



KEEP HORRY COUNTY BEAUTIFUL COMMITTEE

PARKS & OPEN SPACE BOARD SUBCOMMITTEE



MEETING AGENDA
Tuesday, April 27, 2021
11:30 AM

Our Mission: Horry County – Keep It Clean!

- I. Call to Order Chairperson April O’Leary
- II. Pledge of Alliegance
- III. Introduction of Members
- IV. Public Input
- V. Approval of November 24, 2020 Meeting Minutes
Review of March 23, 2021 Litter Coordinators’ Meeting Notes
- VI. New Business
 - A. Resolution to Council Recognizing Volunteer Efforts
 - B. Letters to Horry County Magistrate’s Supporting Zero Tolerance For Litter Month
 - C. Subcommittee Appointments
- VII. Discussion
 - A. Community Cleanup Report
 - B. Post-Litter Index Coordination
 - C. Outreach and Education
 - D. Appreciation Event
 - E. Single-Use Plastic Survey
 - F. Board Member Updates
- VIII. Announcements
 - A. Parks and Open Space Board Meeting - May 4, 2021 at 12 pm
 - B. Keep Horry County Beautiful Meeting – May 25, 2021 at 11:30 am
- VIII. Adjourn

Keep Horry County Beautiful Committee Minutes
STATE OF SOUTH CAROLINA
Tuesday, November 24, 2020
Horry County Government and Justice Center
11:30 AM

The following Committee members were present): Chuck Rhome, April O’Leary, Betty Gause, Jack Galloway (Video call), Devon Parks, Bo Ives,

Others Present: Bo Gorcesly -educator of Horry County Schools.

Staff Present: John Danford, Ashley Cowen, Nancy Tindall, and Preston Janco

In accordance with the SCFOIA, notices of the public meeting were sent to the press (and other interested persons and organizations requesting notification) providing the agenda, date, time and place of the meeting.

Call to Order – Chair April O’Leary called for the meeting to order at approximately 11:30 AM. Mrs. O’Leary invited the Board and meeting attendees to introduce themselves.

Old Business:

Update: KHCB Appointments

Chair O’Leary stated that On November 10, 2020 the Parks and Open Space Board voted to reappoint Mr. Charles ‘Chuck’ Rhome to his 2nd term which will expire on December 31, 2023 and appoint Ms. Edna DeWitt and Mr. Terry Fowler to their first time 3 year appointments. Mrs. O’Leary also informed the Board that Laura Honeycutt had resigned. Her position would be filled at the next Parks and Open Space Board. One application has already been submitted.

Update: Dumpster and Recycling Ordinance

John Danford updated the board on the Dumpster and Recycling Ordinance. Per Mr. Danford, the ordinance is being incorporated into the proposed Zoning Ordinance updates that will be presented to Planning Commission starting in January 2021. As drafted, it requires recycling at multi-family developments, requires businesses to have larger dumpsters, and put regulations on dumpster enclosures. Bo Ives responded with concern for satisfying parking requirements if larger dumpsters were introduced. Bo Ives also spoke about the wet, dry, and compostable recycling system and possibly targeting restaurants to recycle more.

Digital Marketing: Plastic Bag survey and Holiday Facebook Content

Ashley Cowen was called upon by Chair O’Leary to speak about the Plastic Bag Survey and Holiday Facebook Event. Ms. Cowen briefly explained the history of the Plastic Bag survey and that it had been reopened per the Chair’s direction to target rural Horry County responses. A Facebook advertisement was generated and shown to the board for general discussion and suggestions and the timeframe of November 23rd-November 30th was discussed. The purpose of this timeframe was to target people during the holiday, because they would most likely be home

and Facebook traffic would be higher. The cost of these ads was predicted by Facebook to be \$7.14 per day with the potential to reach 6,200 people or 400-1200 users daily.

Ms. Cowen also went through three holiday Facebook campaigns scheduled for the Keep Horry County Beautiful Facebook page. The three campaigns included 12 ways families can be eco-friendly during the holidays, 10 alternatives to traditional wrapping paper, and resources for after the holidays at the Solid Waste Authority. The Board then generated ideas for a New Year's Resolutions campaign and ultimately decided that board members would utilize the Horry County Public Information Office to record a video for the Facebook page highlighting the various resolutions of Board members as they relate to the Keep Horry County Beautiful mission. The Board directed Ms. Cowen to oversee the video with the help of the Public Information Office.

New Business:

Election of Officers:

Chair O'Leary opened the floor for nominations of the Chair position. Chuck Rhome nominated April O'Leary. Betty Gause seconded the nomination. Mrs. O'Leary accepted the nomination. Seeing no more nominations, Chair O'Leary closed the floor to nominations and held the vote. The motion carried unanimously. Ms. April O'Leary will serve as Chairperson for her second year.

Chair O'Leary opened the floor for nominations of the Vice Chair position. Chair O'Leary nominated Devon Parks. Betty Gauss seconded the nomination. Devon Parks accepted the nomination. Seeing no more nominations, Chair O'Leary closed the floor to nominations and held the vote. The motion carried unanimously. Mr. Devon Parks will serve as Vice Chairperson for his first year.

Discussion:

Appreciation Luncheon and Arbor Day Tree Planting Event:

The Board has planned an appreciation luncheon at the James R. Frazier Community Center on December 5th. Ms. O'Leary expressed concern over weather condition options. Ms. Cowen stated that the center was following CDC safety precautions regarding Covid-19 and that the interior of the building would be safe for the number of participants that had RSVP'd assuming there was availability. Ms. Cowen stated that only a few people had RSVP'd but had heard from a few people that were waiting until the last minute to finalize their plans due to Covid-19 cases and the weather.

Mr. Ives inquired about receiving an update about the Tree Planting Event that happened earlier in the month. Ms. Cowen stated that the Michael Morris Graham Park Planting Event was a success with many volunteers, Board members, and elected representatives in attendance. Ms. Cowen explained that the 50 trees and almost 90 plants were planted, around 300 bags of mulch and 15 bags of topsoil ordered, and the entire project had been made possible by the PalmettoPride Tree Grant, Parks and Recreation Funds, and Tree Mitigation Funds.

Board Member Updates:

Chair O’Leary expressed great thanks to Board members Bo Ives and Betty Gause for their many years of service to Keep Horry County Beautiful. Mr. Ives thanked the Board for their continued service and support.

Announcements:

Next KHCB meeting is on January 26, 2021 at 11:30 AM in Multipurpose Room B of the Government and Justice Center in Conway.

Adjourn

With no further business, April O’Leary made a motion to adjourn and the motion carried unanimously. The meeting adjourned at approximately 12:25 PM.

Keep Horry County Beautiful Committee Notes
Litter Coordinators' Meeting
STATE OF SOUTH CAROLINA
Tuesday, March 23, 2021
Horry County Government and Justice Center
11:30 AM

The following Committee members were present: April O'Leary, Edna Dewitt, Terry Fowler, Jack Galloway (Virtual), Corrine Hellyer (Virtual), and Jeremy Monday.

Others Present: Betsy Fay (Beautify Carolina Forest), Robert Sauls (HCPD), Elyse Monroe (MGA Travel), Rob Kayton (KNMBB), and Charles Perry (Horry Independent).

Staff Present: Leigh Kane, Ashley Cowen, Yasmine Gore, and Preston Janco.

In accordance with the SCFOIA, notices of the public meeting were sent to the press (and other interested persons and organizations requesting notification) providing the agenda, date, time and place of the meeting.

Call to Order – Chair April O'Leary called for the meeting to order at approximately 11:30 AM.

Moment of Silence to Honor Lance Corporal Melton Gore: Chair April O'Leary called for a moment of silence to honor Lance Corporal Melton Gore of the Horry County Police Department.

Introduction of Members: Chair April O'Leary invited the Board and meeting attendees to introduce themselves.

Grant Updates:

Update: Completed Grants

Chair April O'Leary called upon Ashley Cowen to discuss the status of KHCB grants. Ashley Cowen updated the board on the Palmetto Pride Tree Grant of Fiscal Year 2020, Litter Prevention Grant of Fiscal Year 2020, and the Keep South Carolina Beautiful Affiliate Grant of Fiscal Year 2020. All of these grants have been completed with the exception of one trash receptacle that still needs to be installed with funds from the Litter Prevention Grant. Chair April O'Leary asked Ashley Cowen where the trash receptacles went/are going. Ashley Cowen stated that they went to boat landings around county.

