

Implementing NPS Pollution Controls: Demonstration Management Practices at Wailupe and Kuli'ou'ou Beach Parks (ASO Log 11-083)

Outreach and Education Plan

Introduction

The purpose of this project is to install two bioswales/raingardens as recommended in the *Watershed Based Plan for Reduction of Nonpoint Source Pollution in Wailupe Stream Watershed* (2010). These management practices will reduce the transport of non-point source pollutants (NPSPs) to Maunalua Bay from the vicinity of Wailupe Beach Park and Kuli'ou'ou Beach Park. Pollutants that accumulate on the surface of the land and are carried into Maunalua Bay by storm water runoff are impairing water quality and degrading the beneficial uses of the water body. Sustainable Resources Group Intn'l, Inc. (SRGII) has partnered with Mālama Maunalua, a non-profit organization working to improve the health of Maunalua Bay, to engage the community in efforts to reduce NPSP. Community volunteers will help install two bioswales, and conduct monitoring to document their effectiveness. Outreach and education is key to conveying the need for, objectives of, and expected benefits of the project to a range of audiences. Educational outreach will be headed by Mālama Maunalua, with technical support from SRGII.

This project will be used by Mālama Maunalua as a demonstration for community outreach efforts aimed at encouraging neighborhood associations, City and County of Honolulu, Hawaii Department of Transportation, and other entities to consider adopting low-impact-development practices to control NPSPs for new and existing developments. Mālama Maunalua will use their established web and community presence to share information about the project, recruit volunteers, and advertise public meetings.

Project Information

The project will be featured on a publically accessible webpage of Mālama Maunalua's on-going efforts, which will include a description of the project and pictures. Initial information will be completed by May 2013, with updates in October 2013, April 2014, and September 2014. SRGII will provide the technical information to Mālama Maunalua for these postings. Mālama Maunalua will distribute a synopsis of the project, prepared by SRGII, with their monthly email newsletter starting in May 2013. Mālama Maunalua's email distribution list currently contains over 700 addresses.

Mālama Maunalua volunteers are conducting removal of invasive algae in Maunalua Bay. Kuli'ou'ou Beach Park is used as a staging area for this activity. As part of the existing site orientation and educational outreach, Mālama Maunalua will incorporate an informative stop at the bioswale to educate volunteers about (1) sources of NPSPs and best management practices to reduce their discharge into the bay; and (2) how the bioswale was designed, what it does, and how people can get involved. While brief, this outreach effort is expected to reach a large number of people.

Signage

Signage will be developed and installed at the project sites to inform the public about the project. These signs will be constructed with materials that can withstand the harsh salt air of the sites in order to provide information about the project for many years. Signage will contain information about (1) the need for controlling NPSP to protect the health of Maunalua Bay; and (2) bioswale functionality; along with acknowledgement of project sponsors and partners. Draft signage is planned for completion by May 2013, and installation is targeted for August 2013. SRGII will be responsible for drafting the signage, with input from Mālama Maunalua and others. A review process will ensure that the signage meets the needs of the project partners. Signage will be submitted to the Environmental Protection Agency, Department of Health, and City and County of Honolulu for review and approval prior to finalization of contents and installation.

Public Stakeholder Meetings

Two public stakeholder meetings will be held to educate stakeholders, community individuals, organizations, relevant State and City and County of Honolulu agencies, and the public. The meetings will be designed to impart knowledge to interested parties about the importance of reducing NPSPs in the Wailupe Watershed and spotlight the installed management practices. These meetings are scheduled for July 2013 (post-construction) and May 2014 (pre-finalization). They will be held on-site and will consist of (1) a presentation on the history of water quality in Maunalua Bay and efforts to improve it; (2) a tour of the project sites; (3) basic technical information on how bioswales work; and (4) information on Mālama Maunalua and opportunities to get involved. SRGII will be responsible for coordinating the public meetings with assistance from Mālama Maunalua. Personnel from both SRGII and Mālama Maunalua will present at the meetings.

Press Releases

Two press releases will be issued to inform the community about the project. The first will be issued towards the beginning of the project and will describe the purpose and planned activities (March 2013). The second will be issued towards the end of the project and will describe the project results (June 2014). In addition, the public stakeholder meetings will be announced via press releases. SRGII will be responsible for drafting and issuing the press releases. Mālama Maunalua will also circulate this information via their website and community information board.

Interviews and Presentations

SRGII will arrange for an interview by Hawaii Public Radio to be broadcast during a segment of their local news program "The Conversation". It is anticipated that Andy Hood of SRGII and/or Rae DeCoito, Director of Mālama Manulua, will be interviewed to describe the project, the broader need for retrofitting practices to control NPSPs, and including low impact development designs into new developments.

SRGII will arrange to present the project at the one or more of the following conferences or community forums:

- Hawaii Conservation Conference, 2014
- Hawaii Water Environment Association Conference, 2014
- University of Hawaii Water Resources and Research Center, symposium series, 2013

Informal talk story sessions will be conducted opportunistically throughout the project. To date, during project site visits, community members encountered in the parks have approached SRGII staff. In many cases, after learning about the project the public has shown an interest, and in several cases has provided information about the site and expressed willingness to mālama the parks and the bioswales after they are installed. Informal outreach efforts will build on these interactions to support project activities.

Monitoring

Monitoring will be conducted to document the performance of the installed bioswales and vegetation in reducing NPSPs. Mālama Maunalua will integrate this project into their ongoing volunteer program, which engages community volunteers in being active caretakers of the bay through stream water quality monitoring and other activities. Information on effectiveness monitoring will be distributed to stakeholders. Monitoring results will be shared with volunteers and presented at the public stakeholder meetings. A separate monitoring plan has been developed. SRGII will provide technical oversight of monitoring and will interpret results. Mālama Maunalua will provide volunteers and coordinate monitoring activities.

Reporting

SRGII and Mālama Maunalua will document outreach and education activities in quarterly progress reports. The number and type of events conducted and the number of persons participating in the events will be reported. Sign-in sheets will be used to collect this information.

An *Interim Outreach and Education Report* will be prepared to describe outreach efforts conducted to date and details future planned outreach activities for the remainder of the project (August 2013). A *Final Outreach and Education Report* will be prepared to summarize all outreach and education efforts conducted during the project (June 2014). For each report, one electronic copy and one hard copy will be submitted. SRGII will prepare the reports with input from Mālama Maunalua.