

INSIGHT



Work of the Strom Thurmond Institute

Vol 3/1 *Insight* is a periodic newsletter of *The Strom Thurmond Institute* November, 2000

In This Edition:

Growing with the State of South Carolina and responding to its changing needs is one of the most exciting aspects of The Strom Thurmond Institute. To even the most casual observer, the pace of population growth from in-migration and the associated building is astounding. That population growth is pegged at about 1 million over the next 15 years. Let me put that into context:

During this growth period we will need to build approximately 525,000 new housing units over half of which will be single-family units. We will need about 40 million square feet of office buildings; 45 million new square feet of retail/commercial space; 30 million square feet of warehouse space, over 13,000 new hotel rooms and the accompanying industrial complexes, government buildings, hospitals and almost 50 percent more paved road space. We are going to be covering a lot of South Carolina.

There is reasonable doubt whether the projected

rate of growth in the study is accurate or may in fact be an underestimate, especially if the soon-to-be-retiring baby boomers find South Carolina an appealing place to enjoy that retirement. If so, our potential infrastructure demands and building pace will only increase.

It is little wonder that after a century of unimpressive growth and a seeming drive for economic expansion at any cost that the success and growth South Carolina has had over the last 15 years (which will pale to the growth of the next 20 years) is only now being seen as a problem.

Growth management challenges virtually every community in South Carolina, and combating sprawl, while planning for sensible growth is the watchword of the day. Leaders along the **Ashley River Road Byway**, an 11-mile stretch that is related to a great amount of South Carolina history, recently were jolted into awareness of sprawl from Charleston threatening to envelop their commu-

nity. Differences of opinion developed into confrontations at meetings called to discuss solutions to the problem. The Ashley River Conservation Coalition called on the Thurmond Institute's Resident Employed Photography technique which arms citizens with cameras and asks them to take pictures of what they want to preserve or see more of in their area and those things they don't like. The effort found common ground among residents, mitigated hostility, and the coalition adopted means that are proactive in maintaining the physical qualities of the corridor.

Volunteerism has been a long-time concern of The Strom Thurmond Institute. In the 1980s, we sponsored the Civic Participation Working Group that produced 10 working papers on aspects of the subject. Now, we are actively engaged with the **South Carolina Association of Volunteer Administrators**, an organization that came into being when it became obvious that volunteerism was growing into industry status and professionalization of administrators would be a necessity. A 1998 survey showed that 56 percent of American adults were doing volunteer work, a marked contrast with the 49 percent of eligible voters who went to the polls in the 1996 presidential election. Volunteerism is an important element in building strong communities.

A working landscape of farms, forestlands and rural settlements is the heritage of the South Carolina lowcountry, but it may not play a large part in the future. More than half of the remaining cultivated land in the Charleston region could be developed by the year 2030. Jeffery Allen, director of the South Carolina Water Resource Center at the Strom Thurmond Institute, examines **South Carolina Coastal Resources At Risk** that find a potential massive case of urban sprawl. This work along with the Thurmond Institute's Prime Lands projects is bringing needed information to our local decision-makers.

Robert H. Becker
Director and Professor
Strom Thurmond Institute
Visit us. <http://www.strom.clemson.edu>

Analyzing the ‘Windshield Experience’

Citizens Armed with Cameras Battle Sprawl to Preserve Historic, Scenic Ashley River Byway

Picture this. Your neighborhood is notified that it's on the List of the Eleven Most Endangered Historic Places in America, published by The National Trust for Historic Preservation. The Ashley River Historic District got that jolt in 1995. The message: Suburban sprawl from Charleston is on its way, and the character of your area is in significant danger.

What do you do? Start photographing the good and the bad to inform opinion as to what should be done? Well, yes, but more about that later.

The first reaction to the distressing pronouncement caused the formation of the Ashley River Conservation Coalition in 1996. Its founding members included the Middleton Place Foundation, Historic Charleston Foundation, Lowcountry Open Land Trust, South Carolina Department of Parks, Recreation, and Tourism, Westvaco and Drayton Hall. Their mission became the preservation of “the region’s historic and scenic character by promoting responsible stewardship, education and public awareness of the issues affecting its future.”

One of the coalition’s first projects was to apply for State Scenic Byway designation, and they got it in April, 1999. A year later, the Ashley River Road won designation as a National Scenic Byway.

The Ashley River Road Byway bears a special distinction. There are three federally designated National Scenic Highways in South Carolina. The Cherokee Foothills Scenic Highway runs along the edge of the Upstate from Fair Play on the Georgia border to Gaffney, just north of Spartanburg. The Savannah River Road runs from Augusta, Ga., to Oakway in Oconee County, the southwest corner

of South Carolina. The Ashley River Road Byway runs 11 miles along a river that is barely 30 miles in length from its headwaters to Charleston Harbor.

