

NORTHWEST INDIANA MS4 COMMUNITY PARTNERSHIP

PUBLIC EDUCATION AND OUTREACH – PUBLIC PARTICIPATION AND INVOLVEMENT PROGRAM REVIEW Rule 13 – 327 IAC 15-13

Date of Evaluation: Monday, June 29, 2009

Evaluator : Reggie Korthals, MS4 Program Coordinator, IDEM

Review of the Public Education and Outreach (MCM # 1) and Public Participation and Involvement (MCM #2) coordinated and implemented by the Northwest Indiana Regional Planning Commission (NIRPC) for the MS4 entities listed below. Each of the MS4 municipalities has an MOU with NIRPC outlining the parameters of the program.

This joint review of the regional program was presented by NIRPC with individual MS4s providing additional details of their individual programs.

Each MS4 will be providing a copy of the review of MCM # 1 and MCM # 2 with their individual Rule 13 permit evaluations.

Porter County Permittees:

Porter County (INR040140), City of Valparaiso (INR040073), Valparaiso University (INR040073), City of Portage (INR040090), Town of Chesterton (INR040036), Town of Porter (INR040115), Nature Works CD (INR040149), Twin Creeks CD (INR040079), Valparaiso Are Lakes CD (INR040103)

Lake County Permittees:

Lake County (INR040124), City of East Chicago (INR040141), City of Gary (INR040101), Ivy Tech State College Northwest (INR040101), City of Crown Point (INR040056), City of Hobart (INR040130), City of Lake Station (INR040087), Town of Munster (INR040017), Town of Griffith (INR040108), Town of Highland (INR040135), Town of New Chicago (INR040031), Town of Merrillville (INR040049), Town of Schererville (INR040112), Town of Dyer (INR040074), Town of St. John (INR040047), Town of Cedar Lake (INR040075)

NORTHWEST INDIANA MS4 COMMUNITY PARTNERSHIP

PROGRAM AREA	
COMPREHENSIVE STORM WATER QUALITY MANAGEMENT PLANNING FOR MCM # 1 AND # 2 NORTHWEST INDIANA MS4 PARTNERSHIP	
<i>Was a self evaluation OR program review completed prior to the IDEM evaluation?</i>	YES JUNE 2009
<i>Did all of the MS4s develop and implement a SWQMP Part C?</i>	YES
<i>Did all of the MS4s submit to IDEM a signed certification form?</i>	YES
<i>Were programmatic indicators identified for each MCM in Part C?</i>	YES
<i>Were BMPs identified in individual SWQMPs utilized in the development of the regional plan?</i>	YES
<i>Did the partnership document all activities and maintain appropriate records?</i>	YES
<p><i>Has a communication and organizational chart been developed? (Storm water program staff and responsibilities) NO This chart should define the organization of the partnership.</i></p> <p>Observations:</p> <ul style="list-style-type: none"> • The roles within the partnership were not clear. It was demonstrated that the majority of the implementation responsibilities fall on the contractor. MS4 entities did not demonstrate a consistent participation on the work group and in the decision making process. • Some of the municipalities were more consistent in utilizing the information developed by the contractor in their communities. • The contractor has done a good job in identifying the needs of the MS4s and developing a regional education and involvement program <p>Recommendations:</p> <ul style="list-style-type: none"> • The MS4s need to work more closely with the contractor to identify goals and implement objectives. • A communications and organizational chart would be helpful in identifying the roles of both the MS4s and the contractor. • The partnership might want to consider putting more responsibility on the MS4 entities by have a chairman, vice chairman and secretary of the group along with workgroups that address different aspects of the educational program. Each MS4 would be required to have a role on committee. 	

