

2 | Public Education and Outreach & Public Involvement/Participation Program





2 | PUBLIC EDUCATION AND OUTREACH & PUBLIC INVOLVEMENT/PARTICIPATION PROGRAMS

The Public Education and Outreach & Public Involvement/Participation Programs (hereinafter Public Education Program) is designed to educate the general public and target audiences about the impacts of stormwater. Protecting Maui's waters requires a joint public effort, and the Public Education Program strives not only to provide education, but to also include the public in stormwater program efforts.

The Public Education Program includes the following objectives:

- Promote the stormwater logo and message.
- Distribute collateral materials.
- Convey stormwater information and updates.
- Facilitate management of the Adopt-A-Highway Program, and award outstanding volunteers.
- Hold stormwater education events.
- Conduct inspections of facilities located adjacent to a State Highway.
- Deliver training to target audiences.
- Document collaborations with government or non-government organizations.
- Include users of the MS4 in the development, implementation, and review of the *SWMP*.

2.1 PERMIT REQUIREMENTS

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 Requirement	SWMP Section(s)
Part 6.(a)(1): <i>Public Education and Outreach</i> – Develop and implement a public education program to distribute educational materials to users of the permittee’s small municipal storm sewer system or equivalent outreach activities emphasizing the following.	—
Part 6.(a)(1)(A): Impacts of stormwater discharges on water bodies.	2.2, 2.3, 2.4, 2.5, 2.6
Part 6.(a)(1)(B): Hazards associated with illicit discharges.	2.2, 2.3, 2.4, 2.5, 2.6
Part 6.(a)(1)(C): Measures that users of the permittee’s small municipal separate storm sewer system can take to reduce pollutants in stormwater runoff, including, but not limited to, minimizing fertilizer application and practicing proper storage and disposal of chemicals and wastes.	2.2, 2.3, 2.4, 2.5, 2.6
Part 6.(a)(2): <i>Public Involvement/Participation</i> – Include users of the permittee’s small municipal separate storm sewer system in developing, implementing, and reviewing the stormwater management plan.	2.7

2.2 TARGET AUDIENCES

Maui District identifies specific groups and industries for targeted outreach based on their activities within or near the MS4. Target audiences and the associated desired behavior are identified in Table 2-2.

Table 2-2. Target Audiences of the Public Education Program.

Target Audience	Desired Outcomes
General Public Residents, MS4 Users, Visitors, and Schools	<ul style="list-style-type: none"> Understand the impacts of stormwater. Implement measures to reduce pollutants in stormwater runoff into the MS4.
Businesses Industrial and Commercial Businesses, and Harbor Tenants	<ul style="list-style-type: none"> Understand the impacts of stormwater. Implement measures to reduce pollutants in stormwater runoff into the MS4.
Contractors Construction, landscape, etc.	<ul style="list-style-type: none"> Comply with and understand the requirements of the MS4 NPDES Permit. Implement measures to reduce pollutants in stormwater runoff into the MS4.
Maui District Staff Construction, Maintenance, and/or Design	<ul style="list-style-type: none"> Comply with and understand the requirements of the MS4 NPDES Permit Implement measures to reduce pollutants in stormwater runoff into the MS4.





2.3 EDUCATIONAL MATERIALS

Branded, educational materials are an effective tool that provide a visual identity for the Maui District stormwater program and message. Educational materials provide information in a format that allows for broad distribution to a large audience, and put a lasting impression into the hands of the target audiences.

2.3.1 Branding

Maui District utilizes its logos, branding messages, and connection to the State of Hawaii Department of Transportation (DOT) to promote its stormwater program. Maui District's Maui-centric logo, incorporated into this *SWMP*, facilitates the goal of increasing community recognition and pride of the stormwater program. Together, the logo and "Protect Our Water" message are incorporated in collateral materials, as well as items distributed for public education and awareness.

2.3.2 Collateral Materials

Maui District distributes collateral materials to its target audiences covering a wide range of program-related topics. Collateral materials may include brochures, flyers, posters, or videos. Collateral materials provide readily accessible information about the stormwater program and serve as helpful training materials for either physical or electronic distribution. Maui District develops and distributes collateral materials that include BMPs to a range of its target audiences on an as-feasible basis.

2.3.3 Promotional Items

Promotional items are an effective tool for public education and outreach, as it creates a lasting impression in the hands of the community and enhances the awareness of the stormwater program. These items encourage users to connect and engage with Stormwater Maui website, and aid in memory recall of the stormwater program. Promotional items also create a word-of-mouth marketing campaign, reaching target audiences more naturally than digital media content.

2.4 MEDIA

Outreach through various media formats and platforms provides an online identity for the Maui District stormwater program. Blog posts to the Stormwater Maui website, social media posts, eNewsletters, and news releases are cost-effective and efficient ways in reaching target audiences.