But the importance of the Ashley River, The (Charleston) Post and Courier noted editorially in October 1996, when compared to the major rivers of the United States, “is in inverse proportion to its length.... [T]he Ashley has played a major role in the history of the nation and the state. Now threatened by modern growth, the integrity of this area’s historic and natural legacy must be preserved.”

The Ashley River Road is part of that legacy, evolving from a Native American trading path, and has been in constant use since 1690. The Federal Highways Administration’s National Scenic Byways On-line (www.byways.org) describes its present-day values this way:

“Mention of the Ashley River Road in South Carolina evokes images of ancient live oaks; Spanish moss stirring in a warm summer breeze, and elegant brick gates only suggesting the architectural splendor at the end of shaded drives.

“The Ashley River Road in South Carolina is a national treasure. Few roads in the United States possess historic resources, scenic qualities and cultural splendor of such stature in a compact area. The Ashley River Road encapsulates the history of the American South. The road is much more than a plantation route of elegant gateways and distinguished landmark

houses and gardens. It traces the history of European settlement, commerce and industry, slavery, two wars and the environmental degradation of phosphate mining during Reconstruction. The road itself is historically significant in American roadway management with some of the earliest documented highway ordinances in the new world. In the early Twentieth Century, the Ashley River Road was one of the first recognized scenic automobile touring routes.”

James Hare, coordinator of the Ashley River Conservation Coalition, produced *The Ashley River Road: A Brief History of a National Scenic Byway* (www.ashleyriver.org/)

In the article, he provides the overarching, full measure of the road’s worth in a paragraph:

“...[B]y virtue of the continuity of purpose it serves – connecting people across space – it may have the ability to more effectively carry out the primary purpose of all historic resources – connecting people across time — than does any other individual building, place or artifact in the South Carolina lowcountry.”

Those linkages of people across space and time occur along a road that passes through a forest of cedars, cypress, magnolias, pines and oak. The canopy of trees, according to Hare’s *Ashley River Road History*, “gracefully conspires to hide from view both the river and the houses and gardens associated with its history – Drayton Hall, Magnolia, Runneymeade, Millbrook and Middleton Place.”

But, as the *Post and Courier* warned, the integrity of this tranquil setting is threatened. “Urban development,” Hare wrote, “at the terminals of the road near Charleston and Summerville has replaced most of the fields and trees – essential elements of the landscape that once accompanied the Ashley River Road from harbor to headwaters – and has

separated the road from its aesthetic and historic contexts.”

In the words of George McDaniel, director of Drayton Hall and chairman of the Ashley River Conservation Coalition, suburban sprawl has arrived on the banks of the Ashley. More is on the way, McDaniel said, under the lash of breathtaking population growth in Charleston, Berkeley and Dorchester counties. The Strom Thurmond Institute’s *Urban Footprint 2030 Study* demonstrates that the population in the tri-country region surrounding the Ashley River Historic District will expand from 532,688 in 1994 to 795,879 in 2030. Based on current growth trends this 49% rise in population will be accompanied by an alarming 247% rise in land area devoted to urban use. This means that more than 500 square miles of land that is rural now will be developed in the next 30 years. Cause for further concern is the fact that the Strom Thurmond Institute researchers who conducted the study, McDaniel said, consider the expansion numbers in their model to be “conservative.”

People escaping compact urban areas into the suburbs will need all forms of infrastructure and especially roads to travel on to reach their jobs. An expressway is being proposed, pending funding, about two miles west of the byway and roughly parallel to it, McDaniel said. Because of the “temporary” terminus of the recently built section of that expressway nearby, “a Wal-Mart and other ‘big-box’ stores, subdivisions, apartment complexes, and shopping centers are all being discussed for the vicinity,” he said. If it were extended to Summerville without adequate planning, he added, “the cumulative effect could easily be traffic and development that engulf the scenic quality of the area, the very thing that people value. It’s not one development that causes the threat; it’s one development after another. In 10 years, what will happen to this area we once valued? The character will have been destroyed. Statewide and nationwide, this is the issue we face when we deal with sprawl of the proportion we’re facing.”

Eligibility requirements for byway status demand the presence of at least one of six intrinsic qualities (scenic, historic, cultural, natural, recreational, and archaeological), a community committed to its designation and management, and a corridor management plan. The bump in the Ashley River Road project was community commitment. Many property owners were committed, but some, McDaniel said, were deeply suspicious. The objectors shared the common vision of protecting the historic, rural and scenic values, but they voiced an ancient objection: “I don’t want government telling me what to do with my property.”

Enter the cameras that saved the day.

In a conversation in the Spring of 1999 with long-time acquaintance, Robert H. Becker, director of the Strom Thurmond Institute at Clemson University, McDaniel said he learned of the institute’s Resident Employed Photography Process, or, more simply, the “camera project.” The theory behind the project is that people can provide clearer expression of their likes and dislikes with pictures of features in the area than they can verbally in meetings. Further, there is a record of these likes and dislikes that can be coalesced into guidelines for creation of an acceptable management plan.

