

CHAPTER 4

PUBLIC EDUCATION AND OUTREACH

The Public Education and Outreach Program (Public Education Program) consists of two basic components: training for HDOT Highways and other personnel responsible for some aspect of the Oahu SWMP and public outreach.

The training component administers the training programs needed for the various programs of the Oahu SWMP described throughout Part II. These training sessions serve to not only train HDOT Highways employees and contractors on how they can implement BMPs, but more importantly, these sessions will educate them on storm water management and environmental concerns. Understanding why it is important to implement BMPs will give them a sense of purpose relating to storm water management and may lead to behavioral changes.

The public outreach component addresses the need to inform the general public about how their daily activities can have profound effects to the quality of State waters.

4.1 Training Program

The training component of the Public Education Program includes the types of training activities that are needed for the following programs of the Oahu SWMP Plan:

- Illicit Discharge Detection and Elimination - provides instruction to field inspectors and others involved in this program on the methods used to detect and report illicit discharges and illegal connections from properties adjacent to or near HDOT Highways rights-of-way;
- Construction Site Runoff Control - provides instruction to parties involved in HDOT Highways construction activities (e.g., HDOT Highways personnel, consultants, contractors) regarding the information contained in the Construction Activities Best Management Practices Field Manual (Construction BMP Manual);
- Post-Construction Storm Water Management in New Development and Significant Redevelopment - provides instruction to those planning, designing and reviewing projects regarding the information provided in the Permanent Best Management Practices Manual (Permanent BMP Manual);
- Pollution Prevention and Good Housekeeping:
 - Debris Control BMP - provides instruction to those responsible for inspecting and conducting the sweeping of roadways and cleaning of drainage structures,
 - Chemical Applications BMP - provides instruction to those responsible for applying fertilizers, pesticides, and herbicides on HDOT Highways rights-of-way,
 - Erosion Control BMP - provides instruction to HDOT Highways maintenance personnel on the installation and implementation of temporary erosion control BMPs, and
 - Maintenance Facilities BMP - provides instruction to those who operate and maintain Oahu District baseyards and other maintenance facilities on pollution prevention and good housekeeping practices; and
- Industrial and Commercial Activities Discharge Management - provides instruction to field inspectors on the methods to detect and report illicit discharges from industrial

and commercial properties subject to storm water runoff that discharge into the Oahu MS4.

A *Public Education and Training Plan*, which is provided in Appendix C.1, includes descriptions of the training programs listed above. Sections 6.6, 7.5, 8.4, 9.1.4, 9.2.2, 9.3.5, 9.4.4 and 10.4 also provide more information about these training activities, including the following information:

- Training recipients (i.e., who is being trained)
- Qualifications of the trainer;
- Training methods;
- Topic areas:
 - Review of applicable program objectives and performance measures,
 - Selection and implementation of appropriate BMPs, and
 - Review of appropriate storm water regulations and permits (including the terms of the Consent Decree); and
- Training schedule.

In general, the training programs are directed to those involved in implementing the Oahu SWMP and those having to comply with its provisions and requirements. These recipients include HDOT Highways employees, consultants involved in the planning, design and construction management of HDOT Highways projects, construction contractors, those seeking to work on HDOT Highways projects, and service contractors hired to maintain the highway system, including the Oahu MS4. Consultants and contractors responsible for implementing any Oahu SWMP activity will receive training equivalent to that provided to HDOT Highways personnel in all applicable areas.

The status of training activities will be described in Mid-Year and End-of-Year reports (see Chapter Thirteen). The reports will list the number of training sessions for each program, and include the names and affiliation of training recipients for each session.

4.2 Public Outreach

The public outreach component of the Public Education and Training is essential in gaining public support for the objectives of the Oahu SWMP. The *Public Education and Training Plan* (see Appendix C.1) describes the elements of the public outreach, which combines a mix of strategies, techniques, and informational campaigns that target the general public as well as certain audiences, such as school children and native Hawaiian groups. The central message to the public would be how pollutants carried by storm water can cause the environmental degradation of State waters, which includes streams, beaches and ocean, and how the public can help to prevent or reduce this source pollution.

