

# Stormwater Management Plan

## MCM 1 & 2: Public Education, Outreach and Involvement

The goal of the Public Education, Outreach and Involvement MCMs is to distribute messages that will result in practices implemented by the Target Audience which prevent stormwater pollution and, when appropriate, engage the target audience into the process of developing, improving, and providing stormwater management Best Management Practices

The purpose of the Public Education and Outreach Program – required by the Phase II Regulations – is to foster greater compliance with the MS4 program and to educate the public on how they can help protect storm water quality. Federal guidance for this Minimum Control Measure (MCM) encourages development of a public education program that is tailored, using a mixture of locally appropriate strategies, to target specific audiences and communities. Materials and outreach programs should be directed toward targeted groups likely to have significant storm water impacts.

The purpose of the Public Participation and Involvement Program – required by the Phase II Regulations – is to include the public in the development and review of the Nebraska Department of Roads (NDOR) Storm Water Management Program (SWMP). Federal guidance for this MCM encourages the public to be given opportunities to play an active role in both the development and implementation because an active and involved public is important to the success of a Storm Water Management Program.

NDOR is committed to facilitating various forms of public education, outreach and involvement for the SWMP. The term “Target Audience” is used throughout the SWMP in place of public to help clarify that the public is a specific audience that is unique to each BMP. In most cases, Target Audience does not include the general public. Formal and informal education is expected to increase the Target Audiences awareness of everyone’s responsibility to protect the quality of receiving waters, gain broad support for required activities, shorten implementation schedules, and coordinate multiple environmental compliance efforts. Successful implementation of the Public Education, Outreach, and Involvement Program will increase the level of support for the SWMP. The Public Education, Outreach and Involvement Program is incorporated into each of the other MCMs.

NDOR accomplishes the requirements of the Public Education, Outreach and Involvement Program through a collective effort utilizing multiple Agency Divisions for various purposes. Effective stormwater education occurs as a result of the input and buy-in from each Division. Planning and Project Development coordinates information with Design, Construction, Operations, Right-of-Way, Communication, and others to leverage existing tools and resources

for improving stormwater education and implementing new opportunities to provide Target Messages that are appropriate for Target Audiences.

**Planning and Project Development:**

- Direct the coordinated development of all stormwater educational materials, training, public review, public input resources and environmental events
- Coordinate regulatory interactions regarding stormwater compliance, Stormwater Management Plan updates, and Annual Reporting
- Maintain the general NDOR Stormwater webpage content with current and relevant information.
- Facilitate the Compliance Technical Advisory Committee and each CTAG Technical Committee
- Facilitate the Certification program for Construction Stormwater Inspectors
- Facilitate the Agency planning and project development policies and procedures that ensure each project considers water quality, among all other environmental resources, as part of the alternatives analysis and engineering design.

**Communication:**

- Implement the Agency public involvement policy for projects
- Assist with the publication of stormwater news articles, press releases, and other publicly distributed educational materials
- Host and maintain the Agency website where stormwater information is posted

**Operations:**

- Assist with the development of educational materials and training targeted to all employees within the Operations Division, specifically targeting the maintenance facility staff about recommended standard practices.
- Maintain the internal, web-based Maintenance library webpage content with current and relevant information.

**Roadway Design:**

- Assist with the development of educational materials and training targeted to roadway designers.

**Construction:**

- Assist with the development of educational materials and training targeted to construction project managers, inspectors, and contractors.

During the previous MS4 Permit term, NDOR made significant progress toward implementing a Public Education, Outreach and Involvement Program.

- NDOR was able to inject stormwater education and training into the myriad opportunities and resources that already existed within NDOR. Conferences, employee orientations, manuals, guidance, policy, statutes, and committees that already existed provided a solid foundation to build a stormwater Education, Outreach, and Involvement Program upon.