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<p>COOPERATIVE AGREEMENTS</p> <ol style="list-style-type: none"> 1) <i>Is there a signed MOU with each MS4</i> 2) <i>Do all parties have a copy of the agreement?</i> 3) <i>Have the MOUs been reviewed and updated?</i> 4) <i>Is there an “umbrella group” to coordinate activities?</i> 	<p>YES</p> <p>YES</p> <p>YES</p> <p>YES</p>
<p><i>Are outside groups used in the implementation of the public education program? (Watershed Planning, SWCD, etc.)</i> YES</p> <ul style="list-style-type: none"> • LAKE COUNTY SOLID WASTE MANAGEMENT DISTRICT • PORTER COUNTY WASTE AND RECYCLING DISTRICT • LAKE MICHIGAN HOUSEHOLD HAZARDOUS WASTE DISTRICT • LAKE COUNTY SOIL AND WATER CONSERVATION DISTRICT • LAKE MICHIGAN COASTAL PROGRAM – IDNR • ILLINOIS-INDIANA SEA GRANT PROGRAM • PLANNING WITH POWER – PURDUE UNIVERSITY • PURDUE UNIVERSITY COUNTY EXTENSION OFFICES • WATERSHED GROUPS • ENVIRONMENTAL GROUPS <p>Observations:</p> <ul style="list-style-type: none"> • The partnership has gone above and beyond in engaging outside groups to help implement the education program. <p>Recommendations:</p> <ul style="list-style-type: none"> • The partnership should continue to work with outside groups and work to expand the roles of some of the organizations. 	
<p><i>Did all the MS4s submit to IDEM a certification form once the public education program was developed and implemented?</i> YES</p>	
<p><i>Did the NWI Partnership develop an outreach strategy?</i> YES</p> <ul style="list-style-type: none"> • The northwest Indiana MS4s agreed to contract with the regional planning commission to work together to improve the quality and reduce the quantity of urban runoff, resulting in area lakes and rivers meeting their designated use. • The partnership strategy is to develop a coordinated, consistent, region wide program that is cost efficient and fulfills the Rule 13 requirements <p><i>Were measurable goals included in the strategy?</i> YES</p> <ul style="list-style-type: none"> • 2005: Improve quality and reduce quantity of storm water runoff from existing urban areas • 2005: Improve quality and reduce quantity of storm water runoff from all new development and redevelopment. • 2005: Integrate the storm water management program with the goals and objectives of the regional watershed management plan. • 2007: Assess constituent knowledge and practices as they relate to storm water quality. • 2007: Identify, implement, and evaluate Best Management Practices (BMPs). <p><i>Did each MS4 permittee implement the strategy in their MS4 area?</i></p> <ul style="list-style-type: none"> • YES, BUT AT VARIOUS LEVELS 	

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Observations:

- The regional approach to implementing a public education and outreach program for the designated MS4s is a cost effective and good collaborative approach.
- This partnership of 23 MS4 is the largest in the Indiana Rule 13 permit program. Coordination of the needs and expectations of each entity seemed to be a challenge at times.

Recommendations:

- Each MS4 should review their Storm Water Quality Management Plans (SWQMP) to ensure that the outreach strategy developed by the partnership is included in their individual plans.
- Each MS4 will be required to review and up-date their SWQMP and submit the up-date as an attachment to their annual report due to be submitted to IDEM in October 2010. Update should reflect the activities of the regional partnership.
- The MS4s should work to strengthen the regional educational approach to continue to provide consistence and avoid duplication.

Applicable Documents	Reviewed
<ul style="list-style-type: none"> • <i>NIRPC Annual Reports</i> • <i>MOUs</i> • <i>The MS4s and the contractor plan to review, re-evaluative and amend all MOUs.</i> 	<ul style="list-style-type: none"> • SUPPLIED AND REVIEWED • Each MS4s will supply their MOU at time of their audits

Message Development
<p><i>Were specific storm water messages developed?</i> YES</p> <ul style="list-style-type: none"> • The partnership developed general storm water messages utilizing messages developed by US EPA and other MS4s • The initial strategy was a broadcast approach with proven successful messages • This method seemed to work well as an initial educational approach <p><i>Were the messages regional?</i> YES</p> <ul style="list-style-type: none"> • The message development and logo development were consistent throughout the northwest Indiana region – Lake, Porter Counties with overflow to LaPorte County. <p><i>What were the messages?</i></p> <ul style="list-style-type: none"> • Project WET for school programs and Healthy Water Healthy People Program • Remember Only Rain in the Drain • After the Storm • Don't Spill When You Fill • 7 Simple Steps • Tip Cards with five separate messages <ul style="list-style-type: none"> – Remember, You're Not Just Walking Your Dog" – "Don't Pollute, Use a Commercial Carwash" – "Remember, You're Not Just Fertilizing Your Lawn" – Auto Repair – Restaurants

