

Measure 1: Public Education and Outreach

The most critical component of the University's charter as a land grant institution is to provide education and outreach. University of Minnesota Duluth is fortunate to have resources such as Natural Resources Research Institute, University of Minnesota Sea Grant, and University Extension in addition to other Colleges and Schools as support for this program.

For the purpose of the Storm Water Pollution Protection Program, our "public" is defined as employees, students, and contractors that make up the campus community. In realizing that we are but a small part of the Lake Superior watershed area, and that most of our "public" live in the Duluth/Superior area, UMD is working with the surrounding small municipalities (MS4's), to promote storm water education and to address shared storm water problems.

The Minnesota Pollution Control Agency General Permit requires municipalities to distribute educational materials to the community or conduct equivalent outreach activities about the impacts of storm water discharges on water bodies. UMD will meet or exceed these requirements by targeting specific audiences through five storm water educational initiatives:

1. Regional Surface Water Education Program
2. UMD Employee Training Program
3. Contractor Training and Certification Program
4. Student Storm Water Education Program
5. Storm Water Web Site

Public Education and Outreach Best Management Practice Summaries

UMD 101 – Regional Surface Water Education Program

The Regional Surface Water Education Program is a joint educational effort by the Regional Storm Water Protection Team, comprised of the Cities of Duluth, Hermantown, Proctor and Cloquet in Minnesota, Duluth Township, St. Louis County, Rice Lake Township, South St. Louis County Soil and Water Conservation District, University of Minnesota Duluth, Natural Resources Research Institute, University of Minnesota Sea Grant, Minnesota Department of Transportation and the City of Superior, Wisconsin.

These entities have formed a working team to identify a regionally effective message and delivery format to efficiently reach the broadest audience, including members of the UMD campus community. The program will encompass a strong watershed emphasis. Messages developed will address specific regional issues including identification and recognition of local creeks and streams, awareness of the complex watershed network (from catch basin or ditch to creek to river to lake), specific regional concerns for erosion and sediment, winter salt and gravel, lawn chemicals, dumping into storm sewers and creeks, the impact of litter and large areas of impervious surface.

The team of small municipalities (MS4's) has filed joint grant applications to secure funds for a regional media campaign related to storm water issues and creation of a Contractor Training and Certification Program. The proposed Educational Program grant requests funding to support development of a recognizable logo for surface water protection in Northeastern Minnesota/ Northwestern Wisconsin; development and airing of a series of public service announcements for television and radio; and development of a brochure and mailing flyer to promote positive community and individual activities to protect the waters of the region. Program response will be tracked to measure effectiveness.

The UMD Storm Water Steering Committee will form an Education Sub-Committee to work with Natural Resources Research Institute, University of Minnesota Sea Grant, University Extension, and local environmental organizations to provide educational outreach experience, opportunity for student and faculty involvement, and the availability of additional resources and scientific knowledge.

UMD 102 – UMD Employee Training Program

Employees of UMD will be trained to integrate best management practices into their daily operations. To accomplish this goal, the Education sub-committee will identify employee groups impacted and include employees from affected operations to research and/or develop training materials for each BMP specified in the six minimum measures. Production of training materials may also be used as an educational exercise. Additional opportunities for integration with UMD programs and research will be encouraged.

UMD 103 – Contractor Training and Certification Program

Contractors leave a lasting impact on the UMD Campus, whether constructing new buildings or performing repairs. The *University of Minnesota Standards and Procedures for Construction* specify many new practices that can help prevent storm water pollution, but only if the contractors are aware and appropriately trained. To this end, UMD will work with the Regional Storm Water Protection Team to develop a training program for construction site storm water pollution control. This program will integrate specific Best Management Practices and will be initially presented in a workshop format. After refinement, the completed curriculum will be published as web-based training in preparation for a certification program. The goal is to develop a unified approach among MS4's to create consistent expectations of contractors in the Duluth/Superior region, while remaining consistent with University Standards.

UMD 104 – Student Storm Water Education Program

The goal for educating students about storm water is to increase awareness and to create changes in behavior. In addition to the Regional Storm Water Education Program, a campaign specific to common student activities such as vehicle use on campus and associated need for impervious surface parking, poor vehicle maintenance and littering will call attention to their contribution to contaminated storm water. This campaign will be integrated into annual campus activities such as Earth Day and the "Clean Sweep" campaign. A sub-committee of the UMD Storm Water Steering Committee will include interested students to develop the educational campaign.

UMD 105 – Storm Water Web Site

A UMD Storm Water web site will be developed to highlight UMD's connection to the larger watershed. This site will be linked to www.duluthstreams.org (a collaborative City of Duluth/UMD project developed with cooperating local agencies and funded by the EPA).

UMD's Storm Water web site will provide a central place for UMD's Storm Water Pollution Prevention Plan including best management practices and other related information. The web site will also provide forms for commenting on the plan or requesting to be involved. All comments will be recorded and possible violations reported.