

## CHAPTER 2

### PUBLIC EDUCATION AND OUTREACH PROGRAM

Daily activities, such as mowing the lawn, washing our cars, or walking the dog, have the potential to introduce small amounts of pollutants to roads and storm drains. With nearly a million people living on the island of Oahu, small contributions of pollutants from each person can have a significant cumulative impact on urban water quality. Fortunately, this means that a comprehensive public effort to curb polluting behaviors can considerably improve the quality of storm water runoff. Changing public behavior begins with raising awareness about the importance of protecting storm water and the steps we can take to do so. The Public Education and Outreach Program (Public Education Program) is designed to strategically target specific audiences, through various mediums and events, in order to educate the public about caring for our waters. Clean water requires a joint public effort, and the Public Education Program strives not only to provide education, but also to include the public in DOT-HWYS' storm water management efforts.

The Public Education Program consists of the following BMPs:

1. Develop and implement a Public Education and Outreach Plan (Public Education Plan).
2. Solicit public participation and involvement in the development, review, and implementation of the SWMP.

The Public Education Program is administered in accordance with the MS4 Permit requirements outlined in Table 2-1.

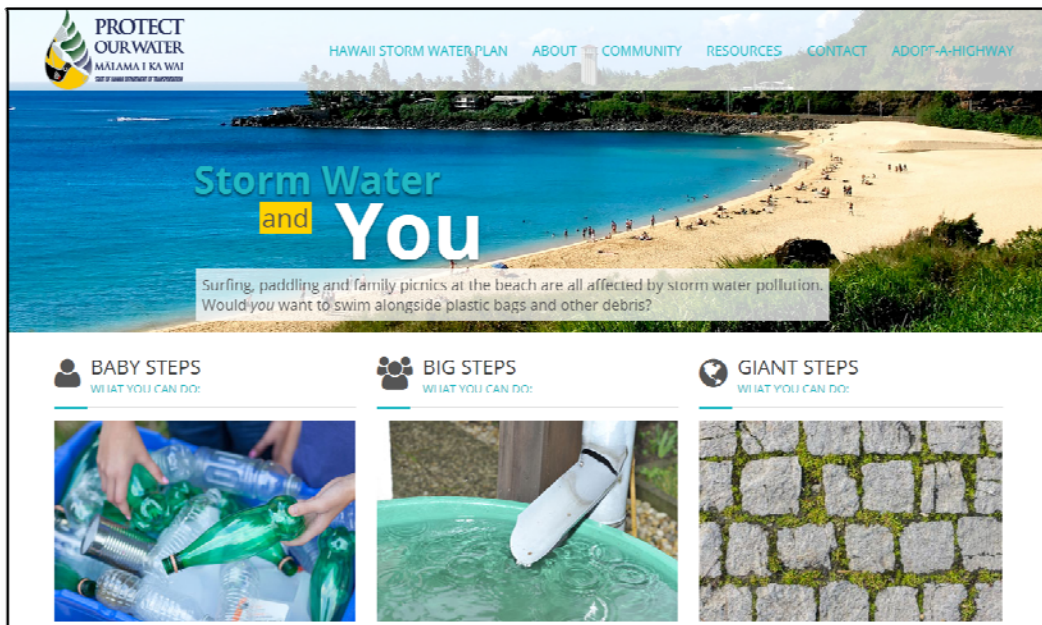
**Table 2-1. MS4 Permit Requirements for the Public Education Program**

MS4 Permit Reference	SWMPP Section
<i><b>Part D.1.a</b> The Permittee shall further develop and implement a comprehensive education and involvement program to distribute educational materials to the community or conduct equivalent outreach activities about the impacts of storm water as well as enabling the public to identify and report a pollution-causing activity (i.e., spotting an illicit discharge) and the steps that the public can take to reduce pollutants in storm water runoff. The program should create: changes in attitude, knowledge, and awareness; BMP implementation; pollutant load reduction; and changes in discharge and receiving water quality. The SWMP shall include a written public education plan for how the Permittee will reach all targeted audiences and implement the permit requirements described below. The Permittee may fulfill portions of this requirement by cooperating with the City and County of Honolulu's (City) storm water public education program.</i>	Section 2.1