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Message Development	
<ul style="list-style-type: none"> Watershed Protection – For Students Construction Erosion and Sediment Control Field Guide Newspapers in Education insert Restaurant placemat with general storm water information Clean Water Calendar Rain Garden How To Guide Wise Up About Water newspaper editorials Citizen’s Guide to MS4 Program <p>Observations:</p> <ul style="list-style-type: none"> The materials developed and distributed regionally were also made available to MS4s for use in their municipality. Some took advantage of this and others did not. The range of materials was excellent and the messages diverse The contractor provided copies of all messages developed and materials distributed The partnership utilized existing programs and materials to meet the MCM requirements <p>Recommendations:</p> <ul style="list-style-type: none"> The partnership should work with the contractor to continue to target specific stakeholder groups and develop a plan to identify a percentage of change over time. The MS4s should each commit to participation in the message development and goal setting. 	
<p><i>What criteria were used to determine regional messages?</i></p> <ul style="list-style-type: none"> The partnership utilized the <i>Regional Watershed Plan</i> and <i>The Water Resources Toolkit</i> developed by NIRPC to help guide message development along with Indiana permit requirements and US EPA recommendations. The contractor reviewed the SWQMP for each MS4 to identify their methods and measurable goals for permit compliance and those findings helped develop the regional approach The partnership used IDEM and US EPA guidelines 	
<p><i>Is the program reviewed for adequacy and is it updated as necessary? YES</i></p> <ul style="list-style-type: none"> The contractor provided documentation that the partnership reviews and updates the regional program each year. The storm water advisory group began by meeting monthly and continues to meet on a regular basis. Not all MS4s participate on a regular basis. This makes it difficult for the contractor to build consensus and identify needs on a regional basis and for each municipality 	

Target Audience	
Interview Questions	Response
<p><i>Were target audiences established? YES</i></p>	

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Target Audience	
Interview Questions	Response
<p><i>Did the regional program include methods and measurable goals that would be used to inform:</i></p> <ul style="list-style-type: none"> • <i>residents</i> • <i>visitors</i> • <i>commercial and industrial facilities</i> • <i>construction site personnel</i> • <i>municipal employees</i> <p><i>Did the outreach strategy include schools and educators? YES</i></p>	<p>YES</p> <ul style="list-style-type: none"> • The partnership made an attempt to reach all area constituents. • A more comprehensive plan to measure percentage of change reaching goals is needed • A more targeted approach might be more successful. • Too many MS4s rely solely on the regional program for education and outreach?
<p><i>Did the program target homeowners for pesticide, herbicide, and fertilizer usage?</i></p>	<p>YES</p> <ul style="list-style-type: none"> • Regional lawn care workshops were held.
<p>CONSTITUENT KNOWLEDGE ASSESSMENT</p> <p><i>Did the MS4 do an initial storm water quality assessment of constituent knowledge in the MS4 area? YES</i></p> <p><i>What method was used?</i></p> <ul style="list-style-type: none"> • The initial survey was done in 2005. The survey was distributed and collected at each Saturday HHW collection in Lake and Porter Counties and the results were tabulated. The constituent response was used in shaping the initial program. • A more comprehensive statistically relevant survey was conducted by an outside contractor in 2007. That survey targeted the region and also did area specific contacts for some of the MS4s. The results of this survey are being used to review the program and update the educational strategies. <p><i>Was a follow-up assessment done?</i></p> <ul style="list-style-type: none"> • A follow-up to the 2007 community survey is scheduled for 2010 <p><i>Was the information obtained used in development of the outreach strategy? YES</i></p>	

