanup flyer. The reach and engagement of the post determined the impact. |  | Town of Bluffton | 4/28/24 | 12/31/24 | 903 |
| Indirect | Webpage, Social Media | General Stormwater | Engineers | Town of Bluffton Media Release (Stormwater Design Manual). The Town of Bluffton requested a technical review of the Stormwater Design Manual. The impact was determined by the amount of people who received it. |  | Town of Bluffton | 4/11/24 | 12/31/24 | 1018 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Town of Bluffton Stormwater Awareness Week Social Media Campaign. The post highlighted several programs the Town has to protect the May River. These posts outlined how only rain should go down the drain and the Town’s water quality program, water quality projects, development process, illicit discharge program, and outreach program. The impact was determined by the total number of people who viewed the campaign on Instagram and Facebook. |  | Town of Bluffton | 9/23/24 | 12/31/24 | 2407 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Town of Bluffton Stormwater Fact Post. This fact outlined the true purpose of stormwater ponds. The impact was determined by the number of people who viewed the post on Facebook. |  | Town of Bluffton | 8/22/24 | 12/31/24 | 2839 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Town of Bluffton Stormwater Fact Post. This fact outlined the true purpose of stormwater ponds. The impact was determined by the number of people who viewed the post on Instagram. |  | Town of Bluffton | 8/22/24 | 12/31/24 | 2207 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Town Staff Oyster Reef Build. The Town of Bluffton's Facebook page posted about the work WMD staff and employees did with the Outside Foundation building oyster reefs. They also highlighted the role of oysters in protecting the May River. The impact was determined by the reach and engagement of the post. |  | The Outside Foundation, Town of Bluffton | 5/23/24 | 12/31/24 | 7948 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Town Staff Oyster Reef Build. The Town of Bluffton's Instagram posted about the work WMD staff employees did with the Outside Foundation building oyster reefs. They also highlighted the role of oysters in protecting the May River. The reach and engagement of the post determined the impact. |  | The Outside Foundation, Town of Bluffton | 5/23/24 | 12/31/24 | 2225 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Tropical Storm Debbie Social Media Post. The Town of Bluffton posted information on preparing for a storm ahead of tropical storm Debbie. This post outlined that residents should inspect their drainage systems and turn off irrigation systems. The impact was determined by the number of people who viewed the post on Instagram. |  | Town of Bluffton | 7/5/24 | 12/31/24 | 2096 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | Tropical Storm Debbie Social Media Post. The Town of Bluffton posted information on preparing for a storm ahead of tropical storm Debbie. This post outlined that residents should inspect their drainage systems and turn off irrigation systems. The impact was determined by the number of people who viewed the post on Facebook. |  | Town of Bluffton | 7/5/24 | 12/31/24 | 9385 |
| Indirect | Webpage, Social Media | General Stormwater | Residential | World Water Day Photo Contest. The SonTek-Xylem company selected the Town of Bluffton as a finalist in their World Water Day photo contest. It posted pictures and information about the May River Watershed Action Plan. The Town of Bluffton Facebook reposted this post. The reach and engagement of the post determined the impact. |  | SonTek-Xylem, Town of Hilton Head | 3/7/24 | 12/31/24 | 487 |
| Indirect | Webpage, Social Media, Brochure, Outreach Materials | Bacteria, FOG (Fats, Oils, Grease), General Stormwater, Litter, Nutrients, Pesticides, Petroleum Products, Sediment, Toxic Contaminants, Heavy Metals | Marina Owners, Operators, Managers | SC Clean Marina Website and Outreach Materials. This voluntary certification program recognizes marinas, boatyards, and yacht clubs as helping create a cleaner marine environment in South Carolina—the program aimed to protect and improve local water quality by reducing marine pollution. Outreach materials include the updated SC Clean Marina Guidebook, the revised SC Clean Marina Checklist, and SC Clean Marina rack cards. Total visits to the SC Clean Marina Program website and the number of rack cards distributed determined the impact, as the number of guidebooks and checklists distributed were captured under the SC Clean Marina Program and SC Clean Marina Program Workshops. | Thirty rack cards were distributed in 24, and the website received 512 visitors. | SC Sea Grant Consortium | 1/1/24 | 12/31/24 | 542 |
| 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 Certification Courses for Real Estate Professionals. A series of continuing education elective courses focused on coastal issues and topics were offered annually to real estate professionals through the S.C. Sea Grant Consortium and the SC Coastal Information Network partners. The course series includes Coastal Lifestyle for Clean Water (CL); Living with Water (LWW); Land Water Connection (LWC); Tidelands, Water, and Beach: Regulations and Rebuilding (TWB); and Understanding Property with Freshwater Wetlands (UPFW). A new course focused on freshwater wetlands was added and launched in November 24. For course details, visit https://www.sccoastalinfo.org/courses/. The total number of realtors who participated in the training and received certification credits in coastal SC determined the impact. |  | S.C. Sea Grant Consortium, Clemson University and Extension, University of South Carolina, SC Department of Environmental Services – Bureau of Coastal Management (SCDES-BCM), ACE Basin National Estuarine Research Reserve, North Inlet-Winyah Bay National Estuarine Research Reserve. | 1/1/24 | 12/31/24 | 174 |
| Direct | Workshop | Bacteria, General Stormwater, Nutrients, Sediment | Agriculture, Landscapers, Landscape Designers, Nurseries, Grounds Crew, Maintenance, Facilities Staff, Residential | Landscape Design Workshop at the South Carolina Botanical Garden in partnership with Clemson Extension. This immersive experience helped participants gain valuable knowledge and hands-on practice in landscape design. The number of attendees determined the impact. |  | Clemson Extension, SC Botanical Gardens | 8/17/24 | 8/17/24 | 20 |
| Direct | Workshop | General Stormwater, Nutrients, Freshwater, Sediment | Agriculture, Landscapers, Landscape Designers, Nurseries | On Farm Water Management Workshop for New & Beginning Farmers. This workshop in Blackville, SC, covered irrigation and pond management practices. The number of attendees determined the impact. |  | Clemson Extension, Carolina Clear | 3/6/24 | 3/6/24 | 15 |
| Direct | Workshop | Bacteria, FOG (Fats, Oils, Grease), General Stormwater, Litter, Nutrients, Pesticides, Petroleum Products, Sediment, Toxic Contaminants, Heavy Metals | Marina Owners, Operators, Managers | SC Clean Marina Program Workshops. This voluntary certification program recognizes marinas, boatyards, and yacht clubs as helping create a cleaner marine environment in South Carolina—the program aimed to protect and improve local water quality by reducing marine pollution. Two training workshops were held in 24: one on 04/25/24 with 16 participants representing six marinas and another on 11/12/24 with 27 participants representing 10 marinas. The number of attendees determined the impact. |  | SC Sea Grant Consortium, SCDNR, Clemson Extension, SCDHEC-OCRM and Marina Industry Professionals (including consultants and marina managers who serve on the CM Technical Advisory Committee) | 1/1/24 | 12/31/24 | 43 |
| Direct | Workshop  | General Stormwater, Nutrients, Sediment, Freshwater, Bacteria | Residential | Cultivating a Carolina Yard Workshop. This workshop introduced Clemson Extension’s Carolina Yards program to participants and led them through the hands-on application of four out of twelve guiding principles (including reducing runoff). The number of attendees determined the impact. |  | Clemson Extension, LSP | 5/22/24 | 5/22/24 | 25 |
| Direct | Workshop  | General Stormwater, Nutrients, Sediment, Freshwater, Bacteria | Residential | Cultivating a Carolina Yard Workshop. This workshop introduced Clemson Extension’s Carolina Yards program to participants and led them through the hands-on application of four out of twelve guiding principles (including reducing runoff). The number of attendees determined the impact. |  | Clemson Extension, LSP | 6/27/24 | 6/27/24 | 20 |
| Direct | Workshop  | Bacteria, Freshwater, General Stormwater, Nutrients | Landscapers, Landscape Designers, Nurseries, Elected & Appointed Officials, High-Level Staff, Grounds Crew, Maintenance, Facilities Staff, Residential, Stormwater Managers, Stormwater Staff, Technical Staff, Engineers, Developers, Commercial | Rain Garden Maintenance Workshop. The LSP presented and demonstrated best practices and general timelines for rain garden maintenance. The number of people in attendance determined the impact. |  | Clemson Extension, LSP | 1/23/24 | 1/23/24 | 9 |

