

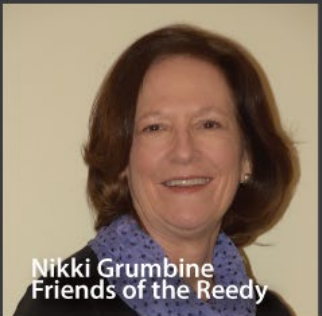
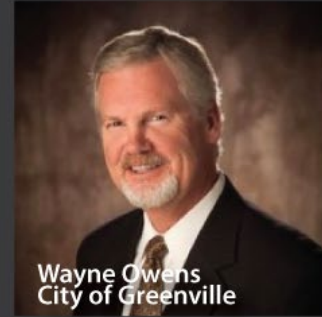
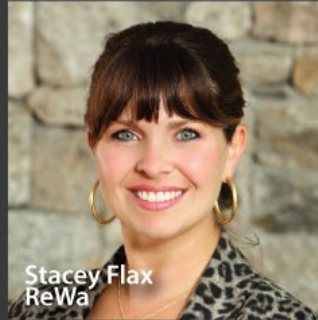
Public Outreach Committee

Big Tent Meeting
February 16, 2021
Greenville, SC

Agenda

- Committee Members
- Social Media and Website
 - Connections to Community
 - Campaigns
 - RRWQG Committee
Publicity
- Watershed Education
- National Recognition
- Non-profit Efforts
- Survey
- Future Projects

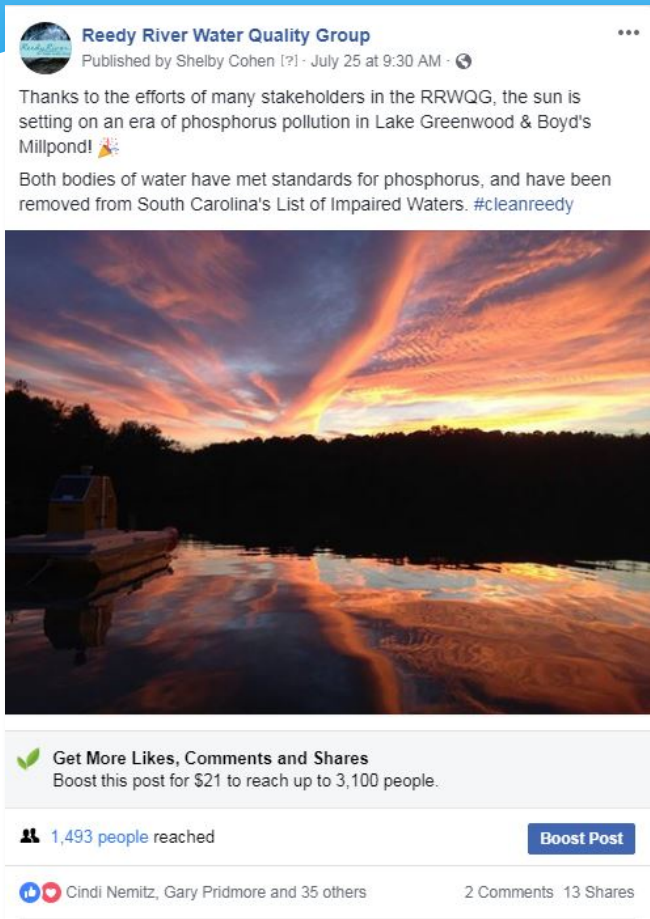
Committee Members



**Public
Outreach
Committee
Members**

- Met monthly
- Long range planning summit held in February

Social Media and Website Outreach



#CleanReedy hashtag used by many partner organizations

Average Monthly Website Views: 1000+



Facebook presence:

Average 3 posts per week

This allows users to engage through Likes, Comments, Shares. Our posts are frequently shared with partner organizations and interested citizens

Engaged Community: 513 subscribers

The number of people who have elected to see our news in their Facebook feeds.

Social Media Connects to Community

Public able to get rapid response to water quality issues

A citizen messaged us through our Facebook page to report an algae problem in Boyd's Millpond.

We were able to keep her and other stakeholders apprised of our sampling efforts and outcomes.

Other citizens wanted more in depth information so we were able to connect them to the experts.

