2013 Report
MS4 Education and Outreach Programs
Delivered by NIRPC
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
Table of Contents

Public Education and Outreach

Advertising and Media________________ 3
- Website & Social Media________________ 9
- Partnership Equipment ________________13
- Materials__________________________ 14
- MCM Training Workshops ____________ 15

Public Involvement

- Hoosier Riverwatch Workshops_______16
- Volunteer Monitoring Activities_______16

Be part of the solution. Stop stormwater pollution.

www.nnrpc.org/environment/MS4.htm
Advertising and Media - Print

NWI Times:

- 1/4 Page Community Spotlight
  - Highland
  - Schererville
  - Crown Point
  - Valparaiso
  - Duneland
  - Griffith
  - Dyer
  - St. John
  - Merrillville

Be part of the solution. Stop stormwater pollution.

www.nirpc.org/environment/water/what-you-can-do/
Advertising and Media - Print

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
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
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
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 St. John
Twin Creeks
Conservancy District
Valparaiso Lakes
Conservancy District
Advertising and Media – Cinema

November 15 through and January 15, 2014

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

The NWI Partnership for Clean Water needs you to help take care of our water.
nirpc.org/environment/water
## Advertising and Media – On-line

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

### 2013 NWI Times On-line and Mobile Advertising Results

<table>
<thead>
<tr>
<th>Item</th>
<th>Impressions</th>
<th>Clicks</th>
<th>Avg. Click Thru Rate</th>
<th>% of Total Impressions</th>
<th>% of Total Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile</td>
<td>300,006</td>
<td>1838</td>
<td>0.61 %</td>
<td>23 %</td>
<td>63 %</td>
</tr>
<tr>
<td>On-line</td>
<td>1,000,009</td>
<td>1057</td>
<td>0.10 %</td>
<td>77 %</td>
<td>37 %</td>
</tr>
<tr>
<td>Total</td>
<td>1,300,015</td>
<td>2,895</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Cost</th>
<th>Impression</th>
<th>Click</th>
</tr>
</thead>
<tbody>
<tr>
<td>$12,500</td>
<td>$0.01</td>
<td>$4.32</td>
</tr>
</tbody>
</table>
On-line
Stormwater Tools

NORTHWESTERN INDIANA REGIONAL PLANNING COMMISSION

Water - What You Can Do at Home
Use Water Wisely
WaterSense (An EPA Partnership Program)
Homeowners
Conservation
Watering Laws 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 Runoff – NWI Times Article, January 2012
When Arose Are Well Fed – NWI Times Article, April 2012
Historical Litte Monitoring and Reading 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 Field 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

Be part of the solution. Stop stormwater pollution.
Adverting and Media – Web and Social

Splash & Northwest Indiana Watersheds are on Facebook

http://quevivaindiana.com/que-viva-indiana-november-2013-issue/
Advertising and Media – Web and Social

- Spanish
- Sept and Nov. Issue

¡QUE VIVA!

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

Materials Ordered

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

Be part of the solution. Stop stormwater pollution.

www.nirpc.org/environment/MS4.htm
Public Education and Outreach
MS4 Training Workshops

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

Sponsored by the NWI Partnership for Clean Water

Be part of the solution. Stop stormwater pollution.
www.nirpc.org/environment/MS4.htm
Hoosier Riverwatch & Volunteer Monitoring

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

Be part of the solution. Stop stormwater pollution.

www.nirpc.org/environment/MIS4.htm
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 St. John
Twin Creeks
Conservancy District
Valparaiso Lakes
Conservancy District

Be part of the solution. Stop stormwater pollution.
www.nirpc.org/environmert/MS4.htm