

Colorado Department of Transportation (CDOT)
Municipal Separate Storm Sewer System (MS4)
Program Description Document (PDD)
Public Education and Outreach

Michael Prado Water Quality Specialist
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Version 2

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1. Introduction

The Colorado Discharge Permit System (CDPS) Permit No. COS000005 (the permit) specifies that the Colorado Department of Transportation (CDOT) must develop and maintain a program description document (PDD) for each of the seven municipal storm sewer system (MS4) program areas. This Public Education and Outreach PDD details how the program is administered and implemented. This PDD is updated as MS4 program area details and approaches are refined and finalized. The PDD will be updated as needed and be hosted on CDOT's water quality server. This document will be made available upon request. 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 in stormwater discharges into surface waters. The PEO program focuses on educating the public, private contractors, and CDOT employees on how we can work together to protect water quality.

2. CDOT MS4 Area

The CDOT 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 another MS4 permittee's permit area. CDOT's MS4 Permit applies only to CDOT MS4 areas. CDOT's MS4 boundary can be found on CDOT's [Online Transportation Information System \(OTIS\)](#). CDOT's MS4 boundaries are updated annually due to cities and counties that may change boundaries due to expansion, annexation or incorporation.

3. Program Organizational Structure

The PEO program compliance is the responsibility of the Headquarters water quality staff. All CDOT staff at headquarters and the regions, especially the region water quality staff, help to complete items from the list of PEO activities in the permit. The organizational breakdown of CDOT and the Water Quality Program is explained below.

Headquarters: Environmental Programs Branch Manager, Water Quality PEO Manager, MS4 Public Education and Outreach Manager

Regions: Regional Planning and Environmental Manager, Environmental Manager (s), Water Quality Specialists

See the CDOT [Headquarters Water Quality organization chart](#) and [Regional Environmental Staff organization chart](#).

4. Control Measure Implementation & Procedures

The PEO program relies on non-structural control measures to educate private contractors, CDOT employees, and the public about stormwater and how to protect water quality across the state. As part of the PEO program, CDOT maintains a [Public Education and Outreach website](#) and social media posts related to water quality. CDOT is also a member of and collaborates with associations that have developed several PEO related initiatives, including nitrogen and phosphorus reductions. CDOT is currently a member of the following organizations: Colorado Stormwater Council ([CSC](#)) and Stormwater Permittees for Local Awareness of Stream Health ([SPLASH](#)).

Per the MS4 permit, Part I.E.5, CDOT implements, at a minimum, two passive and two active or interactive outreach activities every calendar year. The activities chosen for a given year are listed in the MS4 Annual Report for that year. For the calendar year 2024 the PEO program will complete at minimum the following four outreach activities: maintaining the PEO web and water quality web site, an electronic highway message board advertisement, an ongoing social media program and a quarterly newsletter.

See the list below of Passive and Active outreach opportunities outlined in the MS4 permit:

Passive Outreach: Bus shelter/bench advertisement, Billboard/dasher board advertisement, Vehicle/bus advertisement, Electronic highway message board advertisement, Radio/television/movie theater advertisement, Newspaper advertisement, Distribute educational materials by brochure, Distribute educational materials by fact sheet, Distribute educational material by utility bill insert, Publish article (hard copy or electronic), Storm drain marking by permittee personnel that maintains 25% of permittee maintained inlets, Stormwater related signage, Web site.

Active Outreach: Ongoing advertisement/promotion of a stormwater hotline number or other method to report an illicit discharge, Ongoing advertisement/promotion on how to get more information about the stormwater program, Ongoing social media program, Web site that is interactive or contains stormwater information that includes actions that can be taken to reduce stormwater pollution, Newsletter (hard copy or electronic), Promotion of existing local stormwater/environmental events or program that help protect water quality, Distribute promotional items or giveaways, Participate in or sponsor a water festival which involves populations that exist within the permit boundary, Participate in or sponsor a waterway clean-up and trash removal event, Participate in or sponsor a service project, Participate in or sponsor a stormwater or environmental presentation, Participate in or sponsor a stormwater or environmental event, Participate in or sponsor a household hazardous waste event, Participate in or sponsor an Adopt-a-Street/Highway program, Participate in or sponsor an Adopt-a-Waterway program, Participate in or sponsor an Adopt-a-Storm Drain program, Provide ongoing access to motor vehicle fluids recycling program, Stormwater booth at a community event, Conduct a stormwater survey, Storm drain marking program performed by the public/community, Pet waste stations, Participate in, plan or present stormwater materials to schools, Stormwater demonstration projects that show control measures or other pollutant reduction methods.

