

# 2 | Public Education and Outreach Program



State of Hawaii, Department of Transportation  
Highways Division, Oahu District  
SWMPP, January 2022  
Public Review Draft



# You Can Protect Our Water

Learn more about the importance of reducing and preventing stormwater pollution and how you can help.

The DOT-HWYS website, [www.stormwaterhawaii.com](http://www.stormwaterhawaii.com), informs visitors about storm water news, resources, and programs.

The Public Education and Outreach Program (Public Education Program) is designed to promote changes in attitude, knowledge, and awareness; BMP implementation; pollutant load reduction; and changes in discharge and receiving water quality.

The Public Education Program includes the following control measures:

1. Develop and implement a *Public Education and Outreach 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 NPDES Permit requirements referenced in Table 2-1.

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

MS4 NPDES Permit Reference	SWMPP Section
<p><b>Part D.1.a</b> – The Permittee shall further develop and implement a comprehensive education and involvement program. The program should be designed to promote: 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.</p>	Section 2.1
<p><b>Part D.1.a.(1)</b> Targeted Groups – 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 (e.g. project applicants, contractors, developers, property owners, and other responsible parties)</li> <li>• DOT-HWYS permit applicants</li> <li>• Industrial facilities covered by the NPDES permit program that initially discharge to the MS4 via surface runoff or permitted connection</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 MS4. Refer to Part D.1.g.(4).</li> <li>• Government agencies that discharge to the MS4 via surface runoff or permitted connection.</li> <li>• Any other source that the Permittee determines may contribute a significant pollutant load to the MS4.</li> </ul>	Section 2.1
<p><b>Part D.1.a.(2)</b> General Public – 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> </ul>	Section 2.1

MS4 NPDES Permit Reference	SWMPP Section
<ul style="list-style-type: none"> <li>• Distribution of brochures</li> <li>• Participation in special events (e.g., Clean-A-Reef) and exhibits</li> <li>• Web site</li> <li>• Pesticides (including 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>	
<p><b>Part D.1.a.(3)</b> Evaluation Methods – 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
<p><b>Part D.1.b</b> – The Permittee shall include the public in developing, reviewing, and implementing the SWMP, including providing a public review and comment period in accordance with Part A.6. of this permit. 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.</p>	Section 2.2
<p><b>Part A.6</b> – The following plans shall be available on DOT-HWYS website for a minimum of 30 calendar days for public review and comment:</p> <ul style="list-style-type: none"> <li>• Revised SWMP</li> <li>• Total Maximum Daily Load (TMDL) and Implementation &amp; Monitoring (I&amp;M) Plans</li> <li>• Annual Monitoring Plan</li> </ul> <p>DOT-HWYS shall notify DOH at least five (5) calendar days prior to the plan(s) being available on their website by email at: <a href="mailto:cleanwaterbranch@doh.hawaii.gov">cleanwaterbranch@doh.hawaii.gov</a>. DOT-HWYS shall address all comments received during the 30-calendar-day public review 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</p>	Section 2.2

MS4 NPDES Permit Reference	SWMPP Section
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 listed plans being available for public comment, the current/existing plans (i.e., the SWMP Plan, Enforcement Response Plan, Action Plan for Retrofitting Structural Best Management Practices [BMPs], Trash Reduction Plan, Action Plan to Address Erosion, TMDL and I&M Plans, Storm Water Pollution Control Plans, and Annual Monitoring Plan) shall also be available on DOT-HWYS website.	

## 2.0 Program Organization

To fulfill the MS4 NPDES Permit requirements of the Public Education Program, the following organizational structure has been established, as shown in Figure 2-1.

