Minutes from Coastal Waccamaw Stormwater Education Consortium
Held on October 25, 2004 at
Burroughs and Chapin Center for Marine and Wetlands Studies,
Coastal Carolina University, Conway, SC

Attending: Horry County (Tom Garigen, Stormwater Manager), City of Conway (Fred Akel, Public Works), City of Myrtle Beach (Steve Moore, Stormwater Manager), City of North Myrtle Beach (Kevin Blayton, City Engineer), SCDHEC OCR M (Joe Fersner), Georgetown (Jeff McNesby, Ray Funnye and Ed Huempfner,), Cal Sawyer (Clemson University), Jeff Pollock (NI-WB NERR CTP), Susan Libes (Coastal Carolina University), Hamp Shuping (Waccamaw Riverkeeper), Dan Hitchcock (SC Sea Grant Consortium). Absent: Michael Kovacs (Surfside Beach)

Meeting was convened at 10:00 AM.

Notes from the prior meeting held on June 24, 2004 are available at: http://northinlet.sc.edu/training/stormwater_education/first_meeting_notes.pdf.

Agenda

1. Review Draft CWSEC Strategy Document
   a. Stakeholders: a request was made to better segregate the stakeholders listed in Appendix A into separate groups. One group identified was “funding agents” as compared to entities that would not be able to fund services.
   b. CWSEC boundaries and map: a request was made to develop a map that identifies the CWSEC project boundaries. This boundary does not necessarily follow any watersheds, but should be more geopolitical in nature, i.e. cover Horry and Georgetown counties with an emphasis on the urban settings. The boundary lines could be superimposed on a watershed map.
   c. Phased Goals: it was requested that we could not possibly cover all the general goals laid out in the CWSEC strategy document in Year 1. Rather we need to acknowledge in the strategy document that a phased approach will be taken. For example, low priority will be given to the tourist sector initially with the intent to increase this in the future.
   d. Role of Illicit Discharge Detection in education: a request was made to better articulate the connection between Illicit Discharge Detection. It was explained that Public Education and Public Involvement could be incorporated into Illicit Discharge Detection duties if voluntary monitoring efforts were acceptable. This represents efficiency in that one activity addresses three minimum measures. At least some of the stormwater managers liked this approach with particular interest focused on classroom activities and kids bringing parents to field events.
   e. Target Audience: several requests were made to add missing stakeholders, i.e. (1) media, particularly in terms of cultivating points of continuing contact like Carrie Reynolds at The Sun News, (2) churches, and (3)
existing groups, such as the Chambers of Commerce, that can help us get the message out.

2. Online Survey Results

- Turn out was pretty high, only one stormwater manager was missing.
- Under audiences, tourism industry ranked surprisingly low. A suggestion was made that some inexpensive efforts should be made to address this audience even though it is not going to be an initial priority. (Tom Garigen described a survey and brochure that was done for a recent US EPA 319 Program project on the beaches and AICW.) It was noted that the three top-ranked categories could really be lumped into “professionals”. It was surprising that these were ranked highly as compared with the target audience of the Carolina Clear Program. In terms of addressing the “professionals”, it was noted that the issue was not their knowledge base but rather their economic incentives. Only 4 respondents rated K-12 students highly; this was felt to be underrepresented, especially since this is a relatively easy educational area to address.
- The service providers promised to synthesize the responses to the stormwater education TOPICS into common threads.
- The response rate on available tools indicates that website delivery is a universally available option with staff presentations, PSA’s and newsletter/bill stuffers somewhat less available. The point was made that presentations by staff were a large and valuable resource.
- Educational programs and materials: A request was made to develop a list of inexpensive materials that are known to work, such as the Terrene Enviroscape models, but more in the $10 range. Several managers want to see bilingual materials (English/Spanish). There was also interest in developing a “Speaker’s Package” that contained handouts, a PowerPoint presentation, video, etc.
- Suggestions for making CWSEC more effective focused on developing a regional logo, such as DHEC’s Splash.

