

# BMP Summary Sheet

**MS4 Name:** University of Minnesota, Twin Cities

**Minimum Control Measure:** 2-PUBLIC PARTICIPATION/INVOLVEMENT

**Unique BMP Identification Number:** 2A.01 (MS4 2020: 17.3, 17.4, 17.7)

**BMP Title:** Provide Opportunity of Public Input on SWPPP

**BMP Description:**

The UMN-TC seeks input from the public on the adequacy of the UMN-TC stormwater program (SWPPP).

Strategy 1: The SWPPP appears on the UMN-TC *It All Adds Up* stormwater webpage. A contact form for making comments and asking questions is included on the webpage.

Strategy 2: Solicit input from the University of Minnesota community by highlighting the UMN-TC stormwater webpage through social media at least one time per year.

Strategy 3: Solicit input from the greater community by highlighting the UMN-TC stormwater webpage through social media at least one time per year.

**Measurable Goals:**

Strategy 1: Public access to the UMN-TC SWPPP is always available and includes a way to submit comments and feedback.

Strategy 2: Stakeholders in the University of Minnesota community are more likely to find the UMN-TC SWPPP and provide feedback

Strategy 3: Stakeholders in the broader community are more likely to find the UMN-TC SWPPP and provide feedback

Metrics:

Strategy 1-3: Link Analytics; contact form submissions/entries

Strategy 2: Email open rate and click rate

Strategy 3: Social platform analytics

**Timeline/Implementation Schedule:**

Strategy 1-3: Comment form to remain open for public comment year-round

Strategy 2: Once per year

Strategy 3: At least on time per year

**Specific Components and Notes:**

UMN Stormwater Communications Plan 2021

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

Specific SWPPP content: BMP Summary Sheets, Annual Reports, SWPPP Documents, MS4 General Permit, etc.

**Responsible Party for this BMP:**

Name: Hannah Lauber

Department: Communications Associate, Office of Sustainability

E-mail: [laub0068@umn.edu](mailto:laub0068@umn.edu)