



*“Spotlight” Webinar Series*



## **Streamlining Outreach Programs through Collaboration**

May 6, 2020 | 11:00 a.m. – 12:00 noon (Eastern)

[www.SESWA.org](http://www.SESWA.org)

# Today's Presenter

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**Chenille Williams**

Education Program Coordinator

Stormwater Management Division

Richland County, SC

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# Streamlining Outreach Programs through Collaboration

Chenille Williams  
Richland County Stormwater Management

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# Collaborate with Everyone. It Makes Life Easier.

— Chenille Williams —  
Richland County Stormwater Management

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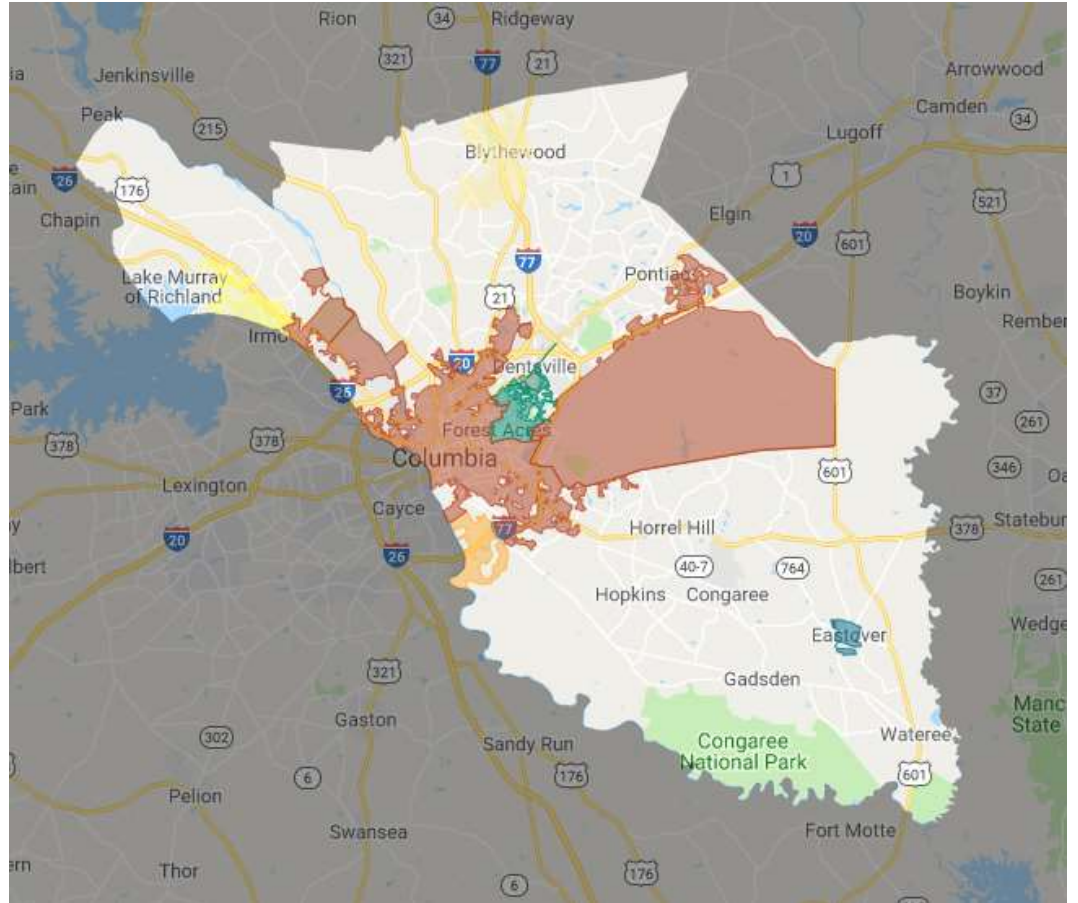
## Richland County

