

## **SECTION 1 – PUBLIC EDUCATION AND OUTREACH**

This minimum control measure is critical to the success of the stormwater management program as it helps to ensure greater support for the program and greater compliance. Support for the program by the public and department employees results in a better understanding of the reasons why the program is necessary and how the human environment affects water quality.

### **1.1 REQUIREMENTS**

Implementation of a public education program is required to distribute educational materials to the public or conduct equivalent outreach activities regarding the impacts of stormwater discharges on waterbodies and the steps that the public can take to reduce pollutants in stormwater runoff.

Appropriate BMP's and measurable goals for this minimum control measure must be determined. These must include the persons(s) or position(s) responsible and implementation dates for each BMP.

### **1.2 BEST MANAGEMENT PRACTICES**

The following BMP's will be utilized in the implementation of the program to address the minimum control measure for Public Education and Outreach.

#### **1.2.1 Brochures / Fact Sheets**

Brochures / fact sheets or electronic media will be developed that addresses the effects of stormwater quality on the environment and how to improve stormwater quality. The brochure or fact sheet will be available to the public at public information meetings and public hearings during the department's design process. The brochure will be developed by the end of the first year of the program with distribution occurring at the public meetings during the following years on an incremental basis. This phased approach will allow for revisions to the brochure and distribution methods prior to full implementation.

The benefits associated with this BMP include reaching a diverse audience covering a large geographic area. Public information meetings are conducted by the department at various locations throughout the state on a continuous basis as part of the department's design process.

The measurable goals, target dates and responsible position associated with this BMP are detailed in the following table.

**Table 1.1 Brochure / Fact Sheet BMP  
Measurable Goals and Implementation Dates**

Target Date	Activity	Position Responsible
Year 1	Develop brochure / fact sheet	Bureau Chief Arthur W. Gruhn
Year 2	Display and distribute brochure/fact sheet at 5 public information meetings	Bureau Chief Arthur W. Gruhn
Year 3	Display and distribute brochure/fact sheet at 10 public information meetings	Bureau Chief Arthur W. Gruhn
Year 4	Display and distribute brochure/fact sheet at 20 public information meetings	Bureau Chief Arthur W. Gruhn
Year 5	Display and distribute brochure/fact sheet at all public information meetings	Bureau Chief Arthur W. Gruhn

### 1.2.2 Alternative Information Sources – Web Site, Brochures / Posters for bus and train stops, Public Service Announcements

A web site will be developed that addresses the effects of stormwater quality on the environment. The web site will be a part of the department's web page and will be available to the public by means of internet access and the intranet for department personnel. The web site will be developed during the first and second year of the program with access to the public and department personnel beginning in the third year of the program. Links to additional web sites including CTDEP, EPA and other stormwater resources will be incorporated into the web site.

A brochure or poster to be placed in bus and train stations will also be developed that heightens awareness on stormwater quality on the environment. The brochure or poster will be developed during the first and second year of the program with distribution and placement of the display in the third year.

Public service announcement's (PSA's) will be developed (print, radio, or television) to educate targeted or mass audiences about problems and solutions, build support for remediation and retrofit projects, and / or generate awareness and interest in stormwater management. The PSA's will be developed by the end of the second year and distributed / broadcast in the third year.

The benefits associated with these BMP's include creating awareness and making information available to a very large, diverse audience. A web site will take advantage of current technology reaching an audience using internet access, while brochures and posters displayed at bus and train stations will reach users of mass transit systems in the state at various locations. PSA's will reach a large, diverse audience as well including users of the department's roadways and mass transit systems in the state.

The measurable goals, target dates and responsible position associated with this BMP are detailed in the following table.

**Table 1.2 Alternative Information Sources BMP  
Measurable Goals and Implementation Dates**

<b>Target Date</b>	<b>Activity</b>	<b>Position Responsible</b>
Year 1	Develop brochure, develop website Evaluate and select media type for PSA's	Bureau Chief Arthur W. Gruhn
Year 2	Develop brochure, develop website Develop PSA	Bureau Chief Arthur W. Gruhn
Year 3	Display / distribute brochure at 5 bus and train stations Website accessible to public Initial broadcast of PSA	Bureau Chief Arthur W. Gruhn
Year 4	Display / distribute brochure at 10 bus and train stations Evaluate website and implement changes as required Increase PSA broadcast times per year	Bureau Chief Arthur W. Gruhn
Year 5	Display / distribute brochure at all bus and train stations Evaluate website and implement changes as required Increase PSA broadcast times per year	Bureau Chief Arthur W. Gruhn

### 1.2.3 Library of Educational Materials

A library of educational materials will be developed and maintained at the department's headquarters in Newington, Connecticut. The library will consist of data, information, fact sheets and guidelines pertaining to stormwater management. The library will be available to the department's employees and available to the public and consultant community on request. Copies will also be distributed to the state library in Hartford. Collection of materials and resources will occur during the first and second years, cataloged / organized in the third year, and the materials in the library being made available in the fourth year.

