

APPENDIX A - CWSEC 2020 ACTIVITY PLAN (JANUARY 1, 2020 - DECEMBER 31, 2020)

Theme	Activity	Activity Description	# of Activities	Number of Impacts / # Reached	Target Pollutants
Best Management Practices	Manual	Continue distributing Low Impact Development in Coastal South Carolina: A Planning and Design Guide as needed	3	87	1, 2, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Workshop/Seminar	Develop workshops focusing on BMP practices	2	44	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Workshop/Seminar	LID Manual Training	1	150	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13
General Stormwater/Watershed Outreach Programs	Conference	Waccamaw Conference	1	200	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13
	Conference	Stormwater Pond Conference	1	150	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13
	Field Workshop/Trip	Field workshops/trips with watershed focus (usually with school groups & public)	12	66	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13
	Field Workshop/Trip	SCDNR's Discovery vessel field trips and land based programs for 1 week in spring in Georgetown County	1	19	1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12, 13
	Field Workshop/Trip	Seeds to Shoreline teacher trainings	1	23	1, 3, 4, 5, 7, 10, 11, 12, 13
	Field Workshop/Trip, Presentation or Workshop/Seminar	Teachers on the Estuary (TOTE) program	1	18	1, 3, 4, 5, 7, 10, 11, 12, 13
	Presentation	Stormwater and watershed presentations for pre-K through college students	4	92	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
Presentation	Stormwater-related presentations (short duration) for adult groups, e.g. civic groups	9	218	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13	
Media/Outreach Materials	Website	Maintain Carolina Clear website and record total views for all Carolina Clear pages	1	15,194	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13
	Website	Track usage and continue to maintain and update SC Stormwater Pond Management website	Ongoing	75,688	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13
	Website	Maintain SCCIN event calendar and resource portal website	Ongoing	2025	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13

APPENDIX A - CWSEC 2020 ACTIVITY PLAN (JANUARY 1, 2020 - DECEMBER 31, 2020)

Theme	Activity	Activity Description	# of Activities	Number of Impacts / # Reached	Target Pollutants
	Website	Maintain water quality monitoring website and monitor website traffic	4	3948	7, 10, 11, 12
	Website	Maintain SC Coastal Water Monitoring Network website	NA	NA	1, 2, 7, 10, 11, 12
	Website	Develop, launch, and maintain Stormwater Pond Collaborative webpage	Ongoing	200	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13
	Website	Launch and maintain virtual stormwater pond tool	NA	NA	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13
	Social Media	Posts on Stormwater and/or watershed related topics	Ongoing	2566	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Brochure/Info Card	Distribute info cards on various best management practices: 1. Pressure washing; 2. Residential proper paint disposal; 3. Commercial paint disposal; 4. Fats, oil, grease; 5. Septic tank maintenance; 6. Rain garden; 7. Rain barrel 8. Pools 9. Composting	1-0; 2-1; 3-0; 4-0; 5-1; 6-0; 7-0; 8-0; 9-0	1-0; 2-13; 3-0; 4-0; 5-3; 6-0; 7-0; 8-0; 9-0	2, 3, 4, 5, 6, 7, 8, 9, 13
	Brochure/Info Card	Distribute info cards on water quality monitoring for the following: 1. Fishing piers; 2. Murrells Inlet; 3. Surfside Beach; 4. Waccamaw River	1-0; 2-1; 3-2; 4-2	1-0; 2-7; 3-13; 4-13	10, 11, 12
	Brochure/Info Card	Distribute IDDE cards that contain phone numbers on whom to call	3	26	1, 2, 3, 4, 6, 8, 9, 13
	Brochure/Info Card	Distribute pet waste flyers designed for shelters, kennels and other venues; info cards; and/or bookmarks	3	69	1
	Television; Online Coverage	Use a variety of mass media strategies, including television and internet, to promote tools, resources, and positive behaviors targeted at protecting water quality and addressing water quantity issues	Ongoing	361,200	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Television	Television coverage on stormwater-related activity and/or TV interview on local TV stations and shows	7	140,000	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Newspaper	Newspaper coverage on stormwater topics, e.g. introduction to stormwater systems, IDDE, remodeling/renovation activities, volunteer monitoring	3	100,000	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Online Coverage	Online coverage on stormwater-related activity (e.g. announcement on TV website about CWSEC activity)	Ongoing	56,000	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Promotional Items	Distribute promotional/educational items for give-aways, e.g. IDDE magnets, pet waste dispensers, etc.	3	132	1, 3, 4, 6, 8, 9, 10, 11, 13

APPENDIX A - CWSEC 2020 ACTIVITY PLAN (JANUARY 1, 2020 - DECEMBER 31, 2020)