Population: 414,576

- Includes 7 municipalities

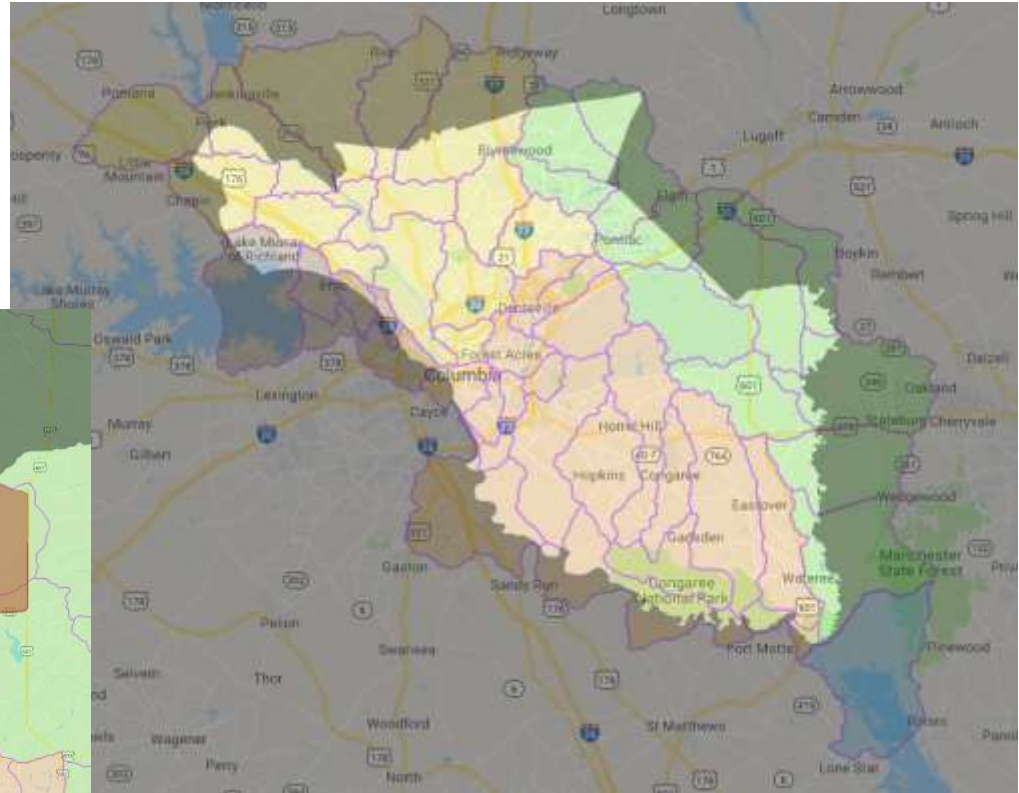
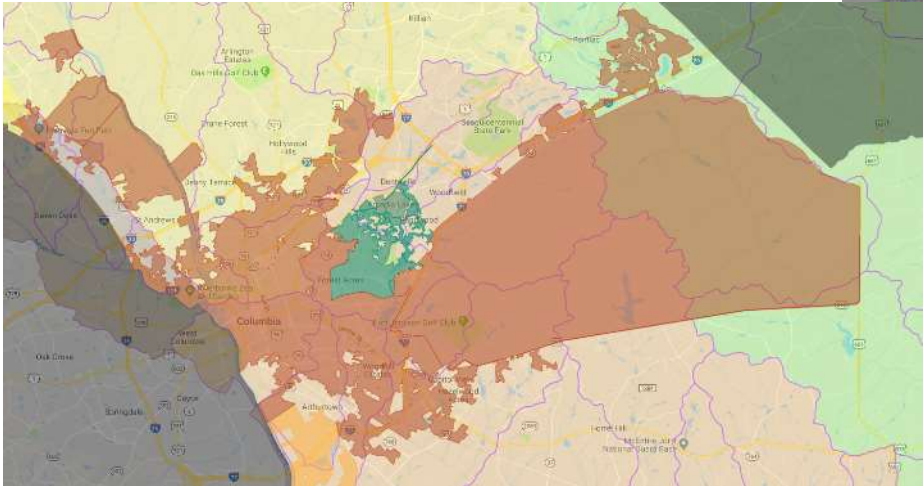
## City of Columbia