- As an Agency, education is often conducted in the form of NDOR policies, contracts, and practices prescribed in manuals published and kept updated continually. Use of these policies, contracts, and practices is not something that can be tracked effectively, but is a requirement of NDOR employees, Local Public Administrators (LPAs) and contracted entities and is an effective method of ensuring the protection of water quality through best practices.
- NDOR targeted construction stormwater compliance as a key priority during the first permit term and moved to establish improved education and training opportunities. A certification program was created as the highlight of the program to create a group of qualified inspectors (over 1,000 between 2008-2010) that would work on NDOR projects. NDOR also provided a stormwater design course to improve the development of Stormwater Pollution Prevention Plans. The program has been very successful to date and has received positive feedback from the Target Audience.
- NDOR targeted maintenance facility stormwater compliance as another key priority during the first permit term and moved to establish new education and training opportunities. A Facility Runoff Control Plan (FRCP) program was created as the centerpiece of the oversight and education initiative for all employees that conduct operations from MS4 maintenance facilities. Entire building staff's received general education and qualified inspectors were trained in small groups to verify that best practices were being put into place and implemented. The Agency also created an on-line video for maintenance facility good housekeeping and pollution prevention training that can be conducted at any time. This program received broad support and has proven to be very successful for the Target Audience.
- NDOR identified opportunities to enhance existing resources that could be used to improve education and outreach. The NDOR Construction Specifications, Roadway Drainage Design and Erosion Control Manual, and the Maintenance Manual are each important resources for Agency staff and contractors to follow. Each received significant updates to address the stormwater and environmental considerations that need to be made by the Target Audience.
- NDOR published newsletter articles, fact sheets, pocket guides and web resources that could be distributed to the diverse Target Audiences that NDOR has as a non-traditional MS4. The general public is not a primary Target Audience for NDOR. NDOR is most effective when specific groups of key stakeholders are targeted with Target Messages that are relevant to their interaction with NDOR. One example is the periodic meetings that are held between NDOR and the Association of General Contractors to discuss construction methods and stormwater requirements or the periodic inter-agency meetings with Resource Agencies to discuss what efforts NDOR is taking to comply with stormwater and other environmental regulations. This information could be good for the general public, but is targeted to the Audience with the most relevance.

NDOR identified the follow resources and partnerships as the most effective and useful during the previous MS4 Permit term:

- Adjacent MS4s (Papio-Partnership and Nebraska H<sub>2</sub>O) conduct the most effective education, outreach and involvement to the general public. NDOR supports their efforts when possible, but does not intend to duplicate efforts.
- Local Technical Assistance Program (LTAP) – Facilitation of sediment and erosion control courses including instructors from Minnesota DOT and other technical speakers as needed held across the state.
- American Association of State Highway Transportation Officials (AASHTO) – Listserves, webinars, conferences, national standards, research
- Association of General Contractors (AGC) – Helps distribute the stormwater information provided by NDOR in a peer-to-peer manner within the industry
- University of Nebraska and University of Nebraska Extension - ongoing research and education on stormwater BMPs
- Local Project Administrator (LPA) Manual – Directs local projects toward the required consideration of stormwater management, implementation, and oversight of local roadway projects.

NDOR anticipates a minor amount of significant changes to this MCM during the next permit term (2012-2017).

- NDOR will continue to target existing stormwater education and training across the four major Divisions of Planning and Project Development, Construction, Operations, and Roadway Design.
- NDOR will explore additional delivery methods for education and training that include internet-based webinars for construction stormwater inspectors being re-certified.
- NDOR will explore how the ECO Database can be enhanced to deliver additional educational information, guidance and tips at the appropriate time of inspection and how to extract information that can help illustrate information presented in other educational mediums such as fact sheets, revised pocket guide, newsletters, conferences, etc.
- NDOR Roadway Design guides for stormwater treatment BMPs will be updated over time with new and emerging research, project highlights for practices constructed, and on-going maintenance feedback.
- NDOR will explore additional methods for distributing the contact information and response procedures for possible or identified illicit discharges and connections the MS4 to the individuals that routinely work in or inspect the state highway system.
- NDOR will continue to coordinate with, when applicable, Adjacent MS4s as they deliver public education, outreach, and involvement locally to provide consistent Target Messages and prevent the duplication of efforts to similar Target Audiences.

NDOR may conduct other activities not specifically identified in this section which contribute to MCM 1: Public Education and Outreach.

