

Coastal Waccamaw Stormwater Education Consortium

Phased Education Work Plan

November, 2004

***Note: Consensus held that top priority is generally given to taking advantage of “low hanging fruit”, i.e. building on existing program and implementing low-cost activities.*

Audiences (listing of target groups not necessarily in order of priority)

1. **General Public:** Websites, brochures, and PSAs were identified as low cost, big impact ways to deliver information to this sector.
 - A. **Homeowners**
 - i. HOAs/ POAs: CTP was identified as a critical service provider for this sector.
 - ii. Pet Owners
 - B. **Tourism**
 - i. The local Surfrider organization was identified as already delivering educational services to this sector.
 - ii. Chambers of Commerce were identified as effective means to reach this audience
 - C. **K-12**
 - i. Lesson plan development
 - ii. Integration to SC State Science Standards
 - iii. Other education providers/outlets to coordinate with:
 - (a) NI-WB NERR Community Education Program
 - (b) Horry County Solid Waste Authority
 - (c) ETV
 - (d) Public Access Channel
2. **Professionals:** engineers, architects, developers
 - A. **Contractors** (land disturbance activities top priority) and public works staff and department heads; **Carolina Clear Contractors was identified as already delivering educational services for this sector. The following are training targets and current resource options. Some of the training could combine public and private sector targets.*
 - i. Agriculture and Forestry – (Voluntary BMP program)
 - ii. New stormwater technologies – (CTP training)
 - iii. Construction BMPs - (subcontractors CEPSI)
 - iv. Permitting - (*need to develop training for this area*)
 - v. Installation and maintenance – (limited inspection)
 - vi. Public works maintenance/ grounds staff – (CTP could help develop in-house training)
 - B. **Developers** (small and large)

- C. **Engineers and Landscape Architects and Public Works Staff** including stormwater managers; **CTP training has been largely focused on these audiences*
 - i. PE credits need to be offered as part of the training – (CTP has begun to incorporate these incentives)
- 3. **Municipal Officials:** Elected and Appointed (NEMO-style). Training and retraining should be timed to follow elections.
 - A. **County and City Councils**
 - B. **Stormwater Commissions and Advisory Boards**
 - C. **County and City Planning**
 - i. Commissions
 - ii. Office
 - D. **Public Works Administrators**

Stormwater Education Topics (not necessarily listed in order of priority)

- 1. **Pet waste**
 - A. Ordinance options
 - B. Impervious cover education/ ordinance options
 - C. Education strategy for public: Why is your pond green?
- 2. **Efforts targeted at inlet (source) and outlet (receiving water body)**
 - A. Inlet
 - i. Maintenance
 - ii. Homeowners – dumping
 - B. Outlet
 - i. Beach
 - ii. Marsh/ estuary
 - iii. Offshore
 - C. Personal connection to watershed approach
 - i. Educational strategy for public: Where does stormwater and trash go?
- 3. **Sedimentation – land disturbance**
 - A. Riparian buffers (Professionals, Officials)
- 4. **New Technologies** (Engineers and developers)
 - A. Sediment, bacteria, etc.
 - B. BMPs and BSD (Planning Commissions and Planning Departments)
 - C. NOAA CSC Alternatives Analysis
 - D. Retrofitting – grassy swales and other alternatives to tiling (Conway City Council and Water Quality Advisory Commission)
- 5. **Importance of Imperviousness**
 - A. Disconnecting gutters and impervious surfaces (Homeowners)
 - B. Parking lot design criteria/ ordinances (Officials)
- 6. **Property/Homeowner Activities**
 - A. Home*A*Syst
 - B. Backyard Buffers
 - C. Fertilizer Use

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- D. Pet Waste
- E. Septic Systems

7. **Businesses** (later priority)
 - A. Restaurants
8. **Septic Systems** (later priority)
 - A. Section 6217 Coastal Nonpoint Program
 - B. Inspections and maintenance

9. **Media Exposure for CWSEC Efforts**

The consortium agreed to sign a resolution signifying our commitment to work together. The primary goal of this resolution would be to provide some kick-off exposure by signing the document in the context of a formal press conference early in 2005.

The resolution is envisaged as an open-ended commitment to pool resources to meet the spirit of NPDES Phase II Storm Water Program requirements. At the press conference, we would mention that this collaborative effort (in advance of the final version of our general permit) has received positive recognition from SC DHEC. (DHEC has recognized the CWSEC as a model for developing a regional, multi-jurisdictional stormwater education effort and has recognized that our coordinated initiative makes efficient use of tax dollars while putting us ahead of the curve in addressing local environmental issues.)

The Consortium members also agreed to concentrate initial media efforts at beachfront areas as folks are more likely to pay attention to issues impacting this area. (e.g. pointing out that litter deposited on streets washes into swimming areas)

10. **Discussion of Work Plan** (Function and Structure)