H. Gregory Hawkins, research coordinator for the Jim Self Center on the Future at the institute, brought the project to the Ashley River Road. He presented those involved with the Ashley Road Project a system of analysis that differs almost completely from traditional planning processes. The critical difference is the involvement of stakeholders at the initial stage with interaction throughout the entire process. His comparative chart represents the differences.

[\(See Comparative Chart, page 8\).](#)

Further information can be obtained from Hawkins at greg@strom.clemson.edu.

“People were given disposable cameras,” McDaniel said, “and asked to photograph what they

liked and did not like along the Ashley River Road. Since the road did not illustrate a complete array of choices, people could go elsewhere and photograph what they liked and wanted to see more of along the Ashley River Road and to photograph what they did not like and did not want to see along the road.

“Each participant received the camera anonymously and was identified only according to his/her stakeholder category — private landowner, neighborhood association member, preservationist, public official, and so forth. This helped ensure that a more balanced representation of stakeholders was attained, while the anonymity encouraged everyone to have an equal voice.”

Participants in the project were asked to photograph 15 aspects of the Ashley River Road environment and the surrounding community that they “liked” or “disliked” based on themes that were identified during a series of focus groups with stakeholders from the community.

These themes were:

History: Preservation of historic character along Ashley River Road

Traffic: Controlling/reducing traffic along Highway 61 (Ashley River Road)

Recreation: Creating/improving recreational access to resources along the road and river

Property Rights: Protection of private property rights

Safety: Increasing safety along Highway 61 (Ashley River Road)

Aesthetics: Protection of aesthetic qualities within the Ashley River Road corridor

Nature: Protection of natural qualities within the Ashley River Road corridor.

During the project, participants were asked to maintain a written log that corresponded to the 15 photographs they shot. The photo log captured information from the participant on four levels; evaluation, importance, performance and

commentary. Each photo was rated on a scale of 1 to 7 by the participant to indicate whether the scene that was being photographed was liked or disliked; (1 = completely dislike to 7 = completely like).

More than 500 photographs were submitted, and from the analysis of these images a community-based management plan is being developed. “Nobody submitted a picture of a McDonald’s as

Yes

Participants in the camera project expressed a strong desire to protect the trees, such as those that overhang the road at right, but were concerned about the increase in traffic on the byway.



No

This strip mall and gas station represented sprawl to participants in the camera project, and many wanted a plan that would eliminate such expansion along the byway.

something they'd like to see built here," McDaniel said with a smile. You can view The Strom Thurmond Institute Report on the Ashley River R.E.P. process at <http://www.strom.clemson.edu/publications/hawkins/ashleyriver.pdf>

The bump in the road was smoothed. The project "mitigated hostility," McDaniel said. Those opposed to the plan took part in the camera project. The result: common ground, providing the requisite base for the creation of effective public policy to preserve the character of Ashley River Road. A first draft of the Corridor Management Plan was completed and is being formalized into a program of implementation. The details and strategies will be used by the community and local planners to safeguard the road. (A copy of the plan can be viewed at ashleyriverroad@yahoo.com when it is completed). The following information represents a portion of the recommendations suggested in the draft:

The segments: In order to better understand the Ashley River Road, and to make recommendations that are both appropriate and serious in nature, the road has been divided into three segments for this corridor management planning process. The segments were determined by adjacent land uses, the view of the road (open, canopy), and the nature of land ownership.

Corridor Management Plan (CMP) recommendations and actions will be made for both the corridor as a whole and specifically within the three segments. While CMPs ordinarily do not make specific recommendations, such as those listed in this plan, the unique nature of the Ashley River Road and its relatively short length has enabled such detailed observations and recommendations to be made.

Please note these recommendations are not intended as criticisms of specific locations or sites, but rather as opportunities, based on a larger view of the entire corridor to enhance property values

and present a more consistent image of the historic road. The segments, actions and management aspects of the draft can be viewed at <http://www.ashleyriver.org/draftcmp.html>

The common ground discovered by the "camera project" included desire for preservation of the scenic beauty of the area, a strong dislike of the traffic problems along the road, and the proliferation of signage. There was concern about zoning along the road corridor because insensitive and inappropriate land use for such structures as communication towers is permitted.

Hawkins developed a conceptual framework to analyze the photographs and produce interpretive conclusions organized around themes that showed what the community wanted to promote, protect, prevent and prescribe. The themes were assigned relative power scores and given color codes that identified aesthetics, safety, history, recreation, traffic, nature, and property rights.

(See Conceptual Framework, page 9)

Is the scenic and historic integrity of Ashley River Road safe from sprawl now?

"We're safe for the moment," McDaniel said. "But for the long run, no, we are not. Variances are too easy to get. We will always have to be involved as the waves of more and more people wash over this area for the next decade or two. If the expressway is built and there is not good management from both the private and public sectors, the district could turn into just another part of suburban sprawl in the next 10 to 20 years.

