



Building a Public Education Campaign for Stormwater Awareness Week

July 13, 2023 | 10:30 a.m. – 11:30 a.m. (Eastern)

[SESWA.org](https://www.SESWA.org) | 866-367-7379 | info@SESWA.org

Thanks to Our Sponsors!



Today's Presenters

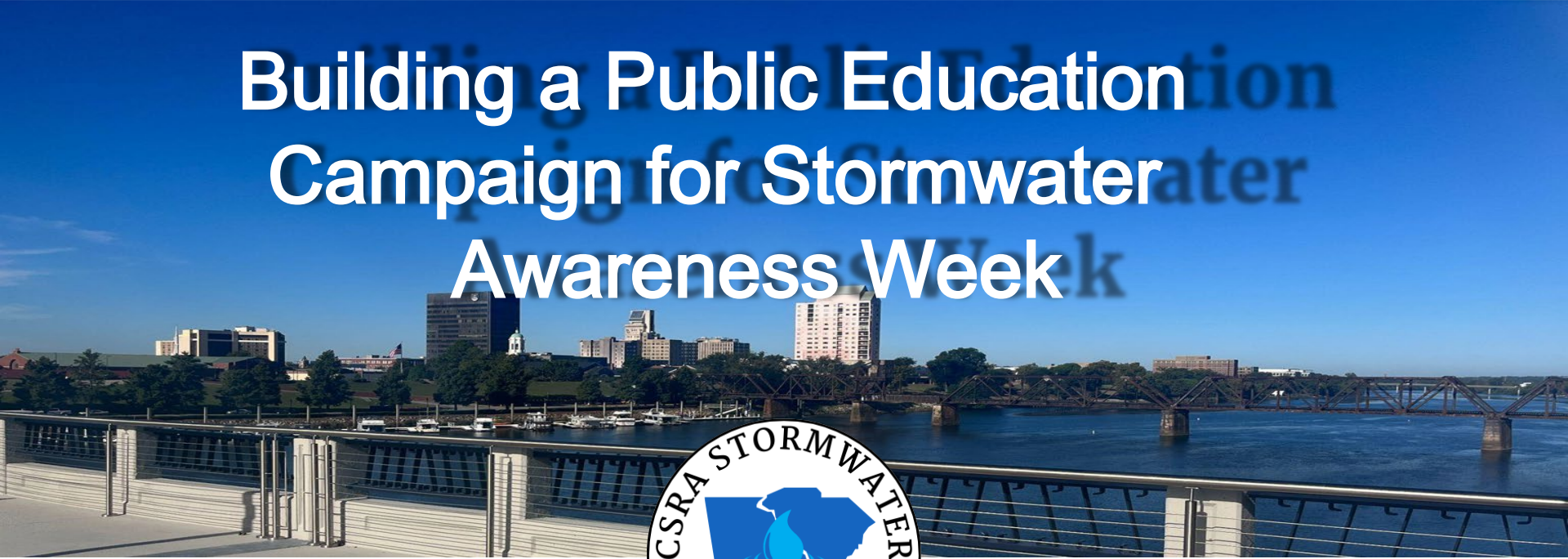


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Columbia County, GA
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Building a Public Education Campaign for Stormwater Awareness Week



Agenda

1. Stormwater Awareness Week
1. Benefits
1. Steps to Create your own Campaign
1. Examples of Stormwater Awareness Campaigns



