

Let's make it

**Clean**

NWI Partnership for Clean Water

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

# 2013 Report

## MS4 Education and Outreach Programs Delivered by NIRPC

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Conservancy District  
Valparaiso Lakes  
Conservancy District

## Report of Services January 1 through December 31, 2013

### *Services Provided by:*

- ◆ *Kathy Luther, Director of Environmental Programs*
- ◆ *Joe Exl, Senior Water Resources Planner*
- ◆ *Amanda Pollard, Environmental Educator*
- ◆ *Meredith Stilwell, Environmental Secretary*
- ◆ *Christopher Burke Engineering, Training Contractor*

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# Advertising and Media - Print

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## NWI Times:

### ◆ 1/4 Page Community Spotlight

Highland  
Schererville  
Crown Point  
Valparaiso  
Duneland  
Griffith  
Dyer  
St. John  
Merrillville

Use Water Wisely. It Doesn't Grow On Trees.

Use Water Where it Lands. Why let it Run Away?

Use Chemicals with Care. They don't belong out there!

Use the Can. Not the Land. On the Ground. In the Water.

Be part of the solution. Stop stormwater pollution.

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NWI Partnership for Clean Water

[www.nirpc.org/environment/water/what-you-can-do/](http://www.nirpc.org/environment/water/what-you-can-do/)

Be part of the solution. Stop stormwater pollution.  
[www.nirpc.org/environment/MS4.htm](http://www.nirpc.org/environment/MS4.htm)



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- Town of New Chicago
- Town of Porter
- Town of St. John
- Twin Creeks
- Conservancy District Valparaiso Lakes
- Conservancy District

## NWI Times Editorials:

- MS4/Stormwater General
  - May 23
  - June 27
- Use Water Wisely
  - August 27
  - December 26
- Use Chemicals with Care
  - February 28

## Post-Tribune ¼ page ads:

- Earth Day Insert April 17
- Hooked on Fishing Insert June 7

## Newspapers in Education Insert

- September 2013

## Earned Media

- NWI Times HRW Workshop Article
  - May 23

**HOOKED ON FISHING**

### The 'lure' of fishing bass tournaments

By Mike Miller

The bass tournament season is well under way. For many anglers, it's the time to test their skills and catch some big fish. But for many, it's also a time to enjoy the outdoors and spend time with family and friends.

Whether you're a seasoned pro or a beginner, there's something about fishing that just makes you want to get out there. It's the thrill of the chase, the satisfaction of a good catch, and the camaraderie of the sport.

But as we enjoy the outdoors, we also need to be mindful of the environment. Fishing tournaments can have a significant impact on the ecosystem, and it's our responsibility to ensure that we're doing our part to protect it.

One way to do this is by following the rules of the tournament. Many tournaments have strict regulations in place to ensure that the fish are treated humanely and that the environment is protected.

Another way is by practicing catch and release. This means that you catch the fish, take a picture, and then release it back into the water. This helps to maintain the population of the fish and ensures that they can continue to thrive.

Finally, it's important to be mindful of the environment. This means avoiding littering, staying on designated trails, and being respectful of other anglers and the natural surroundings.

By following these guidelines, we can ensure that our fishing tournaments are a fun and responsible activity that helps to protect the environment for generations to come.

**Be part of the solution. Stop stormwater pollution.**  
Let's make it **Clean**  
NWI Partnership for Clean Water  
[www.nirpc.org/environment/water/what-you-can-do/](http://www.nirpc.org/environment/water/what-you-can-do/)

## Remember, it ALL drains to our lakes and rivers

Help keep pollution out of storm drains

Only rain in the drain!

That's because storm drains and roadside ditches flow directly to our lakes and rivers. So, any oil, pet waste, leaves, trash, or lawn chemicals that enter a storm drain gets into them too. With three quarters of a million people living in NW Indiana, we all need to be aware of what goes into our storm drains.

**What can you do? Here are 3 simple Tips.**

- Sweep fertilizer off driveways and sidewalks, back onto your lawn.
- Keep leaves, grass clippings, trash and fertilizers out of streets and storm drains.
- Do not dump motor oil, chemicals, pet waste, dirty or soapy water, or anything else down the storm drain.

