



Public Education & Outreach Activities Stormwater Quality

Education Does Not Always Equal Action

Joint Government Water Conference

August 12, 2019

Tonya Ketzka, Community Relations Specialist

City and County of Honolulu, Department of Facility Maintenance



Presentation Outline



Overview of SWQ Branch Activities



Stormwater Regulations



STORM WATER MANAGEMENT PROGRAM PLAN
City and County of Honolulu
Permit No. HI 5000002

Final

Prepared by
Department of Facility Maintenance
February 16, 2016



STATE OF HAWAII
DEPARTMENT OF HEALTH
P.O. BOX 2203
HONOLULU, HI 96822

January 16, 2015

Ms. Lori M. K. Kahikina, P.E.
Director
Department of Environmental Services
City and County of Honolulu
1000 Kuahua Street, Suite 308
Kapele, Hawaii 96707

Attention: Mr. Randall Wakumoto, P.E.
Storm Water Quality Branch
Division of Environmental Quality
Department of Environmental Services

Dear Ms. Kahikina:

**Subject: Final Permit and Fact Sheet
National Pollutant Discharge Elimination System (NPDES) Application
for the City and County of Honolulu (City), Municipal Separate Storm
Sewer System (MS4), Small MS4 Facilities, and City Industrial
Facilities, Including Other Facilities that are Potential Significant
Sources of Pollutants
Island of Oahu, Hawaii
Permit No. HI 5000002**

In accordance with the provisions of the Clean Water Act, Hawaii Revised Statutes, Chapter 342D, and Hawaii Administrative Rules, Chapters 11-54 and 11-55, Department of Health (DOH), Clean Water Branch (CWB) has reviewed the following application for a National Pollutant Discharge Elimination System (NPDES) permit to discharge storm water from:

Facility	Permit No.
City and County of Honolulu (City) Department of Environmental Services (ENV) Municipal Separate Storm Sewer System (MS4) Small MS4 Facilities and City Industrial Facilities, Including Other Facilities that are Potential Significant Sources of Pollutants	HI 5000002



TO

**Allocations of Total Maximum Daily Loads of
Total Suspended Solids, Nitrogen and Phosphorus for
Kawa Stream
Kaneohe, Hawaii**

Prepa

Draft Report for Internal Review

Environmental Health Administration
Environmental Planning Office
Hawaii Department of Health
919 Ala Moana Blvd., Room 312
Honolulu, HI 96814

NOTE - This Doc
received from the
content of the soft
source electronic
Region IX.

March 2005



Kaukonahua Stream/Wahieua Res
Alternative 1

- ① Grab Samples
- Ⓐ Rainfall Gage
- ⚠ ISCO Sampler

- Sam**
1. Downstream
 2. Upstream
 3. Downstream of Area 3 SWPFA
 4. Upstream of Area 3 SWPFA
 5. Downstream of Storm Water Treatment
 6. Upstream of Storm Water Treatment
 7. Downstream of Outlet - 3 SWPFA
 8. Upstream of Outlet - 3 SWPFA
 9. Downstream of Outlet - 3 SWPFA

TOTAL MAXIMUM DAILY LOADS ESTIMATED
FOR WAIMANALO STREAM
- ISLAND OF OAHU, HAWAII -

(Ls) for
Phosphorus

Environmental Protection Agency Specifications
by the
Hawaii State Department of Health,
Environmental Planning Office
Heather Harigan and Susan Burr



Map 1: State Land Use Districts,
Protected Areas & Waterbody Classes
Upper Kaukonahua Watershed

Turbidity, Sediment, and Nutrient Total
Maximum Daily Loads for the Waieke
Watershed
Oahu, Hawaii



February 2019

Prepared for:
USEPA Region 9
Hawaii Department of Health

Prepared by:
Teltra Tech, Inc.
350 Indiana Street, Suite 500
Golden, Colorado 80401





SWMPP

PEO

IDD

Construction

Post-Construction

PP&GH

I&C

Training

Monitoring

Program Effectiveness

TMDL

Trash Reduction

FISCAL YEAR 2018 ANNUAL REPORT AND PERMIT REAPPLICATION

for the City and County of Honolulu
Permit No. HI S000002

Covering the period
July 1, 2017 to June 30, 2018

Prefinal

Prepared by
Department of Facility Maintenance
September 24, 2018



PEO

SWMPP

CBSM

General Public

Communications

Volunteer Program

Special Events

School Programs

Annual Survey

Targeted Groups

Employees &
Consultants

Construction

Industrial

Visitor Industry

Commercial

Others...