Total Number of Impacts: **3,558,666**

## 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 in 2024. Both qualitative and quantitative data support the LSP’s success. From 01/01/2024 to 12/31/2024, the LSP recorded 3,558,666 impacts. In the 2023 reporting year, the LSP recorded 2,152,636 impacts. Between 2023 and 2024, the LSP increased its impact by 65.32%. A significant increase in the use of web pages, social media, video content, and newsletters/articles by partners partially explains this increase. In 2023, the LSP reported 1,818,550 impacts from virtual media. In 2024, the number of impacts from virtual media increased to 3,389,023. Specifically, the LSP reported 476,762 more impacts from social media, 158,059 from webpages, 847,518 from videos, and 88,134 impacts from newsletters/articles in 2024 than in 2023.

The push for creating more virtual content had unintended consequences. While the LSP increased the number of programs offered by 6.2% in 2024, it also decreased the percentage of programs that educate target audiences directly. In 2024, the consortium provided 291 programs compared to the 274 programs it offered the previous year. In 2023, the LSP delivered 79% of its programs directly, whereas this year, the LSP delivered 57% of its programs directly. However, because the virtual content performed so well, the LSP increased the average number of monthly impacts from 179,386 to 295,055 (a 64.48% increase). The excellent return on investment for an average of 24 programs a month compared to 2023’s 22 programs a month further supports the LSP’s successful implementation of MCM#1 in the Hilton Head Urbanized Area.

The 2024-2028 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 January 1, 2024, to December 31, 2028, 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, sediment, 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 One of the plan on December 31, 2024, and entered Year Two on January 1, 2025. The LSP successfully implemented 83% of its intended programs. The Year One programs that have yet to be completed are already in progress and should be finished within Year Two. The implementation of any Year Two programs is not delayed. Therefore, the consortium is on track with its aggressive implementation schedule.