**Let's make it Clean**  
NWI Partnership for Clean Water  
Find out more at [www.nirpc.org/environmental/water](http://www.nirpc.org/environmental/water)

April 17th 2013

Be part of the solution. Stop stormwater pollution.  
[www.nirpc.org/environment/MS4.htm](http://www.nirpc.org/environment/MS4.htm)

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# Advertising and Media - Outdoor

## 4 Billboards in 2013

January - March US 20 in Lake and Porter County

1,238,532 Impressions

March - July US 20 Porter County, Ridge Rd in Lake County

1,311,152 Impressions

City of Crown Point  
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Conservancy District  
Valparaiso Lakes  
Conservancy District





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# Advertising and Media - Outdoor

## Gary Public Transit Buses

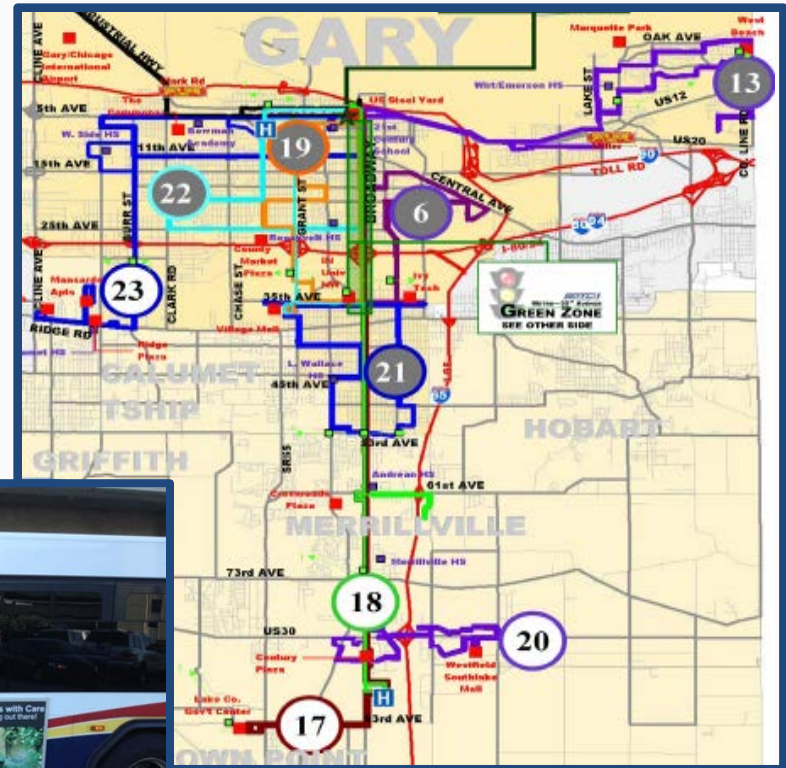
July - August

5 buses

144" x 30" Poster

## Regional Routes include:

- Crown Point
- Gary
- Griffith
- Hobart
- Merrillville



- City of Crown Point
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# Advertising and Media – Cinema

November 15 through and January 15, 2014

- ◆ Hobart 12
- ◆ Portage 16
- ◆ Schererville 16
- ◆ Valparaiso Commons

City of Crown Point  
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Use Chemicals with Care.

Be part of the solution. Stop stormwater pollution.

The NWI Partnership for Clean Water needs you to help take care of our water.

[nirpc.org/environment/water](http://nirpc.org/environment/water)



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# Advertising and Media – On-line



- ◆ NWI Times On-line and Mobile
- ◆ May through December

2013 NWI Times On-line and Mobile Advertising Results					
Item	Impressions	Clicks	Avg. Click Thru Rate	% of Total Impressions	% of Total Clicks
Mobile	300,006	1838	0.61 %	23 %	63 %
On-line	1,000,009	1057	0.10 %	77 %	37%
<b>Total</b>	<b>1,300,015</b>	<b>2,895</b>			
<b>Total Cost</b>	<b>Cost per Impression</b>	<b>Cost Per Click</b>			
\$ 12,500	\$ 0.01	\$ 4.32			

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# Advertising and Media – Webpage

## On-line Stormwater Tools

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NWI Partnership for Clean Water

clean-water.aspx

2040 Plan > Greenways & Blueways > Environment > Land Use > Transportation > ILLIANA Expressway Project >


Outreach Programs > NWI Partnership for Clean Water

### NWI Partnership for Clean Water

The NWI Partnership for Clean Water (former known as the Northwest Indiana MS4 Community Partnership) is a NIRPC managed public education and involvement program to help communities meet the requirements of the Indiana Department of Environmental Management's (IDEM) Rule 13. This rule is an effort by IDEM, as the state's permitting authority, to manage storm water. Consistent with other state water programs, this rule's goal is to protect human health, aquatic life, and existing water resources.

