



# **Public Education & Outreach Activities Stormwater Quality**

*Education Does Not Always Equal Action*

*Joint Government Water Conference*

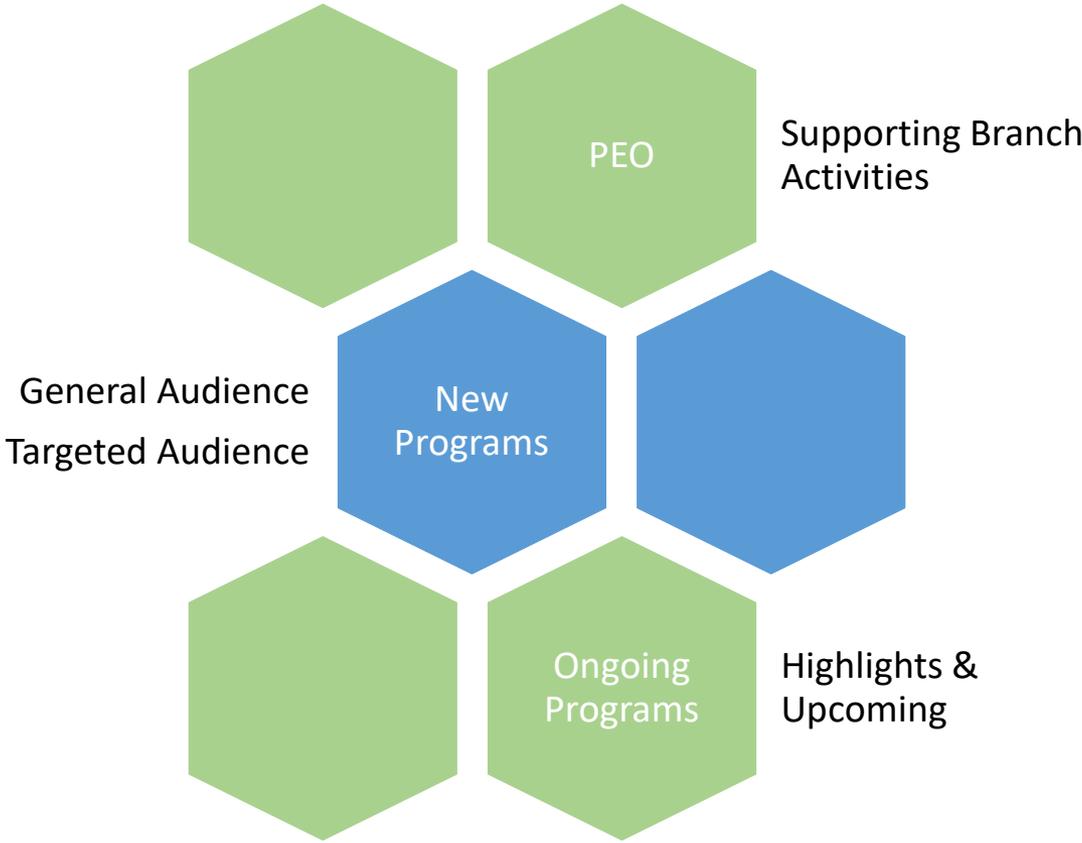
*August 29, 2019*

*Tonya Ketzka, Community Relations Specialist*

*City and County of Honolulu, Department of Facility Maintenance*



# Presentation Outline



# 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

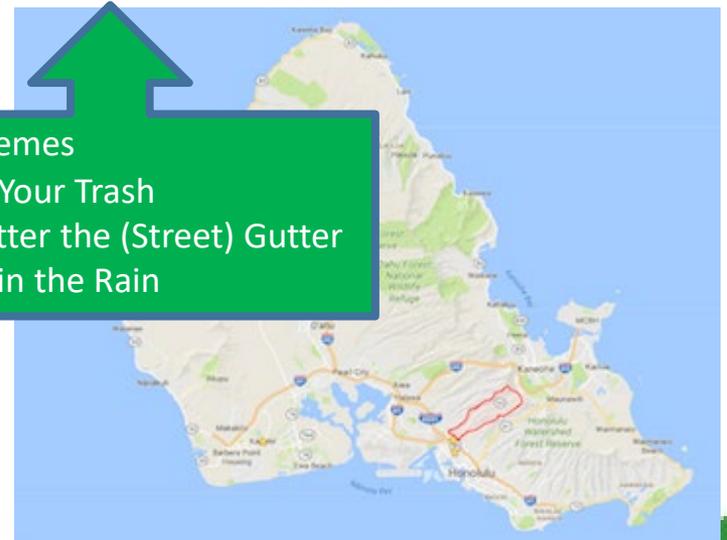
*“Knowledge does not always shift behaviors”*