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MS4 Permit Reference	SWMPP Section
<p><b>Part D.1.a.(1) Targeted Groups</b> - The Permittee shall address the following targeted groups in the public education plan with appropriate messages, and shall describe outreach activities and anticipated frequencies that each activity will be conducted over the permit term:</p> <ul style="list-style-type: none"> <li>• Locations of illicit discharges</li> <li>• Homeowners, School Children, and the General Public</li> <li>• DOT-HWYS employees</li> <li>• DOT-HWYS consultants</li> <li>• Construction industry</li> <li>• Industrial facilities covered by the NPDES permit program</li> <li>• Commercial businesses such as landscape service and maintenance (e.g., to prevent the use of leaf blowers from blowing material into the drainage structures), automobile detailing, automobile repair and maintenance, retail gasoline outlets, and restaurants, including those types of businesses highly ranked, according to relative risk of discharge of contaminated runoff to the DOT-HWYS MS4. Refer to Part D.1.g.(4).</li> <li>• Department of Agriculture</li> <li>• Department of Education</li> <li>• Department of Hawaiian Home Lands</li> <li>• Department of Land and Natural Resources</li> <li>• Natural Resources Conservation Service</li> <li>• Any other source that the Permittee determines may contribute a significant pollutant load to its MS4</li> </ul>	Section 2.1
<p><b>Part D.1.a.(2) General Public</b> - The Permittee shall include in the public education plan the following activities, with anticipated frequencies that each activity will be conducted over the permit term:</p> <ul style="list-style-type: none"> <li>• Public Service Announcements (PSAs)</li> <li>• Adopt-A-Highway Program</li> <li>• School programs</li> <li>• Distribution of brochures</li> <li>• Participation in special events (e.g., Clean-A-Reef) and exhibits</li> <li>• Web site</li> <li>• Pesticides, herbicides, and fertilizer use program</li> <li>• Water conservation</li> <li>• Proper disposal of grass clippings, leaves, and other green waste</li> <li>• Proper disposal of household hazardous waste</li> </ul>	Section 2.1
<p><b>Part D.1.a.(3) Evaluation Methods</b> - The Permittee shall evaluate the progress of the public education program based on the following:</p> <ul style="list-style-type: none"> <li>• An annual survey of Oahu residents to measure both behavior and knowledge relating to storm water. The surveys can be conducted in person at events, on the phone, or using Web-based survey tools. The results of the survey shall be compared to past surveys.</li> <li>• Number of brochures distributed</li> <li>• Participation in events</li> <li>• Volunteer hours</li> <li>• Any other methods that the Permittee determines to be effective</li> </ul> <p>The results of the evaluation shall be summarized in the Annual Report.</p>	Section 2.1

MS4 Permit Reference	SWMPP Section
<b>Part D.1.b</b> <i>The Permittee shall include the public in developing, reviewing, and implementing the SWMP. The draft and final SWMP shall be made available to the public on the DOT-HWYS Website and at local offices. An informational meeting shall be scheduled and announced prior to finalizing the SWMP to solicit comments and answer questions from the public. Other activities to involve the public may include providing volunteer opportunities that improve water quality, organizing a citizen advisory group to solicit ongoing input from the public about changes to the SWMP and specific SWMP-related projects, or organizing clean-up events to educate the public about impacts of storm water.</i>	Section 2.2
<b>Part A.6</b> <i>All “Plans” (e.g., SWMP Plan, Enforcement Response Plan, Trash Reduction Plan, Plan for Requiring LID in its Standards; etc.) shall be available on DOT-HWYS website for a minimum of 30 calendar days for public review and comment. DOT-HWYS shall notify DOH by email at <a href="mailto:cleanwaterbranch@doh.hawaii.gov">cleanwaterbranch@doh.hawaii.gov</a> of the plan on their website within five (5) calendar days of the plan being available. DOT-HWYS shall address all comments received within the 30 calendar day period and provide both comments and responses to DOH with its submittal of the Plan in accordance with the deadline as specified in Part H. All Plans shall be implemented upon submittal regardless of DOH’s review and acceptance. If any deficiencies are found by DOH after submittal, the Permittee shall correct the deficiencies to DOH’s satisfaction within 30 calendar days or such other time as agreed to in writing and resubmit the plan. In addition to the Plans being available for public comment, the current/existing plans shall also be available on DOT-HWYS website.</i>	Section 2.2