Update: Ongoing Grants

Ashley Cowen updated the board on ongoing grants. The Palmetto Pride Tree Grant of Fiscal Year 2021 was originally being used for tree planting at Danny Knight and Reaves Ferry Landings, however, Ashley Cowen discussed the possibility of changing the location to the South Strand Recreation Center. The grant is also associated with our participation in the Great American Cleanup which starts in March and ends in May. The cleanup report is due by June

15th and the final grant report is due September 30th. Ashley Cowen also discussed the Palmetto Pride Affiliate Grant of Fiscal Year 2021. We applied for \$10,000 but only received \$6,900. According to Ashley the drop in funding was for everyone due to Covid-19. Leigh Kane mentioned that beautification projects have been allocated through Keep America Beautiful grants. Ashley Cowen stated that on top of the \$6,900 we are also receiving 100 grabbers for free.

Annual Litter Index Report: Chair April O’Leary called upon Leigh Kane to discuss the result of the Litter Index. Leigh Kane went over the criteria for the Litter Index which consists of a rating system from 1-4. 1 being the least litter and 4 being the most litter. Leigh discussed how it was a collaborative effort among several Planning and Zoning employees this year. Volunteers were not involved due to Covid-19.

Leigh Kane stated that overall there was a slight decrease in litter; however, Leigh mentioned how the litter index has consisted of the same roads for many years so we have been pinpointing these roads for pickups. She said it might be time to think about rearranging the roads on the Litter Index to get a more accurate representation of the litter situation in Horry County. Leigh discussed how Morgan Rd in Loris, SC Hwy 31, and Mt. Pisgah Cemetery Rd were the most littered roads in the county. These roads need to be pushed for possible adoptions or one-time cleanups. Districts 5 and 6 saw a considerable increase in litter.

Leigh asked the board if they could help search for adoption groups and one-time clean up groups for the most affected roads in the county.

Community Cleanup Program Report:

Preston Janco discussed the status of the Community Cleanup program. KHCB has 10 active adoptions and 7 expired adoptions. Chair April O’Leary asked why we have had so many expired adoptions recently. Preston Janco said he believes Covid-19 has had a lot to do with the expired adoptions and some of the expired adoptions are still actively cleaning they just have not signed a new adoption agreement yet.

Preston discussed the recent one time cleanups on McDowell Shortcut Rd and Singleton Ridge Rd. There are some upcoming one time cleanups. One of the cleanups will involve the Publix stores in the Grand Strand area. They would like to host multiple cleanups events from April 18th-24th. Realty One Group Dockside will be doing a beach access from 21st Avenue to 48th Avenue in Myrtle Beach.

Discussion:

Community Cleanup Partners Announcements & Discussion:

Betsy Fay of Beautify Carolina Forest discussed that they stayed active for the duration of Covid-19 in 2020. Beautify Carolina Forest recruited many student organizations during 2020 to help them get volunteer hours. They are working closely with a prior adoption group (Coastal Realtors) on cleaning Fantasy Harbor. Elyse Monroe who is the head of MGA Travel has not been active during the duration of Covid-19. They have been focused on getting employees back

in the office due to travel agencies taking a hit during the pandemic. Elyse Monroe mentioned they plan to schedule a cleanup soon.

Robert Sauls of the HCPD Environmental Services unit discussed their zero tolerance month in April. They plan to target illegal dumpsites and highly littered areas. Robert Sauls asked KHCB if he could get a list of highly littered areas that were reported in the litter index. Betsy Fay mentioned that she would like to work with Robert Sauls and the Environmental Services unit of reporting people's names found in garbage bags alongside the road. Robert Sauls said he would look into providing a service like that.

Rob Kayton of Keep North Myrtle Beach Beautiful spoke about how Code Enforcement officers help them with litter issues and Rob Kayton spoke about honoring Officer Gore. Committee member Jeremy Monday spoke about how Coastal Carolina University is going to get more involved with KHCB. Jeremy said they have been involved with composting and on April 22nd they are going to have a flower planting. Jeremy spoke about the upcoming Earth fair and how KHCB can have a tent there. He also requested some supplies be given to CCU to hold onto when students would like to do cleanups.

Upcoming Events:

Ashley Cowen discussed the upcoming events that KHCB will be involved with. On April 17th 2021 at 10:00 AM KHCB will be attending the Discovery Trail Installation and KHCB recognition event. Ashley Cowen asked the board members and cleanup partners if they could attend and spread news of the event amongst other cleanup partners. Leigh Kane also discussed the International Road Race on April 18th 2021. KHCB will be in attendance to pass out reusable KHCB water bottles.

Announcements:

The next Parks and Open Space Board will be on April 6 2021 at 12:00 PM.

The next KHCB meeting is on April 30, 2021 at 11:30 AM in Multipurpose Room C/E of the Government and Justice Center in Conway.

Adjourn

With no further business, April O'Leary made a motion to adjourn and the motion carried unanimously. The meeting adjourned at approximately 1:00 PM.



Keep Horry County Beautiful Committee
Briefing Memorandum
Horry County, South Carolina



Date: April 27, 2021
From: Planning
Division: Infrastructure and Regulation
Prepared By: Leigh Kane, Principal Planner
Cleared By: John Danford, Deputy Director
Regarding: Resolution Recognizing Volunteers

ISSUE:

Should Keep Horry County Beautiful ask County Council to recognize Keep Horry County Beautiful volunteers?

PROPOSED ACTION:

Vote to send a resolution to County Council to recognize Keep Horry County Beautiful volunteers over the last year.

BACKGROUND:

Keep Horry County Beautiful's success is reliant upon the work of volunteers, such as its board members and community cleanup partners. Each year, Keep Horry County Beautiful holds an event to recognize its volunteers and to thank those that are involved in keeping our County beautiful. In 2020, the COVID-19 pandemic impacted the ability for volunteers to easily gather in large groups, limiting the ability for Keep Horry County Beautiful to formally recognize its volunteers. The following is a proposed resolution for County Council to consider for a future meeting, should the Board decide to proceed.

ANALYSIS:

The following individuals and groups may be considered for certificates of appreciation for their contributions to Keep Horry County Beautiful:

- Bo Ives and Betty Gause for their long-standing service and leadership on the Keep Horry County Beautiful Committee; and
- Long-term Keep Horry County Beautiful adoption groups that have conducted cleanups since January 2020: Association for the Betterment of Bucksport, Beautify Carolina Forest, Carolina Forest Sunrise Rotary, Carolina Forest Democratic Club, MGA Travel, and Island Green Men's Golf Association; and
- Volunteer groups or individuals that have conducted Keep Horry County Beautiful sponsored cleanups or litter outreach since 2020: Realty One Dockside, CCU NAACP Student Organization, Nancy Stovering, Meghan Nash, St. Michael's Catholic School, Courtney Burge, Josh Crauder, Winyah Rivers Alliance, Gator Bait Adventure Tours, Coastal Carolina Association of Realtors, Girl Scout Troop 2110, Girl Scout Troup 2910, City of Myrtle Beach Police Department, McDowell Shortcut, and Sustain Coastal.

COUNTY OF HORRY)
)
STATE OF SOUTH CAROLINA)

RESOLUTION NO. _____

A RESOLUTION TO RECOGNIZE KEEP HORRY COUNTY BEAUTIFUL VOLUNTEERS FOR THEIR DEDICATION TO REDUCE LITTER IN HORRY COUNTY.

WHEREAS, Keep Horry County Beautiful was established in 2011 to inspire residents and visitors to value and protect the natural beauty of Horry County and to empower them to keep the open spaces, rivers, and beaches clean and litter free;

WHEREAS, Keep Horry County Beautiful relies on volunteers to conduct litter cleanup events throughout the year;

WHEREAS, Keep Horry County Beautiful volunteers picked up approximately 42,085 lbs of litter in 2020 alone;

WHEREAS, Bo Ives and Betty Gause completed their final year of service in 2020 after serving as Keep Horry County Beautiful committee members for more than eight years; and,

WHEREAS, together, Keep Horry County Beautiful volunteers are making a difference in our community and setting an example for others.

NOW THEREFORE, HORRY COUNTY COUNCIL RECOGNIZES KEEP HORRY COUNTY BEAUTIFUL'S VOLUNTEERS FOR THEIR OUTSTANDING EFFORTS TO REDUCE LITTER IN OUR COMMUNITY.

AND IT IS SO RESOLVED this _____ day of _____, 2021.