Doug McKenzie-Mohr

## Kalihi Themes

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

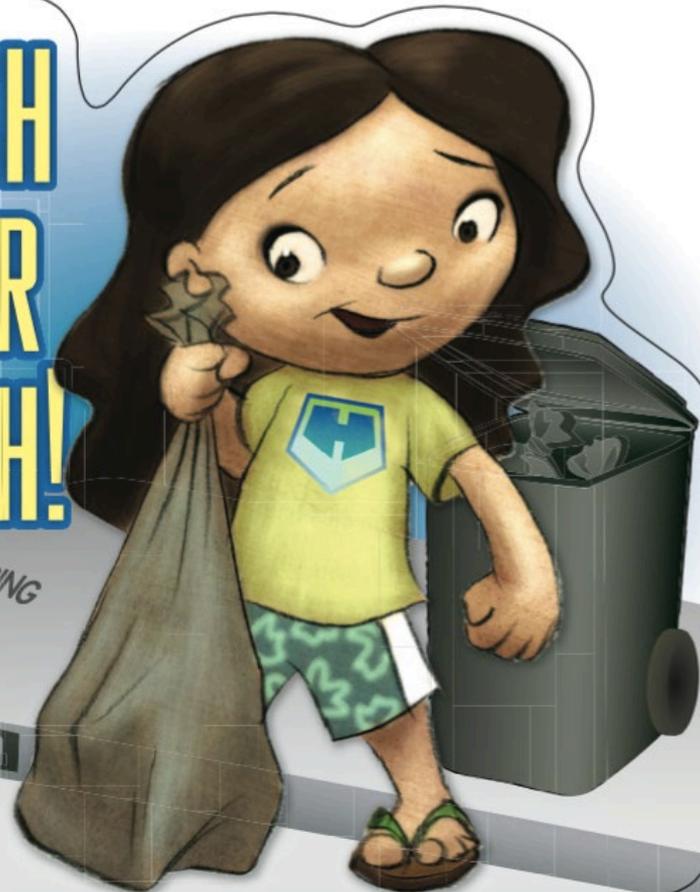


**I**

**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



Revised Ordinances of Honolulu

**Chapter 14 PUBLIC WORKS INFRASTRUCTURE REQUIREMENTS  
INCLUDING FEES AND SERVICES**

Sec. 14-20.1 Cleaning of sidewalks. Every property owner whose land abuts or adjoins a public street shall continually maintain, and keep clean, ... the sidewalk and gutter area ... The term "gutter" as used herein, shall mean that paved portion of a roadway immediately adjacent to the curb or that portion of a roadway in concrete and 12 to 14 inches wide immediately adjacent to the curb. (Sec. 20-4.1, R.O. 1978 (1983 Ed.))

Sec. 14-20.2 Procedure on owner failing to clean. If any such owner... after receiving notice from the city, fails, within 20 days after such notice, to clean such sidewalk, ... the city may proceed to clean such sidewalk, as may be reasonably required, and the cost thereof shall be charged to and against such property owner... (Sec. 20-4.2, R.O. 1978 (1983 Ed.))