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Message Packaging Secondary Language Materials	
Interview Questions	Response
<p><i>What types of message "packaging" were used?</i></p> <ul style="list-style-type: none"> • Multi Media: Radio, Cable Television, website • Print: Newspaper, brochures, tip cards, posters, calendars, • Promotional Items: Rain Gauges, Gas Cans, Beach Boxes, Gardener Packets, Teacher/Library Tool Kits, Restaurant Placemats <p><i>What methods were used for message distribution?</i></p> <ul style="list-style-type: none"> • County Fairs • Community Festivals • Household Hazardous Waste Collection Days • Public Libraries • Newspapers In Education • Civic Group Meetings • Teacher Training • City/Town Halls, Utility Department Buildings 	
<p><i>Were materials developed in a second language? NO</i></p> <ul style="list-style-type: none"> • Second language materials will be developed under the second permit cycle. 	
Applicable Documents	Reviewed
<ul style="list-style-type: none"> • The partnership through the contractor did an excellent job of documentation of all activities. • A CD was provided that included meeting sign-in sheets, agendas, minutes, MOUs, distributed materials, surveys, and photographs of events. • A detailed program resource allocation spreadsheet was provided that included expenditures by category, paid advertising by media type and educational materials. • A comprehensive budget was also provided 	

Program Review and Assessment	
Interview Questions	Response
<p><i>Does the partnership meet on a regular basis?</i></p> <ul style="list-style-type: none"> • Partnership meetings were originally held monthly (2004-2006) • Partnership meetings were changed to quarterly (2007-current) <p><i>Is documentation kept of the partnership meetings</i></p> <ul style="list-style-type: none"> • Meeting notices are sent to all members • Agendas are provided to all members • Meeting Minutes are supplied to all members • Copies were provided for the permit evaluation <p><i>Is the agenda provided to all members prior to the meeting YES</i></p>	

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Program Review and Assessment	
Interview Questions	Response
<p><i>Is there a plan to review the first five years and update and/or amend the program?</i></p> <ul style="list-style-type: none"> The partnership has begun the process of program review and will continue to review the program on a regular basis. 	
<p><i>What was the most successful public education BMP implemented?</i></p> <ul style="list-style-type: none"> Contractors Workshops Newspaper In Education (NIE) program that included inserts in the newspaper and information to teachers. <p><i>What was the least successful BMP implemented?</i></p> <ul style="list-style-type: none"> Lawn Care Information because of conflicting messages for different sources Better distribution method is needed <p><i>Challenges?</i></p> <ul style="list-style-type: none"> Contractor Staffing: Turnover, skill set challenges, projected staff levels never achieved Participation by MS4s MS4s understanding that it their responsibility to utilize the regional messages in their communities and to actively participate in the planning and implementation process. 	

PROGRAM AREA	
MCM # 2 PUBLIC INVOLVEMENT AND PARTICIPATION 327 IAC 15-13-13	
Interview Questions	Response
<i>Did all of the MS4s submit to IDEM a certification form once the program was developed and implemented?</i>	YES
<i>Does the regional partnership allow opportunities for constituents to participate in the storm water management program development, implementation, and review?</i>	YES
<i>Are partnership meetings open to the public and does the partnership comply with applicable public notice requirements?</i>	YES
<i>Did the partnership demonstrate appropriate documentation of public notices?</i>	YES
<i>Do members of public attend the partnership meetings?</i>	YES