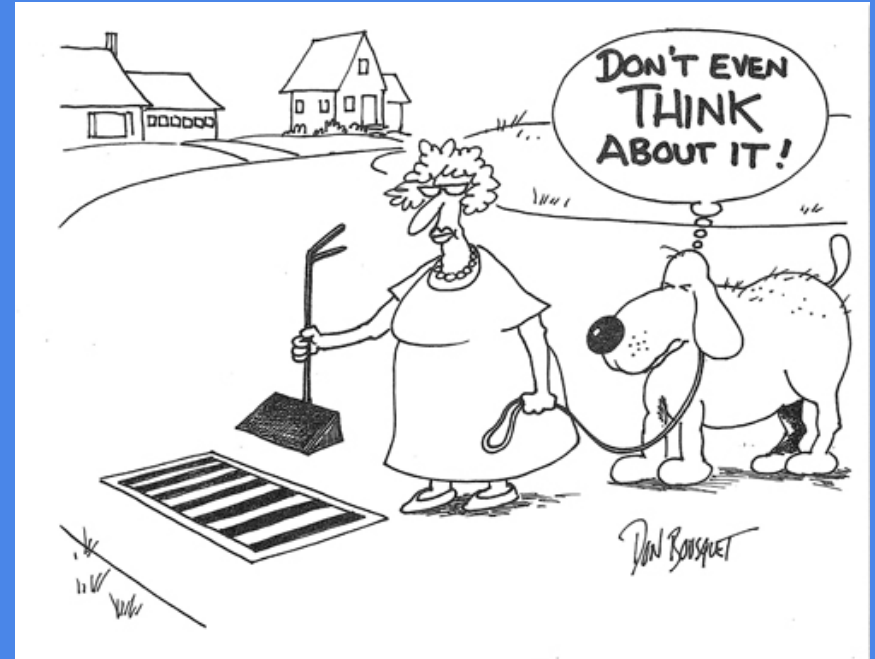
What is Stormwater Awareness Week (SWAW)?



- Last week in September
- Dedicated to educating the public about stormwater
 - industrial, municipal, or community
- Larger presence in the Midwest and West Coast
 - California, Ohio, Colorado, Arizona

Benefits - How does SWAW fit into your organization?

- Dedicated week to focus on Storm water
- Pick a campaign route that best fits your workflow
- Tailor to the needs of your community or organization
 - Permit requirements
 - Company goals
 - Professional trainings
 - Community values
- Opportunity for Collaboration
 - Network, meet your neighboring entity
 - Share ideas and resources
- Education/Outreach
 - Get to know your audience



Larger Governing Body



State or Federal Agencies
(i.e. EPA)

