

**STATE WATER RESOURCES CONTROL BOARD  
BOARD MEETING SESSION – DIVISION OF WATER QUALITY  
AUGUST 2, 2023**

**ITEM 3**

**SUBJECT**

DEPARTMENT OF TRANSPORTATION PUBLIC AWARENESS CAMPAIGN  
REGARDING STORMWATER POLLUTION TO WATER WAYS.

**DISCUSSION**

The California Department of Transportation owns and operates the separate storm sewer systems that serve the statewide highway system and discharge stormwater runoff to waters of the United States. Through a statewide NPDES municipal stormwater permit<sup>1</sup>, the State Water Board requires the Department to educate the public on how to keep pollutants off of highways, out of storm sewers, and out of California water ways. During this informational item, the Department will present the progress of its public education campaign.

The Department achieves compliance with its public education requirement through a three-year “*Let’s Change This to That*” educational campaign targeted to help reduce the amount of litter and other pollutants on highways that discharge into water ways. The purpose of the campaign is to spur human behavior changes that lead to improved water quality.

The Department launched the outreach and public awareness campaign in October 2021 through social media, billboards, radio, digital, and media event; partnerships with community-based organizations and other State agencies. The campaign uses pictorial comparisons of dirty and pristine roadsides and landscapes, and through multilingual information, encourages Californians to “pitch in to keep highways clean and our water drinkable, swimmable and fishable.” The Department sponsors cleanup events along California waterways on a regular basis.

**POLICY ISSUE**

None. This item is an informational item only. The State Water Board is not taking an action during this item.

**FISCAL IMPACT**

None.

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<sup>1</sup> NPDES Statewide Stormwater Permit and Waste Discharge Requirements for State of California Department of Transportation ([Order 2022-0033-DWQ](#))

**REGIONAL BOARD IMPACT**

None.

**STAFF RECOMMENDATION**

None.