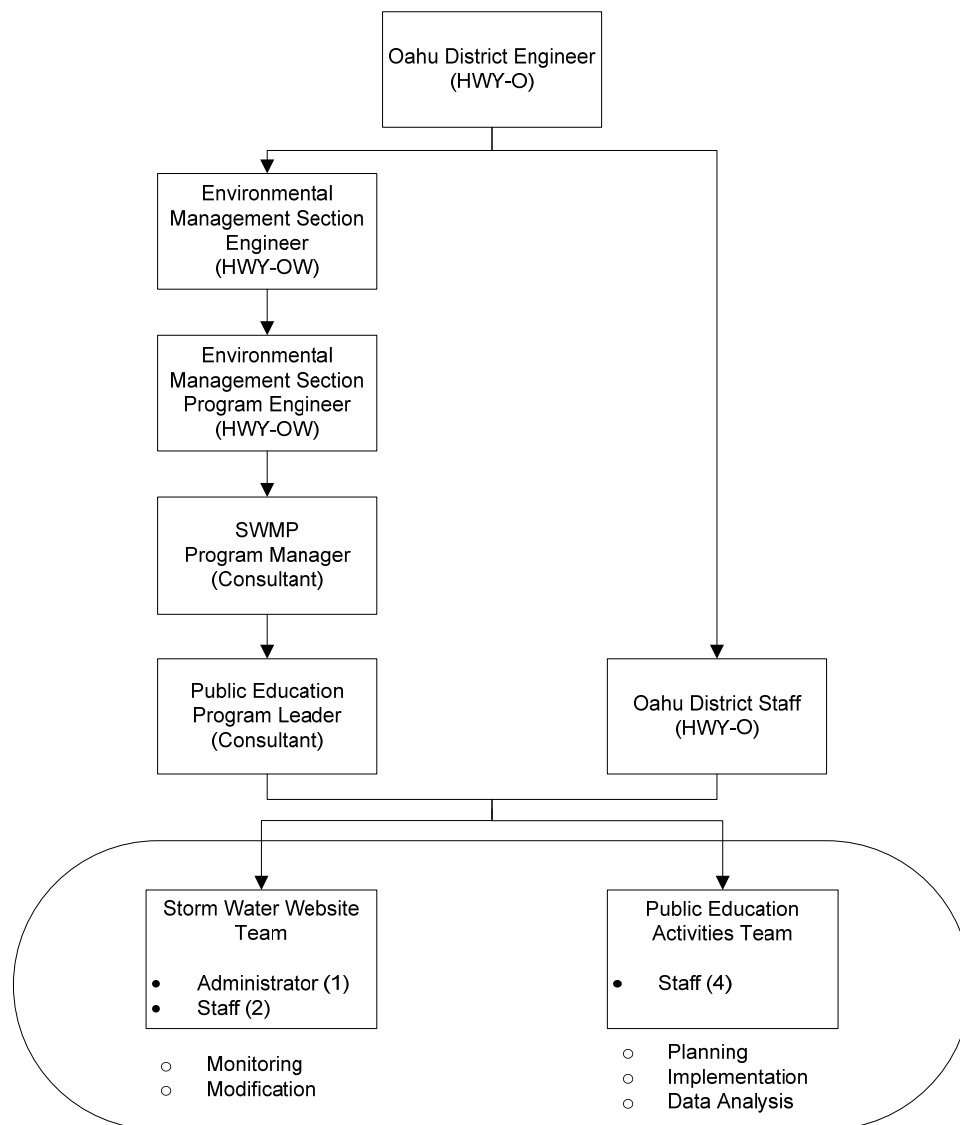


The website [www.stormwaterhawaii.com](http://www.stormwaterhawaii.com) connects the public with information, special events, training activities, and education outreach materials.

