

**SECTION 2**  
**Public Education / Outreach / Involvement Program**

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## SECTION 2 **Public Education / Outreach / Involvement Program** *(Permit Part D.1.a. and D.1.b.)*

### **I. Introduction**

An essential component of the Storm Water Management Plan (SWMP) is the Public Education / Outreach / Involvement Program. This section describes the USAG-HI's comprehensive public education and involvement program. The program distributes educational materials and/or conducts equivalent outreach activities to the community to educate the public about the impacts of storm water and the steps they can take to reduce those impacts. The activities and/or information also enable the public to identify pollution causing activities and how to report the activities to the Clean Water Program.

The Program's goal is to create positive changes in attitude, knowledge, and awareness among targeted audience groups about BMP implementation, pollutant load reduction, and an improvement in discharge and receiving water quality.

USAG-HI's Public Education / Outreach / Involvement Program objectives are as follows:

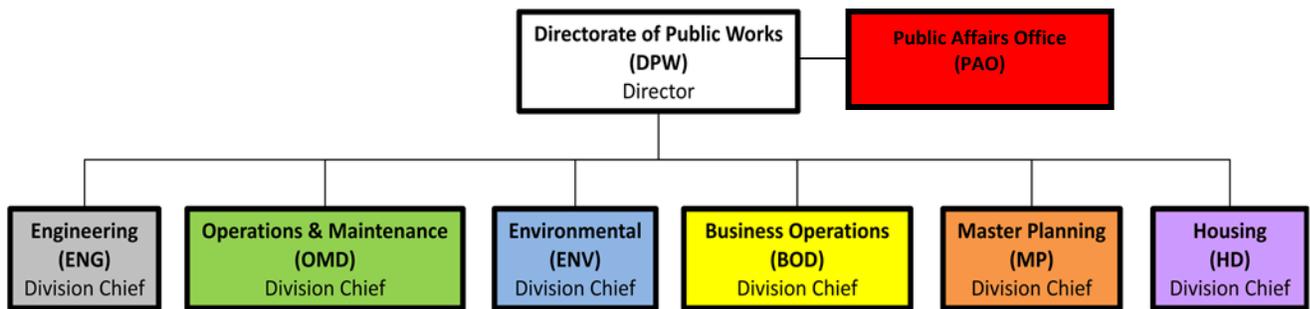
- Increase base wide knowledge and awareness on storm water pollution prevention issues
- Educate targeted audience groups on pollutant load reduction
- Decrease the amount of illegal dumping and illicit discharges to improve receiving water quality.
- Foster public awareness and knowledge to reduce pollutant loads in nearby streams
- Collaborate with other MS4 storm water public education programs
- Successfully satisfy the requirements of the MS4 Permit
- Educate target groups about USAG-HI's Clean Water Program and advertise the spill reporting hotline

### **II. Legal Authority**

The legal authority for the Public Education Outreach Public Involvement comes from the NPDES permit HI S000090 and this SWMP. The public is encouraged but not forced to participate in program activities. DPW ENV staff will execute the BMP's discussed in Section V in efforts to comply with the permit requirements.

### III. Roles and Responsibilities

The USAG-HI is the overseeing command for the Directorate of Public Works (DPW) as well as multiple other directorates. DPW is responsible for managing and implementing the NPDES MS4 permit. DPW is composed of several divisions: Business Operations Division (BOD), Engineering (ENG), Environmental (ENV), Master Planning (MP), Operations and Maintenance Division (OMD), and Housing (HD). The Public Affairs Office is also under USAG-HI command, however PAO is not a DPW division. DPW is the lead on all Storm Water related programs and PAO assists in getting relevant information to the public. The chart below is a simplified organizational chart of DPW where the color and departmental codes are used to identify the responsible divisions for executing specific responsibilities detailed in section V, *Procedures and Best Management Practices*. A complete detailed organizational chart can be found in the **INTRO Appendix C**.



### IV. Targeted Audiences (Part D.1.a(1))

Per the NPDES MS4 permit, the table below shows the targeted groups that USAG-HI will address during the permit term and the desired education goal.