Storm Water Management Program Plan

PUBLIC EDUCATION & OUTREACH



Supportive

IDDC

Post Construction

PP&GH, Training

I&C

Monitoring



New Strategy & Programs



Community-Based Social Marketing

“Knowledge does not always shift behaviors”



Doug McKenzie-Mohr

Kalihi Themes

- Stash Your Trash
- Unclutter the (Street) Gutter
- Contain the Rain

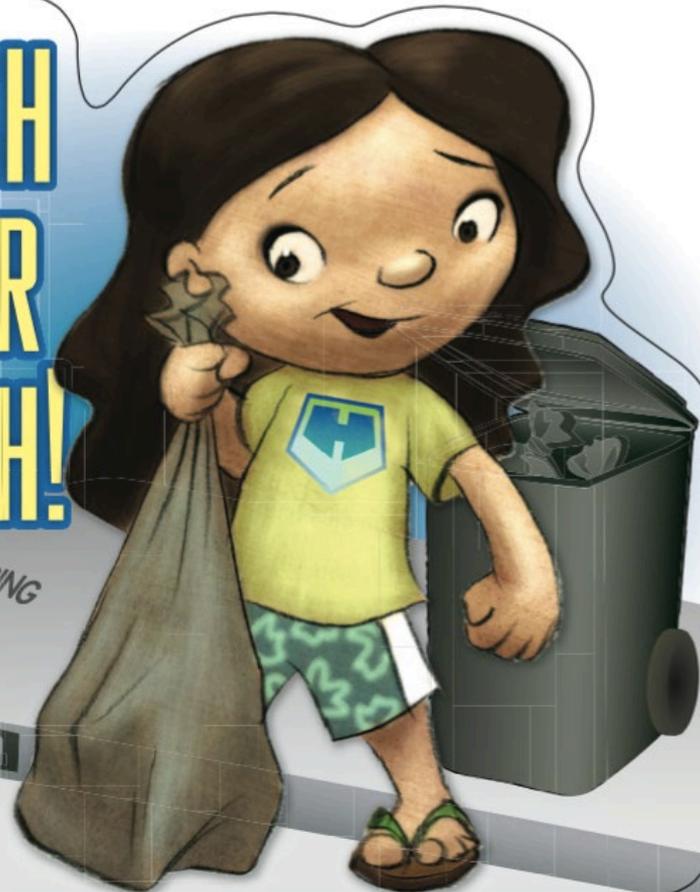


I

Stash your trash! Proper trash disposal includes picking up litter, bagging and tying, and keeping bin lids closed to keep debris from flying away.



**STASH
YOUR
TRASH!**



NO DUMPING
DRAINS TO OCEAN



I STASH MY TRASH
TO KEEP OUR OCEAN HEALTHY!



2

Unclutter your street gutter!

Cleaning rubbish from street gutters fronting your home is the homeowner's responsibility. Let's all do our part to help.

UNCLUTTER GUTTERS

LITTER HARMS OUR OCEANS





- 1) Attend Workshop
- 2) Turn in Waiver Form
- 3) Receive Rain Barrel & Downspout Diverter Kit

4) Install
at your
home



Community Outreach

14% of
FY18



Kalihi Events

- 13 total events (fairs, workshops, presentations)
- 780 participants
- 1,600 giveaways
- 365 educational pieces
- 225 pledges to stash your trash



Media Campaign

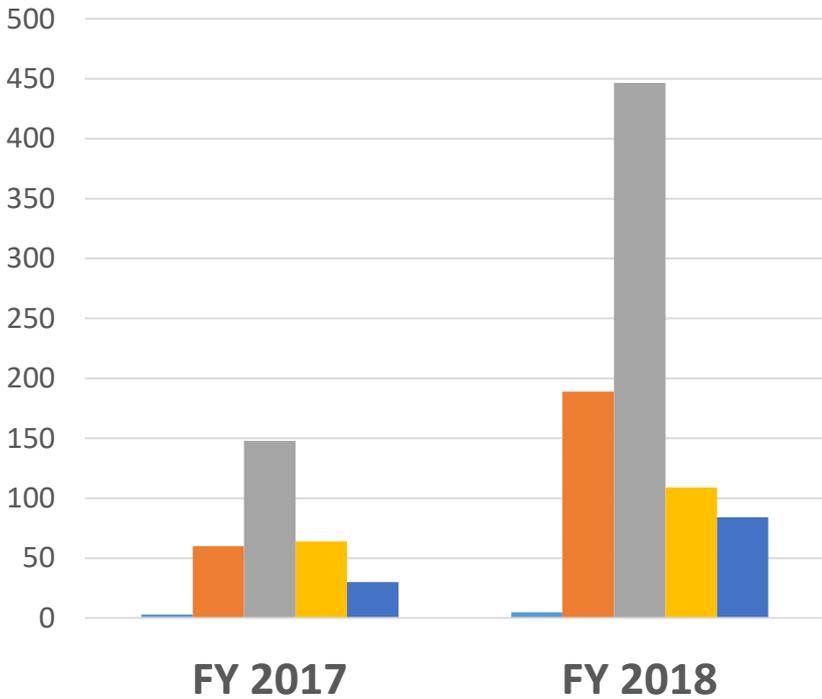
- 690,000 total reach (print, radio, TV, web, Facebook, newsletter)
- 19 stash your trash web page visits