2.4.1 Website

Maui District's Stormwater Maui website, www.stormwatermaui.com, serves as a central hub for stormwater program information and resources. The website includes information about the *SWMP* and its various program elements, best practices for target audiences, educational materials, and contact information. Analytical capabilities embedded in the Stormwater Maui website provide Maui District the ability to track important webpage statistics.

A website link also provides the opportunity for the public to submit a comment, make a complaint, or report a violation. The Stormwater Maui website homepage is shown in Figure 2-1.

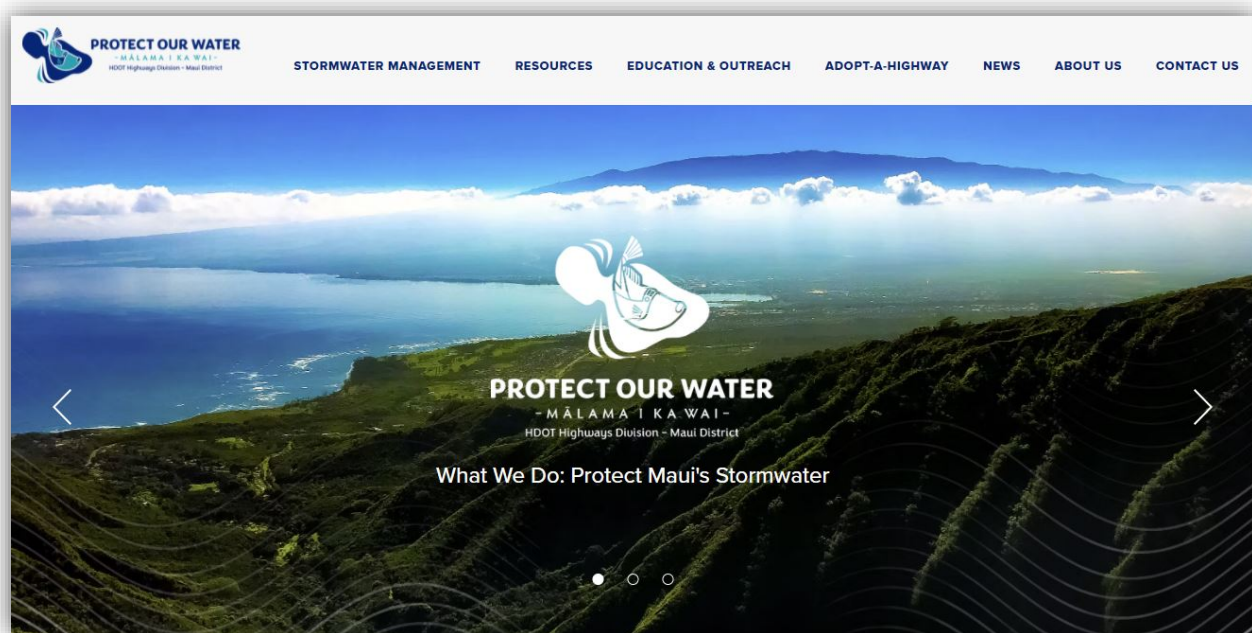


Figure 2-1. Maui District's Stormwater Maui Website serves as a resource for stormwater information.

2.4.2 Social Media

Maui District maintains the Stormwater Maui social media identity (*@stormwatermaui*) to engage with the public through social media, raise awareness in the community, and spotlight the day-to-day operations that protect Maui's waters. Social media engagement is vital to building relationships with target audiences, like-minded organizations, and individuals.





2.4.3 Newsletters

Maui District develops and distributes eNewsletters to keep target audiences informed of stormwater news, events, and updates. The general public can sign up for the eNewsletter at outreach events, through social media, and on the Stormwater Maui website. The eNewsletters are an efficient way to reach large audiences at a low cost, as shown in Figure 2-2.



Figure 2-2. Maui District's eNewsletter informs targeted audiences of stormwater news.

2.4.4 News Releases

Maui District prepares and distributes news releases to local media outlets to raise awareness about program elements and activities, and encourage positive action by the public. Maui District uses news releases to recognize program participants, inform the general public, and raise stormwater pollution prevention awareness in the community.

2.5 OUTREACH

Outreach engages participants in activities or discussion about Maui District's stormwater program through various programs, events, presentations, meetings, and trainings. Outreach activities provide opportunities for increased involvement and hands-on learning experiences.

2.5.1 Outreach Events

Maui District holds stormwater educational events to increase stormwater awareness and education. Maui District engages the public to influence positive long-term change with regards to how society thinks and acts towards stormwater. Typical event activities include stormwater presentations, hands-on demonstrations, and educational material giveaways.





2.5.2 Adopt-A-Highway Program

The Adopt-A-Highway program recruits volunteers from local organizations to remove litter along Maui State Highways. Volunteers within the program adopt a defined portion of a State Highway for a minimum time commitment and conduct periodic trash pick ups. Maui District provides all safety material and trash bags, schedules trash pick ups, and erects highway signs along adopted portions of the highways to recognize the organization for its commitment to the program.

