

CDOT's Public Education and Outreach
MS4 Program PDD
Version 1
3/1/17

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1. Overview

The Colorado Department of Transportation (CDOT) is permitted under the Colorado Discharge Permit System (CDPS). CDOT's Individual Permit (the MS4 Permit), No. COS000005, requires CDOT to implement seven program areas to prevent pollutants from entering State waters. The Public Education and Outreach (PEO) Program is one where CDOT promotes behavior changes by the public and CDOT employees to reduce pollutants in discharges from CDOT's MS4. This program description document (PDD) is to further the PEO program for the Phase I and Phase II permit areas.

This PDD will be updated annually as the PEO MS4 program area details and approaches are refined and finalized.

1.1. MS4 Program Area

The MS4 Permit covers all areas of the Colorado state highway system and associated rights-of-way (ROWs), as well as all properties owned and operated by CDOT within the CDOT MS4 Phases I and II Permit Areas. CDOT's MS4 Permit applies only to CDOT MS4 areas. Projects that include areas in another jurisdiction's ROW must coordinate with the Region's Water Pollution Control Manager (RWPCM), Water Quality Specialist, Environmental Manager, consultants, or other appropriate individual, and with the jurisdiction as needed, to determine if the jurisdiction's MS4 requirements apply and, if so, how to comply with them.

1.2. Updates to this Guidance and Additional Resources

This PDD is updated as MS4 program area details and approaches are refined and finalized. Updates are posted to the CDOT MS4 program area website, and the PDD Index tracks the revision history of each item.

2. Sections of a PDD

2.1. Introduction

The purpose of the Public Education and Outreach (PEO) Program is to promote behavior changes by the public and CDOT employees to reduce pollutants in discharges from the MS4. Education and outreach activities are designed to reduce the releases and impacts of pollutants via stormwater discharges into surface waters. The PEO focuses on the actions taken by CDOT to educate both employees and the general public.

The PEO Program is managed by CDOT's Hydrologic and Ecological Design Resources Section (HRED) and the Hydrologic Resources Unit.

The PEO Program website is located here on the CDOT Water Quality Website at <https://www.codot.gov/programs/environmental/water-quality>

2.2. Program Operation Coverage

The PEO Program will be administered for the CDOT's MS4 Permit area. The CDOT MS4 Permit covers all areas of the Colorado state highway system and associated rights-of-way (ROWs), as well as any properties owned and operated by CDOT within other MS4 phase I and II permit areas.

It shall be noted that CDOT's MS4 area may expand or contract as municipal boundaries or infrastructure of the cities and counties in Phase I and II areas change.

2.3. Applicable Projects

CDOT has developed several PEO related initiatives for their MS4 Program. CDOT has performed the following activities (See attachments):

- *Water Quality Training Facility Workshops
- Transportation Erosion Control Supervisor (TECS) Training (free)
- Member of the Colorado Stormwater Council
- Supports pet waste management activities
- Developed water quality brochures
- Created a CDOT Water Quality Website Stormwater Permittees for Local Awareness of Stream Health ([SPLASH](#))

Note for calendar year 2017 * denotes the PEO activities

2.4. Planning and Approval

The PEO Program activities is approved by the HRED Manager.

2.5. Program Organizational Structure

The organizational breakdown of CDOT and the Water Quality Program is explained below.

- Environmental Programs Branch Manager
- Hydrologic Resource and Ecological Design Manager
- Hydrologic Resource Unit Manager
- MS4 Public Education and Outreach Manager

2.6. Regulatory Structure and Regulatory Mechanism

Not applicable to the PEO program.

2.7. Control Measure Implementation and Procedures

Not applicable to the PEO program.

2.8. Training and Certifications

Not applicable to the PEO program.

2.9. Program Compliance and Quality Assurance (Headquarters)

As part of the Surface Water Environmental Management System (SWEMS) the PEO reviews the success of the PEO program at least annually. As part of the MS4 Program continuing improvement, the program is reviewed and adjusted as needed. The PEO Manager coordinates with the HRED Manager for any changes to the program.