Keep Horry County Beautiful Committee
Decision Memorandum
Horry County, South Carolina



Date: April 27, 2021
From: Planning
Division: Infrastructure and Regulation
Prepared By: Leigh Kane, Principal Planner
Cleared By: John Danford, Deputy Director
Regarding: Letters to Magistrates Supporting Zero Tolerance For Litter Month

ISSUE:

Should Keep Horry County Beautiful send letters to local magistrate's to support Zero Tolerance Month for Litter?

PROPOSED ACTION:

Vote to send letters to local magistrates to enforce litter violations.

BACKGROUND:

Each year, there is a statewide effort to reduce litter through heightened litter enforcement. Horry County Council proclaimed April as Zero Tolerance for Litter Month, which is being coupled by enforcement efforts by Horry County Police. Keep Horry County Beautiful has supported this effort by providing the Police Department with the results of its 2021 litter index and litter observations made during this countywide assessment.

ANALYSIS:

While Horry County Police and other enforcement agencies may write citations to litter violators, it is up to the courts to adjust the fines, assign community service, and/or require the offender to rectify the violation. In order to further support our officers and Zero Tolerance for Litter Month, a letter for Horry County Magistrates is included on the next page for consideration.



Keep Horry County Beautiful
1301 Second Avenue
Conway, SC 29526
Phone: 843-915-534

To Judge _____:

Tuesday, April 27, 2021

On behalf of Keep Horry County Beautiful, we are asking for your support in reducing litter in our community through enforcement of litter violations. In 2020 alone, Keep Horry County Beautiful volunteers picked up over 42,000 lbs of litter from our roadsides and public facilities. This does not include the efforts of our paid litter crews or municipalities. As a community and organization, we know that we can always strive for improvements. According to Keep America Beautiful, behavior change in a community can only be done when there is public education, litter reduction efforts through cleanups, and through enforcement. This three-pronged approach is necessary in order to effectively change behavior across our County.

Horry County Council declared April as Zero Tolerance for Litter Month, as have communities statewide. We ask that you support this endeavor through fines, community service, and/or remediation of littered areas. We appreciate your time and dedication to our community and are thankful for your support!

Sincerely,

April O'Leary
Keep Horry County Beautiful Chairperson



Keep Horry County Beautiful Committee
Decision Memorandum
Horry County, South Carolina



Date: April 27, 2021
From: Planning
Division: Infrastructure and Regulation
Prepared By: Leigh Kane, Principal Planner
Cleared By: John Danford, Deputy Planning Director
Regarding: Subcommittee Appointments

ISSUE:

Who would like to serve on Keep Horry County Beautiful Subcommittees?

PROPOSED ACTION:

Identify if and whom from the Keep Horry County Beautiful membership would like to serve on subcommittees and make appointments accordingly.

BACKGROUND:

Per the approved bylaws of Keep Horry County Beautiful, Subcommittees can be established, if necessary, for special projects or when particular situations arise. Subcommittee chairs will be appointed by the Keep Horry County Beautiful Chairperson from the membership, with agreement of the appointees. The Subcommittee chair shall recruit volunteers from the general membership to perform assigned duties, and will provide a report to the full Committee on a timely basis.

Keep Horry County Beautiful currently maintains four subcommittees which coincide with the FY2021 Annual Work Plan, adopted on October 27, 2020. The Board established the following subcommittees:

1. Beautification and Events;
2. School-Based Programs;
3. Public Awareness;
4. Litter Control.

ANALYSIS:

All current KHCB members, including non-board members, are eligible to serve as the Chair of a Subcommittee for calendar year 2021. Members are eligible to serve on multiple subcommittees. At this time, there have been no formal appointments made to any KHCB subcommittees and no formal chairpersons appointed.



Keep Horry County Beautiful Committee
Briefing Memorandum
Horry County, South Carolina



Date: April 27, 2021
From: Planning
Division: Infrastructure and Regulation
Prepared By: Preston Janco, Community Cleanup Coordinator
Cleared By: Leigh Kane, Principal Planner
Regarding: Community Cleanup Program Status

ISSUE:

What is the status of the Community Cleanup Program?

CONCLUSION:

In 2020, Keep Horry County Beautiful gained three adoption groups (MGA Travel, JC and Family, and The Off-road Project). There were a total of 92 volunteer-led clean up events, which accumulated 42,085 pounds of litter. At the end of 2020, KHCB had a total of 8 active adoptions, 5 expired adoptions, and 6 adoptions with unknown statuses.

In 2021, KHCB has gained three adoption groups (Island Greens Men's Golf Association, the Association for the Betterment of Bucksport, Horry County Republican Women's Club). There have been **10** reported Keep Horry County Beautiful sponsored cleanups year-to-date that have accumulated **5,075** pounds of litter; however, a number of cleanup events and their totals are forthcoming. There are now 11 active adoptions.

BACKGROUND:

The Community Cleanup Program offers two avenues for the public to lead litter cleanups, including one-time cleanup events and 2-year adoptions for County roadways and recreation facilities. Keep Horry County Beautiful provides the supplies, and offers advertising assistance for cleanup groups. They also inform the Horry County Police Department of upcoming cleanup events. The SC Department of Transportation continues to offer their Adopt-a-Highway program for state roadways.

The following are the current litter adoptions through Keep Horry County Beautiful:

1. **Association for the Betterment of Bucksport** (Bucksport Rd)
2. **Beautify Carolina Forest** (Carolina Forest Blvd, River Oaks Dr, International Dr, Frontage Rd B-2, Towne Center Pkwy, Postal Way, Gardner Lacy Dr, Renee Dr, Carolina Commercial Dr, Carolina Exchange, Oakmoor and Elmore Rd, Glenforest Rd, and parts of Berkshire Forest)
3. **Carolina Forest Democratic Club** (Oakheart Rd)
4. **Carolina Forest Sunrise Rotary** (Carolina Forest Blvd)
5. **Horry County Republican Womens Club** (Postal Way)
6. **Harbor Lights Resort** (Backstage Blvd)
7. **JC and Family** (Seabreeze Drive Beach Access #13)
8. **MGA Travel** (Salem Rd)
9. **The Causey Girls** (Long Bay Rd)

10. The Off-road Project (Beach Access #18-#22)

11. Island Green Men's Golf Association (Freewoods Rd)

The following are sites that were previously adopted and may need new adoption groups:

- Socastee Recreation Park
- Fantasy Harbor Blvd
- Palmetto Pointe Blvd
- Vereen Memorial Gardens
- Loris Nature Park
- Socastee Yacht Basin & Park
- Palmetto Adventure Land Playground at Carolina Forest
- Garden City Connector (previously an Adopt-a-Highway site, but it is a County road)

ANALYSIS:

Recent Cleanup Events:

- **Realty One Dockside:** April 6th Cleanup 21st-48th avenue, 15 bags
- **Nancy Stovering:** April 10th, Middle Ridge Avenue, 4 bags and additional debris
- **Carolina Forest Sunrise Rotary,** Carolina Forest Blvd, 4 bags
- **MGA Travel, April 10th,** Salem Rd, 8 bags
- **Gator Bait Adventure Tours, April 10th,** Waccamaw River Cleanup with Winyah Rivers, TBD
- **Coastal Carolina Association of Realtors with Beautify Carolina Forest,** April 10th, West Perry Rd and International Drive, 66 bags
- **Publix Serves Week:** April 19th at the Cypress Ave Beach Access, April 20th on Ronald Mcnair Blvd, and April 23rd at the Nash St Beach Access. Totals TBD
- **City of Myrtle Beach Police Department/Neighborhood Watch Program:** April 24th, Totals TBD
- **Girl Scout Troop 2190:** April 25th at Vereen Memorial Gardens, Totals TBD

Scheduled Cleanups:

- May 1st: Horry County Republican Women's Club Cleanup on Postal Way.
- May 15th: Carolina Forest High School Cleanup on Myrtle Ridge Dr.
- June 5th: Horry County Republican Women's Club Cleanup on Postal Way.



Keep Horry County Beautiful Committee
Briefing Memorandum
Horry County, South Carolina



Date: April 27, 2021
From: Planning
Division: Infrastructure and Regulation
Prepared By: Leigh Kane, Principal Planner
Cleared By: John Danford, Deputy Planning Director
Regarding: Post Litter Index Coordination

ISSUE:

How should Keep Horry County Beautiful address highly littered areas identified in the litter index?

CONCLUSION:

Pursue targeted cleanup efforts and adoption programs.