Population: 133,451



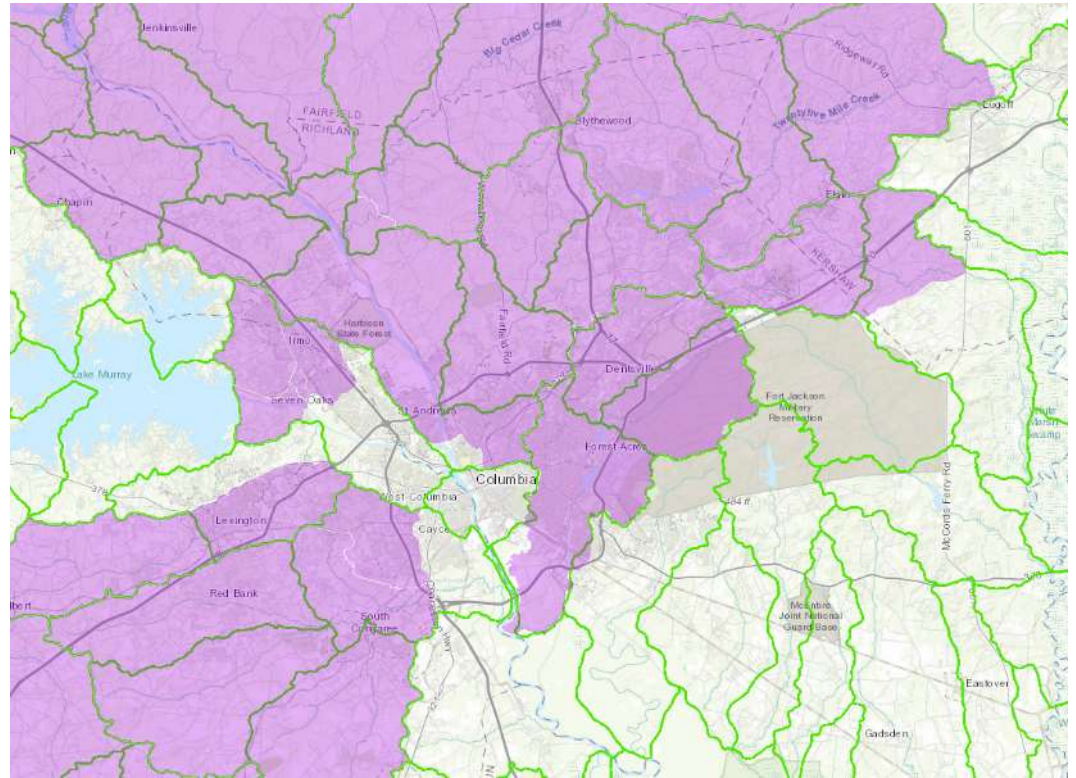
# 12-Digit HUC Watersheds

- Richland County: 49
- City of Columbia: 17



# Total Maximum Daily Load

16 TMDL-Approved  
Watersheds



# Stormwater Permit Requirements

- Structural Controls and Stormwater Collection System Operation
- Areas of New Development and Redevelopment
- Existing Roadways
- Flood Control Projects
- Municipal facilities
- Application of Pesticide, Herbicide, and Fertilizers (PHF)
- Illicit Discharges and Improper Disposal
- Industrial Runoff
- Construction Site Runoff
- Public Education & Public Participation



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- Construction Site Runoff
- **Public Education & Public Participation**

# Public Education & Public Participation

- “Illicit discharge awareness and reporting”
  - *County specifics: educate the public on how to identify and the problems associated with illicit discharges, illegal dumping, and illicit connections*
- “Reduced use of pesticides, herbicides, and fertilizers”
  - *County specifics: assist homeowners in their PHF use reduction, place brochures on PHF topics in public buildings, publish semi-annual article in newsletter on availability of PHF materials*
- “Adverse impact of domestic animal waste on water quality”
  - *County specifics: Work with neighborhoods and homeowners to minimize Stormwater pollution from animal waste*

# Public Education & Public Participation

- Establish programs address targeted pollutants of concern (POCs) for pollutant reduction
  - Litter
  - *E. Coli*
  - Nutrients



**OPPORTUNITIES TO COLLABORATE!**

# Illicit discharge awareness and reporting



# My River Starts Here



- Storm drain marking used as a vehicle to address IDID awareness and reporting
- Storm Drain Marking Month in April
  - Media coverage
  - Volunteer recruitment
- Targeted POCs: excess PHF's, lawn debris, trash, soap suds, anything other than rain
- No specific target audience

  
**SO YOU WANT TO MARK STORM DRAINS**  
[WWW.MYRIVERSTARTSHERE.ORG](http://WWW.MYRIVERSTARTSHERE.ORG)

Storm drain inlets carry rainwater from streets and parking lots to the river without being treated. Marking storm drains reminds people that only rain should go down the drain. Get involved to help keep our waterways clean.

