

4. Public Education BMPs

4.1. Overview

The Public Education and Outreach Program is designed to promote, publicize, and facilitate watershed education to encourage the public to reduce the discharge of pollutants in storm water. This chapter describes how MDOT will fulfill Permit requirements to implement a public education and outreach program involving the following major components:

- Internal education regarding illicit discharges and improper waste disposal.
- Internal education on ultimate discharge points and potential impacts of pollutants.
- Internal education on watershed stewardship.
- General public education about water quality protection and storm water as a pollution source.
- Coordinated efforts with the MDEQ's statewide public education program.

This chapter is organized as follows:

- Section 4.2. describes the BMPs that MDOT will use to implement the public education and outreach program and the measurable goals associated with each BMP.
- Section 4.3. describes the schedule for public education and outreach BMP implementation.

4.2. BMP Identification and Measurable Goals

In order to educate the public, both internal and general, in all aspects of MDOT storm water management program, the following sections identify BMPs to be implemented.

4.2.1. Internal Notification of Storm Water Management Program

MDOT will follow state and federal public notice requirements to notify the job-related public of the storm water management program that must be implemented. The job-related public will be notified of the program through use of the following media:

- MDOT Today newsletter
- Monday Memo
- MDOT's Storm Water Management website
- Other internal MDOT publications

The employee notice shall contain the following information:

- Location to view a copy of the storm water management program
- Program Implementation date
- Program Purpose

- Program Implementation
- Program comments contact person
- Other information deemed important by MDOT

MDOT will develop a series of training modules designed to be approximately 15 minutes in length. The first module will be a basic introduction of the Storm Water Management Plan for appropriate employees. A database will be developed to track the number of sessions given, dates, and employees in attendance.

In order to evaluate the program's effectiveness, several measurable goals will need to be established. These measurable goals will be presented in the annual report submitted to MDEQ each year, will include the following:

- Type and number of media used
- Type and number of training presentation given
- Number of job-related public that attend training presentations

4.2.2. Internal Education: Illicit Discharges and Improper Waste Disposal

MDOT will educate targeted employees about illicit discharge and improper waste disposal. Employees will be directed to visit the MDOT Storm Water Management website, which features an interactive, educational demonstration about illicit discharge and improper waste disposal. Promotion of the website will be placed in the media identified in Section 4.2.1.

One of MDOT's internal training modules will address illicit discharges and improper waste disposal. The module will be targeted towards departments most likely to encounter illicit discharges or improper waste disposal during the course of their daily activities, or while working in the field. These areas may include Planning, Design, Construction and Technology, and Maintenance. Employees will be encouraged to contact their Supervisor, MDOT Regional Storm Water Coordinator, or MDEQ's Pollution Emergency Alerting System (PEAS), if a discovery is made. Appropriate employees will be trained biannually. A database will be developed to track the number of sessions given, dates, and employees in attendance.

This BMP will be implemented at the completion of the final draft of this report. Measurable goals will be reported in each annual report and will include the following items:

- Type and number of media used to inform employees about website
- Number of website hits
 - Number of comments about website
 - Number of employees that learned something new
 - Number of behavior changes as a result of visiting website
- Number of training courses given
- Number of the job-related public reached in training presentations

4.2.3. Internal Education: Ultimate Discharge Point and Potential Impacts of Pollutants

MDOT will educate their employees about ultimate discharge points and potential impacts of pollutants. A series of articles will be written for publication in the MDOT media described in Section 4.2.1. Topics will include lawn and garden activities, proper disposal of household hazardous waste, travel trailer sanitary waste disposal, pet waste management and trash management. The articles will also discuss how pollutants are carried by storm water runoff and are eventually deposited into nearby lakes and streams. Each article will provide useful resources, such as an environmental-friendly pesticide list, household hazardous waste collection centers, and businesses that accept travel trailer sanitary waste.

MDOT is currently developing a Drainage Manual to provide MDOT designers and design consultants with policies and procedures for designing drainage facilities and with MDOT's Storm Water Management Best Management Practices. The Manual will be an electronic, interactive training device and will be referenced in consultant design contracts.

This BMP will be implemented at the completion of the final draft of this report. Measurable goals will be reported in each annual report and will include the following items:

- Type and number of media used
- Number of articles published
- Number of the job-related public that learn something new
- Number of the job-related public that change behavior as a result of article
- Number of job-related public that use items distributed with pamphlet
- Number of Drainage Manuals downloaded or published

4.2.4. Internal Education: Watershed Stewardship

MDOT will encourage their employees to be good stewards of their watershed. MDOT will encourage participation in existing litter pick-up programs, such as Adopt-A-Highway.

MDOT has developed a Storm Water Management website that discusses the purpose of the SWMP (along with read-only copies of the plan available to download), features an interactive illicit discharge demonstration, and lists activities and resources for each community. A highlight on each of the Phase I Communities' website page is a section called "Getting Involved," where local information is posted to encourage participation in local watershed groups, river clean-up activities, household hazardous waste disposal, yard waste recycling and disposal, trash management, septic tank management and other activities.

A Storm Water Management brochure, a website promotion card, and Storm Water Management litterbags have been printed and distributed to local MDOT Transportation Service Centers and Region Office within the Phase I areas. The brochure discusses the

intent of the MDOT Storm Water Management Plan and educates about illicit discharges. The litterbag lists several general watershed stewardship tips and can be used for automobile trash. This action item also meets requirements of and is discussed in Section 4.2.5.