BACKGROUND:

The following areas were identified as the most littered areas in unincorporated Horry County:

Area 1: Duford/Kethuptown/Green Sea

South Nichols Hwy (2.5)
Longbranch Swamp Rd (2.5)

Area 2: Aynor/Conway

Dog Bluff Rd (Turner Rd to Jordanville Rd) (3)
501 (Hwy 129 to Tobacco Leaf Ln) (2.5)
Hwy 129 (Vereen Rd to Hwy 319) (3)
Good Luck Rd (2.5)
Nichols Hwy (Vereen Rd to Hwy 319) (3)
Mt Pisgah Cemetery Rd (3.5)

Area 3: West Conway/Bucksport

Gilbert Rd (3) – recently cleaned
Dunn Shortcut Rd (2.5)
Juniper Bay Rd (3)
Harper Rd (3)

Area 4: S. Conway/Socastee/Garden City

Singleton Ridge Rd (3) – recently cleaned
Dick Pond Rd (Socastee Blvd to 544) (3)
Hwy 544/17 Bypass Interchange (3)
Enterprise Rd (3)

Area 5: E.Conway/Loris

Hwy 19 (701 to Flat Top Rd) (3)
Morgan Rd (Riverbend Rd and Hwy 701) (4)
Playcard Environmental Center (3)
Long Ave Ext. (4)

Area 6: Carolina Forest/Red Hill/ Nixonville

Hwy 501/Hwy 31 Interchange (3)
Pine Island Rd (3)
Fantasy Harbor Interchange and Bridge (3)
George Bishop Pkwy (3)
Ronald Mcnair Blvd (3) – recently cleaned

Area 7: Longs/Daisy

Heritage Rd (3)
Red Bluff Rd (3)

Area 8: Little River/Wampee

Water Tower Rd/Long Bay Rd (3)
Hwy 90 (Old Chesterfield Rd to W. Shore Dr) (3)
SC Hwy 31 (Hidden River Rd to Hwy 57) (4)

ANALYSIS:

Horry County Planning Staff have shared the litter index results with Horry County Police so they can target enforcement. Staff needs Keep Horry County Beautiful Committee support to target litter reduction in these areas, and other undocumented litter problem areas.



Keep Horry County Beautiful Committee
Briefing Memorandum
Horry County, South Carolina



Date: April 27, 2021
From: Planning
Division: Infrastructure and Regulation
Prepared By: Ashley Cowen, Senior Planner
Cleared By: John Danford, Deputy Director
Regarding: Single-Use Plastic Survey

ISSUE:

What are the results of the community survey on plastic bags and alternatives to disposable plastics?

CONCLUSION:

The survey had 1,875 respondents.

BACKGROUND:

A community survey was released on November 15, 2019 to gather citizen input which will be used to guide future education and outreach. The survey was originally intended to be used to guide future education and outreach. Several partnerships were utilized to develop and distribute the survey including the Horry County Solid Waste Authority, Coastal Carolina University's Sustain Coastal, the Coastal Waccamaw Stormwater Education Consortium, and the Grand Strand Surfrider Foundation.

Preliminary results gathered after the first year indicated that participation was high among residents in urban and suburban populations, while residents in rural parts of Horry County and among the business community were under-represented. Keep Horry County Beautiful launched a 7-day \$50 Facebook Advertising Campaign on November 23, 2020 to target additional responses from rural Horry County. During the time frame of the advertisement, there were 384 new responses to the survey, with 110 from the rural part of Horry County. Since that time, there have been an additional 23 survey responses.

ANALYSIS:

The total number of respondents as of April 2021, approximately 18 months after the survey opened, was 1,875. The top 5 highest response months were: 841 in January 2020, 385 in November 2020, 250 in February 2021, 233 in December 2019, and 135 respondents in November 2019. Below are the primary findings:

- The majority of respondents separate their recycling from their trash and transport it to a recycling center or other location (53.76% or 1,008/1,875).
- 13.71% of respondents do *not* currently recycle.
- Of the choices (cardboard, paper, glass, metals, plastic bottles, and plastic bags), plastic bags are the least recycled item.
- 68.53% of respondents prefer to use reusable bags that they bring from home when shopping (1,285/1,875).

- 84.75% of respondents reuse their plastic bags for another purpose after receiving them from the store (1,589/1,875), with typical responses including using them for pet waste, to line small trash cans, and for craft projects. Only 27.57% return their plastic bags to the store (517/1,875).
- 26.39% of respondents do *not* support the efforts to reduce single-use plastics (492/1,875).
- 26.8% of respondents were from incorporated cities and towns in Horry County (503/1,875), 4.2% were from outside of Horry County (79/1,875), and roughly 20.7% can be considered from a rural part of Horry County.

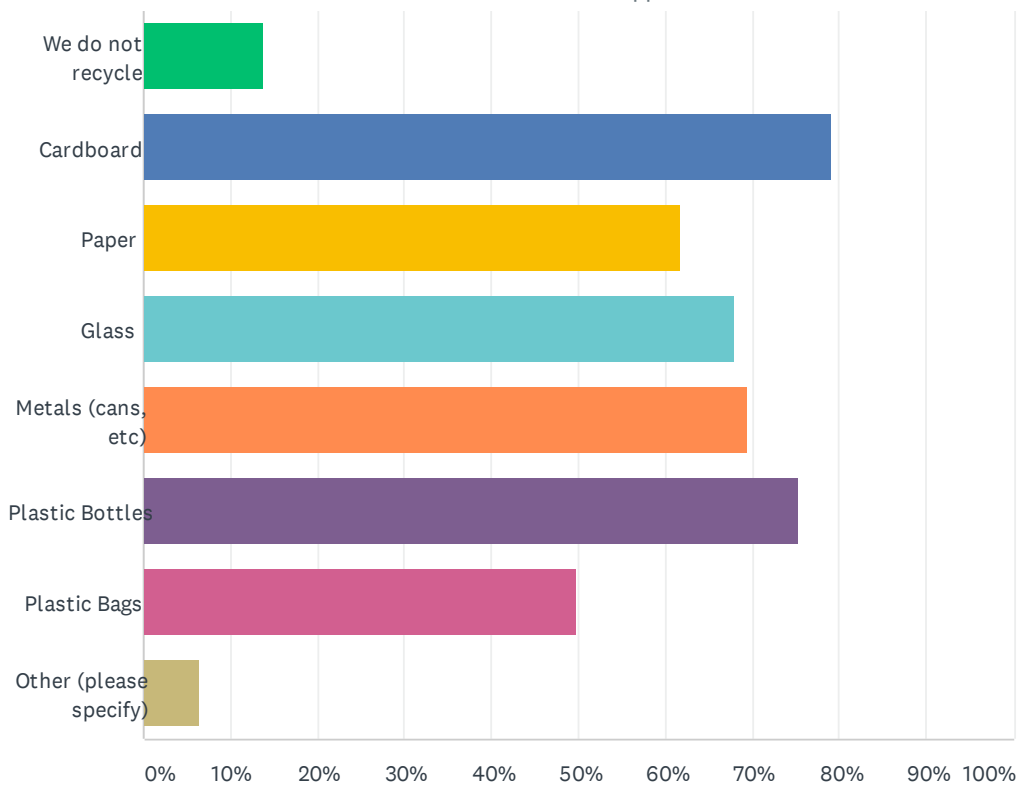
Q1 How does your household manage recyclables? select all that apply.

Answered: 1,875 Skipped: 0

ANSWER CHOICES	RESPONSES	
We do not currently recycle	17.49%	328
We separate our recycling from our trash for curbside pick-up	26.29%	493
We separate our recycling from our trash and transport it to a recycling center or other location	53.76%	1,008
We reuse our recyclable materials	27.84%	522
We do not buy items that cannot be recycled	2.77%	52
Total Respondents: 1,875		

Q2 Currently, what items do you recycle? select all that apply.

