1. Public Education and Outreach

Requirement:

DelDOT shall implement a public education program to distribute educational materials to the community, or conduct equivalent outreach activities about the impacts of stormwater discharges on local water bodies and the steps that can be taken to reduce stormwater pollution. In addition, DelDOT shall determine the appropriate best management practices (BMPs) and measurable goals for this minimum control measure.

Performance/Measurable Goals:

- We continued our door hanger campaign to residents in subdivisions where an illicit discharge or illegal dumping activity was discovered or reported as part of our outreach program to residents. The front side of the door hanger lists the date and type of pollutant found and what water body affected. On the back, the door hanger describes stormwater pollution and guidelines to reduce pollution at the home or workplace (see Annual Report 2007, Volume 2 of 2, Figure 11- 3). We distributed 50 door hangers in 2009. This program also helps meet the public education requirements of Part II.A.6. *Illicit Discharges and Improper Disposal* of the NPDES Permit.
- DelDOT distributed several hundred activity booklets to schools and the general public that highlight stormwater pollution, the water cycle and watersheds.
- DelDOT developed a stormwater website (www.deldot.gov/stormwater). We continually update the "Hot Topics" section on the home page. A "Report a Problem" link allows the public to email or call to report illegal discharges or dumping and stormwater maintenance problems. According to Google Analytics, the site receives about 250 visits and 300-400 page views per month (Table 1-1).
- DelDOT executed an agreement with the Appoquinimink River Association (ARA) to lead and execute an education and outreach program to provide information to the public on ways to reduce nonpoint source pollution. We are developing an educational/outreach campaign to reduce fertilizer application by changing watershed residents' lawn care practices. First, we will be targeting commercial lawn care companies recognizing them for environmentally friendly lawn care plans (e.g. soil tests, organic products, low or no nitrogen fertilizers, only fall applications, etc.). In addition, we will be targeting individuals in housing developments to be demonstration lawns for various types of fertilizer applications and organic products. A second project we are working on is a pet waste campaign to reduce bacteria from pet waste. Many watersheds are facing Total Maximum Daily Load (TMDL) regulations for bacteria and nutrients. We will use DNREC's dog license data base to target residents in the geographic region south of Middletown in New Castle County and send them a portable pet waste bag container called "Bags-on-Board." This product clips onto a leash and holds approximately 15 bags for pet waste clean-up. An educational tip card will also accompany the container. Approximately 5,000 "Bags-on-Board" will also be distributed to veterinarian clinics, shelters, dog groomers, etc.

Additional work accomplished by the ARA is documented in their 2009 annual progress report (Appendix A).

- As part of the storm drain inventory and inspection in the Dover and Camden/Wyoming area of Kent County, KCI Technologies is continuing to label each inlet with a storm drain marker that carries a water quality message.
- To assist teachers with stormwater and watershed education, we developed a "Teachers Packet" that consisted of stormwater/watershed videos, kid's activity booklet, brochures, book mark, our "Delaware Nonpoint Source Educational Materials Survey" and "Delaware Nonpoint Source Public Events and Programs Survey" booklets and CD. The free packets were mailed to 53 teachers who registered for the packets at our 2009 public events. A number of these teachers contacted us to have additional educational materials sent to them for their classes.
- We participated in and/or distributed educational materials including bookmarks, brochures, calendars and promotional give-a-ways, that carry a water quality message, at the following public events and conferences:
  - Delaware State Fair held in July 2009. NPDES staff participated for 10 days and evenings;
  - The Delaware Rural Water Association Annual Conference, held in Harrington on February 24 – 25, 2009.
- DelDOT teamed with Technology Students Association (TSA), and our staff served as judges in the April 2009 State Conference.

Table 1-1. Monthly visit statistics in 2009 for DelDOT's Stormwater Quality website (www.deldot.gov/stormwater).

Month	Visits (WebTrends)*	Visits (Google Analytics)*	Pageviews	Unique Visitors
January	1,274			
February	1,207			
March	1,389			
April	1,472			
May	1,760			
June	1,344			
July	1,956			
August	1,623			
September	1,677	193	339	151
October				
November		250	432	196
December		175	277	147

* Note that in September, DelDOT switched from Webtrends to Google Analytics to evaluate website statistics. The Google tool eliminates the "robots" that index the site for searches, which explains the apparent drop in views compared to the Webtrends totals. Google Analytics more accurately reflects actual traffic to the website.