

16. Provide a summary of the following program management activities performed during the reporting period:

- a) If this is a co-permit, list all permittees and operators responsible for permit implementation for each entity.
Not applicable.
- b) Identify changes to the MS4 area boundaries, including areas added to or lost to the MS4 area via annexation or other similar means. Provide a current map (8.5" X 11" or 8.5" X 14")
The Town of Zionsville's MS4 boundary is identified on Exhibit 1 and includes the Zionsville Corporate Urban District as well as the 2010 Census Mapped Urban Areas.
- c) Identify follow-up or additional water quality characterizations completed during the reporting period if applicable.
A comprehensive update to the town's SWQMP Part B: Baseline Characterization was completed in December of 2015 and is being submitted to IDEM along with this Annual Report, see attachments. The Part B includes a summary of known water quality characterization data available for the Zionsville MS4.
- d) Provide updated receiving water information completed during the reporting period if applicable.
A current list of receiving waters is included in the updated Part B being submitted along with this Annual Report, see attachments.
- e) Identify funding sources (utility fees, grants, enforcement fines etc) utilized for MS4 program implementation during this reporting period.
\$60,000 per year for Stormwater Program funding has historically been provided through the general fund (Motor Vehicle Highway Fund) in addition to other funds that are budgeted annually for stormwater-related activities, such as street sweeping, contained within other departmental budgets and funding line items. This does not include salary and fringe benefits paid to staff involved with the stormwater program which is an additional town expenditure.
- f) Provide a list of new active industrial sites identified during this reporting period.
A current list of known active industrial facilities located within the MS4 area is included on Exhibit 2.
- g) Provide a list of facilities owned and operated by the MS4 that require Rule 6 (industrial storm water) permits.
The town does not currently own or operate any facilities requiring a Rule 6 permit.
- h) Provide a summary of complaints received and follow-up investigation results related to storm water quality issues during this reporting period.
A list of Stormwater Ordinance violation investigations and response actions during the reporting period is included on Exhibit 3.
- i) Other:

17. Identify the best management practices (BMPs) for public education and outreach included in your Storm Water Quality Management Plan (SWQMP) Part C and then respond to the following:

- a) Identify progress made towards development and implementation of each BMP for this minimum control measure (MCM) including timetables and measurable goals during this reporting period.
*See Exhibit 4 for a summary of MCM activities during the permitting period. See Exhibits 5 and 6 for additional information about this MCM.

Stormwater Survey – In May of 2015, a stormwater awareness survey was coordinated through the White River Alliance (WRA). 924 survey postcards were mailed and electronic notices were issued through social media to Zionsville residents. A total of 126 survey responses were received. The purpose of the survey is to build upon previous surveys to evaluate trends in local water quality awareness and guide future programming efforts. In December of 2013, a SurveyMonkey-based stormwater quality awareness survey was embedded in the Stormwater Education page on the town's website. The survey is open-ended with the intent of providing a perpetual source of water quality awareness data from the community.

Partnerships – The town maintains formal and informal partnerships with several local and regional governmental, non-profit, and watershed groups including the WRA and the Boone County Solid Waste Management District (SWMD). A summary report of WRA activities is included on Exhibit 5. The Street and Stormwater Superintendent serves on the WRA's Board of Directors and Executive Committee and the Stormwater Program Manager serves on the WRA's Education Subcommittee. Examples of collaborative activities with the SWMD include the Household Hazardous Waste Collection Day (annual), Creekfest and stream cleanups (2013 and 2015), rain barrel program, and the pharmaceutical collection and disposal facility at the Zionsville Municipal Services Building (established 2014). The Town of Zionsville's Zion Nature Center also provides water quality-related programming; see Exhibit 6 for a summary of their activities.

SWMD Activities – Supported SWMD activities in each year of the reporting period including hosting the annual Household Hazardous Waste Collection Day at Town Hall and promoting recycling programs, such as the clear stream recycling bin initiative. Also maintain information on the SWMD's recycling and hazardous waste disposal programs on the town's website.

Stormwater Educational Materials – Produced or disseminated a variety of educational materials, including both printed and digital formats. Through the Clear Choices Clean Water program, postcards and other printed materials have been distributed at various events and locations promoting proper lawn maintenance, using low or no phosphorus fertilizers, cleaning up pet waste, planting native plants, and properly maintaining septic systems. The stormwater education page on the town's website has information about rain barrels, rain gardens, links to stormwater-related websites and other resources designed to raise awareness about water quality and to promote the adoption of best management practices (BMPs). Educational videos are also posted for contractors and town staff on proper fueling procedures and concrete washout practices.

Watershed Signage – Eagle Creek watershed signage is maintained at most major stream crossings in Zionsville. Signs inform motorists and pedestrians that streams drain to the Eagle Creek Reservoir which is a local drinking water source and also identifies the name of the stream. The signs were originally developed through the 319 grant funded Eagle Creek Watershed Alliance and installed in collaboration with the town.

Website – Maintain stormwater quality information on the town's website including a stormwater education page, contractor education for construction-phase runoff control and a Report-A-Polluter feature. These pages contain narrative information, links to other relevant websites, educational videos, a stormwater awareness survey, live feed to Clear Choices Clean Water's Facebook page, and other resources.

Local Media Opportunities – Disseminate articles and other information as opportunities arise through local media resources such as the town's eNewsletter, social media and where possible, local news outlets. Track any newspaper articles published locally about stormwater-related issues or activities and also any articles disseminated by the town through media outlets. The WRA partnership also provides materials for local media dissemination such as quarterly water quality articles, social media posts, the live website feed of White River Alliance Facebook posts, and other resources for local use. See Exhibits 4 and 5 for more information.

- b) Describe implementation problems encountered and changes made due to ineffectiveness or infeasibility during this reporting period.

No implementation problems were encountered during this reporting period.

- c) Describe program BMPs that went beyond those identified in the SWQMP.

Additional BMPs above and beyond those identified in the SWQMP are listed in Exhibits 4, 5, and 6.

- d) Identify storm water BMPs installed or initiated for this MCM during this reporting period.

Stormwater BMPs installed during this reporting period are outlined above and listed in Exhibits 4 and 5.

- e) Describe program implementation partnerships and explain successes and barriers during this reporting period.

The town maintains formal and informal partnerships with several local and regional governmental, non-profit, and watershed groups including the WRA and the Boone County Solid Waste Management District (SWMD). A summary report of WRA activities is included on Exhibit 5. The Street and Stormwater Superintendent serves on the WRA's Board of Directors and Executive Committee and the Stormwater Program Manager serves on the WRA's Education Subcommittee. Examples of collaborative activities with the SWMD include the Household Hazardous Waste Collection Day (annual), Creekfest and stream cleanups (2013 and 2015), rain barrel program, and the pharmaceutical collection and disposal facility at the Zionsville Municipal Services Building (established 2014). The Town of Zionsville's Zion Nature Center also provides water quality-related programming; see Exhibit 6 for a summary of their activities.

- f) Other:

18. Identify the best management practices for public participation and involvement included in your SWQMP Part C and then respond to the following:

- a) Identify progress made towards development and implementation of each BMP for this MCM including timetables and measurable goals during this reporting period.
- *See Exhibit 4 for a summary of MCM activities during the permitting period. See Exhibits 5 and 6 for additional information about this MCM.
- Citizens Advisory Group – Assembled a Citizens Advisory Committee (CAC) to advise the Stormwater Board on the development of a stormwater utility. The board was active from 2011 through 2013 when the Board was disbanded and utility initiative suspended indefinitely. The CAC has been inactive since 2013.
- Clean-Up Events – Held a stream cleanup in Eagle Creek in 2013 with 41 volunteers collecting approximately 2,600 lbs. of trash from over 1 linear mile of stream reach. Held a second cleanup event in 2015 with 90 volunteers collecting approximately 2,000 lbs. of trash from over 2 linear miles of stream reach. The Street and Stormwater Department does periodic roadside trash collection which is tracked separately and through these in-house efforts, approximately 500 lbs. were collected in 2012, 750 lbs. were collected in 2013, 500 lbs. were collected in 2014, and 1,025 lbs. were collected in 2015.
- Storm Drain Marking – Clean water messaging is required on all new storm sewer castings installed in new development projects. Held a storm drain marking event in 2014 where 16 scouts from a local Boy Scout troop marked storm drains in the Village residential district and placed educational door hangers at nearby homes.
- Public Meetings – Several public meetings were held during the reporting period, many associated with the exploration of the establishment of a stormwater utility, including meetings of the CAC, Stormwater Utility Board (SWUB), and Town Council. Staff is also invited on occasion to present at local meetings, such as the Village Residents Association's monthly meeting, about stormwater quantity and quality management issues.
- Pollution Tip Hotline – The town maintains a "Report-A-Polluter" feature on its website which has guidance on the types of incidents that should be reported and to what agency. Contact information is provided for the Indiana Department of Environmental Management and there is an online reporting form for Street and Stormwater Department staff in addition to phone and email contact information.
- Rule 13 Public Participation List – The MS4 maintains contact information for local HOAs, environmental groups, and other potentially interested parties and also works with partners such as the Zion Nature Center and WRA who maintain extensive distribution lists to advertise events and disseminate information. The town's website is also a platform to disseminate information to the community through the online calendar and events and information posting features. Additionally, social media including Facebook and Twitter are used to disseminate information.
- b) Describe implementation problems encountered and changes made due to ineffectiveness or infeasibility during this reporting period.
- No implementation problems were encountered during this reporting period.
- c) Describe program BMPs that went beyond those identified in the SWQMP.
- Additional BMPs above and beyond those identified in the SWQMP are listed in Exhibits 4, 5, and 6.
- d) Identify storm water BMPs installed or initiated for this MCM during this reporting period.
- Stormwater BMPs installed during this reporting period are outlined above and listed in Exhibits 4 and 5.
- e) Describe program implementation partnerships and explain successes and barriers during this reporting period.
- The town maintains formal and informal partnerships with several local and regional governmental, non-profit, and watershed groups including the WRA and the Boone County Solid Waste Management District (SWMD). A summary report of WRA activities is included on Exhibit 5. The Street and Stormwater Superintendent serves on the WRA's Board of Directors and Executive Committee and the Stormwater Program Manager serves on the WRA's Education Subcommittee. Examples of collaborative activities with the SWMD include the Household Hazardous Waste Collection Day (annual), Creekfest and stream cleanups (2013 and 2015), rain barrel program, and the pharmaceutical collection and disposal facility at the Zionsville Municipal Services Building (established 2014). The Town of Zionsville's Zion Nature Center also provides water quality-related programming; see Exhibit 6 for a summary of their activities.
- f) Other:

19. Identify the best management practices for illicit discharge detection and elimination (IDDE) included in your SWQMP Part C and then respond to the following:

- a) Identify progress made towards development and implementation of each BMP for this MCM including timetables and measurable goals during this reporting period (mapping, screening, etc.).

*See Exhibits 2, 3, and 4 for more information about this MCM.

Stormwater System Map – Town-owned storm sewer infrastructure, including regulated storm sewer outfalls, is mapped in the town's Geographic Information System (GIS). All existing infrastructure was mapped during the second permit term and is continually updated through GPS field data collection, desktop correction, and the digitization of as-builts and other construction records as they become available.

IDDE Ordinance – A comprehensive revision to the Stormwater Ordinance and Technical Standards Manual was completed in December of 2013. This included revisions to illicit discharge provisions including additional requirements for proper concrete washout practices and revision of the enforcement procedures and penalties, including an escalating fine matrix for violations. The Ordinance is reviewed annually and revisions are made as deemed necessary by MS4 staff.

IDDE Plan – The IDDE Plan was updated in 2012 and is reviewed annually to determine if additional updates and revisions are required. The Plan includes standard operating procedures for outfall screening and other illicit discharge identification and elimination methods. Outfall screening methods are based on the Center for Watershed Protection's Outfall Screening Reconnaissance guidance. The Plan has been implemented and illicit discharge detection and elimination efforts are ongoing. In 2013, conducted a review of publicly available lists of local commercial and industrial facilities that may require Rule 6 permitting based on SIC code or otherwise determined to have the potential to impact local water quality. Verification of the list was performed through a combination of desktop and field methods. This list is updated periodically as new businesses are established in the MS4 area. See Exhibit 2 for a current list of commercial and industrial facilities.

- b) Describe implementation problems or challenges encountered, particularly as it relates to mapping and screening of outfalls during this reporting period.
No implementation problems were encountered during this reporting period.
- c) Identify changes made to the IDDE Plan during this reporting period if applicable.
The IDDE Plan was updated in 2012 and is reviewed annually to determine if additional updates and revisions are required. See additional details listed above in Section a).
- d) Identify updates or revisions to IDDE ordinance or other regulatory mechanism made during this reporting period.
A comprehensive revision to the Stormwater Ordinance and Technical Standards Manual was completed in December of 2013. See additional details listed above in Section a).
- e) Describe level of mapping and screening completed to date. If there are unmapped or unscreened outfalls, provide a plan and a timetable for completion.
All known town-owned storm sewer conveyances have been mapped and regulated outfalls mapped and dry weather screening performed.
- f) Other:

20. List the best management practices for the construction site storm water run-off program identified in your SWQMP Part C and then respond to the following:

- a) Identify progress made towards development and implementation of each BMP for this MCM including timetables and measurable goals during this reporting period.

*See Exhibit 4 for a summary of MCM activities during the permitting period. See Exhibit 5 for additional information about this MCM. Erosion and Sediment Control Ordinance – A comprehensive revision to the Stormwater Ordinance and Technical Standards Manual was completed in December of 2013. This included revisions to illicit discharge provisions including additional requirements for proper concrete washout practices and the adoption of more clearly defined penalties, including an escalating fine matrix for violations. The Ordinance is reviewed annually and revisions are made as deemed necessary by town staff.

Zionsville Stormwater Technical Standards – See above

Plan Review, Site Inspection, and Enforcement – All new development and construction projects subject to local permitting requirements are reviewed for compliance with the Stormwater Ordinance and Technical Standards Manual. This includes both construction and post-construction phase stormwater pollution prevention. Projects are inspected routinely throughout construction.

Staff Training – Staff responsible for plan review, site inspection, and enforcement related to construction and post-construction requirements receives annual training and obtains the requisite continuing education credits to maintain related certifications. The Stormwater Program Manager is a Certified Professional in Erosion and Sediment Control (CPESC) through Envirocert International and the Street Department Technician II who assists with construction site inspections is a Trained Individual through the WRA.

Erosion and Sediment Control and Post-Construction BMP Tracking Database – All active permitted construction projects and inspections are tracked throughout the construction phase. This has historically been done through both an Excel database and paper records but in 2015 the town implemented the PermiTrack system which facilitates digital inspections and record keeping, both for town inspections and for self-monitoring by regulated construction sites. The town maintains a database of all known post-construction BMPs, both public and private, in its GIS. The database is kept current through field inspection and the incorporation of as-built and other construction documents as they become available.

Training for Construction Professionals – Through the partnership with the White River Alliance, staff assisted with the development and implementation of a contractor training program. The "Trained Individual" program is a training module that includes a manual, presentation, and certification testing that was first introduced during a 2015 contractor workshop held at the Hamilton County Fairgrounds. 152 people attended the event, 90 of whom sat for testing. Ongoing training is also provided through in-field routine site inspections, pre-construction meetings, and other staff interaction with contractors. See Exhibits 4 and 5 for additional information about contractor training.

Inspection and Enforcement – Routine inspections are conducted of all active permitted construction sites for compliance with construction-phase and post-construction requirements. 784 formal inspections with written reports were conducted at active sites during the reporting period, in addition to informal site visits. Implemented the PermiTrack web-based inspection program for new permitted construction projects. The program is used by the permit holder for self-monitoring inspections and by the town for compliance inspections. The program facilitates site monitoring by all parties using in-field technology with reports customized for each project. All inspection reports are tracked through the program on the host's secure and backed-up servers.

Zionsville Rule 5 Compliance – All town-owned construction projects that result in one (1) acre or greater of total land disturbance obtain the necessary 327 IAC 15-5 (Rule 5) permitting and implement the appropriate BMPs to maintain permit compliance.

- b) Describe program implementation partnerships and explain successes and barriers during this reporting period.

The primary partnership associated with this BMP is with the WRA through the development of the aforementioned Trained Individual program. This is an ongoing initiative which includes work to further refine and improve program materials such as the manual and training presentation. The goal of the program is to provide opportunities for local periodic contractor training.

- c) Identify the number of construction sites permitted during this reporting period and identify the number and type of enforcement actions taken against construction site operators during the same period.

34 Stormwater Management Permits were issued for sites disturbing one or more acres of land. In 2014, Individual Lot Permits were implemented for projects disturbing between 10,000 sq. ft. and one acre of total land area; 108 such permits were issued during the reporting period. 18 formal enforcement actions were taken during the reporting period including 15 Notices of Violation, 2 Stop Work Orders, and 1 monetary fine in addition to routine compliance efforts implemented through the site inspection program, including verbal and other non-written enforcement actions.

- d) Identify the number and types of training opportunities that were provided to contractors, developers, and builders during this permit period.

Stormwater Program Manager conducted a formal construction SWPPP training at a local construction firm in 2014. Training is also provided informally to contractors through onsite inspections, pre-construction meetings, and construction and permitting-related correspondence. Through the partnership with the WRA, assisted with the development and implementation of the Trained Individual contractor training program. Participated in coordination and presentation of contractor workshops in 2014 and 2015. See Exhibits 4 and 5 for more information about contractor training.

- e) MS4 personnel responsible for plan review, inspection, and enforcement of construction activities shall receive, at a minimum, annual training addressing appropriate control measures, inspection protocol, and enforcement procedures. Identify training provided to MS4 personnel responsible for these activities during this reporting period.

Stormwater Program Manager is a Certified Professional in Erosion and Sediment Control and a Certified Floodplain Manager, both of which require continuing education credits to maintain certifications. Street Technician II successfully completed the WRA's Trained Individual program.

- f) Identify updates or revisions to the storm water construction ordinance or other regulatory mechanism made during this reporting period.

A comprehensive revision to the Stormwater Ordinance and Technical Standards Manual was completed in December of 2013.

- g) Other:

21. List the best management practices for post-construction storm water run-off control identified in your SWQMP Part C and then respond to the following:

- a) Identify progress made towards development and implementation of each BMP in the SWQMP including timetables and measurable goals during this reporting period.

*See Exhibit 4 for a summary of MCM activities during the permitting period. See Exhibit 5 for additional information about this MCM.

Operation and Maintenance Manuals – Operation and Maintenance Manuals and Owner Acknowledgement Agreements are required for all new development and construction projects where post-construction BMPs are installed. The Manuals and Agreements are recorded with the deed for the property on which BMPs are installed to ensure these practices are properly maintained in perpetuity.

Plan Review, Site Inspection, and Enforcement – All new development and construction projects subject to local permitting requirements are reviewed for compliance with the Stormwater Ordinance and Technical Standards Manual. This includes both construction and post-construction phase stormwater pollution prevention. Projects are inspected routinely throughout construction and post-construction BMPs are inspected prior to permit release to ensure that they are installed properly and free of construction-related material.

Erosion and Sediment Control and Post-Construction BMP Tracking Database – All active permitted construction projects and inspections are tracked throughout the construction phase. A database of all known post-construction BMPs, both public and private, is maintained in the town's GIS. The database is kept current through field inspection and the incorporation of as-builts and other construction documents.

Inspection and Enforcement – Inspections of new post-construction BMPs are conducted at the time of installation and again at the time of permit release. Local Stormwater Management Permits are not terminated until BMPs are verified as functioning and free of construction-related material. Inspected 38 existing public and private post-construction BMPs during the reporting period including mechanical separators, bioretention facilities, and other practices. Issued letters to private BMP owners indicating the condition of BMPs and maintenance requirements.

- b) Describe implementation problems encountered and changes due to ineffectiveness or infeasibility during this reporting period.

No implementation problems were encountered during the reporting period.

- c) Describe program implementation partnerships and explain successes and barriers.

See Exhibits 4 and 5 for additional information about this MCM.

- d) MS4 area personnel responsible for implementation of the post-construction minimum control measure shall receive, at a minimum, annual training. Identify training provided for this minimum control measure during this reporting period.