Completed and in-progress programs within the 2024-2028 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan include:

| Program | Target Pollutant | Status | Notes |
| --- | --- | --- | --- |
| Promote the dog poop pledge during at least three festivals. | Bacteria | Complete | Promoted at the Soft-Shell Crab Festival, Parris Island Earth Day, OktoPRFest, Shrimp Fest, and more.  |
| Ensure there are a minimum of three dog poop pledge sign-up areas outside of festivals, such as at environmental education offices, public parks, animal shelters, and/or vet offices. | Bacteria | Complete | Sign-up areas in the Beaufort County Clemson Extension Office, Hunting Island Nature Center, and the Beaufort County Soil and Water Conservation District. |
| Distribute the dog poop infographic and dog poop bags upon request and at applicable events with the understanding that attendees with take the dog poop pledge. | Bacteria | Complete | Promoted at the Soft-Shell Crab Festival, Parris Island Earth Day, OktoPRFest, Shrimp Fest, and more.  |
| Print dog poop signage and dog poop pledge signage for partner use upon request. | Bacteria | Complete |  |
| Should timing and multiple schedules allow, film and broadcast a dog poop pledge promo video for the County Channel and/or Gas Station TV. | Bacteria | Rescheduled | The plan allows for this item to occur between 2024 and 2028. |
| Assess the possibility of local digital billboards with messaging stressing the connection between dog poop and bacterial pollution. | Bacteria | Rescheduled | The plan allows for this item to occur between 2024 and 2028. |
| Provide a minimum of three Enviroscape demonstrations. | Bacteria | Complete | Provided at Parris Island Earth Day, 4-H2O Summer Camp, Kids in Kayaks, and more. |
| Provide the “Be Septic Safe: A User’s Guide to Taking Care of Business”, the Be Septic Safe Factsheets, and the Be Septic Safe website sticker/magnet (which includes automatic septic maintenance reminder emails) upon request and at all Be Septic Safe workshops. | Bacteria | Complete | Promoted at the Soft-Shell Crab Festival, Parris Island Earth Day, OktoPRFest, Shrimp Fest, and more.  |
| Distribute “Be Septic Safe” materials during at least one festival. | Bacteria | Complete | Promoted at the Soft-Shell Crab Festival, Parris Island Earth Day, OktoPRFest, Shrimp Fest, and more.  |
| Participate in US EPA’s Be Septic Smart Week annually through actions such as social media campaigns, newspaper articles, Be Septic Safe material giveaways, and/or webinar/workshops. | Bacteria | Complete | Conducted a social media campaign and a giveaway. |
| Host a Be Septic Safe Workshop or Webinar. | Bacteria | Complete | Hosted two webinars. |
| Create a Be Septic Safe rack card. Distribute it at subsequent Be Septic Safe workshops and upon request. | Bacteria | In progress | Will be distributed in Summer 2025. |
| Create a Be Septic Safe door hanger. Distribute it at subsequent Be Septic Safe workshops and to County/Municipal Inspectors, willing septic system contractors, and upon request. | Bacteria | In progress  | Will be distributed in Summer 2025. |
| Provide and promote Clemson’s CEPSCI, CSPR, and Post-Construction BMP Inspector courses. | Sediment | Complete |  |
| Create an LSP-specific Lot Erosion rack card. Distribute it at subsequent Silt Fence and Beyond workshops, at applicable events, upon request, and to County/Municipal stormwater inspectors. | Sediment | In progress  | Will be distributed in Summer 2025. |
| Provide the LSP River Buffer resource packet, Clemson HGIC shoreline factsheets, Life Along the Water’s Edge book, and aquatic plant lists to the target audience during site visits, at applicable events/workshops, and upon request. | Sediment | Complete |  |
| Create a Vegetated Buffer card and native plant seed mix packet. Distribute them to the target audience and partners upon request and at appropriate events. | Sediment | In progress  | Will be distributed in Spring 2025. |
| Print a minimum of one vegetated buffer sign and distribute it to partners who wish to receive it annually. Print additional signs for partner use upon request. | Sediment | Complete |  |
| Continue to provide and promote the Master Pond Manager course, Master Rain Gardener course, Post-Construction BMP Inspector course, the Salt Marsh Short Course, Living Shoreline course, and the Carolina Yards program. | Sediment, Freshwater | Complete |  |
| Provide the BMP rack cards, BMP factsheets, Homeowners’ Guide to Rainwater Harvesting, the Guide to Rain Gardens, and plant lists to the target audiences during site visits, at applicable events/workshops, and upon request. | Freshwater | Complete |  |
| Print a minimum of one LID sign and distribute it to partners who wish to receive it. Print additional LID signs for partner use upon request. | Freshwater | Complete |  |
| Host a local Cultivating a Carolina Yards Workshop. | Freshwater | Complete |  |
| Host a Rain Barrel Sale. | Freshwater | Complete |  |

