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**CLEMSON EXTENSION'S ANSWER TO STORMWATER EDUCATION  
NEEDS -CAROLINA CLEAR**

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Abstract:

The mission of extension has always been to answer the educational needs of its citizens and put research into the hands of people. The rapidly urbanizing landscape is changing extension and on many different levels. Stormwater is one of those areas, and across the country, extension has become a natural conduit for solutions to stormwater problems. In the face of new regulations, unchartered territories, and diminishing funds, Clemson University Cooperative Extension Service has found a way to work hand-in-hand with municipalities and counties to protect and restore water resources, develop programs for the public that will lead to sustained pollution awareness, and introduce extension as a leader in stormwater education for the state.

Carolina Clear is a comprehensive stormwater education and outreach program developed by Clemson Extension to inform and educate communities about water quality, water quantity and the cumulative effects of stormwater. Carolina Clear addresses the special significance of South Carolina's water resources, and the role they play in the state's economy, environmental health and overall quality of life. Currently, Carolina Clear is working with more than 30 communities across South Carolina to develop statewide stormwater messages, produce stormwater-related mass media, define and develop programs for target audiences and engage decision makers in conversations about growth and the environment. These efforts are part of an agreement between Clemson Extension and the communities to work regionally towards improved stormwater management and education, spurred by stormwater regulations. The end results are thousands of impacts within a region and compliance with two of the mandatory stormwater permit milestones- public education and public involvement.

This poster will detail programs that Carolina Clear communities and extension agents are building and adapting, the contract process, needs assessment, regional coordination and consortium- building, and mass media campaign.

Impact Statement:

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Category: Human Dimensions

Type of Presentation: Poster Presentation