## 2.0 Program Organization

To fulfill the requirements of the MS4 Permit and the Consent Decree, the following organizational structure has been established for the Public Education Program.

### Public Education Program



**Figure 2-1. Public Education Program Organizational Chart**  
(Note: The number in parenthesis indicates the number of individuals involved.)

## **2.1 Public Education Plan**

The Public Education Plan (Appendix B.1) outlines DOT-HWYS' strategy for educating target groups about the impacts of storm water. It includes information about the types of activities and media outlets that will be used to disseminate the message, the anticipated frequencies of each activity, and the types of pollutants or pollution causing behaviors the outreach efforts are designed to address. The Public Education Plan also includes standards/milestones and methods for evaluating the effectiveness of the Public Education Program.

The Public Education Plan is structured as follows:

Chapter 1: Introduction – Introduces basic storm water concepts and the purpose of the Public Education Program as it relates to those concepts.

Chapter 2: Goals – Identifies the goals of the Public Education Program for the MS4 Permit term.

Chapter 3: Target Groups – Outlines the desired behavior for each target group specified in Part D.1.a.(1) of the MS4 Permit.

Chapter 4: Public Education and Outreach Implementation – Describes the plan for implementing the Public Education Program and comprises the majority of the document. This chapter details the tools and tactics that will be used to encourage desired behaviors from each target group. It is organized by the various approaches DOT-HWYS anticipates using to educate and involve the public. The approaches include community outreach, public involvement, partnerships, collateral material, school outreach, and media outreach.

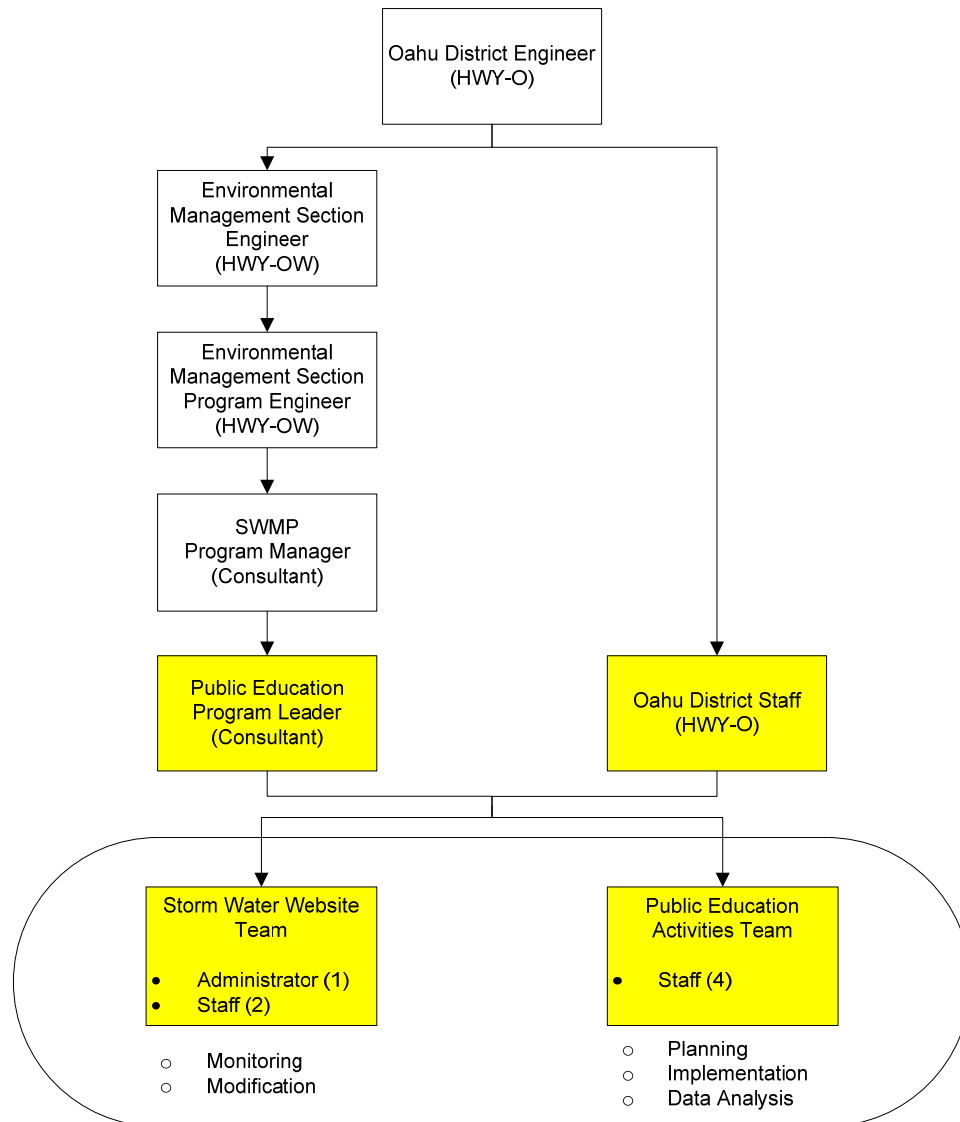
Chapter 5: Road Map – Establishes target activities and anticipated frequencies for each year of the MS4 Permit term, in accordance with Part D.1.a.(2) of the MS4 Permit.