**FORM A GROUP**  
Recruit at least 3 people to work with you. Flying solo? We can make arrangements for you, too!



**CHOOSE A LOCATION**  
We encourage volunteers to work in their own neighborhoods, but we can also assign your group an area.

**SIGN UP**  
Visit [www.MyRiverStartsHere.org](http://www.MyRiverStartsHere.org) to enter your information. City of Columbia and Richland County staff are waiting to hear from you!



**SCHEDULE A DATE**  
Your group can mark drains at their convenience with the help of City and County staff.

**MARK DRAINS**  
Volunteers receive all the tools and training to help keep our waterways clean. It's that simple, so sign up today!



# Drains Aren't Dumps

- Same purpose a MRSH → IDID awareness, reporting, and public involvement
- Partnered with One Columbia for campaign kick-off
- Local artist painted four inlets--two in City of Columbia, two in unincorporated Richland County
- Springboard for 20 Neighborhoods in 2020 and GeoTour



# DRAINS AREN'T DUMPS

**CLEAN WATER IS IMPORTANT**, but pollutants left on the ground wash into our rivers when it rains. Our actions greatly impact our community, the environment and future generations.

**Following these tips will help keep our rivers clean.**



## Only Rain Down the Drain

When it rains, stormwater runoff carries anything on the ground through storm drains and to the nearest stream or creek **without being treated**. Anything other than rain that goes into a storm drain is considered an illicit discharge and should be reported immediately.

## Get a Soil Test

Testing soil to find out what nutrients are needed can prevent extra fertilizer and pesticides from being applied to a lawn and washed into our streams and rivers. Be conscious of what chemicals are used, follow application instructions properly, and never apply them before it rains.



## Trash the Poop

When it rains, unscooped waste is washed into our rivers, lakes, and streams, harming our waterways. It doesn't serve as fertilizer and still contains pathogens as it breaks down. Trashing the poop also protects people and other pets from parasites, viruses, and bacteria found in pet waste.

## Be Septic Smart

Failing septic systems discharge bacteria, viruses, and nitrogen that can enter nearby waterways by ground water. Inspect your septic system every 3-5 years and be aware of what should not go down your drain.

To learn more, call: **803.545.3300**

Richland County  
Stormwater Services  
Ombudsman: **803.929.6000**



# Publications and Media





# Storm Drain Art 2.0



- Contest in which neighborhoods can win a painted drain
- Four inlets painted on a rolling basis
- Five neighborhoods signed up
- Halted as a result of COVID-19

**Reduced use of  
pesticides,  
herbicides, and  
fertilizers**



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# Blue Thumb Landscaper

- Educates residents on the benefits of using alternatives to PHFs
- Facilitates behavior change through workshops and sales
- Targeted POC's: nitrogen, phosphorus, nutrients
- Targeted audience: homeowners
- Events:
  - Birds and the Bees in your Backyard
  - Backyard Landscaping for Beginners
  - Compost Bin and Rain Barrel Workshops and Sales





## STORMWATER FACTS DID YOU KNOW?

About 30% of "trash" in South Carolina is comprised of yard debris and food waste that can be composted?

Using compost reduces your need for fertilizer?

Planting dill to attract pest-eating ladybugs is an inexpensive alternative to using traditional pesticides, herbicides and fertilizers?

Attracting beneficial insects in general can reduce your need for pesticides?

Applying too much fertilizer can lead to fish kills in waterways?

To learn more about the benefits of composting or to purchase a composting bin call 803-576-2446.



STORMWATER FACTS  
**DID YOU KNOW?**  
Applying too much fertilizer can lead to fish kills in waterways?