Theme	Activity	Activity Description	# of Activities	Number of Impacts / # Reached	Target Pollutants
	Newsletter	Write and submit monthly CWSEC E-Newsletter	1	40	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Newsletter	Produce annual e-newsletter including stormwater/watershed topics	NA	NA	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Newsletter	Write and submit newsletters with stormwater/watershed focus	2	2552	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Poster/Exhibit/Display	Display posters and literature on stormwater topics and/or staff exhibits at conferences, festivals, or public events	1	300	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13
	Poster/Exhibit/Display	Provide interactive education booth at two-day Pathways to Possibilities (P2P) youth expo	1	300	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13
	Poster/Exhibit/Display	Provide education booth at Georgetown Co. public festivals (e.g., Belin Blessing of the Inlet, Fast & Furriest, Wooden Boat Show)	0	0	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13
	Billboard	Continue display of three billboards across the region	4 Sites	1,532,280	1, 3, 10, 11, 12, 13
Water Quality Monitoring	Monitoring	Volunteer water quality monitoring on Waccamaw River	396	234	7, 10, 11, 12
	Monitoring	Volunteer water quality monitoring in Murrells Inlet	184	163	7, 10, 11, 12
	Monitoring	Volunteer water quality monitoring in Surfside Beach	46	68	7, 10, 11, 12
	Monitoring	Volunteer water quality monitoring in Briarcliffe Acres	46	45	7, 10, 11, 12
	Monitoring	Student-based volunteer water quality monitoring program on CCU campus	144	34	7, 10, 11, 12
	Monitoring	World Water Monitoring Challenge on the Waccamaw River and CCU campus	2	108	7, 10, 11, 12
	Monitoring	Secchi Dip In turbidity monitoring in July at multiple sites along the Waccamaw River and CCU campus	1	50	7

APPENDIX A - CWSEC 2020 ACTIVITY PLAN (JANUARY 1, 2020 - DECEMBER 31, 2020)

Theme	Activity	Activity Description	# of Activities	Number of Impacts / # Reached	Target Pollutants
	Workshop/Seminar	Volunteer water quality monitoring training (initial and recurring)	6	33	7, 10, 11, 12
	Conference	Annual data conferences to disseminate volunteer water quality monitoring data, results and conclusions	1	40	7, 10, 11, 12
	Reporting	Provisional water quality monitoring reports sent to MS4s and partners and USGS	90	294	7, 10, 11, 12
Volunteer Involvement	Storm Drain Marking	Storm drain marking and data collection	1	35	1, 3, 4, 5, 6, 7, 9, 13
	Community Cleanup	Boat landing cleanups at Adopt-A-Landing sites	1	36	3
	Community Cleanup	Litter cleanups at additional sites	0	0	3
	Community Cleanup	Monthly community cleanups in Murrells Inlet	4	100	3
	Community Cleanup	Partner with Keep Horry County Beautiful, Keep North Myrtle Beach Beautiful, and Keep Georgetown Beautiful to educate the public through engagement in litter prevention and collection	Ongoing	5	3
	Recycling	Sustain recycling programs for monofilament fishing line (report on volume) in region	NA	NA	3
	Recycling	Sustain recycling programs for glass and plastic bottles in Murrells Inlet (report on volume)	NA	NA	3
	Pet Stations	Maintain pet waste bag stations and record bags used throughout Murrells Inlet	2	10,000	1, 3, 10, 11
Technical Assistance	Good Housekeeping	Municipal employee training via commercially-made videos/slide presentations borrowed from CWSEC library	2	33	1, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Meeting; Presentation	Assist Horry Co. Stormwater Advisory Board	6	82	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13

APPENDIX A - CWSEC 2020 ACTIVITY PLAN (JANUARY 1, 2020 - DECEMBER 31, 2020)

Theme	Activity	Activity Description	# of Activities	Number of Impacts / # Reached	Target Pollutants
	Meeting	Assist Surfside Beach Stormwater Committee and/or staff as needed	3	25	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13
	Meeting	SCCIN meetings (3-4 per year)	2	39	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Meeting	CWSEC biannual meetings and education provider meetings	3	44	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
	Workshop/Seminar	"Calling the Coast Home" Real Estate Professionals Course	1	40	1, 2, 3, 5, 6, 7, 10, 11, 12, 13
	Report	Complete, publish, and distribute Stormwater Ponds Research and Management Collaborative State of the Knowledge Report	1	337	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13

General Key:

NA = Not Available (information not available in time for 2020 report processing)

Key for Target Pollutants:

- | | | |
|------------------------------------|----------------------|---|
| 1 = Pet Waste | 6 = Oils/Grease | 11 = Bacteria |
| 2 = Human Septic Waste | 7 = Sediment | 12 = Pollutants Resulting in Low Dissolved Oxygen |
| 3 = Litter/Improper Disposal | 8 = Industrial Waste | 13 = Toxics: Pesticides, Heavy Metals |
| 4 = Household Hazardous Waste | 9 = Commercial Waste | |
| 5 = Parking Lot Runoff (Petroleum) | 10 = Nutrients | |