Stormwater Program Manager is a Certified Professional in Erosion and Sediment Control and a Certified Floodplain Manager, both of which require continuing education credits to maintain certifications. Street Technician II successfully completed the WRA's Trained Individual Program.

- e) Identify updates or revisions to the post-construction storm water ordinance or other regulatory mechanism made during this reporting period.

A comprehensive revision to the Stormwater Ordinance and Technical Standards Manual was completed in December of 2013. This included a 2 in-series post-construction BMP requirement and the addition of a low impact development (LID) track with green infrastructure BMP guidance and incentives.

- f) Other:

22. List the best management practices for municipal operations pollution prevention and good housekeeping identified in your SWQMP Part C and respond to the following:

- a) Identify progress made towards development and implementation of each BMP in the SWQMP including timetables and measurable goals during this reporting period.

*See Exhibit 4 for a summary of MCM activities during the permitting period. See Exhibit 5 for additional information about this MCM.

Annual IDDE, Good Housekeeping, and Pollution Prevention Staff Training – Training was provided for appropriate departmental staff including the Street and Stormwater Department, Parks Department, Wastewater Treatment Plant, and Fire Department during the reporting period. In addition to continuing education for existing staff, new staff members of appropriate departments receive training. The training includes a combination of the Excal Visual "Storm Watch" Municipal Storm Water Pollution Prevention training module and a presentation using local information specific to the Zionsville MS4 and NPDES permit requirements. In 2015, department head training was conducted for all town departments to provide information on MCMS 3 and 6 to promote top-down training for all staff town-wide. See Exhibit 4 for more information.

Maintenance Schedules and Database – All maintenance activities for town-owned BMPs are tracked including the amount of material collected and disposal method. A total of approximately 156 tons of material have been removed from stormwater BMPs and conveyances during the reporting period.

Flood Management Projects – When proposed, the town assesses new flood management projects for the incorporation of water quality practices. No such projects have been constructed during the reporting period.

MS4 Conveyance System Maintenance – Inspection and maintenance of the MS4 conveyance system is performed as areas are prioritized and staff and other resources allow. All conveyance system maintenance activities are tracked either through the Street and Stormwater Department's GIS-based Work Order system or separately through the Stormwater Program Manager's stormwater tracking database. Information tracked includes the date on which maintenance was performed and amount of material collected and properly disposed of, as appropriate. A total of approximately 156 tons of material have been removed from stormwater BMPs and conveyances during the reporting period. Repairs, such as remediation of outfall scouring conditions, are also tracked through the Work Order system.

Street Sweeping Program – The town owns and operates a street sweeper and performs sweeping services throughout the year as weather and staff resources allow. Street sweeping areas are often prioritized based on historical debris accumulation information combined with staff observations and community reporting. Beginning in 2014, the town has contracted for an annual sweeping of all curbed roads in the urban service district to supplement in-house efforts. All sweeping activities are tracked including sweeping dates, amount of material collected and disposal method. Through both the contracted and in house street sweeping efforts, approximately 90 tons of material was collected in 2012, 90 tons in 2013, 296 tons in 2014 and 295 tons in 2015.

Canine Park Location – The town does not currently have any canine parks. When proposed, the town will review to ensure proper location away from waterbodies. The Parks Department does maintain pet waste disposal stations at many Parks-owned facilities including the Rail Trail and other pedestrian pathways.

Stormwater Pollution Prevention Plans (SWPPPs) – All town-owned facilities have been evaluated for the need for SWPPPs and plans have been developed and implemented for all such facilities as deemed warranted by Town staff. Facilities include the Municipal Services Building, all three Fire Stations, the Wastewater Treatment Plant, and the Golf Course. In addition to the SWPPPs, Spill Prevention and Emergency Response Plans and Standard Operating Procedures have been developed for appropriate facilities. Facility assessments are conducted semi-annually to determine if SWPPPs are being implemented effectively and to identify if plan amendments are needed due to operational or other facility changes.

- b) Describe implementation problems encountered and changes due to ineffectiveness or infeasibility as it relates to pollution prevention and good housekeeping at MS4 owned and operated facilities during this reporting period.

No implementation problems were encountered during the reporting period.

- c) Identify storm water BMPs installed or initiated at MS4 owned and operated facilities.

See Exhibit 4 for additional information about the MCM.

- d) Identify and describe appropriate storm water training provided to MS4 employees. Employees are required to have a minimum training once per year.

Training was provided for appropriate departmental staff including the Street and Stormwater Department, Parks Department, Wastewater Treatment Plant, and Fire Department during the reporting period. In addition to continuing education for existing staff, new staff members of appropriate departments receive training. The training includes a combination of the Excal Visual "Storm Watch" Municipal Storm Water Pollution Prevention training module and a presentation using local information specific to the Zionsville MS4 and NPDES permit requirements. In 2015, a department head training was conducted for all town departments to provide information on MCMS 3 and 6 to promote top-down training for all staff town-wide. See Exhibit 4 for more information.

- e) Other:

Exhibits:

- Exhibit 1 - MS4 Boundary Map
- Exhibit 2 - Industry List
- Exhibit 3 - Stormwater Quality Complaint Summary
- Exhibit 4 - MCM Activities
- Exhibit 5 - WRA Report 2012 – 2015
- Exhibit 6 - Zion Nature Center Programs

Attachments:

- Revised SWQMP Part B - December 2015
- Revised SWQMP Part C - December 2015

PART K: CERTIFICATION AND SIGNATURE

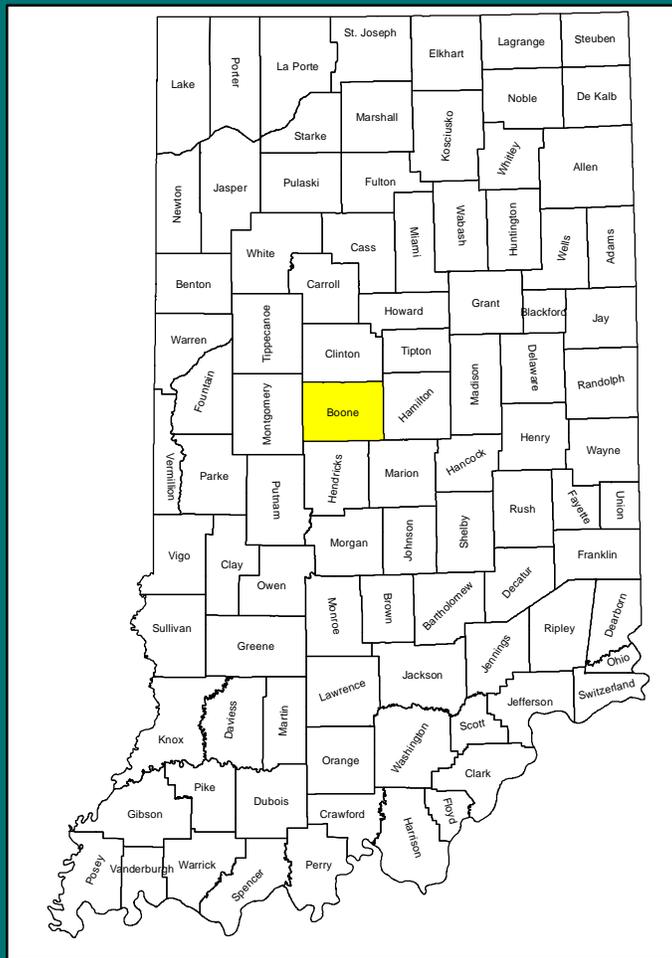
The individual listed in "PART A: GENERAL INFORMATION – MS4 OPERATOR" must sign the following certification statement:

"By signing this annual report, I hereby certify under penalty of law that this document and all attachments were prepared under my direction or supervision in accordance with a system designed to assure that qualified personnel properly gather and evaluate the information submitted. Based on my inquiry of the person or persons who manage the system, or those persons directly responsible for gathering the information, the information submitted is, to the best of my knowledge and belief, true, accurate, and complete. I am aware that there are significant penalties for submitting false information, including the possibility of fine and imprisonment for knowing violations."

Type or Print Name: Tim Haak, Mayor

Signature: 

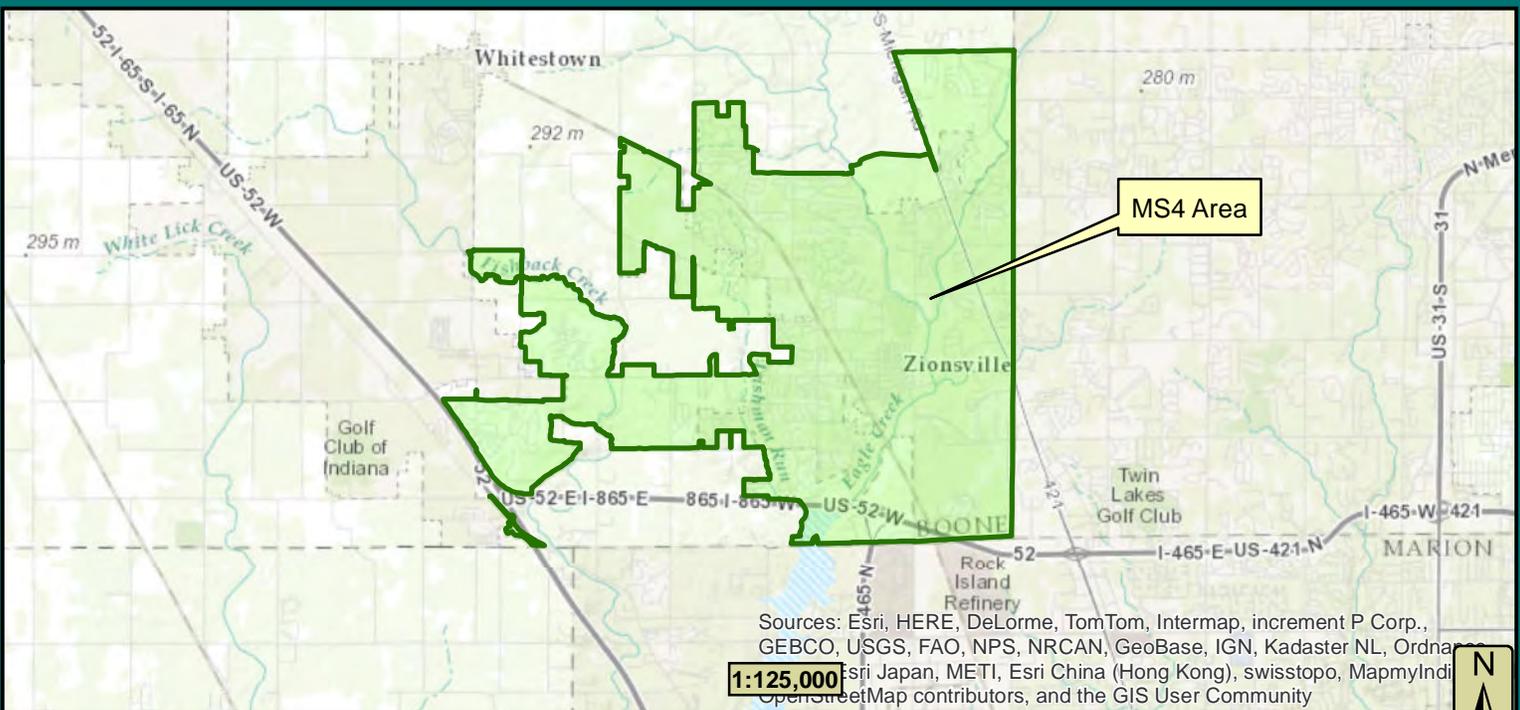
1.13.2014
(mm/dd/yyyy)



STATE MAP



VICINITY MAP



AREA MAP

Sources: Esri, HERE, DeLorme, TomTom, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, MapmyIndia, © Swisstopo, Svaenjhov, OpenStreetMap contributors, and the GIS User Community



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PROJECT:	SWQMP Zionsville, Indiana
TITLE:	MS4 Boundary

PROJECT NO.	14-0409	APPROX. SCALE	as shown
		DATE:	11/2015
		EXHIBIT	1

**Commercial and Industrial Facilities
Zionsville MS4 Annual Report
July 1, 2012 - November 30, 2015**

Exhibit 2

COMPANY NAME	RULE 6	PHYSADDR	PHYSICITY	PRIMARYSIC	PRIMARYSICDESC	PRIMARYNAICS
American Coated Products International		7436 S. Mayflower Park Dr.	Zionsville	2672	Paper coated and laminated	322222
American Label Products, Inc.		4949 W. 106th St.	Zionsville	2672	Paper coated and laminated	322222
BCD And Associates		10830 Bennett Pkwy., Ste. G	Zionsville	3841	Surgical and medical instruments	
Boone County Resource Recovery	INR00B101 (Exempt)	985 S. US Highway 421	Zionsville		Landfill	
Carte Blanche Limosines		7171 Mayflower Park Dr	Zionsville	41110300	Local/Suburban Transportation Local Passenger Transportation	
Carter Van Lines & A 1 Storage		9750 N. Zionsville Rd.	Zionsville	42149902	Local Trucking With Storage Primarily Of Household Goods	
Corporate Printing, Inc.		10815 Deandra Dr.	Zionsville	2752	Lithographic printing_commercial	323100
Clay Township Regional Waste District	INRM00193 (Active)	7236 S. Mayflower Park Dr.	Zionsville		Wastewater treatment plant	
Dart Controls, Inc.		5000 W. 106th St.	Zionsville	3625	Relays and industrial controls	335314
Fanimation, Inc.		10983 Bennett Pkwy.	Zionsville	3564	Blowers and fans	333400
FedEx Distribution Center		10301 Bennett Pkwy.	Zionsville		Warehouse/Distribution	
Flex-Pac, Inc.		7113 Mayflower Park Dr.	Zionsville	5113	Industrial and personal service paper	
Good Impressions Printing, Inc.		170 W. Hawthorne St.	Zionsville	2752	Lithographic printing_commercial	323100
Gravel Conveyors, Inc.		5005 W. 106th St.	Zionsville	3535	Conveyors and conveying equipment	333922
Indianapolis Executive Airport	INR800154 (Active)	11329 East State Road 32	Zionsville		Airport	
Infolab, Inc.		870 Lennox Ct.	Zionsville	5047	Medical and hospital equipment	
Jet Star Inc		10825 Andrade Dr	Zionsville	42129908	Local Trucking Operator Trucking Operator-Nonlocal	
Johnson Safe Co.		8750 E 200 S	Zionsville	3499	Metal products_fabricated	
M & M Muffler & Automotive Services		10760 Deandra Dr	Zionsville		Automotive Repair	
Montgomery Aviation Inc		11329 E State Road 32	Zionsville	45810200	Airport/Airport Services Ret Misc Vehicles Equipment Rental/Leasing Engineering Services	
Naptown Etching		7313 Mayflower Park Dr.	Zionsville	3231	Glass products from purchased glass	327215
NewPro Corp.		10650 Andrade Dr.	Zionsville	5099	Durable goods	
Performance Collision		4750 W. 106th St.	Zionsville		Body shop and auto repair	
Somer Dental Lab		11707 N. Michigan Rd.	Zionsville	3843	Dental equipment and supplies	339114
Speedway		1390 W. Oak St.	Zionsville		Fuel service station	
Sweet Pea Press LLC "Casalini Photography"		10 1/2 N Main St	Zionsville	27310000	Books-Publishing/Printing	
Taft Aviation Property LLC		11329 E State Road 32	Zionsville	37289910	Mfg Aircraft Parts/Equipment	
Taylor Oil Company		11702 Zionsville Rd	Zionsville		Fueling and oil services	
United States Postal Service		1475 W Oak St	Zionsville	43110000	Us Postal Service	
Vasey Commercial Heating & Air Conditioning, Inc.		10830 Andrade Dr.	Zionsville	3444	Sheet metal work	
Worman Enterprises, Inc.	INR00W085 (Exempt)	10150 Zionsville Rd.	Zionsville		Mulch and materials recycling and sales	
Zionsville Community Schools		9770 E 600 S	Zionsville	41510000	School Bus Service	
Zionsville Self Storage		1510 W Oak St	Zionsville	42259903	General Warehouse/Storage Special Warehouse/Storage	
Zionsville Times Sentinel		250 S. Elm St.	Zionsville	2711	Newspapers	
Zionsville Auto Services		95 Brendon Way	Zionsville		Automotive Repair	

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Date	Description	Complaint	Analysis	Action Taken
8/3/2012	Salt storage discharge to swale	Heavy salt residue found in drainage swale located along the west side of Brickman Landscaping. Source of salt is a poorly constructed/maintained salt enclosure.	Brickman installed a new salt storage building in 2012 which was designed to reduce the exposure of salt stockpiles to rain and stormwater runoff. This has reduced salt loading to the swale which will allow for remediation.	Sent Brickman an incident report and mandated remediation measures. Brickman completed the work in September of 2012 and will monitor to ensure vegetation is reestablished.
10/3/2012	Pool Water Discharge to Storm	Received a report that pool water was being pumped to a storm drain.	No pumping at time of inspection but pool company onsite.	Discussed with employees ordinance prohibitions against discharging chlorinated water to storm and requirements for dechlorination.
11/21/2012	Paint waste to storm	Blue paint residue originating from residence and leading down curb and gutter to storm drain to west.	Paint-related materials in a trash can in driveway, may be source of spill/discharge.	Issued letter notifying resident of ordinance violation, information about storm sewers and proper waste disposal practices.
12/3/2012	Concrete washout discharge	IMI truck washing out in roadside area near utility substation south of water tower on High School property.	Driver was hosing down washout area at time of site visit and discharge was draining in the direction of the culvert under Bloor Lane that drains to Cross Branch Creek.	Notified driver of proper washout practices and that his activities were ordinance violation punishable by fine. Collected truck/company information and issued NOV letter to IMI.
5/20/2013	Septic/Sewage Discharge	Concerned that neighbor is piping water, possibly contaminated, to her property.	Does not appear to be a sanitary issue, at least a direct connect. No evidence of sanitary discharge or even graywater (suds, etc.). Residents complain of a septic smell which is faintly present but could be anaerobic decomp etc.	Notified BC Health Department. Health Dept. tests came back high for E. coli and they will follow-up with a dye test. Neighbor (B. W.) also called to report sudsy discharge as of 6/11/13. Dye test confirmed septic discharge, Health Department following their SOP for illegal septic systems.
7/22/2013	Fish Kill	Received a report via Pollution Tip Hotline and stormwater@zionsville-in.gov email of a fish kill in the pond. Arrived to discover a significant amount of dead fish in the pond, all channel catfish and likely dead for 3-5 days.	Did an investigation, see IDDE Incident Report for full details.	Did not identify an apparent illicit discharge. Fish kill likely caused by lack of oxygen due to eutrophic pond conditions combined with excessive temperatures and lack of precipitation over the previous week(s). Followed up with complainant and informed him of our findings.
7/30/2013	Unknown floatables in detention pond	Received a report that the Terrace Drive pond was covered with an unknown white substance. The description of the substance was vague but complainant indicated that it floated on the water surface and covered an approximately 50 x 50 area. He said the substance was most significant on Sunday, July 28 but that there was still some present as of the time of his report. He had collected a sample of the material and left it on his back porch. Complainant did not witness any contractors working in the area or other suspicious activity.	Arrived at the pond and did identify some floatable material of varying density over the pond surface. It appeared to be a mixture of algae and an off-white foam. There were no sensory indicators that the foam was not of natural origin. I traced the contributing ditches and storm sewers upstream and found no indications of a potential source. The contributing watershed is primarily residential. The sample he collected did not have any indicators of contamination and mostly contained algae. As the sample was not collected or preserved according to any protocol, performing any analysis would be of limited utility.	Did not identify an apparent illicit discharge. The foam was likely of natural origin. I will notify complainant to be sure to report any suspicious conditions in the pond as quickly as possible as this is critical to our ability to evaluate whether an illicit discharge had occurred and identify a potential violator. Followed-up with complainant and told him to report any future occurrences.
8/22/2013	Grass clippings to curb drain	Complainant reported that a neighbor (56 Palomino Ct.) dumps grass clippings and leaves into the storm drain in front of her house.	Conducted a site visit and while the grates were clear on both inlets, there was grass clipping waste in the catch basin in front of 46 & 56 Palomino Ct.	Sent Letter to property owner notifying her of violation and penalties for future/repeat violations.