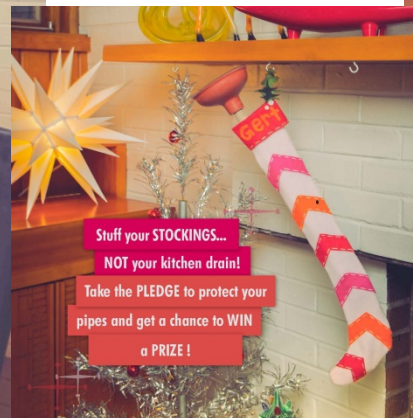


Before



After

FOG Outreach Campaign



Stuff your stockings... not your kitchen drain!
Give your family the gift of knowledge this year by learning how to protect sewer lines from cooking fats, oils and grease at CleanReedy.org.

Reedy River
Water Quality Group

Baste, bake, repeat! Sound familiar this time of year?
Before gathering 'round the table with the family for the holidays, learn how to protect sewer lines from cooking fats, oils and grease at CleanReedy.org.

Reedy River
Water Quality Group

During the Thanksgiving and winter holiday season, the PO Committee educated the public on the dangers of fats, oils, and grease in pipes with a nostalgia themed set of advertisements. Grease cans were distributed at events.

Make A Difference Campaigns

The PO Committee continued to focus on educating the public on the benefits of riparian buffers and BMPs for car washing to keep nutrients out of waterways. Six-week campaigns were rolled out on social media to emphasize the messaging.

Let it grow!
Make a difference.
#CleanReedy

Reedy River
Water Quality Group



Let it grow!
Make a difference.
#CleanReedy

Reedy River
Water Quality Group



Wash responsibly.
Make a difference.
#CleanReedy

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Water Quality Group



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Economic Impact Project Publicity



Zoning to Protect Riparian Buffers

Earth Economics conducted an economic impact analysis of a proposed riparian buffer ordinance in Greenville County across eight different sites, which included existing, planned, and proposed neighborhood developments. Overall, the economic benefits were found to exceed the costs. The Greenville County Comprehensive Plan adopted in early 2020 also supports requiring stream buffers "sufficient to protect water quality, streambank integrity, and wildlife habitat."¹

The most significant estimated costs in the Earth Economics study were related to lost economic activity associated with development, primarily due to reduced lot yield resulting from the combination of minimum lot size requirements and larger, undisturbed riparian buffers.

These costs could potentially be mitigated by reducing or eliminating minimum lot size requirements where sewer is planned and/or higher gross densities are called for in the Greenville County Comprehensive Plan. Reduced building setbacks could help to avoid non-buildable lots.

An EPA study comparing the water quality impacts of low and high-density development demonstrated that higher-density development generates less stormwater runoff and less impervious surface than low-density development (for the same amount of growth).² Suburban-style, low-density single-family residential zoning is usually characterized by large lots with lawns that have been compacted from construction activities, which act as impervious surfaces, leading to increases in nutrient pollution from runoff.^{3,4} In addition to nutrient runoff from fertilized lawns, single-family residential developments can also contribute to increased stormwater runoff associated with offsite infrastructure supporting these sites, such as roads and parking lots.

The EPA study recommended increasing development densities as one strategy for minimizing regional water quality impacts, with the caveat that to fully protect water quality, a wider range of land use strategies is needed – including preserving buffer areas, incorporating adequate open space, and minimizing land disturbance. Confirmed by the Earth Economics study, riparian buffers are the most cost-effective way to reduce nutrient loading from runoff. Zoning requirements not based on the minimum lot size of the parcel can support the implementation of a riparian buffer requirement without affecting development yield.

Greenville County is in the process of developing a new Unified Development Ordinance (UDO) that will replace current zoning and land development regulations. **The Reedy River Water Quality Group (RRWQG) supports a land development framework that promotes riparian buffers, water quality improvements, and economic viability for the entire Greenville County.**

¹ Plan Greenville County Comprehensive Plan, October 2019.

² <https://www.greenvillecounty.org/apps/ComprehensivePlanBlog/Blog.aspx>, pg. 138.

³ EPA, 2006. Protecting Water Resources with Higher-Density Development, https://www.epa.gov/sites/production/files/2014-03/documents/protect_water_higher_density1.pdf

⁴ Schueler, Tom. 1995. "The Peculiarities of Perviousness." Watershed Protection Techniques.