Related documents:

- 2010 Annual Report
- 2010 Water Quality Survey
- 2007 Water Quality Survey
- Equipment Request Form
- Raingarden Signage



Downloadable PowerPoint Presentations:

- Children's Guide to the MS4 Program
- A Citizen's Guide to Protecting Water Quality

NWI Times 2013 Editorials by Kathy Luther:

- December: Use Water Wisely *"Christmas Tree Green In Other Ways, Too"*
- August: Use Water Wisely *"Tips for Healthy Turf Gardens"*
- June: NWI Partnership for Clean Water *"Stormwater Fees Don't Stop Rain, But Manage It"*
- May: Use Water Wisely *"Water Knows No Boundaries"*
- February: Use Chemicals with Care *"Use Deicing Agents Sparingly to Protect Streams"*

Movie Theater MS4 Ads:

- NCM Ad running November 8 - December 31, 2013

Movie Theater MS4 Advertisement

Use Water Wisely. Use Chemicals with Care. Use Water Where It Lands. Use the Can, Not the Land.

Be part of the solution. Stop stormwater pollution.

Let's make it Clean

The NWI Partnership for Clean Water wants you to help take care of our water.

nirpc.org/environment/water

plash

3 Ways to Take a Screenshots

do.aspx

## NORTHWESTERN INDIANA REGIONAL PLANNING COMMISSION

Search

Home > About > Resources & Info > 2040 Plan > Greenways & Blueways > Environment > Land Use > Transportation

Home > Environment > Water > What You Can Do

### Water - What You Can Do at Home

Use Water Wisely

- WaterSense® (An EPA Partnership Program)
- Homeowners
- Conservation
- Watering Lawns in Drought – NWI Times Article – June 2012

Use Water Where It Lands

- Rain Gardens
- Rain Barrels

Use the Can, Not the Land

- Snow Provides Proof of Urban Run – NWI Times Article, January 2012
- When Geese Are Well Fed – NWI Times Article, April 2012
- Historical Litter Monitoring and Routine Visit Data from Adopt-a-Beach cleanups in the area

Use Chemicals With Care

- Use Chemicals With Care – NWI Times Article, Feb. 2012
- Become Well Grounded – NWI Times Article, May 2012
- Lawn Care Links
- Automotive Fluid Drop-offs

Gas Can Exchange

- 2013 Gas Can Exchange Schedule

### What Your Community Can Do

- Watershed Planning
- Sourcewater Protection
- Land Use Planning
- Low Impact Development
- Green Infrastructure

Environmental Overview

Environmental Management Policy Committee (EMPC)

- EMPC Minutes
- EMPC Presentations

Green Infrastructure

- Greenways and Blueways

Water

- What You Can Do
  - Lawn to Lake Program
- Rain Barrels
- Rain Gardens
- Water Resources Protection Tool Kit

NIRPC Water Outreach Programs

- Watershed Management

Air Quality

- What You Can Do
- Air Quality Conformity

NIRPC Air Quality Programs

- Alternative Fuels
- Emissions Reductions Program

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www.nirpc.org/environment/MS4.htm