## MCM 1 & 2: Public Education, Outreach, and Involvement

### BMP 1: Stormwater Education Materials

#### Permit Requirement Citation: 3.4.1.1

**Activity:** NDOR will follow a Public Education and Outreach (PEO) Strategy to distribute Targeted Messages for education using printed and electronic materials and the NDOR Stormwater Webpage (<http://www.nebraskatransportation.org/environment/swppp.htm>) to communicate the importance and methods of protecting stormwater.

**Objective:** To *increase* the Target Audience’s awareness and knowledge of stormwater pollution and best practices to protect water quality.

**Target Audience:** All NDOR Employees, Consultant Designers, Consultant Inspectors, Prime Contractors, Trade Contractors, Trade Associations, Contracted Maintenance Service Providers, and Adjacent MS4s

**Target Messages:** Use Best Practices for Everyday Activities, Report Illegal Discharges, Follow Required Construction Practices, Minimize Water Quality Impacts from Development and Redevelopment, Nothing but Stormwater Goes Down the Drain

#### Evaluation Measures/Measurable Goals:

##### *Performance:*

1. Maintain a Public Education and Outreach (PEO) Strategy
2. For each printed material, track the
  - a. Number of materials distributed
  - b. Frequency of distribution
  - c. Estimated number of recipients
3. Include stormwater program and general stormwater information links on the NDOR website.

##### *Effectiveness:*

1. Target educational information to targeted audiences for activities and pollution sources of the greatest concern.
2. Policies, contracts, and practices adopted by NDOR address enforceable stormwater protection BMPs.
3. Update educational information based upon information gained from public feedback (*MCM 1&2 BMP 3*).

| Implementation Schedule:   | Permit Year |   |   |   |   |
|--|-------------|---|---|---|---|
|  | 1           | 2 | 3 | 4 | 5 |
| Maintain Stormwater Education Materials as one aspect of the current and accurate PEO Strategy with SWMP   | ✓           | ✓ | ✓ | ✓ | ✓ |
| Coordinate resources needed to develop stormwater quality education materials                              | ✓           | ✓ | ✓ | ✓ | ✓ |
| Distribute, track, and report stormwater quality education materials made available to the Target Audience | ✓           | ✓ | ✓ | ✓ | ✓ |

## MCM 1 & 2: Public Education, Outreach, and Involvement

### BMP 2: Stormwater Training and Events

#### Permit Requirement Citation: 3.4.1.1

**Activity:** NDOR will follow a Public Education and Outreach Strategy to promote, provide and/or participate in stormwater training opportunities using Conferences, Workshop, Training Sessions, Webinars and/or other Educational Events that teach the importance and methods of protecting stormwater.

**Objective:** To *improve* the Target Audience’s knowledge and skills needed to prevent stormwater pollution and to take an active role to protect water quality by using BMPs and participating in Environmental Events.

**Target Audience:** All NDOR Employees, Prime Contractors, Trade Contractors, Adjacent MS4s Residents, Businesses, Civic Groups

**Target Messages:** Reporting Illegal Discharges and Illicit Connections, Stormwater Controls for Construction Activity, Development Practices that Minimize Water Resource Impacts, Municipal Facility Good Housekeeping Best Management Practices, Outfall Field Screening

#### Evaluation Measures/Measurable Goals:

##### *Performance:*

1. For each training opportunity, track the:
  - a. Topic/agenda/trainer
  - b. Number invited/methods used
  - c. Number attended
2. Promote and participate in area Environmental Events that encourage the Public to reduce the risk of stormwater pollution.
3. For each Environmental Event, track:
  - a. Number of individuals and/or groups organizing/coordinating
  - b. Number of individuals attending

##### *Effectiveness:*

1. Target training topics and methods to target audiences for each MCM
2. Use attendee survey information to improve training topics and methods
3. Feedback from the Environmental Event participants is used to adjust how outreach efforts are provided to improve the stormwater program.
4. Estimated amounts of potential pollutants collected are tracked as a stormwater pollution load reduction.

| Implementation Schedule:  | Permit Year |   |   |   |   |
|---|-------------|---|---|---|---|
|   | 1           | 2 | 3 | 4 | 5 |
| Maintain Stormwater Training and Events as one aspect of the current and accurate PEO Strategy                            | ✓           | ✓ | ✓ | ✓ | ✓ |
| Coordinate resources needed to develop Stormwater Training and facilitate Event opportunities                             | ✓           | ✓ | ✓ | ✓ | ✓ |
| Promote, sponsor, (co)host, track, and report Stormwater Training and Event opportunities provided to the Target Audience | ✓           | ✓ | ✓ | ✓ | ✓ |

## MCM 1 & 2: Public Education, Outreach, and Involvement

### BMP 3: Public Review and Comment

#### Permit Requirement Citation: 3.4.1.1

**Activity:** NDOR will provide the Target Audience with opportunities to review and comment on new policies, standards, permits, contract language and SWMP revisions intended to protect stormwater quality within the MS4 boundary.