Targeted Group	Educational Goal
Installation Housing Residents	<ul style="list-style-type: none"> <li>Understand the basic concepts of storm water runoff pollution</li> <li>Educate residents about the amount of rubbish in the USAG-HI’s MS4</li> <li>Recognize and report an illicit discharge</li> </ul>

Targeted Group	Educational Goal
<b>Military School Children on USAG-HI Property</b>	<ul style="list-style-type: none"> <li>• Understand basic sustainability, conservation and storm water run-off concepts</li> <li>• Help reduce the amount of trash in USAG-HI's MS4</li> </ul>
<b>Enlisted Army Personnel, Officers and Dependents</b>	<ul style="list-style-type: none"> <li>• Understand storm water runoff concepts</li> <li>• Adopt proper storm water prevention pollution strategies</li> <li>• Be able to identify and report an illicit discharge</li> </ul>
<b>Civilian Army Personnel and Army Consultants/ Contractors</b>	<ul style="list-style-type: none"> <li>• Comply with MS4 and understand the requirements and purpose of the MS4 NPDES Permit</li> <li>• Understand division roles and staff responsibilities in order to comply with the permit</li> <li>• Be able to identify and report an illicit discharge</li> <li>• Understand and apply pollutant load reduction techniques</li> </ul>
<b>Construction Industry Personnel</b>	<ul style="list-style-type: none"> <li>• Minimize the discharge of sediment and other pollutants to USAG-HI's MS4</li> <li>• Comply with and understand USAG-HI's MS4 permit including supporting documents</li> <li>• Implement BMPs in accordance with site approved Storm Water Pollution Prevention Plan (SWPPP)</li> <li>• 100% compliance with regulatory requirements of the NPDES Permit Appendixes</li> </ul>

Targeted Group	Educational Goal
<b>Industrial Facilities</b>	<ul style="list-style-type: none"> <li>• Understand and comply with Storm Water Pollution Control Plans (SWPCP)</li> <li>• Minimize the discharge of pollutants to USAG-HI’s MS4</li> <li>• Implement BMPs and good housekeeping practices in accordance with storm water plans</li> <li>• Comply with and understand the regulatory requirements of NPDES Permits</li> </ul>
<b>General Public</b>	<ul style="list-style-type: none"> <li>• Understand basic storm water concepts</li> <li>• Detect and report an illicit discharge</li> <li>• Reduce the amount of trash in USAG-HI’s MS4.</li> </ul>
<b>Commercial Businesses</b>	<ul style="list-style-type: none"> <li>• Understand general storm water concepts</li> <li>• Use best management practices to prevent material from entering the drainage structure specific to each service</li> <li>• Understand and comply to SWPCP</li> </ul>

**Community Outreach**

Community outreach and public education plays a fundamental role in the success of USAG-HI’s Storm Water Program. USAG-HI is committed to providing volunteer opportunities, educational material, informational press releases, event booths, and maintain website information in order to create storm water awareness.

**Collaboration with other MS4 holders**

USAG-HI is committed to collaborating with other MS4 Permit holders (Dept. of Education, Dept. of Transportation and Army National Guard) that share geography (jurisdictional boundaries), storm drain systems, audiences and pollution problems with the Army. The benefits of collaborating with other entities and sharing outreach materials and strategies include: portraying a widespread consistent message, DPW ENV will be responsible for either coordinating annual meetings with MS4 holders sharing USAG-HI’s storm drain systems or contributing to an existing education and outreach collaborative effort. The purpose of the meetings will be to define a uniform and consistent message, deciding how best to communicate the message to the targeted audiences and to successfully facilitate

behavioral changes. Once efforts are determined USAG-HI's SWMP will be updated to reflect collaboration efforts.

In addition, USAG-HI will coordinate with other non-government entities including but not limited to: Island Palm Communities (IPC), Aqua Engineers, and Hawaiian Electric Company (HECO) in order to provide training and education to tenants and lease owners about storm water pollution prevention while working on USAG-HI projects. DPW ENV will be responsible for providing annual training and education material to the mentioned tenants including but not limited to: fact sheets, brochures and PowerPoint presentation slides.

