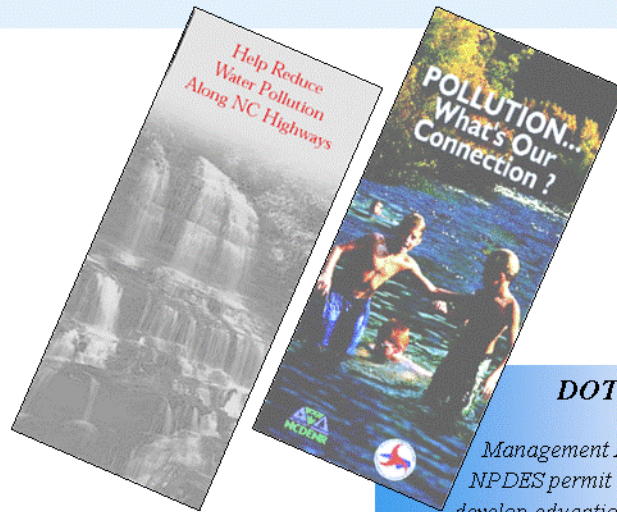




DOT's Public Education Website (above)
Examples of stormwater brochures distributed to the public (above right)



DOT Partnerships

Management Measure d in the NPDES permit requires DOT to develop educational partnerships with other agencies to promote and distribute public education materials. Here's a sampling of DOT's partners:

- **Cape Fear Council of Governments**
- **City of Greensboro**
- **Institute for Transportation Research and Education (ITRE)**
- **NC Coastal Federation**
- **NC Department of Corrections**
- **NC Department of Environment and Natural Resources (DENR)**
- **North Carolina Keep America Beautiful**
- **North Carolina State University**
- **North Carolina Zoo**
- **Town of Kure Beach**
- **Town of Nags Head**

Program Objectives

Objectives established by DOT's Permit at Part II.F.2

- Develop and implement a program to educate the public about the importance of stormwater quality, including chemical application, illicit connections and illegal dumping, etc.
- Develop diverse educational materials to engage and educate the public from different social, economic and age groups.
- Public involvement in DOT stormwater quality programs.

Public Education Website

In March 2005 DOT launched its public education website. Developed to meet the NPDES requirement at Management Measure c, the website informs the public about DOT's role in managing and reducing stormwater pollutants from roadways and industrial facilities. The website presents the permit and a description of all 12 programs covered by the permit. Specific requirements of the permit are listed at the website, which also describes why DOT is required to have a stormwater permit and lists DOT's contacts.

The What's New section is updated regularly to showcase new projects in the Highway Stormwater Program. Perhaps the most useful section for the general public is Frequently Asked Questions. This section defines stormwater and explains how stormwater affects the public and the environment.

The section devoted to kids, which meets partial compliance for Management Measure b, features stormwater flash cards, photographs, and links to additional stormwater activities.

The How Do I Get Involved! section has links to information about how the traveling public can dispose of their waste and sanitary wastewater at dumping stations (Management Measure b).

The Stormwater Awareness section has a link to the popular brochure entitled "Pollution: What's Our Connection?" (see cover this page) that encourages pollution prevention awareness (Management Measure b). Developed jointly with the N.C. Department of Environment and Natural Resources (DENR), the brochure is widely distributed.

For more information, visit the website:
www.ncdot.org/programs/environment/stormwater/



