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## SECTION 8.0

### PUBLIC OUTREACH AND EDUCATION

#### 8.1 Overview

*[4.5.1 The management program covering the duration of the permit shall include a section which involves public outreach and education, and where necessary intergovernmental coordination, to reduce the discharge of pollutants to the maximum extent practicable using management practices control techniques and system, design and engineering methods, and such other provisions which are appropriate]*

*[4.5.2 In areas where NDOT is participating in an area wide Public Education Program, NDOT shall continue participation. The Public Education Program shall address the three main audiences that impact NDOT stormwater discharges. The three audiences are: NDOT's employees; NDOT's construction contractors, and the general public. The program shall contain the following elements for each of these groups:]*

The Public Outreach and Education element of this SWMP is designed to increase awareness of water quality issues, storm water pollution, and NDOT's role in storm water management. The educational materials and outreach programs will assist NDOT in informing the public of NDOT's efforts to mitigate storm water runoff from their highways and facilities. NDOT, in recent years, has been a co-permittee with other MS4s in the state. As a co-permittee NDOT has successfully participated in the public outreach element of the Las Vegas Valley and Truckee Meadows Storm Water Management Programs. NDOT will again take a regional approach to fulfill this Permit requirement in addressing the general public education element. NDOT will address the employee and contractor training elements internally. This section is organized as follows:

- Section 8.2 outlines the Employee Training Program.
- Section 8.3 identifies Construction Contractor Outreach.
- Section 8.4 describes the Public Education SWMP element

#### 8.2 Employee Training

*[4.5.2.1 NDOT employees]*

*[4.5.2.1.1 NDOT shall implement the program specified in the SWMP.]*

*[4.5.2.1.2 NDOT shall provide frequent educational reminders to employees to reinforce the training.]*

NDOT's policy is to facilitate employee education and training to ensure all employees have the necessary understanding to competently perform their assigned duties. NDOT will develop the

necessary training sessions to implement the SWMP. The basic framework of the sessions will include the following:

- Introduce storm water characteristics and water quality.
- Outline the roles and responsibilities within NDOT to support the implementation of the SWMP.
- Introduce the elements of the SWMP.
- Introduce and train employees how to use Storm Water Quality Manuals and train NDOT inspectors to use the Construction Site BMP Field Manuals.

NDOT has initiated employee training in storm water with the training sessions introducing the Storm Water Quality Manuals held in each District. Staff from the following Divisions or Sections attended the meetings: Hydraulics, Roadway Design, Specifications, Structural Design (Bridge), Structural Design (Bridge Maintenance), Project Management, Construction, Maintenance, Right of Way Permits, Right of Way Utilities, Architecture, Environmental Services, Materials, and members of Construction and Maintenance crews from each District. The training sessions were aimed to educate employees in storm water quality, BMPs, and how to include BMPs in the project design process and construction sites projects. As the WQESC program continues and the SWMP is developed NDOT anticipates a series of trainings to insure NDOT employees gain working knowledge of this SWMP.

### **8.3 Construction Contractor Outreach**

*[4.5.2.2.1 NDOT shall implement the program specified in the SWMP.]*

*[4.5.2.2.2 NDOT shall provide outreach to contractors to raise their awareness of the problems and causes of stormwater pollution and to reinforce their training.]*

The Construction Site Program developed in this SWMP is detailed in Section 5.0, Construction Site BMP Program. The contractor outreach program will include contractor trainings focused on the appropriate SWMP elements and the BMP Manual. NDOT contractors will be able to access the BMP Manual for instruction and reference. NDOT may also work with the AGC to host General Permit informative trainings for contractors.

## 8.4 Public Education Programs

*[4.5.2.3.1 Plan for development and implementation of a public education program: NDOT shall submit a plan for approval by NDEP within 180 days of adoption of this NPDES permit for development and implementation of a Public Education Program that includes education of the general public and commercial and industrial entities whose actions may impair stormwater quality discharged from NDOT's properties, facilities and activities. In areas where NDOT is already part of a Public Education Program with other MS4, NDOT must continue with their participation in the program.]*

*[4.5.2.3.2.1 Research--A plan for conducting research on public behavior that affects the quality of NDOT's runoff. The information gathered will form the foundation for all the public education conducted.]*

*[4.5.2.3.2.2 Public Education Strategy--Develop a three-year public education strategy. The strategy should be based on the research conducted and must include goals and objectives to be achieved regarding changing behaviors.]*

*[4.5.2.3.2.3 Mass Media Advertising--Develop and conduct an advertising campaign as a focal point of the public education strategy. The campaign should focus on the behaviors of concern and should be designed to motivate the public to change those behaviors. The public education campaigns may be done as a cooperative effort with other MS4 or NDEP.]*

NDOT will develop and implement a program to address public education as detailed in Section 13.0, Program Schedule, of this SWMP. NDOT recognizes that the first recommendation in EPA's Phase II Final Rule for developing public education/outreach and public participation/involvement programs is to form state or regional partnerships with Phase I and Phase II governmental entities (EPA Fact Sheet 2.3, January 2000). Regional programs are generally considered to be more cost-effective because they utilize shared resources and existing educational and outreach materials. This may reduce the public outreach burden on individual entities.

Public education is an important element in preventing water quality impacts from storm water pollution. NDOT currently operates the Adopt-A-Highway program that serves as a public education tool. The Adopt-A-Highway program informs the public of storm water issues by targeting litter and debris along the roadside. Volunteers contribute to the community by adopting and maintaining a section of highway. NDOT posts signs acknowledging the volunteers and their efforts, thereby increasing public awareness. The program demonstrates the commitment of the public to clean highways and compliments the storm water management program.

NDOT has developed the Water Quality website. This website is an effective public outreach element. NDOT posts information describing the Storm Water Quality Manuals on this website. The website also provides direction on purchasing the BMP Manual and obtaining the required templates to fulfill regulatory obligations, i.e. SWPPP Template. The website address is [http://nevadadot.com/reports\\_pubs/Water\\_Quality/](http://nevadadot.com/reports_pubs/Water_Quality/). NDOT will expand the website to include additional storm water information during the life of the Permit.

NDOT will develop and implement a public outreach plan that will synthesis NDOT's previous experience with other MS4s in the state. The goal of the Public Outreach and Education element is to inform the public of storm water pollution and change the behaviors that may negatively impact the environment. The public outreach will also address illicit discharge reporting to supplement the IDDP. The public education plan will include research, strategy, and mass media advertising. The plan will be developed and implemented during the life of the Permit with coordination with other MS4s and detailed in the Annual Report.