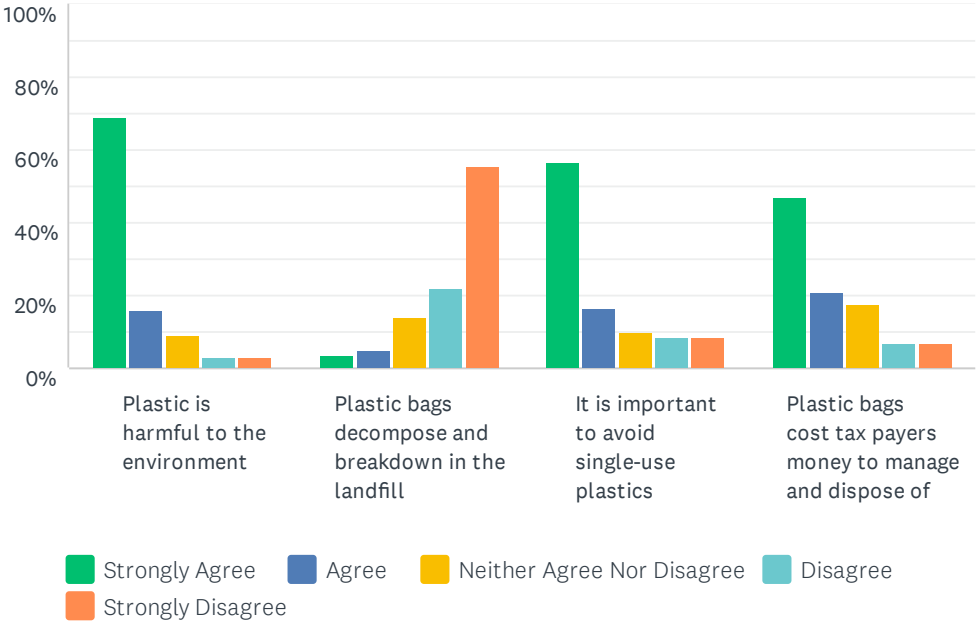
Answered: 1,874 Skipped: 1



ANSWER CHOICES	RESPONSES	
We do not recycle	13.71%	257
Cardboard	79.08%	1,482
Paper	61.69%	1,156
Glass	68.04%	1,275
Metals (cans, etc)	69.37%	1,300
Plastic Bottles	75.40%	1,413
Plastic Bags	49.73%	932
Other (please specify)	6.40%	120
Total Respondents: 1,874		

Q3 Please rate if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements:

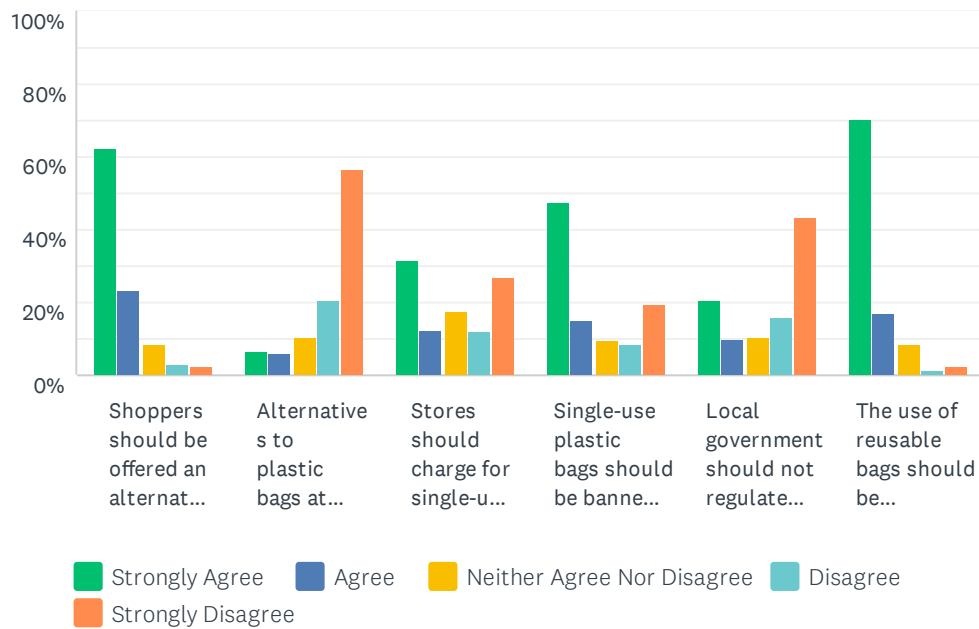
Answered: 1,875 Skipped: 0



	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
Plastic is harmful to the environment	68.87% 1,290	15.91% 298	9.24% 173	2.99% 56	2.99% 56	1,873
Plastic bags decompose and breakdown in the landfill	3.70% 69	4.94% 92	13.85% 258	21.85% 407	55.66% 1,037	1,863
It is important to avoid single-use plastics	56.52% 1,058	16.45% 308	10.04% 188	8.44% 158	8.55% 160	1,872
Plastic bags cost tax payers money to manage and dispose of	47.24% 883	21.13% 395	17.50% 327	7.06% 132	7.06% 132	1,869

Q4 Please rate if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements:

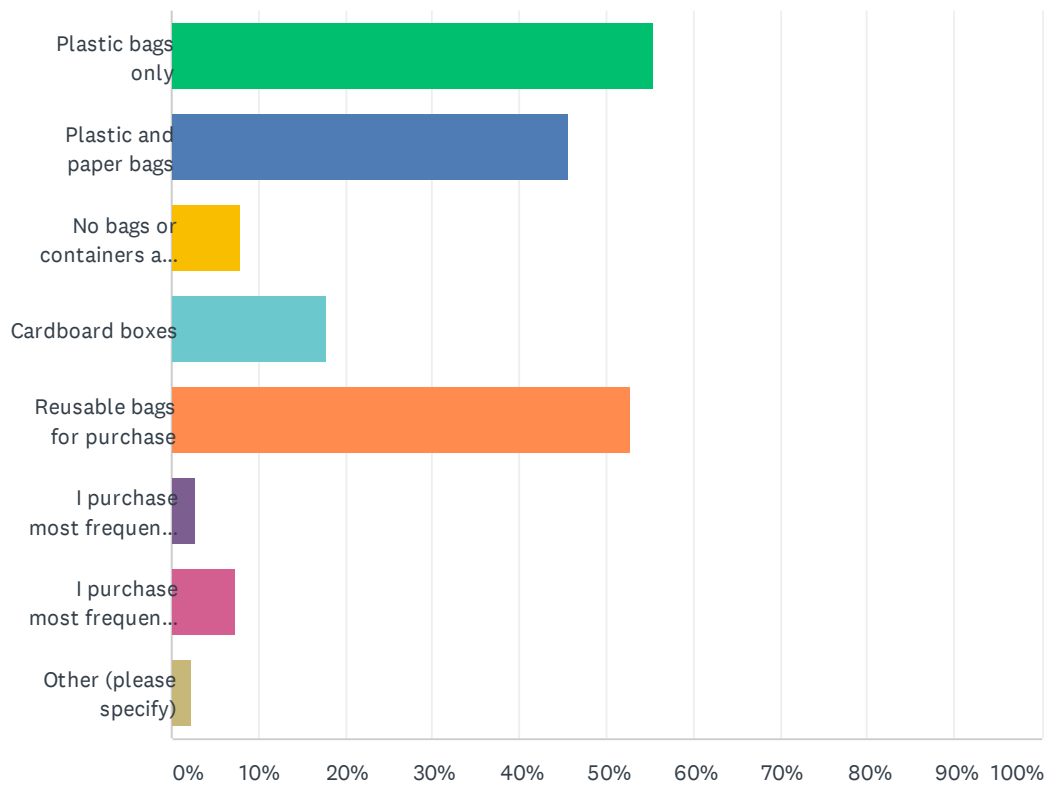
Answered: 1,875 Skipped: 0



	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
Shoppers should be offered an alternative to plastic bags	62.35% 1,166	23.42% 438	8.45% 158	3.05% 57	2.73% 51	1,870
Alternatives to plastic bags at stores are not needed	6.66% 124	6.12% 114	10.31% 192	20.61% 384	56.31% 1,049	1,863
Stores should charge for single-use plastic bags	31.52% 586	12.43% 231	17.43% 324	11.78% 219	26.84% 499	1,859
Single-use plastic bags should be banned from distribution at stores	47.54% 889	14.92% 279	9.36% 175	8.61% 161	19.57% 366	1,870
Local government should not regulate the use of single-use plastics by stores	20.28% 379	9.84% 184	10.27% 192	16.16% 302	43.45% 812	1,869
The use of reusable bags should be encouraged	70.48% 1,313	16.85% 314	8.43% 157	1.61% 30	2.63% 49	1,863

Q5 What types of bags or containers are offered at the store at which you most frequently shop? select all that apply