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10/10/2013	Pool Water Discharge to Storm	Complainant reported pool dewatering. A pipe was run from rear yard pool to storm drain located in Willow Rd.	At time of arrival no dewatering occurring and did not encounter the pool company to determine if proper procedures were followed.	Responded to complainant that we were unable to confirm an illicit discharge but to always call ASAP any time he sees anyone dumping anything in a storm drain or waterway.
1/17/2014	Mud Tracking	Report of heavy mud tracking from Brickman facility onto Andrade Drive.	Confirmed condition and met with company representatives of Brickman to discuss the issue and potential mitigation strategies.	Brickman implemented street cleaning while I was still onsite and understands that they must employ short and long-term practices to prevent tracking and clean up and properly disposed of offsite material if tracking does occur. Issued Notice of Violation to Brickman.
2/24/2014	Sanitary Lift Station Discharge	Identified during construction SWPPP inspection.	Identified a malfunctioning private sanitary lift station during a SWPPP inspection. The red alarm light was on a wastewater was dripping/flowing out of the lid and flowing to the nearby stormwater conveyance which discharges to Eagle Creek.	Issued NOV to correct and document w/in 72 hours or face monetary penalty. Copied Boone County Health Department and Zionsville WWTP. NOV directed property owner to contact the appropriate jurisdictional entity for further action, either Boone County or IDEM as appropriate. Lift station appeared to be functional with no alarm light or evidence of additional discharge on a follow-up site visit. WWTP Superintendent Mackey also followed-up with property owner to ensure the lift station repair was properly implemented.
4/11/2014	Pool Water Discharge to Storm	See Violation Investigation Report for full details.		N/A
5/7/2014	Pool Water Discharge to Storm	Report of a dewatering hose being discharged directly to a storm sewer.	Conducted a field chlorine and the test was positive, likely well above 1 ppm based on the color. Spoke with manager onsite and he explained that it was a spring opening and they were surprised to learn that chlorine was present as they had not yet added any chemicals. They were sweeping the pool via a trash pump into the drain.	I completed a violation form and had pool company supervisor cease all pumping. They will complete their work using manual cleaning equipment. Warning and copy of the violation form/images issued to supervisor via his email address.
7/25/2014	Construction/Excavation Pit Dewatering	See Violation Investigation Report for full details.		First offense, issued verbal warning after corrective action implemented.
8/8/2014	Unpermitted soil stockpiling and pollutant storage/management	See Violation Investigation Report for full details.		Determined site had Rule 5 coverage from previous/associated section. Proper BMP's implemented per SWPPP.
8/18/2014	Concrete or other material slurry	See Violation Investigation Report for full details.		Corrective action (street cleaning & sweeping) implemented and verbal warning issued.

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8/18/2014	Grease Dumpster Leakage/Spill	Grease residue from poorly managed grease dumpster draining to private storm/detention.		Referred to Boone County Health Department. Restaurant was shut-down due to several deficiencies and later re-opened once all, including grease dumpster, were corrected.
9/8/2014	Grass clippings in street and gutter	Significant amount of grass clippings blown into street and gutter.	Sufficient amount to warrant a warning notice.	Placed illicit discharge violation Warning Notice door hanger at the residence.
9/10/2014	Mud Tracking	See Violation Investigation Report for full details.		Street Dept. cleaned streets with sweeper due to lack or ability of corrective response from offender. NOV and fine issued.
10/6/2014	Suspected Sanitary Discharge	Complainant reported suspicious standing water near the outfall of the recently installed driveway culvert. He was concerned that there may be sanitary sewage contamination from nearby force mains.	There are force mains and a private lift station in the area and the lift station was recently serviced due to a failure resulting in an SSO. The lift station was in working order with no indications of recent discharge or failure at the time of my inspection. There was stagnant standing water but no characteristics indicating sanitary contamination (odor, color, solids, flow etc.). The standing water was a result of poor grading creating ponding which combined with organic matter, created a stagnant "cesspool" type condition.	No additional action warranted.
11/5/2014	Mud Tracking	Heavy mud being tracked from agricultural field onto CR 550 S and onto CR 875 E. No one present at time of inspection and source seems to simply be from vehicles driving around in the field and then entering the roadway for an unknown purpose.	As the activity is occurring on an agricultural field and appears to be agriculturally related, it is generally exempt from the illicit discharge provisions of the Stormwater Ordinance. Further, the tracking is onto a county-maintained road so not enforceable locally as defacement of public property, though may be actionable due to the creation of a vehicular hazard.	Notified Superintendent and will monitor the situation to see if it persists or worsens.
12/24/2014	Carpet cleaning water to area storm/street/yard	Complainant reported to IDEM that carpet cleaning company cleaned their carpets and then drove to the neighbor's property at 680 W. Henry Rd. and discharged their wastewater to the street/drains/yard. IDEM called Clerk's Office (WW Dept. Customer Service #) as the complainant said she was a Zionsville resident.	This location is well outside of Zionsville's MS4 area.	Superintendent called and left complainant a message that this should be reported to the Boone County Surveyor's Office for enforcement under their IDDE ordinance provisions, if applicable.
1/26/2015	Reddish-orange substance in ditch	Significant presence of unknown substance in Rail Trail ditch.		Natural bacterial growth, see Violation Investigation report for full details.
3/31/2015	Leaking vehicle/vehicle maintenance in public road	Vehicle (Jeep) parked long term in front of residence. Property owner's son owns the vehicle which leaks auto fluids and he also performs maintenance on the vehicle and leaves excess and waste fluids in the street.	Conducted a site visit and confirmed the presence of the jeep and staining on the street, though in limited quantities and no evidence of fuel migration or dumping into nearby storm drain.	No one home at time of visit so a warning door hanger was left for a Chapter 12 Section 2 (b) illicit discharge violation.

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6/9/2015	Sanitary Contaminated Construction Dewatering	Reported significant water from Whitestown lift station construction project located northwest of the property. Based on foul odor, complainant suspected sanitary sewer contamination.	Determined to be clean construction pit dewatering via sediment dewatering bag. Lab results confirmed no sanitary contamination, see inspection report for details. The natural topography from the construction site promotes drainage to the complainant's property, this was not intentional/negligent pumping to an adjacent property.	Contacted Whitestown Utilities and they are re-directing their dewatering elsewhere.
8/18/2015	Lawn clippings to storm drain	Reported that lawn clippings were routinely cast into the street and accumulated on the nearby storm sewer curb inlet.	At time of inspection there was accumulation/small piles of grass clippings on and near the storm inlet, though not necessarily enough to clearly indicate intentional dumping.	Spoke with property owner about prohibitions against dumping materials to storm drain and educated him on water quality and drainage impacts. Reported back to complainant and told her to report if the issue persists.
9/9/2015	Fuel or oil in street/curb	Reported oil or gas-like substance in the road creating slick areas.	Sheen confirmed in gutter line on both sides of the road beginning at the intersection of Willow Ridge Drive and Willow Road and extending north approximately 0.25 miles. Raining at the time and quantity suspected to be trace and the bulk of the material had already been washed downstream. Cleanup cannot be effectively implemented nor is it practical as material is already flushed downstream and quantities are minimal.	Documented with pictures and knocked on doors in vicinity of northern extent of contamination. Spoke with area residents to see if anyone saw a vehicle, such as a contractor or trash truck that may have been leaking fuel. It was trash day but no one could confirm a source. No further action taken.
10/12/2015	Pool Water Discharge to Storm	Barry observed pool dewatering and contacted Stormwater Program Manager (SPM).	Barry did not have chlorination test kit at time of incident.	SPM not available and advised Barry that dewatering only permissible if water is dechlorinated. Barry advised pool company of this requirement and he suspended dewatering until proper dechlorination could be implemented.

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Date	Date Range	Activity Name	Description	MCM 1	MCM 2	MCM 3	MCM 4	MCM 5	MCM 6	Number of Participants/Recipients/Quantity
11/7/2015	9/1/15-11/7/15	Rain Barrel Program	Collaborated with the SullivanMunce Cultural Center and local artists on a rain barrel design and public art program. Eight (8) barrels have been donated by the Street and Stormwater Department and were put on public display at local businesses throughout the Village. Seven (7) barrels were auctioned-off at the Do It Again Recycled Art Market at the SullivanMunce Cultural Center on November 7th raising \$620 for the Center.	X	X					236
11/5/2015		INAFSM Video Project	Second of two videos completed in 2015 by the INAFSM-led coalition of contributors, including Zionsville. The video "Stormwater Quality Inspection - Active Construction Sites Overview" covers the self-monitoring responsibility for active construction sites by the "Trained Individual". The video will aid in contractor training and awareness.	X			X	X		
10/27/2015		Quarterly Article - Naturalize Your Yard	Distributed article promoting proper fertilizer use and converting lawn areas to native planted areas.	X						
10/27/2015		Adopt A Storm Drain CCCW Materials	Distributed 350 Adopt A Storm Drain CCCW postcards at town facilities, the library and Akards True Value Hardware and posted digitally to town Facebook and Twitter.	X	X					350
10/22/2015	10/22/15-11/06/15	Stormwater Facility Assessments	SWPPP facility assessments conducted at MSB, WWTP, Stations 91, 92 & 93 and Golf Course.			X			X	
10/13/2015		Clear Choices Clean Water Pet Poo Cleanup Postcards at Community Pet Healthcare	Provided 200 Clear Choices Clean Water Pet Poo Cleanup Postcards at Community Pet Healthcare in Zionsville. The postcards encourage people to pick up their pets poop and dispose of it properly and also to visit the Clear Choices website to take this and other clean water pledges.	X	X					200
10/3/2015		Hoosier Riverwatch Advanced Training - E. coli	Hosted a HRW Advanced Training at the Zionsville Town Hall. Participants learned methods for monitoring E. coli in local waterways. Instructor John Ulmer coordinated the event.	X	X					4
10/3/2015		Rain Barrel Decorating Class	Cynthia Young of the SullivanMunce held a rain barrel painting class as a part of the larger 2015 Rain Barrel program. Using a barrel donated by the Street and Stormwater Department, a group of students from the Best Buddies organization learned how to and participated in the painting of the barrel	X	X					8
9/23/2015		Autumn Morning Dog Walk	Parks Naturalist led a dog walk for the White River Festival. Will distribute Clear Choices Clean Water materials including dog waste disposal bag dispensers.	X	X					
9/11/2015	9/11/15-9/13/15	Zionsville Fall Festival	Annual festival hosted by the Lion's Club. Approximately 100 Clear Choices Clean Water purple coneflower seed packets were handed out by the Parks Department at their booth.	X	X					100

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9/1/2015	9/21/15- 9/25/15	Post-Construction BMP Inspections	Inspected 38 public and private post-construction BMP's including mechanical separators, rain gardens and other practices. Issued letters to private BMP owners indicating condition of BMPs and maintenance requirements.						X		38
8/29/2015		Creekfest	Celebration of Eagle Creek with a variety of activities including a stream cleanup, creekstomp for kids, Indianapolis Art Center youth art activity, DNR Backyard Bass Casting Station, stormwater education booth with walkable watershed map and storm drain model and Clear Choices Clean Water campaign materials, Wildcat Creek Outfitters kayak demonstration, Hoosier Riverwatch booth, Parks/Zion Nature Center booth and more. 90 volunteers helped clean the creek removing a log jam and over 2,000 lbs. of trash from over 2 miles of Eagle Creek. 181 total participants in the larger event.	X	X						181
8/25/2015	5/1/15- 8/25/15	Walkable Watershed Map	Worked with the White River Alliance to design and produce a 20' x 15' walkable watershed map of the Eagle Creek Watershed. The WRA has an existing map but for the larger White River watershed which does not cover the entire Zionsville MS4 and has outdated aerial imagery. The map will be used exclusively for education in Zionsville.	X							
8/22/2015		Household Hazardous Waste Collection & Electronics Recycling Day	Boone County Solid Waste Management District sponsored annual event hosted at Town Hall. 443 individuals participated and 17 tons of material collected.	X	X					X	443
8/20/2015	9/1/15- 9/30/15	White River Festival	Posted and distributed materials at Municipal Services Building, Zion Nature Center and Town Hall. Materials included event posters and postcards.	X	X						
7/27/2015		White River Alliance presentation to Town Council	Jill Hoffman of the White River Alliance gave a "State of the Waters" presentation to the Town Council. Topics included water quality and quantity (scarcity) challenges faced in central Indiana and beyond and efforts ongoing and needed to secure and protect water resources for current and future needs.	X	X						
7/22/2015	7/22/15- 7/24/15	Zionsville Fire Department Stormwater Training	Provided training on the town's Stormwater Quality Management Program, focusing on illicit discharge detection and elimination and municipal operations pollution prevention. Used teleconferencing equipment to train all three stations over three days, covering all shifts.				X			X	41
7/7/2015		Zion Summer Camp	Participated in the wetland biota sampling and identification activity at the outdoor classroom. Provided water quality and other information in addition to assisting participants during the event.	X	X						7
6/23/2015		Zion Biologist Boot Camp	Presented water quality information, including stormwater/non-point source pollution information, and then conducted a scaled-down version of Hoosier Riverwatch for participants. Activities included macroinvertebrate sampling and identification and habitat evaluation in Cross Branch Creek at the Nature Sanctuary	X	X						4

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6/16/2015		Zion Summer Camp	Participated in the wetland biota sampling and identification activity at the outdoor classroom. Provided water quality and other information in addition to assisting participants during the event.	X	X						20
6/3/2015		Rain Barrel Workshop	Held a comprehensive rain barrel workshop about the purpose of rain barrels (water quantity and quality) and how to build and use rain barrels. Sold at a discounted rate 39 complete rain barrel kits to participants through the workshop.	X	X						35
5/27/2015		Stormwater Quality Awareness Survey	Coordinated through the White River Alliance, 924 survey postcards mailed and electronic notice issued through social media, received 126 survey responses. Purpose of the survey is to build upon previous surveys to evaluate trends in local water quality awareness and also guide future programming efforts.	X	X						126
5/19/2015		Z'Greenfest	Storm drain model demonstration, water cycle bracelet activity and distributed Clear Choices Clean Water materials including Clean Water Super Hero kits and rain barrel workshop information.	X	X						200
5/12/2015		MS4 Annual Meeting - IDEM Recognition Award	Awarded by IDEM a Certificate of Recognition to the White River Alliance (Zionsville an active member) for the development of the Storm Drain Model. The model has been utilized by MS4 staff for stormwater quality educational programming at a variety of events throughout the watershed and locally in Zionsville.	X							380
4/29/2015	4/29/15-5/20/15	Stormwater Facility Assessments	SWPPP facility assessments conducted at MSB, WWTP, Stations 91, 92 & 93 and Golf Course.				X			X	6
4/23/2015		Union Elementary STEM Night	Participated as one of several family-oriented "challenges" using the storm drain model and Clear Choices Clean Water Materials. Provided basic model demonstration to educate attendees about how storm sewers work and about non-point source pollution and then challenged them to adopt clean water behaviors and take a CCCW pledge. Distributed approximately 75 clean water Super Hero dog poo bag kits.	X	X						400
4/8/2015		Tails on the Trails - CCCW Pet Waste Bag Dispensers	Purchased and distributed through Parks/Nature Center programming 150 dog poop bag dispensers with town and Clear Choices Clean Water logo. Also provided 150 CCCW Clean Water Super Hero dog poo bag kits.	X	X						150
3/31/2015		Municipal Facility SWPPP Updates	Completed updates of the Stormwater Pollution Prevention Plans (SWPPP's) for six (6) town-owned facilities including all three (3) Fire Stations, the Municipal Services Building, Wastewater Treatment Plant and Golf Course.				X			X	6
3/17/2015		Leos Club Water Quality Presentation	Gave stormwater quality presentation using Drop in the Bucket and WRA Storm Drain Model to the Zionsville Alpha Leos Club, a sub-group of the greater Lions Club of Zionsville.	X							31

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3/16/2015		CCCW Facebook Page Embedded into Town Website	Added a "like box" which provides a live feed of the Clear Choices Clean Water Facebook page to the Town's website. The CCCW folks frequently post water quality information, including information about the White River Alliance's various activities, all of which are supported in part by the Town of Zionsville.	X						
3/13/2015		INAFSM Video Project	First of two videos completed in 2015 by the INAFSM-led coalition of contributors, including Zionsville. The video "Blue is the new Green" is a stormwater 101 that contains basic information including "do's and don'ts" for stormwater quality management. The video is targeted to the general public but can also be used for staff training for administrative and non-technical/operational staff.	X						
3/5/2015		Trained Individual Contractors Workshop	Participated in the coordination of and presented at a regional contractor workshop hosted by the White River Alliance. 152 people attended the event, 90 of which sat for testing on a recently developed contractor training and certification program for construction site stormwater pollution prevention.	X			X	X		152
1/14/2015		Street Department New Employee Stormwater Training	Provided training to new Street & Stormwater Department employees on MCM 3 & 6. Used Excel Visual "Storm Watch" training module in addition to a PowerPoint presentation using local MS4 information.			X			X	3
1/7/2015		Zionsville Department Head Training	With the assistance of Christopher B. Burke Engineering, LLC., (CBBEL) conducted stormwater facility assessments of each SWPPP-holding municipal facility as an informal "self-audit" in anticipation of the forthcoming IDEM MCM 6 audits. This information was used to produce a Zionsville-specific training for all department heads on MCM 3 & 6 requirements, BMP's, etc. which was held at Town Hall on 1/7/15. CBBEL also developed a report of department and facility recommendations for the implementation of BMPs.			X			X	13
1/1/2015		Eagle Creek Watershed Signs	Maintained at most major stream crossings in Zionsville. Signs inform motorists and pedestrians that streams drain to Eagle Creek Reservoir which is a drinking water source.	X						
10/23/2014	10/23/14-12/01/15	Stormwater Facility Assessments	SWPPP facility assessments conducted at MSB, WWTP, Stations 91, 92 & 93 and Golf Course.			X			X	6
10/22/2014		Purdue LTAP Plow Safety and Salt Calibration Training	Richard Domonkos from Purdue LTAP conducted a training for Street and Stormwater and Parks Department Staff on plow safety and salt calibration for snow removal equipment. Proper salt use provides a water quality benefit by minimizing the amount of material that may enter storm sewers and local waterways.						X	12
10/11/2014	10/11/14-1/5/15	Rain Barrel Program	Hawk Foundation and Alpha Leos, presentation to Council 1/5/15. Barrel installed at Town Hall 3/25/15	X	X				X	

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10/11/2014	09/20/14-11/7/14	Rain Barrel Program	Collaborated with the SullivanMunce Cultural Center and local artists on a rain barrel design and public art program. Eleven (11) barrels have been donated by the Street and Stormwater Department, decorated by local artists, and put on public display at local businesses throughout the Village. The barrels were auctioned-off at the Do It Again Recycled Art Market at the SullivanMunce Cultural Center on November 7th raising \$1600 for the Center, 188 total attendees.	X	X						188
9/13/2014		Z'SWAC (Zionsville Stream Walk and Cleanup)	Cancelled due to high water								
8/23/2014		Household Hazardous Waste Collection & Electronics Recycling Day	Boone County Solid Waste Management District sponsored annual event hosted at Town Hall.	X	X					X	
8/20/2014	9/1/14-9/30/14	White River Festival	Posted and distributed materials at Municipal Services Building, Zion Nature Center and Town Hall. Materials included event posters, post cards, book marks and temporary tattoos.	X	X						
8/13/2014		Boy Scout Storm Drain Marking and Rain Garden Maintenance	Boy Scout Troop 804 (16 scouts, 4 adults), sponsored by the American Legion Post #79, helped mark storm drains with clean water "no dumping" placards in the Village residential area and also helped maintain and clean-up the Town Hall rain garden.	X	X	X					20
8/1/2014		End of Summer Carnival	Carnival festival held at the Hussey-Mayfield Memorial Public Library. Zionsville Parks hosting a booth and passing out (~30) Clear Choices Clean Water dog poo bag packets.	X	X						30
7/30/2014		Pharmaceutical Collection Drop Off at ZPD	Through a collaboration with the Boone County Solid Waste District a pharmaceutical collection bin has been placed at ZPD and is available to Zionsville and Boone County residents.	X	X	X				X	
7/5/2014		Conservation Project for Stormwater Quality	Boy Scout Troop 804 had a few select scouts perform a conservation project this weekend that was a benefit to storm water quality. They cleaned up 450 feet of curb line along 600 South (West of Ford) and removed 9.5 cubic feet of debris, including lawn waste, gravel, dirt, and trash. Scout leader Greg Hoyes directed the activity.	X	X					X	
6/22/2014		Native Plant Program - For Kids	Zion Nature Center program covering why native plants are crucial to the web of life and to our future. Provided 30 Purple Coneflower UWRWA/CCCW seed packets to hand out to participants.	X	X						30
6/21/2014		Hoosier Riverwatch Basic Training	Held a HRW Basic Training at Town Hall and Cross Branch Creek at the Zion Nature Center. Participants learn physical, chemical and biological stream monitoring methods and become volunteer stream monitors.	X	X						10