The logos of other funding sources could be appended to whatever material is sporting the Splash logo.
3. Discussion and Prioritization of Audiences and Topics

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)**

I. **General Public**: Websites, brochures, PSAs were identified as low cost, big impact ways to deliver information to this sector.
   
   A. **Homeowner**
      1. HOA: CTP was identified as a critical service provider for this sector.
      2. POA
      3. Pet Owners
   
   B. **Tourism**
      1. The local Surfrider organization was identified as already delivering educational services to this sector.
   
   C. **K-12**
      1. Lesson Plan Development
      2. Integration to SC State Science Standards
      3. Other education providers/outlets to coordinate with:
         (1) NI-WB NERR CTP
         (2) Horry County Solid Waste Authority
         (3) ETV
         (4) Public Access Channel

II. **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 to this sector. The following are some training targets and current resource options. Some of the training could combine public and private sector targets.
      a. Agriculture and Forestry: Voluntary BMP program
      b. New STP technologies: CTP Training
      c. Construction BMPs: subcontractors CEPSI
      d. Permitting: need to develop training for this area.
      e. Installation and maintenance – limited inspection
      f. Public works staff: need to develop in-house training.
   
   B. **Developers** (small and large)
   
   C. **Engineers and Landscape Architects and Public Works Staff** including stormwater managers.
      a. PE credits need to be offered as part of the training.
      b. CTP training has been targeted at this audience.

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

I. Pet waste
   a. Ordinance Options
   b. Impervious Surface Cover Management
   c. Education strategy for public: Why is your pond green?

II. 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?

III. Sedimentation – land disturbance
   a. Buffer, riparian (Professionals, Officials)

IV. New Technologies (Engineers and developers)
   a. Sediment, bacteria, etc.
   b. BMPs and BSD (Planning commission and dept.)
   c. NOAA CSC Alternatives Analysis
   d. Retrofitting – tiling vs. grassy swales. Available options

V. Importance of Imperviousness
   a. Disconnecting gutters and impervious surfaces (Homeowners)
   b. Parking Lot Design Criteria (Officials)

VI. Property/Homeowner Activities
   a. Home*A*Syst
   b. Backyard Buffers
   c. Fertilizer Use
   d. Pet Waste
   e. Septic Systems

VII. Businesses (later priority)
   a. Restaurants

VIII. Septic Systems (later priority)
   a. Section 6217 Coastal Nonpoint Program
   b. Inspections and Maintenance
   4. 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. Some time after the holidays was deemed best.

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. They are referring to us as a model for developing a joint (multi-jurisdictional) effort and that this kind of strategy promotes efficient use of tax dollars while putting us ahead of the curve in addressing local environmental issues.

The stormwater managers also agreed to concentrate initial media efforts at beachfront areas as folks are more likely to pay attention to issues impacting this area. For example, pointing out that litter deposited on streets washes into swimming areas.

5. Discussion of Work Plan (Function and Structure)

It was agreed that the immediate next steps of the CWSEC was to:

(1) Edit the strategy document
(2) Draft the resolution
(3) Development a workplan for the first two years including cost estimates.

(4) Generate a web-accessible inventory of extant tools – simple popular things that are inexpensive and that work, such as Stormwater Temperature cards, doorhangers, and washable tattoos.

(5) Generate new materials. Particularly important is a Speaker’s Package (PowerPoint presentation, brochures, etc.). Next in importance are K-12 lesson plans, then PSA’s (written, radio and video). Particular emphasis should be put on developing bilingual materials. Also important are traveling and permanent displays.

(6) Develop and implement surveys for assessment.
(7) Meet quarterly for short meetings
(8) Consider hosting a meeting of Stormwater Association of SC. Make a presentation at their Nov. meeting.

Meeting was adjourned at 2:00 PM.