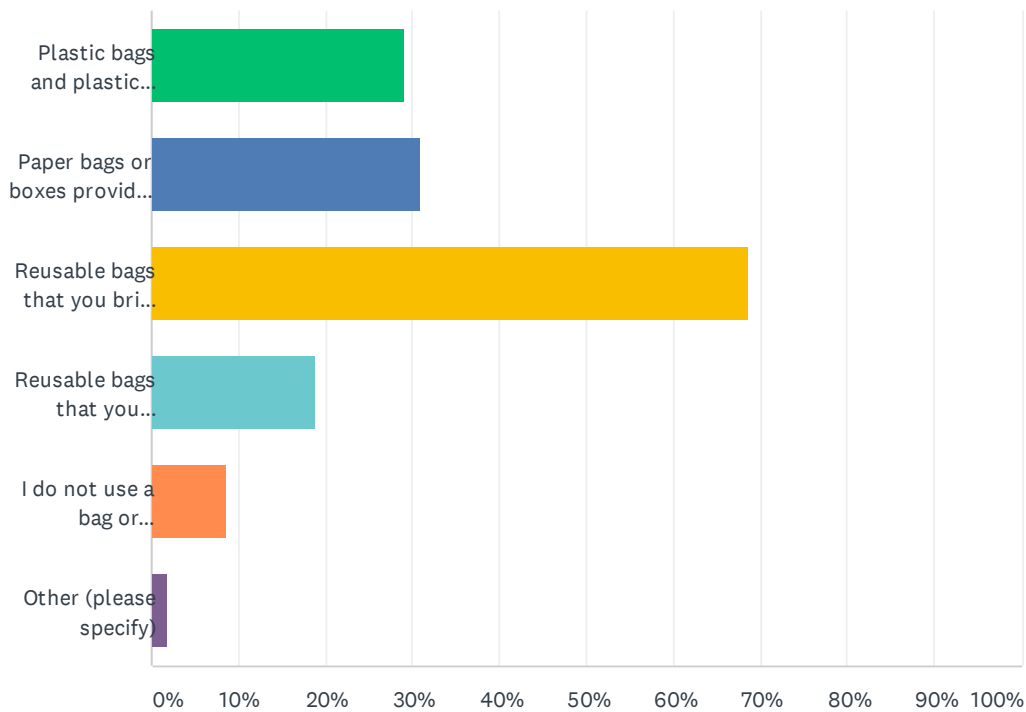
Answered: 1,870 Skipped: 5



ANSWER CHOICES	RESPONSES
Plastic bags only	55.45% 1,037
Plastic and paper bags	45.56% 852
No bags or containers are offered	7.91% 148
Cardboard boxes	17.75% 332
Reusable bags for purchase	52.78% 987
I purchase most frequently from an online store, packages are mostly plastic	2.73% 51
I purchase most frequently from an online store, packages are mostly cardboard	7.27% 136
Other (please specify)	2.35% 44
Total Respondents: 1,870	

Q6 What types of bags or containers do you prefer to use when shopping? select all that apply.

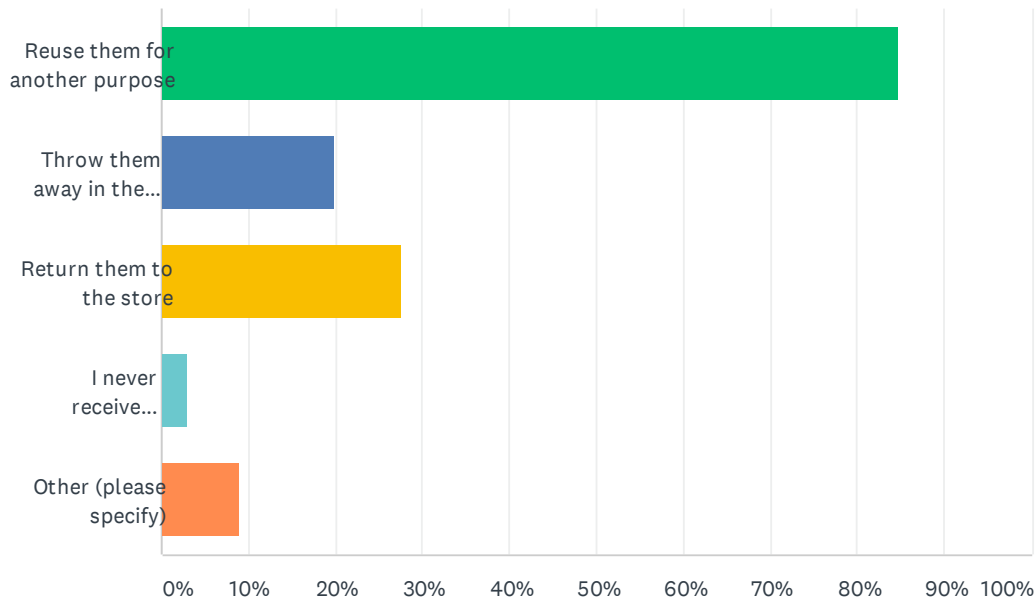
Answered: 1,875 Skipped: 0



ANSWER CHOICES	RESPONSES	
Plastic bags and plastic containers provided by the store	29.17%	547
Paper bags or boxes provided by the store	30.93%	580
Reusable bags that you bring from home	68.53%	1,285
Reusable bags that you purchase from the store	18.77%	352
I do not use a bag or container (i.e. I carry items individually by hand)	8.64%	162
Other (please specify)	1.87%	35
Total Respondents: 1,875		

Q7 What do you do with single-use plastic bags after you receive them from a store? select all that apply.

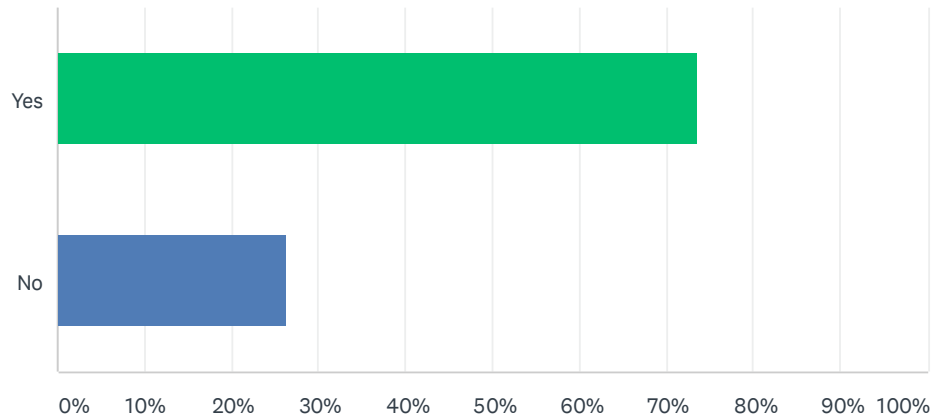
Answered: 1,875 Skipped: 0



ANSWER CHOICES	RESPONSES	
Reuse them for another purpose	84.75%	1,589
Throw them away in the trash	19.79%	371
Return them to the store	27.57%	517
I never receive single-use plastic bags from stores	2.99%	56
Other (please specify)	8.96%	168
Total Respondents: 1,875		

Q8 Do you support efforts to reduce the use of ALL plastics?

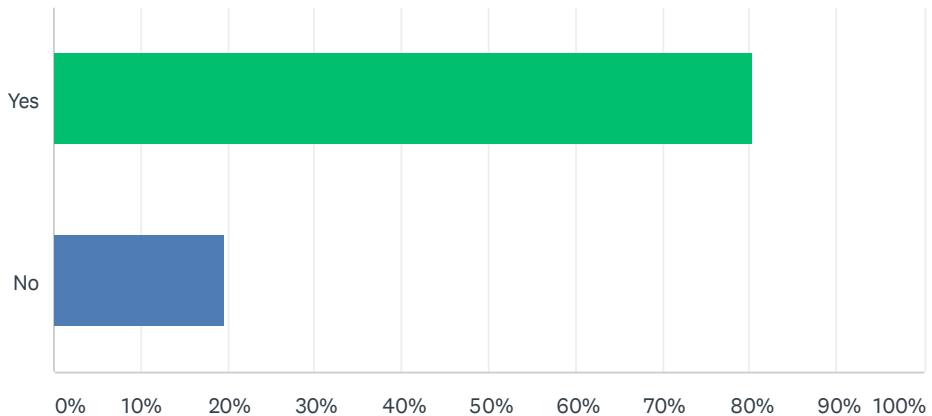
Answered: 1,864 Skipped: 11



ANSWER CHOICES	RESPONSES	
Yes	73.61%	1,372
No	26.39%	492
TOTAL		1,864

Q9 Do you support the efforts to reduce the use of SINGLE-USE plastics?