### PUBLIC EDUCATION PROGRAM

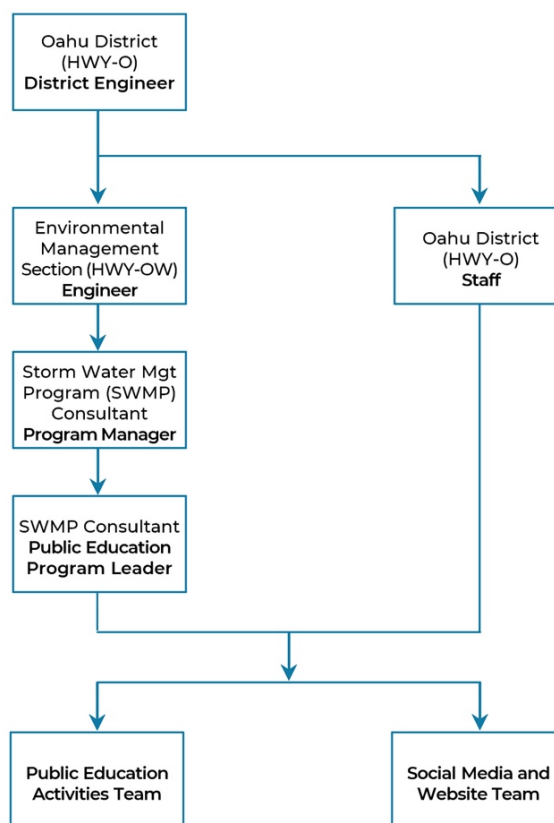


Figure 2-1. Public Education Program Organizational Chart.

## 2.1 Public Education and Outreach Plan | MS4 NPDES Permit Part D.1.a

The *Public Education and Outreach Plan* describes how target groups are addressed and outreach goals are achieved through BMPs. A road map establishes the outreach activities and anticipated frequencies for each year of the MS4 NPDES Permit term. *The Program Effectiveness Strategy* (Appendix A.3) describes how DOT-HWYS evaluates the progress of the Public Education Program, including conducting an annual survey of Oahu residents. The *Public Education and Outreach Plan* (Appendix B.1) provides detailed information regarding the strategy developed by DOT-HWYS to educate the public about the possible impacts of storm water and the actions that can be taken to reduce the discharge of pollutants to storm water runoff.

The individuals and teams highlighted in Figure 2-2 are responsible for implementing the control measures described in this section.

### PUBLIC EDUCATION PROGRAM

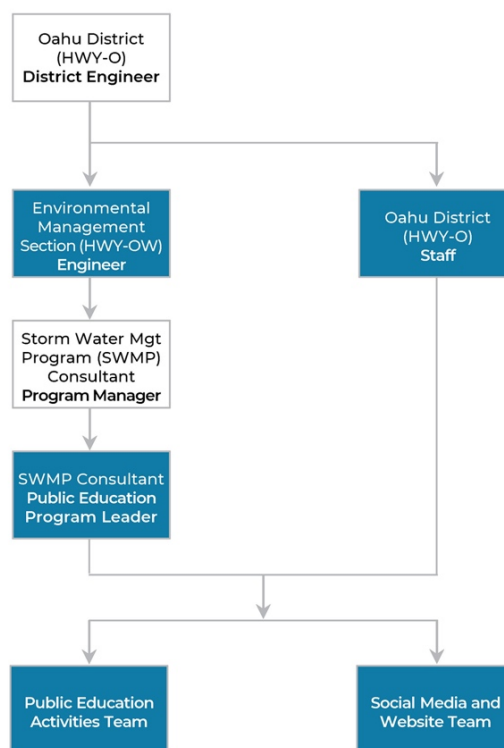


Figure 2-2. Public Education Program Organizational Chart for Roles and Responsibilities Related to the *Public Education and Outreach Plan*.



## 2.2 Public Involvement and Participation | MS4 NPDES Permit Parts D.1.b and Part A.6

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

### 2.2.1 Public Service Program

The primary public service campaign of DOT-HWYS is the Adopt-A-Highway Program in which participants commit to pick up litter along Oahu's state highways, as shown in Figure 2-3. As a result of this 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. DOT-HWYS utilizes the AMS Maximo Adopt-A-Highway Module to track the number of routes adopted, the number of cleanup events each group holds, the number of volunteers per event, and the amount of cubic yards of trash removed by each group.