Permittees



Local Governments, DOT,
Universities, & Industrial
Facilities

Professional Services

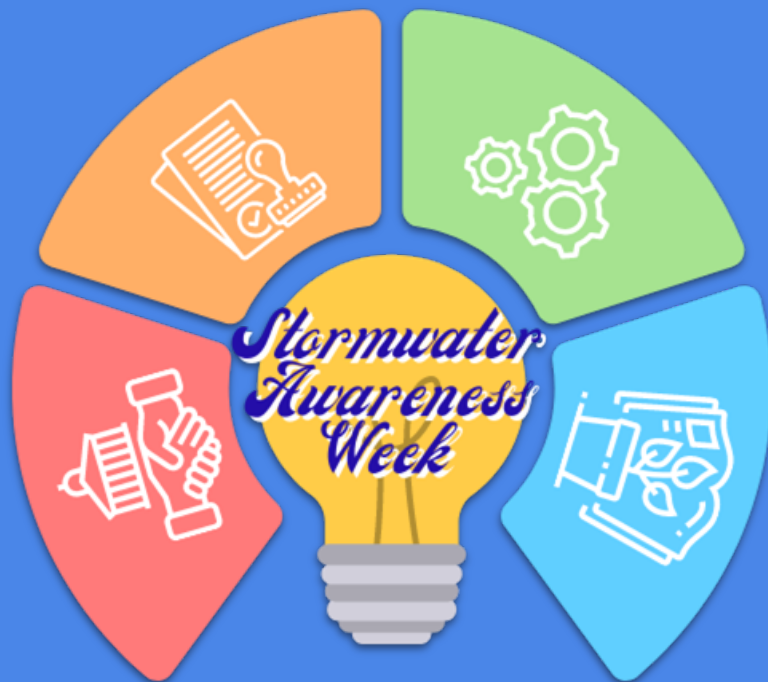


Engineer, Landscape Architect,
Consultant, Surveyor, & Wetland
Delineator

Educational Facility



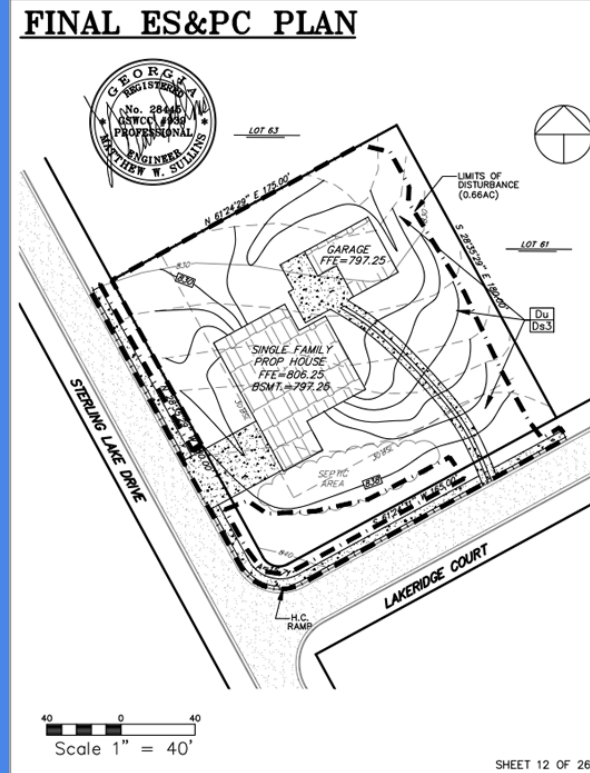
Nature Parks, Schools, Extension
Offices



SWAW Campaign Ideas: Educational Facility



SWAW Campaign Ideas: Professional Services



SWAW Campaign Ideas: Permittees



National Map of Regulated MS4s



SWAW Campaign Ideas: Larger Governing Bodies



South Carolina Department of Health and Environmental Control



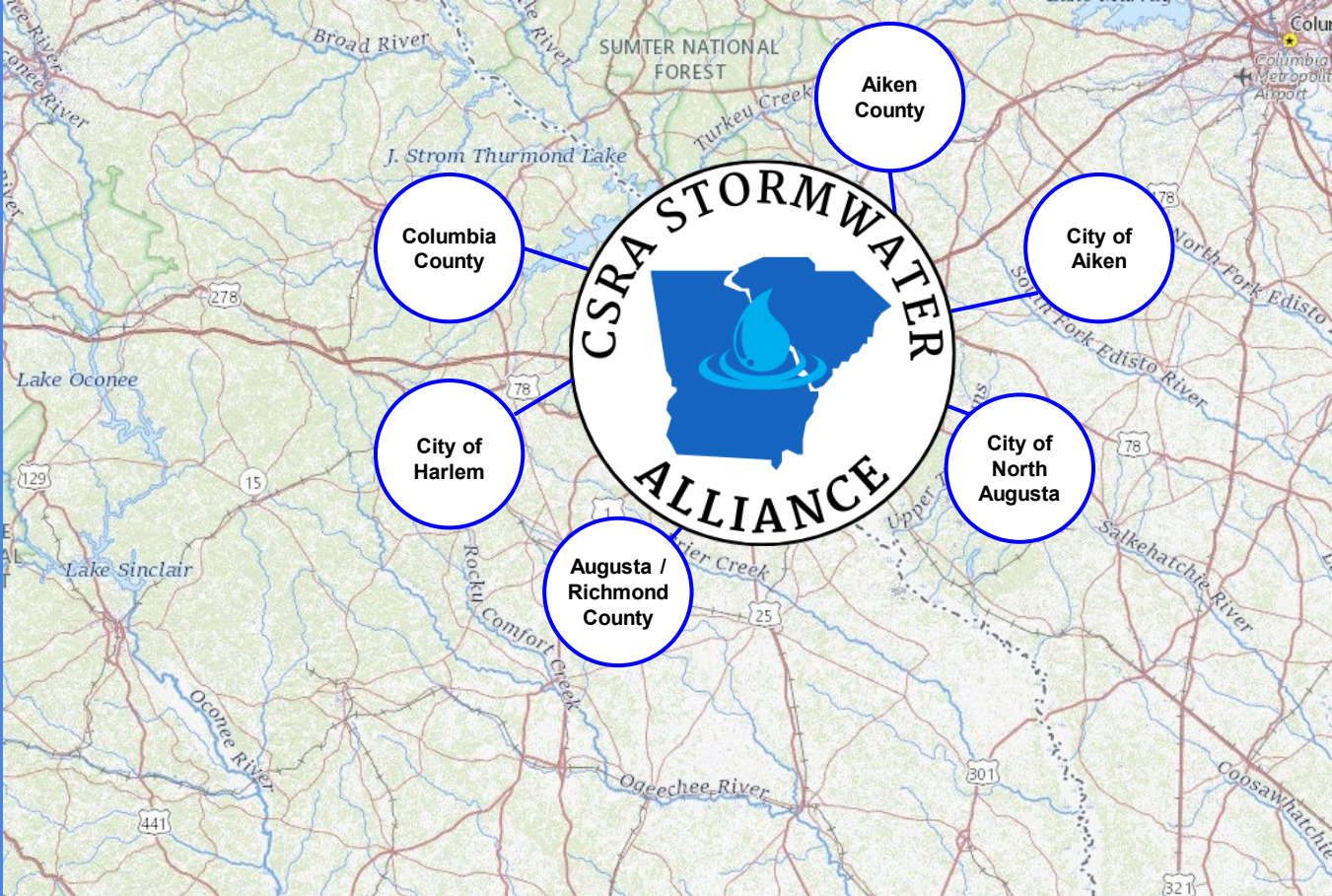
Georgia Environmental Protection Division