"We will have to adopt conservation initiatives that are attractive to the private sector – easements, tax or financial incentives, transfer of development rights, bargain sales. Still, we'll always have to be wary, and we have the 'camera project' results to guide us. That was a major factor in moving us to where we are today."

Community Planning.....

- Conventional

- mostly feedback
- stakeholders involved late
- better information = better decisions
- planner as “value neutral expert”
- focus on data manipulation
- plan = “what we *should* do”
- success = achievement of objectives

- New “Interactive”

- feedback, consultation & negotiation
- interaction early and throughout by full range of stakeholders
- open participation = better decisions
- planner as “value committed advocate”
- focus on mobilizing support
- plan = “what we *agree* to do”
- success = achievement of agreement on action & change

[\(Return to Page 5 text\)](#)

Community Values Interpretive Modeling:

Ashley River Road Project

Present

<i>Dislike</i>	<u><i>Prescribe</i></u>	<u><i>Protect</i></u>	<i>Like</i>
	<p>Too Many / Bad Signs (0.351*) High Speeds / Large Vehicles (0.280) Visible Cell Towers (0.157) Traffic Volume / Speed (0.147) Pollution / Litter (0.145) Visible Power Lines (0.121) Over-Development (0.097) Inappropriate Signs / Businesses (0.085) Junk in Yards (0.073) Signs as Distractions (0.073) Traffic Volume (0.073) Poor Siting of Recycling / Goodwill (0.060) Inappropriate Entrances / Fences (0.049) Signs Nailed to Trees (0.048) Sign Placement (0.048)</p>	<p>Appropriate Entrances (0.508) Effective Setbacks / Buffers (0.254) Historic / Meaningful Places (0.147) Appearance / Landscaping (0.145) Tree Canopy (0.145) Historic Character (0.123) Exercise of Good Taste (0.095) Intended use of Utility R/W as Greenway (0.079) Appropriate Fences (0.073) Natural / Green Space (0.073) Compatible Development (0.061) Choice to Preserve Nature (0.060) Scenic Areas (0.060)</p>	
	<u><i>Promote</i></u>	<u><i>Prevent</i></u>	
	<p>Opaque / Vegetative Buffers (0.448) Trees / Landscaping (0.121) Better Maintenance (0.121) Adequate Shoulders / Pull-Offs (0.085) Wider Bike Path (0.079) Concealment of Power Lines (0.073) Turning Lanes (0.061) Safe Pedestrian / Horse Crossings (0.056) Trees (0.049) Gateway to Ashley River Road (0.048) Proper "Scenic Road" Management (0.048) Speed Controls / Enforcement (0.048)</p>	<p>Sprawl / Over-Development (0.145) Destruction of Trees for Entrances (0.109) Loss of Nature (0.036) Development (0.025) Distasteful / Inappropriate Development (0.024) Litter (0.024)</p>	

Absent

Theme Color Codes:

Aesthetics **Traffic**
Safety **Nature**
History **Property Rights**
Recreation

*Relative Power Score:

$\frac{\text{Frequency of SubTheme}}{\text{Frequency of Theme}} \times \text{Mean Importance of Theme}$

'I do not know what path in life you will take, but I do know this: If, on that path, you do not find a way to serve, you will never be happy.'

*Albert Schweitzer
Theologian, philosopher and mission doctor in equatorial
Africa who received the 1952 Nobel Prize for Peace for
his efforts in behalf of 'the Brotherhood of Nations.'*

Volunteerism: The Rising Form of Declining Civic Disengagement

In the mid-1980s, Strom Thurmond Institute Senior Fellow Holley Hewitt Ulbrich wrote an article for Clemson World that carried an inch-and-a-quarter-high headline that shouted, **“VOLUNTEER.”**

At the time, there was a very active Volunteerism and Civic Participation Working Group at the institute that produced 10 working papers on aspects of the subject. The director of the institute then, Horace Fleming, was a member of President Reagan's National Volunteer Advisory Council. The intense activity demonstrated the need described in Dr. Ulbrich's article:

“Half a million of South Carolina's citizens are over the age of 60; many of them are lonely, physically dependent, and in need of community support and assistance to retain as much independence as they can. Among the non-elderly, South Carolinians still wrestle with high rates of illiteracy and high school dropout, teen-age pregnancy, substandard housing and infant mortality.... (O)ur tax resources and private contributions for meeting human need are stretched to the limit....Who can help? Volunteers. Our nation's greatest resource is people, and what volunteers can and do accomplish in addressing these needs is truly amazing.”

Not much has changed in terms of needs, but millions have rolled up their sleeves and pitched in to help. Volunteerism has been rising as fast as civic engagement in such actions as voting has been falling in South Carolina and across the nation.