Chapter 6: Measurement of Effectiveness – Establishes a strategy for measuring the effectiveness of each anticipated public outreach activity, in accordance with Part D.1.a.(3) of the MS4 Permit. An evaluation matrix (Appendix A of the Public Education Plan), which institutes measurable goals for each program tool or tactic, was developed to assist in the process of measuring program effectiveness.

Refer to the Public Education Plan for detailed information regarding DOT-HWYS' strategy to educate the public about the impacts of storm water and the actions that can be taken to reduce the discharge of pollutants to storm water runoff.

The Public Education Plan is implemented by the Public Education Program Leader, various HWY-O staff, the Storm Water Website Team, and the Public Education Activities Team, as shown in Figure 2-2.

## Public Education Program



**Figure 2-2. Public Education Program Organizational Chart for Roles and Responsibilities Related to the Public Education Plan**

## 2.2 Public Involvement and Participation

DOT-HWYS fosters public involvement in the SWMP by administering public service programs, forming partnerships in the community, and providing the public with the opportunity to review and comment on various plans, including the SWMPP.



*The SWMP booth provides an interactive learning experience at public events.*

### 2.2.1 Public Service Programs

DOT-HWYS' primary public service campaign is the Adopt-A-Highway Program, which is a public service program for volunteers to pick up litter along Oahu's state highways. As a result of volunteer commitment, litter is prevented from reaching storm drains and ultimately discharging into the ocean. By including citizens in the comprehensive effort to reduce the amount of pollutants in storm water, the Adopt-A-Highway Program allows members of the community to take direct action as well as raise awareness within their respective communities. More information on the Adopt-A-Highway Program can be found in Section 4.2.1 of the Public Education Plan.



*The Adopt-A-Highway Program organizes volunteers to pick up litter along Oahu's state highways. Blue lines are the adopted highways to date, and the red lines are highways available for adoption.*



### 2.2.2 Community Partnerships

Community partnerships are an effective way to broaden the scope of the Public Education Program's audience and reach. DOT-HWYS is committed to continuing its partnerships with local restaurants, government agencies, and non-profit organizations, while seeking to form new partnerships in the community as well.