EPA

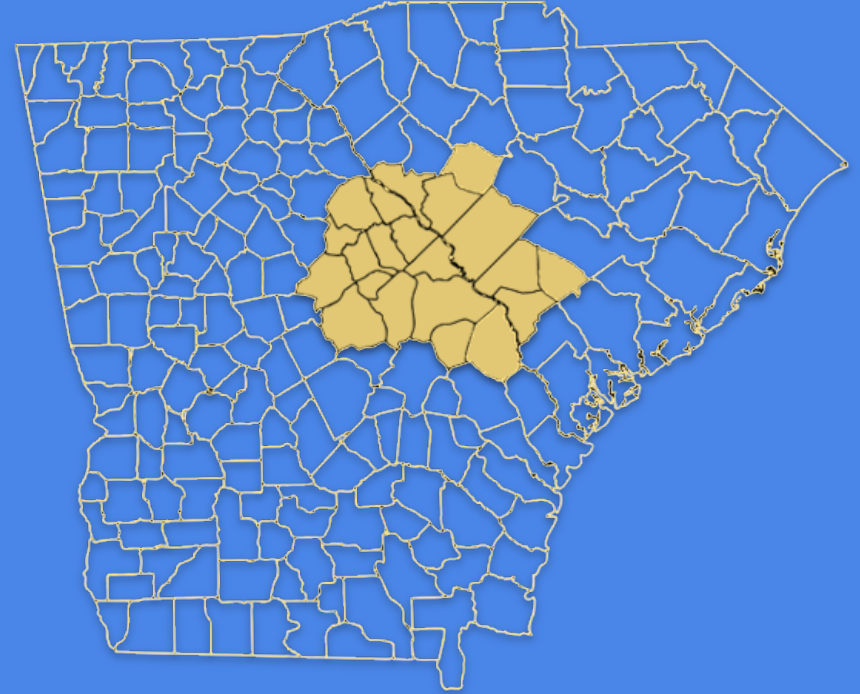


Solo versus Collaborative Campaign



Central Savannah River Area (CSRA) Stormwater Alliance

- Build a network of Stormwater Professionals to:
 - Share Resources
 - Discuss Stormwater Topics
 - Tour Stormwater Projects
 - Collaborative Workshops and Outreach
 - Continue to Motivate



CSRA Stormwater Awareness Week Sept 26th - 30th 2022



Monday:

▶▶▶ What's in Your Stormwater?
Columbia County, GA

September 26th at 12:00 pm - 1:00 pm
Savannah Rapids Pavilion (Red Cedar Room)
RSVP: rosborne@columbiacountyga.gov

▶▶▶ Stormwater Week Presentation
City of Harlem, GA

September 26th at 7:00 pm
Municipal Court Room
Harlem Public Safety Building
City Council Meeting

Tuesday:

▶▶▶ Stormwater Solutions for Homeowners -Increasing Infiltration
City of Aiken and Aiken County, SC

September 27th at 12:00 pm - 12:45 pm
Online - Part 1 of 3 - Virtual Series
Register: csraswa.org/stormwater
Questions: 803-642-1535

Tuesday cont.:

▶▶▶ What to Know - Your Property's Drainage Features and Tree Care
City of North Augusta, SC

September 27th at 6:00 pm - 7:30 pm
North Augusta Community Center
RSVP: 803-442-5711

Wednesday:

▶▶▶ Stormwater Solutions for Homeowners -Minimizing Runoff
City of Aiken and Aiken County, SC