The message and topics will be communicated to the public. HDOT Highways will:

- Continue expanding and partnering with successful public volunteer programs that not only directly reduce pollution and clean-up the environment, but also educate the public;
- Work with major retailers to educate the public on the proper use and disposal of household toxins, such as motor oil, pesticides, herbicides, and fertilizers;

- Develop public service announcements that use commercial radio, television and/or print media;
- Establish a program website that may be used to provide useful storm water and water pollution information to the general public, and provide the means for the public to report potential illicit discharges or illegal connections;
- Reach out to Oahu schools through special educational workbooks;
- Take advantage of special events to convey the clean water message to the general public and partner with agencies and neighborhood, civic and environmental organizations that are interested in clean water issues; and
- Conduct a survey of Oahu residents to measure both behavior and knowledge relating to storm water.

This public outreach component of the Public Education Plan may not encompass all outreach activities that may occur during the duration of the Oahu MS4 NPDES Permit. As the program matures, additional opportunities may arise and be integrated into the program.

4.2.1 Media Outreach

4.2.1.1 Radio and Television Public Service Announcements

Public Service Announcements (PSAs) that broadcast via radio and television can reach a large segment of the population. The City ENV has developed many successful PSAs and movie trailers as part of their education and outreach efforts. HDOT Highways will explore partnering with the City ENV as new PSAs are developed, extending the reach of the message wherever possible.

By the third year of the permit, HDOT Highways will develop its own PSAs, but will also seek to partner with the City ENV. Strategically launching a flight of HDOT Highways' PSAs will allow a message to be spread over a longer period of time. Using a combination of paid and free time on both radio and television ensures the best possible rates and times for HDOT Highways' PSAs.

4.2.1.2 Print Advertisements

Printed advertisements attract a different and more specific population than radio and television. The print PSAs will be used to announce special events (e.g., Earth Day) or to recognize people who have made a significant effort to reduce pollutions in our streams and ocean waters. For example, the PSAs may be used to recognize Hawaii State Science Fair Award winners. In general, the two major dailies, the Honolulu Advertiser and the Honolulu Star Bulletin, would be used for those print PSAs that are targeted to a more general audience.

Community or alternative newspapers or publications will be used for printed PSAs that target specific populations, such as those living in certain neighborhoods. They include, but not necessarily are limited to:

- Mid-Week;
- Ka Nupepa;

- Leeward Current;
- North Shore News;
- Na Lono Kula (News for Schools);
- Ka Wai Ola (Office of Hawaiian Affairs);
- Hawaii Army Weekly (Schofield Barracks);
- Hawaii Navy News (Pearl Harbor Naval Base);
- Hickam Kukini (Hickam Air Force Base);
- The Honolulu Weekly; and
- The Downtown Planet.

In addition, PSAs will be placed in foreign language newspapers or publications in order to reach those who do not have access to major radio, television or printed media due to language barriers.

Other forms of printed media that may be good outlets for PSAs include:

- TheBus advertisement placards, which could be used for specific messages, such as asking riders not to litter or leave cigarette butts at bus stops;
- Large (i.e., 30"x40") posters that can be placed in private places, such as in offices, workplaces, construction sites, and retail stores where a large numbers people may be able see them; and
- Movie trailers, which the City uses for its PSAs (In the past, HDOT has co-sponsored these types of ads with the City).

4.2.1.3 Brochures

Brochures will be used in conjunction with other outreach activities (e.g., special events), and when used with PSAs, can augment the program message. To date, HDOT Highways has coordinated with other agencies in producing the Backyard Conservation Brochure that provides information about residential conservation techniques and recommendations. The brochure was developed by the City, and was co-sponsored by HDOT Highways, who has been coordinating with other agencies to distribute the brochure. Home Depot and City Mill agreed to distribute the brochure, and the brochure is also being distributed at special events (see Section 4.2.2.3), and is also part of the household toxins awareness component (see Section 4.2.3.1).

Beginning in the second year of the permit, specific brochures, which will all have consistent branding (e.g., SSWMP logo, etc.), may be developed and distributed.

4.2.1.4 Collateral Materials

Collateral materials featuring the SSWMP logo and other symbols, pictures, and/or phrases that represent the program will be used as "leave behinds" during special events and informational meetings (see Sections 4.2.2.3 and 4.2.2.4). Items, such as refrigerator magnets, key chains, and zipper pulls, have been shown to have success in maintaining awareness about various types of programs.