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PROGRAM AREA	
MCM # 2 PUBLIC INVOLVEMENT AND PARTICIPATION 327 IAC 15-13-13	
Interview Questions	Response
<p><i>Did the partnership provide regular program up-dates and storm water information to elected officials?</i></p> <p>YES</p> <ul style="list-style-type: none"> • The Northwestern Indiana Regional Planning Commission (NIRPC) is a council of governments that has all of the designated MS4 elected officials as sitting members. • Regular up-dates were provided to the Commission and to the Environmental Management Policy Committee (EMPC) sub-committee. • The group indicated that more could be done in this area 	
<p><i>Does the partnership have a plan to provide for public participation during the second permit period?</i></p> <ul style="list-style-type: none"> • The public participation MCM is being reviewed • Some of the MS4s feel that this is an MCM that should be implemented at the local level • The contractor does not have staff to adequately be in all 23 communities all of the time. This was not the intention of the partnership 	
<p><i>Are there storm water related volunteer activities sponsored or endorsed by the MS4 or other area water quality organizations?</i></p> <ul style="list-style-type: none"> • Storm water Webinar with Valparaiso University • Project WET teacher training • Alliance for the Great Lakes – Coastal Clean-up Day • DNR River Watch Training • Lake Michigan District Household Hazardous Waste Days • Save the Dunes Conservation Fund – Rain Barrel Program and Rain Garden Workshops • Regional Best Management Practice Field Days 	
<p><i>Did the goals for regional public outreach address participation in citizen panels, community clean-ups, citizen watch groups, drain marking projects and public meetings?</i></p> <p>YES</p> <p><i>Were there challenges in implementing a regional public participation program?</i></p> <p>YES</p> <ul style="list-style-type: none"> • Diverse community needs – urban vs. suburban, level of citizen involvement, uneven availability and expertise of members organizations and resources • Uneven member participation in opportunities – contractor had difficulty meeting unspoken community needs • Volunteers were more likely to respond to their own community event rather than a regional event • The partnership is in the process of reviewing the role of a regional public participation program and the level that it should focus on. 	
<p><i>Did the partnership develop a regional storm water WEB SITE?</i></p> <p>YES</p> <p>http://www.nirpc.org/environment/water.htm</p> <p>Each MS4 has developed or is in the process of developing their own websites that will link to the NIRPC website.</p>	

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PROGRAM AREA	
MCM # 2 PUBLIC INVOLVEMENT AND PARTICIPATION 327 IAC 15-13-13	
Interview Questions	Response
<p><i>What was the most successful public involvement BMP implemented?</i></p> <ul style="list-style-type: none"> • The Gas Can Exchange Program that was conducted in partnership with the Lake Michigan Household Hazardous Waste District and the Lake and Porter County Solid Waste Districts <p><i>What was the least successful?</i></p> <ul style="list-style-type: none"> • The regional poster contest – not enough participation. 	
Applicable Documents	Reviewed
<ul style="list-style-type: none"> • <i>Documentation of public involvement activities</i> • <i>Public Notice documentation</i> • <i>Review of Website (Live or Print)</i> 	<p>YES – PROVIDED</p> <p>YES – PROVIDED</p> <p>YES - LIVE</p>

INDIVIDUAL MS4 PRESENTATIONS
<p>PORTER COUNTY Does the MS4 have a storm water WEB SITE? NO</p> <p><i>Reviewed: no storm water information on Porter County Government site, not on Surveyor link</i></p>
<p>CITY OF VALPARAISO VALPARAISO UNIVERSITY Do the MS4s have a storm water WEB SITE? YES</p> <p><i>Reviewed; http://www.ci.valparaiso.in.us/ AND http://www.valparaisoutilities.org/stormwater/ssph2/index.htm</i></p> <p><i>Difficult to find – will be reviewed during the permit review</i></p> <p>http://www.valpo.edu/environmentalscience/links/index.php</p> <p><i>University has no links</i></p>

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<p>CITY OF PORTAGE Does the MS4 have a storm water WEB SITE? YES</p> <p>Reviewed: http://www.ci.portage.in.us/</p> <p>AND http://www.ci.portage.in.us/public_works/index.asp?fDD=10-82</p> <p>Site is Storm Water Management Board could not find MS4 materials- will be reviewed during the permit review</p>	
<p>TOWN OF CHESTERTON Does the MS4 have a storm water WEB SITE? YES</p> <p>Reviewed_ http://www.chestertonin.org/stormwater/index.html</p> <p>And http://www.chestertonin.org/</p> <p>Easy access, well done, lots of information</p>	
<p>TOWN OF PORTER Does the MS4 have a storm water WEB SITE? YES</p> <p>Reviewed: http://www.townofporter.com/</p> <p>Storm Water Board information and some things about recycling - will be reviewed during the permit review</p>	
<p>NATURE WORKS (ABERDEEN) CONSERVANCY DISTRICT Does the MS4 have a storm water WEB SITE? NO</p> <p>Reviewed: no site, only listed under Valparaiso City Utilities - will be reviewed during the permit review</p>	
<p>TWIN CREEKS CONSERVANCY DISTRICT Does the MS4 have a storm water WEB SITE? NO</p> <p>Reviewed: no site, only listed under Assoc of Indiana Conservancy Districts - will be reviewed during the permit review</p>	
<p>VALPARAISO AREA LAKES CONSERVANCY DISTRICT Does the MS4 have a storm water WEB SITE? YES</p> <p>Reviewed: http://www.vlacd.org/</p> <p>Good CD site, lots of water information but more MS4 is needed - will be reviewed during the permit review</p>	