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## Leaf it on the Lawn: Tips for Proper Yard Debris Disposal

Did you know that stormwater is the *leading* threat to water quality?

Yard debris can be transported to stormwater pipes and waterways, causing problems for you and your community.

- Yard debris can clog stormwater pipes and ditches, causing flooding and costly maintenance, which may be passed on to homeowners.
- As yard debris decomposes, nutrients such as nitrogen and phosphorus are released into the water. This causes algae blooms, which are unsightly and can kill fish.

### *Free* Fertilizer, Anyone?

- Grass clippings and leaves return nutrients and water to the soil. Mowing mowers may be more efficient but several passes with any rotary mower will yield the same results with no impacts on turf.
- Use a blower or broom to keep grass clippings and leaves in the yard instead of blowing them into the street.

*If you must dispose of yard waste, compost it or bag it for pick up.*

Remember, South Carolina,  
*we all live downstream!*  
You can be the solution to stormwater pollution!



For more information:  
 Richland County Stormwater Department: 576-3589  
 Richland County Solid Waste and Recycling: 825-0680  
 Richland Countywide Stormwater Coalition: 865-1216

# Blue Thumb Landscaper Conference

- One-day conference for lawn care, landscape, and grounds maintenance professionals
  - Free! Lunch included!
  - Pesticide applicator recertification credits
- Irrigation practices
- Erosion based on soils type
- Fire ant control
- Water quality and pesticide efficacy
- Groundwater protection
- Inspections
- Trees and water quality
- Protecting bees
- Rain garden and pond buffer maintenance
- Integrated pest management
- Funding sustainable landscaping practices
- Creating habitats
- Biological controls



# Adverse impact of domestic animal waste on water quality



# Trash the Poop

- Educates pet owners and encourages them to pick up pet waste
  - Richland County permit specifies pet waste
    - Media campaign
    - Neighborhood program
- Target POC: *E. Coli*
- Target Audience: pet owners
- Events:
  - Mutt Mingles
  - Columbia Fireflies games



Pet waste has **THREE TIMES** more pathogens than that of human waste. When it rains, pet waste left on the ground is washed into our local streams and rivers, polluting the water.

Join us throughout the month of October for fun and games at some of our favorite doggie hangouts to learn how you can help Trash the Poop in your neighborhood!

### October Mutt Mingle Events

**Thursday October 6:** First Thursday on Main 6:00-8:00pm  
Main Street, Columbia

**Thursday October 13:** Gibson Park 5:30-7:00pm  
241 Gibson Rd, Lexington

**Thursday October 20:** Pinewood Lake Park 5:30-7:00pm  
1151 Old Garner's Ferry Road

**Friday October 28:** Vista Greenway 5:30-7:00pm  
Finlay Park, Columbia  
(We're kicking off trick-or-treat weekend with a costume contest and Halloween candy give away. Come dressed up with your pet for a chance to win some great prizes!)



City of Columbia, SC  
**Stormwater Management**  
Sustaining the environment



# Columbia Fireflies Wag-Along Wednesdays

- Dogs allowed during Wednesday home games
- County and City purchased a sponsorship to host games







- Officially called “Trash the Poop Wag-Along Wednesday “
- Media promotion
- Played audio PSA during WAW games
  - 18,425 people reached during 2018 season
- Incorporated info about pet waste during all games
  - Logo on baseball schedule
  - First pitches
  - Table at games
  - “Ground Rules”



# Giveaways that matter

- 2018 season: 301 leash bag dispensers given out
- 2019 season: 379 leash bag dispensers given out

*If there are 20 bags per roll in a leash bag dispenser, and the average dog poops 0.37 lbs per poop, how much dog poop will be picked up with the leash bag dispensers we gave out?*



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**2,804.6 lbs**





## Bluethumb Landscaper

- Workshops at County or City facilities
- Conference locations
- Giveaways and speaker gifts
- Printed materials
- Advertising

