

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)

BMP Title: Implement an Education Program

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://userservices.umn.edu/>

UMN Stormwater Communications Plan 2021

Responsible Party for this BMP:

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