2.10. Inspections

Not applicable to the PEO program.

2.11. Tracking

Tracking of PEO initiatives will be done in SWEMS

2.12. Documents

The only document associated with the PEO program is this PEO PDD, Implementation Plan and PEO Activity Sheet. At the end of the calendar year, the Hydrologic Resource Manager will request and collect information from the CDOT Regions to track the activities they have done. CDOT is also a supporting member of the Stormwater Permittees for Local Awareness of Stream Health ([SPLASH](#)) and the Colorado Stormwater Council ([CSC](#)) which also does PEO events throughout the year. All programs and advertising done by CDOT, SPLASH and the CSC will be documented by the Water Quality Program Manager (WQPM).

Below is the current list of documents and other supporting materials for the PEO program.

Document Name	Source/Author	Date	Storage Location
Program Description Document	CDOT	3/1/2017	HRED Administrative File
PEO Implementation Plan	CDOT	3/1/2017	HRED Administrative File
OTIS web link	CDOT		http://dtdapps.coloradodot.info/otis/Flex/MapView
PEO Website	CDOT		https://www.codot.gov/programs/environmental/water-quality
SPLASH website	CDOT		http://www.splashco.org/
Colorado Stormwater Council Website	CDOT		http://www.coloradostormwatercouncil.org/

2.13. Recordkeeping

CDOT maintains the following records for activities to meet the requirements of the MS4 Permit (Part I.E.5 and Part I.K.2):

- Website: Maintain the website.
- Education and Outreach Activities; a written list of the targeted pollutant sources and/or pollutants, the target audience, and distribution mechanism for each activity and the following:
 - (A) Dates the activities were implemented, including, as applicable, dates of events and the materials that were made available.

(B) Documentation of the activities that were provided and/or made available and the dates of distribution. Signs, markers, or equivalent intended to be maintained for the permit term must be described with location information.

2.14. Annual Reporting

- A list of the education and outreach activities completed in accordance with Part I.E.5.a.ii.

2.15. Overlapping CDOT MS4 Program Areas

Not applicable to the PEO program.

2.16. PDD Index

- The PEO Program website is located here at <https://www.codot.gov/programs/environmental/water-quality>
- The PEO Activity Sheets are located at the Environmental Program's Branch Office that is managed by the CDOT MS4 PEO Manager
- PEO Implementation Plan

3. PDD Requirements by Program

CDOT must implement a public education program to promote behavior change by the public and CDOT employees to reduce pollutants in discharges from the MS4. Education and outreach activities must address the impacts of stormwater discharges on water bodies, the steps the target audience can take to reduce pollutants in stormwater runoff, and water quality impacts associated with illegal discharges and improper disposal of waste.

CDOT must meet the following requirements:

The CDOT Website: shall be continually updated and it shall meet all new permit requirements by Sept. 1, 2016. The website will contain the following:

- (A) A copy of this permit or a link to division's webpage including directions for finding the permit.
- (B) A statement explaining that the permittee must meet the permit requirements.
- (C) A basic message explaining and a diagram illustrating that stormwater discharges to surface water bodies, without treatment by a wastewater treatment plant.
- (D) Contact information and directions for comments, questions, and complaints associated with permittee actions to meet the requirement of this permit.
- (E) Identification Common indicators of an illicit discharge and procedures on how to report an illicit discharge.
- (F) A summary of the permittee's requirements for control measures for covered construction projects.

(G) A summary of how to provide information to the permittee regarding failures to implement or inadequate control measures.

CDOT maintains their education for all CDOT employees and the general public at the following website: <https://www.codot.gov/programs/environmental/water-quality>; a PEO section will be established within this website on September 1, 2017

Education and Outreach Activities: CDOT will choose a minimum of 2 activities from each column of Table 1 that will educate the public about water quality. Activities can be the same from year to year, or be different each year. Execution of these activities must start by September 1, 2016. Active and interactive outreach by CDOT will take the form of ongoing advertisement/promotion of a stormwater hotline or other method to report an illicit discharge, and pet waste stations. CDOT’s passive outreach will involve maintain a website, and distribution of educational materials by brochure.