The benefits associated with this BMP include establishing a library within the department for data and information relating to stormwater management and quality, accessible to department employees and the public for reference.

The measurable goals, target dates and responsible position associated with this BMP are detailed in the following table.

**Table 1.3 Library of Educational Materials BMP  
Measurable Goals and Implementation Dates**

<b>Target Date</b>	<b>Activity</b>	<b>Position Responsible</b>
Year 1	Collect data and information	Bureau Chief Arthur W. Gruhn
Year 2	Collect data and information	Bureau Chief Arthur W. Gruhn
Year 3	Catalog / organize collected materials	Bureau Chief Arthur W. Gruhn
Year 4	Establish library and make materials available to CTDOT employees	Bureau Chief Arthur W. Gruhn
Year 5	Access to library made available to the public and consultant community	Bureau Chief Arthur W. Gruhn

#### **1.2.4 Storm Drain Marking / Stenciling**

Storm drain marking / stenciling involves labeling storm sewer inlets with painted messages or prefabricated plaques, warning citizens not to dump pollutants into the inlets. The messages are generally a simple phrase or picture to remind the public that inlets and storm sewers systems connect to local waterbodies and that illegal dumping pollutes those waters.

Storm drain marking / stenciling products will be developed and evaluated by the department for future distribution to municipalities. They will be tested to ensure that the message is effective and that the materials and installation methods are capable of withstanding weather conditions and vehicular/pedestrian traffic. Use of these markings / stencils is not prudent for most of the department's roadways since traffic volumes are high and pedestrian access is limited, making installation difficult and limiting visibility of the marking / stenciling. Therefore, the department will develop these markings / stencils primarily for distribution to municipalities for use on appropriate roadways within each community. The markings / stencils will be ready for limited distribution during the third year of the program.

The benefits associated with this BMP include increased public awareness. It will educate and demonstrate to the public the direct link between the storm sewer system and the surface waters to which it drains. Additionally, stenciling projects can provide a lead-in to volunteer monitoring projects and increase community participation in a variety of other stormwater-related activities.

The measurable goals, target dates and responsible position associated with this BMP are detailed in the following table.

**Table 1.4 Storm Drain Marking / Stenciling BMP  
Measurable Goals and Implementation Dates**

Target Date	Activity	Position Responsible
Year 1	Evaluate stenciling / marking materials and installation methods. Select preferred material, installation method and graphic / message.	Bureau Chief Arthur W. Gruhn
Year 2	Begin trial program on V.I.P. projects	Bureau Chief Arthur W. Gruhn
Year 3	Evaluate trial program Distribute materials to towns on a limited basis	Bureau Chief Arthur W. Gruhn
Year 4	Distribute materials to towns on a limited basis	Bureau Chief Arthur W. Gruhn
Year 5	Distribute materials to towns on a limited basis	Bureau Chief Arthur W. Gruhn

### 1.2.5 Tributary Signage

A tributary signage program is already in place within the department. The Division of Traffic Engineering has guidelines and standards for the placement of various signs at a variety of waterbodies and watercourses throughout the state, including public water supply areas. These guidelines and standards can be found in the appendix of this document. The signs include bridge and river information signs and public drinking water protection signs. A significant number of water resources have already been signed along the department's highways and roadways. Maintenance and placement of additional signs will occur during construction and maintenance projects throughout the state.

The benefits associated with this BMP include public awareness of local water resources. These include public water supplies areas, rivers, streams and tributaries along the department's roadways.

*Examples of tributary signage utilized by the department*

CONNECTICUT  
RIVER

ENTERING  
PUBLIC  
DRINKING  
WATER  
PROTECTION  
AREA

The measurable goals, target dates and responsible position associated with this BMP are detailed in the following table.

**Table 1.5 Tributary Signage BMP  
Measurable Goals and Implementation Dates**

<b>Target Date</b>	<b>Activity</b>	<b>Position Responsible</b>
Year 1 to 4	Continue tributary signage program	Bureau Chief Arthur W. Gruhn
Year 5	Complete tributary signage in urbanized areas	Bureau Chief Arthur W. Gruhn