INDEPENDENT SECTOR (IS) (<http://www.indepsec.org>) represents a collection of more than one million charitable, education, religious, health and social welfare organizations. In a 1998 survey, IS found that more than half of America's adult population – 56 percent, or 109.4 million individuals – were serving as volunteers, an 18 percent increase over the number who volunteered in 1995. The economic value of the 19.9 billion hours of volunteer time provided in 1998 was estimated to be \$225 billion.

While volunteers were turning out in ever-increasing numbers, the Federal Election Commission (<http://www.fec.gov>) reported that 49 percent of America's voting-age population went to the polls in the 1996 race that gave Bill Clinton a second term in the White House. The turnout in 1960's presidential election was 63 percent.

South Carolina's turnout in presidential balloting dropped from 45 percent in 1992 to 41 percent in 1996, but volunteerism was rolling along in places where participation might be expected, hospitals, for example, and in organizations where it might not be, such as prisons.

South Carolina has 31 prisons, and Betsy Lybrand, Branch Chief, Volunteer Services and Inmate Committees for the SC Department of Corrections, estimates that 4,000 volunteers work within the walls each month. They provide about 14,000 hours of free

service monthly. That would be worth \$2,491,440 annually, using the federally assigned value of \$14.83 an hour for volunteers.

The Department of Corrections calls volunteers “cherished resources” that “bridge the gap between the community and correctional settings.” Lybrand said the volunteers help inmates across the prison spectrum, from those in the pre-release program to prisoners in medium/maximum security.

What do they do? They teach basic reading and writing skills, serve as role models by mentoring inmates who have not received an outside visit in a year, coach and referee team sports, lead worship services, instruct classes on such topics as anger management, interviewing and parenting skills and sponsor groups that help inmates cope with the problem of addiction.

Volunteers within hospitals are a familiar sight. Depending on the color of uniforms they wore, they were known as Pink Ladies, Gray Ladies, etc. No more. According to Susan Grier, Director of Volunteer Services at the Greenville Hospital System, they’re now Hospital Volunteers. Men have joined the ranks.

There are 750 volunteers aged 14 to 90 in the Greenville Hospital System. Some are former patients. Others are retirees, college students gaining experience or perhaps taking a ground-floor look at potential careers, and professionals who take time out of their busy days because they feel the need to help others, Grier said.

They help serve meals, attend children in the pediatric sector’s playrooms, do clerical work and run errands. They can’t play doctor or nurse, of course, but some do assist in critical care, intensive care and coronary care units under supervision.

Hospital programs have been at work for many decades, but at the other end of the volunteer spectrum there’s a new kid on the block with a

voracious appetite. First Steps, South Carolina’s effort to improve readiness of children entering the first grade, is on the prowl.

“I want thousands of volunteers,” said Leon Love, Director of Community Involvement for First Steps, SC Department of Education.

Love is on a crusade. He wants more than a corps of volunteers. He sees a movement “to institutionalize the idea of first grade readiness outside the walls of schools.”

He wants pastors of every denomination to open church doors and bring in the volunteers “to help get children ready for first grade” He’s also trying to involve “the guy who signs the paychecks as well as the deliverers of our faith and the extended family. And we’ve got to engage momma.”

He said he’s got “volunteers recruiting volunteers” and in his view “they can give the greatest gift you can give,” school readiness for first graders With the long-range goal of lifting South Carolina’s educational performance off the bottom of the barrel.

Love visualizes thousands of volunteers expanding the impact of First Steps far beyond what allotted public money can do. And, he points out, the program operates at the local level. “Local committees decide the best use of their resources,” he said. “Columbia’s not telling you what to decide.”

Local committees in each of the state’s 46 counties administer the program that began last year. The Cognitive Skills Assessment Battery administered in 1999 showed a readiness level of 83.9 percent, up from 81.2 percent in the prior year. While First Steps was in the planning and implementation stage last year, Love believes the discussion influenced the improvement of readiness because it got parents involved in getting their children prepared for school.

Schools are deeply into volunteerism. Some give; some take. The University of South Carolina School of Law is on the giving end.

Pamela Robinson, manager of Pro Bono Programs at the school said that more than 400 of the 600-plus law students will do volunteer work during the school year. They may be doing anything from research on pro bono cases undertaken by attorneys or they may be tutoring in elementary schools. In any case, she said, they're learning that service is part of any lawyer's life and finding out that a volunteer gets more than he or she gives.

As for Attorney Robertson, she's busy handling budget, recruiting, training, supervising, creating opportunities, screening and writing thank-you notes.

That much she shares with Katy Stead Watkins, director of Community Relations and Programming in Communities in Schools of the Midlands.

Her four schools and 1,200 students get the benefit of a USC Education senior-level course that requires students to do 20 hours of volunteer work. They work as tutors, primarily, Watkins said, as a prelude to their practice teaching time.

In addition she has 250 volunteers that work in the schools as tutors, mentors and speakers. Her program also include day hosts. Students go to a business or institution and follow the host around for a day. Watkins said students have trailed hosts-for-a-day in such occupations as construction, teaching, automobile sales and directing funerals, to name a few.