2.5.3 No Ka Oi Highway Hui Program

To encourage continued positive participation, Maui District honors outstanding Adopt-A-Highway groups as No Ka Oi Highway Hui awardees. Maui District provides awardees with a Certificate of Appreciation and recognizes them on the Stormwater Maui website.

2.5.4 Industrial and Commercial Facility Inspections

Maui District conducts BMP inspections at those Industrial and Commercial (IC) facilities located adjacent to State Highways that initially discharge to the MS4. IC facility inspections are designed to educate businesses and reduce the discharge of pollutants from these facilities.

Outreach activities for IC facilities include inspections of facilities located adjacent to HWY-M roadways that initially discharge into the MS4, and may cause, or have the potential to cause, unallowed non-stormwater discharges from entering the MS4. As part of the inspections, Maui District distributes activity-specific educational materials aimed at encouraging and educating businesses on implementing BMPs and good housekeeping practices. More information on IC facility inspections is provided in Section 3.8 of this *SWMP*.

2.5.5 Stormwater Training

Maui District conducts both internal and external training to introduce or refresh its audiences on program elements. Internal training is provided to Maui District staff, as well as Maintenance, Construction, and/or Design Section staff. Training sessions educate personnel on applicable stormwater program procedures.

External training includes instruction for personnel outside of Maui District staff. This audience may include private contractors, designers, and developers that may impact stormwater runoff. Specific training for each program element is described within each of the Chapters that follow.





2.6 PARTNERSHIPS

Maui District's current partnerships include the State of Hawaii, Department of Transportation, Highways, Oahu District; State of Hawaii, Department of Transportation, Airports; State of Hawaii, Department of Transportation, Harbors; State of Hawaii, Department of Education; County of Maui (COM); and the Maui Ocean Center.

To the extent practicable, Maui District continues to maintain their current partnerships and seeks to build strategic partnerships with other like-minded organizations to increase the public's awareness and help broaden the scope of audience and reach.

2.7 PUBLIC INVOLVEMENT

Maui District will provide the public with the opportunity to review and comment on this *SWMP*. This *SWMP* will be made available on the Stormwater Maui website for a minimum of 30 calendar days. Upon finalization of this *SWMP*, Maui District will make the final plan available on the Stormwater Maui website.

2.8 MEASURING PROGRAM EFFECTIVENESS

Maui District assigns each Public Education Program BMP an Outcome Level, anticipated frequency over the permit term, data collection method, and assessment parameter, as shown in Table 2-3.

Table 2-3. Measuring Effectiveness of the Public Education Program.

Public Education Program BMP	Outcome Level ¹	Anticipated Frequency	Data Collection Method	Assessment Parameter
Branding	2	75% of program materials include branding	Tabulation	Percentage of program materials with branding included
Collateral Materials and Promotional Items	2	Continuous	Tabulation	No. of materials distributed
Website	2	Continuous	Tabulation	No. of website views and visitors
Social Media	2	Continuous	Tabulation	No. of followers and posts
Newsletters	2	Up to Quarterly	Tabulation	No. of newsletters distributed
News Releases	2	Up to two per year	Tabulation	No. of earned media stories





Table 2-3. Measuring Effectiveness of the Public Education Program.

Public Education Program BMP	Outcome Level ¹	Anticipated Frequency	Data Collection Method	Assessment Parameter
Outreach Events	2	Up to two per year	Tabulation	No. of events and event attendees
Adopt-A-Highway Program	3	Continuous	Tabulation	No. of cleanup events and groups
No Ka Oi Highway Hui Program	3	Up to Quarterly	Tabulation	No. of awardees
Industrial and Commercial Facility Inspections	Refer to Section 3.8 of this <i>SWMP</i> .			
Stormwater Training	2	Annually	Tabulation	Total no. of events and event attendees
Partnerships with Government and Non-Government Organizations	1	—	Completion	Permit compliance
Public Involvement	1	—	Completion	Permit compliance

¹Outcome Levels:

- 1- Permit Compliance.** Many program activities are conducted as a direct requirement of the MS4 NPDES Permit. Therefore, Level 1 outcomes may take the form of yes/no answers. Level 1 outcomes are assumed to be beneficial to water quality, but are not considered Direct Outcomes as it lacks the casual effect to support this assumption.
- 2- Knowledge and Awareness.** Outcomes at this level gauge whether educational efforts are progressing toward changes in knowledge and awareness. Measuring these outcomes is achieved through observation of involvement from target audiences. Similar to Outcome Level 1, Level 2 outcomes are assumed to be beneficial to water quality but are considered Indirect Outcomes.
- 3- Behavioral Changes.** Outcomes at this level measure the effectiveness of programs in motivating target audiences to change their behaviors and implement appropriate BMPs. These behavioral changes are tracked using site inspections and tabulating changes in program involvement. Outcomes at Level 3 are considered Indirect Outcomes.





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