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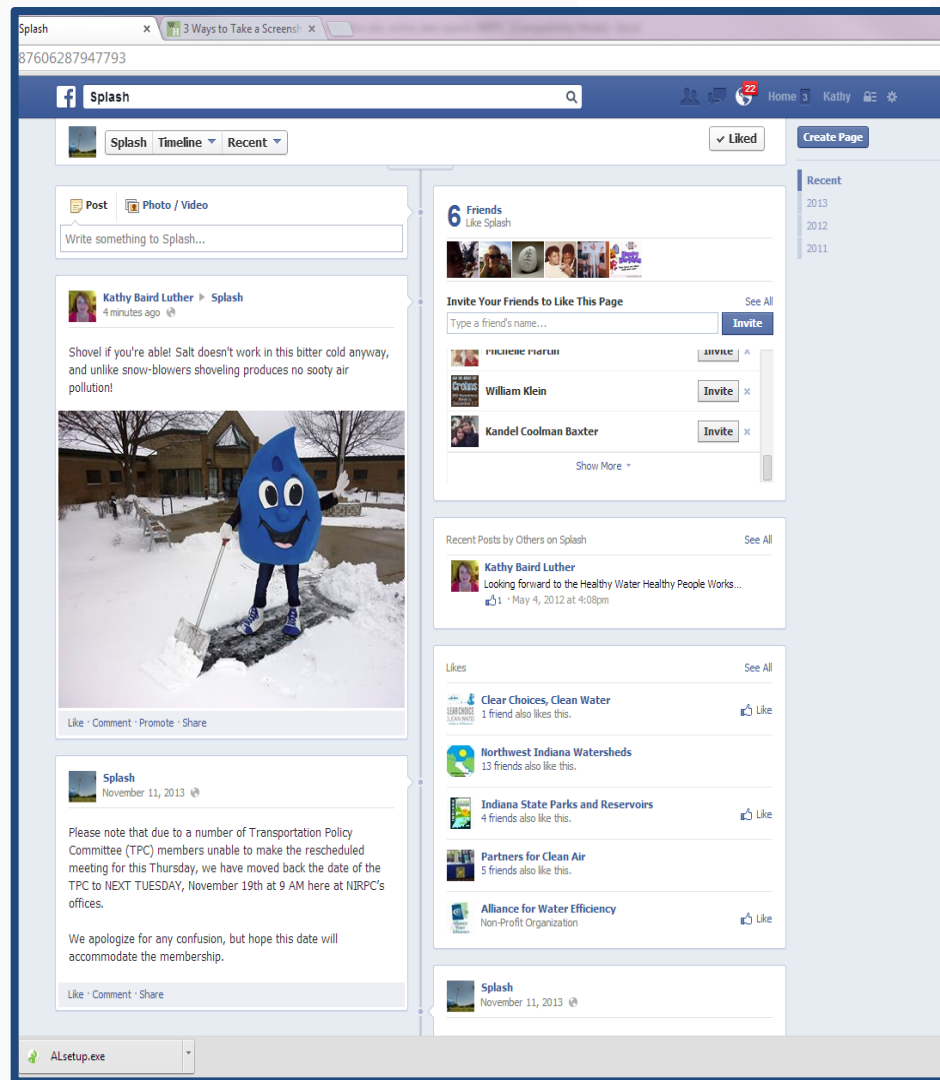
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# Advertising and Media – Web and Social

💧 Splash & Northwest Indiana Watersheds are on Facebook



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<http://quevivaindiana.com/que-viva-indiana-november-2013-issue/>

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# Advertising and Media – Web and Social

Spanish  
Sept and Nov. Issue

# ¡QUE VIVA!

- City of Crown Point
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**The Law Office of Alex Dominguez**

Personal Injury  
Criminal Defense  
DUI  
Traffic Tickets  
License Suspensions  
Expungements

3620 W. 80th Lane Merrillville, IN 46410  
219-795-9310 Office 219-750-9199 Fax  
dominguezlegal.com

*"Selecting a lawyer is an exercise in trust, a decision to place your well-being in the hands of experienced counsel."  
-Alex Dominguez*

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**Use Water Wisely.**  
It Doesn't Grow On Trees.

**Use Water Where it Lands.**  
Why let it Run Away?

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On the Ground. In the Water.

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[www.nirpc.org/environment/water/what-you-can-do/](http://www.nirpc.org/environment/water/what-you-can-do/)

<http://quevivaindiana.com/que-viva-indiana-Sept-2013-issue/>



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# Equipment

- Maintain and Track Splash Usage
  - 10 Splash Checkouts
- Maintain and Track Training Video Usage
  - 1 Training Video Checkout
- Maintain and Track Other equipment
  - Enviroscape, Play Tunnel, Blue Board



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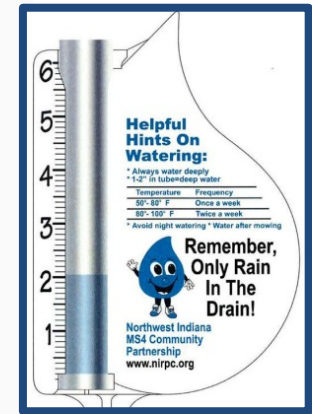
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# Materials

## Materials Ordered

- 💧 Stress balls
- 💧 Rain gauges
- 💧 Click Message Pens
- 💧 Activity Placemats
- 💧 Brochures
- 💧 Clean Water Calendars



