

BMP Summary Sheet

MS4 Name: University Minnesota Duluth

Minimum Control Measure: PUBLIC EDUCATION AND OUTREACH

Unique BMP Identification Number: 1c-1

<p>*BMP Title: Education Program: Public Education and Outreach</p>
<p>*Audience(s) Involved: (also refer to 1c-2 for UMD specific audience) 1. UMD participates fully in a joint stormwater education program through the Regional Stormwater Protection Team. MS4's in the Western Lake Superior region and other interested agencies have formed a working team to identify a regionally effective message and delivery format to efficiently reach a regional audience, including members of the UMD campus community.</p>
<p>*Educational Goals for Each Audience: Identification and recognition of local creeks and streams. Awareness of the complex watershed network. The impacts of litter and large areas of impervious surface; storm surge (volume), temperature, sediment, chemicals, nutrients and pathogens on local creeks, streams and lakes.</p>
<p>*Activities Used to Reach Educational Goals: (Also refer 1a-1) The RSPT MS4's have jointly secured and matched funds from granting agencies for a regional media campaign related to storm water issues; for creation of a contractor training and certification program; and for a series of public service announcements for television and radio, which have been produced and aired. A recognizable RSPT logo was developed in 2004 (by a UMD student) and a brochure and mailing flyer have also been created and distributed (2005). LakeSuperiorStreams.org web site has been developed and expanded as a collaborative City of Duluth / UMD project developed with cooperating local agencies and funded by the EPA, NOAA (MDNR) and MPCA. UMD SWPPP and other MS4 web sites are linked to this site.</p>
<p>*Activity Implementation Plan: (Primarily for joint RSPT activities. Also refer to 1c-2) Participate in RSPT planning meetings - Quarterly or more often beginning in 2003 and thereafter. RSPT: Identify a regional logo - completed 2003 RSPT: Participate in regional fairs or other public events - Duluth Home Show 2004, 2005, 2006 and annually. RSPT: Produce and air public information media campaign - completed 2004, 2005, 2006 RSPT: Develop Contractor and Developer Workshop - completed 2004 RSPT: Review and seek grant funding as opportunities arise - completed 2003, 2004, 2005, 2006. RSPT: Participate in regional awareness survey in 2007 RSPT: Participate in watershed festival planning (2006), and implementation (2007).</p>
<p>*Performance Measures: Increasing number of web site visits and page requests to both UMD and LakeSuperiorStreams.org websites. Increasing number of participants at public events. Number of informational pieces distributed.</p>
<p>*Responsible Party for this BMP: Name: Candice Richards Department: Facilities Management Phone: 218 726-8261 E-mail: Crichar1@d.umn.edu</p>

**Indicates a REQUIRED field. Failure to complete any required field will result in rejection of the application due to incompleteness.*