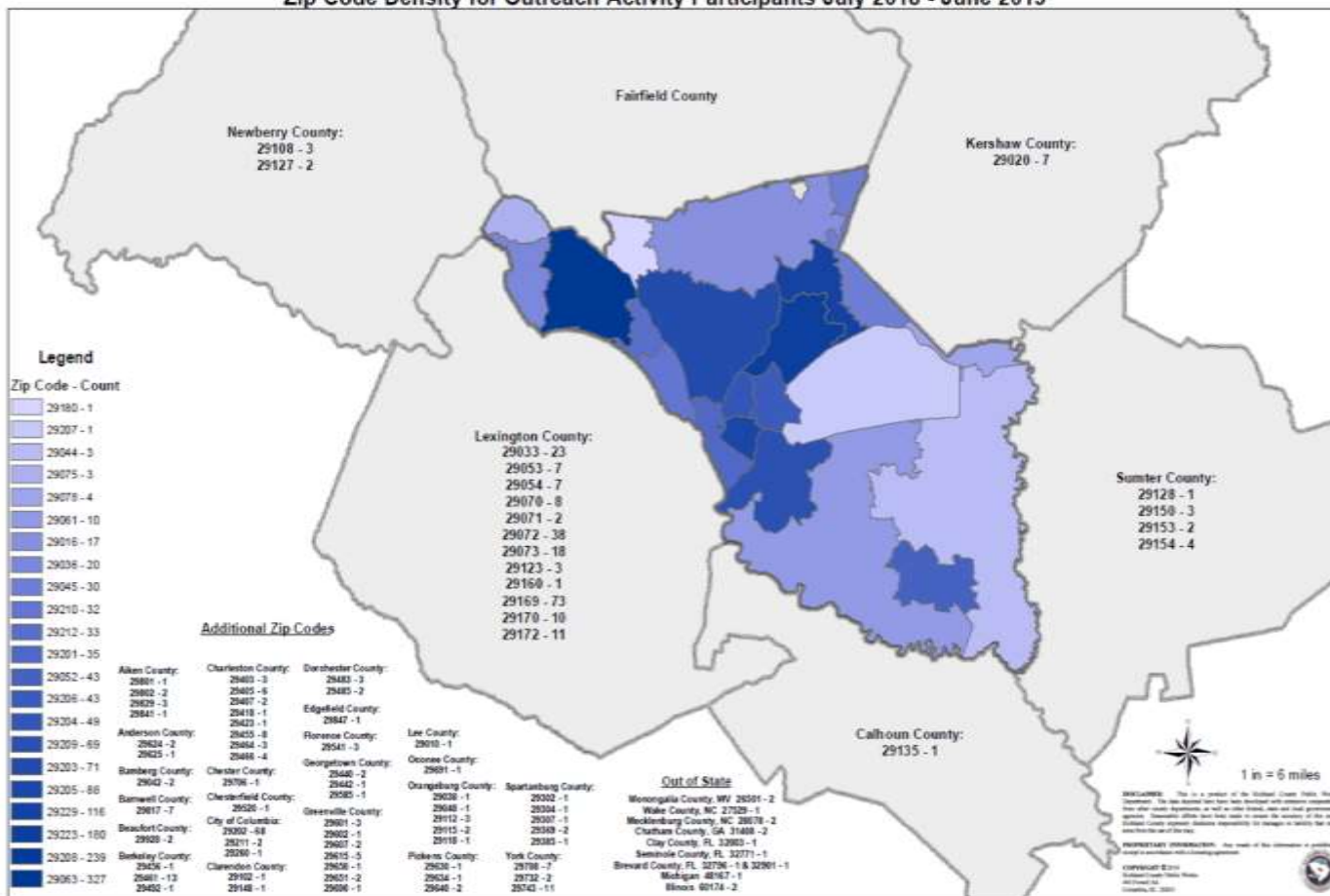
## My River Starts Here/ Drains Aren't Dumps

- Artist prize money
- Printed materials
- Graphic design
- Advertising
- Website maintenance

## Trash the Poop

- Advertising
- Fireflies sponsorship
- Social media
- Printed materials
- Graphic design
- Giveaways
- Pet waste stations
- Website maintenance