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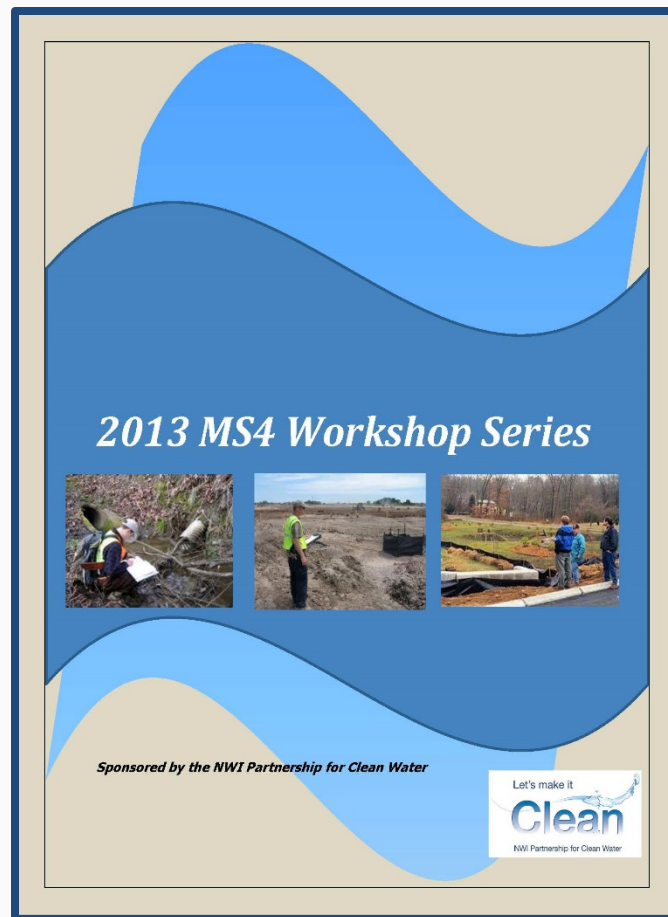
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# Public Education and Outreach MS4 Training Workshops

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## Workshops

- Construction Site Runoff Control
  - July 17<sup>th</sup>
- Illicit Discharge Detection & Elimination
  - September 5<sup>th</sup>
- Post-Construction
  - October 10<sup>th</sup>
- Good Housekeeping & Pollution Prevention
  - December 5<sup>th</sup>



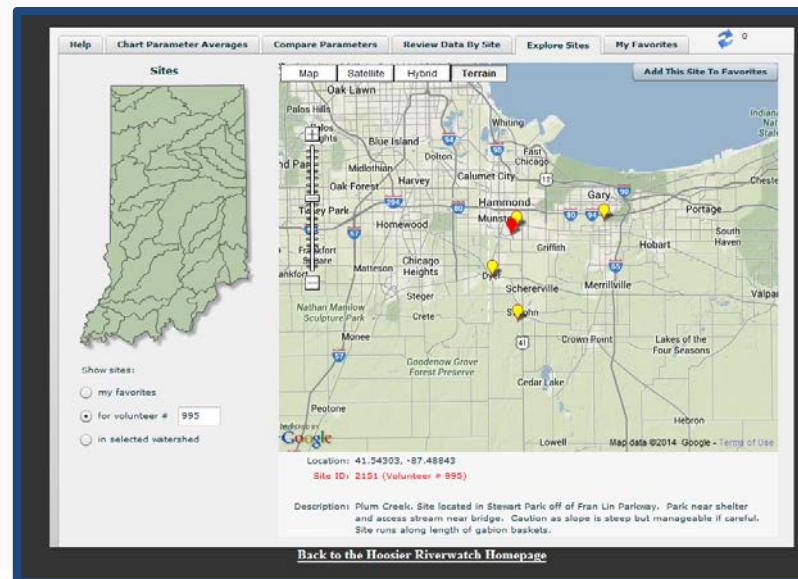
The graphic features a blue wavy background with a tan border. At the top, it says "2013 MS4 Workshop Series" in white italicized font. Below the text are three small photographs: a worker in a hard hat and safety vest, a worker in a yellow vest holding a clipboard, and a group of people standing near a construction site. At the bottom, it says "Sponsored by the NWI Partnership for Clean Water" and includes the "Clean" logo with the tagline "Let's make it" and "NWI Partnership for Clean Water".