- 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



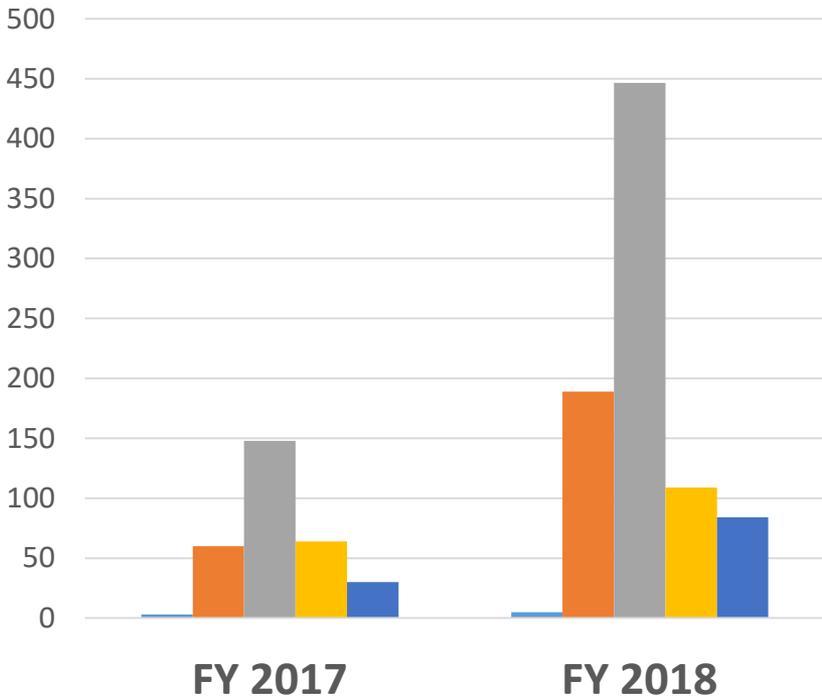
## Media Campaign

- 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

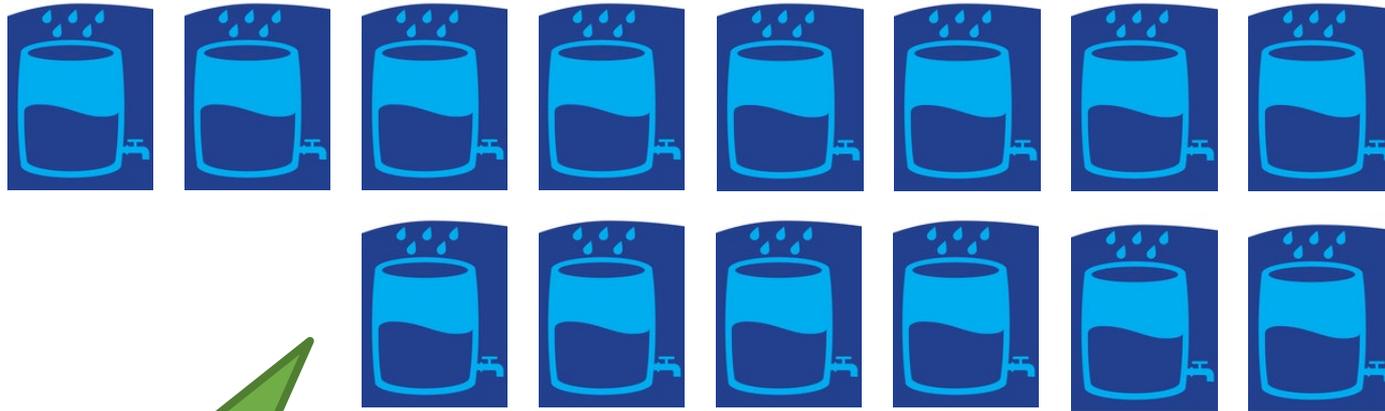


FY 17	FY 18
3 Events	5 Events
60 Volunteers	189 Volunteers
148 Contact hours	446.5 contact hours
64 bags of trash collected	109 bags of trash collected
30 Storm Drains marked	84 Storm Drains marked