4.2.1.5 Public Website

The Internet is a powerful means to disseminate information. Using the domain name “StormWaterHawaii.com”, the following information and services will be provided through the public website:

- General water pollution information for the public, including a hotline telephone number for reporting illicit discharges or illegal connections;
- Information about training activities for HDOT Highways employees and other personnel;
- Web links to organizations that have adopted watersheds; and
- Links to agency websites, such as the HDOH and USEPA websites, that contain information about water pollution.

4.2.2 Educational Outreach

4.2.2.1 School Visitations

The first two years of the permit will be used to develop relationships with Oahu elementary schools whose teachers have shown an interest in storm water pollution. These schools will be asked to participate in a “Stick it to Storm Water” workbook, targeted for grades one to four that features a mascot and interactive activities to show children how they can help prevent storm water pollution. The workbook will also include a “Name Our Mascot” contest.

HDOT Highways recognizes that Hawaii schools are under tremendous pressure to meet No Child Left Behind requirements. Therefore, HDOT Highways will work with HDOE curriculum development specialists to devise messages that address grade level standards to make visits and brochures helpful in meeting the standards.

4.2.2.2 Science Fair Awards

Science Fairs are held in schools throughout Hawaii. HDOT Highways will provide awards to students with outstanding science fair projects focusing on clean water. The award categories may include such topics as:

- Water testing and measurement;
- Storm water management;
- Ahupua’a management; and
- Effects of clean versus dirty water.

HDOT Highways will attempt to promote storm water awareness to encourage students to consider storm water pollution as their science topics.

4.2.2.3 Special Event Participation

Events that relate to storm water are held throughout the year. HDOT Highways will keep a list of upcoming storm water and clean water related events, and will plan to participate in at least

two per year for either a presentation, or to hand out program materials. HDOT Highways has already participated in the following events in partnership with the City:

- Discover Moiliili Day
- Windward Ahupua'a Make A Difference Day
- Makiki Stream Make A Difference Day
- Pouhala Marsh Make A Difference Day
- Nanakuli Make A Difference Day

Because the following events occur annually, HDOT Highways will participate in as many of these as possible to build relationships with the sponsoring organization or agency:

- Children and Youth Day, which is held at the State Capitol;
- Keiki Fest held by Straub Clinic and at Bishop Museum;
- Malama i ke Kai, a festival held by Punana Leo o Kawaiaha'o that encourages people to care for the ocean;
- Kokua Concert held by Friends of Jack Johnson associated with Earth Day activities;
- Discover Moiliili Day held by the Ala Wai Watershed Association;
- Schofield Barracks Fourth of July event; and
- Made in Hawaii Show.

4.2.2.4 Informational Meetings

The HDOT Director or his staff plans to take advantage of opportunities to speak about the Oahu SWMP to City neighborhood boards. Also, HDOT Highways will also actively pursue partnerships with agencies and organizations that have a stake in or have responsibilities to keep Hawaii's waters clean, such as:

- City ENV;
- Honolulu Board of Water Supply;
- University of Hawaii;
- Ala Wai Watershed Association; and
- Bishop Museum.

During the third and fourth years of the permit, meetings will be pursued with other community groups to educate them about storm water issues and the Oahu SWMP, such as:

- Hawai'i Water Environment Association;
- Malama Hawaii;
- Sierra Club;
- The Outdoor Circle;
- Waikiki Rotary, Environmental Committee;
- Waikiki Business Association; and
- Hawaii Chamber of Commerce Environmental Committee.

4.2.3 Program Outreach

While media and education outreach programs are effective in disseminating information, the activities described in this section will provide an opportunity for constant exposure to the program message.

4.2.3.1 Household Toxins Awareness Program

The Household Toxins Awareness Program is meant to provide information for the proper management, disposal and recycling of used oil, vehicle fluids, toxic materials, and other household hazardous wastes, such as fertilizers, herbicides and pesticides. The program may develop or use existing brochures about the safe use and disposal of household toxins, including identifying how and where people may dispose of hazardous wastes (e.g., the location of collection sites). The brochures will be based on USEPA information, but tailored for a local audience.

Once brochures are developed, HDOT Highways plans to work with stores and other retailers, such as Home Depot and City Mill, to have them carry the brochures, and to pass out the brochures whenever someone purchases the following household toxins:

- Paints;
- Pesticides;
- Fertilizers;
- Herbicides;
- Motor oil and materials used for changing motor oil; and
- Car washing detergents or polishes.

