



Coordinated by:  
Northwestern Indiana Regional Planning Commission  
6100 Southport Road  
Portage, IN 46368  
(219) 763-6060

[nirpc@nirpc.org](mailto:nirpc@nirpc.org)

Lake County Surveyor

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

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 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

## **2010 Northwest Indiana MS4 Community Partnership**

### **MCM 1 Public Education and Outreach**

### **MCM 2 Public Involvement**

### **Biannual Compliance Report**

#### **Reporting Period:**

**January 1, 2009 through June 30, 2010**

**Respectfully Submitted**  
**September 28, 2010**  
**Revised October 22, 2010**

**Kathy Luther**  
**Director of Environmental Management**

# MCM 1: Public Education and Outreach Report

## Response to IDEM “Guidance on Annual Report Content” Draft 2008

**Report Form Box 9 (a). For the following items, please provide a summary of control measure activities related to Rule 13 performed during the previous year. List any updated measurable goals from the SWQMP, compliance activities, BMPs installed or initiated, updated programmatic indicator data, and updated or developed regulatory mechanisms with effective dates.**

a. Public Education and Outreach:

- 1) Kathy Luther, Director of Environmental Management at the Northwest Indiana Regional Planning Commission is responsible for overseeing public education and outreach for the regional Northwest Indiana MS4 Community Partnership Program.
- 2) Targeted audiences during this reporting period included general public, pet owners, home auto maintenance, home owners, gardeners, children, teachers, construction site personnel, municipal personnel. Approximate numbers and percentages of target audiences potentially reached are as follows: General Public -300,000 County Fair Attendees (~47% of pop), 134,000 Newspaper Subscribers (NWI Times and Post-Tribune combined ~54% of households), NWI Times On-Line (~1,000,000 Impressions/month), Viva On-line (Spanish ~ 43,000 Impressions/month. MS4 Stormwater presentations or information were provided by request at public meetings, community forums, or meetings including: Lake County Master Gardeners, Valparaiso Stormwater Plan Public Meeting, Porter County Commission Meeting. Rain Garden presentations were given at a Porter County Rain Garden Workshop , and at the NIRPC EMPC in August 2009.
- 3) The public information strategy consists of multi-media approaches including radio, newspaper, and on-line advertising as well as public contact at local community events, and public workshops. Two primary themes and logos were used for consistent messaging on all printed materials: "Every Drop Counts" and "Remember, Only Rain in the Drain." **As a result of information obtained in our Water Quality Survey**, a new message focus was added to increase awareness of local waters and watersheds. New scripted radio spots were created and played throughout spring, summer, and fall of 2009 to help residents connect their communities and daily activities with local watersheds. These were played as part of the promotional campaigns for Household Hazardous Waste Collection Events. The radio program was discontinued in 2010 to redirect resources to Movie Theatre advertising which has better contact tracking mechanisms, the results of which will be reported in the next biannual compliance report. A 2009-2010 NWI Clean Water Calendar was produced and distributed. The calendar featured scenic photos of the many beautiful waters of our region, a watershed map, and stormwater tips taken directly from the 7 Simple Steps scattered throughout. The Calendar also included and information about watersheds as well as children’s drawings about water pollution. Also as a result of the Survey, we increased our use of newspaper advertising, more information on newspaper outreach is presented in #11. We also directed mailed the Household Hazardous Waste Collection to homes 50,000 via The Chronicle.
- 4) The A 20 page educational water insert "Water Works For Me, For You, For Everyone” with an emphasis on stormwater was published in the NWI Times, (daily circulation in MS4 Communities of 75,000 = 37% of households in Lake and Porter County) in conjunction with Coast Week in September 2009. This publication would have reached 500 classrooms and approximately 15,000 students. The insert for 2010 has been finalized and sent to press.
- 5) Several environmental educational programs operated by local partners are relevant to this MS4 Public Education Program: Lake County Solid Waste Management District reached over 2000 students with programs such as Enviroscope, Oil Spills, Household Hazardous Waste, Hazards on the Homefront, Rain

*Remember, Only Rain in the Drain!*

Drops and Oil, Environmental Detectives, and H2OHHH!. The Recycling and Waste Reduction District of Porter County also reached students with the following programs: Household Hazardous Waste, Pollution Town, and Water Watchers. In 2009 the IDNR Coastal Program continued to train volunteers for the Hoosier Riverwatch Volunteer Water Quality Monitoring Program. In 2010 Joe Exl was hired directly for the MS4 Community Partnership and he continued with the trainings.