Be part of the  solution. Stop stormwater pollution.  
[www.nirpc.org/environment/MS4.htm](http://www.nirpc.org/environment/MS4.htm)

# Hoosier Riverwatch & Volunteer Monitoring

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- 5 Hoosier Riverwatch Workshops (40 participants)
- 5 Volunteer Sites Registered (+1 planned)
- Loaner Equipment Being Checked Out



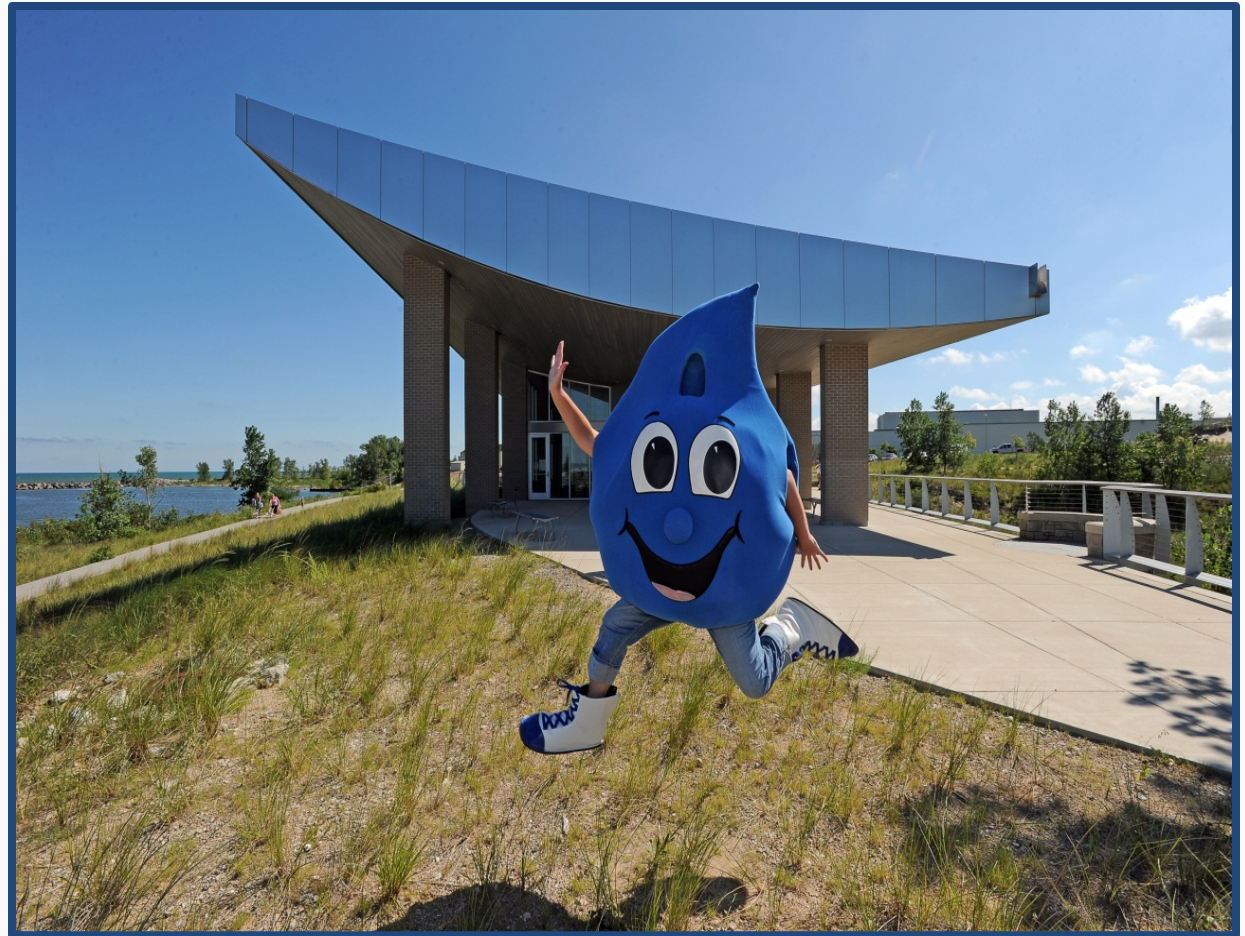


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[www.nirpc.org/environment/MS4.htm](http://www.nirpc.org/environment/MS4.htm)