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5/12/2014		RL Turner Contractor Training	Invited to RL Turner of Zionsville to provide training on Rule 5 and Construction SWPPP compliance to field staff and supervisors. Presented draft WRA Trained Individual materials.				X				12
5/4/2014		Z'Greenfest	Demonstrated UWRWA's new storm drain model and passed out native plant seed packets. Message included, "what is a storm drain, where does it drain/discharge, non-point source water quality impacts and actions that residents can take to prevent NPS pollution, such as planting natives." Also distributed flyer for upcoming Riverwatch workshop and Clear Choices Clean Water postcards.	X	X						Estimated between 300 and 400 attendees
5/1/2014	5/1/2014-7/10/2014	Stormwater Facility Assessments	SWPPP facility assessments conducted at MSB, WWTP, Stations 91, 92 & 93 and Golf Course.				X			X	6
4/24/2014		WWTP New Employee Stormwater Training	Provided training to new and some existing WWTP employees on MCM 3 & 6. Used Excal Visual "Storm Watch" training module in addition to a PowerPoint presentation using local MS4 information.				X			X	4
3/24/2014		Springtime Article for Homeowners for Water Quality	Distributed UWRWA authored article about springtime BMPs that can be implemented to promote/protect water quality. Sent to HOA contacts for Zionsville, posted to town Facebook and website.	X							
2/20/2014		IDEM Earth Day 2014 Presentations	Forwarded information about IDEM's Earth Day 2014 Presentations Program to Zionsville Community Schools Superintendent for distribution. IDEM offers to visit schools to present on environmental issues and potential careers in the environmental field.	X							Pleasant View Elementary, Kindergarten 139 students; Zionsville Middle School, 6th grade 270 students; Union Elementary, K & 1st grade 210 students
2/13/2014		Contractor "Trained Individual" Workshop	Assisted the UWRWA with the planning and coordination for the 2014 Contractors Workshop and further participated as a presenter.	X			X		X		~150
1/1/2014		Eagle Creek Watershed Signs	Maintained at most major stream crossings in Zionsville. Signs inform motorists and pedestrians that streams drain to Eagle Creek Reservoir which is a drinking water source.	X							
12/16/2013		Stormwater Quality Awareness Quiz	Added a stormwater quality awareness survey to the Stormwater Education Page on the town's website. The survey is hosted through Survey Monkey which will allow respondent tracking.	X	X						
12/9/2013		Website Updates	Several updates to website including adding the updated Stormwater Ordinance and guidance and a new contractor pollution prevention education page.	X		X	X	X			
12/2/2013		Comprehensive Revision to Stormwater Ordinance & Technical Standards Manual	Revisions include LID/green infrastructure development track, 2 BMP requirement for post-construction, new enforcement tools for ordinance violations, reduced release rates, Channel Protection Volume. Adoption process included presentation at Town Council meeting.	X		X	X	X	X		

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Exhibit 4

11/20/2013		Center for Watershed Protection Webcast at Town Hall	Presented a Center for Watershed Protection Webcast titled "Stormwater Utilities: Reckoning the Cost Side of the Equation" at Town Hall at the request of the Town Council. The webcast was publicly noticed and 3 Council members attended.	X					X	5
10/24/2013		Zionsville Post-Construction BMP Tour	Hosted Monroe County Drainage Engineer and staff on a tour of publicly and privately-owned post-construction BMP's in Zionsville.					X		5
10/16/2013	10/16/13 - Present	Contractor "Trained Individual" Certification Program	Working with UWRWA to develop a training and certification program for contractors working on construction sites. The focus of the training is the actual implementation and maintenance of construction-phase BMPs. The goal of the program is to have a full training module and regional certification tracking system.				X	X		
10/10/2013	10/10/13-12/12/13	Stormwater Facility Assessments	SWPPP facility assessments conducted at MSB, WWTP, Stations 91, 92 & 93 and Golf Course.			X			X	6
9/14/2013		Zionsville Eagle Creek Cleanup	The cleanup was a collaboration of Todd Settle, Parks Dept., Street & Stormwater Department with donations from Akards True Value (trash buckets). Collected 2,600 lbs. of trash.	X	X					41
9/4/2013		Wet and Wild Creekstomp	Zion Nature Center provides nets, buckets, etc. along with Zionsville Stormwater Department and invites parents and children to play in the creek, catch critters, and learn about water quality and nature.	X	X					~80
8/24/2013		Household Hazardous Waste Collection & Electronics Recycling Day	Boone County Solid Waste Management District sponsored annual event hosted at Town Hall. 10.4 tons of household hazardous waste and 4.2 tons of electronics collected and properly disposed of or recycled.	X	X				X	
8/7/2013		White River Festival	Posted and distributed materials at Municipal Services Building and Town Hall. Materials included event posters, flyers and temporary tattoos.	X	X					
7/17/2013		IDEM Audit of IDDE Program	The Indiana Department of Environmental Management conducted an audit of Zionsville's Illicit Discharge Detection and Elimination Program. IDEM gave Zionsville a satisfactory review and no corrective action was required.			X				1
5/22/2013	5/22/13-6/7/13	Stormwater Facility Assessments	SWPPP facility assessments conducted at MSB, WWTP, Stations 91, 92 & 93 and Golf Course.			X			X	
4/21/2013		Z'Greenfest	Environmental festival celebrating Earth Day and Arbor Day. Had Stormwater Dept. booth with water cycle bracelet activity, pollution prevention handouts and Clear Choices Clean Water materials. Collected 20 CCCW pledges during event and gave pledgers a Stormwater Dept. water bottle.	X	X					510
4/16/2013		Presentation to Village Residents Association	Stormwater Program Manager presented to the VRA on the MS4 Stormwater Quality Management Program, local water quality and quantity issues, the proposed Stormwater Utility and the downtown streetscape rain gardens.	X						40

**Summary of MCM Activities
Zionsville MS4 Annual Report
July 1, 2012 - November 30, 2015**

Exhibit 4

4/16/2013		Rain Garden Workshop	Coordinated rain garden workshop and hired presenter Myrene Brown to instruct on the purpose, design and maintenance of rain gardens. The field component of the workshop was cancelled due to rain though a "virtual" field component was done in the classroom using visual aid materials.	X	X						19
2/26/2013		IDEM's Earth Day 2013 Celebration Presentations	Forwarded registration information to Zionsville Community Schools Superintendent and individual school principals for the IDEM's Earth Day 2013 Celebration program. Eagle Elem, 1, 3 & 4 grade 230 students. Union Elem, 4 grade 104 students	X							334
1/1/2013		Eagle Creek Watershed Signs	Maintained at most major stream crossings in Zionsville. Signs inform motorists and pedestrians that streams drain to Eagle Creek Reservoir which is a drinking water source.	X							
12/10/2012	12/10/12 - 12/12/12	MCM 3 & 6 Staff Training for ZFD	Conducted three days of training utilizing videoconferencing equipment to present MCM 3 & 6 Presentation and Excal Visual Storm Watch training DVD to all three fire stations for all three shifts.			X			X		~60
10/18/2012	10/18/12-10/24/12	Stormwater Facility Assessments	SWPPP facility assessments conducted at MSB, WWTP, Stations 91, 92 & 93 and Golf Course.			X			X		6
10/2/2012		Interpretive Signage at Town Hall Rain Garden	Installed interpretive signage at the Town Hall rain garden which includes information about the project, the purpose of rain gardens and stormwater pollution.	X							
9/22/2012		Hoosier Riverwatch Advanced Training	Held a HRW Advanced Training at the Zion Nature Center. Participants learn physical, chemical and biological stream monitoring methods and become volunteer stream monitors.	X	X						8
9/8/2012		Zionsville Fall Festival ECWA Booth	Water bracelets, CCCW pledges, doggie bags, native plants, water bottles and T-shirt hand-outs. Stormwater Program Manager helped coordinate and staff the event.	X	X						
9/6/2012	9/6/12-9/7/12	Greening Our Ordinances Workshop	UWRWA Education Committee sponsored event. Stormwater Program Manager volunteered to help staff the event.	X	X						
9/4/2012		Wet and Wild Creekstomp	Zion Nature Center provides nets, buckets, etc. along with Zionsville Stormwater Department and invites parents and children to play in the creek, catch critters, and learn about water quality and nature.	X	X						93
8/25/2012		Hazardous Waste Collection Day	Boone County Solid Waste Management District sponsored annual event hosted at Town Hall.	X	X	X				X	499
8/15/2012		SWPPP Implementation Station 93	Stormwater Pollution Prevention Plan developed and implemented for new Zionsville Fire Station 93.			X				X	
8/3/2012		Report-A-Polluter Online Form	Developed a Report-A-Polluter online form to assist in community reporting of pollution incidents to MS4 staff. Form page also has educational information about IDDE.	X		X					
7/24/2012		Wet and Wild Creekstomp	Zion Nature Center provides nets, buckets, etc. along with Zionsville Stormwater Department and invites parents and children to play in the creek, catch critters, and learn about water quality and nature.	X	X						77

**Summary of MCM Activities
Zionsville MS4 Annual Report
July 1, 2012 - November 30, 2015**

7/20/2012		Greywater Disposal Information Sheet	Developed greywater disposal information sheet to be included in all event permit applications within the Town of Zionsville. Document provides general public education but also illicit discharge information.	X		X				
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The White River Alliance (Alliance) 2015 Public Education & Involvement Activities Report

CONTENTS:

- 1.0 Alliance Structure and Overview of Outreach and Education Efforts
- 2.0 Signature Program: *Clear Choices Clean Water*
- 3.0 Web Presence
- 4.0 Interactive Web-based Resources
- 5.0 Youth and Community Outreach
- 6.0 Trained Individual Program
- 7.0 Mass Media and Social Media
- 8.0 Public Involvement Opportunities
- 9.0 Workshops and Events
- 10.0 Presentations
- 11.0 Awards and Recognition
- 12.0 Social Indicator Survey
- 13.0 Future Plans

1.0 ALLIANCE STRUCTURE AND EDUCATION/OUTREACH OVERVIEW

Alliance Board

The Alliance is governed by a 15 member Board of Directors made up of representative leaders from a diverse assemblage of stakeholder groups. 2015 Board members consisted of municipal and county officials, including representatives from Hamilton Co., Delaware Co., Marion Co., Zionsville, Indianapolis, and Carmel. Industry leaders, such as Eli Lilly, and senior staff from local landscape architecture, engineering firms, and contractors also help guide the organization's direction. Significant program crossover and enhancement is also achieved through Board participation from IUPUI and a respected environmental law firm. These partners help provide research, policy and legal guidance. Two of the Board members also serve on the Education Committee and two on the Technical Committee, thus strengthening the Board's ties to committee activities. The Board is responsible for policy decisions, funding, leveraging new funds and members, and ensuring the organization realizes its vision through the strict implementation of its Strategic Plan.

Regional MS4 Education/Involvement Committee (Education Committee)

The Alliance coordinates an education committee that typically meets monthly or more frequently if needed. This group has historically been comprised of the participating Municipal Separate Storm Sewer System (MS4s) permitted entities; however, other stakeholder groups, such as parks departments and soil and water conservation districts, also regularly participate in these meetings (2015 MS4 members listed below). The current Chairperson is Jason Armour from the City of Fishers. The Education Committee focuses on the following:

- Developing a regional education program and messages
- Developing educational resources and programs/workshops
- Maintenance of educational elements of the Alliance's website
- Grant submittals and funding for projects

- Expansion of the Regional MS4 Education/Involvement program

In 2015 the Education Committee met eight times to conduct regular business and six times to edit materials/plan for the Trained Individual program. The committee's work plan focused on delivering programs at local schools and community events, planning the 2015 Trained Individual workshop, developing the certification program for Trained Individual, advancing the *Clear Choices Clean Water Program (Clear Choices)* by developing new partnerships and distributing materials at local venues, developing the infrastructure for a volunteer program, conducting the social indicator survey, and presenting 'State of the Waters 101' presentations to educate influential stakeholder groups about water quality and quantity in Central Indiana. Highlights of several of these projects follow.

The 2016 work plan is under development and will reflect the priorities of the committee and continue to tie into other larger outreach efforts such as youth outreach, professional training for contractors and landscapers, and the expansion of *Clear Choices* to reach individuals. Decisions and direction for the committee's activities come from both group consensus and the leadership of the Alliance (its Executive Director, the Education and Technical Committee Chairpersons, and the Board). The annual work plan will outline deliverables, timelines, and target audiences. Direct outreach to complementary organizations and coordination with their activities are ongoing through the Alliance's Executive Director.

Participating MS4s:

- City of Carmel
- Town of Cicero
- City of Fishers
- City of Greenwood
- Hamilton County
- Town of McCordsville
- City of Noblesville
- Town of Pendleton
- City of Westfield
- Town of Zionsville

White River Festival and Partners

Key components of the Alliance's education strategy are the messaging and programming delivered through the White River Festival. The mission of the Festival is to provide a coordinated effort in a concentrated time frame during which all education partners in the region can turn their messages and activities toward the river and water quality.

A diverse and expanding group of partners comprises the festival partner network and annually guides the evolution of the festival. These partners are also the main delivery mechanism of festival messaging and programs. Partners include conservation groups (Sierra Club, Friends of White River), arts and cultural organizations (Big Car, Indianapolis Art Center, Minnetrista Cultural Center), museums and zoos (Indianapolis Zoo, Indiana State Museum, The Children's Museum, White River State Park, etc.), and several businesses, universities, and government entities, including many participating MS4s. A complete list of partners is available by request. (For more details about the festival, see Section 8.0.)

2.0 CLEAR CHOICES CLEAN WATER PROGRAM UPDATES

The heart of the Alliance's public education and involvement program is *Clear Choices*, which continued to grow and expand with new pledges and the first national affiliate.

Program Overview and Background

Clear Choices is a program that seeks to increase awareness about the daily choices citizens can make to improve the water quality of our waterways. Focused on individual action and social change, the program employs an online pledge system, interactive website at www.indiana.clearchoicescleanwater.org, and various materials and media used to communicate program messages: themed postcards and banner displays, radio promotions, TV commercials, billboards, materials for youth, and social media outreach. Significant thought and application of social marketing principles have gone into the *Clear Choices* program over the years since its inception in 2009.

The current suite of pledges focuses on specific water quality-friendly actions: using phosphorus-free fertilizer, landscaping with native plants, properly disposing of yard and pet wastes, and properly maintaining septic systems. A new water conservation pledge and volunteer service pledge were launched in 2015 and content is being developed for a kids pledge to involve youth in making clear choices. By educating individuals on these important actions and providing the tools to make these essential changes on their own properties, the program empowers people to do their part for water quality.

The Delaware Highlands Conservancy became the first national affiliate of *Clear Choices* in 2015. In order to smoothly create a website specific to the Delaware River Watershed, a template website was created replacing Indiana-specific statistics and materials with placeholders. An affiliate guide was also created to walk new affiliates through the process of creating the website and checking analytics.

Clear Choices has developed a reputation as a fun, engaging, easy, impactful outreach program. The results speak for themselves as the program sees more pledges each year and the associated potential for preventing large amounts of pollution from reaching local waterways. Numerous metrics have been built into the program and are evaluated every year in effort to make the program as responsive as possible.

2015 Pledge Statistics

In 2015 the *Clear Choices* campaigns drew in 812 pledges in all six topical programs resulting in the following pollution reduction statistics:

- 179 lawn pledges = 2,692 lbs. of phosphorus averted from entering local waters and 680,000 lbs. of algae prevented
- 223 pet poo pledges = 879,109 billion fecal bacteria prevented from entering local waters
- 79 native plant pledges = 3077 lbs. of sediment, 5 lbs. of phosphorus, 31 lbs. of nitrogen, and 2578 lbs. of algae kept out of local waters
- 23 septic system pledges = up to 1,762,950 gallons of untreated wastewater prevented from entering local waters
- 267 water conservation pledges = conserving up to 34,725,066 gallons of water
- 41 volunteer service pledges

The load reductions for each pledge were calculated using the EPA Region 5 Load Reduction Model (an Excel workbook that provides a gross estimate of sediment and nutrient load reductions from the implementation of agricultural and urban BMPs, available at [http://it.tetrattech-ffx.com/steplweb/models\\$docs.htm](http://it.tetrattech-ffx.com/steplweb/models$docs.htm)). In some cases, certain assumptions had to be made in order to calculate a load reduction (all of these assumptions are listed on the website pledge pages). Without these quantifiable assumptions, load reduction calculations would be impossible.

3.0 WEB PRESENCE

Clear Choices Clean Water

The website statistics for www.clearchoicescleanwater.org include:

- There were 9,101 webpage visits in 2015, 57% of which occurred in the months of March, April, May, and June.
- 74% are new visitors and 27% are returning visitors.
- Indiana is still the leader for visitors to the site, however other states (California, Illinois) are starting to have more visitors.
- The average viewer visits 4 pages per visit and spends approximately 3 minutes on the site.
- People are finding the website in four ways: Direct URL: 34%, Referral Site: 32%, Search: 24%, and Social Media: 10%.
- 47% of views are of the *Clear Choices* home page, 4.23% are of the Pet Poo page, 2.86% are of the Native Plants home page, 3.71% are of the Lawns home page, and 1.48% are to the Septics home page.
- Two new pages were launched during 2015 – Water Conservation and Volunteer Service. The Water Conservation page has seen 4.97% of the views and the Volunteer Service page has had 1.43% of the views.

The site was redesigned in 2015 to enable adding new pledges, to make the site simpler for national affiliates to use, and to be mobile-friendly.

White River Alliance Website

In addition to the *Clear Choices* website, the Alliance maintains an extensive website (www.thewhiteriveralliance.org) that serves as a resource center for thousands. The site is home to several technical tools (discussed in Section 4), educational resources, a clearinghouse of maps, links to recreational resources, suggestions of ways to get involved, and dozens of other features and content, many of which are designed and organized by target audience. The larger, interactive resources that have been created and utilized in Alliance programs in 2015 are described below. The website also includes details on upcoming meetings, information on big events in the watershed, current news stories, and a constant feed from the Alliance's Facebook page. The site is designed to be interactive, employing prominent icons and self-identified audience links to help visitors navigate.

The website statistics for www.thewhiteriveralliance.org include the following:

- The website had 3,057 total views from 2,288 visitors from January 2015 through November 2015.
- 73.4% of the visitors were new to the site
- 70.5% of visitors were from within Indiana

- People are finding the website in four ways: Search: 50%, Direct URL: 30%, Referral Site: 18%, and Social Media: 2%.
- Top referral sites include those of the White River Festival, the City of Greenwood, Marion County Soil and Water Conservation District, and Reconnecting to Our Waterways.

4.0 INTERACTIVE WEB-BASED RESOURCES

The set of resources below were developed by the Alliance Technical Committee and continue to be relevant to planners and engineers. Most of the resources below can be found at <http://thewhiteriveralliance.org/resources/tools-for-professionals/planner-or-engineer/>.