### **Public Review and Comment**

USAG-HI will provide the public with the opportunity to review and comment on the SWMP and various plans as required by MS4 NPDES Permit No. HI S000090. Plans will be made available on the Clean Water Program webpage <http://www.garrison.hawaii.army.mil/sustainability/CleanWater.aspx> for a minimum of 30 calendar days. Public Relations Division will use various social media outlets to announce the draft SWMP plan and to solicit for comments. DPW ENV will notify Hawaii State Department of Health (DOH) by email of the availability of the plan five (5) calendar days before the plan is available. DPW ENV will respond to all comments received within the review period within 30 calendar days and provide both comments and responses to the DOH within its submittal of the final Plan.

After the SWMP is finalized, Public Relations will make the document available on the Clean Water Program website. Updates to the plan will occur as needed and the most current version of the SWMP will be offered on the website. Public review and comment will be measured by the requirements of the MS4 Permit, 100% of required plans needing public review will be available on the program webpage.

## **V. Procedures and Best Management Practices**

DPW has identified and selected the following BMPs to achieve the goals of the program to prevent or minimize the discharge of pollutants of concern into the USAG-HI's MS4.

**BMP# PUB – 1:**  
**Storm Water Message, Slogan, and Logo**  
*Permit Part D.1.a*

Divisions responsible:

ENV

PAO

USAG-HI DPW ENV will develop and convey a specific storm water message, clear slogan and attractive program logo. DPW ENV will hold a storm water design logo contest for all base personnel to help make the storm water outreach campaign more visually memorable. As part of the contest, DPW ENV aims to make base personnel aware of the Clean Water Program’s objectives and purpose. In order to expand storm water education and outreach into social media outlets, a Clean Water Program logo is needed to accompany distributed material. The Public Affairs Division will use base newspapers and social media outlets to solicit entries and to share contest information.

Once a winning logo is selected and a slogan is developed, it will be conveyed on all Clean Water Program education and outreach materials, including the program website for the duration of the permit term. The USAG-HI Public Affairs division will assist in implementing the logo and slogan on all Program materials to help create a consistent and powerful message base wide.

Storm water messages will be tailored to engage a targeted audience and will focus on local pollutants of concern, target audiences, behavior of concern and base water quality issues. Additionally, DPW ENV will develop a storm water slogan to convey on all Clean Water Program education and outreach materials, including the program website and social media outlets administered by the Public Affairs Division.

Program effectiveness will be determined by conducting annual surveys. Surveys will be distributed annually the year after outreach material have been distributed to understand if the logo and slogan are recognizable and targeting the correct audience. The Clean Water Program logos and slogans are subject to change as needed.

**BMP# PUB – 2:**  
**Base Housing Newsletter Distribution**  
*Permit Part D.1.a.*

Divisions responsible:



DPW ENV will collaborate with DPW HD and Island Palm Communities (IPC) Family Housing to distribute storm water awareness fact sheets and tips in installation housing monthly newsletters at least annually. Storm water information will be developed by DPW ENV and focus on the following topics:

- Recycling and waste reduction
- Car washing,

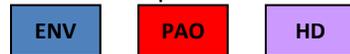
- Lawn maintenance and
- Pet waste management

Additionally, DPW ENV will supply IPC with storm water fact sheets to be included in 100% of all new resident packets distributed by IPC. Fact sheets will be brief and provide a broad overview of storm water pollution and residential sources of storm water pollution. See **Pub Appendix A** for the Clean Water Program’s informational brochure.