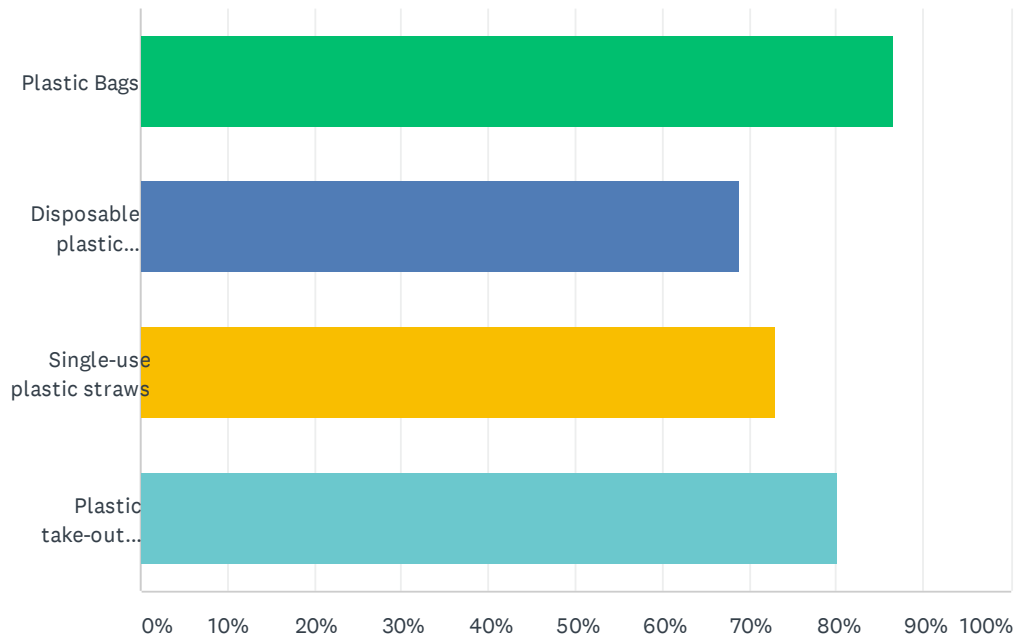
Answered: 1,875 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	80.27%	1,505
No	19.73%	370
TOTAL		1,875

Q10 What types of single-use plastics would you prefer an alternative to, if available? Select all that apply.

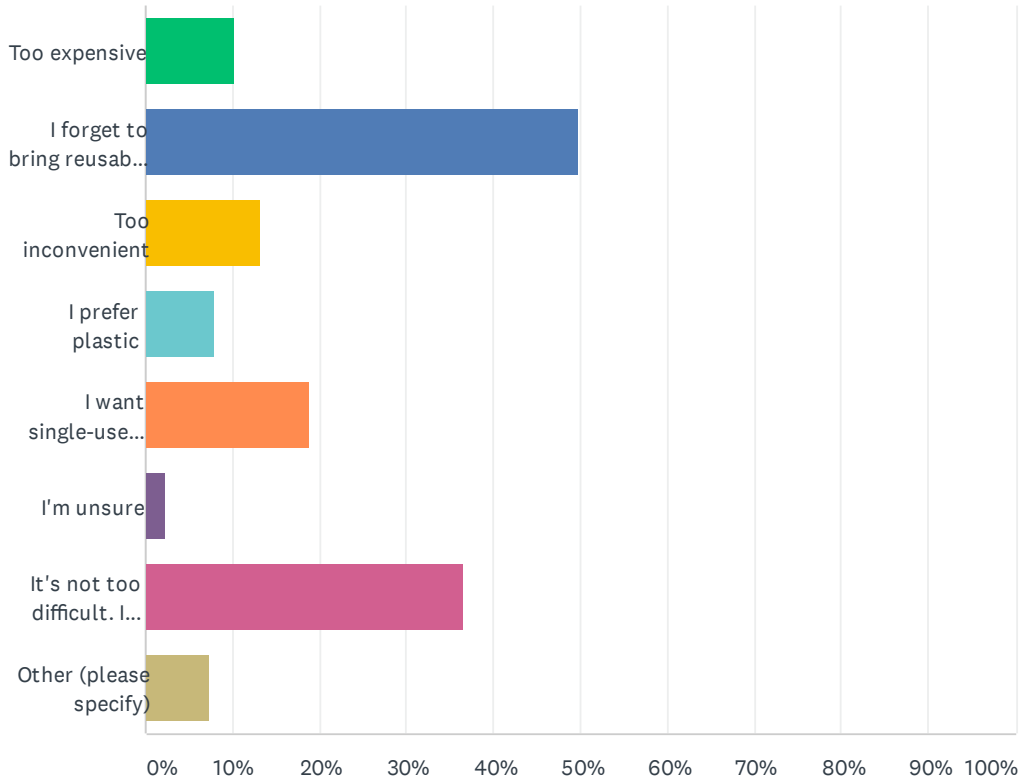
Answered: 1,670 Skipped: 205



ANSWER CHOICES	RESPONSES	
Plastic Bags	86.59%	1,446
Disposable plastic utensils	68.74%	1,148
Single-use plastic straws	72.93%	1,218
Plastic take-out containers	80.06%	1,337
Total Respondents: 1,670		

Q11 What makes it difficult for you to use reusable bags or an alternative to single-use plastic bags? select all that apply.

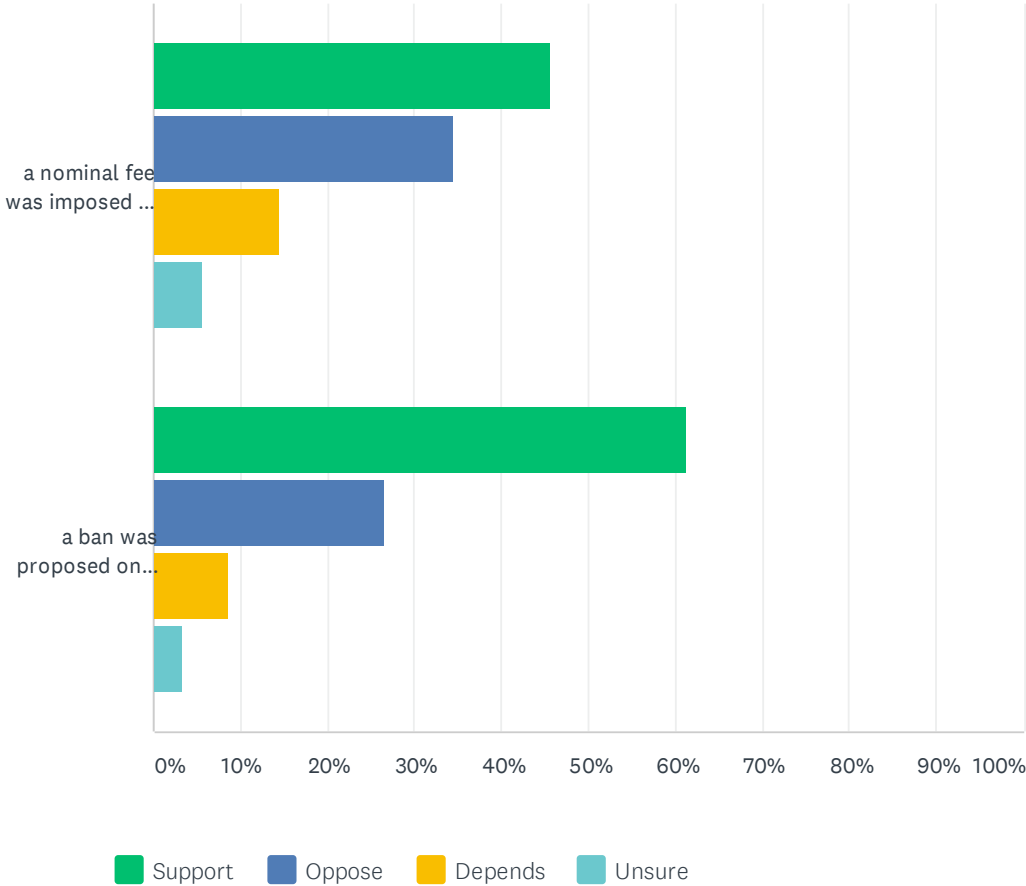
Answered: 1,875 Skipped: 0



ANSWER CHOICES	RESPONSES	
Too expensive	10.29%	193
I forget to bring reusable bags or forget to ask for paper	49.71%	932
Too inconvenient	13.28%	249
I prefer plastic	8.00%	150
I want single-use plastic bags for other purposes	18.88%	354
I'm unsure	2.24%	42
It's not too difficult. I always use reusable bags or an alternative to plastic bags.	36.53%	685
Other (please specify)	7.25%	136
Total Respondents: 1,875		

