

1.0 PUBLIC EDUCATION AND OUTREACH

1.1 Overview

1.1.1 Purpose

The purpose of the Public Education and Outreach Program is to teach and train HDOT staff, contractors, business owners, Harbors tenants and residents, on what they can do to reduce pollutants in storm water in their daily activities. The Public Education and Outreach program is therefore the only component of the Maui District SWMP that involves all of the programs and Maui District personnel. Outreach involves informing as many people as possible and, over time, changing general human behavior to reduce pollutants. Education and outreach contribute to other programs, such as Post Construction BMPs, Illicit Discharge Detection and Elimination and Construction Site Runoff Control.

1.1.2 Permit Requirement

Part 6.(a)(1) of Appendix K of the State of Hawaii's NPDES General Permit (HAR 11-55) requires an operator of a regulated small MS4 to:

Develop and implement a public education program to distribute educational materials to users of the permittee's small municipal separate storm sewer system or equivalent outreach activities emphasizing the following:

- (A) *Impacts of storm water discharges on water bodies,*
- (B) *Hazards associated with illicit discharges, and*
- (C) *Measures that users of the permittee's small municipal separate storm sewer system can take to reduce pollutants in storm water runoff, including, but not limited to, minimizing fertilizer application and practicing proper storage and disposal of chemicals and wastes*

1.2 Public Education and Outreach Program Activities

1.2.1 Identification of MS4 Users

The on-going identification of Maui District MS4 Users and their role in the Maui District SWMP is key to the success of this program. Maui District has defined users to include those who perform work upon, perform work adjacent to, or use the HDOT roadways and facilities included in the Maui District MS4 network. Table 1-1 summarizes various types of users along with their primary activities as it relates to this SWMP. The following primary activities have been identified:

- Driving – Those who drive on roadways, but do not necessarily perform other activities within or adjacent to HDOT rights-of-way.
- Non-Storm Water Discharger – Those who have the potential to generate non-storm water discharges listed in HAR 11-55, Appendix K, Part 1.(a), but do not necessarily perform other activities within or adjacent to HDOT rights-of-way.

- Road Work – Those who perform road work within and adjacent to HDOT rights-of-way.
- Landscaping – Those who perform landscaping work within and adjacent to HDOT rights-of-way.
- Harbors Activities – Those who regularly perform work at the Kahului harbor

The emphasis areas of outreach and education are based on HAR 11-55, Appendix K, Part 6.(a)(1). Although each emphasis area will be included in various trainings, Table 1-1 is intended to show where to focus and prioritize outreach and training efforts. Table 1-1 will be updated as necessary to include additional users and/or activities.

Table 1-1: Summary of Key MS4 Users

User	Primary Activity/Use					Emphasis ¹		
	Driving	Non-Storm Water Discharger ²	Road Work	Landscaping	Harbors Activities	A	B	C
Maui Residents	X					X		X
Tourists/Visitors	X				X	X		
Maui Fire Department		X				X	X	X
Commercial Business Owners		X			X	X	X	X
Industrial Business Owners		X			X	X	X	X
Harbors Tenants		X			X	X	X	X
Connection Permit Holders			X			X	X	X
Encroachment Permit Holders			X			X	X	X
NPDES permit holders (esp. Appendix K, Appendix C, Appendix F, and Appendix G)			X	X		X	X	X
Construction Contractors			X	X	X	X		X
HDOT Maui District Maintenance Personnel			X	X	X	X	X	X
HDOT Maui District Construction Personnel			X	X		X	X	X
Landscaping Contractors				X		X		X
	¹ Emphasis areas from HAR 11-55, Appendix K, Part 6.(a)(1): A - Impacts of storm water discharges on water bodies, B - Hazards associated with illicit discharges, and C - Measures that users of the permittee's small municipal separate storm sewer system can take to reduce pollutants in storm water runoff, including, but not limited to, minimizing fertilizer application and practicing proper storage and disposal of chemicals and wastes; ² Non-storm water discharges are listed in HAR 11-55, Appendix K, Part 1.(a)							

1.2.2 Public Outreach and Training Strategy

Maui District will develop a detailed Public Outreach and Training Strategy as part of this program, which will provide the framework for outreach and training for the duration of the permit. Maui District will be responsible to oversee the elements of this strategy. This strategy will include participating in or hosting outreach activities, producing and distributing educational material and media, and forming partnerships. These items are briefly described in the following sections.

