

UMD 101 – Public Education and Outreach BMP

Title: **Regional Surface Water Education Program**

- Addresses Minimum Measures:
- I Public Education and Outreach
 - II Public Participation/Involvement
 - III Illicit Discharge Detection and Elimination
 - IV Construction Site Storm Water Runoff Control
 - V Post-Construction Storm Water Management
 - VI Pollution prevention/Good Housekeeping

Target Audience: General Public
University Employees
Contractors, Architects and Engineers

Description: Participate in a program of regional educational effort with other governmental groups. Provide education outreach and information that provides an overview of storm water issues and addresses specific regional issues through local media and workshops as a cooperative effort. Incorporate existing regional environmental education programming through University of Minnesota resources, government agencies and local environmental groups.

Measurable Goals:

Timeline:

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|---|---------------------------|
| 1. Regional planning meetings | • Yearly meetings |
| 2. Seek and apply for grant funding from regional sources | • Review annually |
| 3. Identification of regional logo | • Fall 2003 |
| 4. Participation in regional fairs etc. | • Minimum of twice yearly |
| 5. Production of informational public interest spots | • Beginning in fall 2003 |
| 6. Airing of public information spots | • 2004 and ongoing |
| 7. Contractor and Developer Workshop | • 2004 |
| 8. Regional awareness survey | • 2007 |

Specific Components:

- Twice annual meeting of regional planning group, including but not limited to: Cities of Duluth, Hermantown, Proctor and Cloquet in Minnesota, Townships of Duluth, and Rice Lake, St. Louis County, S. 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.
- Meeting notes will document number of materials distributed, events attended and media contacts.
- Grants written to MN Lake Superior Coastal Program and other identified funding sources.
- Design of educational campaign.
- Public Information Media Ad Design.
- Logo design initiative.

Responsible Party: UMD Storm Water Steering Committee
Contact: UMD Facilities Management (218) 726-8262