

BMP Summary Sheet

MS4 Name: University of Minnesota, Twin Cities Campus

Minimum Control Measure: 1-PUBLIC EDUCATION AND OUTREACH

Unique BMP Identification Number: 1B.01 (MS4 2020: 16.3, 16.4, 16.8)

BMP Title: Distribute Educational Materials

BMP Description:

A stormwater website and social media will be used to distribute educational topics through the established University of Minnesota *It All Adds Up* sustainability program.

TOPIC 1: Intro to the Hydrologic Cycle at the University of Minnesota Twin Cities

Display an informational graphic and description to explain the specifics of the hydrologic cycle on the Twin Cities Campus and how it works.

TOPIC 2: Stormwater Reuse

Provide information educating audience about what the University of Minnesota is doing to reuse wastewater, such harvesting rainwater for reuse and creating rain gardens around campus that capture rainfall to support the growth of native plants and create healthy habitats.

TOPIC 3: Illicit Discharge Recognition and Reporting

Create website blog post about how to recognize illicit discharges on campus and where to report them.

Measurable Goals:

Audience has the opportunity to increase awareness of stormwater quality.

Metrics:

Topic 1: Google Analytics

Topic 2: Google Analytics

Topic 3: Google Analytics, social media engagements

Timeline/Implementation Schedule:

Topic 1: Distribution via website will be ongoing throughout the calendar year

Topic 2: Distribution via website will be ongoing throughout the calendar year

Topic 3: At least one social media post per calendar year

Specific Components and Notes:

UMN Stormwater Communications Plan 2021

<https://italladdsup.umn.edu/topics/stormwater>

Responsible Party for this BMP:

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