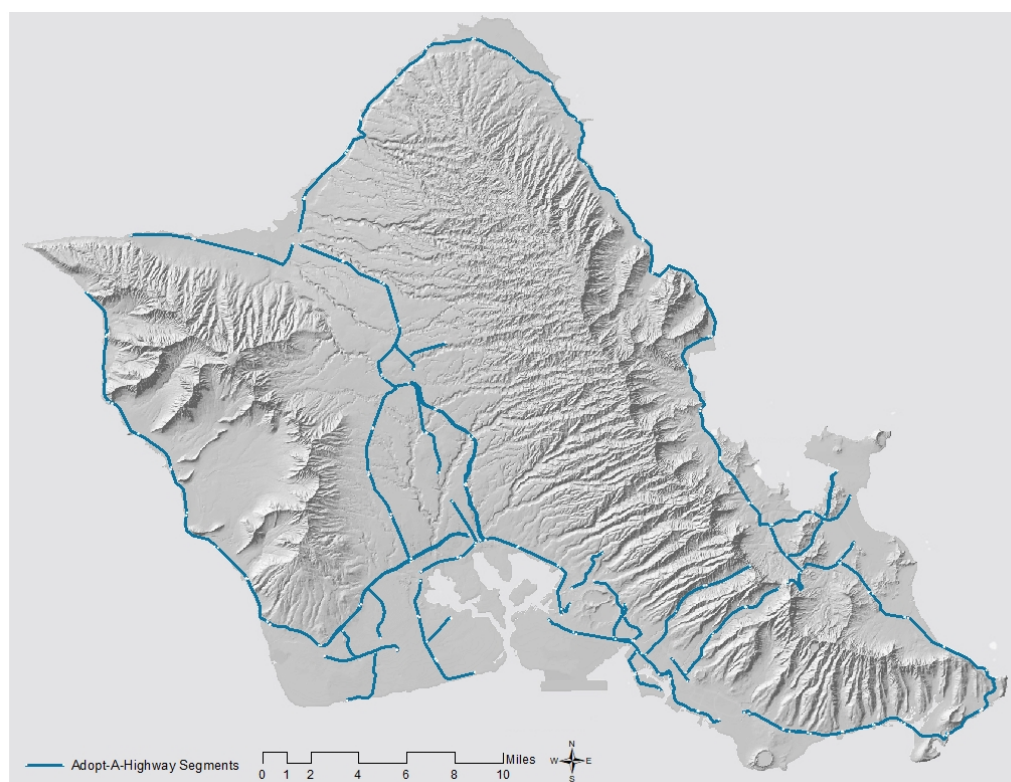


Figure 2-3. The Adopt-A-Highway Program Encompasses All Eligible State Highways Routes.