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<p>LAKE COUNTY Does the MS4 have a storm water WEB SITE?</p> <p>Reviewed: http://www.lakecountyin.org/index.jsp</p> <p>Surveyor link – no storm water information - will be reviewed during the permit review</p>	<p>NO</p>
<p>EAST CHICAGO Does the MS4 have a storm water WEB SITE?</p> <p>Reviewed: http://www.eastchicago.com/</p> <p>Departments – Utility Operations – no storm water information- will be reviewed during the permit review</p>	<p>NO</p>
<p>GARY Does the MS4 have a storm water WEB SITE?</p> <p>Reviewed: http://www.garysanitary.com/gswmd_default.asp</p> <p>Under the Sanitary District MS4 Fact Sheet, ordinances, watershed plan- will be reviewed during the permit review</p>	<p>YES</p>
<p>HOBART Does the MS4 have a storm water WEB SITE?</p> <p>Reviewed: http://www.city.hobart.in.us/cthobartweb/site/default.asp</p> <p>Under Departments http://www.city.hobart.in.us/1611101116193535643/site/default.asp</p> <p>MS4 Permit Part B, Part C, Part A Email stmwtr@crow.net Will be reviewed during the permit review</p>	<p>YES</p>
<p>HIGHLAND Does the MS4 have a storm water WEB SITE?</p> <p>Reviewed: http://www.highland.in.gov/</p> <p>Flood projects, pump station, consumer report, no storm water information - will be reviewed during the permit review</p>	<p>NO</p>
<p>GRIFFITH Does the MS4 have a storm water WEB SITE?</p> <p>Reviewed: http://www.griffith.in.gov/</p> <p>No storm water information found - will be reviewed during the permit review</p>	<p>NO</p>

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MUNSTER		
Does the MS4 have a storm water WEB SITE?	NO	
<p>Reviewed: http://www.ci.munster.in.us/ Public Works – drainage issues, HHW, no storm water information - will be reviewed during the permit review</p>		
LAKE STATION		
Does the MS4 have a storm water WEB SITE?	NO	
<p>Reviewed: http://www.lakestation.in.gov/ Departments – Public Works no storm water information- will be reviewed during the permit review</p>		
NEW CHICAGO		
Does the MS4 have a storm water WEB SITE?	NO	
<p>Reviewed: No web site - will be reviewed during the permit review</p>		
CROWN POINT		
Does the MS4 have a storm water WEB SITE?	NO	
<p>Reviewed: http://www.crownpoint.in.gov/ Waste Water Utility rate report on front page Public Works – CSO info, no storm water information-TO BE DEVELOPED BY THE TIME THE AUDT IS CONDUCTED</p>		
MERRILLVILLE		
Does the MS4 have a storm water WEB SITE?	NO	
<p>Reviewed: http://www.merrillville.in.gov/ Public Works Dept., no storm water information - will be reviewed during the permit review</p>		
SCHERERVILLE		
Does the MS4 have a storm water WEB SITE?	NO	
<p>Reviewed: http://www.schererville.org/ No storm water information- will be reviewed during the permit review</p>		
ST. JOHN		
Does the MS4 have a storm water WEB SITE?	NO	
<p>Reviewed: http://www.stjohnin.com/ Public Works, no storm water information- will be reviewed during the permit review</p>		

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DYER <i>Does the MS4 have a storm water WEB SITE?</i> YES	
Reviewed: http://www.townofdye.com/ Government – Boards – Storm Water no MS4 information- will be reviewed during the permit review	
CEDAR LAKE <i>Does the MS4 have a storm water WEB SITE?</i> YES	
Reviewed: http://www.cedarlakein.org/ Departments – Public Works – no storm water information- will be reviewed during the permit review	