As this program matures, the training element will benefit from the participation of Maui District Personnel who have supervisory roles, oversee construction or maintenance activities and manage construction or service contractors. These personnel could take training to a higher level by having a larger role during training sessions, discussing current procedures and relating them to recent relevant projects and events.

Similarly, the public outreach activities could involve Maui District personnel either as volunteers or they may be able to engage themselves, their families, and others in attending events, disseminating information, or promoting the messages.

1.2.2.1 Outreach Activities

Outreach activities can include meetings, presentations, programs, and event booths where participants are given educational material and engaged in activities or discussion about the Maui District SWMP. Outreach activities could include:

- Teacher Meetings – Teachers and principals of local schools could be brought together for the purpose of brainstorming how they could benefit from participation with Maui District in its storm water awareness effort.
- School Presentations – A brief presentation about storm water and how it impacts the ocean and fish. These presentations could be targeted toward specific age groups and involve classroom activities and educational material.
- Adopt-A-Highway – Further developing the current Adopt-A-Highway Program on Maui would solicit businesses and other organizations to volunteer to help clean debris and materials from highway rights-of-way that they “adopt.” Not only do those who volunteer become more aware about the detrimental effects of highway littering and debris, but the general public may also become more aware of the same effects by observing the signage and the volunteers.

1.2.2.2 Educational Material

Educational material provides information in a format that allows broad distribution to a large audience. Material can not only be used actively during outreach activities, but also handed out during presentations and given individually to people interested in certain topics. Along with educational material, logo branded giveaway items go home with people where they can be placed on a refrigerator, kept in the car, or even used at the market (e.g., magnets, litter bags, and tote bags). Examples of educational material already developed for HDOT include:

- Storm Water Activity Book – A book of activities related to storm water that children can do with their parents and other adults.

- Quizzes – Tests current knowledge of storm water and provide an opportunity to hand out giveaway items as prizes.
- Brochures – Contain a large amount of information that can be easily presented for future reading. Brochures could also be co-sponsored and developed through partnerships as discussed in Section 1.2.2.3.
- Rack Cards – Simple brochures, each with a single message, that are designed to stand alone and can be left on racks at automotive stores, home improvement stores, and even big box retailers where they would be picked up by customers purchasing items relating to what is on the rack card (e.g., household hazardous waste rack card could be placed next to a bottle of motor oil or pesticide).
- A detailed discussion of these activities and a proposed schedule will be included in the Public Outreach and Training Strategy.

1.2.2.3 Partnerships

Partnerships with agencies, businesses, and organizations serve to coordinate efforts to meet individual goals. Once a partnership is started, it will naturally change over time, growing or shrinking with the program needs of both sides. Partnerships may be solicited at any time and need little initial coordination.

Possible partnership entities could include:

- Holders of other MS4 Permits such as Maui County.
- Commercial businesses located within the MS4, such as the Queen Kaahumanu Center.
- Businesses that hold connection permits to the Maui District MS4.
- Businesses that have potential to discharge toxic or hazardous material to the Maui District MS4 such as gas stations or harbor tenants.

Partnership opportunities could include:

- Joint development of outreach material such as brochures.
- Joint booths and advertisements at events to reduce costs.
- Links, downloads, and/or media announcements on each other's websites.
- Storm water related public service announcements (PSA) on the television, radio, or newspaper.

1.2.2.4 *Training*

Training needs vary widely for the various Maui District SWMP component programs. The Public Outreach and Training Strategy will specify:

- Topics – Each Maui District SWMP component program has various topics of interest to the different types of MS4 Users.
- Suggested Trainers – Trainers could include consultants, contractors, HDOT personnel, or other agency personnel (e.g., Maui County)
- Suggested Audience – The different types of MS4 Users require different training.
- Training Frequency – Training could be held regularly (e.g., annually) or as-needed (e.g. for new employees).

