BMP Summary Sheet

MS4 Name: University of Minnesota, Twin Cities Campus
Minimum Control Measure: 1-PUBLIC EDUCATION AND OUTREACH
Unique BMP Identification Number: 18.01 (MS4 2020: 16.3, 16.4, 16.8)

<table>
<thead>
<tr>
<th>BMP Title:</th>
<th>Distribute Educational Materials</th>
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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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