UMD 105 Public Education and Outreach BMP

Title: **UMD Storm Water Web Site**

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:  
University Students  
University Employees  
Contractors, Architects and Engineers  
General Public

Description: Develop a web site accessible from the UMD home page, to provide central access to UMD’s Storm Water Pollution Prevention Plan and provide a means for communication of questions and concerns. The site will also provide education about UMD’s connection to the larger watershed through links to appropriate sites.

Measurable Goals:
- Request a URL from UMD Information Technology Systems and Services Department  
- Jan 2003
- Develop initial content, including response form  
- Feb 2003
- Display draft plan on web site  
- Feb 2003
- Display final SWPPP on web site  
- March 2003
- Monitor and respond to comments  
- Begin Feb 2003
- Fall 2003
- Develop Sub-Committee to plan and monitor additional content

Specific Components:
- Email comments/concerns to be monitored by UMD Facilities Management and relayed to appropriate contact.
- UMD Storm Water Steering Committee will review and record all comments and violations reported through web site.
- UMD Storm Water Steering Committee will develop a sub-committee to plan content, monitor site and assign liaison to work with Information Technology Systems and Services Department.
- Content of web site will refer to all six measures of Storm Water Pollution Prevention Plan.
- This site will be linked to [www.duluthstreams.org](http://www.duluthstreams.org) (a collaborative City of Duluth/UMD project developed with cooperating local agencies and funded by the EPA).

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