5. Training and Certifications

The PEO program assists with the delivery of water quality trainings across the MS4 program areas for CDOT staff, contractors, and the general public. More information on CDOT water quality training can be found on our [website](#). CDOT also encourages its staff to attend webinars and conferences about stormwater and water quality (e.g., Colorado Association of Stormwater and Floodplain Managers (CASFM), International Erosion Control Association (IECA), Colorado Stormwater Center (CSC), Cherry Creek Stewardship). Additional trainings may be offered on an as needed basis by the Region water quality staff to other Region staff that impact water quality.

6. Program Compliance, Quality Assurance, and Enforcement/Escalation

Program compliance and quality assurance is mostly a CDOT headquarters Water Quality function. MS4 program quality assurance and quality control (QA/QC) actions performed by CDOT's Water Quality staff ensures that MS4 program activities undertaken by CDOT are in compliance with the MS4 Permit and CDOT policy. Headquarters water quality staff continue to evaluate and improve the PEO program to remain in compliance and to ensure an effective outreach strategy for our target audiences.

7. Tracking

The PEO program uses the 2nd Nature (2N) application to track all public education and outreach activities.

8. Recordkeeping

At the end of the calendar year, CDOT headquarters 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 program activities and advertising done by CDOT, SPLASH and the CSC will be documented in the annual report.

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

Maintain the [Website](#)

Education and Outreach Activities are tracked through the 2N application and include a written list of the targeted pollutant sources and/or pollutants, the target audience, and distribution mechanism for each activity. All activity information according to the Permit Part I.E.5.b is also included.

Nutrients: A written list of the targeted sources that are contributing to, or have the potential to contribute nutrients to stormwater and the education and outreach activity for the targeted sources will be tracked in 2N . This list can be found in the Nutrient Reduction PEO Written Procedure document.

9. Citation List, Documents and Electronic Records

5 CCR 1002-72 Regulation NO. 72, 06/30/2022, Water Quality Control Commission

[https://www.coloradosos.gov/CCR/DisplayRule.do?action=ruleinfo&ruleId=2383&deptID=16&agencyID=132&deptName=Department%20of%20Public%20Health%20and%20Environment&agencyName=Water%20Quality%20Control%20Commission%20\(1002%20Series\)&seriesNum=5%20CCR%201002-72](https://www.coloradosos.gov/CCR/DisplayRule.do?action=ruleinfo&ruleId=2383&deptID=16&agencyID=132&deptName=Department%20of%20Public%20Health%20and%20Environment&agencyName=Water%20Quality%20Control%20Commission%20(1002%20Series)&seriesNum=5%20CCR%201002-72)

CDOT MS4 Annual Reports, various years, CDOT <https://www.colorado.gov/pacific/cdphe/wg-municipal-ms4-individual-permits>

CDOT MS4 permit, COS000005, Mod 4. 7/1/2020, Colorado Department of Public Health and Environment <https://www.colorado.gov/pacific/cdphe/wg-municipal-ms4-individual-permits>

PEO Nutrient Reduction Written Procedure, V1. 10/31/2023, Michael Prado, CDOT Water Quality Server
Program Document Description, V2. 10/30/2023, Michael Prado, CDOT Water Quality Server
PEO Webpage, Current/Ongoing, Michael Prado,
<https://www.codot.gov/programs/environmental/water-quality/stormwater-programs/public-education-and-outreach>

10. Program Specific PDD Requirements

Public Education and Outreach Program (CDPS COS000005 Part I.E.5.c.)

Website: The website address.

Education and Outreach Activities: A list of two passive outreach and two active and interactive outreach activities selected for implementation for each calendar year.

Nutrients: A list of citation(s) and location(s) of the written procedures used to determine factors considered and the targeted sources, the prioritized targeted sources, the outreach activities conducted, and the outreach distribution mechanisms.