Why the large number in relation to the number of students? Schools are in a difficult situation now, she said, and people want to help.

The students are in trouble at de la Howe school, nestled in 1,200 acres of rural McCormick County. Linda Kidd, public information coordinator, de-

scribed the manifestation of their problems as inappropriate behavior. Their troubles stem from difficulties within the family, break up of families or the complications that sometimes attend single-parent households. They may be in trouble with the legal system, alcohol and drugs or the school system. The state school is not a jail; placement is voluntary.

Kidd and the de la Howe staff dip into the communities in the surrounding countryside to help the 130 students achieve the goals set to get their lives back in order. About 100 volunteers help, she said, and the total can reach to 300 if individuals are counted who come to the campus as entertainers, Living Library speakers who share about their careers, hobbies and skills and in church groups.

The volunteers help take care of the horses, cows, goats and greenhouses that populate de la Howe, and many are engaged in tutoring students in school and mentoring them in a business that operates in The Barn, which was launched through a grant to the Strom Thurmond Institute from the American Association of Retired Persons. The Barn is the place where students sell products they've crafted. The volunteers help make the products and sell them. They provide mentoring in the business aspects – accounting, planning, recording hours worked.

The volunteer activity at de la Howe, in the schools, the hospitals, the prisons require management, professional management that decides, as Kidd noted, what's to be done, how to do it, recruit, train, and write the thank-you notes. This professionalism has caused volunteer organizations to take a turn that mimic expanding corporations.

Something called a food bank sits in the mind as a store front where people down on their luck can get the daily bread they need to stay alive. True, to some extent, but the small food bank is like a store at the end of the line of the activities associated with a grocery chain.

The Harvest Hope Food Bank in Columbia sounds like such a place, but isn't. There is an Emergency Food Pantry on site to help individuals, but Elaine Frick, who manages the operation, said that Harvest Hope is a distribution warehouse. The 22 employees and 90 volunteers distribute 7.5 million pounds of donated food annually to 300 services such as soup kitchens, shelters and day-care centers in 18 counties. And there are four food banks in South Carolina.

Festivals and special events flit into and out of public perspective. They usually happen once a year, get a dab of publicity and then drop from sight until next year. But they are big business, so much so that the SC Association for Volunteer Administration made Managing Special Events with Volunteers the subject of its Fall Workshop. Said SCAVA:

“Event management is one of the fastest growing occupations in the service industry and many institutions of higher education now offer event management degree programs.”

The key speaker at the workshop was Jim Twitty, director of Continuing Education at the University of South Carolina. He was Events Director for the Columbia Action Council, a special events unit of the City of Columbia that organizes major festivals, parades, concerts and special events.

He enlarged the perspective of special events when he pointed out that there are 300 of them each year in South Carolina. Add church special events and the number balloons. Volunteers are involved from concept to clean up. IS says that 10 percent of the volunteer activity throughout the country is involved in organizing an event.

Volunteerism's growth has almost silently ushered it into industry status – a \$225 billion industry with a heart. Industry at that level requires professional management, and that's what it has today. Usually one person in an organization has the responsibility

for volunteers, and without support of some kind, that's like sending individuals into the countryside to herd cats by themselves.

SCAVA was launched in 1977 to provide that support. The organization's mission is “to provide opportunities for personal and professional development to individuals with an interest in the field of volunteerism. It works hand-in-hand with others throughout the state to promote the ideas and purposes of volunteerism.”

It also writes thank-you notes. Katy Watkins of Communities in Schools of the Midlands was cited as SCAVA's top performer in 2000 with less than three years in the industry. Department of Corrections Betsy Lybrand was honored for “her attention to detail and consistent dedication as long-time SCAVA treasurer.”

While the Civic Participation Working Group's activities have died down, The Strom Thurmond Institute has stayed close to the volunteer sector, which has grown to a level that qualifies it as the “third sector” in the US economy. The first two are business and government.

Ada Lou Steirer, leader of STI's Community Economic Development Team, is an ex-officio member of the SCAVA board of directors. She maintains the organization's membership records and serves as a clearinghouse for information on activities. The SCAVA home page <http://www.strom.clemson.edu/teams/ced/scava.html> is maintained on the institute's web site <http://www.strom.clemson.edu>.

A plaque prominently displayed in the STI lobby proclaims the institute as recipient of SCAVA's 1994 President's Award “for continued support of volunteerism in South Carolina.”

The emergence of volunteerism has created a distinct line of departure from forms of civic engagement that were at the forefront. Voting has

declined, yes, but polls show that since 1973 the number of Americans who have attended a public meeting associated with government or schools during “the past year” has fallen by more than a third. Service on committees, working for a political party or attending a political rally has fallen to the same, or lower, levels. One estimate has it that every year over the last 10 to 20 years, millions of Americans have withdrawn from the affairs of their communities that traditionally drew their participation.

