

## NWI Partnership for Clean Water

July 2010-July 2012 MS4 Report

### **1.0 Survey & Education Planning**

#### 2007 Regional Water Quality Survey and 2010 follow up

In 2007, The Northwestern Indiana MS4 Community Partnership (now the NWI Partnership for Clean Water) undertook a regional water quality survey. The purpose of the survey was to provide a benchmark to gauge the effectiveness of regional and local public outreach campaigns on water quality issues in the region. In 2010 another survey was done to compare the results of the 2007 survey. Phone calls were made to landline and cell phones to 607 residents in the NWI Partnership for Clean Water region. The results were then used to create an effective education and public outreach plan.

Participating MS4s:

Lake County Surveyor  
Porter County Surveyor  
City of Crown Point  
City of Gary  
City of Hobart  
City of Lake Station  
City of Portage  
City of Valparaiso  
Town of Cedar Lake  
Town of Chesterton  
Town of Dyer  
Town of Griffith  
Town of Highland  
Town of Lowell  
Town of Merrillville  
Town of Munster  
Town of New Chicago  
Town of Porter  
Town of Schererville  
Town of St. John  
Nature Works Conservancy District  
Twin Creeks Conservancy District  
Valparaiso Lakes Area Conservancy District

#### **NWI Partnership for Clean Water Committee Meetings**

The NWI Partnership for Clean Water holds quarterly meetings. These meetings are attended by a representative for the MS4s that are listed above. Meeting notes are taken and emailed out to all participants, attending or not. Financials are discussed, meetings notes from the last meeting are approved, and updates on public education and outreach are given.

## 2.0 Mass Media Efforts

### Monthly newspaper article

Survey results indicated that 61% of the public thought stormwater went to treatment plants or they did not know where it went. The survey indicated that advertisements were one of the preferred media choices for delivering educational messages. The Partnership used this information and now has a monthly article in the newspaper that talks about what you can do to help keep pollution out of stormwater. The titles of the articles and the dates the articles were published are:

#### **2012**

- \*Jan: Snow Provides Proof of Urban Runoff Pollution
- \*Feb: Use Chemicals with Care to Reduce Harmful Effects
- \*Mar: Harvest Rainwater for Use on Lawn, in Garden
- \*April: When Geese are Well Fed You Better Duck
- \*May: Become Well Grounded for Ground Water Protection
- \*June: Watering Lawns in a Drought Isn't Always the Best Solution

#### **2011**

- \*Jan: Invest More Greenbacks in Infrastructure
- \*Feb: Clean Safe Water is Never Free, So Save It
- \*April: Let's Try Not to "P" on Your Lawns This Year
- \*June: You Can Make Mosquito Season Less of a Pain
- \*August: We Humans Are Polluting Our Water
- \*Sept: What is a Tree Worth To You?
- \*Nov: NWI Clean Water Partnership

#### **2010**

- \*July: Use Water Wisely To Protect What We've Got
- \*Aug: A Watershed Approach For Managing Stormwater
- \*Sept: Falling Leaves Bring Water Quality Concerns
- \*Nov: Water and Winter
- \*Dec: Oh Christmas Tree

### NIE Insert

In September of 2010 and 2011 and June of 2012, The NWI Partnership for Clean Water had a Newspaper in Education insert in The Times. The insert is 16 pages of information and activities to teach children about water quality. The insert reaches families and schools throughout the Partnership area. Extra copies of the insert are given to schools and day camps who contact NIRPC if more are needed. The dates for publication of the inserts are as follows:

#### **2012**

- \*NIE Insert in May

#### **2011**

- \*NIE insert for the month of September

#### **2010**

- \*NIE insert the week of September 11

### Radio PSAs

Radio remotes and or PSA's were at the following locations:

#### **2012**

- \*4/18-4/21: Earth Day promo and remotes (55)

#### **2011**

- \*4/13-4/16: Earth Day promo and remotes (47)

- \*9/9-9/10: Waterlife DVD showing promo ads (24)
- \*9/18-9/20: Waterlife DVD showing promo ads (60)
- \*9/14-9/17: Coastal Clean-up promo and remotes (33)

**2010**

- \*9/16: Coastal Clean-up promo and remotes (36)

**Online News Insert**

Online ads and banners were placed on the Times website and mobile app on the following dates:

**2012**

- \*July-Dec: NWI.com local news box & mobile edition ads (70,000 banner impressions & 34,000 mobile edition impressions per month for 490,000 and 238,000 total impressions for 7 months)

**2011**

- \*Feb - April: 120,000 impressions per month each with Lake and Porter County editions

**2010**

- \*July-Dec: 120,000 Impressions per month each with Lake and Porter County editions

**Newspaper Paid Advertising**

Articles on various events throughout the two counties were in the Post Tribune on the following dates:

**2012**

- \*4/17: Earth Day Promo ad

\*June: "Get Hooked on Fishing" section ad

**2011**

\*6/3: "Get Hooked on Fishing" section ad (included 5,000 online impressions)

\*8/5-8/14: Lake County Fair section ad

**2010**

\*8/6: Lake County Fair section ad

**Movie Theaters**

Movie Theaters throughout the two counties ran theater ads before the start of each movie. The ads were shown on the following dates:

**2012**

\*At the April 2012 MS4 mtg, the group determined investing in a billboard campaign would be more beneficial since the message would be on display 24 hours a day.