⁵ Schueler, Tom. 2000. "The Compaction of Urban Soil." Techniques for Watershed Protection. Ellcitt City, MD: Center for Watershed Protection.

- Following the submittal of the final Earth Economics report, the Public Outreach committee shared the findings with the public via facebook and website.

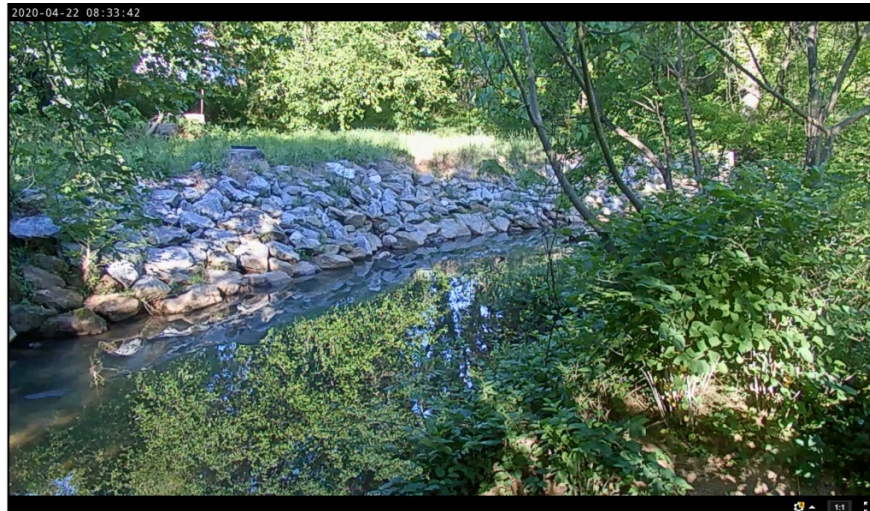
BMP Project Publicity

- City of Greenville river bank improvements in Cleveland Park
 - Cross vane
 - Removal of invasives
 - Planting natives
 - Floodplain benching
- Cleveland Park Stables native plant restoration
- Brushy Creek project
- Unity Park



Streambank Cam

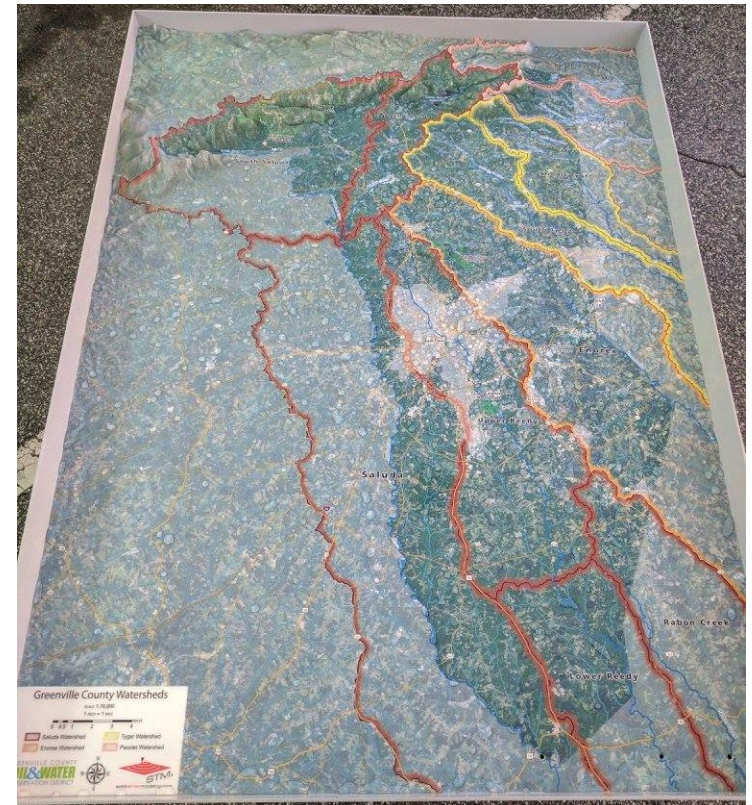
The Reedy River Water Quality Group is implementing several types of stream bank stabilization measures in a tributary of the Reedy River. We've made a livestream camera available to keep up with the project. While you won't always see work being done, you can check in and follow along with progress. Even if you don't see work, enjoy the pastoral view of the stream.