They have disconnected by the millions, too, from media that brought them news of their community, their state, their nation and the world. Newspaper circulation has declined dramatically at a time when the population is increasing. The same phenomenon is trimming viewers from television news.

So, what attracts rising numbers to volunteer work? According to a survey published by INDEPENDENT SECTOR, 86 percent said they volunteered because of a feeling of compassion for

those in need. Having an interest in the activity or work drew 72 percent into the fold. Seventy percent said they wanted to gain a new perspective on things, and 63 percent cited the importance of the activity to people the volunteer respects.

Those motivations drew people into work such as serving food, undertaking repairs or shopping for others, fundraising, church activities, giving advice or counseling, helping youth, organizing events and visiting people or offering companionship.

Economists explain the incredible dollar value of contracts given professional athletes as a function of marginal utility in an affluent society. Fans are making more money, and they submit to the higher prices of attending sports events, which make the big salaries possible.

But that hardly explains volunteerism’s surging numbers. That’s happening while there is a widespread complaint about the shortage of time. For whatever reason, the new industry just keeps on growing.

South Carolina Coastal Resources at Risk

By Jeffrey Allen

Director of Decision and Communications Technology Group
and The South Carolina Water Resources Center

A working landscape of farms, forest lands and rural settlements is the heritage of the South Carolina lowcountry, but it may not play a large part in the future. More than half of the remaining cultivated land in the Charleston region could be developed by the year 2030. The phenomenal growth is illustrated by the map (www.strom.clemson.edu/teams/water_resources/maps/ag_at-risk.html),

“Cultivated Agricultural Lands at Risk from Potential Urbanization in the Tri-County Region: Berkeley, Charleston and Dorchester Counties, South Carolina.” The map was prepared by Clemson University’s Strom Thurmond Institute (STI).

The Charleston area urban growth study, a partnership with the South Carolina Conservation League and funded by the NOAA Coastal Services Center through the South Carolina Sea Grant Consortium, modeled the spatial extent of future urban growth for the Berkeley - Charleston - Dorchester area by the year 2030 (see <http://www.strom.clemson.edu/primelands/>).

The prediction is based on the historical trends of a 1973-1994 urban change study (previously completed by the Berkeley/Charleston/Dorchester Council of Governments, the University of South Carolina and the South Carolina Department of Natural Resources).

The predicted urban growth mainly takes the pattern of urban sprawl, growing from 50 square miles in 1973 to 250 square miles in 1994 and by the year 2030 consumes 868 square miles within the Berkeley, Charleston, Dorchester (BCD) area.

While the 2030 prediction is just one of many possible growth scenarios, it provides a viable measure to compare resources that might be impacted by future urban and suburban expansion. It is hoped that such a model will give decision-makers better information from which to

implement good growth policy for the BCD area as well as South Carolina.

Building upon the work of the urban growth projection, STI has analyzed data sets of resources that could be impacted by future growth. Two such data sets were cultivated lands and aquatic resources within the BCD area. The results of combining those data sets with the growth model follow below.

Economic growth is not the problem. How the region accommodates the growth, how the different communities physically develop, can be troubling. Between 1973 and 1994, the region’s population increased 41 percent, but the amount of developed land, “the urban footprint,” went up 255 percent. By many measures, this is an inefficient use of rural land. If such a trend continues, the urban footprint will grow from about 160,000 acres in 1994 to more than 550,000 acres in 2030, according to the earlier Strom Thurmond Institute study.

Today’s rural areas that lie in the path of the projected growth harbor many important assets, farming areas in particular. The three-county region, based on available information, currently contains about 65,000 acres of land in annual and perennial crops. Of this cultivated land, more than 37,000 acres lie within the envelope of the 2030 urban footprint. The following table provides additional details:

Tricounty Cultivated Farmland Vital Statistics

1973 Developed Land	44,789 acres
1994 Developed Land	159,412 acres
1995 Cultivated Land	65,182 acres
2030 Developed Land (Predicted)	551,592 acres
2030 Cultivated Lost (Predicted)	37,357 acres (57.3% of 1994 Total)

Even agriculture lands not projected within the 2030 urban footprint may be impacted. As suburban-type development moves into traditional rural landscapes, normal agricultural practices often come into conflict with the expectations of these new residents. “Smells and dust and slow-moving vehicles often raise objections from suburban residents.” according to Robert Becker, Director of Clemson’s Strom Thurmond Institute.

Vast tracts of timberland are also predicted to be developed, which the Strom Thurmond Institute hopes to document with an upcoming map.

The predicted 2030 urban footprint is not inevitable. Over the next 30 years, the region’s population will grow by perhaps 250,000 people, and these newcomers will need a place to live, work and play. Consequently, under any scenario, there will be some farmland loss. The Tri-county community can take measures, however, to influence the amount and location of rural land converted to an urban or suburban use. Some local governments and private landowners have taken important preventative steps already.