Best Management Practice (BMP) Selection Tool

The BMP Selection Tool was developed to help educate site designers and developers about some of the important factors associated with the selection of post-construction stormwater BMPs for a given site. Key features of the tool include:

- Information to help designers know what is possible on a site and what is compatible with associated site objectives or limitations
- A details feature to help designers learn more about a practice and whether or not it might be an appropriate fit for their projects
- Linked BMP Fact Sheets

Central Indiana Development Ordinance Review Checklist Tool

The Central Indiana Development Ordinance Review Checklist was created as part of an effort to assist communities in evaluating existing development codes, regulations, and ordinances for compatibility with Low Impact Development (LID). Key features of the tool include:

- Help identifying potential regulatory or planning process impediments that could affect the use of (or successful implementation of) LID practices in new developments as well as in infill or redevelopment projects
- Wide accessibility – can be used by land use planners, transportation planners, public works personnel, city engineers, building code enforcement officers, development site plan reviewers, and others

Green Site Planning Tool

This tool provides land planners (both municipal and private) with a way to think through various cost savings associated with conservation planning and site design. Key features of this tool include:

- Drop down menus where the user can select the various natural features on their site and enter in the percentages of each
- The opportunity to try various percentages of natural feature protection to arrive at associated curve numbers and therefore evaluate the stormwater management needs and costs associated with different site plans

Cost-Share Program Page

While not interactive per se, these sections of the website have been central elements of the Alliance's previous 3-year cost-share program through IDEM, serving to provide technical resources and tools for cost-share participants. Although the cost-share program has concluded, the site still serves as a useful tool for shoreline residents. Key features include:

- Program description and highlights of previously funded projects

- BMP glossary and detailed resources to help landowners find a cost estimate for their project.
- Sample Operation and Maintenance (O&M) manuals and technical design standards.
- A page dedicated to shoreline properties, including the unique and important ways shoreline properties affect water quality, and the benefits of rain gardens and native shoreline plantings. <http://thewhiteriveralliance.org/cost-share/healthy-shores/>.

The cost-share page and these resources can be viewed at <http://thewhiteriveralliance.org/cost-share/>.

5.0 YOUTH AND COMMUNITY OUTREACH

After having developed materials and an outreach strategy in 2014, this year coordination staff delivered programs/and or assisted with scheduling opportunities for MS4 members.

- Audiences included park staff and directors, local ‘green’ committees, kindergarten and fourth grade classrooms, booths at community events, as well as an elementary school green club, community nature club, summer day camp, and community STEM night. A special effort was made to reach out to local chambers of commerce, drainage boards, community groups, and other organizations to deliver a detailed “State of the Waters” presentation. Seven of these presentations were given in 2015 (see section 10.0 for a detailed list).
- The most frequently used activities/tools were the storm drain model, Drop-in-the-Bucket activity, Enviroscope, and the walkable watershed map. After each presentation, audience members were provided a packet of materials, typically including the Clean Water Superhero bookmark, seed packet, fold out info sheet, and sticker.
- The coordination staff and committee members routinely reported out on their efforts at their monthly meetings as a way to provide each other professional development and insight into best practices.

The photos below represent the variety of 2015 outreach efforts:

Kindergartners and the storm drain model:



Fourth graders and Drop-in-the-Bucket:



Fourth graders during the program introduction:



Day camp participants and the storm drain model:



6.0 TRAINED INDIVIDUAL PROGRAM

In late 2012, the committee began charting the course for the development of a 'Trained Individual' certification program, a new initiative targeting earthwork contractors and construction site project managers responsible for the installation, maintenance, and management of Rule 5 permitted construction projects in Indiana. This certification and associated workshops will help satisfy MS4 permit requirements and fill a void in current training opportunities. Whereas inspectors are often the target audience for current training opportunities, these new trainings are being designed for contractors.

The 'Trained Individual' certification program continues to evolve since its beginnings in late 2012. New to 2015 was the option for participants to take a test at the end of the workshop. By passing the test, the participant demonstrated that they understand Indiana's rules and regulations related to Rule 5 and was therefore certified. The test is comprised of questions from both materials presented during the workshop and the manual. The 2015 workshop, held on March 5, saw 152 in attendance with 90 of those participating in the testing portion.

- 2015 Contractor's Manual for Rule 5 Trained Individuals containing comprehensive fact sheets of 21 of the most common construction site BMPs
- Printed copies of the PowerPoint shown at the workshop
- "Jobsite Sediment Control: A 40-Year Update (1974-2014)" (an article from Land and Water)
- A pocket guide to BMPs developed by Hamilton County Soil and Water Conservation District

The workshop was highly successful. Evaluations were collected from participants and on a scale of 1-5, all aspects of the event (including each presentation ranked individually as well as location, refreshments, and cost/value) ranked an average score of 4 or higher. Some of the attendees' comments included the following:

- *Enjoyed the interactive voting questions presented throughout the day.*
- *Facility was set up well, comfortable and format afforded ample breaks and minimal "traffic jams" or "waiting in line." Information was interesting and informative.*
- *Well organized and managed. Excellent coverage of material. Enjoyed how thorough the material was covered.*

- *All the presentations were very well put together. These are (some are) hard topics to present and make interesting.*
- *Presenters were all very knowledgeable – overall very helpful and informative. Appreciated the practicality of the recommendations.*
- *It was helpful to see the White River Watershed area and how many streams are impaired. Best part is the program was focused on the contractor’s installation and maintenance and not overloaded with regulation and inspection.*
- *The handouts were excellent. Great things can happen when we work together.*
- *The consistency of presentation format from one presenter to another was helpful during the seminar and will aid in sharing the information with others at my firm. Good/bad examples are quite helpful and listing inspection/maintenance triggers along with follow-up corrective measures makes the slides of a great future reference document.*

After the workshop, the committee reviewed and incorporated attendee comments and continued to develop testing protocols and recertification requirements, finalize the manual, create a database, and develop other program details. The next workshop is being planned for early March 2016 in Noblesville, IN.



7.0 SOCIAL MEDIA

Alliance Social Media

Posts were made to the White River Alliance’s Facebook page approximately 2 times per week. The Facebook page has 515 likes (159 new this year) and can be viewed by visiting <https://www.facebook.com/UpperWhiteRiverWatershedAlliance>.

- An average of 41 people engaged with the Alliance’s Facebook page each week (almost identical to last year’s rate). Engagement includes any click, ‘like’, comment, or share of a post on the Alliance’s page.
- An average of 336 people visited the page or saw the page or one of its posts in news feeds or ticker each week. These can be people who have ‘liked’ the Alliance’s Facebook page and people who haven’t.
- The page had an average of 1,801 impressions each week. Impressions are views of any of the content associated with the page (may include the About Us section, actual posts, photos, or other content).

Tweets were made to the Alliance's Twitter page approximately three times per week, including retweeting any Tweets by other organizations that mentioned the Alliance. The Twitter page currently has 244 followers (151 more than last year) and can be viewed by visiting <https://twitter.com/UWRWA>. Obtaining analytics about a Twitter account requires paying for a Twitter Business account. At this point in time the Alliance account is a basic account, so no measure of the impacts or reach of the Tweets is available. The account's following shows encouraging results, however. What began as a following composed mainly of Alliance members and partners has expanded to groups and individuals who had never heard of the Alliance or engaged with it in the past, including many from outside of Indiana.

The Alliance also continued to maintain a LinkedIn page. The page's network has grown quickly and the Alliance now has 204 connections. The LinkedIn page can be viewed by visiting www.linkedin.com/pub/upper-white-river-watershed-alliance/64/a13/18a/. Obtaining analytics about a LinkedIn account also requires paying for an upgraded account. At this point in time the Alliance account is a basic account, so no measure of the impacts or reach of the connections or posts is available. As with the Twitter account, the connections on LinkedIn also show encouraging results. What began as a following composed mainly of Alliance members and current partners expanded very quickly to companies and individuals who were involved with the group in the past but have not been active in recent years. Examples include several engineering and consulting companies, local and state agency staff, and individual professionals.

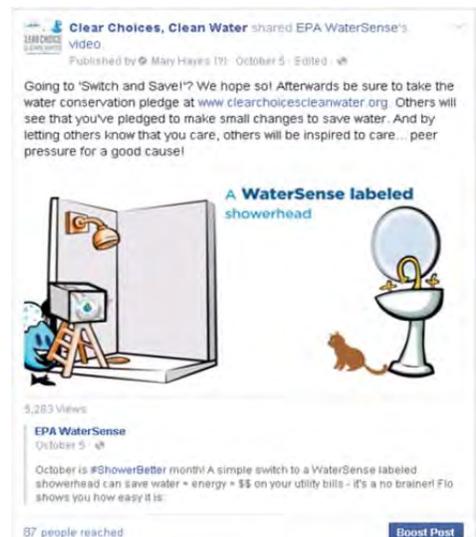


The Alliance also continued to post to Instagram (@whiteriveralliance). The account has 151 followers (119 more than last year). We also actively 'like' photos posted by partners, conservation organizations, and *Clear Choices*. Photos focused not only events related to the festival, but also featured shots of the river and the work of our partners throughout the watershed.

Clear Choices Social Media

The *Clear Choices* Facebook page was maintained and posts were made approximately twice per week. The Facebook page has 311 likes (98 new this year) and can be viewed by visiting <https://www.facebook.com/clearchoicescleanwater>.

- An average of 28 people engaged with the *Clear Choices* Facebook page each week, nearly twice as many as last year. Engagement includes any click, 'like', comment, or share of a post on the page.
- An average of 234 people visited the page or saw the page or one of its posts in a news feed or ticker each week, again, nearly twice as many as last year. These can be people who have 'liked' the Facebook page and people who haven't.
- The page had an average of 1,393 impressions each week, which is 1,000 more per week than last year. Impressions are views of any of the content associated with the page (may include the About Us section, actual posts, photos, or other content).
- Facebook remains a strong way to introduce people to *Clear Choices*. Seventy-eight (7) pledges this year (10%) cited Facebook as how they heard about *Clear Choices*.



Tweets were made to the *Clear Choices* Twitter page approximately three times per week, including retweeting any Tweets by other organizations that mentioned *Clear Choices*. The Twitter page currently has 112 followers (79 more than last year) and can be viewed by visiting <https://twitter.com/ClearChoices>. Obtaining analytics about a Twitter account requires paying for a Twitter Business account. At this point in time the *Clear Choices* account is a basic account, so no measure of the impacts or reach of the *Clear Choices* Tweets is available. The account's following shows encouraging results, however. What began as a following composed mainly of *Clear Choices* pledgees and partners has expanded to groups and individuals who had never heard of *Clear Choices* or engaged with it in the past, including several from outside of Indiana.

An Instagram account was maintained throughout the year ([@clearchoicescleanwater](https://www.instagram.com/clearchoicescleanwater)). The page currently has 103 followers, including individuals, units of government, and local organizations.

Newsletter Coverage

The following newsletters posted articles or direct promotions related to the *Clear Choices Clean Water* program.

- (2015) October Festival E-news – distribution 368
- White River Alliance Watershed Currents – 5 issues, distribution 2,150 each
- Indiana Water Monitoring Council – 2 issues, distribution 450 each

Articles for MS4 Use

Two educational articles were created and distributed to the MS4s for use in their local newspapers and newsletters.

- “Our Water Needs You!” focused on the new *Clear Choices* service pledge. The article directed readers to the *Clear Choices* website for information on various ways they can volunteer, including speaking to local schools or community organizations, participating in a river clean-up, or adopting a storm drain.
- “Fall Yard Work? Consider a Change!” encouraged readers to adopt new fall lawn care routines, including using phosphorus-free fertilizer or no fertilizer at all and/or transforming an area of turf to a native planting.

Canned Facebook Posts for MS4 Use

Eight ‘Canned’ Facebook and Twitter posts were sent to the MS4s in 2015. These posts could be readily used on the MS4s’ own Facebook and Twitter pages. Topics included:

- Keeping storm drains clear and taking the *Clear Choices* service pledge
- Encouraging residents to take the 2015 stormwater survey
- Sending readers to an article by the Washington Post on using less lawn fertilizer
- Asking residents to volunteer and then take a *Clear Choices* service pledge during Earth Day
- Keeping storm drains clear in springtime to prevent street flooding and pollution
- Not fertilizing the lawn, or at least using phosphorus-free fertilizer, in the spring
- Recap of the Trained Individual workshop
- Encouraging contractors to register for the 2015 Trained Individual workshop

A content calendar was also created early in 2015 to outline social media posts for the entire year and record posts that were made each week to the *Clear Choices* Facebook and Twitter pages. The calendar serves several purposes. It gives consistency to the social media messages by alternating posts that

promote pledges with those that suggest resources and strategic reposting of partner information. The calendar also allows for a complete record of posts made in 2015, which can be replicated, or at least referred to, in subsequent years.

8.0 PUBLIC INVOLVEMENT OPPORTUNITIES

White River Cleanup

Historically one of the highest profile river-related events in Central Indiana, the annual White River Cleanup has also emerged as one of the featured events during the White River Festival. Not only do community volunteers remove trash from the White River, the event is a chance to educate the public on ways in which they can make a difference in their community and impact water quality. Communities and organizations from Delaware to Morgan County typically participate in this watershed-wide event, which is coordinated by many of the individual MS4s and key local interest groups in conjunction with the Alliance. The event usually receives local media coverage from television, radio, and local newspapers.

Four developments are worth noting in 2015. First, is the success of the Zionsville cleanup on Eagle Creek after several thwarted attempts due to rainouts. The event, dubbed ‘Zionsville Creekfest’, included education activities in addition to the cleanup portion. In the Carmel/Fishers area, the partnership with Conner Prairie was reactivated and plans for long-term collaboration discussed. For this year’s event, Conner Prairie permitted the MS4s to use an undeveloped area on the west side of the river – a beautiful site from which to launch cleanup canoes. In Westfield, park and stormwater staff discussed the long-term vision for public involvement via an annual cleanup on Grassy Branch Creek once Grand Junction Park is complete. Finally, all of the cleanups contributed their ‘best’ trash to the White River Celebration and Stewardship Awards. These pieces were incorporated into sculptures created by attendees. (See a complete description and photos in the White River Festival section below.) These developments reflect a commitment to cleanups (and by extension their trash) as an effective way to engage the community at local waterways and related events.

Even as the amount of trash pulled from the river has decreased over the years, public interest in the cleanups has continued to increase. As a result, MS4s have begun looking at new ways to engage volunteers at events that have become shorter in length. To this end – and demonstrating the synergies possible between the Alliance’s current programs and projects – the Alliance was able to offer complementary programming opportunities and materials funded through a previous 319 cost-share grant, as well as the White River Festival grant.

- The storm drain model was used at two cleanups and the walkable watershed map at one. (The map has been so successful that one of the MS4s contracted to have its own produced in time for its cleanup.)
- The White River Festival provided materials and an art instructor to conduct an art engagement activity with participants at four cleanups (Carmel/Fishers, Muncie, Noblesville, and Zionsville). The activity involved making ‘seed beads’, clay balls into which compost and purple coneflower seeds were rolled. After drying, the ‘beads’ can be planted this fall or next spring. Using the Clean Water Superhero seed packets for the activity reinforced MS4 stormwater messages, highlighted native plants, tied to the festival theme CREATE and provided visibility for the *Clear Choices* program. Seed beads were a hit!



White River Festival, September 11-27

The fifth year of the festival featured 30+ partner events on the festival calendar, two educational boat tours on the White River, and an enhanced Stewardship Awards event.

This year's theme CREATE resulted in first-time gallery shows, three film showings, and public engagement opportunities via riverside poetry readings and art activities. Finally, a concerted effort to target and meet with potential new partners yielded new or reactivated relationships with several large cultural institutions in central Indiana.

Events were diverse in nature (art activities, wildlife viewing, recreation, volunteer opportunities, hands on science) and diverse in audience reach (families, youth, adults). They leveraged the successes of established events (20+ year old river cleanups) and reputable programs such as those associated with the Indiana Department of Natural Resources. And by partnering with major institutions such as The Children's Museum, Indianapolis Zoo, and Conner Prairie, events gained visibility and credibility. It is estimated that 8,000-10,000 people participated in the 2015 festival.

Following are the events that appeared on the Festival calendar:

Week 1:

- Zionsville Creekfest / Zionsville ('early bird' event August 30)
- A River Runs through Us: Exhibit about the importance of the White River / Carmel
- A River Runs Through it: Connecting Life in Indiana to the Waters around Us / Indianapolis
- Multiple Events with Minnetrista / Muncie
- Dirty Water Program at The Children's Museum / Indianapolis
- Shoreline Fishing Trip Down the White River / Multiple Locations
- Requiem for the Wapahani / Anderson
- Opening Reception - Requiem for the Wapahani / Anderson
- 9th Annual Delaware County White River Cleanup / Muncie
- Fishers and Carmel White River Cleanup / Carmel
- Noblesville White River Celebration / Noblesville
- Mounds State Park Hike / Anderson
- Write, Collaborate, and Create on the White River / Martinsville
- Watershed Investigations at The Children's Museum / Indianapolis
- Think and Drink at the Sun King Tasting Room / Indianapolis
- The Long Blue Line: Discussion with Artist Sean Derry / Indianapolis
- White River Urban Wildlife Walk / Indianapolis
- The Pogue's Run Pursuit / Indianapolis

- Write, Collaborate, and Create on the White River / Indianapolis
- Lilly ARBOR Tour & *DamNation* Film Screening / Indianapolis
- Artist Reception – A River Runs Through it: Connecting Life in Indiana to the Waters around Us / Indianapolis
- Ride for the Mounds / Daleville
- Ford Hoosier Outdoor Experience / Indianapolis

Week 2:

- White River Urban Wildlife Walk / Indianapolis
- Autumn Morning Dog Walk / Zionsville
- Sustainable Living Seminar - *Lethal Seas* Documentary / Carmel
- *Let's Talk About Water* Film Screening and Panel Discussion / Indianapolis
- Aquatic Animals / Indianapolis
- Interpretive Walk at Mounds State Park / Anderson
- White River Past & Present at Conner Prairie / Fishers
- Write, Collaborate, and Create on the White River / Anderson
- Down by the Riverside Hike / Indianapolis
- 5th Annual White River Celebration and Stewardship Fundraiser / Indianapolis

In 2015, the Festival added an explicit call-to-action element via the *Clear Choices* program. *Clear Choices* messaging was incorporated into Festival materials, partners received an overview of the program at the Festival kickoff, and Clean Water Superhero seed packets were distributed to event participants. In doing so, the Festival provided yet more ways for MS4s to extend their messages. (Below is the new spread added to the Festival event guide in 2015.)

Clean water needs you!

Can't make it to a Festival event? There's plenty you can do for clean water through *Clear Choices Clean Water*, the program adopted by the Festival as its official call-to-action.

DID YOU KNOW that when it rains, much of the water runs off the land, travels through thousands of underground pipes and eventually flows into our lakes and rivers? Along the way, the water picks up lots of common neighborhood pollution. Referred to as 'stormwater runoff', this water is **NOT** treated or cleaned before it enters our waterways.

Visit clearchoicescleanwater.org to learn the small actions you can take at home, work, or school to keep pollution out of our waterways.

When it rains...

Roof Runoff
Gutter Runoff
Lawn & Street Runoff

CLEAR CHOICES CLEAN WATER
make a difference

Clear Choices offers six different ways you can help.
Make a pledge to take action or browse the website for DIY resources, FAQs, and fun facts!

- LAWN FERTILIZER** Use phosphorus-free fertilizer. Happy lawns and healthy water.
- PET & OTHER POO** Pick up your dog's poo. It all piles up.
- NATIVE PLANTS** Landscape with native plants. Get back to your roots.
- CONSERVE WATER** Conserve water. Small drops have a big impact.
- VOLUNTEER SERVICE** Volunteer your time to water efforts. It's worth your time.
- SEPTIC SYSTEMS** Maintain your septic properly. What goes down comes back around.

White River Celebration and Stewardship Awards Fundraiser

This annual Festival capstone event, formerly known as the Stewardship Awards Celebration, was renamed and reshaped to formalize an annual creative element, incorporate a fundraising piece, and to better align with the Alliance's efforts on clean water issues. In addition to the annual networking

opportunities and presentation of stewardship awards, the central activity of the evening involved guests creating sculptures from river trash collected from the Zionsville, Fishers, Carmel, and Noblesville river cleanups. Via this creative activity, an introductory presentation on the Alliance's clean water initiatives and a short video, the 166 guests began to make the important connection between their individual actions and the health of our rivers. To reinforce the evening's messages, guests received Clean Water Superhero seed packets, window clings with the 'It's Our Water' tagline, and Alliance branded pens with a stylus – with which guests were encouraged to take a *Clear Choices* mini-pledge on their smart phones. The photos below offer a glimpse into this unique method of public engagement:



Standing Committees

The Alliance coordinates regular meetings of the Education Committee and Technical Committee, both of which offer opportunities for public involvement. See details about the Education Committee in Section 1.