Two examples of successful MCM #1 implementation and the 2024-2028 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan by the Lowcountry Stormwater Partners included Be Septic Safe Week and the Rain Garden Maintenance workshops. The LSP participated in the US EPA's Be Septic Safe Week through a social media campaign. From 9/15/24 through 9/21/24, the LSP posted educational content about septic systems two to three times a day on their Facebook pages. These posts included factsheets, videos, infographics, maps, and links to additional resources. During this week, the LSP also gave away two Be Septic Safe baskets which included the Be Septic Safe: A User’s Guide to Taking Care of Business, the Be Septic Safe magnet, the Be Septic Safe window cling, the Be Septic Safe keychains, and the Be Septic Safe stress ball plungers. Between the 17 Facebook posts and the giveaways, the LSP’s Be Septic Safe Week had a lifetime reach of 1,357, making it the most successful LSP social media campaign in the past two years.

The two rain garden maintenance workshops were similarly successful since the first workshop led to the development of a successful public involvement opportunity. On 1/23/24, the LSP Coordinator gave a detailed workshop for nine Beaufort County Parks and Facilities staff responsible for maintaining several newly installed rain gardens at the Burton Wells Recreation Center and the Beaufort County Tennis Courts. The workshop lasted two hours and consisted of a classroom presentation and field activity. The classroom portion included reviewing how rain gardens functioned, detailed descriptions and timelines for general maintenance activities such as mulching, pruning, and erosion control, and a virtual inspection of an off-site rain garden. The field portion included leading the participant through an inspection of an on-site rain garden and discussing how to prioritize needed maintenance. With all participants reporting gaining knowledge they would use in their jobs, the LSP Coordinator offered another rain garden maintenance workshop for a broader audience on 9/24/24. This second workshop lasted three hours, consisting of the same classroom and field portions and an additional service project. At the end of the workshop, all 23 participants performed maintenance activities identified in the inspection, such as pruning, weeding, and dividing plants in a local rain garden. Seven participants returned evaluations, and all the responses indicated that participants gained knowledge they would use and that the workshop was a good use of their time.

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

The focus on virtual media proved successful in 2024, as documented by the increased impacts. However, the decrease in impacts from direct programs is an area to be addressed in 2025. Direct outreach efforts foster connections between participants and partner organizations and are integral to the continued success of the LSP. However, since virtual media was so successful in increasing impact numbers, the LSP should also be sure to include webinars as a way to increase the amount of direct programming. Examples of previously successful webinars include Protecting Lowcountry Waterways, Protecting Salt Marshes with Vegetative Buffers, Be Septic Safe, and the Being a Neighbor for Clean Water series. Other topics that could be developed into webinars include rain garden maintenance, cultivating Carolina Yards, and managing water in the home landscape.