FY 17 vs FY 18 comparison

■ Events ■ Volunteers ■ Contact hours
■ Bags of trash ■ SDM



FY 17	FY 18
3 Events	5 Events
60 Volunteers	189 Volunteers
148 Contact hours	446.5 contact hours
64 bags of trash collected	109 bags of trash collected
30 Storm Drains marked	84 Storm Drains marked

10% of FY18



Workshops



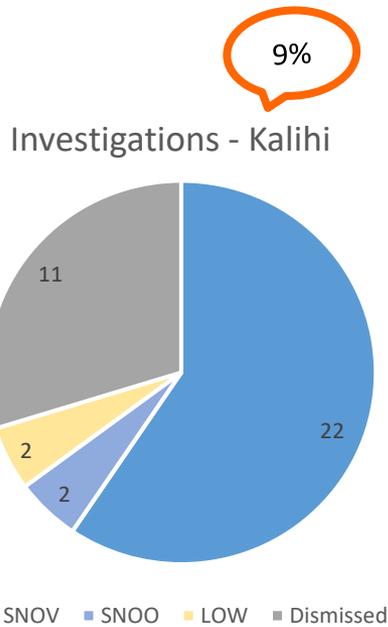
Estimated
10,000
gallons/year

Five rain barrels
confirmed installed

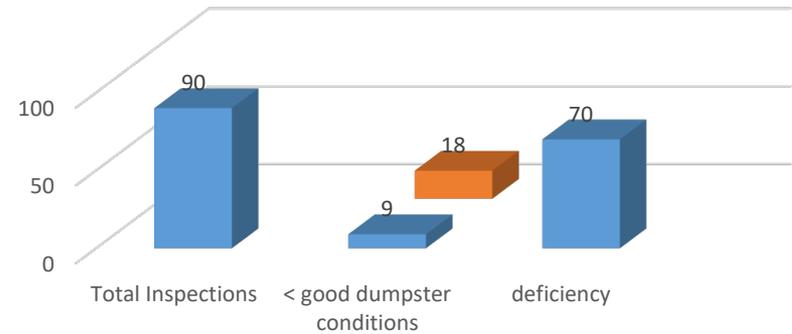
- 14% of total



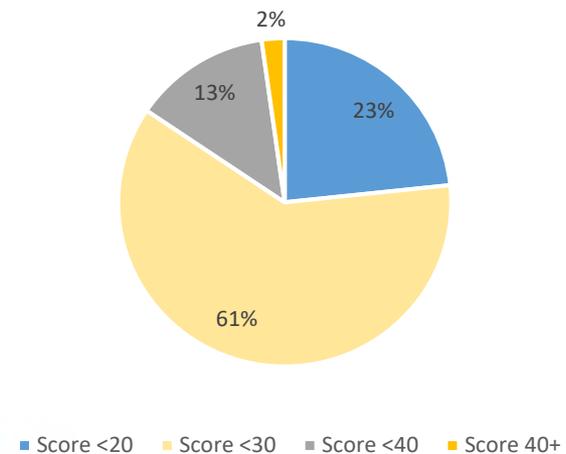
Investigations & Inspections