The Alliance's Technical Committee is a diverse group representing governmental agencies, non-profit organizations, native plant suppliers, landscape and engineering firms, and universities. The committee is the technical resource for all of the Alliance's educational, outreach, and implementation projects. The committee supplies details for publications, content for workshops, suggests sites for educational tours, and reviews and implements the Alliance's cost-share program. Although it still exists, the Technical Committee did not meet in 2015.

Public Involvement via 319 Cost-Share Opportunities

In early 2012, the Alliance was awarded a grant from the Indiana Department of Environmental Management Section 319 Program. This three-year grant focused on five critical subwatershed areas (Cicero, Cool, Lower Fall, Stony, and Geist/Fall Creeks) and provided a means to get the public directly involved in solving water quality problems on the landscape. The grant had two main components: a cost-share program and associated outreach.

The grant officially ended in January 2015. A total of \$390,000 was spent on the implementation of best management practice projects by the 44 landowners participating in the Alliance's cost-share program. Best management practices implemented included: planting cover crops in farm fields, installing rain gardens, bioswales, shoreline plantings, pervious pavers/pavement, naturalization/retrofits of detention basins, tree & shrub establishment, heavy use areas, low impact design development, rain barrels, shoreline restoration, and filter strips. These conservation practices will have a positive water quality impact on nearly 1,878 acres of land and prevent an estimated 1,967 tons of soil, 2,550 pounds of phosphorus and 5,124 pounds of nitrogen from entering the waters of the Upper White River Watershed on an annual basis.

Alliance Assistance to Local Groups

As part of its work in the watershed, the Alliance is committed to developing capacity in smaller watershed groups such as the Geist/Fall Creek Watershed Alliance, Morse Waterways Association, and Eagle Creek Watershed Alliance. As part of this partnership, the Alliance offers presentations, educational materials, grant-writing advice, and other services to these local groups upon request.

Central Indiana Council of Elected Officials

The Central Indiana Council of Elected Officials (CICEO) – a coalition of the mayors and town managers of central Indiana's 18 largest cities and towns – contracted with Alliance coordinators to complete a regional water assessment in collaboration with other consultants. The resulting white paper identified several collaborative opportunities and improvements that could be made to better protect regional water resources. A list of recommended next steps was outlined for both the CICEO and the State Legislature. As part of this effort, early steps were taken to raise awareness among many City/Town Councils. The Alliance's Executive Director presented the water resources challenges facing the region to the CICEO and also to several local Councils. An effort is now underway to advance some of the recommended projects in the white paper. Some of these could potentially include: hosting a regional water summit, providing coordinated cross-training for municipal planners, and exploring widespread use of the *Clear Choices* program across all CICEO municipalities.

Reconnecting to our Waterways (ROW)

Alliance coordinators remained involved with ROW efforts by participating in the Ecology and Education committees, all the time working to identify opportunities to further the MS4s' stormwater efforts and particularly the *Clear Choices* program. Most recently, Alliance coordinators were invited to co-chair the Education Committee and join the ROW Steering Committee. These roles provide valuable connections to others working on regional water issues as well as a critical vantage point from which to learn about emerging trends in public involvement and engagement. In March, Alliance coordinators exhibited at *ROWPORT*, ROW's annual meeting. *Clear Choices* and White River Festival materials were distributed.

9.0 WORKSHOPS/EVENTS

Workshops and events throughout the watershed are an important venue for communicating stormwater messages and *Clear Choices* program information. Frequently Alliance coordinators staff these events or provide materials to MS4s to use at their own events. In many instances (homeowners association meetings, etc.), *Clear Choices* benefited from existing opportunities that occurred as part of the Alliance's cost-share program.

Trained Individual Workshop, March 5

The 2015 Trained Individual training saw 152 attendees. Most of those in attendance were earthwork contractors and received a full-day training focused on proper Best Management Practices for new development sites. More information on the Trained Individual program can be found in Section 6.0 of this report.

ROWPORT, March

The annual meeting of Reconnecting to our Waterways (ROW) was held in downtown Indianapolis March 13. The Alliance hosted a booth to connect attendees to our work with *Clear Choices* and the White River Festival. Materials related to these programs were distributed.

White River Alliance Annual Meeting, July

Held at Hotel Tango Artisan Distillery in Indianapolis on July 8, attendees received Alliance program updates and toured the facility to understand the important connection between distilling spirits and clean water. Distillery hosts explained the production process, discussed water volume needs, and necessary in-house water treatment to achieve their end product. *Clear Choices* postcards were distributed to attendees, and interactive activities were part of the presentation.

White River Alliance Member Recruitment Boat Trips, July and August

These 2.5 hour trips on the White River near Broad Ripple in Indianapolis introduced potential members and community leaders to the ecology, history, and beauty of the river. Being able to reference water quality issues in real time, on the river, helped presenters connect individual choices to water quality. *Clear Choices* postcards and White River Festival promotional materials were distributed in packets to attendees as were maps showing floodplain development, septic system areas, and stormwater outfall impacts. This year's trips occurred on July 30 and August 13 and hosted over 100 people.

Earth Day Interactive Booth at Eli Lilly

April 22

Eli Lilly invited the Alliance to host a booth at its annual Earth Day celebration for employees at Technology Center South. The walkable watershed map proved to be very popular, as did the Clean Water Superhero seed packets. Those who engaged with staff at the map were also offered a *Clear*

Choices pet waste bag dispenser or dog bandana. The audience at this event was particularly engaged in conversations about water quality, and many stayed several minutes to explore the map.

White River Celebration and Stewardship Awards Fundraiser, September

This successful annual event was rebranded in 2015 – see complete details in Section 8.0 above. This event highlights the important work being done in our communities to protect and improve water resources, and in 2015 also included a formal fundraising piece and an artistic component involving the creation of sculptures from river trash. To reinforce the evening’s messages, guests received Clean Water Superhero seed packets, window clings with the ‘It’s Our Water’ tagline, and Alliance branded pens with a stylus – with which guests were encouraged to take a *Clear Choices* mini-pledge on their smart phones.

White River Festival, September

This year’s festival included 30+ events, two educational boat trips on the White River, and a rebranded Stewardship Awards event. A major programmatic change involved the incorporation of *Clear Choices* messaging throughout the Festival materials and giveaways. For a detailed overview of the Festival, see section 8.0 above.

10.0 PRESENTATIONS

The Alliance coordinators frequently deliver technical presentations about regional watershed planning strategies and efforts at statewide or national events. Presentations typically cover results from ongoing studies, scientific information about water quality, water quantity solutions, and/or social marketing strategies related to *Clear Choices*. Every presentation focuses on the key messages and resources that have been developed by the Alliance’s Education and Technical Committees. Some of the larger venues are listed below. Those marked with an asterisk were “State of the Waters” programs as mentioned in section 5.0.

- Central Indiana Council of Elected Official, January 8, January 29, February 12, and May 21
- AWRA *Clear Choices* Webinar, March 25
- Noblesville Rotary, May 14*
- Service Advisory Board (SAB) to Citizens Energy Group, June 16
- Hamilton County Drainage Board, June 22*
- Indy Plus Realty Group, July 21*
- City of Franklin City Council, July 20
- Zionsville City Council, July 27*
- White River Alliance Member Recruitment Paddlewheel Tour of White River, July 30 and August 13
- ROW Steering Committee, Aug 7
- Lebanon Utilities Board, August 19
- WeCAN (Westfield Community Association Network), August 25*
- Beech Grove Town Council, Sept 8
- Sun King Think and Drink, Sept 14
- INAFSM, September 10
- Cicero Kiwanis, September 12*
- Indiana Master Naturalist Classes, September 23
- White River Alliance Watershed Stewardship Awards Celebration, September 29

- Greenwood Rotary, October 26*
- Broad Ripple Kiwanis, November 3
- Central Indiana Community Foundation, November 9

11.0 AWARDS and RECOGNITION

At the annual MS4 Conference in May, the Alliance's regional stormwater education partnership won an award from IDEM for 'Outstanding Development and Implementation of Storm Water Programs or Projects that are beyond their MS4 Storm Water Quality Management Plan'. Congratulations went to the municipalities/MS4s of Cicero, Carmel, Fishers, Greenwood, Hamilton County, Noblesville, Westfield, Pendleton, McCordsville, and Muncie/Delaware County/Yorktown for their involvement over the past few years. After the award was presented, several members posed with the interactive storm drain model, one of the projects cited in the award nomination.



12.0 SOCIAL INDICATOR SURVEY

In 2009, an advanced social indicator survey was conducted with the help of Purdue University. The intent of the survey was not only to measure base level knowledge of the public in order to aid in building a tailored education program, but also to understand the values, perceptions, and barriers to desired behavior changes. This survey was repeated during the summer of 2015 (late May through mid-August). Many of the questions remained the same while a few additional questions were added to help gauge baseline knowledge about new initiatives and water related issues that have risen since 2009. Each participating MS4 utilized a variety of means to promote the survey including: a postcard mailing to residents, links in municipal publications and websites, and car wash incentives for respondents. The Alliance also widely promoted the survey via its outreach mechanisms and partnerships.

The survey demographics were very similar to the demographics of those surveyed in 2009. The vast majority of the respondents were Caucasian (93.4%) and highly educated (84.5% with college or advanced degrees). At the close of the survey, 1899 surveys had been completed including respondents from all participating MS4 communities. Overall, the survey findings were very similar to 2009. Since both surveys were randomly distributed and could be completed anonymously, there is no way to know if any of the 2009 respondents also participated in the 2015 survey. The overall outcomes of the survey helped solidify the Alliance's understanding of the public's baseline knowledge and therefore provides an important frame of reference for crafting educational messages (acknowledging of course the skewed demographic of a highly educated respondent pool). Generally speaking, the surveyed public seems to be aware of various pollutions issues and sources; however, they are much less aware and/or knowledgeable about pollution transport and treatment mechanisms, regulations, specific pollutants and their threats, and general watershed concepts. Survey highlights are categorized and summarized below.

Perception, Knowledge, and Values Comparison 2009 to 2015

- The greatest way people relate to water resources hasn't changed – scenic appreciation and walking/jogging along waterways dominate the responses.
- Most people know that their individual actions have an impact on water quality; this was true in 2009 as well.
- Most people still don't see 'nutrients' as a major pollutant, as was true in 2009.
- The vast majority of people believe that economic stability depends on good water quality; this belief was higher than it was in 2009.
- More people blame farmers for water pollution than did so in 2009.
- The greatest perceived water related problems are nearly identical to what was identified in 2009:
 - Reduced beauty
 - Flooding due to runoff
 - Excessive aquatics plants and algae
 - Sediment getting into lake/streams
 - Reduced opportunity for water recreation

Important data for helping to frame educational messages includes:

- The greatest concerns related to water include:
 - Contaminated drinking/well water
 - Adequate groundwater levels/supplies
 - Flooding due to stormwater runoff volume

- Green lawns are still important to property values
- The top five perceived pollution sources are:
 - Dumping or discharge down storm drains
 - Excessive use of lawn fertilizer and pesticides on lawns
 - Improper disposal of HHHW
 - Dropping from geese, etc.
 - Runoff from agriculture

Small baseline knowledge improvements since 2009 have included:

- Knowing that landscaping practice and choices can help improve stormwater runoff
- Roof drains and gutters shouldn't drain directly to street or sanitary sewers
- Excessive lawn watering can negatively impact streams

Significant gaps in knowledge still exist regarding the below concepts (ie. the majority of the responses received were either incorrect or 'I don't know'):

- Where runoff ultimately ends up when it leaves an individual property
- Whether or not the respondent lives in a watershed
- The scale of sediment as a pollutant
- Stormwater treatment and pathways

Likewise, the 2015 survey measured baseline knowledge about a few additional water issues (not surveyed in 2009) and found a notable lack of knowledge about the following topics as well:

- Treatment of pharmaceuticals
- Drought preparedness
- Understanding of 'brown colored' water
- Knowledge about stormwater programs or whether cities/towns regulate development; however, the few people that do know about stormwater programs, know what they do
- Many respondents skipped questions related to stormwater practices

The survey provided insights into what motivates people to get involved in environmental causes and initiatives. Some of the most important factors to the public include: believing it's a worthwhile cause, it is somehow connected to friend/family-friendly activities, it provides an opportunity to help people, and it has a volunteer component to it. This information will be used to craft the Alliance's 2016 regional outreach and education program. Promotion of the *Clear Choices* Service Pledge will assist in securing volunteers and coordinating public involvement activities. Some of the top activities that respondents expressed interest in included: tree plantings, tours of best landscape practices, river boat or paddle trips and clean-ups. A strong preference was expressed for events lasting less than 2 hours in length.

When asked about behaviors that respondents are willing to do, as well as those behaviors that also have low existing engagement, the following actions topped the list:

- Reduce the use of chemical fertilizer and weed killer (want more info)
- Use a no/low P fertilizer (want more info)
- Report illegal dumping
- Shop at green business (want more info)
- Install a rain garden (want more info)
- Drop off unused meds
- Water conservation behaviors

These actions represent the behaviors most likely to get traction with the public, as well as those capable of bringing about the most wide-spread behavior change. Some of these topics are already active elements within the *Clear Choices* initiative; in fact, the Water Conservation campaign launch in 2015 and cooperative efforts with various utilities are expanding in 2016. Likewise, rain garden outreach efforts are expanding. The Alliance's Education Committee will work to identify ways the remaining actions listed above can be brought into future programming.

A few last, but important, survey findings will help the Alliance's education efforts by actively working to break down barriers to behavior change, including from whom people received information. Personal expense, lack of necessary equipment, lack of information about various BMPs, and concern about aesthetic value of property top the list of 'why' people don't do certain practices. Providing information and tangible resources, particularly as it relates to rain gardens, will be a priority activities for 2016 programming. Efforts are also being explored as to how to partner with the Indiana Department of Natural Resources (IDNR) on outreach efforts. The IDNR was named as the most trusted source for information about environmental issues. Overall, several elements of the survey will be utilized to help craft and tweak the Alliance's outreach efforts. The survey as a tool will also continue to be the best means available to measure general public knowledge and awareness and therefore serve as an important measure of outreach success in years to come.

13.0 FUTURE PLANS

Clear Choices Clean Water Program

Several advancements are on the horizon for *Clear Choices* in 2016. Most notable is the construction a new soil health pledge in partnership with the Natural Resource Conservation Service. This will allow for alignment with both large and small scale agricultural efforts as well as local urban gardening and farmers markets outreach. Work is underway to continue integration of *Clear Choices* messages into the region's two major utilities' outreach efforts, namely Citizens Water and American Water. New budding partnerships with Boy Scouts and Girl Scouts of America and several area veterinarian offices are also developing. These partnerships will focus on Adopt-a-Storm-Drain and Pet Poo *Clear Choices* campaigns.

Trained Individual

The next workshop (being planned for March, 2016), will continue to offer certification opportunities for contractors via a 60-question test covering the course's content. The Alliance will continue to maintain a database of all certified contractors that can be accessed by participating MS4s. This allows municipalities and counties to ensure there is a Trained Individual on staff at local construction projects. If demand for this training is great enough, the Alliance and its participating MS4s may host an additional training later in the year.

Plans are also evolving for a level two training element to this program. This part of the program is expected to come online in 2017 and include an interactive SWPPP planning and implementation element.

Landscapers and HOA Outreach & Training

Plans are beginning to evolve for targeted outreach and workshops regarding green infrastructure and naturalized landscaping. Efforts will focus on HOAs, landscape maintenance companies, and landscapers.



The White River Alliance (Alliance) 2014 Education/Outreach Activities Report

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- 1.0 Alliance Structure and Overview of Outreach and Education Efforts
- 2.0 Signature Program: *Clear Choices Clean Water*
- 3.0 Web Presence
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- 5.0 Youth and Community Outreach
- 6.0 Trained Individual Program
- 7.0 Mass Media and Social Media
- 8.0 Public Involvement Opportunities
- 9.0 Workshops and Events
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- 12.0 Future Plans

1.0 ALLIANCE STRUCTURE AND EDUCATION/OUTREACH OVERVIEW

Alliance Board

The Alliance is governed by a 15 member Board of Directors made up of representative leaders from a diverse assemblage of stakeholder groups. 2014 Board members consisted of municipal and county officials, including representatives from Hamilton Co., Delaware Co., Marion Co., Zionsville, Indianapolis, and Carmel. Industry leaders such as Eli Lilly and senior staff from local landscape architecture, engineering firms, and contractors also help guide the organization's direction. Significant program crossover and enhancement is also achieved through Board participation from IUPUI, a respected environmental law firm, and allied non-profit organizations. Two of the Board members also serve on the Education Committee and two on the Technical Committee, strengthening the Board's ties across committees. The Board is responsible for policy decisions, funding and leveraging new funds/members, and ensuring the organization realizes its vision through the strict implementation of its Strategic Plan.

Regional MS4 Education/Involvement Committee (Education Committee)

The Alliance coordinates an education committee that typically meets monthly or more frequently if needed. This group has historically been comprised of the participating Municipal Separate Storm Sewer System (MS4s) permitted entities; however, other stakeholder groups such as parks departments and soil and water conservation districts also regularly participate in these meetings (2014 MS4 members listed below). The current Chairperson is Jason Armour from the Town of Fishers. The Education Committee focuses on the following:

- Developing a regional education program and messages
- Developing educational resources and programs/workshops
- Maintenance of educational elements of the Alliance's website
- Grants submittals and funding for projects
- Expansion of the Regional MS4 Education/Involvement program

In 2014 the Education Committee met eight times to conduct regular business, three to edit materials/plan for the Trained Individual program, and once to be trained on how to deliver education activities to youth and the public. The committee's work plan focused on improving local outreach in schools and community events, planning the 2014 Trained Individual workshop, developing the certification program for Trained Individual, advancing the *Clear Choices Clean Water Program (Clear Choices)* with the creation of new pledges, developing the infrastructure for a volunteer program, and designing the stakeholder survey scheduled for 2015. Highlights of several of these projects follow.

The 2015 work plan is under development and will reflect the priorities of the committee and continue to tie into other larger outreach efforts such as schools outreach, the White River Festival, and the expansion of *Clear Choices*. Decisions and direction for the committee's activities come from both group consensus and the leadership of the Alliance (its Executive Director, the Education and Technical Committee Chairpersons, and the Board). This work plan will outline deliverables, timelines, and target audiences. Direct outreach to complementary organizations and coordination with their activities are ongoing through the Alliance's Executive Director.

Participating MS4s:

- City of Carmel
- Town of Cicero
- Town of Fishers
- City of Greenwood
- Hamilton County
- Town of McCordsville
- City of Muncie/Delaware County/Yorktown
- City of Noblesville
- Town of Pendleton
- City of Westfield
- Town of Zionsville

White River Festival and Partners

Key components of the Alliance's education strategy are the messaging and programming delivered through the White River Festival. The mission of the festival is to provide a coordinated effort in a concentrated time frame during which all education partners in the region can turn their messages and activities toward the river and water quality. A diverse and expanding group of partners comprises the festival partner network and annually guides the evolution of the festival. These partners are also the main delivery mechanism of festival messaging and programs. Partners include conservation groups (Sierra Club, Friends of White River), arts and cultural organizations (Big Car, Indianapolis Art Center, Minnetrista), museums and zoos (Indianapolis Zoo, Indiana State Museum, White River State Park, etc.); and several businesses, universities, and government entities, including many participating MS4s. A complete list of partners is available by request. (For more details about the festival, see Section 8.0.)

2.0 CLEAR CHOICES CLEAN WATER PROGRAM UPDATES

The heart of the Alliance's public education and involvement program is *Clear Choices*, which continued to distinguish itself by receiving the 2014 Outstanding Website Award from the Indiana Water Environment Association (details in Section 11.0).