## 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 “Lowcountry Stormwater Partners Strategic Stormwater Outreach Strategic Plan: 2024 - 2028” for a complete list of all activities planned for the upcoming year. The table below includes 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 | Impacts |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Direct | Workshop | Bacteria, General Stormwater, Nutrients, Sediment | Agriculture, Landscapers/Landscape Designers/Nurseries, Grounds Crew/Maintenance/Facilities Staff, Residential | Landscape Design Workshop at the South Carolina Botanical Garden in partnership with Clemson Extension. This immersive experience helped participants gain valuable knowledge and hands-on practice in landscape design. The number of attendees determined the impact. |  | Clemson Extension, SC Botanical Gardens | 8/17/24 | 8/17/24 | 20 |
| Direct | Field Day, Training | General Stormwater, Sediment | Elected & Appointed Officials, High-Level Staff, Stormwater Managers, Stormwater Staff, Technical Staff, Engineers, Developers, Landscapers, Landscape Designers, Nurseries | Living Shorelines Contractor Training Program Field Day. Participants visited SC DNR's campus on Fort Johnson to gain hands-on living shoreline construction experience. Participants learned about and handled living shoreline construction materials like manufactured wire reefs and bagged shells. Participants asked questions and learned from staff with living shoreline construction experience. Those participating in field day must complete the online Living Shorelines Contractor Training course. The number of participants determined the impact. |  | ACE Basin Coastal Training Program, Clemson Extension, Coastal Conservation League, DNR, The Nature Conservancy, SC DHEC, SC DNR, SC DNR ACE Basin NERR, SC DNR SCORE Program, SC Sea Grant Consortium, SC Sea Grant | 4/19/24 | 4/19/24 | 20 |
| 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 20 clean-ups. Between these events, 780 volunteers removed 1.9 tons of trash. | The Outside Foundation, Keep Beaufort County Beautiful, Town of Hilton Head Island | 1/1/24 | 12/31/24 |  780 |
| 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, 2309 volunteers participated in 79 Adopt-A-Highway groups. These volunteers participated in 313 clean-ups and picked up 59,200 pounds of litter from 552 miles of highway. | Keep Beaufort County Beautiful, Beaufort County | 1/1/24 | 12/31/24 |  2309 |
| Direct | Litter Sweep | Litter | Grounds Crew, Maintenance, Facilities Staff | Beaufort County Earth Day Celebration Litter Sweep. The County hosted a litter pickup. The attendance determined the impact. |  | Beaufort County | 4/19/24 | 4/19/24 | 300 |
| Direct | Litter Sweep | Litter, Single-Use Plastics, Microplastics | Elected & Appointed Officials, High-Level Staff, Grounds Crew, Maintenance, Facilities Staff, Stormwater Managers, Stormwater Staff, Supervisory Staff, Administrators, Technical Staff, Engineers, Developers, Residential, Youth | Cleanup of Cherry Hill School and Beach City Rd. Town of Hilton Head Island staff and the general public collected 200 lbs. of mixed trash (including tires). The number of participants determined the impact.  |  | Town of Hilton Head | 4/22/24 | 4/22/24 | 10 |
| Direct | Litter Sweep | Litter, Single-Use Plastics, Microplastics | Elected & Appointed Officials, High-Level Staff, Grounds Crew, Maintenance, Facilities Staff, Stormwater Managers, Stormwater Staff, Supervisory Staff, Administrators, Technical Staff, Engineers, Developers | Cleanup of Cypress Shell Park and Squire Pope Rd. Town of Hilton Head Island staff collected 65 lbs. of mixed trash (mostly plastic and glass). The number of participants determined the impact. |  | Town of Hilton Head | 4/19/24 | 4/19/24 | 5 |
| Direct | Litter Sweep | General Stormwater, Litter, Single-Use Plastics, Microplastics | K-12 Students, Youth, Residential | Town of Bluffton annual May River Cleanup. The Town of Bluffton hosted a litter clean up and promoted educational booths from Lowcountry Stormwater Partners, the Outside Foundation, Port Royal Sound Foundation, and Town staff. The impact was determined by the number of people in attendance. |  | Clemson Extension, Keep Beaufort County Beautiful, Port Royal Sound Foundation, The Outside Foundation, Town of Bluffton | 5/4/24 | 5/4/24 | 375 |
| Direct | Litter Sweep | Litter, Single-Use Plastics, Microplastics | K-12 Students, Youth, Residential | Town of Bluffton annual SC Beach/River Sweep. The Town of Bluffton hosted a litter clean up and promoted educational booths from Lowcountry Stormwater Partners, the Outside Foundation, Port Royal Sound Foundation, The Dolphin Project, Palmetto Running Company, and Town staff. The impact was determined by the number of people in attendance. |  | Clemson Extension, Keep Beaufort County Beautiful, Port Royal Sound Foundation, The Outside Foundation, Town of Bluffton | 9/21/24 | 9/21/24 | 200 |
| Direct | Litter Sweep | General Stormwater, Litter, Single-Use Plastics, Microplastics | K-12 Students, Youth, Teachers | Town of Bluffton Litter Cleanup Support. Staff provided Hilton Head Christian Academy with cleanup supplies and information about litter prevention for their community volunteer day. The impact was determined by the amount of people in attendance. |  | Town of Bluffton | 9/14/24 | 9/14/24 | 75 |
| Direct | Litter Sweep | Litter, Single-Use Plastics, Microplastics | Residential | Town of Bluffton Litter Cleanup Support. Staff provided the Congregation of Beth Yam with cleanup supplies and information about litter prevention for their Reverse Tashlich cleanup event. The impact was determined by the amount of people in attendance. |  | Town of Bluffton | 10/6/24 | 10/6/24 | 40 |
| Direct | Litter Sweep | Litter, Single-Use Plastics, Microplastics | Elected & Appointed Officials, High-Level Staff, Grounds Crew, Maintenance, Facilities Staff, Stormwater Managers, Stormwater Staff, Supervisory Staff, Administrators, Technical Staff, Engineers, Developers, Residential, Youth | Town of Hilton Head Island Staff Clean Up. Staff collected 2.5 Tons of bulk items and mixed trash and 77 lbs. of recycling. The number of participants determined the impact.  |  | Town of Hilton Head | 11/16/24 | 11/16/24 | 75 |
| Direct | Litter Sweep | Litter, Single-Use Plastics, Microplastics | Elected & Appointed Officials, High-Level Staff, Grounds Crew, Maintenance, Facilities Staff, Stormwater Managers, Stormwater Staff, Supervisory Staff, Administrators, Technical Staff, Engineers, Developers | Town of Hilton Head Island Staff Clean Up. Staff collected 1,347 lbs. of mixed trash. The number of participants determined the impact.  |  | Town of Hilton Head | 4/28/24 | 4/28/24 | 354 |