Aquatic Resources At Risk

Americans now realize that freshwater wetlands provide benefits such as flood control, pollution cleanup, habitat for wildlife, aesthetic values and more. While major wetlands are protected by law, many wetland “pieces” continue to get consumed during development. These “isolated” wetlands also serve unique purposes as buffer zones and safe havens to vulnerable species.

Recent research reveals the importance of tidal creeks, the headwater areas and narrow reaches of our coastal rivers. Acre for acre, tidal creeks are the most productive piece of the coastal estuary, providing the food and shelter for many aquatic species in their breeding and juvenile stages. Because these creeks are small, adjacent development can have serious negative impacts on them. Studies have shown that creeks begin to suffer when development produces hard surfaces over which rain water washes pollutants into streams. The problems begins when the surfaces cover as little as 10% of the drainage basin.

Three aquatic resources of the Berkeley-Charleston-Dorchester tri-county area — fresh-water wetlands, tidal creeks, and shellfish beds – were studied and labeled with their current conditions. The goal of the study was to determine the amounts of these resources that are at risk to potential future urbanization.

The 2030 projected urban area was used to compute how much non-tidal wetland area lies inside what is considered to be urbanized area for the year 2030, and is therefore is at risk. Total wetland area for all three counties equals 425,919 acres; 148,618 acres of wetland lies within the 2030 urbanized area, or 35% of the total.

The 1994 urban data was also used to compute how much tidal creek area intersects what is considered to be urbanized area for the year 1994. The 2030 urban prediction data was used to compute how much tidal creek area intersects what is considered to be urbanized area for the year 2030, and is therefore is at risk. Total area of tidal creeks in BCD is 14,877 acres; total area of tidal creeks impacted by 1994 urbanized area equals 6,144 acres. This is 41% of the total. Tidal creeks impacted by 2030 urbanized area equals 10,805 acres. This is 73% of the total.

The 1994 urban data was used to compute how much of the shellfish beds lie inside and outside what is considered to be urban in 1994. The 2030 urban data was used to compute how much of the shellfish beds lie inside and outside what is considered to be urbanized in 2030.

There are 11,415 acres of shellfish beds in the BCD tri-county area, and 4,954.28 acres of shellfish beds, or 43% of the total, lie within area urbanized as of 1994. The study shows that 7,290.37 acres of shellfish beds, or 64% of the total, will lie within area considered to be urbanized by the year 2030.

These studies have used GIS as an integrating system and analysis tool to predict land-use change, specifically increasing urbanization in a three-county coastal area of South Carolina. While the

growth model gives just one of many possible scenarios of growth and resultant impacts on resources, it can be a valuable starting point for discussions on conservation and development within a given area. In addition, as migration patterns and trends continue to show increased population pressures in these complex coastal areas, scientists, planners, resource managers, decision-makers and citizens will need to use the best information available to make the decisions that will make these communities viable, livable and sustainable in the future.

Possible Responses

There is no “silver bullet” to protect rural communities and farming areas from poorly planned development. However, combining innovative planning tools can get the job done. Though somewhat counter-intuitive, any rural preservation strategy must begin with a discussion about cities and towns: “Where should they go?” Over the next 30 years, the population of the Tri-county area is predicted to grow about 50 percent increase over current levels. Local government and other public institutions can help identify specific areas to receive the bulk of this new growth. With such a framework of growth areas and rural districts, it would be possible to intelligently apply the range of available planning techniques. Key tools to consider include:

- ◆ compact “mixed-use” development in town
- ◆ urban infrastructure focused in specific growth areas
- ◆ generous open space provisions for rural development
- ◆ donation of conservation easements to private land trusts, and
- ◆ purchase of development rights (PDRs)

One of these tools, a PDR program established at the county level, is particularly good at protecting farmland. Under such an approach, the government pays farmers who voluntarily and permanently restrict the right to develop their land. To understand how this works, imagine that the different rights associated with land ownership are a bundle of sticks. The bundle includes the right to farm, to grow trees, to mine sand, to develop and so on. PDR programs enable the landowner to separate the “development stick” from the bundle and sell it for a fair price to a government agency. The property is withdrawn from development in perpetuity through a conservation easement. The farmer still owns the property, managing it for traditional rural uses. PDRs often benefit “cash-poor” but “land-rich” families who sometimes reinvest the PDR payment into their farm operations. PDR’s involve willing sellers and willing buyers – property rights remain protected.

Various mechanisms are used to fund government agencies operating PDR programs. The funding means include sales taxes, real estate related fees and property taxes. PDR programs can save taxpayers money by averting wide-area rural development requiring government-supplied infrastructure such as roads, sewers, schools and emergency services. On the South Carolina coast, Beaufort County has established a PDR program, and Charleston County may soon do so.

For more information on the purchase of development rights, contact your local office of the Clemson Extension Service (843/722-5950 in Charleston), the South Carolina Farm Bureau at the state level (803/799-0675) or the American Farmland Trust (202/331-7300) nationally.