Refer to Section 4.3 of the Public Education Plan for further information about DOT-HWYS' existing and future community partnerships.



*In partnership with Sea Life Park, a colorful display was created within the touch pool area and served to educate the visitors about the importance of allowing only rain water to enter the storm water drains in order to protect the quality of Hawaii's water.*

### 2.2.3 Public Review and Comment

In accordance with Part A.6 of the MS4 Permit, DOT-HWYS provides the public with the opportunity to review and comment on various plans prior to their finalization. The plans are made available on the "Resources" page of DOT-HWYS' website, [www.stormwaterhawaii.com](http://www.stormwaterhawaii.com), for a minimum of 30 calendar days. During the 30-day period, the public may provide comments through the comment form on the website. DOT-HWYS addresses all comments received within the specified timeframe and provides both comments and responses to DOH with its submittal of final plans.

As required by Part D.1.b of the MS4 Permit, DOT-HWYS provides the public the opportunity to be involved in the development, review, and implementation of the SWMPP. The draft SWMPP was made available to the public for review on [www.stormwaterhawaii.com](http://www.stormwaterhawaii.com) and at DOT-HWYS' Kakoi District Office, for a 30-day public comment period. The public was provided the opportunity to comment via the website comment form, email, and mail.



A community informational meeting was held at Radford High School on March 11, 2015, to solicit comments and answer questions from the public prior to the finalization of the SWMPP. A sign-in sheet of attendees is provided in Appendix B.2.

Efforts by DOT-HWYS to publicize the details of the SWMPP's availability and community informational meeting are as follows:

- Announced a draft SWMPP press release and calendar release to 15 media outlets;
- Advertised by local news outlet, KHON, on their website and social media;
- Purchased and ran a legal advertisement in the *Honolulu Star-Advertiser* on February 26, 2015;
- Notified 1,339 stakeholders via email newsletter;
- Posted a notice on Department of Transportation's website;
- Promoted on DOT-HWYS' social media outlets, Facebook and Twitter;
- Posted informational flyers at DOT-HWYS' Punchbowl Office and Kapolei Office; and
- Posted informational flyers at the Aiea, Kaneohe, Kailua, Kapolei, and Manoa Public Libraries.

The final SWMPP is made available to the public on [www.stormwaterhawaii.com](http://www.stormwaterhawaii.com) and at the Kakoi District Office, as of April 27, 2015.

## 2.3 Monitoring Program Effectiveness

Table 2-2 provides measurable standards/milestones for the BMPs discussed in this chapter and DOT-HWYS' strategy for monitoring the effectiveness of their implementation.

**Table 2-2. Standards/Milestones for the Public Education Program**

Section	BMP	Standard/Milestone	Monitoring Effectiveness
2.1	Public Education Plan	• Submit Public Education Plan within 18 months from the effective date of the MS4 Permit (EDOP).	• Milestone completed on 4/27/2015.
2.2	Public Participation and Involvement in SWMP	• Submit SWMPP for public review and schedule an information meeting within 18 months from the EDOP.	• Milestone completed on 4/27/2015.

Measuring the effectiveness of public outreach activities provides a feedback mechanism for the continual improvement of the Public Education Program. Program effectiveness is evaluated based on the following two sets of indicators:

- Process Indicators – Indicators related to execution of the outreach program itself (*e.g.*, number of organizations involved in the Adopt-A-Highway Program).
- Impact Indicators – Indicators related to achievement of goals and objectives of the program (*e.g.*, number of trash bags filled from Adopt-A-Highway events).

As previously mentioned, an evaluation matrix was developed for the purpose of monitoring the effectiveness of the Public Education Program. Goals were set as benchmarks to evaluate each tool and tactic on the basis of its indicator. The evaluation matrix is provided in Appendix A of the Public Education Plan. Further information about DOT-HWYS' strategy for monitoring the effectiveness of the Public Education Program can be found in Section 6.0 of the Public Education Plan.