Program Overview and Background

Clear Choices is a program that seeks to increase awareness about the daily choices citizens can make to improve the water quality of our waterways. Focused on individual action and social change, the program employs an online pledge system, interactive website at www.clearchoicescleanwater.org, and various materials and media used to communicate program messages: themed postcards and banner displays, radio promotions, TV commercials, billboards, materials for youth, and social media outreach.

The current suite of pledges focuses on specific water quality-friendly actions: using phosphorus-free fertilizer, landscaping with native plants, properly disposing of yard and pet wastes, and properly maintaining septic systems. By educating individuals on these important actions and providing the tools to make these essential changes on their own properties, the program empowers people to do their part for water quality.

Significant thought and application of social marketing principles have gone into the *Clear Choices* program over the years since its inception in 2009.

Clear Choices has developed a reputation as a fun, engaging, easy, impactful outreach program. The results speak for themselves as the program sees more pledges each year and the associated potential for preventing large amounts of pollution from reaching local waterways. Numerous metrics have been built into the program and are evaluated every year in effort to make the program as responsive as possible.

2014 Pledge Statistics

In 2014 the *Clear Choices* campaigns drew in 717 pledges (nearly twice as many pledges as in 2013) in all four topical programs resulting in the following pollution reduction statistics:

- 261 lawn pledges = 3,610 lbs. of phosphorus averted from entering local waters and 887,750 lbs. of algae prevented
- 210 pet poo pledges = 881,979 billion fecal bacteria prevented from entering local waters
- 203 native plant pledges = 239,124 lbs. of sediment, 239,124 lbs. of phosphorus, 478,247 lbs. of nitrogen, and 119,561,754 lbs. of algae kept out of local waters
- 43 septic system pledges = up to 3,295,950 gallons of untreated wastewater prevented from entering local waters

The load reductions for each pledge were calculated using the EPA Region 5 Load Reduction Model (an Excel workbook that provides a gross estimate of sediment and nutrient load reductions from the implementation of agricultural and urban BMPs, available at [http://it.tetratex.com/steplweb/models\\$docs.htm](http://it.tetratex.com/steplweb/models$docs.htm)). In some cases, certain assumptions had to be made in order to calculate a load reduction (all of these assumptions are listed on the website pledge pages). Without these quantifiable assumptions, load reduction calculations would be impossible.

Pledge Incentive Program

The group is always working to identify strategies for increasing the number of pledges, so after much analysis using pledge data, Google Analytics, and the current pledge promotion practices of individual MS4s, it was determined that offering incentives is an effective way to draw attention to the program and encourage pledging. A suite of small items – rain gauges, water clocks, and pet waste bag dispensers – were purchased and flyers developed for each municipality to advertise the opportunity. A sample flyer appears below:

Are YOU doing your part for the WHITE RIVER?

TAKE AN ACTION PLEDGE NOW!
visit clearchoicescleanwater.org

Take an action pledge now and the CITY OF ZIONSVILLE will thank you!

Clear Choices Clean Water is a pledge program that encourages the public to make small daily changes that improve the water quality of our rivers, streams, and reservoirs. Take one pledge (or all!) to use phosphorous-free fertilizer, landscape with native plants, pick up your dog's poo, or maintain your septic tank regularly.

ONCE YOU HAVE PLEDGED...

Print your pledge confirmation and bring it to the Zionsville Street and Stormwater Department (in the Municipal Services Building, 1075 Parkway Drive) between the hours of 8:00 am and 3:00 pm, Monday through Friday. For more information, call 317-873-4544 or email gmerriman@zionsville-in.gov.

CHOOSE FROM THE FOLLOWING: *While supplies last

Rain Gauge
Poo Bag Dispenser
Water Clock

ZIONSVILLE
ESTABLISHED 1825

WHITE RIVER ALLIANCE
whiteriveralliance.org

CLEAR CHOICES CLEAN WATER
make a difference

3.0 WEB PRESENCE

Clear Choices Clean Water

The website statistics for www.clearchoicescleanwater.org include:

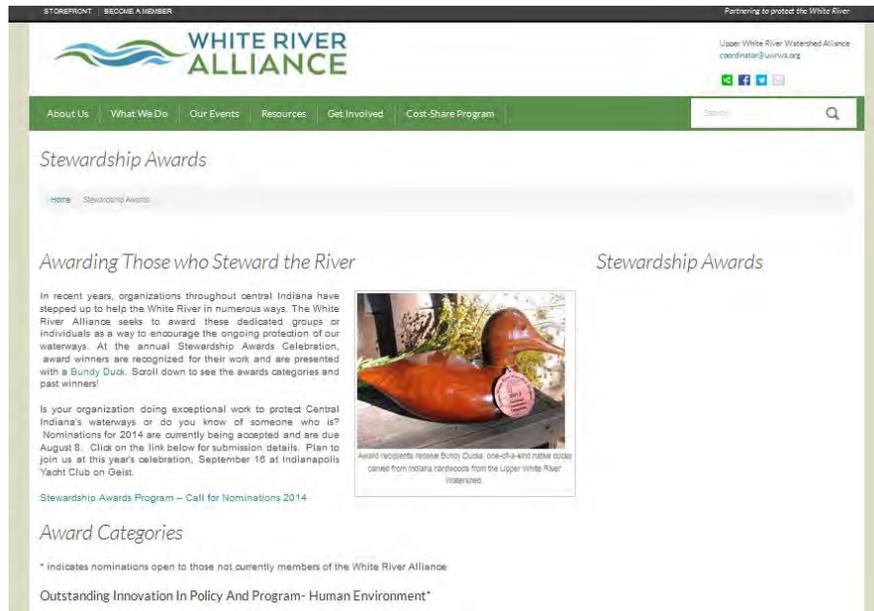
- There were 12,623 webpage visits in 2014, 26% of which occurred in the months of April and May
- 83% are new visitors and 17% are returning visitors, an 8% increase in new visitors over last year.
- The average viewer visits 2 pages per visit and spends approximately 2 minutes on the site.
- People are finding the website in four ways: Search: 61%, Direct URL: 22%, Referral Site: 13%, and Social Media: 4%. Last year, referral sites resulted in more webpage views than direct URL. This is encouraging, showing that our promotional materials with the direct link are being even more widely distributed and effective than they were in the past.
- 19.85% of views are of the *Clear Choices* home page, 10.73% are of the Pet Poo Impacts page, 5.28% are of the Native Plants home page, 5.22% are of the Lawns home page, and 5.02% are to the Pet Poo and Other Piles home page. We saw an increase this year in the percentage of views of the actual pledge forms. The Lawn Pledge Page, Native Plants Pledge Page, and Pet Poo Pledge Page accounted for 4.45%, 3.58%, and 3.43% of all page views, respectively.

A redesign of the site is currently underway to allow for 2015 expansion and a mobile-ready platform.

White River Alliance Website

In addition to the *Clear Choices* website, the Alliance maintains an extensive website that serves as a resource center for thousands. The site is home to several technical tools (discussed in Section 4), educational resources, a clearinghouse of maps, links to recreational resources, suggestions of ways to get involved, and dozens of other features and content, many of which are designed and organized by target audience. Since the Alliance shortened its name in 2014, the website address is now www.thewhiteriveralliance.org. The larger, interactive resources that have been created and utilized in

Alliance programs in 2014 are described below. The website also includes details on upcoming meetings, information on big events in the watershed, current news stories, and a constant feed from the Alliance’s Facebook page. The site is designed to be interactive, employing prominent icons and self-identified audience links to help visitors navigate. One new addition in 2014 was the creation of a page dedicated to the White River Alliance Stewardship Awards Program.



The website statistics for www.thewhiteriveralliance.org include the following:

- The website had 4,339 total views from 3,089 visitors from January 2014 to December 2014.
- 85% of visitors were from within Indiana.
- People are finding the website in four ways: Search: 41%, Direct URL: 33%, Referral Site: 24%, and Social Media: 2%.
- Top referral sites include those of the White River Festival, the Town of Cicero, Marion County Soil and Water Conservation District, and Hamilton County Soil and Water Conservation District.

4.0 INTERACTIVE WEB-BASED RESOURCES

The set of resources below were developed by the Alliance Technical Committee and continue to be relevant to planners and engineers. The resources below can be found at <http://thewhiteriveralliance.org/resources/tools-for-professionals/planner-or-engineer/best-management-practice-selection-tool/>

Best Management Practice (BMP) Selection Tool

In 2014, the tool and its various associated pages received 517 total page views, of which 100 were unique. The BMP Selection Tool was developed to help educate site designers and developers about some of the important factors associated with the selection of post-construction stormwater BMPs for a given site. Key features of the tool include:

- Information to help designers know what is possible on a site and what is compatible with associated site objectives or limitations

- A details feature to help designers learn more about a practice and whether or not it might be an appropriate fit for their projects
- Linked BMP Fact Sheets

Central Indiana Development Ordinance Review Checklist Tool

The Central Indiana Development Ordinance Review Checklist was created as part of an effort to assist communities in evaluating existing development codes, regulations, and ordinances for compatibility with Low Impact Development (LID). Key features of the tool include:

- Help identifying potential regulatory or planning process impediments that could affect the use of (or successful implementation of) LID practices in new developments as well as in infill or redevelopment projects
- Wide accessibility – can be used by land use planners, transportation planners, public works personnel, city engineers, building code enforcement officers, development site plan reviewers, and others

Green Site Planning Tool

This tool provides land planners (both municipal and private) with a way to think through various cost savings associated with conservation planning and site design. Key features of this tool include:

- Drop down menus where the user can select the various natural features on their site and enter in the percentages of each
- The opportunity to try various percentages of natural feature protection to arrive at associated curve numbers and therefore evaluate the stormwater management needs and costs associated with different site plans

Healthy Shores Initiative and Cost-Share Page

While not interactive per se, these sections of the website have been central elements of the Alliance’s 3-year cost-share program through IDEM, serving to provide technical resources and tools for cost-share participants. Key features include:

- Program description and eligible best management practices as well as maps of eligible areas.
- BMP glossary and detailed resources to help landowners find a cost estimate for their project.
- Sample Operation and Maintenance (O&M) manuals and technical design standards.
- A page dedicated to shoreline properties, including the unique and important ways shoreline properties affect water quality, and the benefits of rain gardens and native shoreline plantings. <http://thewhiteriveralliance.org/cost-share/healthy-shores/>.

The cost-share page and these resources can be viewed at <http://thewhiteriveralliance.org/cost-share/>.

5.0 YOUTH AND COMMUNITY OUTREACH

A central element of the committee’s 2014 work plan involved creating a stronger presence for stormwater messages in the local community. The group focused on developing communication strategies for two target audiences: youth (in schools and informal education settings) and the local community. Highlights of the team’s 2014 efforts included the following:

- One of the team’s regular meetings was dedicated to drafting the 2014 outreach plan, to include revisiting key messages, venues, activities, and materials that would be appropriate for the various settings where MS4s are offering programs.

- The group piloted recently-produced youth materials at local events throughout 2014. An inventory of outreach opportunities and a loaner calendar were created and maintained to help guide each municipality's efforts and manage shared resources. The response to the youth packets and storm drain model were very positive and suggests that these resources will have a long lifespan.



The group's tabletop model of a storm drain demonstrates the way in which run off moves to lakes and streams, illustrates the consequences of pollution on water quality, and highlights improvements possible by employing best management practices. Designed to be used with youth and adults, the model was designed by the committee in 2013 and was fabricated in early 2014. It is now part of the suite of activities, materials and interactive teaching tools available to MS4s to use in their MCMs 1 and 2.



- Groundwork was laid for a full rollout of the youth materials and interactive resources in 2015. Over 300 emails were sent to 4th grade teachers, parks, youth clubs, 'green' teams/groups, adult community groups and large community events to publicize the resources and presentations available and to gauge demand. The email included a link to an e-booklet that describes the committee's offerings: <http://www.flipsnack.com/whiteriveralliance/white-river-alliance-clean-water-superhero-materials.html>. The response to the emails has been very positive, resulting in

several requests for presentations and materials, consultations on watershed-related classroom activities, and meetings to further discuss possible collaborations.

- To prepare for delivering these programs, the committee chairperson provided a training in mid-April at which the group received a refresher on best practices in program delivery, role-played ways to interpret the walkable watershed map and storm drain model, observed a demonstration of the Enviroscope, and did a program planning exercise that involved designing a hypothetical program around a variety of audience and venue scenarios.



6.0 TRAINED INDIVIDUAL PROGRAM

In late 2012, the committee began charting the course for the development of a ‘Trained Individual’ certification program, a new initiative targeting earthwork contractors and construction site project managers responsible for the installation, maintenance, and management of Rule 5 permitted construction projects in Indiana. This certification and associated workshops will help satisfy MS4 permit requirements and fill a void in current training opportunities. Whereas inspectors are often the target audience for current training opportunities, these new trainings are being designed for contractors. The full-day workshop was piloted on February 13, 2014, with 179 in attendance. Materials given out during the event included:

- A draft manual containing comprehensive fact sheets of 21 of the most common construction site BMPs
- Printed copies of the PowerPoint shown at the workshop
- “Jobsite Sediment Control: A 40-Year Update (1974-2014)” (an article from Land and Water)
- A pocket guide to BMPs developed by Hamilton County Soil and Water Conservation District

The workshop was highly successful. Evaluations were collected from participants and on a scale of 1-5, all aspects of the event (including each presentation ranked individually as well as location, refreshments, and cost/value) ranked an average score of 4 or higher. Some of the attendees’ comments included the following:

- *One of the best programs I have been to and I went to my first erosion control seminar in 1993 in South Bend.*

- *Facility was set up well, comfortable and format afforded ample breaks and minimal “traffic jams” or “waiting in line.” Information was interesting and informative.*
- *All the presentations were very well put together. These are (some are) hard topics to present and make interesting.*
- *It was helpful to see the White River Watershed area and how many streams are impaired. Best part is the program was focused on the contractor’s installation and maintenance and not overloaded with regulation and inspection.*
- *The handouts were excellent, especially the spiral-bound workshop book and pocket guide. Very interesting to learn about members of UWRWA. Great things can happen when we work together.*
- *The consistency of presentation format from one presenter to another was helpful during the seminar and will aid in sharing the information with others at my firm. Good/bad examples are quite helpful and listing inspection/maintenance triggers along with follow-up corrective measures makes the slides of a great future reference document.*

After the workshop, the committee reviewed and incorporated attendee comments and continued to develop testing protocols and recertification requirements, finalize the manual, create a database, and develop other program details. The next workshop is scheduled for March 5, 2015 in Noblesville, IN.



7.0 SOCIAL MEDIA

Alliance Social Media

Posts were made to the White River Alliance’s Facebook page at least 2 times per week. The Facebook page has 356 likes (180 new this year) and can be viewed by visiting <https://www.facebook.com/UpperWhiteRiverWatershedAlliance>.

- An average of 40 people engaged with the Alliance’s Facebook page each week (more than double last year’s rate). Engagement includes any click, ‘like’, comment, or share of a post on the Alliance’s page.
- An average of 407 people visited the page or saw the page or one of its posts in news feeds or ticker each week. These can be people who have ‘liked’ the Alliance’s Facebook page and people who haven’t.
- The page had an average of 1,565 impressions each week. Impressions are views of any of the content associated with the page (may include the About Us section, actual posts, photos, or other content).

Tweets were made to the Alliance’s Twitter page at least three times per week, including retweeting any Tweets by other organizations that mentioned the Alliance. The Twitter page currently has 93 followers (more than twice as many as last year) and can be viewed by visiting <https://twitter.com/UWRWA>. Obtaining analytics about a Twitter account requires paying for a Twitter Business account. At this point in time the Alliance account is a basic account, so no measure of the impacts or reach of the Tweets is available. The account’s following shows encouraging results, however. What began as a following composed mainly of Alliance members and partners has expanded to groups and individuals who had never heard of the Alliance or engaged with it in the past, including many from outside of Indiana.



Posts were made to the Alliance’s LinkedIn page at least twice per week. The page’s network has grown quickly and the Alliance now has 151 connections. The LinkedIn page can be viewed by visiting www.linkedin.com/pub/upper-white-river-watershed-alliance/64/a13/18a/. Obtaining analytics about a LinkedIn account also requires paying for an upgraded account. At this point in time the Alliance account is a basic account, so no measure of the impacts or reach of the connections or posts is available. As with the Twitter account, the connections on LinkedIn also show encouraging results. What began as a following composed mainly of Alliance members and current partners expanded very quickly to companies and individuals who were involved with the group in the past but have not been active in recent years. Examples include several engineering and consulting companies, local and state agency staff, and individual professionals.

A new Instagram account (@whiteriveralliance) was created to coincide with the beginning of the White River Festival in early September. The account has 32 followers and 28 photos have been posted. We also actively ‘like’ photos posted by partners, conservation organizations, and *Clear Choices*. Photos focused not only events related to the festival, but also featured shots of the river and the work of our partners throughout the watershed.



Clear Choices Social Media

The *Clear Choices* Facebook page was maintained and posts were made at least twice per week. The Facebook page has 218 likes (77 new this year) and can be viewed by visiting <https://www.facebook.com/clearchoicescleanwater>.

- An average of 15 people engaged with the *Clear Choices* Facebook page each week. Engagement includes any click, 'like', comment, or share of a post on the page.
- An average of 127 people visited the page or saw the page or one of its posts in a news feed or ticker each week. These can be people who have 'liked' the Facebook page and people who haven't.
- The page had an average of 346 impressions each week. Impressions are views of any of the content associated with the page (may include the About Us section, actual posts, photos, or other content).
- Facebook remains a strong way to introduce people to *Clear Choices*. One hundred forty-three (143) pledgees this year (20%) cited Facebook as how they heard about Clear Choices.



Tweets were made to the *Clear Choices* Twitter page at least three times per week, including retweeting any Tweets by other organizations that mentioned *Clear Choices*. The Twitter page currently has 33 followers and can be viewed by visiting <https://twitter.com/ClearChoices>. Obtaining analytics about a Twitter account requires paying for a Twitter Business account. At this point in time the *Clear Choices* account is a basic account, so no measure of the impacts or reach of the *Clear Choices* Tweets is available. The account's following shows encouraging results, however. What began as a following composed mainly of *Clear Choices* pledgees and partners has expanded to groups and individuals who had never heard of *Clear Choices* or engaged with it in the past, including several from outside of Indiana.

An Instagram account was created for *Clear Choices* this year (@clearchoicescleanwater). Nine posts were made and the page currently has 46 followers, including individuals, units of government, and local organizations. Efforts will be made to better utilize Instagram next year, including posting more often, following more like-minded organizations, and gaining more followers for *Clear Choices*.



Newsletter Coverage

The following newsletters posted articles or direct promotions related to the *Clear Choices* Clean Water program.

- White River Alliance Watershed Currents – 5 issues, distribution 2,150 each
- City of Greenwood Winter Utility Bill Insert – distribution 50,000 individuals
- Tippecanoe Watershed Foundation Newsletter – distribution 5,000
- North Webster Community Center Newsletter – distribution 2,000
- North Webster Community Directory – distribution 5,000



- Lake Tippecanoe Property Owners Directory – distribution 1,000
- Lake Tippecanoe Property Owners Newsletter – distribution 700
- Winona Lake Association Newsletter – distribution 2,000
- Warsaw High School Theatre Play Bill – distribution 2,700
- Muncie Sanitary District website:
<http://www.munciesanitary.org/news/2014/10/10/stormwater-management/let-s-change-our-water-quality-as-the-seasons-change/> (number of impressions unknown)

Articles for MS4 Use

Four educational articles were created and distributed to the MS4s for use in their local newspapers and newsletters.

- “Planning Springtime Yard Projects? Don’t Forget the Water (Quality, That Is!)” focused on common spring and summer yard care activities that have an effect on our water quality. Topics covered included rain barrels, native plants, rain gardens, shoreline plantings, lawn fertilizing, and picking up pet waste. The article ended by encouraging residents to take a *Clear Choices* pledge.
- “Planning Some Fun on the Water this Summer?” highlighted the impact of everyday actions on our water quality, which affects our ability to recreate on our streams and reservoirs. Many resources were mentioned in the article, including the Alliance’s “Explore Our Watershed” page, the IDEM Blue-Green Algae website, and the *Clear Choices* website.
- “Let’s Change Our Water Quality as the Seasons Change!” described ways that individuals can improve our water quality through fall yard care. Topics discussed were lawn fertilizer (including a graphic showing its relationship to algal blooms), tree plantings, and leaf composting.
- “Growing Choices for Clean Water” celebrated the success of the program in 2014, including pledge numbers and pollutant reductions, and outlined plans for expansion in 2015.