ICSITE Inspections - Kalihi

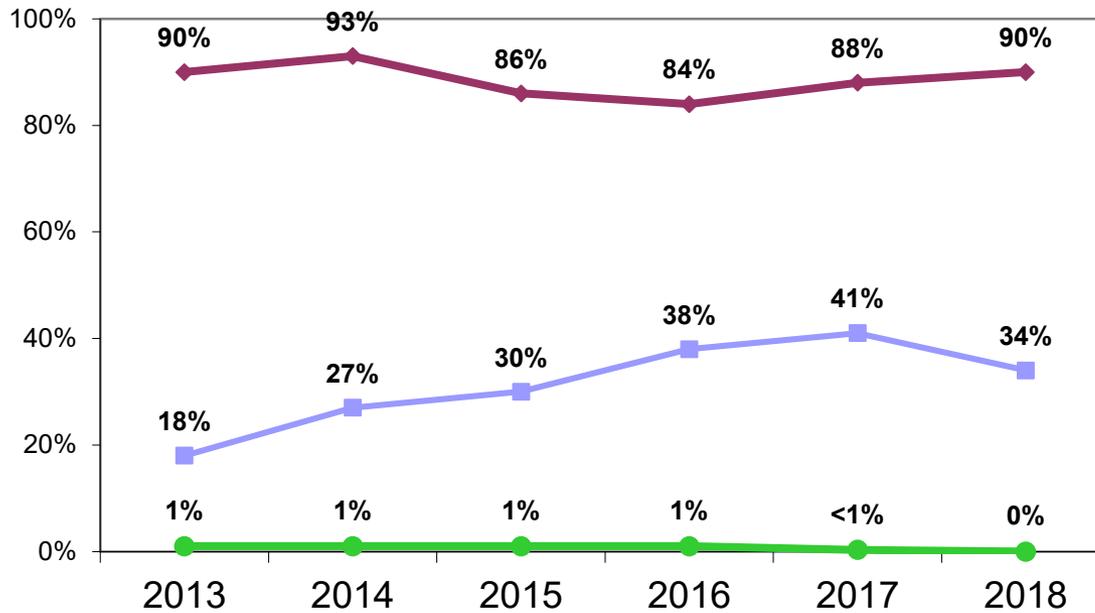


ICSITE Inspections - Kalhi

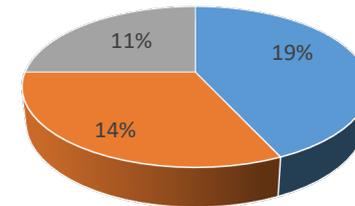


Residential Surveys

Q: How do you dispose of loose trash from your household?



Annual Survey Message Recall

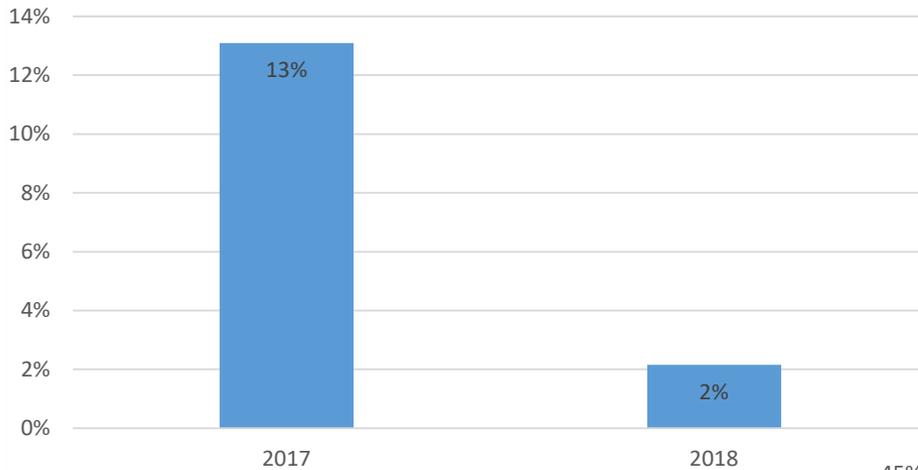


■ Unclutter Gutter ■ Stash Your Trash ■ Contain the Rain



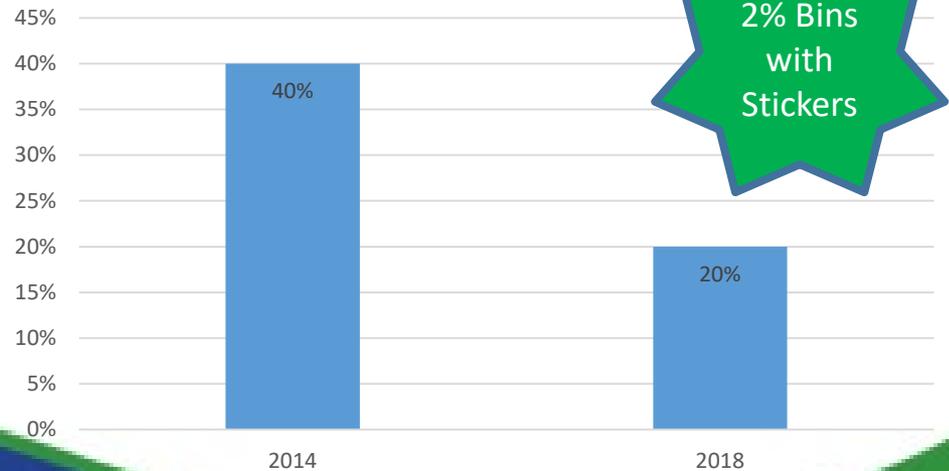
Field Inspections

CB Inspections with > Low Surface Trash



No Difference Inside
CB if Marked

Areas with >25% Poor Trash Disposal



Onto Waipahu & beyond...