**BMP# PUB – 3:  
Annual Stream Clean Up Day**

*Permit Part D.1.a*

Divisions responsible:



DPW ENV will organize an annual stream cleanup day throughout the permit term. Participation is targeted towards housing residents, civilian Army personnel, officer and enlisted Army personnel and their dependents. DPW Public Affairs will contribute by publicizing the event and soliciting for volunteers on USAG-HI social media outlets, base newsletters and weekly newspapers. Priority streams chosen for cleanup will include Schofield Barracks Koukonahua (south fork), Fort Shafter Flats Moanalua Stream, WAAF Waikele Tributary, and Helemano Stream. Stream locations will be determined based on heavily polluted areas that receive rubbish from family housing areas or known dumping sites. The goal of cleanup days is to educate participants on stream pollutants and to create positive changes in attitude towards storm water pollution issues. Participants will be briefed on DPW ENV’s Clean Water Program and be given storm water education brochures. Outside groups including Boy Scouts, Girl Scouts and other organizations may be invited to attend.

The amount of trash collected during the event and participation outcome will be tabulated by DPW ENV and released to the public and Public Affairs immediately after the event.

**BMP# PUB – 4:**  
**Storm Drain Placard Events**

*Permit Part D.1.a.*

Divisions responsible:

ENV

The ocean has meaningful significance to the majority of people living in Hawaii. A large portion of the public directly depends on a healthy ocean for their livelihoods, immediate subsistence, and/or recreational needs. Many people also appreciate the ocean for its aesthetic beauty, economic value, and cultural significance to the community. For these reasons, establishing a mental connection between storm drains and the ocean, much like the physical connection itself, has the potential to have far reaching effects on public behavior. The intent of the storm drain placards is to raise public awareness about this direct connection and ultimately affect public behavior by reducing the amount of pollutants that are intentionally or negligibly dumped into storm drains.

DPW ENV will organize and coordinate storm drain placard placement events to occur every year over the five years of the permit term. Participants will be also educated to detect and report an illicit discharge. Selected drains within the USAG-HI’s MS4 will be labeled with a large oval placard that reads “Dump no waste, flows to ocean” and include the DPW ENV spill reporting hotline number (See **Pub Appendix B** for storm drain placard). These visible reminders help to alert the public about the impacts of illicit discharges and storm water pollution. DPW ENV will be responsible for organizing, coordinating and conducting storm drain placard events targeted towards groups such as schools and base scouting clubs.

Refer to *Section 6: Pollution Prevention / Good Housekeeping (page DCBP – 5)* for a complete overview of USAG-HI’s Storm Drain Placard Program.

**BMP# PUB – 5:**  
**Adopt-A-Stream Program**

*Permit Part D.1.a*

Divisions responsible:

ENV

PAO

DPW ENV shall implement an annual Adopt-A-Stream public outreach program to involve base organizations, school groups, and development groups within the USAG-HI installations. The objective of the program is to “adopt” base stream segments or creek to clean up, monitor, protect, and restore. Specifically, the Adopt-A-Stream program objectives are to:

- Collect and dispose of waste
- Conduct quarterly visual observations of the stream and report findings
- Promote education about the watershed through stream walks, workshops and other activities
- Monitor stream bank erosion and gauge water quality to improve water quality
- Identify habitat stream improvement projects to attract wildlife

DPW ENV will provide information to PAO to post in base newspapers, email blasts, public service announcements, and social media outlets to communicate and gain interest in the Adopt-A-Stream program and volunteer opportunities. Management from DPW ENV will include distributing and collecting necessary supplies (bags, gloves, clip boards, pencils, waders, etc.), providing guidance, database management, organizing group point of contacts, providing detailed maps and recording data.

When an activity is completed, DPW ENV will submit a news release to the Public Affairs Division to be posted in the newspaper and social media outlets explaining the accomplishments by the volunteers.

**BMP# PUB – 6:**  
**Quarterly Division Meetings**  
*Permit Part D.1.a*

DPW Divisions responsible:



The DPW ENV, Clean Water Program Manager will organize and lead quarterly SWMP implementation meetings. Meeting attendees will consist of the DPW Deputy Director, along with Chiefs from the following divisions:

- Business Operations Division (BOD)
- Engineering (ENG)
- Environmental (ENV)
- Master Planning (MP)
- Housing (HD)

- Operations and Maintenance (OMD)

Meeting objectives are to discuss, educate and organize SWMP detail, budgeting, policies, timeframes and facilitate ongoing participation from all divisions. The goal of quarterly meetings is to facilitate the implementation of the SWMP and to coordinate progress among all involved divisions. Coordination between departments is necessary to develop a comprehensive and consistent program.