September 28th at 12:00 pm - 12:45 pm
Online - Part 2 of 3 - Virtual Series
Register: csraswa.org/stormwater
Questions: 803-642-1535

Thursday:

▶▶▶ Stormwater Solutions for Homeowners - Reducing Pollutants
City of Aiken and Aiken County, SC

September 29th at 12:00 pm - 12:45 pm
Online - Part 3 of 3 - Virtual Series
Register: csraswa.org/stormwater
Questions: 803-642-1535

|| Special thanks to all organizations involved with CSRA Stormwater Alliance in all corners of the CSRA for making this possible.

Collaborative SWAW Campaign 2022: Advertisement

- Word of Mouth
- Email Blasts
- Created a collective flyer
 - Paper
 - Hand- out at events
- Social Media
- Working with the local news station

Collaborative SWAW Campaign 2022 - Proclamation

Sponsor(s) : County Council
Committee Referral : N/A
Committee Consideration Date : N/A
Committee Recommendation : N/A
Effective Date : September 21, 2022

RESOLUTION NO. 22-09-146

COUNCIL ADMINISTRATOR FORM OF GOVERNMENT FOR AIKEN COUNTY

To Designate the Week of September 25 – October 1, 2022 as “Stormwater Awareness Week” in Aiken County.

WHEREAS:

1. The Aiken County Stormwater Division through its Municipal Separate Storm Sewer System (MS4) provides an important public service, as set forth in the National Pollutant Discharge Elimination System (NPDES) General Permit for MS4s and as established by the United States Census in an Urbanized Area (UA) located within a portion of Aiken County; and
2. The Stormwater Division provides essential waterbody testing, compliance, and inspection services through Aiken County’s stormwater fee assessed on improved residential, commercial, and agricultural parcels. As an operator, Aiken County implements a program to satisfy the requirements of the United States Clean Water Act of 1987 and the South Carolina Water Pollution Control Permits Regulation Section 61-9; and
3. Aiken County Stormwater Division and its MS4 promote best management practices (BMPs) and address the MS4’s six minimum control measures (MCMs); public education and outreach on storm water impacts; public involvement / participation; illicit discharge detection and elimination; construction site storm water runoff control; post-construction storm water management in new development and redevelopment; and pollution prevention / good housekeeping for municipal operations; and
4. With the County’s population growth, Aiken County Stormwater Division has never been more vital in protecting the health of our rivers, streams, and lakes by promoting an understanding of the County’s system of stormwater conveyances; and
5. The designation of “Stormwater Awareness Week” will serve to educate the people of Aiken County, South Carolina about how to reduce pollution; the health of our waterways; and authorized discharges into the waters of the State of South Carolina and The United States.

NOW THEREFORE BE IT RESOLVED BY THE AIKEN COUNTY COUNCIL THAT:

1. Aiken County Council does hereby designate the week of September 25 – October 1, 2022 as “Stormwater Awareness Week” and encourages citizens to pay tribute to water resources and to recognize the impact we can have to protect and preserve the water quality to our creeks, streams, reservoirs, and rivers.
2. Aiken County further wishes to commend and thank all Stormwater Division staff members for their dedicated service to the citizens of Aiken County.

Adopted at the regular meeting of Aiken County Council on September 20, 2022.

ATTEST:


Katelyn Hayes, Council Clerk

SIGNED:


Gary Binkert, Council Chairman

COUNCIL VOTE: Unanimous



Columbia County SWAW 2022 - Social Media Presence

STORMWATER RUNOFF:

Please don't pollute this pathway

STORMWATER
↳ STORM DRAIN
↳ WATERWAY

COLUMBIA COUNTY
FLORIDA

CLEAN STORMWATER ↳ HEALTHY WATERWAYS

STORMWATER OPERATIONS SPOTLIGHT

A 3-inch sink hole formed from a badly eroded 42-inch corrugated metal pipe (CMP) between 2 houses on Low Meadow Drive. The failing pipe was replaced with an HP Storm pipe embedded in #57 stone. Once installed, the yards' contours were restored and then stabilized with sod.

THANK YOU TO THE STORMWATER OPERATIONS TEAM FOR ALL THEIR HARD WORK THAT KEEPS OUR STORMWATER SYSTEM MAINTAINED AND FUNCTIONING.