| Direct | Litter Sweep | Litter, Single-Use Plastics, Microplastics | Elected & Appointed Officials, High-Level Staff, Grounds Crew, Maintenance, Facilities Staff, Stormwater Managers, Stormwater Staff, Supervisory Staff, Administrators, Technical Staff, Engineers, Developers | Town of Hilton Head Island Staff Clean Up. Staff collected 240 lbs. of mixed trash. The number of participants determined the impact.  |  | Town of Hilton Head | 7/17/24 | 7/17/24 | 20 |
| 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/558 5f928a783/pet-waste- pledge | Clemson Extension, LSP | 1/1/24 | 12/31/24 | 250 |
| Direct | Rain Barrel Sale | General Stormwater, Freshwater | Residential | Barrels and Beer Rain Barrel Sale. The partner organizations hosted a rain barrel sale as part of the Barrels and Beer event. The number of barrels sold determined the impact. |  | Beaufort County Soil and Water Conservation District, Clemson Extension, LSP, Beaufort Jasper Water and Sewer Authority | 9/1/24 | 10/22/24 | 15 |
| Direct | Rain Barrel Sale | General Stormwater, Freshwater | Residential | LSP Rain Barrel Sales. The LSP hosted a rain barrel sale. The number of rain barrels sold determined the impact. |  | Clemson Extension, LSP | 7/1/24 | 12/31/24 | 13 |
| Direct | Soil Testing | Nutrients | Agriculture, Landscapers, Landscape Designers, Nurseries, Grounds Crew, Maintenance, Facilities Staff, Residential | Soil Samples. Clemson Extension allowed citizens to test 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 | 1/1/24 | 12/31/24 | 1166 |
| Direct | Training | Bacteria, General Stormwater, Nutrients, Sediment | Residential | Carolina Yards (CY) Certifications. This program worked with residents to create healthy, watershed-friendly landscapes through factsheets, brochures, and videos. Residents who meet CY principles for healthy, watershed-friendly, low-maintenance landscapes could have their yard certified as a Carolina Yard. The program's success was measured in newly certified yards. |  | Clemson Extension | 1/1/24 | 12/31/24 | 58 |
| Direct | Training | General Stormwater, Nutrients, Sediment, Fertilizer, Pesticides | Residential, Commercial | 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. |  |  | 1/1/24 | 12/31/24 |  582 |
| Direct | Training | Freshwater, General Stormwater, Litter, Nutrients | Elected & Appointed Officials, 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. |  | Clemson Extension | 1/1/24 | 12/31/24 | 101 |
| 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 recreation and stormwater pond management training participants through an online classroom and field-based curriculum. The number of participants and certifications determined its success. |  | Clemson Extension | 1/1/24 | 12/31/24 | 47 |
| Direct | Training | Freshwater, General Stormwater, Nutrients, Pesticides, Sediment | Landscapers, Landscape Designers, Nurseries, Residential, Teachers, Technical Staff, Engineers, Developers, Contractors | Master Rain Gardener Course. The Master Rain Gardener program offered online, and field-based training focused on rain garden and rainwater harvesting system design and implementation. It allowed for self-paced online learning modules, hands-on field experience, and a two-track option to meet the needs of diverse audiences. The number of participants and certifications issued measured the impact. |  | Clemson Extension | 1/1/24 | 12/31/24 | 67 |
| Direct | Training | Nutrients, Pesticides, Sediment | Agriculture, Landscapers, Landscape Designers, Nurseries, Grounds Crew, Maintenance, Facilities Staff, Contractors | Master Tree Farmer. This "hybrid" course combined online and face-to-face learning, where participants learned scientific and practical knowledge on managing forested land best to suit ecological, economic, and recreational forest resources. Participation determined impact. |  | Clemson Extension | 1/1/24 | 12/31/24 | 67 |
| Direct | Training | Bacteria, FOG (Fats, Oils, Grease), General Stormwater, Litter, Nutrients, Pesticides, Petroleum Products, Sediment, Toxic Contaminants, Heavy Metals | Marina Owners, Operators, Managers | SC Clean Marina Program. This voluntary certification program recognized marinas, boatyards, and yacht clubs for helping create a cleaner marine environment in South Carolina—the program aimed to protect and improve local water quality by reducing marine pollution. In 2024, two marinas underwent site review to certify/recertify as clean marinas, including Myrtle Beach Yacht Club in Little River, SC and Charleston County Parks’ Cooper River Marina in North Charleston. The number of marinas certified/recertified each year determines the impact. |  | SC Sea Grant Consortium, SCDNR, Clemson Extension, SCDHEC-OCRM and Marina Industry Professionals (including consultants and marina managers who serve on the CM Technical Advisory Committee) | 1/1/24 | 12/31/24 | 2 |
| 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 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, 51 volunteers (33 of which were certified this year) adopted 28 sites sampled 248 times, donating 492 hours to the program. | Clemson Extension, SC DES, Port Royal Sound Foundation | 1/1/24 | 12/31/24 |  51 |
| Direct | Water Testing | Nutrients, Toxic Contaminants, Heavy Metals | Agriculture, Landscapers, Landscape Designers, 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 | 1/1/24 | 12/31/24 | 8 |
| 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 13 bagging events where 461 volunteers recycled oyster shells into filled 3826 bags for reef building. The events took place on 1/7/24, 1/24/24, 1/28/24, 2/7/24, 2/11/24, 2/25/24, 3/10/24, 4/7/24, 4/14/24, 4/24/24, 5/9/24. 9/21/24, and 10/13/24. | The Outside Foundation, Coastal Conservation League, SC DNR, Town of Hilton Head Island | 1/1/24 | 12/31/24 |  461 |
| 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 eight reef-building events as part of their "Community-based Oyster Shell Recycling and Bed Restoration" project. The events took place on 5/22/24, 5/23/24, 7/1/24, 7/16/24, 7/18/24, 7/19/24, 7/21-22/24, and 7/23/24. | The Outside Foundation, Coastal Conservation League, SC DNR, Town of Hilton Head Island | 1/1/24 | 12/31/24 |  140 |
| Direct | Workshop  | Bacteria, Freshwater, General Stormwater, Nutrients | Residential | Rain Garden Maintenance Workshop. The LSP presented and demonstrated best practices and general timelines for rain garden maintenance. Participants then used skills learned in the workshop to perform maintenance on a local rain garden. The number of people in attendance determined the impact. |  | Clemson Extension, LSP | 9/24/24 | 9/24/24 | 23 |

