



## 2. Public Education and Outreach

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### 2.1 Overview

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Public activities, such as oil changing, car washing, landscape maintenance, pet waste management, and household trash management, have the potential to negatively impact storm water quality. Industrial land use and construction activities also may negatively impact storm water quality. The County recognizes that an informed and knowledgeable public is crucial to the success of a SWMP by helping to provide:

- **Greater support** for the program as the public gains a greater understanding of the reasons why it is necessary and important; and
- **Greater compliance** with the program as the public becomes aware of the personal responsibilities expected of them and others in the community, including the individual actions they can take to protect or improve water quality.

### 2.2 Permit Requirement

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The State's General Permit 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 MS4 or equivalent outreach activities emphasizing the following:

- Impacts of storm water discharges on water bodies;
- Hazards associated with illicit discharges; and
- Measures that users of the permittee's small MS4 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.

### 2.3 Existing County Education and Outreach

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The County has a long history of proactive education and outreach activities to promote programs that improve Maui's natural environment. For example, County has provided leadership in areas such as used oil recovery (HDOH estimates that approximately 1.08 million gallons of used motor oil are generated annually by "home mechanics" in Hawai'i, and Maui began the Used Oil Recovery Program in 1991).

The County currently has in place a number of public education and outreach campaigns that have an impact on storm water or that could be used as a platform for messaging related to the SWMP, as described below.

#### 2.3.1 County Website

The County operates a comprehensive, efficient and effective website that serves as an excellent platform for the County to convey and for the public to obtain information on County programs and services. The website includes:

- Listings for all County departments, with description of their functions;
- Information on County functions, such as waste collection and road maintenance;
- Permit (e.g., building permits, grading permits, etc.) information and applications;
- Fact sheets on various topics, such as recycling of household hazardous waste; and
- Links to State websites and fact sheets on matters such as hazardous waste guidance for small businesses.

### 2.3.2 The “High Street Journal”

The High Street Journal is the County’s official publication. The monthly newsletter serves as a vehicle to educate and inform County employees and the public at large on what the County is working on, as well as upcoming County-sponsored events and projects:

([http://issuu.com/mauicounty/docs/hsj\\_2014-may](http://issuu.com/mauicounty/docs/hsj_2014-may)).

The newsletter is available on the County website, and the County has also created a “smartphone” application for the newsletter. SWMP information and activities could be included in this newsletter.

### 2.3.3 Fact Sheets

The County regularly prepares fact sheets and bulletins on County and other programs that affect storm water. Fact sheets are available on the County’s website.

For example, DPW formerly published a “Malama Kahawai” brochure providing information on the responsibility of individuals to nurture the health of the island’s waterways by properly recycling and disposing of materials that may end up in drainageways.

DEM Solid Waste Division periodically publishes a “Talking Trash” bulletin that provides solid waste handling information to the public. The bulletin is available on the County website, is mailed with County bills, and is also distributed through County offices, such as Building Permit Office and Department of Finance Motor Vehicle and License Office, frequented by the public. The “Winter 2014” bulletin, included information on matters such as recycling locations for used motor oil; recycling options for electronics, appliances and metals; residential waste composition analysis; and Christmas tree recycling information.

The County also publishes and regularly updates (most recently in December 2014) their “Recycling Guide,” which covers recycling options in greater detail in a straightforward format. Maui County waste stream analysis indicates that approximately 43% of material discarded by residents and businesses is recycled or composted<sup>2</sup>.

### 2.3.4 Outreach

County personnel currently conduct outreach in a variety of programs. Outreach efforts on environmental issues often benefit storm water, and could be expanded or used as the model for SWMP-specific messaging.

For example, the Recycle Maui County Hotline accepts requests for County presentations on recycling matters for events, businesses, clubs and schools. Teachers can request recycling education information, giveaways, curriculum or recycling decals for their school or class. The Hotline also provides information on recycling containers, recycling options, and rules and regulations on recycling, including Maui’s Plastic Bag Reduction Ordinance (discussed further in Section 7.3).

As another example, DWS sponsors an annual Water Conservation Poster Contest. The 2014 contest doubled participation from the previous year, with 889 entries from over 30 public, private and home schools countywide. The goal of the contest is to educate Maui County’s youth on the importance of water conservation and to encourage them to become environmental stewards. Students portray the theme “E Mālama I Ka Wai” (Preserve and Care for the Water) and include a unique water conservation message in their artwork. Winning entries and honorable mentions are featured in the DWS annual Water Conservation Calendar, as well as being highlighted on the DWS website and The High Street Journal.

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<sup>2</sup> County of Maui Recycling Guide, Winter 2014 ([www.mauicounty.gov/recycle](http://www.mauicounty.gov/recycle)).

## 2.4 Proposed Public Education and Outreach

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The County's proposed expansion of its Public Education and Outreach under the SWMP is focused on two main goals:

- Educating the public about storm water and the causes and effects of storm water pollution; and
- Changing public behaviors to result in better storm water quality.

