



Cedar Lake
Chesterton
Crown Point
Dyer
Gary
Griffith
Highland
Hobart
Lake Station
Munster
New Chicago
Porter
Schererville
St. John
Valparaiso
Valparaiso Lakes C.D.

2015 Report

MS4 Education and Outreach Programs Delivered by NIRPC

Be part of the  solution. *Stop stormwater pollution.*



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Report of Services January 1 through December 31, 2015

Services Provided by:

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

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Advertising and Media - Print

Post-Tribune

◆ Hooked on Fishing Insert

Saturday, June 27, 2015

NWI Times

◆ 1/4 Page Community Spotlights

Munster (April)	Griffith (August)
Duneland (May)	Crown Point (August)
Valparaiso (June)	St. John (September)
Highland (June)	Merrillville (October)
Schererville (June)	

◆ Newspapers In Education (NIE)

Sunday, September 20, 2015



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Advertising and Media – Out and About

🔹 NICTD Posters

Run Dates: 3/16/2015 – 6/15/2015



🔹 GPTC Bus Ads

Run Dates: 7/27/2015 – 8/27/2015



🔹 National Cinemedia movie Ads

Run Dates: 11/6/2015 – 1/7/2016

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Advertising and Media – Movie Theatre

- ◆ Holiday Blockbuster Season Ad Campaign:
 - MS4 15 Second Ad plays during movie preview
 - Schererville 12
 - Hobart 12
 - Portage 16 with IMAX
 - Valparaiso Commons

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Use Chemicals with Care.

Use Water Wisely.

Use Water Where it Lands.

Use the Can, Not the Land.

Be part of the solution. Stop stormwater pollution.

Let's make it
Clean
NWI Partnership for Clean Water

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

nirpc.org/environment/water

Advertising and Media – On-line

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- ◆ NWI Times On-line and Mobile –
 March through December
- ◆ Splash & Northwest Indiana Watersheds are
 on Facebook



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Advertising and Media – Webpages

On-line Stormwater Tools

Home > Environment > Water > NIRPC Water Outreach Programs > NWI Partnership for Clean Water

- Air Quality
 - What You Can Do
 - Air Quality Conformity
 - NIRPC Air Quality Programs
- Deep River-Portage Burns Waterway Initiative
 - Event Information and Materials
 - Watershed Plan
 - In the News
 - Projects
 - Steering Committee
- Environmental Management Policy Committee (EMPC)
 - EMPC Minutes
 - EMPC Presentations
- Environmental Overview
- Green Infrastructure
 - Greenways and Blueways
- Solar
 - About Solar Energy
 - Best Management Practices
 - Solarize NWI
- Water
 - What You Can Do
 - NIRPC Water Outreach Programs
 - Gas Can Exchange
 - NWI Partnership for Clean Water
 - MS4 Partner Documents
 - Teacher Information
 - Watershed Management

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:

- [2014 Final Report](#)
- [2013 Final Report](#)
- [2010-2012 Annual MS4 Report](#)
- [2010 Water Quality Survey](#)
- [2007 Water Quality Survey](#)
- [Equipment Request Form](#)
- [Rainsignage Signage](#)



PRINTABLE MATERIALS AND HANDOUTS:

- [The Times 2015 Newspapers in Education Insert](#)
- [Citizens Guide to Storm Sewer: Cover and Inside](#)
- [4 Simple Steps to Clean Water: Cover and Inside](#)
- [Splash Coloring Activity Book](#) (to be printed double-sided on 11" x 17" paper)
- TIP Cards:
 - [Auto Repair](#)
 - [Car Care](#)
 - [Fertilizer](#)
 - [Food Industry](#)
 - [Pet Care](#)
 - [Restaurant BMP](#)
- [Placemat](#)
- Shop Posters:
 - [Part One](#)
 - [Part Two](#)
 - [Part Three](#)

DOWNLOADABLE POWERPOINT PRESENTATIONS:

- [Children's Guide to the MS4 Program](#)
- [A Citizen's Guide to Protecting Water Quality](#)

NWI TIMES 2014 EDITORIALS BY KATHY LUTHER:

- October: "[Lawn equipment often lacks pollution controls](#)"
- June: "[Rain, Rain go away - but not completely](#)"
- May: "[Create healthy lawn without poisoning water](#)"
- April: "[Melting snow reveals water's awesome power](#)"

NWI TIMES 2013 EDITORIALS

Movie Theater MS4 Ads:



Home > Environment > Water > NIRPC Water Outreach Programs > NWI Partnership for Clean Water > MS4 Partner Documents

- Air Quality
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 - Teacher Information
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MS4 Partner Documents & Information