- 6) The MS4 Community Partnership exists to avoid duplication of efforts among 22 MS4 entities in Lake and Porter Counties. By contracting with NIRPC, consistent messaging and economies of scale improve the success of outreach programs. Also, NIRPC is able to work with the Lake Michigan Coastal Program, Solid Waste Management Districts and other partners to further avoid duplication of effort in the arena of public education on water quality, non-point source pollution, and storm water runoff.
- 7) The MS4 program information is located on the NIRPC Environmental Department website. The address is <http://nirpc.org/environment/MS4.htm>. NIRPC currently does not track website hits. The MS4 Program started a 6 month on-line advertising campaign at [www.nwitimesonline.com](http://www.nwitimesonline.com) that provided data on how many click-throughs are received. NIRPC has also updated its website to include links to the MS4 communities' water web pages. The MS4 Program also had a campaign on the yahoo website and with Viva.
- 8) A Regional Water Quality Survey was completed in September 2007 by ETC Institute. 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. A RFP for the follow up to the 2007 survey went out. Kerr & Downs has been selected for the 2010 survey and a draft is being finalized.
- 9) Based on the September 2007 survey, 70% of respondents thought stormwater did not go directly to lakes/streams without treatment, 50% thought the way they cared for their home had little or no effect on the quality of water in lakes and streams in the community where they live; and 55% of those surveyed thought that industrial facility discharges were not the greatest contributor of pollution to lakes, rivers, and streams.
- 10) In 2009 and 2010 produced and/or purchased and distributed the following: 20,000 pens with water saving mowing tips, 10,000 kid's coloring and activity books from the Project WET series, 4,000 "Every Drop Counts" informational rain gauges, 250 rain garden brochures and planting instructions, 7 Simple Steps Bookmarks, 5,000 4 simple steps to clean water handout, 1500 spill/leak proof gas cans, 2,500 "After the Storm" brochures, Construction Field Guides, 41 Great Lakes Alliance Curriculum Books, 25,000 activity placemats, and 5,000 Citizen Guides to the MS4 Program. The partnership also purchased a mascot and had a name the water drop contest. Splash was picked as the mascot's name and he has been in high demand for public events.
- 11) In 2009 we purchased 6 monthly "advertorial" columns in the Post-Tribune. In 2010 the paid Post-Tribune monthly advertorials were dropped in favor of free monthly editorial space in the NWI Times, thus spreading similar messages to a different subscriber base. Throughout both years we inserted ads in various special inserts and publications of the Northwest Indiana Times and Post Tribune including NWI Now, NWI Parent, VIVA (Spanish), Earth Day, Home and Garden, Bass Pro Fishing Section, County Fair sections and others.
- 12) The primary "economic incentive" utilized by the MS4 Community partnership is the gas can exchanges conducted with the Household Hazardous Waste collection days scheduled by the Lake Michigan Household Hazardous Waste District. Citizens wishing to receive a free new spill, leak, and vapor proof gas can turn in an older can in exchange. In addition to providing an incentive for the gas can turn in, radio publicity of the gas can exchanges also has increased resident participation in the Hazardous Waste Collections. The partnership also handed out 300 Family Express car wash coupons with an MS4 message at various events in 2009 which had a good return rate per Family Express.

13)

**BMPs Implemented**

Education Stormwater Outreach:

Mascot:

Web Page:

Newspaper:

Storm Drain Marking:

Promotional Giveaways:

Adopt-a-beach Trainings

Green Infrastructure

Good housekeeping

Smart Growth

**2009 Goal**

Provide speakers and presentations at community and public meetings.

To purchase and name the mascot.

Increase relevance of website to citizens, increase traffic to website

Water Quality Insert,

Increase newspaper advertising based on survey results.

Monitor tests of Commercial Drain Markers, continue to encourage stenciling projects.

Rain gauges, Pens, Placemats, 4 steps to cleaner water handout, Citizens guide to MS4, After the Storm handout, Household Hazardous Waste Collection schedule, Project WET activity books, Promotional Materials with a water quality connection and benefit

Two workshops April 14<sup>th</sup> 2009, September 1<sup>st</sup> 2009,

Two workshops March 17<sup>th</sup> 2009, June 10<sup>th</sup> 2009

Three workshops April 1<sup>st</sup> 2009, April 8<sup>th</sup> 2009, April 23<sup>rd</sup> 2009

One Sensible Tools Workshop, November 4, 2009

**BMPs implemented**

Education Stormwater Outreach:

Mascot:

Web Page:

Newspaper:

Storm Drain Marking:

Promotional Giveaways:

Outreach for Teachers

Adopt-a-beach Trainings

Illicit Discharge Detection and Elimination

**2010 Goal**

Provide speakers and presentations at community and public meetings.

Increase the MS4 publicity by using Splash at least 6 times.

Increase relevance of website to citizens, increase traffic to website, upgrade website so that we are able to track the number of hits.

Water Quality Insert,

Increase newspaper advertising based on survey results.

Purchase 220 stencils and handout stencils, continue to encourage stenciling projects.