**2010-2011**

\*7/2010-1/2011: On-screen and lobby network ads

56 screens total: Portage (16), Showplace Hobart (12), Schererville (16), Valparaiso Commons (12)

**3.0 WEBSITES**

**Northwestern Indiana Regional Planning Commission Website**

The NIRPC website has an updated list of all of the participants on it as well as a link to each of the member's city/town website. The NIRPC website also has downloadable material and equipment request forms the participants can easily complete, and send it back to NIRPC to check out or pick up materials needed. News articles that are written, and answers to the kid's activity placemat can also be found on the website.

**4.0 PUBLIC INVOLVEMENT EVENTS**

**Earth Day**

In April of 2010, 2011 and 2012 the Partnership has had booth space at the Porter County Earth Day Celebration. Over the past few years the event has grown to reach thousands of people. Splash, the Partnership's mascot spends the day with kids at the event, educational materials are handed out and the enviroscape is used to show residents where stormwater goes.

**September Adopt-a-Beach**

The NWI Partnership for Clean Water partners with the Alliance for the Great Lakes every September to host an Adopt-a-Beach training. After the training the volunteers go out on Adopt-a-Beach day and clean up the beach they have chosen. The Partnership, also pays for a radio remote at one of the beaches that is being cleaned up.

**Handouts and giveaways**

From July 2010 to July 2012 the following materials have been handed out at events and workshops.

Stress balls	8,000
Rain gauges	5,000
Placemats	22,500
Coloring books	10,000
Pro. WET books	11,550
Citizen guides	2,675
After the Storm	2168

IDEM posters	390
HHW schedule	6,000
Pens	11,000
4 simple steps	1,000
Calendars	20,000
Planning Power	3,000

## 5.0 WORKSHOPS/EVENTS

### **2010 Rain garden**

In July of 2010 a rain garden and prairie maintenance meeting was held. A total of 13 people were in attendance. Rain garden handouts were distributed and a presentation was given.

### **2010 Alliance for the Great Lakes Teacher Training**

In July of 2010 the NWI Partnership for Clean Water partnered with the Alliance for the Great Lakes to host a teacher training. The workshop trained K-8<sup>th</sup> grade teachers on the Adopt-a-Beach training and how to use the Great Lakes in My World curriculum book. The workshop had 19 participants.

### **2010 Water Quality Monitoring Training**

In December of 2010 the Partnership hosted a Water Quality Monitoring training. The training had 11 participants. At the end of the training a test was given.

### **School Programs 2010, 2011, 2012**

The enviroscape and supplies for a kid friendly stream monitoring activity were taken to schools upon request from the partners. The following schools and day camps were visited throughout the 2 year reporting period.

#### **2012**

- \*1/12: Chesterton High School (4 classrooms)
- \*2/7 & 2/13: Discovery Charter School (6 classrooms)
- \*2/9 & 2/10: Westchester Intermediate School (8 classrooms)
- \*2/23 & 2/24: Liberty Intermediate School Program (7 classrooms)
- \*5/22: Discovery Charter School/Coffee Creek Preserve (1 class)
- \*5/23: Liberty (Hobart) School Program (3 classrooms)
- \*5/25: Chesterton Middle School Field Day/Coffee Creek
- \*6/14: Dyer Day Camp

#### **2011**

- \*3/22 & 3/24: Liberty Intermediate School Program
- \*4/28: Central Elementary (Valparaiso)
- \*5/10: Chesterton Middle School Field Day
- \*5/26: Discovery Charter School
- \*7/11-7/15: Dyer Day Camp
- \*12/2: Chesterton High School

#### **2010**

- \*7/7-7/8: Dyer Day Camp

\*11/2 & 11/3: Liberty Intermediate School Program

### **2011 Adopt-a-beach Training**

In May of 2011 an Adopt-a-beach training was hosted by the NWI Partnership for Clean Water. The Alliance for the Great Lakes trained all new volunteers and materials were distributed to attendees for the beach cleanup. The training had 5 participants.

### **2011 Group Inspector Meeting**

In October of 2011 a group inspector meeting was hosted by the Partnership. The mission of the group, new goals, self-monitoring and a roundtable discussion was talked about. The Meeting had 23 participants.

### **2012 Lawn Care Workshop**

In February of 2012 a Lawn Care workshop was hosted by Save the Dunes in Valparaiso. NIRPC gave a presentation on storm water runoff and watershed health. The workshop had 20 participants.

### **2012 Natural Lawn Care Workshop**

In March of 2012 a Natural Lawn Care workshop was held at Indiana University Northwest by the Safer Pest Control Project. The workshop focused on natural alternatives to conventional lawn care practices to protect water quality. The workshop had 20 participants.

### **2012 GI Workshop**

In May of 2012 a Green Infrastructure workshop was held at NIRPC. The workshop, sponsored by NOAA, DNR Coastal Program and NIRPC, focused on the benefits of incorporating green infrastructure at the local and regional scale to improve community resiliency. The workshop had 35 participants.

### **2012 Healthy Water Healthy People**

In May of 2012 the NWI Partnership for Clean Water partnered with the National Park Service to host a Healthy Water Healthy People workshop. The workshop had 20 participants.

### **2012 What is the NWI Partnership for Clean Water Presentaion**

In July of 2012 a presentation to a class of 19 teachers at IUN was given. The teachers participated in activities, a presentation about the partnership was given, and handouts about the partnership were passed out.

## **6.0 Future Plans**

### **Great Lakes in My World Teacher Training**

Two training will be given in the 2012 calendar year, August 10<sup>th</sup> and September 8<sup>th</sup>.

### **Project WET**

A Project WET training will take place on October 27<sup>th</sup> 2012.

### **Adopt-a-Beach**

A location will be adopted on behalf of the Partnership and the clean-up will take place on September 15<sup>th</sup>, 2012. A remote will take place at the clean-up site.