- [MS4 2014 Final Report](#)
- [NWI PARTNERSHIP FOR CLEAN WATER 2014 AD/MEDIA PLAN](#)

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TRAINING VIDEOS AND EQUIPMENT:

- Excel Visual Training Videos Available:**
(To request videos, please contact Amanda Pollard at apereqine@nirpc.org)
- Ground Control
 - IDDE
 - Pollution Prevention Storm Warning
 - Good Housekeeping
 - Construction Sites (Spanish)
 - Drop in the Bucket
 - Rain Check
 - [Equipment Request Form](#)

Movie Theater MS4 Ads:

- NCM Ad run November 6, 2015 - January 7, 2016

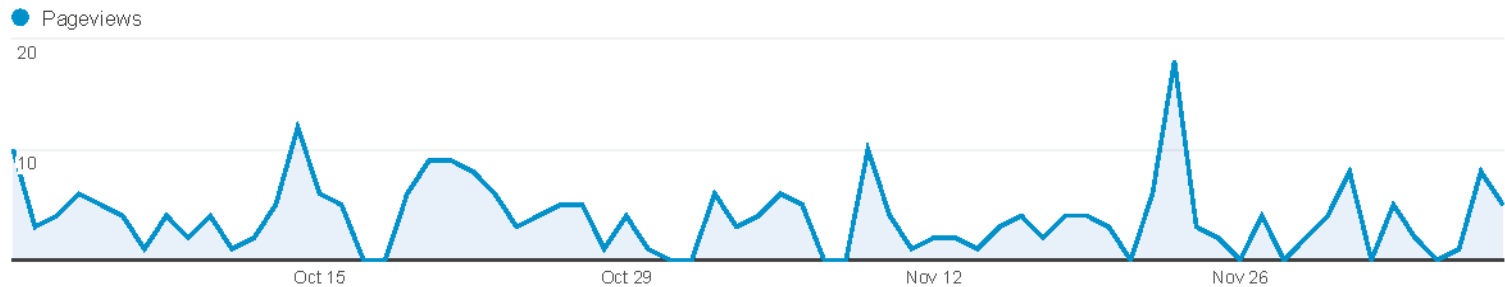


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Water Webpages Results

💧 267 page views in 4th quarter 2015
(Through December 9, 2015)

💧 Approximately 2.27% of NIRPC web traffic during that period.




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Advertising and Media – Web and Social


 Splash & Northwest Indiana Watersheds are on Facebook 



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Public Education and Outreach MS4 Training Workshops

2015 Focus

Minimum Control Measures 3 through 6

- 💧 **Wednesday, Oct. 28th – IDDE**
- 💧 **Wednesday, Oct. 28th – Good Housekeeping**
- 💧 **Tuesday, Nov. 10th - Construction**
- 💧 **Tuesday, Dec. 1st - Green Infrastructure**

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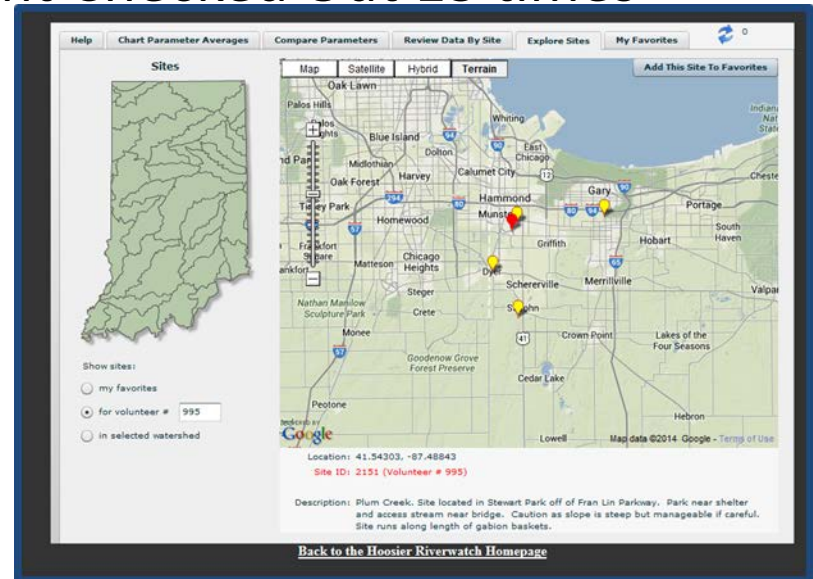
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Hoosier Riverwatch & Volunteer Monitoring



- 💧 3 Workshops (*April, May & August* - 32 participants)
- 💧 14 Volunteer Sites Monitored
- 💧 29 Unique Trips
- 💧 Loaner Equipment Checked Out 13 times

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