Q12 How would you feel if:

Answered: 1,875 Skipped: 0



	SUPPORT	OPPOSE	DEPENDS	UNSURE	TOTAL
a nominal fee was imposed to receive single-use plastic bags at stores	45.52% 848	34.46% 642	14.33% 267	5.69% 106	1,863
a ban was proposed on distributing single-use plastic bags at stores	61.33% 1,145	26.62% 497	8.62% 161	3.43% 64	1,867

Q13 Please select your Horry County Council District. *

Answered: 1,486 Skipped: 389

ANSWER CHOICES	RESPONSES	
Council District 1	8.08%	120
Council District 2	9.83%	146
Council District 3	6.46%	96
Council District 4	12.99%	193
Council District 5	9.83%	146
Council District 6	7.40%	110
Council District 7	13.53%	201
Council District 8	7.40%	110
Council District 9	5.25%	78
Council District 10	5.25%	78
Council District 11	5.99%	89
I do not live in Horry County	7.07%	105
I do not live in Horry County, but I own a Business in Horry County	0.94%	14
TOTAL		1,486

Q14 In what Horry County Community do you live in?

ANSWER CHOICES	RESPONSES	
Mt. Vernon	0.00%	0
Popular/Poplar	0.00%	0
Bear Bluff	0.05%	1
Town of Briarcliffe Acres	0.16%	3
City of Atlantic Beach	0.21%	4
Green Sea	0.21%	4
Town of Aynor	0.37%	7
Arcadian Shores	0.53%	10
Bucksport	0.53%	10
City of Loris	0.59%	11
Red Bluff	0.64%	12
Aynor, Outside Town Limits	1.12%	21
Galivants Ferry	1.28%	24
Loris, Outside City Limits	1.33%	25
Other (please specify)	1.60%	30
Garden City	1.87%	35
Town of Surfside	1.87%	35
Surfside, Outside Town Limits	2.77%	52
Forestbrook	2.88%	54
Longs	3.25%	61
Little River	3.47%	65
I do not live in Horry County	4.21%	79
City of North Myrtle Beach	4.85%	91
Burgess	5.33%	100
Socastee	5.39%	101
Myrtle Beach, Outside City Limits	7.25%	136
City of Conway	8.32%	156
Carolina Forest	8.59%	161
Murrells Inlet	9.55%	179
City of Myrtle Beach	10.45%	196
Conway, Outside of City Limits	11.31%	212
TOTAL		1,875

2021 PUBLIC MEETING SCHEDULE



The following is the schedule for the **HORRY COUNTY PLANNING COMMISSION MEETINGS**. All meetings begin at **5:30 p.m.** and are held in the Multi-purpose Room of the Government & Justice Center located at 1301 Second Avenue in Conway. All interested citizens are invited to attend. For more information, please call the Planning Department at (843) 915-5340.

January 7, 2021	April 1, 2021	July 8, 2021	October 7, 2021	January 6, 2022
February 4, 2021	May 6, 2021	August 5, 2021	November 4, 2021	
March 4, 2021	June 3, 2021	September 2, 2021	December 2, 2021	



The following is the schedule for the **HORRY COUNTY PLANNING COMMISSION WORKSHOP**. All workshops begin at **3:00 p.m.** Workshops will take place virtually and will be broadcast on the Horry County Government website as well as the Government Access Channel (Spectrum/Time Warner channel 1301 or Horry Telephone Cooperative Channel 14). For more information, please call the Planning Department at (843) 915-5340.

January 28, 2021	April 29, 2021	July 29, 2021	October 28, 2021	January 27, 2022
February 25, 2021	May 27, 2021	August 26, 2021	November 24, 2021	
March 25, 2021	June 24, 2021	September 30, 2021	December – No Workshop	



The following is the schedule for the **HORRY COUNTY PARKS AND OPEN SPACE BOARD**. All meetings begin at **12:00 p.m.** and are held in the Multi-purpose Rooms of the Government & Justice Center located at 1301 Second Avenue in Conway. All interested citizens are invited to attend. For more information, please call the Planning Department at (843) 915-5340.

January 12, 2021	April 6, 2021	July 13, 2021	September 7, 2021
March 9, 2021	May 4, 2021	August 10, 2021	November 9, 2021



The following is the schedule for the **KEEP HORRY COUNTY BEAUTIFUL COMMITTEE**. All meetings begin at **11:30 a.m.** and are held in the Multi-purpose Rooms of the Government & Justice Center located at 1301 Second Avenue in Conway. All interested citizens are invited to attend. For more information, please call the Planning Department at (843) 915-5340.

January 26, 2021	April 27, 2021	July – No Meeting	October 26, 2021
February 23, 2021 – Litter Index	May 25, 2021	August 24, 2021	November 23, 2021
March 23, 2021	June 22, 2021	September 28, 2021	December – No Meeting



The Horry County Board of Architectural Review

The following is the schedule for the **HORRY COUNTY HISTORIC PRESERVATION COMMISSION**. All meetings begin at **2:30 p.m.** and are held in the Multi-purpose Room of the Government & Justice Center located at 1301 Second Avenue in Conway. All interested citizens are invited to attend. For more information, please call the Planning Department at (843) 915-5340.

January 19, 2021	April 20, 2021	July – No Meeting	October 19, 2021
February 16, 2021	*May 18, 2021	August 17, 2021	November 16, 2021
March 16, 2021	June 15, 2021	September 21, 2021	December – No Meeting

*Annual Awards Ceremony-Location to be determined



The following is the schedule for the **HORRY COUNTY ZONING BOARD OF APPEALS**. All meetings begin at **5:30 p.m.** and are held in the Multi-purpose Room of the Government & Justice Center located at 1301 Second Avenue in Conway. All interested citizens are invited to attend. For more information, please call the Planning Department at (843) 915-5340.

January 11, 2021	April 12, 2021	July 12, 2021	October 11, 2021	January 10, 2022
February 8, 2021	May 10, 2021	August 9, 2021	November 8, 2021	
March 8, 2021	June 14, 2021	September 13, 2021	December 13, 2021	

KEEP HORRY COUNTY BEAUTIFUL COMMITTEE

CHAIRPERSON
1st Term Expires: 12/31/21
April O'Leary
160 Busbee Street
Conway, SC 29526
e-mail: mrs.april.o.leary@gmail.com
Phone: 508-360-0370

VICE CHAIRPERSON
1st Term Expires: 12/31/21
Devin Parks
611 10th Avenue S
Surfside Beach, SC 29575
e-mail: dparks@conwayscchamber.com
Home: 843-907-0141

1st Term Expires: 12/31/23
Edna DeWitt
3330 Blain Lane
Conway, SC 29527
e-mail: edwil@sccoast.net
Phone: 843-397-1254
Cell: 843-333-1796

1st Term Expires: 12/31/23
Terry Fowler
1740 Hwy 646
Loris, SC 29569
e-mail: tfowler@sccoast.net
Phone: 843-385-6969

2nd Term Expires: 12/31/22
Jack Galloway
900 Jericho Ct.
Myrtle Beach, SC 29579
e-mail: jackal53@sccoast.net
Phone: 843-504-2953

1st Term Expires: 12/31/21
Corinne Hellyer
8538 Woodfield Dr
Myrtle Beach, SC 29588
e-mail: cory.hellyer@gmail.com
Phone: 703-887-5454

2nd Term Expires: 12/31/22
Jeremy Monday
Coastal Carolina University
PO Box 261954
Conway, SC 29528
e-mail: jmonday1@coastal.edu
Phone: 843-222-3941

1st Term Expires: 12/31/22
Kevin Mishoe
8001 Mishoe Road
Conway, SC 29527
e-mail: kmishoeswclean@gmail.com
Phone: 843-424-7597

2nd Term Expires: 12/31/23
Chuck Rhome
415 McKendree Lane
Myrtle Beach, SC 29579
e-mail: rhome@sc.rr.com
Home: 843-903-0500
Cell: 586-612-3378