Four divisions (Operations and Maintenance, Master Planning, Engineering and Housing) regularly conduct base operations that have the potential to impact storm water quality. Therefore, DPW ENV will work to keep divisions involved in the SWMP implementation and policy and procedure development to ensure the success of the program overall. Quarterly meeting minutes will be thoroughly recorded and disseminated to meeting attendees for distribution to all division employees. DPW ENV will continue to involve other departments and divisions not listed as needed in the SWMP implementation.

**BMP# PUB – 7:**  
**Environmental Compliance Officer (ECO) Program Training**  
*Permit Part D.1.a.*

DPW Divisions responsible:

ENV

DPW ENV conducts monthly 16 hour Environmental Compliance Officer (ECO) training for military, civilian, and contract personnel that work on USAG-HI facilities for the duration of the permit term. The ECO course trains industrial facility personnel for ECO duties that include management requirements to ensure environmental protection and includes the following topics: storm water BMPs, illicit discharge prevention and proper storage and disposal of hazardous materials. The program objective is to engage facility personnel in environmental topics and eliminate illicit discharge at all industrial facilities on USAG-HI installations. The existing program conceptually is to “train the trainer,” and ECO responsibilities include providing quarterly training to their co-workers on environmental compliance topics. ECO training is required when there is a change in personnel and is provided from battalion level to company level personnel. The ECO is required to complete a 24-hour certification course and subsequent 8-hour refresher certification course once annually.

DPW ENV is committed to train 100% of USAG-HI facility ECO’s annually for the entire duration of the permit term. Program effectiveness will be determined by reducing the number of illicit discharges

detected at base industrial facilities. Furthermore, quarterly inspections will be conducted by DPW ECO inspectors to ensure training topics are being followed onsite.

**BMP# PUB – 8:**  
**Earth Month**  
*Permit Part D.1.a*

DPW Divisions responsible:

ENV

DPW ENV will attend annual Earth Day events in April to distribute storm water informational material and provide a hands-on activity targeted towards school children. The Earth Day Fair events include DPW's on Schofield Barracks, Island Palm Communities (IPC) family event on Schofield Barracks, and the Army Reserve event at Fort Shafter. DPW ENV Clean Water Program staff will distribute Storm Water Program informational brochures these events. See **Pub Appendix A** for the Clean Water Program's informational brochure. The number of brochures distributed will be tallied at the end of each event and posted in the annual report. Furthermore, DPW ENV staff will be available on site to answer questions and explain the distributed material.

**BMP# PUB – 9:**  
**Elementary School Education**  
*Permit Part D.1.a*

DPW Divisions responsible:

ENV

DPW ENV will work with the Department of Education (DOE) to actively engage elementary school students in storm water education through classroom presentations and provide an activity and classroom resources. The school presentations will include a PowerPoint presentation and a rain water harvesting worksheet. DPW ENV will aim to deliver an annual presentation to Hale Kula Elementary, Solomon Elementary School, Shafter Elementary School and Wheeler Elementary. Scheduled presentations will be posted on <http://www.garrison.hawaii.army.mil/sustainability/CleanWater.aspx>. School grades targeted will be determined based on available classrooms and material. EPA's

educational resources “outreach toolbox” will be used as guidance to help develop an effective and targeted classroom campaign.

