

Goals & Strategies

(Finalized on 6/24/11)

Maximize efficiency and effectiveness through coordinated and collaborative stormwater education activities.

- Efforts are collaborative, synergistic and non-duplicative
- Work, plan and report together as an entity – member SMS4s and education providers
- Adaptive management in which assessment results are used to guide improved implementation
- Identify and maximize use of individual organizational strengths
- Be a cost-effective deliverer of educational services
- Support the needs and goals of core education providers

Using a regional watershed approach, help member SMS4s meet NPDES Phase II stormwater permit requirements for public education and outreach and public involvement/participation.

- Deliver public education and involvement activities that address water quality information
- Work, plan and report together as an entity – member SMS4s and education providers
- Tailor support activities to individual member SMS4s needs
- Recognize the changing needs of member SMS4s and evolving regulatory requirements within the region

Provide and exchange technical information and expertise on innovative stormwater best management practices and supporting funding opportunities.

- Serve as an information provider on technical and current innovations and associated environmental conditions
- Keep current on educational theory/behavior change/social research/effective communication techniques
- Make local educational resources and service providers readily accessible
- Support identification of external funding opportunities, proposal development, and project delivery

Improve watershed and stormwater awareness in target audiences that informs decision-making and promotes behavior change to address water quality impairments.

- Define target audiences to address water quality threats and impairments
- Use programming in which increased awareness and/or behavior change is measurable
- Stormwater education efforts by public/municipalities are shifted to a watershed focus
- Empower population to serve as stewards of their watersheds through delivery of messages and taking action

Continue to serve as a model for collaborative stormwater education and involvement throughout the state of SC and beyond.

- Communicate outreach efforts and success stories beyond the Consortium and target audiences
- Build upon Consortium collaboration and successes to secure future grants