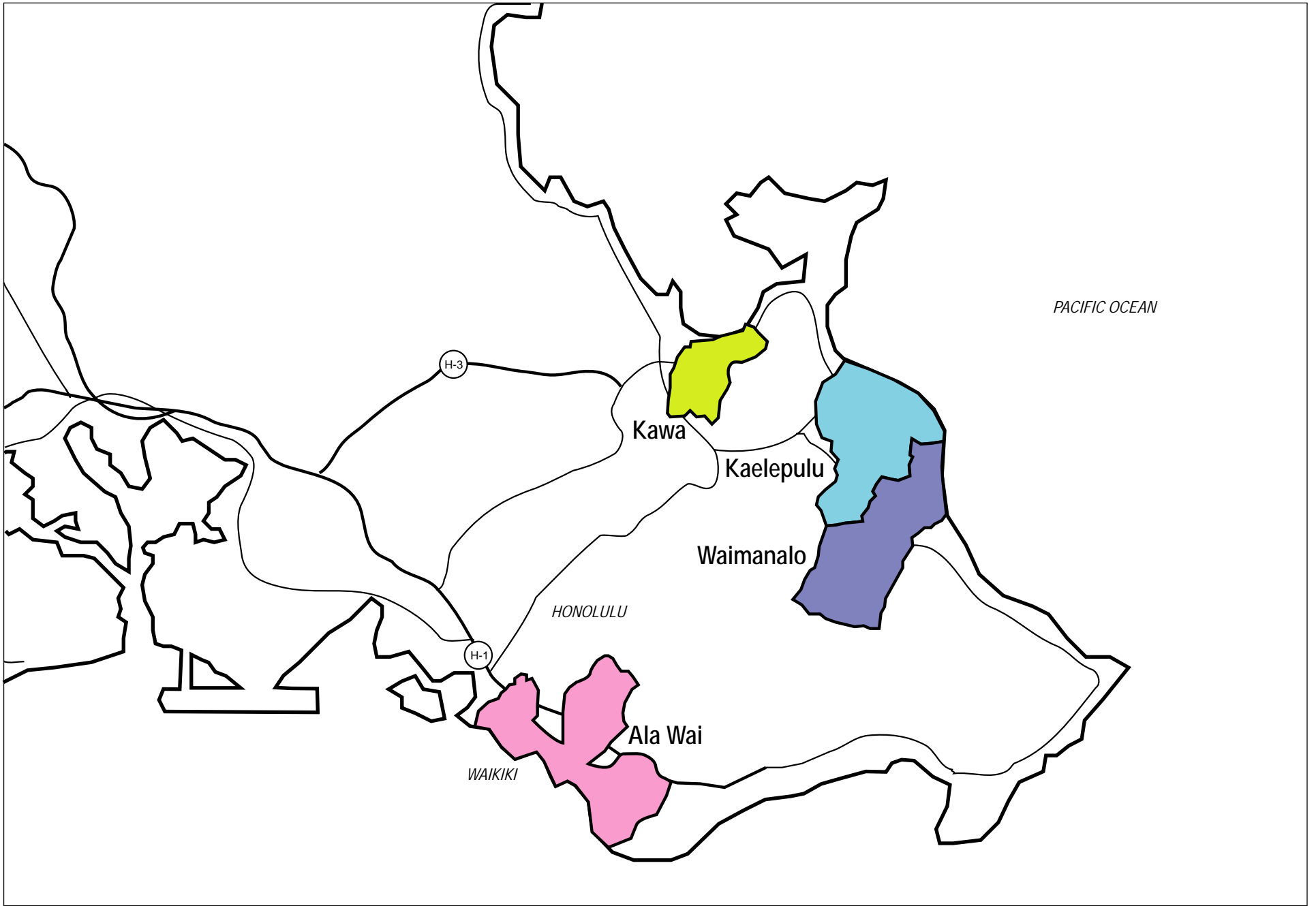
If successful, the program may be expanded to other retailers who sell one or more of the above products, such as automotive parts and supply stores.