Where there is overlap in audience, various topics could be consolidated into a single training to save on time and resources. Table 1-2 summarizes the component programs, proposed topics for training, and proposed audience.

Table 1-2: Proposed Training Needs

Program(s)	Potential Topics for Training	Potential Audience
Construction Site Runoff Control	<ul style="list-style-type: none"> • Development of Site-Specific BMP Plans/Storm Water Pollution Prevention Plans • BMP plan implementation and maintenance • Inspection of BMPs • Enforcement policies 	<ul style="list-style-type: none"> • HDOT Contractors • Maui District project managers, engineers and inspectors • Design Consultants
Maintenance - Debris Control Program	<ul style="list-style-type: none"> • Street sweeping and drain inlet cleaning policies and procedures 	<ul style="list-style-type: none"> • Maui District maintenance staff, • Service contractors
Maintenance - Chemical Application Program	<ul style="list-style-type: none"> • Proper application and use of chemicals 	<ul style="list-style-type: none"> • Maui District project managers, maintenance staff • Landscaping contractors
Maintenance - Facility Management	<ul style="list-style-type: none"> • Storm Water Pollution Control Plans • Pollutant management • Spill prevention and response • Reporting • Inspection 	<ul style="list-style-type: none"> • Maui District maintenance staff • Harbors tenants with baseyard facilities

<p>Post-Construction SWM Program</p>	<ul style="list-style-type: none"> • List of required permits, implementing agencies, fees, overviews, trigger, timelines • Selection, design, installation, operation and maintenance of storm water treatment controls • Brief discussion of potential environmental impacts associated with storm water runoff • Potential enforcement actions for non-compliance • Permanent BMP Manual and the Design Checklist Tool • Maintenance of permanent BMPs 	<ul style="list-style-type: none"> • Connection Permit Holders • Project/design managers (or design consultants) • Encroachment project applicants who will need to consider permanent BMPs as part of their projects • Contractors who perform design work for HDOT • Maui District personnel with project design and construction storm water responsibilities, including design engineers, construction engineers, maintenance engineers, inspectors, and plan review staff
<p>Illicit Discharge Detection and Elimination</p>	<ul style="list-style-type: none"> • Information and awareness of the Maui District MS4 NPDES Permit, Connection/Discharge Permits, and the overall Maui District SWMP • Information and awareness of the important role that Maui District staff serves in protecting the water quality in the State • Environmental background and regulatory requirements; • Highways and Harbors responsibilities for storm water management • Types of facilities covered by the NPDES general permit for industrial storm water, and other applicable NPDES permit • BMPs and other control measures for industrial and commercial facilities to control storm water pollution • Identifying and eliminating illegal connection, illicit discharges and spills to the Maui District MS4 • Inspection and enforcement techniques 	<ul style="list-style-type: none"> • Personnel responsible for carrying out any element of the Illicit Discharge Program, including Maui District engineers, inspectors, administrative support staff, and any other staff involved in the Illicit Discharge Program

1.3 Measurable Goals

Table 1-3 describes the goals and activities to meet each goal, including annual targets, for the Public Education and Outreach Program.

Table 1-3: Public Education and Outreach Measurable Program Goals

Goal	Activities and Targets			
	Year 1	Year 2	Year 3	Year 4
Develop partnerships with other agencies, organizations, and/or businesses	Identify potential partnerships and identify contact persons	Establish one or two active partnerships	Build on active partnerships and establish new partnerships as program necessitates	Build on active partnerships and establish new partnerships as program necessitates
Develop and implement a Public Outreach and Training Strategy	Identify specific Maui District MS4 User needs and initiate draft of the Public Outreach and Training Strategy	Finalize the Public Outreach and Training Strategy	Begin implementation of Public Outreach and Training Strategy elements	Review and revise Public Outreach and Training Strategy based on year 3 feedback and results.
Expand list of key MS4 Users	Identify additional MS4 Users and/or expand on existing groups.	Modify list of MS4 Users to be included in the Public Outreach and Training Strategy.	Include outreach to additional MS4 Users in outreach and training.	Develop and distribute materials for Kahului Harbor tenants.

[This page intentionally left blank.]