COLUMBIA COUNTY
FLORIDA

STORMWATER COMPLIANCE SPOTLIGHT

MAINTAIN BUFFERS PROTECT STREAMS

Want to protect your property while promoting stream health?

- Maintain the stream buffer
- Don't remove trees
- Let grasses, shrubs, & trees grow freely
- Don't apply yard chemicals in the buffer
- Don't dump yard waste into or near the stream

THANK YOU TO THE STORMWATER COMPLIANCE TEAM FOR HELPING TO MAINTAIN STREAM BUFFERS DURING CONSTRUCTION THROUGH PERMITS, PLAN REVIEW, AND INSPECTIONS.



Columbia County SWAW 2022 - Main Presentation

- Type: Presentation
- Format: In Person
- Time: Lunchtime
- Audience: Community Members of Columbia County
- Goal: Educate community about impaired streams and what they can do to help



Columbia County Proudly Presents:

WHAT'S IN YOUR STORMWATER?

When: September 26th 2022, 12-1pm
Where: Savannah Rapids Pavilion (Red Cedar Room)
To reserve your seat, please email rosborne@columbiacountyga.gov
~Optional nature walk by the canal after the presentation~



Harlem, GA SWAW 2022 - SW Presentation to City Council

- Type: City Council Meeting
- Format: In Person
- Time: Evening
- Audience: City Council and Residents
- Goal: Introduce Stormwater Awareness Week to the Council to begin conversations about the importance of stormwater management



Council:

Mayor Roxanne Whitaker
Mayor Pro tem Gregg Stokes
Councilmember Daniel Bellavance
Councilmember Al Reeves
Councilmember John Thigpen

Staff:

City Manager Debra Moore
City Clerk Leona Holley
City Attorney Barry Fleming
City Attorney Adam Nelson

WORK SESSION – THURSDAY, SEPTEMBER 22, 2022; 7:00 P.M.

REGULAR MEETING – MONDAY, SEPTEMBER 26, 2022; 7:00 P.M.

HARLEM PUBLIC SAFETY BUILDING, 110 W. MILLEDGEVILLE ROAD, HARLEM, GA 30814

AGENDA:

1. Call to Order
2. Invocation & Pledge of Allegiance
3. Approval of the Agenda
4. Approval of the Minutes (*TAB 1*)

PUBLIC HEARING:

1. Rezoning Application RZ-2022-05-01 to Rezone Appling-Harlem Road, Map & Parcel 031 036; 99.20 acres; Rezoning from A-1 Agriculture to PUD Planned Unit Development-*TAB (2)*
2. Rezoning Application RZ-2022-05-02 to Rezone Appling-Harlem Road, Map & Parcel 031 032; 74.39 acres; Rezoning from A-1 Agriculture to PUD Planned Unit Development-*TAB (2)*

PRESENTATIONS:

1. Stormwater Awareness Week – September 26 – 30, 2022 – David Jenkins & Robert Fields
2. Columbia County Community Connections – Teka Jenkins, Executive Director

North Augusta SWAW 2022 - Resident Workshop

- Type: Workshop
- Format: In Person
- Time: Evening
- Audience: Homeowners and Property Managers
- Goal: How to care for the infrastructure on your property and who you reach out to if you have concerns



The poster features a large background image of the North Augusta City Hall building. In the top left corner, there is a logo for North Augusta South Carolina Water Alliance with the text 'A CSRA STORMWATER ALLIANCE EVENT'. Below the logo, there are three circular inset images: a tree-lined path, a sunset over a lake, and a person in a safety vest working on a storm drain. The main title 'What to Know - Your Property's Drainage Features and Tree Care' is prominently displayed in white text on a teal background. Below the title, it lists the target audience: 'Homeowners- HOA Members -Property Managers'. A yellow circular badge on the right side of the poster reads 'FREE EVENT Please RSVP at 803-442-5711'. The event details, including the date and time (Tuesday, Sept. 27, 2022 at 6:00 to 7:30 pm) and location (North Augusta Community Center, 495 Brookside Ave., North Augusta SC 29841), are listed in white text on teal background. A list of topics is provided with checkmarks: Easements and Maintenance, Caring for Street Trees, Storm Drains and Swales, and Retention Ponds and more. At the bottom left, there is a small logo for Brick Pond Park. At the bottom right, there is a circular logo that says 'NO DUMPING DRAINS TO RIVER' with a map of North Carolina and South Carolina. The contact information 'Learn More: Michaela Canady mdcanady@northaugustasc.gov 803-442-5711' is located at the bottom center.

