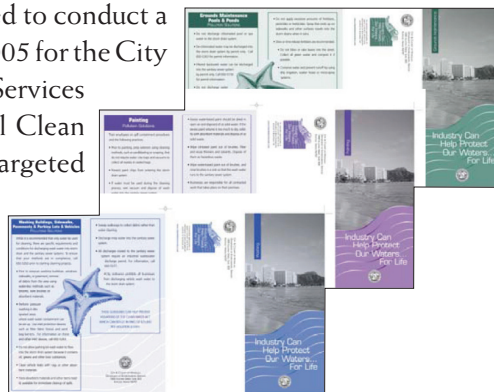


## NPDES Public Awareness, Public Education And Outreach Program Honolulu City And County Dept. Of Environmental Services

The Limtiaco Company (TLC) was selected to conduct a public awareness campaign from 2002 to 2005 for the City & County Department of Environmental Services as part of the requirements of the national Clean Water Act. This comprehensive campaign targeted the general public as well as specific industry targets in the areas of stream and run-off pollution, proper storm drain use and proper grease disposal. It was a wide-ranging campaign that involved the visitor industry, construction industry, restaurants, targeted high-risk communities, the military and the general public. Attractive collateral was developed demonstrating best management practices and mailed to target industries. A grease disposal campaign with private-sector partner Star Markets, was developed, including bus posters, radio spots and many media stories. The campaign was driven by a strategic plan written by TLC – the first ever written to guide the awareness program.



According to a phone survey conducted to measure effectiveness of the program, public awareness and recall of “clean water” messages increased during the project period. The campaign resulted in more positive publicity than was ever garnered previously for the Department; and the program was selected in July 2004 for inclusion on the national EPA’s website as a model for a successful storm water education program.

### Campaign Highlights:

- Recruited Jordan Segundo, Hawaiï’s original “American Idol,” as campaign **spokesman**, arranging for numerous appearances at events such as Sunset on the Beach and the Great Aloha Run.
- Developed a highly effective **TV and radio** campaign featuring Jordan as Honolulu Clean Water spokesman. In addition to paid air time, we negotiated for free airing of the PSA on a number of stations, including the visitor network reaching 28,000 hotel rooms.
- Strengthened and expanded the student **Watershed Symposium** through a partnership with the DOE which resulted in taking this event to a new level with broad participation from federal, state and other local agencies.

- Assisted with the first ever Ala Wai Watershed Awareness (Earth Day) event, arranging entertainment and media coverage.



- Developed innovative programs to reach to specific targeted industry and population segments, including the visitor and construction industries. April Car Care month activities, for example, involved educational materials being

distributed at all island NAPA and car Quest stores and at the Hawai'i Convention Center Auto Show.