2014 Report
MS4 Education and Outreach Programs
Delivered by NIRPC

Be part of the solution. Stop stormwater pollution.

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

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
  - Highland

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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*

- **NCM Movie Ads to run in November**

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

Advertising and Media – Webpages

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.

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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 22\textsuperscript{nd} – IDDE
- Thursday, Sept. 25\textsuperscript{th} – Post-Construction
- Thursday, Nov. 13\textsuperscript{th} - Good Housekeeping
- Thursday, Dec. 11\textsuperscript{th}- 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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