10% of FY18



# Workshops



Estimated  
28,000  
gallons/year

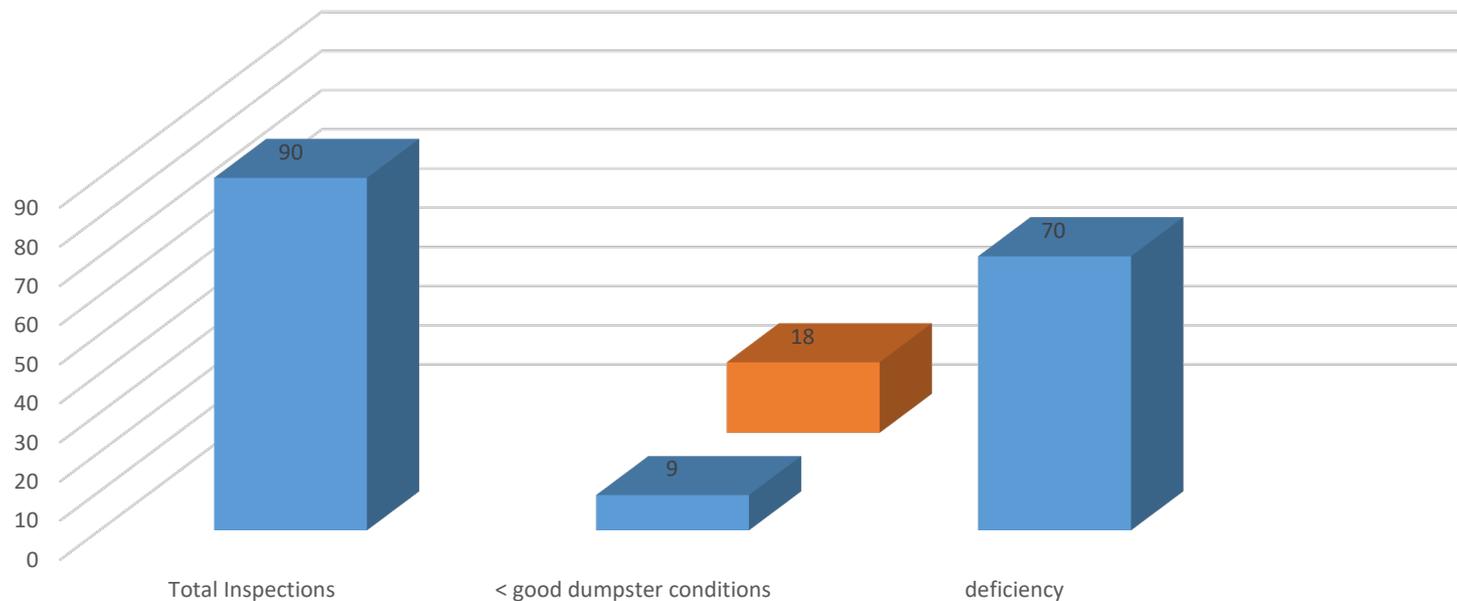
Fourteen rain barrels  
confirmed installed