**Objectives:** To *engage* the Target Audience in the process to review programmatic changes that may affect Agency operations to protect water quality and *document* considerations and changes made to the rules and policies as a result of the Target Audience’s comments.

**Target Audience:** *Primary:* Compliance Technical Advisory Committee (CTAG), NDOR Divisions Engineers, and Adjacent MS4s. *Secondary:* If a public notice is required by NDEQ for a change to any of the items in this Activity, the general public, including Associations, Contractors, Citizens and others will be included as the Target Audience.

#### Evaluation Measures/Measurable Goals:

##### *Performance:*

1. Maintain and implement Agency Public Participation policy and procedures for projects that include consideration and protections for water quality.
2. Facilitate CTAG meetings
3. For each review, track the:
  - a. Review type
  - b. Materials distributed
  - c. Comments submitted

##### *Effectiveness:*

1. Document how Target Audience comments were taken into consideration in revisions, or provided sufficient justification for why consideration was not implemented.

|   | <b>Permit Year</b> |          |          |          |          |
|---|--------------------|----------|----------|----------|----------|
| <b>Implementation Schedule:</b>   | <b>1</b>           | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| Maintain Public Review and Comment as one aspect of the current and accurate PEO Strategy | ✓                  | ✓        | ✓        | ✓        | ✓        |
| Coordinate resources needed to facilitate review and comment by the Target Audience       | ✓                  | ✓        | ✓        | ✓        | ✓        |
| Promote, facilitate, track, and report Target Audience review opportunities               | ✓                  | ✓        | ✓        | ✓        | ✓        |

## MCM 1 & 2: Public Education, Outreach, and Involvement

### BMP 4: Public Input Resources

#### Permit Requirement Citation: 3.4.1.1

**Activity:** NDOR will maintain resources that allow the Target Audience to provide feedback about educational efforts, policies and projects and to submit details about pollution problems impacting stormwater quality.

**Objectives:** To *equip* the Target Audience with tools to inform NDOR about stormwater pollution and efforts to protect stormwater quality so NDOR can *take appropriate actions* to protect water resources.

**Target Audience:** All NDOR Employees, Prime Contractors, Trade Contractors, Trade Associations, Contracted Inspectors and Citizens

#### Evaluation Measures/Measurable Goals:

##### *Performance:*

1. Host telephone hotline
2. Host feedback tool on website  
(contact link at:  
<http://www.nebraskatransportation.org/environment/swppp.htm>)
3. Maintain internal electronic reporting tools; District Incident Reporting and Knowledgebase (DIRK) and Environmental Compliance Oversight (ECO) Database
4. For each comment submitted, track:
  - a. Comment provided by the Public
  - b. Method comment was received
  - c. Action taken.

##### *Effectiveness:*

1. NDOR cannot require public feedback, but it can ensure that opportunities for providing information are readily available for the Target Audience to use.
2. Information submitted by the public is used to promptly address any stormwater problems and to make improvements to the stormwater management efforts by NDOR.

| <b>Implementation Schedule:</b>   | <b>Permit Year</b> |          |          |          |          |
|---|--------------------|----------|----------|----------|----------|
|   | <b>1</b>           | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| Maintain Public Input Resources as one aspect of the current and accurate PEO Strategy                  | ✓                  | ✓        | ✓        | ✓        | ✓        |
| Coordinate resources needed to host public input resources (hotline, website, DIRK, ECO Database, etc.) | ✓                  | ✓        | ✓        | ✓        | ✓        |
| Promote, facilitate, track, and report public input provided to the MS4                                 | ✓                  | ✓        | ✓        | ✓        | ✓        |