North Augusta
South Carolina Water Alliance
A CSRA
STORMWATER
ALLIANCE EVENT

What to Know - Your Property's Drainage Features and Tree Care

Homeowners- HOA Members -Property Managers

Learn about the importance of proper tree care, stormwater runoff, and water quality from your Property Maintenance and Stormwater city staff.

**FREE
EVENT**
Please RSVP at
803-442-5711

Topics:

- ✓ Easements and Maintenance
- ✓ Caring for Street Trees
- ✓ Storm Drains and Swales
- ✓ Retention Ponds and more

Time:
Tuesday, Sept. 27, 2022
at 6:00 to 7:30 pm

Location:
North Augusta Community Center
495 Brookside Ave.
North Augusta SC 29841

Learn More: Michaela Canady mdcanady@northaugustasc.gov 803-442-5711

North Augusta
South Carolina Water Alliance
Brick Pond
Park

NO DUMPING
DRAINS TO RIVER

Aiken SWAW 2022 - Three Part Webinar

- Type: Webinar
- Format: Virtual
- Time: Lunch Hour
- Audience: Homeowners
- Goal: Give homeowners the resources to take ownership of their stormwater and direction on how to manage it within their own yard

AIKEN COUNTY STORMWATER PRESENTS:

STORMWATER SOLUTIONS FOR HOMEOWNERS

A THREE PART VIRTUAL SERIES

September 27, 28 , & 29, 2022
12:00pm - 12:45pm

PART 1: INCREASING INFILTRATION

September 27, 2022

Stormwater management techniques that can potentially increase infiltration on your property.

PART 2: MINIMIZING RUNOFF

September 28, 2022

Do-it-yourself stormwater storage and conveyance practices designed to reduce runoff from your property.

PART 3: REDUCING POLLUTANTS

September 29, 2022

Stormwater pollution reduction tips, free resources, and community service programs designed to help get you started.



Register at csraswa.org/stormwater

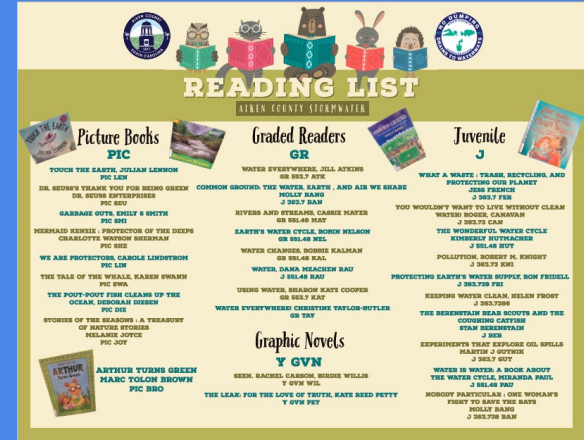


Stormwater Awareness Week 2023

- Host a Contest
- Conduct a Scavenger Hunt
- Issue a Press Release
- Write a Proclamation
- Host a Webinar
- Social Media Posting
- Stormwater Safety Meeting
- Adopt-a-Stream Drop in/Workshop



Storm Drain Mural



Library Collaboration



Cleaning Litter from Creek



Regional Movement

- Establish regional campaigns (EPA districts)



Local Movement

- Promote collaboration within local areas to create strong message



National Movement

- Launch a nationally recognized Stormwater Awareness Week campaign

Global Movement

- Strive to make global impacts through Stormwater Awareness Week Campaign



STORMWATER AWARENESS WEEK CAMPAIGN PATHWAY

Resources for Planning Your Own Campaign:

Stormwater Awareness Week Campaign Websites:

- California: <https://www.stormwaterawareness.org/>
- Ohio: <https://www.ohiostormwaterweek.org/#/>
- Arizona: <https://www.phoenix.gov/newsroom/water-services/1714>

Campbell's Corner Spotlight:

<https://www.wjbf.com/featured/campbells-corner-first-annual-storm-water-awareness-week/>

CSRA Regional Website:

<https://www.csrswa.org/stormwater-awareness-week-2023>