The County intends to expand their current educational programs by providing Fact Sheets and other educational materials focusing on storm water. The County has reached out to other permittees, such as the City and County of Honolulu and HDOT, as well as non-profits with a storm water scope, to obtain information, ideas, and resources for their storm water web page and educational materials. In addition, the County is working on the development of a specific storm water branding message or slogan that can be used on all SWMP related materials and that will help to inform County residents and visitors of the importance of the County's storm water program.

The County will explore additional education and outreach activities to provide storm water educational information to the general public through a variety of venues and media. The initially proposed public education and outreach program measures will be evaluated to assess their effectiveness, and modifications to the program or to the target populations will be made to obtain greater effectiveness. A proposed implementation schedule for the County's initial education and outreach measures targeted at the general public is presented in Table 2-1 (items 2-1 through 2-3).

## 2.5 Proposed Target Group Education and Outreach

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In addition to education of the general public, the County has identified two target groups,

industrial/commercial users and the construction industry, based on their likelihood to conduct activities that may negatively impact storm water quality. Outreach and educational programs such as workshops, seminars, presentations, brochures, presence at trade shows and expos, and group-specific training are some of the activities that may be selected by the County. The County will develop customized and community-specific education and outreach materials for these special groups. The effectiveness of these activities will be evaluated, and education/outreach activities will be modified to provide better outcomes, to the maximum extent practicable.

### 2.5.1 Industrial/Commercial Users

Industrial/commercial land uses such as light manufacturing, fueling, maintenance involving petroleum or other chemicals, restaurants, landscape maintenance, vehicle and equipment washing, etc., may result in the discharge of pollutants to storm water runoff. Providing education to industrial/ commercial users would assist the Illicit Discharge Detection and Elimination Program (see Section 4).

The County will research appropriate avenues, such as industrial park tenants associations, for contact with the industrial/commercial land users in the UA. The County will seek opportunities and venues to provide education and outreach activities for industrial/commercial groups, such as providing workshops on illicit discharge. A proposed implementation schedule for the County's education and outreach measures targeted at the industrial/commercial users is presented in Table 2-1 (item 2-4).

### 2.5.2 Construction Industry

Construction runoff to the MS4 could be a chief cause of the discharge of silt. While the County has put into place stringent controls for construction sites (see Section 5), an education program for project designers and construction contractors will help to increase compliance.

The County will seek opportunities and venues to provide education and outreach activities for the construction industry, such as providing workshops on construction site runoff control to design professional and construction contractor trade

associations. A proposed implementation schedule for the County's education and outreach measures targeted at the construction industry is presented in Table 2-1 (item 2-5).

**Table 2-1. Proposed Schedule and Goals – Public Education and Outreach**

Item No.	Proposed Activity or BMP	Proposed Development and Implementation Schedule			Quantifiable Target
		2014/15	2016	2017	
2-1	Add a “storm water” page to the County website.	Gather information and plan the page content.	Have the page go “live” on the County website.	Monitor the website for “hits”; update the website with new information.	<ul style="list-style-type: none"> <li>• Add a “storm water” page to the County website within 2 years</li> <li>• Once the site is active, increase the number of site views by 10% per year.</li> </ul>
2-2	Include information on the County’s SWMP in “The High Street Journal”.	Prepare an article describing the SWMP and upcoming related activities.	Provide updates on the SWMP and related activities.	Provide updates on the SWMP and related activities.	<ul style="list-style-type: none"> <li>• Include two articles per year, related to the SWMP, in the High Street Journal.</li> </ul>
2-3	Prepare a fact sheet on how the general public can reduce pollution in storm water runoff.	Prepare the fact sheet; distribute via County website, bill mailings, and County office newsstands.	Identify other avenues, such as schools, civic groups, and environmental groups, for distribution of the fact sheet.	Continue to distribute the fact sheet to a wider audience.	<ul style="list-style-type: none"> <li>• Provide an annual fact sheet focusing on the storm water issues to County bill payers.</li> <li>• By program years 2 and 3, conduct at least 4 public presentations per year to schools, civic groups, etc.</li> </ul>
2-4	Conduct a targeted education and outreach campaign for commercial/ industrial users.	Identify commercial/ industrial groups for targeted education and outreach campaign.	Conduct education and outreach efforts for commercial/ industrial user groups.	Conduct education and outreach efforts for commercial/ industrial user groups.	<ul style="list-style-type: none"> <li>• By program years 2 and 3, conduct at least one educational/ outreach session per year for commercial/ industrial user groups.</li> </ul>
2-5	Conduct a targeted education and outreach campaign for construction industry.	Identify construction industry groups for targeted education and outreach.	Conduct education and outreach efforts for construction industry groups.	Conduct education and outreach efforts for construction industry groups.	<ul style="list-style-type: none"> <li>• By program years 2 and 3, conduct at least one educational/ outreach sessions per year for construction industry groups.</li> </ul>