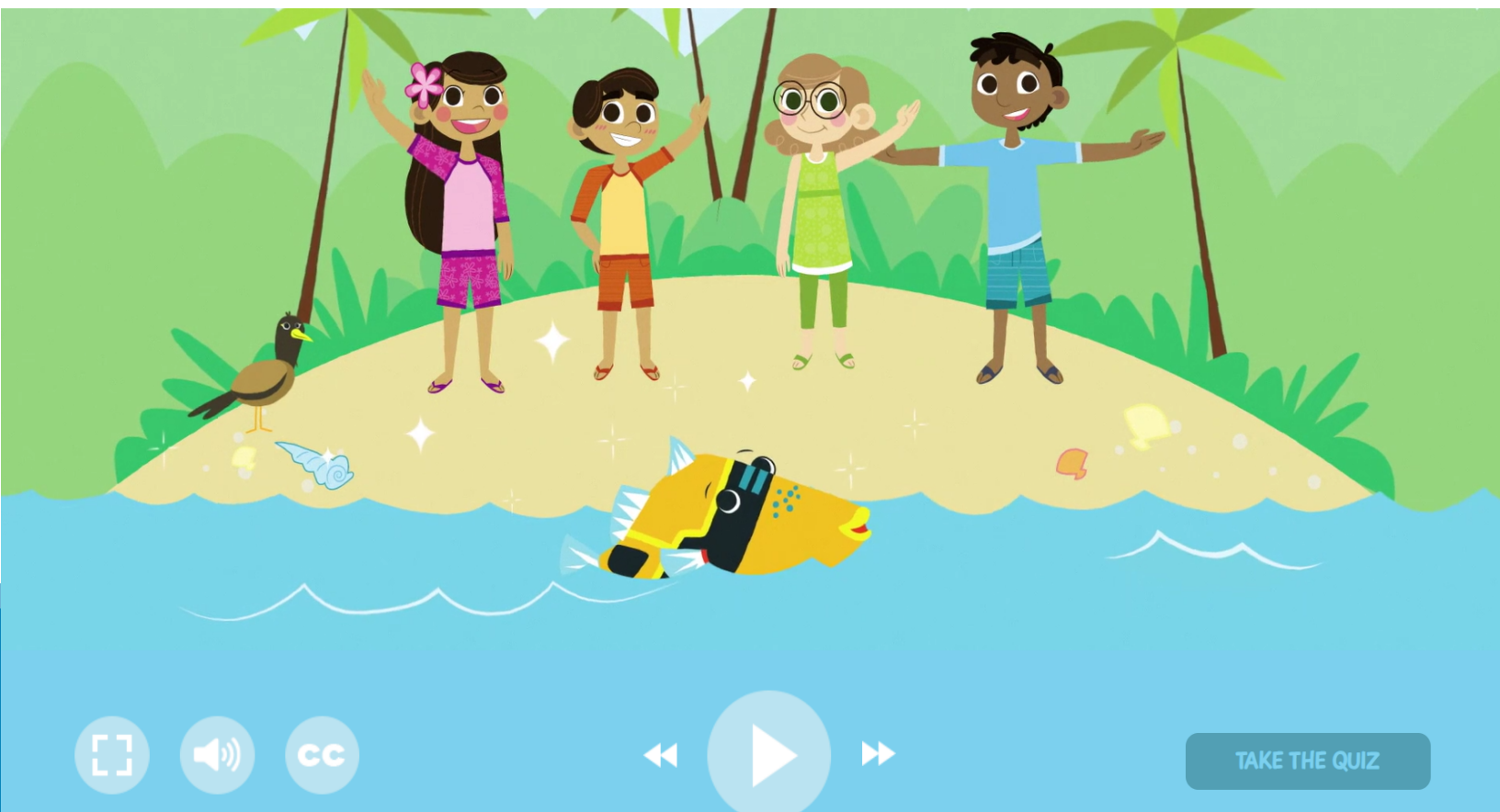
### 2.2.2 Public Review and Comment

DOT-HWYS provides the public with the opportunity to review and comment on various plans prior to their finalization. The plans are available on the DOT-HWYS website, [www.stormwaterhawaii.com/resources/plans](http://www.stormwaterhawaii.com/resources/plans), for a minimum of 30 calendar days. During the 30-day period, the public may provide comments through the comment form on the Storm Water Hawaii website or via email. DOT-HWYS addresses all comments received within the specified timeframe and provides both comments and responses to DOH with its submittal of final plans.

DOT-HWYS provides the public with the opportunity to be involved in the development, review, and implementation of the *SWMPP*. The draft *SWMPP* is available to the public for review on the Storm Water Hawaii website and at the DOT-HWYS Kakoi District Office, for a 30-day public comment period. The public is provided the opportunity to comment via the website comment form, email, and mail.

A community informational meeting will be held to solicit comments and answer questions from the public prior to the finalization of the *SWMPP*.

*Hawaii Storm Patrol online learning modules teach keiki the important message to Protect Our Water.*





The individuals and teams highlighted in Figure 2-4 are responsible for implementing the control measures described in this section.

## PUBLIC EDUCATION PROGRAM

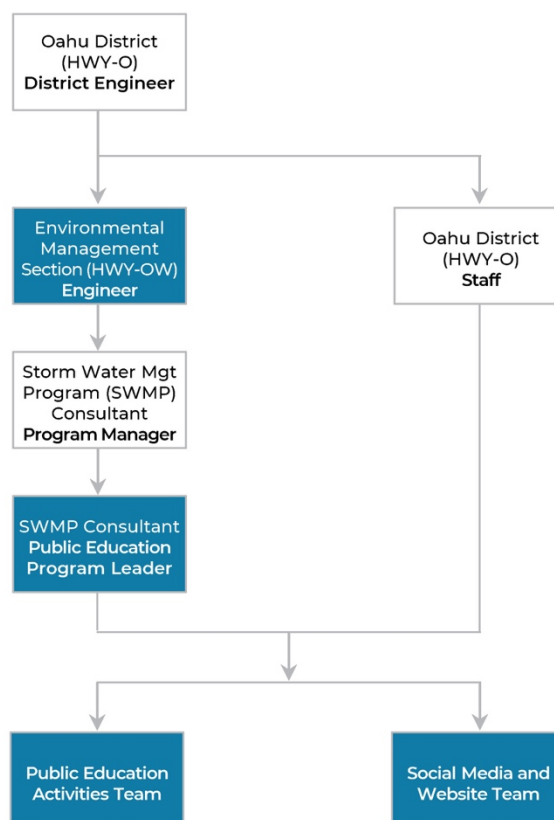


Figure 2-4. Public Education Program Organizational Chart for Roles and Responsibilities Related to Public Involvement and Participation.

## 2.3 Monitoring Program Effectiveness

The *Program Effectiveness Strategy* (Appendix A.3, Tables 4 and 5) provides the measurable standards and/or milestones for each Program BMP, including the outcome level, data collection method, and assessment parameter.