Total Number of Impacts: **7,594**

## E. 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. Both qualitative and quantitative data support the LSP’s success. From 01/01/2024 to 12/31/2024, the LSP recorded 7,549 impacts. In the 2023 reporting year, the LSP recorded 4,246 impacts. In 2023, the LSP provided 57 programs, which led to a monthly average of 4.75 programs and 348 impacts. In 2024, the consortium provided 68 programs, leading to a monthly average of 5.67 programs and 632.83 impacts. Therefore, the LSP increased in programs by 19.29% and increased its impacts by 78.85%. By increasing the number of programs for MCM#2, the LSP was able to drastically increase its impact.

The 2024-2028 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 January 1, 2024, to December 31, 2028, 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, sediment, 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 One of the plan on December 31, 2024, and entered Year Two on January 1, 2025. The LSP successfully implemented 83% of its intended programs. The Year One programs that have yet to be completed are already in progress and should be finished within Year Two. The implementation of any Year Two programs should not be delayed. Therefore, the consortium is on track with its aggressive implementation schedule.

Completed and in-progress programs within the 2024-2028 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan include:

| Program | Target Pollutant | Status | Notes |
| --- | --- | --- | --- |
| Promote the dog poop pledge during at least three festivals. | Bacteria | Complete | Promoted at the Soft-Shell Crab Festival, Parris Island Earth Day, OktoPRFest, Shrimp Fest, and more.  |
| Ensure there are a minimum of three dog poop pledge sign-up areas outside of festivals, such as at environmental education offices, public parks, animal shelters, and/or vet offices. | Bacteria | Complete | Sign-up areas in the Beaufort County Clemson Extension Office, Hunting Island Nature Center, and the Beaufort County Soil and Water Conservation District. |
| Distribute the dog poop infographic and dog poop bags upon request and at applicable events with the understanding that attendees with take the dog poop pledge. | Bacteria | Complete | Promoted at the Soft-Shell Crab Festival, Parris Island Earth Day, OktoPRFest, Shrimp Fest, and more.  |
| Print dog poop signage and dog poop pledge signage for partner use upon request. | Bacteria | Complete |  |
| Should timing and multiple schedules allow, film and broadcast a dog poop pledge promo video for the County Channel and/or Gas Station TV. | Bacteria | Rescheduled | The plan allows for this item to occur between 2024 and 2028. |
| Assess the possibility of local digital billboards with messaging stressing the connection between dog poop and bacterial pollution. | Bacteria | Rescheduled | The plan allows for this item to occur between 2024 and 2028. |
| Provide a minimum of three Enviroscape demonstrations. | Bacteria | Complete | Provided at Parris Island Earth Day, 4-H2O Summer Camp, Kids in Kayaks, and more. |
| Provide the “Be Septic Safe: A User’s Guide to Taking Care of Business”, the Be Septic Safe Factsheets, and the Be Septic Safe website sticker/magnet (which includes automatic septic maintenance reminder emails) upon request and at all Be Septic Safe workshops. | Bacteria | Complete | Promoted at the Soft-Shell Crab Festival, Parris Island Earth Day, OktoPRFest, Shrimp Fest, and more.  |
| Distribute “Be Septic Safe” materials during at least one festival. | Bacteria | Complete | Promoted at the Soft-Shell Crab Festival, Parris Island Earth Day, OktoPRFest, Shrimp Fest, and more.  |
| Participate in US EPA’s Be Septic Smart Week annually through actions such as social media campaigns, newspaper articles, Be Septic Safe material giveaways, and/or webinar/workshops. | Bacteria | Complete | Conducted a social media campaign and a giveaway. |
| Host a Be Septic Safe Workshop or Webinar. | Bacteria | Complete | Hosted two webinars. |
| Create a Be Septic Safe rack card. Distribute it at subsequent Be Septic Safe workshops and upon request. | Bacteria | In progress | Will be distributed in Summer 2025. |
| Create a Be Septic Safe door hanger. Distribute it at subsequent Be Septic Safe workshops and to County/Municipal Inspectors, willing septic system contractors, and upon request. | Bacteria | In progress  | Will be distributed in Summer 2025. |
| Provide and promote Clemson’s CEPSCI, CSPR, and Post-Construction BMP Inspector courses. | Sediment | Complete |  |
| Create an LSP-specific Lot Erosion rack card. Distribute it at subsequent Silt Fence and Beyond workshops, at applicable events, upon request, and to County/Municipal stormwater inspectors. | Sediment | In progress  | Will be distributed in Summer 2025. |
| Provide the LSP River Buffer resource packet, Clemson HGIC shoreline factsheets, Life Along the Water’s Edge book, and aquatic plant lists to the target audience during site visits, at applicable events/workshops, and upon request. | Sediment | Complete |  |
| Create a Vegetated Buffer card and native plant seed mix packet. Distribute them to the target audience and partners upon request and at appropriate events. | Sediment | In progress  | Will be distributed in Spring 2025. |
| Print a minimum of one vegetated buffer sign and distribute it to partners who wish to receive it annually. Print additional signs for partner use upon request. | Sediment | Complete |  |
| Continue to provide and promote the Master Pond Manager course, Master Rain Gardener course, Post-Construction BMP Inspector course, the Salt Marsh Short Course, Living Shoreline course, and the Carolina Yards program. | Sediment, Freshwater | Complete |  |
| Provide the BMP rack cards, BMP factsheets, Homeowners’ Guide to Rainwater Harvesting, the Guide to Rain Gardens, and plant lists to the target audiences during site visits, at applicable events/workshops, and upon request. | Freshwater | Complete |  |
| Print a minimum of one LID sign and distribute it to partners who wish to receive it. Print additional LID signs for partner use upon request. | Freshwater | Complete |  |
| Host a local Cultivating a Carolina Yards Workshop. | Freshwater | Complete |  |
| Host a Rain Barrel Sale. | Freshwater | Complete |  |