Table 1 Education and Outreach Activities Table	
Passive Outreach (pick any two bullets each year)	Active and Interactive Outreach (pick any two bullets each year)
<ul style="list-style-type: none"> <input type="checkbox"/> Bus shelter/bench advertisement <input type="checkbox"/> Billboard/ dasher board advertisement <input type="checkbox"/> Vehicle/ bus advertisement <input type="checkbox"/> Electronic highway message board advertisement <input type="checkbox"/> Radio/ television/ movie theatre advertisement <input type="checkbox"/> Newspaper advertisement <input type="checkbox"/> Distribute educational materials by brochure <input type="checkbox"/> Distribute educational materials by fact sheet <input type="checkbox"/> Distribute educational material by utility bill insert <input type="checkbox"/> Publish article (hard copy or electronic) <input type="checkbox"/> Storm drain marking by permittee personnel that maintains 25% of permittee maintained inlets. <input type="checkbox"/> Stormwater related signage <input type="checkbox"/> Web site 	<ul style="list-style-type: none"> <input type="checkbox"/> Ongoing advertisement/promotion of a stormwater hotline number or other method to report an illicit discharge <input type="checkbox"/> Ongoing advertisement/promotion on how to get more information about the stormwater program <input type="checkbox"/> Ongoing social media program <input type="checkbox"/> Web site that is interactive or contains stormwater information that includes actions that can be taken to reduce stormwater pollution <input type="checkbox"/> Newsletter (hard copy or electronic) <input type="checkbox"/> Promotion of existing local stormwater/environmental events or program that help protect water quality <input type="checkbox"/> Distribute promotional items or giveaways <input type="checkbox"/> Participate in or sponsor a water festival which involves populations that exist within the permit boundary <input type="checkbox"/> Participate in or sponsor a waterway clean up and trash removal event <input type="checkbox"/> Participate in or sponsor a service project <input type="checkbox"/> Participate in or sponsor a stormwater or environmental presentation <input type="checkbox"/> Participate in or sponsor a stormwater or environmental event <input type="checkbox"/> Participate in or sponsor a household hazardous waste event <input type="checkbox"/> Participate in or sponsor an Adopt-a-Street/Highway program

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	<input type="checkbox"/> Participate in or sponsor an Adopt-a-Waterway program <input type="checkbox"/> Participate in or sponsor an Adopt-a-Storm Drain program <input type="checkbox"/> Provide ongoing access to motor vehicle fluids recycling program <input type="checkbox"/> Stormwater booth at a community event <input type="checkbox"/> Conduct a stormwater survey <input type="checkbox"/> Storm drain marking program performed by the public/community <input type="checkbox"/> Pet waste stations <input type="checkbox"/> Participate in, plan or present stormwater materials to schools <input type="checkbox"/> Stormwater demonstration projects that show control measures or other pollutant reduction methods
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Recordkeeping: CDOT must maintain records for the following activities in order to fulfill the permit’s requirements for Part I.E.5 and Part I.K.2:

- (A) Website: maintain the website.
- (B) Education and Outreach Activities: A written list of the targeted pollutant sources and/or pollutants, the target audience, and distribution mechanism for each activity and the following:
 - a. Dates the activities were implemented, including, as applicable, dates of events and the materials that were made available.
 - b. Documentation of the activities that were provided and/or made available and the dates of distribution. Signs, markers, or equivalent intended to be maintained for the permit term must be described with location information.

PDD: CDOT must provide a list of the following information:

- (A) Website: The web address.
- (B) Education and Outreach Activities: A list of the activities from Table 1 selected for implementation for each calendar year.

Annual Report Requirements

- A list of the education and outreach activities completed in accordance with Part I.E.5.a.ii.

4. References

Colorado Department of Public Health and Environment, 2015. “Authorization to Discharge Under the Colorado Discharge Permit System, Permit Number COS000005” codot.gov, retrieved February 14, 2017, from <https://www.codot.gov/programs/environmental/water-quality/documents/cdot-ms4-permit/view>