



2014 Report

MS4 Education and Outreach Programs Delivered by NIRPC

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

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



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Report of Services January 1 through December 31, 2014

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

Cedar Lake
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Post-Tribune

- ◆ **Earth Day Insert – (4/17)**
- ◆ **Hooked on Fishing Insert – (6/6)**

NWI Times

◆ Editorials

- Power of Water (4/17)**
- Spring Has Sprung (5/20)**
- Rain, Rain Go Away (6/26)**
- Water-friendly Winterizing (9/22)**
- Winter is Coming (10/30)**

◆ 1/4 Page Community Spotlights

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

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.

Let's make it
Clean
 NWI Partnership for Clean Water

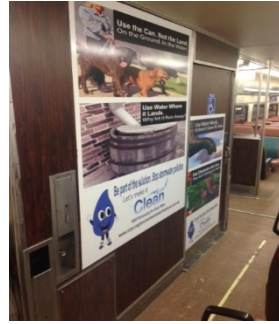
www.nirpc.org/environment/water/what-you-can-do/

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Advertising and Media – Out and About

🔹 NICTD Posters

Run Dates: 3/15 – 6/15



🔹 GPTC Bus Ads

Run Dates: 8/4 – 9/4

- Cedar Lake
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🔹 NCM Movie Ads to run in November

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Advertising and Media – Movie Theatre

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



Advertising and Media – On-line

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



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Advertising and Media – Webpages

On-line Stormwater Tools

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

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

Environmental Overview

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:

- 2013 Final Report
- 2010-2012 Annual MS4 Report
- 2010 Water Quality Survey
- 2007 Water Quality Survey
- Equipment Request Form
- Raingarden Signage

PRINTABLE MATERIALS AND HANDOUTS:

- 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 2013 EDITORIALS BY KATHY LUTHER

NWI TIMES 2014 EDITORIALS BY KATHY LUTHER:

- June: "Rain, Rain go away - but not completely"
- May: "Create healthy lawn without poisoning water"
- April: "Melting snow reveals water's awesome power"

Movie Theater MS4 Ads:

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

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

MS4 Partner Documents & Information

Environmental Overview

Environmental Management Policy Committee (EMPC)

- EMPC Minutes
- EMPC Presentations

Deep River-Portage Burns Waterway Initiative

- Event Information and Materials
- Watershed Plan
- In the News
- Projects
- Steering Committee

Green Infrastructure

- Greenways and Blueways

Water

- What You Can Do
- NIRPC Water Outreach Programs
- Gas Can Exchange
- NWI Partnership for Clean Water
- MS4 Partner Documents
- Teacher Information

Watershed Management

Air Quality

- What You Can Do
- Air Quality Conformity

NIRPC Air Quality Programs

- Alternative Fuels
- Emissions Reductions Program

Solar

- About Solar Energy
- Best Management Practices

PRINTABLE MATERIALS AND HANDOUTS:

- NWI PARTNERSHIP FOR CLEAN WATER 2014 AD/MEDIA PLAN**
- April 2014 Progress Report - MS4 Education and Outreach Programs**

TRAINING VIDEOS AND EQUIPMENT:

Excel Visual Training Videos Available:
(To request videos, please contact Amanda Pollard at aperegrine@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 8 - December 31, 2013

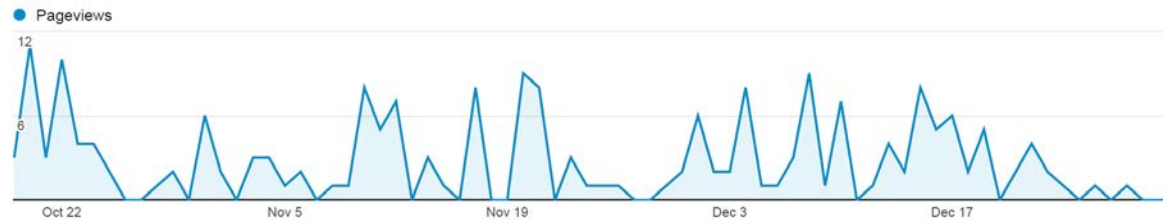
Be part of the solution. Stop stormwater pollution.

<http://www.nirpc.org/environment/water/nirpc-water-outreach-programs/nwi-partnership-for-clean-water.aspx>

Water Webpages Results

- 💧 201 Pageviews in 4th quarter 2014
- 💧 Approx. 2% of NIRPC web traffic during that period.

Explorer



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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

2014 Focus

Minimum Control Measures 3 through 6

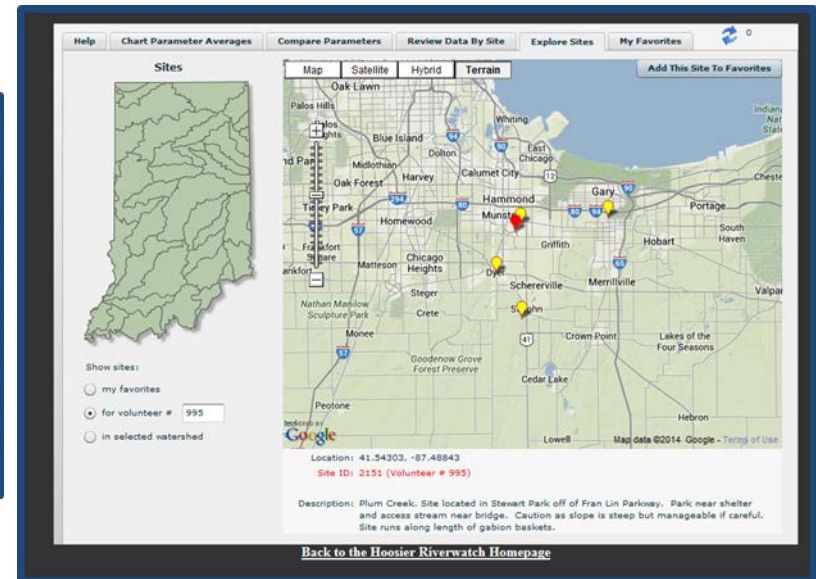
- ◆ **Thursday, May 22nd – IDDE**
- ◆ **Thursday, Sept. 25th – Post-Construction**
- ◆ **Thursday, Nov. 13th - Good Housekeeping**
- ◆ **Thursday, Dec. 11th- Green Streets as Post-Development Control**

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Hoosier Riverwatch & Volunteer Monitoring

- 4 Workshops (~45 participants)
- 6 Volunteer Sites Monitored
- Loaner Equipment Being Checked Out



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