Rain gauges, Pens, Placemats, 4 steps to cleaner water handout, Citizens guide to MS4, After the Storm handout, Household Hazardous Waste Collection schedule, Project WET activity books, Promotional Materials with a water quality connection and benefit

One workshop April 28<sup>th</sup> 2010, July 21<sup>st</sup> 2010

One workshop April 13<sup>th</sup> 2010

One workshop June 28<sup>th</sup> 2010,

## **Report Form Box 9( b). Public Involvement and Participation:**

(b)

- 1) Kathy Luther, Director of Environmental Management at the Northwestern Indiana Regional Planning Commission is responsible for overseeing the regional public participation and involvement program for the 22 entities listed on page 1.
- 2) The MS4 Community Partnership works with local Watershed Groups generally through participation in regional Watershed Roundtable meetings and keeping close contact with active groups such as Save the Dunes Conservation Fund
- 3) We did not apply for 319 Grant Funding for any MS4 Projects due to required permitted activities not being eligible for funding in that program. In the 2010 Funding Cycle we have applied for 319 Grant Funding for Watershed Planning in the Hart Ditch/Plum Creek Watershed but the activities will be planning well above and beyond the MS4 Requirements.
- 4) NIRPC conducted, participated in, or promoted multiple training workshops in 2009 and 2010. In March and June of 2009 Green infrastructure workshops were held. In April of 2009 three Good Housekeeping workshops were held in Lake Station, Dyer, and Cedar Lake. We also promoted Indiana participation in the Alliance for the Great Lakes "Adopt a Beach" program April and September of 2009 two Adopt-a-beach workshops were held and another adopt-a-beach workshop occurred in April of 2010. Also in April of 2010 an Alliance for the great lakes teacher training took place at NIRPC. An IDDE workshop was held in June of 2010. In addition the MS4 Community Partnership worked together with the Lake Michigan Districts Household Hazardous Waste Program to promote 18 Household Hazardous Waste Collections from March through October 2009 and April through June 2010.
- 5) 69 People attended the Green infrastructure workshops, 23 attendees were at the Good Housekeeping workshops, 16 people attended the Adopt-a-beach workshops and 41 were at the teacher workshops for a total of 149 trained. 21 Teams participated in Adopt-a-Beach clean-ups. 300 Residents of Porter county purchased subsidized rain barrels from Save the Dunes Conservation Fund.
  - 6) NIRPC did not engage in volunteer water quality monitoring. However, volunteer water quality monitoring was conducted by others in the area. Six sites in Lake and Porter County received volunteer monitoring attention and have data entered in the Hoosier Riverwatch On-line
  - 7) Database in 2009 and 2010.
- 7) Storm Drain Stencils were ordered and handed by the partnership in 2009 and 2010 they continue to be utilized by various communities.
- 8) The NIRPC/NWI MS4 Community Partnership has not established a regional citizen watch group to identify polluters due to the decision that jurisdictional issues would make this more confusing to the public.
- 9) The NIRPC/NWI MS4 Community Partnership hosted teacher workshops in April and July of 2010 in partnership with the Alliance for the Great Lakes. The workshop was for formal and non-formal educators. 41 people attended this workshop. The Indiana Dunes Environmental Learning Center, located in Porter County provides several environmental science teacher training workshops throughout the year to teachers in our communities and the region.
- 10) The NWI MS4 Community Partnership partnered with the Porter County Soil and Water Conservation District in Porter County to have a booth at the 2009 Porter County Fair. The MS4 Partnership also worked with the Master Gardeners on various rain gardens.

- 11) The NIRPC/NWI MS4 Community Partnership partnered with the Lake County Solid Waste Management District. We partnered with the Recycling and Waste Reduction District of Porter County to provide exhibits and a radio live remote at an Earth Day Event at Sunset Hill County Park in Porter County in April 2009 and 2010. We also attended and had a booth at the 2009 Schererville festival.
12. The program partners with the Lake Michigan Household Hazardous Waste District to promote collection days in MS4 Partnership communities through live radio remotes and broad distribution of the collection day schedule. We also conduct gas can exchanges at these events.
- 13) There were 18 HHW collection days in MS4 Communities from March through October of 2009 and April through June of 2010. The type and amount of materials collected can be found on Table 3.
- 14) 4,856 residents participated in the HHW collections in MS4 Partnership Communities. This represents approximately 1.3 % of the 275,000 households in Lake and Porter County.
- 15) There are twenty seven facilities located in the MS4 Partnership communities known by the county SWMDs to accept public automotive materials such as fluids, tires, or batteries for recycling or proper waste disposal. An additional nine facilities were identified via their websites as accepting these materials. Location details are presented in the attached Table 4.

#### 16) Public Involvement

##### **BMPs Implemented**

Construction Site and Erosion Control Workshops

Good Housekeeping Workshops

Teacher Workshop

Community Cleanup Days

HHW Cleanups

Adopt-a-beach

Green Infrastructure

Illicit Discharge Detection and Elimination

##### **Goals**

One Workshop November 2009

3 Workshops

- April 1<sup>st</sup> 2009
- April 8<sup>th</sup> 2009
- April 23<sup>rd</sup> 2009

2 Workshops

- April 28<sup>th</sup> 2010
- July 21<sup>st</sup> 2010

International Coastal Cleanup September 2009

Increase Participation

Three workshops

- April 14<sup>th</sup> 2009
- September 1<sup>st</sup> 2009
- April 13<sup>th</sup> 2010

Two workshops

- March 17<sup>th</sup> 2009
- June 10<sup>th</sup> 2009

One workshop June 28<sup>th</sup> 2010