**BMP# PUB – 10:**  
**Online Communications and Media Relations**

*Permit Part D.1.a*

Divisions responsible:



USAG-HI online communications with base personnel consists of the Clean Water Program website (<http://www.garrison.hawaii.army.mil/sustainability/CleanWater.aspx>), Facebook, Twitter, YouTube and various blogs. DPW ENV will provide Public Affairs with storm water tips to be posted on USAG-HI social media outlets regularly. Additionally, the USAG-HI Clean Water Program website will provide available trainings, volunteer opportunities, SWMP document and updates, permits, guidance and publications. A contact link will provide the opportunity for the public to submit an inquiry, report an illegal discharge or other illegal activities at construction sites or submit a concern. Additionally, staff Clean Water Program contact phone numbers including the 24 hour spill hotline number will be displayed on the front webpage. Online communication to solicit ongoing input from the public about changes to the SWMP and SWMP related projects will be done by using social media “blasts” and webpage correspondence. DPW ENV will continue to work with public relations and public affairs departments to provide the most accurate and up to date information.

Online communications and media relations will be assessed by determining the number of page views and analyzing behavior trends using surveys over the permit term. All social media pages and program web page links will be published on outreach materials.

**BMP# PUB – 11:**

**Surveys**

*Permit Part D.1.a*

Divisions responsible:



As a program evaluation method, an annual survey will be distributed to assess the progress and effectiveness of the public education program. Attitude, behavior, and general storm water knowledge will be measured and compared to previous permit year results in order to assess the effectiveness of program activities. Results will serve as baseline data. DPW ENV aims to distribute 150 surveys at Earth Day and other public events throughout the year. The Public Affairs Division will use social media outlets and other means to engage survey participants. Finalized survey will also be posted on the program website and available to the base public throughout the year. Surveys and evaluations will be used to determine the following:

- Are targeted audiences being provided with appropriate messages?
- Are outreach efforts and strategies effective?
- What groups are the most and less informed?
- What outreach messages need perpetual reinforcement?

Survey results will be posted in the annual report and available to the public upon request.

## VI. Measurable Goals

The measurable goals listed in the table below will be used to monitor the BMP’s progress and evaluate the Public Education and Outreach program success:

BMP#	BMP Description	Measurable Goal	Area of Responsibility	Schedule
PUB – 1	Storm water logo, slogan and message	1. Hold a storm water logo contest.	 	1. Hold logo contest by permit year 2.
PUB – 2	Storm water information in base housing newsletter	1. Distribute 100% of base housing residents with biannual newsletters.	  	1. Permit years 2 and 4.
PUB – 3	Stream Clean Up Events	1. Organize an annual stream clean up.	 	1. Permit year 3, continue through end of permit.

BMP#	BMP Description	Measurable Goal	Area of Responsibility	Schedule
PUB – 4	Storm Drain Placard Events	1. Annual storm drain placards.	ENV	1. Implemented-Continue through permit period.
PUB – 5	Adopt-A-Stream Program	1. Organize an annual Adopt-A-Stream Program.	ENV	1. Permit year 3, continue through end of permit.
PUB – 6	Hold Division Meetings	1. Quarterly meetings per year with the appropriate personnel and divisions.	ENV ENG OMD BOD MP HD	1. Permit year 2, continue through end of permit.
PUB – 7	ECO Program Training	1. 100% of units will have a trained ECO.	ENV	1. Implemented, continue through permit period.
PUB – 8	Earth Month Activity	1. Attend three annual Earth Day events. 2. Distribute educational material 3. Provide hands-on storm water activity.	ENV	1. Implemented, continue annually. 2. Implemented, continue annually. 3. Implemented, continue annually.
PUB – 9	School Education	1. Give classroom presentation and activity annually.	ENV	1. Permit years 3– 5.

BMP#	BMP Description	Measurable Goal	Area of Responsibility	Schedule
PUB – 10	Online Public Communications	1. Maintain Clean Water Program website. 2. Provide storm water tips on social media outlets.	 	1. Implemented, continue annually. 2. Implemented, continue annually.
PUB – 11	Surveys	1. Distribute 150 surveys annually.	 	1. Permit years 2 – 5.

## VII. Reporting

A summary of activities, surveys and projects will be presented in the annual SWMP report that will be submitted to the HDOH CWB and EPA CWB. The information will be compiled in a table that illustrates the effectiveness of the BMP's as related to each measurable goal.