- Continue 3 themes with slight revision – street trash, sweep street, rain barrels
- Umbrella Program – You Are the Solution
- Piloting several strategies
- Public Commitments: signage at participating homes



Targeted Industries...

Automotive

Currently Piloting

Restaurants

Developing Strategy

Landscaping

Developing Strategy

Property Management & Maintenance

Developing Strategy

Clean It Right

to prevent storm water pollution!



The automotive maintenance industry works with hazardous chemicals and fluids that have the potential to contaminate our storm water, streams and ocean.



The **Clean It Right** program highlights automotive businesses that have taken the pledge to make good housekeeping a priority and use best management practices to maintain their shops by:

1. Cleaning up all drips and spills immediately;
2. Using absorbent materials and other dry methods of cleaning; and,
3. Never hosing out the shop area to the street or storm drain.

The City & County of Honolulu would like to recognize the following businesses for pledging to **Clean It Right!**
Mahalo for working to prevent storm water pollution!



Ongoing Programs & SWQ Support



Communications

- Spectrum Green Channel
RB Video with BWS
- Olelo YXC Category Sponsor
- Public Awareness Signs
PC BMP
- See It, Report It
- Educational Materials & Guides

SEE IT, REPORT IT!

What to Report!

- Get license plate #
- Take a picture
- Describe person
- Note place & time
- Material type & amount

We'll Follow Up!

The City follows up on reports with education first and enforcement when necessary. Dumping trash hurts our ocean.

You can file a report online at:
www.cleanwaterhonolulu.com
CALL 911 if actively witnessing · CALL 768-3300 for past events
Or use Honolulu 311 phone app

CITY AND COUNTY OF HONOLULU
STATE OF HAWAII

BE AN EVERYDAY CLEAN WATER
HERO



Volunteer

Adoptions

Marking Drains & Gutters

Sweep Your Street

GIS Map of Areas

Reporting & Feedback

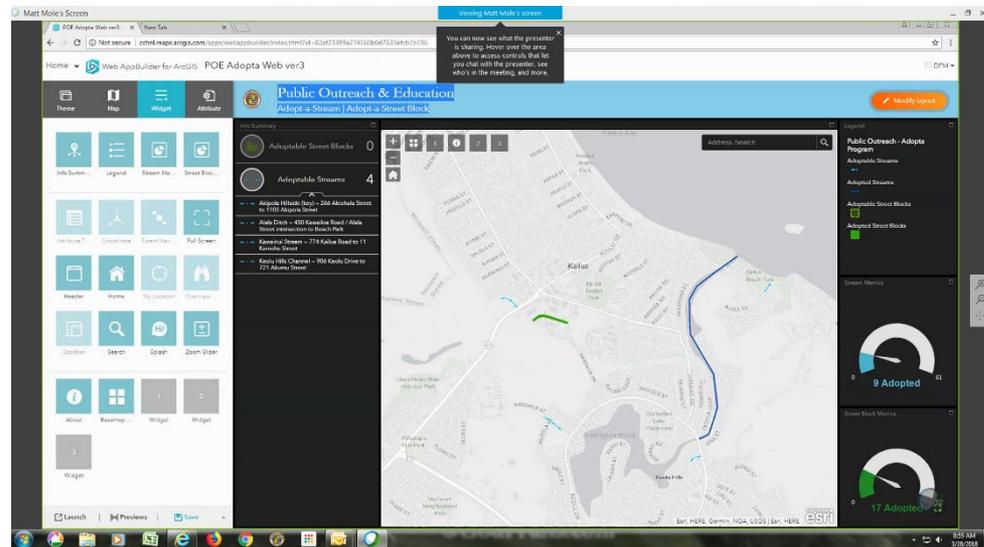
Events

Monthly & Earth Month

M2M – expand into leeward

CBSM piloting areas

In-Store Promos



School Programs

- WWMC
- SWPPP Internship
- Journey Home Puppet Show
- Project WET



Mahalo

**PROTECT OUR LOCAL WATERS
YOU ARE THE SOLUTION!**