4.2.3.2 Adopt-A-Stream Program

HDOT Highways may continue to support the City's Adopt-A-Stream program. In the past, this support involved providing supplies for clean-up events, such as gloves and trash bags, as well as manpower. HDOT Highways is further pursuing this partnership with the City and other organizations interested in cleaning Oahu's streams, such as the Ala Wai Watershed Association who has been actively cleaning and re-planting streams in the Ala Wai Watershed for the past eight years.

HDOT Highways does not plan to "re-invent the wheel" in its partnership with the City's Adopt-A-Stream program. Instead, HDOT Highways could use the same or similar approaches as the City and the Ala Wai Watershed Association in targeting efforts on the following watersheds (see Figure 4-1):

- Ala Wai, which includes tributary Makiki, Manoa and Palolo Streams;
- Kawa Stream in Kaneohe;
- Kaelepulu Stream in Kailua; and
- Waimanalo Stream in Waimanalo.



4.2.3.3 Adopt-A-Highway

The ongoing Adopt-A-Highway program, which is administered by HDOT Highways, has been successful in reduce littering and illegal dumping on State highways. The program solicits businesses and other organizations to volunteer to help clean debris and materials from highway right-of-way that they “adopt.” Currently on Oahu, approximately 50 active groups are participating in the program. 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.

4.2.4 Implementation

4.2.4.1 Annual Survey

A survey will be conducted each year of the permit to evaluate whether or not public outreach activities are making any progress in increasing public awareness and knowledge about environmentally responsible practices relating to storm water and pollution. Survey results will be compared with previous surveys.

HDOT Highways is currently working with the City ENV to jointly develop and implement a survey that addresses both the City ENV’s and HDOT Highways’ public outreach activities.

4.2.4.2 Schedule

The public outreach schedule is provided on Table 4-1. It shows public outreach activities completed in the past and anticipated for each fiscal year during the life of the Oahu MS4 NPDES Permit. As noted in Section 1.2, the permit became effective on March 31, 2006, which is the reason year 1 was set between July 2005 and June 2006.

4.3 Organizational Structure

The MS4 Task Leader oversees the development of the various components of the Public Education Program. The head of the HDOT Highways Office of Public Affairs is the liaison between the HDOT Director and the master consultant. The MS4 Task Force/DDU administers the informational placard program, and HWY-OM’s Permits Civil Engineer V, oversees the Adopt-A-Highway program.

The master consultant will be responsible for implementing the training programs described throughout Part II. The master consultant will also be responsible for first developing the details of the public outreach and education plan, and next, implementing its components, such as publishing and distributing brochures and arranging to broadcast PSAs. Throughout the development and implementation of the training and public outreach elements of the Public Education Program, the master consultant will coordinate closely with the Office of Public Affairs, the Oahu District Engineer and the MS4 Task Force manager.

**Table 4-1
Public Outreach Schedule**

Program Year	Activity
<p align="center">Year 1 (July 2005 - June 2006)</p>	<p>Assessed HDOT Highways' existing outreach programs, and identify additional activities to comply with the Oahu MS4 NPDES Permit and Consent Decree.</p> <p>Began development of Public Education and Training Plan.</p> <p>Developed a program logo and theme.</p> <p>Coordinated with the City ENV's public education program.</p>
<p align="center">Year 2 (July 2006 - June 2007)</p>	<p>Finalize Public Education and Training Plan.</p> <p>Develop brochures and identify opportunities for distribution.</p> <p>Develop a website.</p> <p>Develop "Stick it to Storm Water" workbook, and distribute to participating schools.</p> <p>Conduct first residential survey.</p> <p>Attend special events and/or informational meetings.</p> <p>Continue to coordinate with the City ENV's public education program.</p>
<p align="center">Year 3 (July 2007 - June 2008)</p>	<p>Continue to attend special events and/or informational meetings.</p> <p>Continue to identify opportunities to develop and distribute brochures.</p> <p>Start a PSA campaign.</p> <p>Conduct second residential survey.</p> <p>Continue to coordinate with the City ENV's public education program.</p> <p>Refine any individual component of the Public Education and Training Plan, if necessary.</p>
<p align="center">Year 4 (July 2008 - June 2009)</p>	<p>Continue to attend special events and/or informational meetings.</p> <p>Continue to identify opportunities to develop and distribute brochures.</p> <p>Conduct third residential survey.</p> <p>Continue to coordinate with the City ENV's public education program.</p> <p>Refine any individual component of the Public Education and Training Plan, if necessary.</p>