Watershed Education

Greenville County & Roper Mountain Science Center

- Shared our Watershed Model with RMSC for a virtual class.
- Attended by 1305 Greenville County Students
- 53 views on YouTube
 - <https://www.youtube.com/watch?v=e3z62tXKmtc&t=416s>



National Recognition

2020 NACD Conference

Presentation about the RRWQG partnership at 2020 National Association of Conservation Districts Annual Conference in Las Vegas



Non-Profit Efforts

Friends of the Reedy River

On The Ground

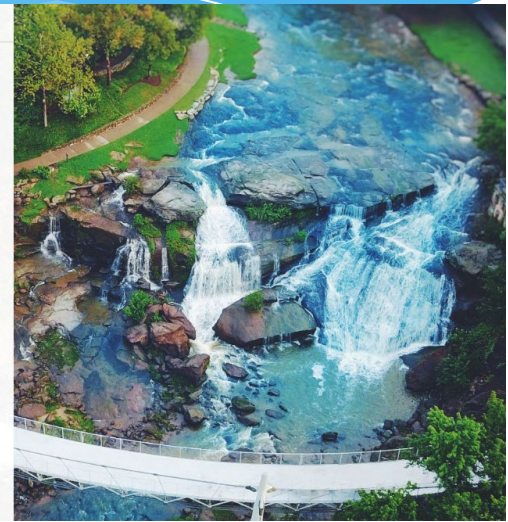
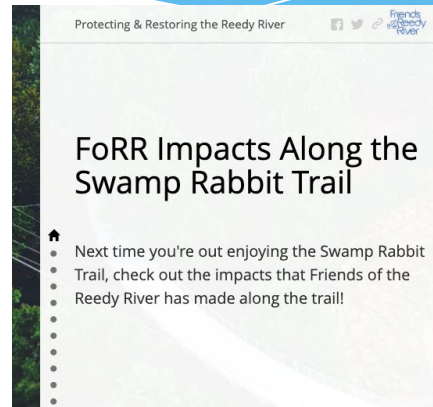
- Multiple tree plantings
- Previous bank stabilization maintenance
- Cleveland Stables - kudzu removal, native plantings, and bank stabilization
- Richland Creek bank stabilization
- Gaye Sprague Rain Garden
- First Baptist Church Rain Garden



Non-Profit Efforts

Friends of the Reedy River On The Web

- Streambank erosion mapping study
- FORR Impact Story Map
- Awareness campaigns



Non-Profit Efforts

Friends of the Reedy River

In The Water

- Clean Ups
- Adopt A Stream program



Non-Profit Efforts



Photo Jon Holloway

Preserving Lake Greenwood

- Spring Lake Clean-up
- Laurens water intake construction
- Silting and pollution issues at 72 bridge
- Active Facebook page ~3k members
- Watershed study initiated
- Outreach - Rain Barrels, maps, and puzzles

Non-Profit Efforts

Upstate Forever

Community Events

- Partnered with Lake Conestee Nature Park for **community workday** in September 2020. Over 30 participants removed invasive plants and spread mulch.

Clean Water Program

- Lake Greenwood Watershed Plan - Upstate Forever received a grant from SCDHEC to develop a **watershed-based plan for Lake Greenwood** that will allow us to identify strategic opportunities to protect and improve water quality in the area.



Non-Profit Efforts

Upstate Forever

Policy Efforts

- Supported the Adoption of the Greenville County Comprehensive Plan
- Support the Adoption of the City of Greenville GVL2040 Comprehensive Plan
- Support the Adoption of the City of Greenville Tree Ordinance

Conservation Easements

- Spring Park Inn in Travelers Rest - Historical landmark situated on 20 acres at the headwaters of the Reedy River.



Current Initiative: Water Quality Survey



The PO Committee has undertaken a survey of Greenville County residents to determine attitudes and behaviors on water quality subjects.

Survey results will serve as a baseline for future education and outreach initiatives.

Future Projects



- Story Map with the RRWQG successes added to the existing EPA Story Map
- In the Spring, adding Soil Testing to the campaign:
Test Your Soil
Make A Difference.
#CleanReedy

Public Outreach

Questions?