**BMP Summary Sheet**

**MS4 Name:** University Minnesota Duluth  
**Minimum Control Measure:** PUBLIC EDUCATION AND OUTREACH  
**Unique BMP Identification Number:** 1c-1

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<th><strong>BMP Title:</strong></th>
<th>Education Program: Public Education and Outreach</th>
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| **Audience(s) Involved:** | *(also refer to 1c-2 for UMD specific audience)*  
1. UMD participates fully in a joint stormwater education program through the Regional Stormwater Protection Team. MS4’s in the Western Lake Superior region and other interested agencies have formed a working team to identify a regionally effective message and delivery format to efficiently reach a regional audience, including members of the UMD campus community. |
| **Educational Goals for Each Audience:** | Identification and recognition of local creeks and streams.  
Awareness of the complex watershed network.  
The impacts of litter and large areas of impervious surface; storm surge (volume), temperature, sediment, chemicals, nutrients and pathogens on local creeks, streams and lakes. |
| **Activities Used to Reach Educational Goals:** | *(Also refer 1a-1)*  
The RSPT MS4's have jointly secured and matched funds from granting agencies for a regional media campaign related to storm water issues; for creation of a contractor training and certification program; and for a series of public service announcements for television and radio, which have been produced and aired. A recognizable RSPT logo was developed in 2004 (by a UMD student) and a brochure and mailing flyer have also been created and distributed (2005).  
LakeSuperiorStreams.org web site has been developed and expanded as a collaborative City of Duluth / UMD project developed with cooperating local agencies and funded by the EPA, NOAA (MDNR) and MPCA. UMD SWPPP and other MS4 web sites are linked to this site. |
| **Activity Implementation Plan:** | *(Primarily for joint RSPT activities. Also refer to 1c-2)*  
Participate in RSPT planning meetings - Quarterly or more often beginning in 2003 and thereafter.  
RSPT: Identify a regional logo - completed 2003  
RSPT: Participate in regional fairs or other public events - Duluth Home Show 2004, 2005, 2006 and annually.  
RSPT: Produce and air public information media campaign - completed 2004, 2005, 2006  
RSPT: Develop Contractor and Developer Workshop - completed 2004  
RSPT: Participate in regional awareness survey in 2007  
RSPT: Participate in watershed festival planning (2006), and implementation (2007). |
| **Performance Measures:** | Increasing number of web site visits and page requests to both UMD and LakeSuperiorStreams.org websites.  
Increasing number of participants at public events.  
Number of informational pieces distributed. |
| **Responsible Party for this BMP:** |  
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*Indicates a REQUIRED field. Failure to complete any required field will result in rejection of the application due to incompleteness.*