MDOT has established the Lansing Information Center, a library full of various resources related to storm water. The Lansing Information Center is available to all of the job-related public and will have a permanent location. Currently, the Lansing Information Center houses the MDOT Storm Water Management educational materials discussed in the previous paragraph. In addition, it houses a series of notebooks for each of the Phase I communities with organized examples of local public education materials, such as brochures, guidebooks, posters and videos. This action item also meets requirements of and is discussed in Section 4.2.5.

This BMP will be implemented at the completion of the final draft of this report. Measurable goals will be reported in each annual report and will include the following items:

- Number of website visits
- Number of documents downloaded
- Number of comments received by the public pertaining to the website
- Number of brochures distributed
- Number of website promotion business cards distributed
- Number of litterbags distributed
- Number of items checked out of the Lansing Information Center

4.2.5. General Public Education: Water Quality Protection and Storm Water as a Pollution Source

MDOT will participate in a statewide program to educate the general public about water quality protection and storm water as a pollution source. If MDEQ develops a statewide public education program, MDOT shall seek a partnership agreement with MDEQ for implementation of Part I.B.1.a.4 of the Permits.

MDOT has developed a Storm Water Management website that discusses the purpose of the SWMP (along with read-only copies of the plan available to download), features an interactive illicit discharge demonstration, and lists activities and resources for each community. A highlight on each of the Phase I Communities' web page is a section called "Getting Involved," where local information is posted to encourage participation in local watershed groups, river clean-up activities, household hazardous waste disposal, yard waste recycling and disposal, trash management, septic tank management and other activities. This action item also meets requirements of and is discussed in Section 4.2.3.

A Storm Water Management brochure, a website promotion card, and Storm Water Management litterbags have been printed and distributed to local MDOT Transportation Service Centers and Region Office within the Phase I areas. The brochure describes the intent of the MDOT Storm Water Management Plan and educates about illicit discharges.

The litterbag lists several general watershed stewardship tips and can be used for automobile trash. This action item also meets requirements of and is discussed in Section 4.2.3.

This BMP will be implemented at the completion of the final draft of this report. Measurable goals will be reported in each annual report and will include the following items:

- Number of activities coordinated with MDEQ
- Number of website visits
- Number of documents downloaded
- Number of comments received by the public pertaining to the website
- Number of brochures distributed
- Number of website promotion cards distributed
- Number of litterbags distributed

4.3. Implementation Schedule

For purposes of the public education and outreach program, the BMPs discussed in this chapter are summarized in the following Table 4-1.

Table 4-1 Public Involvement and Participation Summary

ID No.	BMP	Measurable Goals
4.2.1	Internal Notification of Storm Water Management Program	Type and number of media used for notification Type and number of training modules Number of the job-related public that attend training modules
4.2.2	Internal Education: Illicit Discharge and Improper Waste Disposal	Type and number of media used Number of website site visits Number of comments about the website Number of the job-related public that learned something new Number of the job-related public that changed behavior as a result of article Number of training courses given Number of the job-related public reached in training courses
4.2.3	Internal Education: Ultimate Discharge Point and Potential Impact of Pollutants	Type and number of media used Number of articles published Number of the job-related public that learn something new Number of the job-related public that changed behavior as a result of article Number of the job-related public that use items distributed with pamphlet Number of Drainage Manuals downloaded and published
4.2.4	Internal Education: Watershed Stewardship	Number of website visits Number of documents downloaded Number of comments received pertaining to the Website Number of brochures distributed Number of website promotion cards distributed Number of litter bags distributed Number of Lansing Information Center visitors
4.2.5	General Public Education: Water Quality and Storm Water as a Pollution Source	Number of activities coordinated with MDEQ Number of website hits Number of documents downloaded Number of comments received by public Number of brochures distributed Number of website promotion cards distributed Number of litter bags distributed

MDOT will begin to implement these BMPs upon approval of this plan by MDEQ and the availability of funds. The following Table 4-2 is an estimated implementation schedule for all of the actions or interim milestones needed to fulfill the BMPs discussed in this chapter for a public education and outreach program.

Table 4-2 Implementation Schedule for Public Education and Outreach Program

ID No.	Action	Year of Implementation			
		2002	2003	2004	2005
4.2.1	Internal Notification of Storm Water Management Program				
	Notify the job-related public through MDOT media	X	X	X	X
	Develop SWMP Introduction for series of training modules	X	X	X	X
	Give training to appropriate personnel		X	X	X
4.2.2	Internal Education: Illicit Discharges and Improper Waste Disposal				
	Notify the job-related public of website through media	X	X	X	X
	Distribute educational pamphlet and survey	X	X	X	X
	Collect and review survey results	X	X	X	X
	Develop training courses		X	X	X
	Provide training course to appropriate personnel			X	X
4.2.3	Internal Education: Ultimate Discharge Point and Potential Impacts of Pollutants				
	Develop series of articles		X	X	X
	Publish articles	X	X	X	X
	Distribute educational pamphlet and survey	X	X	X	X
	Collect and review survey results	X	X	X	X
	Develop Drainage Manual				
4.2.4	Internal Education: Watershed Stewardship				
	Encourage participation in Adopt-A-Highway	X	X	X	X
	Continue to distribute educational materials	X	X	X	X
	Establish tracking system for Lansing Information Center	X	X	X	X
4.2.5	General Public Education: Water Quality Protection and Storm Water as a Pollution Source				
	Coordinate general public education with MDEQ	X	X	X	X
	Continue to distribute educational materials	X	X	X	X