- 14% of total



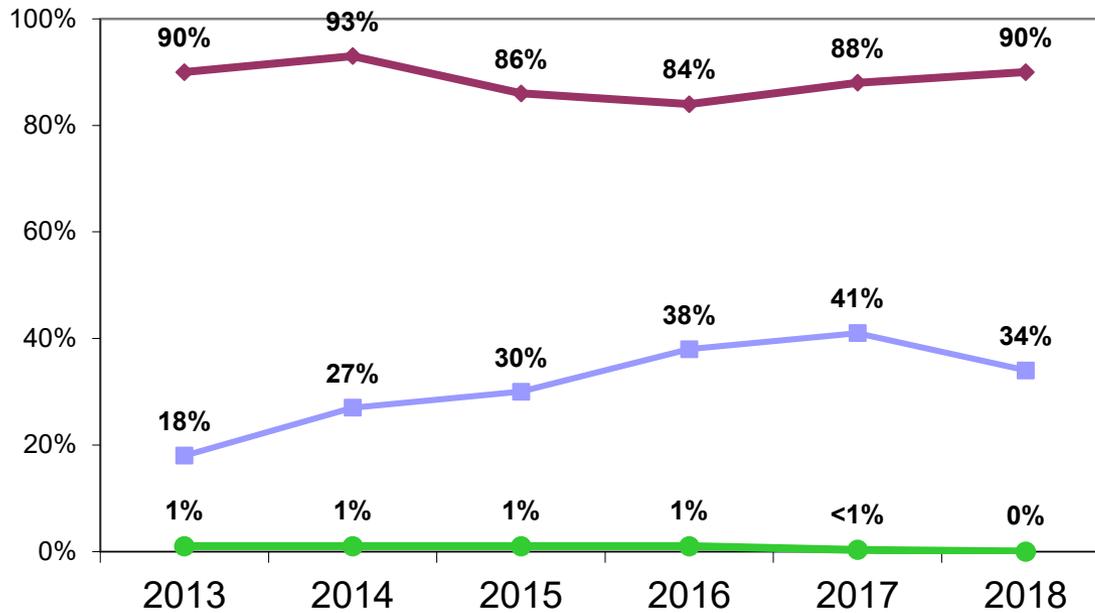
# Investigations & Inspections

ICSITE Inspections - Kalihi

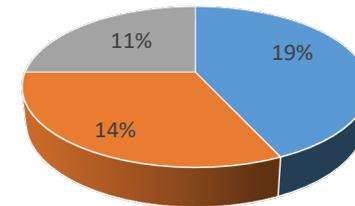


# Residential Surveys

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



Annual Survey Message Recall

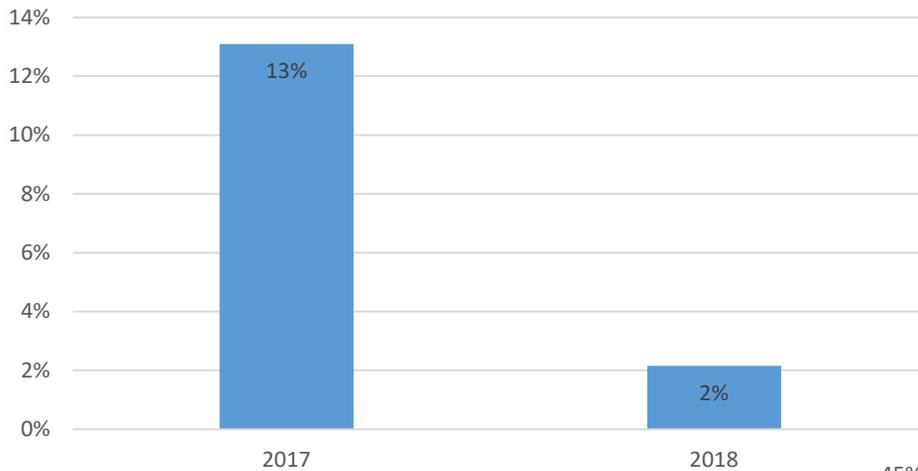


■ Unclutter Gutter ■ Stash Your Trash ■ Contain the Rain

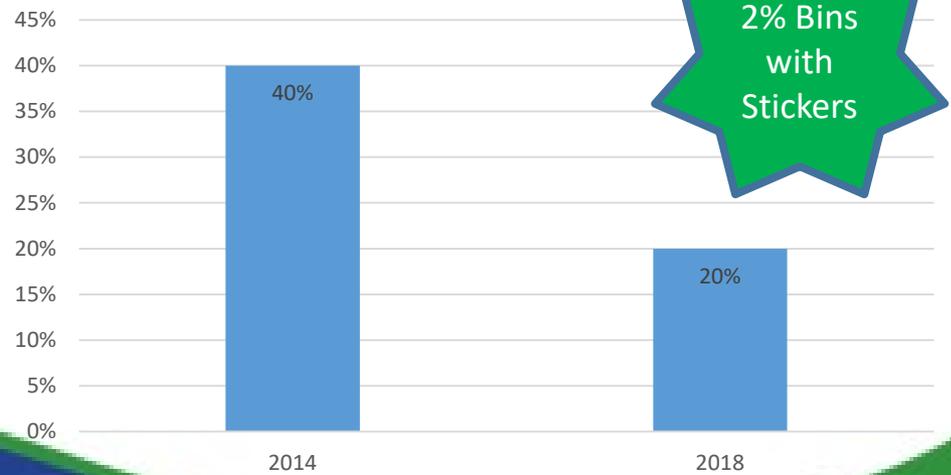


# Field Inspections

CB Inspections with > Low Surface Trash



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!*

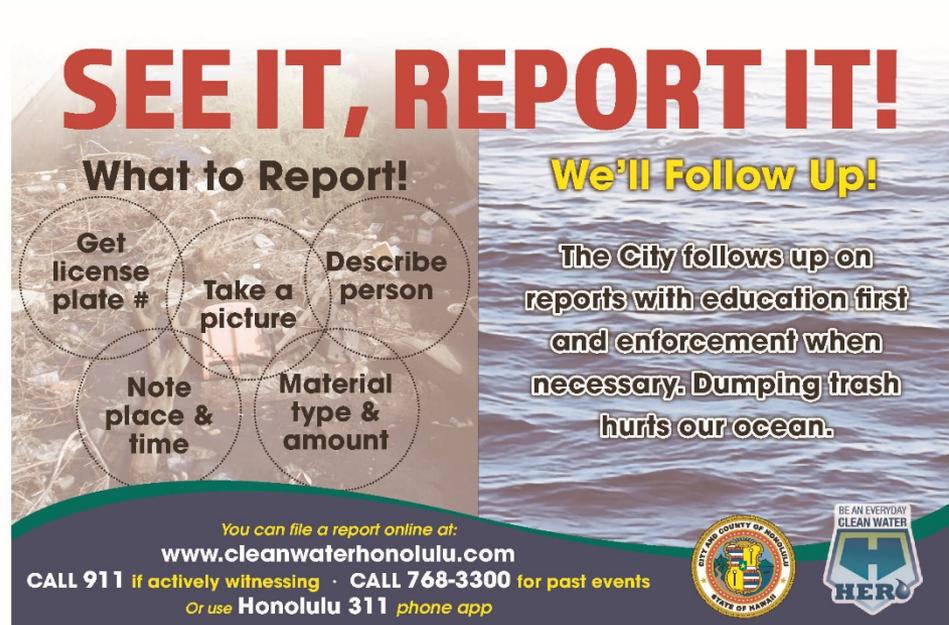


