### BMP Summary Sheet

**MS4 Name:** University of Minnesota, Twin Cities Campus  
**Minimum Control Measure:** 1-PUBLIC EDUCATION AND OUTREACH  
**Unique BMP Identification Number:** 1A.01 (MS4 2020: 16.2, 16.7)

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<tr>
<th><strong>BMP Title:</strong></th>
<th>Implement an Education Program</th>
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**BMP Description:**
The UMN-TC stormwater program is integrated with *It All Adds Up* an established sustainability program in University Services. *It All Adds Up* leverages multiple social media platforms and engagement opportunities throughout the year. The UMN-TC stormwater program has its own webpage on the *It All Adds Up* website.

**Target Audience for Public Education and Outreach:**
Students  
Primary: On-campus (first-year/incoming students living in residence halls)  
Secondary: Off-campus students (undergraduate, graduate, and PhD students)

**Measurable Goals:**
The UMN-TC stormwater program is integrated with *It All Adds Up*  
Metrics: Clicks from It All Adds Up to the UMN-TC stormwater page

**Timeline/Implementation Schedule:**
UMN-TC stormwater web page is in place; communications plan is adopted

**Specific Components and Notes:**
https://italladdsup.umn.edu/  
https://uservices.umn.edu/  
UMN Stormwater Communications Plan 2021

**Responsible Party for this BMP:**
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