Three examples of successful MCM #2 implementation and the 2024-2028 Lowcountry Stormwater Partners Stormwater Outreach Strategic Plan by the Lowcountry Stormwater Partners include the SC Adopt-A-Stream program, the Rain Barrel Sales, and the Rain Garden Maintenance workshops. The SC Adopt-A-Stream (SC AAS) program 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 2024, local trainers certified 33 new volunteers, swelling the ranks of active volunteers to 51. These 51 volunteers adopted 28 sites, sampled those sites 248 times, and donated 492 hours to the program. According to the 2024 volunteer hourly rate published by the Independent Sector, these volunteers donated the equivalent of $16,477.08 to water quality benefits and education.

The Lowcountry Stormwater Partners did not solely seek to engage and involve the public with the health of their local rivers but also the health of their home landscapes. By offering two rain barrel sales this year, the LSP helped 28 individuals collect rainwater and store it for later use. These two rain barrel sales doubled the number of rain barrels sold in 2022. The sales’ success was attributed to greater virtual marketing efforts, informational videos, and the message that a home does not need gutters to benefit from using a rain barrel. Participants indicated they would use their new rain barrels to water plants, wash vehicles, fill bird baths, wash pets, and more. Should these participants fill and use their rain barrels two times within the next year, 2,800 gallons of stormwater runoff will be diverted away from our creeks and marshes.

To continue the work of successfully implementing MCM#2 by diverting stormwater into functional landscape practices, the LSP hosted two rain garden maintenance workshops. On 1/23/24, the LSP Coordinator gave a detailed workshop for nine Beaufort County Parks and Facilities staff responsible for maintaining several newly installed rain gardens at the Burton Wells Recreation Center and the Beaufort County Tennis Courts. The workshop lasted two hours and consisted of a classroom presentation and field activity. The classroom portion included reviewing how rain gardens functioned, detailed descriptions and timelines for general maintenance activities such as mulching, pruning, and erosion control, and a virtual inspection of an off-site rain garden. The field portion included leading the participant through an inspection of an on-site rain garden and discussing how to prioritize needed maintenance. With all participants reporting gaining knowledge they would use in their jobs, the LSP Coordinator offered another rain garden maintenance workshop for a broader audience on 9/24/24. This second workshop lasted three hours, consisting of the same classroom and field portions and an additional service project. At the end of the workshop, all 23 participants performed maintenance activities identified in the inspection, such as pruning, weeding, and dividing plants in a local rain garden. Seven participants returned evaluations, and all the responses indicated that participants gained knowledge they would use and that the workshop was a good use of their time.

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

While citizen science projects remain a backbone of public involvement, they are unfortunately not as well attended as possible. In 2024, the LSP Consortium sought 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 also began to promote other citizen science programs such as NOAA’s Phytoplankton Monitoring Network, CoCoRaHs, and SC Drought Monitor. The increased marketing efforts did not seem to have a high rate of return on the investment. Aside from SC Adopt-A-Stream, public engagement with citizen science programs didn’t increase significantly. However, service projects surrounding BMP installations and maintenance, such as rain barrel sales, rain garden maintenance projects, and buffer installations, were very well attended. To increase public involvement and citizen science engagement, the LSP will host more BMP maintenance workshops, demonstration BMP installations, and BMP sales this year and pair those efforts with an applicable citizen science project. For example, pairing a rain gauge for CoCoRaHs or SC Drought Monitor with the purchase of a rain barrel.