# Ongoing Programs & SWQ Support



# 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](http://www.cleanwaterhonolulu.com)  
CALL 911 if actively witnessing · CALL 768-3300 for past events  
Or use Honolulu 311 phone app



BE AN EVERYDAY CLEAN WATER



# Volunteer

Adoptions

Marking Drains & Gutters

Sweep Your Street

GIS Map of Areas

Reporting & Feedback

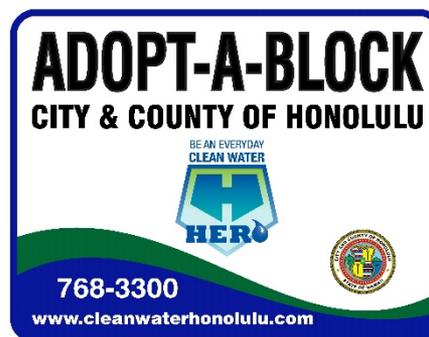
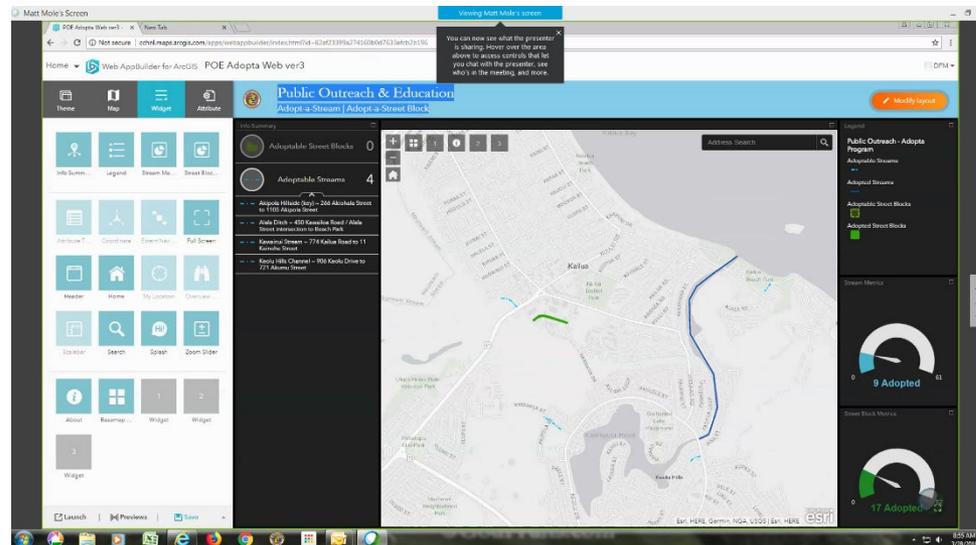
# Events

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!**



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