

Follow the RAIN

26

BMP Sites
Selected

28

Signs
Created

4

Waterbodies
Protected

1

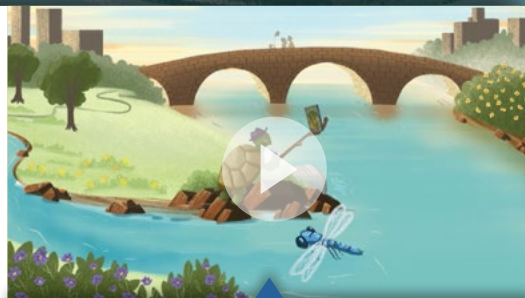
Interactive
website

Your friendly neighborhood stormwater signs

Stormwater BMPs, by design, blend into neighborhoods as parks, gardens, and pretty ponds. The residents that use and benefit from these BMPs often don't realize their role in reducing sediment, pollutants, and flooding - or how even small changes in their actions can help them become a part of their neighborhood BMP.

The City of Minneapolis partnered with a local artist to reimagine interpretive signage through illustrative art, and created an interactive online experience to promote participatory community engagement at each BMP site. Together, these tools allow viewers to understand each individual site, and also explore how they work together to protect our waterbodies.

These signs and website aren't just pretty to look at! They communicate important stormwater concepts to a diverse audience. Our goal is to go from simply educating communities to converting residents into stormwater superheroes.



Check out our new video!



Find all the signs at:
stormwater.minneapolismn.gov

Find all the signs



stormwater.mineapolismn.gov



Visit all 26 sites
to become a true
stormwater superfan!

But wait, there's more! We're
planning on creating more signs so
that we can educate people in more
neighborhoods around the city.

Minneapolis
City of Lakes