## Zip Code Density for Outreach Activity Participants July 2018 - June 2019



# Keep the hits coming!

- Drains Aren't Dumps
  - GeoTour
  - 20 Neighborhoods in 2020



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  - 20 Neighborhoods in 2020
- Bluethumb Landscaper
  - Increased number of workshops for homeowners
  - Maintain regular schedule for sales
  - Homeowner grant program (maybe?)
  - Increased media presence



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  - PSA to educate proper disposal
  - Social marketing campaign



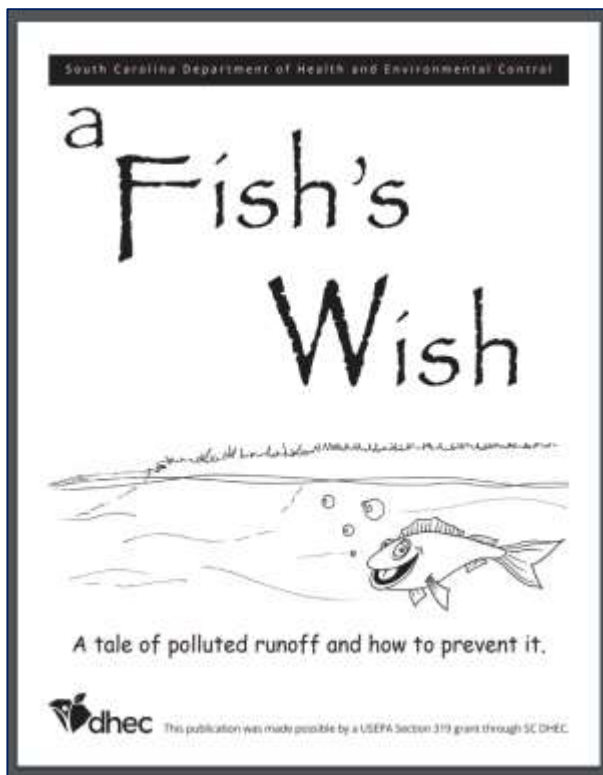


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- Municipal good housekeeping and pollution prevention training
- Virtual lessons on stormwater quality
- Activity book



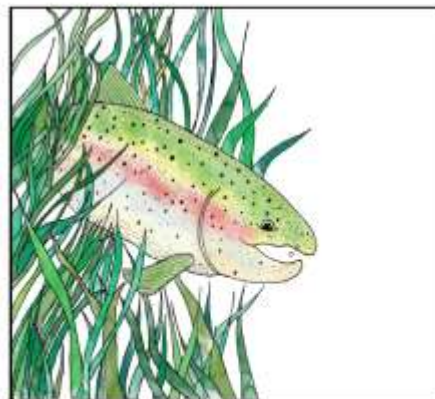
# Activity Book



## Tessa's Tale

Student:

Teacher:



# Environmental Education Association of SC - eeasc.org



ENVIRONMENTAL EDUCATION  
ASSOCIATION OF SOUTH CAROLINA

HOME ABOUT EEASC CONNECT EE RESOURCES CONFERENCE ENVIRONMENTAL AWARDS EEASC STORE

AN ORGANIZATION FOR ENVIRONMENTAL AND EDUCATION PROFESSIONALS

Do you communicate to others about the environment?

If so, then you're with us. EEASC is the statewide leader that promotes and supports quality, timely, and innovative environmental education, which results in improved environmental literacy for people of all ages.

[Learn More](#)



who we are

We are environmental educators, both formal and non-formal, and people, organizations, and businesses who support environmental education in South Carolina.

Environmental Education Association of South Carolina (EEASC) is a non-profit association with a leadership role in environmental and natural resource conservation education in South Carolina.

[Learn More](#)



# Takeaways

- Look at which local organizations have missions and objectives that overlap with yours
  - Out-of-the-box brainstorming sessions (with giant post-it notes!)
  - Share obligations, share hopes and dreams
- Agree on a single, consistent message
  - Simple and obvious
  - Action-oriented
  - Events based on the message that get people involved
- Flood the market with your message
  - Media campaigns
  - Press releases for everything, even if it's not an event

# Chenille Williams

Education Program Coordinator  
Richland County Public Works  
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***Thank You for Joining Us!***

[www.SESWA.org](http://www.SESWA.org)

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