Canned Facebook Posts for MS4 Use

Twenty-one ‘Canned’ Facebook posts were sent to the MS4s in 2014. These posts could be readily used on the MS4s’ own Facebook pages. Topics included:

- American Wetlands Month
- Benefits of Native Plants
- Resources for water quality information including Stormwater Department websites, local Soil and Water Conservation Districts, and the White River Alliance’s webpage
- Facts about pet poo impacts
- Details on the number of impaired streams in Indiana and how individuals can make a difference
- Information on the interactive map available at www.ClearChoicesCleanWater.org where residents can see how many of their neighbors are also making a choice to improve water quality
- Facts about the impacts of lawn fertilizer on water quality
- Information about the effects of Canada Geese and other nuisance waterfowl on water quality
- An announcement of the Outstanding Website Award from the Indiana Water Environment Association
- An encouragement of pledging as we compile our year-end report

- An announcement of our pledge numbers and pollutant reductions for 2014 as well as an announcement of our plans for expansion

A content calendar was also created early in 2014 to outline social media posts for the entire year and record posts that were made each week to the *Clear Choices* Facebook and Twitter pages. The calendar serves several purposes. It gives consistency to the social media messages by alternating posts that promote pledges with those that suggest resources and strategic reposting of partner information. The calendar also allows for a complete record of posts made in 2014, which can be replicated, or at least referred to, in subsequent years.

8.0 PUBLIC INVOLVEMENT OPPORTUNITIES

White River Cleanup

Historically one of the highest profile river-related events in Central Indiana, the annual White River Cleanup has also emerged as one of the featured events in the two-week long White River Festival.

Not only do community volunteers remove trash from the White River, the event is a chance to educate the public on ways in which they can make a difference in their community and impact water quality. Communities and organizations from Delaware County through Morgan County typically participate in this watershed-wide event, which is coordinated by many of the individual MS4s and key local interest groups in conjunction with the Alliance. The event usually receives local media coverage from television, radio, and local newspapers.

Even as the amount of trash pulled from the river has decreased over the years, public interest in the cleanups has continued to increase. As a result, MS4s have begun looking at new ways to engage volunteers at events that have become shorter in length. To this end – and demonstrating the synergies possible between the Alliance’s current programs and projects – the Alliance was able to offer complementary programming opportunities and materials funded through both the 319 cost-share program and White River Festival grant.

- The Noblesville MS4 borrowed and staffed the walkable watershed map and storm drain model, incorporating both into a new education ‘trail’ featuring several stations along the river.
- The White River Festival provided materials and an art instructor from the Indianapolis Art Center to conduct an art engagement activity with cleanup participants. The activity involved making sun prints, a virtual photograph that tied to the 2014 theme of recreation. Carmel/Fishers, Muncie and Noblesville all hosted the art engagement activity at their respective cleanups. (Zionsville was scheduled to host the art activity at its cleanup; however, the event was cancelled due to high water.)



White River Festival

The fourth year of the festival featured 30+ events on the festival calendar, three signature events (Community Fun Day, walk/run, and Justin Riney speaking appearances), a formalized approach to community art engagement, and a new online guide to festival events. This e-booklet has received several hundred views since it was released in late July: <http://www.flipsnack.com/whiteriveralliance/white-river-festival-event-guide.html>. This year's theme of recreation led to the involvement of several new festival partners and events that were able to offer opportunities for public engagement at or around the river.

Of the 30+ events on the 2014 Festival calendar, at least 20 were created/modified/enhanced to specifically include content directly related to the White River or were intentionally scheduled to occur during festival month. The remaining events were included on the festival calendar and in related promotions because they focused on different waterways and/or raised awareness about water overall.

Events were diverse in nature (art activities, wildlife viewing, recreation, volunteer opportunities, hands on science) and diverse in audience reach (families, youth, adults). They leveraged the successes of established events (20+ year old river cleanups) and reputable programs such as those associated with the Indiana Department of Natural Resources. And by partnering with major institutions such as Conner Prairie, Minnetrista, and the Indianapolis Art Center, events gained visibility and credibility.

Following are the events that appeared on the Festival calendar:*

Week 1:

White River Arts Music and Recreation Festival (WARMfest)/ Indianapolis

Exhibit at Minnetrista: Water's Extreme Journey/ Muncie

A River Runs through Us Exhibit – Cool Creek Park/ Carmel

DamNation Film Screening / Indianapolis

Justin Riney and Mother Ocean: One Man, One Paddleboard, and 365 Days (speaking appearance)/
Indianapolis

Primitive Skills Workshop – Riparian Habitat / Indianapolis

Shoreline Fishing Trip / Noblesville - Mooresville

Daleville to Anderson Appreciation Paddle / Daleville

Justin Riney and Mother Ocean: One Man, One Paddleboard, and 365 Days (speaking appearance) /
Muncie

Walk Indiana / Muncie

White River Festival Community Fun Day / Indianapolis

2nd Annual White River Festival Walk and Fun Run/ Indianapolis

White River is Migration Station! Bird Walk / Noblesville

The White River Is My Home Too / Indianapolis

White River Past and Present / Fishers

Mounds State Park Hike / Anderson

Week 2:

DamNation Film Screening / Anderson

Family Fun at the White River / Carmel

8th Annual Indiana Bat Festival / Indianapolis

20th Annual White River Cleanup / Carmel, Fishers, Noblesville

Celebration Fall Creek / Indianapolis
Delaware County 8th Annual White River Cleanup / Muncie
Family Fishing Day / Indianapolis
Noblesville White River Celebration / 1 Million Dollar Duck Race / Bridge Fair / Nickel Plate Arts Folklore,
Nature and Recycling Art Program / Noblesville
Festival Capstone: 4th Annual Watershed Stewardship Awards / Fishers

*This list does not include three events that were cancelled.

Standing Committees

The Alliance coordinates regular meetings of the Education Committee and Technical Committee, both of which offer opportunities for public involvement. See details about the Education Committee in Section 1.

The Alliance's Technical Committee is a diverse group representing governmental agencies, non-profit organizations, native plant suppliers, landscape and engineering firms, and universities. The committee is the technical resource for all of the Alliance's educational, outreach, and implementation projects. The committee supplies details for publications, content for workshops, suggests sites for educational tours, and reviews and implements the Alliance's cost-share program. The Technical Committee met five times in 2014. The primary focus was the implementation of the cost-share program, including reviews of cost-share applications at three meetings. The Technical Committee has approximately 10 regular members and is chaired by Sheila McKinley of Christopher B Burke Engineering.

The committee also helped organize a workshop for golf course superintendents to help them incorporate water quality best management practices into their property management strategies. This workshop was held on November 12, 2014 with 45 attendees.

Public Involvement via 319 Cost-Share Opportunities

In early 2012, the Alliance was awarded a grant from the Indiana Department of Environmental Management Section 319 Program. This three-year grant focuses on five critical subwatershed areas (Cicero, Cool, Lower Fall, Stony, and Geist/Fall Creeks) and provides a means to get the public directly involved in solving water quality problems on the landscape. The grant has two main components: a cost-share program and associated outreach.

As 2014 nears an end, so does the grant, officially ending in January 2015. Those participating in the cost-share implementation portion of the grant have finalized their projects. Site visits have been made and paperwork for reimbursement is being finalized. A total of \$390,000 was spent on the implementation of best management practice projects at 45 different locations in the above mentioned watersheds. For project highlights and more information about the cost-share program visit: <http://thewhiteriveralliance.org/cost-share/>.

A few of the successful cost-share applications were cultivated by MS4 committee members, pointing to the synergy possible between Alliance committees and initiatives.

- Jason Armour (Fishers MS4) helped identify the project at Brook School Park.
- John Thomas (Carmel MS4) helped to identify the projects at St. Peter's United Church of Christ.

The cost-share component of the 319 grant is supported by a variety of education and communication pieces, including two posters promoting BMPs, three PowerPoint presentations for use with different target audiences, and brochures and postcards. To engage a broader audience in issues related to White River and water quality, materials were developed to invite the public to visit *FLOW: Can You See the River*, an art installation along six miles of White River in Indianapolis. Engaging the public through art figures heavily into the Alliance's strategy to reach a wide swath of Central Indiana citizens.

In September 2014, the Alliance submitted an application to the Indiana Department of Environmental Management for additional grant funding from the Section 319 Program. Based on cost-share participation in the current grant, the critical subwatersheds were narrowed to those located in the larger Cicero Creek and (Lower) Fall Creek watersheds. In addition to the cost-share implementation portion of the grant, the application requested funding for outreach and education. This portion of the grant would include updating and producing the popular walkable watershed map, a leadership summit, and several workshops/tours targeted toward native plants, soil health, and urban practices.

Alliance Assistance to Local Groups

As part of its work in the watershed, the Alliance is committed to developing capacity in smaller watershed groups such as the Geist/Fall Creek Watershed Alliance, Morse Waterways Association, and Eagle Creek Watershed Alliance.

- **Geist/Fall Creek Watershed Alliance (GFCWA)**
The Alliance has worked with the GFCWA to continue promoting the Healthy Shores Initiative to encourage the use of rain gardens and native shoreline plantings around the reservoir (see details on Healthy Shores in Section 4).
- **Morse Waterways Association (MWA)**
The Alliance assisted the MWA with an application for funding to dredge priority areas of the reservoir. The application was submitted to the LARE program in January 2014 but unfortunately did not receive funding. The Alliance also continued to help the MWA promote the Healthy Shores Initiative.
- **Eagle Creek Watershed Alliance (ECWA)**
The Alliance continued to work with university researchers on a new planning tool – WRESTORE – for the Eagle Creek watershed (see details in Section 9.0).

Central Indiana Council of Elected Officials

2014 marked the beginning of a fruitful relationship with the Central Indiana Council of Elected Officials (CICEO) – a coalition of the mayors and town managers of central Indiana's 18 largest cities and towns. In part due to a presentation by the Alliance's Executive Director, Jill Hoffmann, the Council committed to studying regional water supply and quality issues as one of its major initiatives. With coordination assistance from the Urban Land Institute and the Alliance, the CICEO kicked off the initiative by hosting Dr. Deborah Swackhamer, Co-Director of the University of Minnesota - Water Resources Center, to share experiences and successes of a similar initiative in Minnesota. They are following this up with a commissioned regional analysis of water resources, of which the Alliance is playing an important role. A white paper is expected in early 2015 with recommendations for the State Legislature as well as a list of targeted cooperative actions that can be taken at the regional level.

Reconnecting to our Waterways (ROW)

Alliance coordinators remain involved with ROW efforts by participating in the Ecology and Education committees, all the time working to identify opportunities to further the MS4s' stormwater efforts and particularly the *Clear Choices* program. Most recently, coordinators assisted with a Task Force that met to align messaging across the Education, Ecology and Wellbeing committees. This is an effort to better align messages with the design of ROW projects, and to ensure this happens at the inception of the project. In March, Alliance coordinators exhibited at *ROWPORT*, ROW's annual meeting. *Clear Choices* and White River Festival materials were distributed.

9.0 WORKSHOPS/EVENTS

Workshops and events throughout the watershed are an important venue for communicating stormwater messages and *Clear Choices* program information. Frequently Alliance coordinators staff these events or provide materials to MS4s to use at their own events. In many instances (homeowners association meetings, etc.), *Clear Choices* benefited from existing opportunities that occurred as part of the Alliance's cost-share program.

ROWPORT, March

The annual meeting of Reconnecting to our Waterways (ROW) was held in downtown Indianapolis, and the Alliance was asked to have a booth to connect attendees to our work with *Clear Choices*, the White River Festival and the 319 cost-share program. Materials related to these three programs were distributed.

White River Alliance Annual Meeting, July

Held at Fountain Square Brewery in Indianapolis, attendees received Alliance program updates and toured the facility to understand the important connection between good beer and clean water. *Clear Choices* postcards were distributed via packets provided to attendees, and the interactive storm drain model was on display.

White River Alliance Member Recruitment Boat Trips, July and August

These 2.5 hour trips on the White River near Broad Ripple in Indianapolis introduced potential members and community leaders to the ecology, history, and beauty of the river. Being able to reference water quality issues in real time, on the river, helped presenters connect individual choices to water quality. *Clear Choices* postcards and White River Festival promotional materials were distributed in packets to attendees as were maps showing floodplain development and stormwater outfall impacts.

WRESTORE Workshop, August

Watershed REstoration using Spatio-Temporal Optimization of REsources, or WRESTORE, is a set of web-based design tools for both visualizing and designing land use and runoff management in a landscape. It uses resources on watershed data, best management practices, and conservation programs to visualize alternatives and impacts of watershed management. Participants learned about how they can use WRESTORE (<http://wrestore.iupui.edu/>) to engage communities of landowners and other stakeholders in identifying new sites where wetlands can be implemented in their watersheds.

White River Alliance Stewardship Awards Celebration, September

This annual event is the Alliance's chance to recognize the important work being done in our communities to protect and improve water resources. Guests received packets that included a 'dashboard' of Alliance accomplishments and *Clear Choices* materials.

White River Festival, September

Clear Choices materials were distributed at Festival 'signature events', those events sponsored by the Alliance itself. Events included the Community Fun Day and White River Festival Walk and Fun Run, Stewardship Awards Event (see above), and the Justin Riney appearance in Indianapolis.

Golf Course Workshop, November

A workshop was held for golf course superintendents and managers on November 12 at the Garrison at Fort Harrison State Park. Topics included phosphorus reduction legislation, nutrient and pest management, sustainable design and appropriate best management practices (BMPs), and technical and financial resources for BMP planning and installation. The workshop was an effort of the White River Alliance, Fall Creek Watershed Partnership, Golf Course Superintendents Association of America, and Purdue Extension.

10.0 PRESENTATIONS

The Alliance coordinators frequently deliver technical presentations about regional watershed planning strategies and efforts at statewide or national events. Presentations typically cover results from ongoing studies, scientific information about water quality, water quantity solutions, and/or social marketing strategies related to *Clear Choices*. Every presentation focuses on the key messages and resources that have been developed by the Alliance's Education and Technical Committees. Some of the larger venues are listed below:

- Elkhart/Goshen Stormwater Board, January 21
- Golf Course Superintendents' Association of America, February 25
- Indiana Flower and Patio Show, March 12
- Eli Lilly Parenteral Green Team, July 15
- White River Alliance Member Recruitment Paddlewheel Tour of White River, July 17 and August 14
- Indiana Wildlife Federation, August 7
- Citizens Energy Group, August 18
- St. Louis 5 Cities Conference, August 19
- INAFSM, September 11 and 12
- White River Alliance Watershed Stewardship Awards Celebration, September 16
- Indiana Master Naturalist Classes, September 17 and October 9
- Citizens Energy Group Sustainability Conference, September 18
- Central Indiana Chapter of CPCU, September 25
- Citizens Technical Advisory Group, October 15
- Indianapolis Urban Waters Planting/Training Day, October 18
- Conservation Best Management Practices Golf Course Workshop, November 12
- Defining Indiana's Water Needs: Research and Solutions, December 12
- Trained Individual 'Lunch and Learns' to introduce the Trained Individual program to the construction and builders community and gather their input and suggestions, December 17 and 18

11.0 AWARDS and RECOGNITION

Outstanding Website Award from the Indiana Water Environment Association

The award for an Outstanding Website is given annually to the organization that, in the opinion of the Public Communication & Outreach (PCO) committee, has developed and maintained an exceptional website demonstrating the importance of educating the Citizens of Indiana on the importance of our water environment. Websites are evaluated on the following criteria:

- Ease of Navigation - 35%
- Functionality - 25%
- Content - 25%
- Appearance - 15%

Jill Hoffmann (White River Alliance), Lyn Crighton (Tippecanoe Watershed Foundation) and Jon Eynon (EcoLogik) accepted the award in November.

12.0 FUTURE PLANS

Clear Choices Clean Water Program

Several advancements are on the horizon for *Clear Choices* in 2015. Most notable is the construction of three new pledges, one focusing on ways to conserve water, another listing opportunities to volunteer and participate in local efforts to improve water quality ('service pledge'), and a third pledge for youth that will offer age-appropriate action items and resources. Work is underway, via formal partnerships, to integrate *Clear Choices* messages into the region's two major utilities' outreach efforts, namely Citizens Water and American Water.

Watershed Management Plan Implementation

The Alliance has taken a strategic and focused approach to implementing local watershed management plans through the current 319 grant and has also applied for an additional 319 grant for 2015 and beyond (details in Section 8.0).

Trained Individual

The next workshop (being planned for March 5, 2015), will feature a 60-question test covering the course content. Once a contractor passes the test, he or she will be entered into a master database maintained by the Alliance, through which municipalities and counties can ensure there is a Trained Individual on staff at local construction projects. If demand for this training is great enough, the Alliance and its participating MS4s may host an additional training later in the year.



Upper White River Watershed Alliance (UWRWA/Alliance) 2013 Education/Outreach Activities Report

CONTENTS:

- 1.0 Alliance Structure and Overview of Outreach and Education Efforts
- 2.0 Signature Program: Clear Choices Clean Water
- 3.0 Websites
- 4.0 Interactive Web-based Resources
- 5.0 Youth Outreach
- 6.0 Ready- to-use Materials
- 7.0 Trained Individual Program
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- 9.0 Public Involvement Opportunities
- 10.0 Workshops and Events
- 11.0 Presentations
- 12.0 Awards and Recognition
- 13.0 Future Plans

1.0 ALLIANCE STRUCTURE AND EDUCATION/OUTREACH OVERVIEW

Alliance Board

The Alliance is governed by a 15 member Board of Directors. The Board is made up of representative leaders from a diverse assemblage of stakeholder groups. 2013 Board members consisted of municipal and county officials, including a Hamilton Co. Commissioner and Marion County Soil and Water Conservation District Board member. Industry leaders such as Eli Lilly and principals from local landscape architecture and engineering firms also help guide the organization's direction. Significant program crossover and enhancement is also achieved through Board participation from universities and respected, allied non-profit organizations such as the Central Indiana Land Trust. In 2013 the Board added three new members: an MS4 coordinator from Carmel, a stormwater educator from Muncie, and an environmental consultant. These new members bring critical skills and perspectives to the Board and represent a significant advancement for the Alliance. Further, as two of the new members also serve on the Education Committee, their involvement serves to strengthen the Board's ties across committees. The Board is responsible for policy decisions, funding and leveraging new funds/members, and ensuring the organization realizes its vision through the strict implementation of its Strategic Plan.

Regional MS4 Education/Involvement Committee (Education Committee)

The Alliance coordinates an education committee that typically meets bi-monthly or more frequently if needed. This group has historically been comprised of the Municipal Separate Storm Sewer System (MS4s) permitted entities (2013 members listed below); however, other stakeholder groups such as parks departments and soil and water conservation districts also regularly participate in these meetings. The current Chairperson is Jason Armour from the Town of Fishers. The Education Committee focuses on the following:

- Developing a regional education program and messages

- Developing educational resources and programs/workshops
- Maintenance of educational elements of the Alliance’s website
- Grants submittals and funding for projects
- Expansion of the Regional MS4 Education/Involvement program

In 2013 the Education Committee met seven times to conduct regular business and three times to edit materials for the Trained Individual project. The committee’s work plan focused on creating stormwater-related education packets for fourth graders, designing an interactive tabletop model of a storm drain, and developing the Trained Individual Certification Program for contractors. Details on these projects follow.

The 2014 work plan is under development and will reflect the priorities of the committee and continue to tie into other larger outreach efforts such as the 319 grant program, White River Festival, and expansion of the Clear Choices Clean Water Program (Clear Choices). Decisions and direction for the committee’s activities come from both group consensus and the leadership of the Alliance (its Watershed Coordinator, the Education and Technical Committee Chairpersons, and the Board). This work plan will outline deliverables, timelines, and target audiences. Education Committee meeting details, the work plans, and meeting notes are available on the Alliance website. Direct outreach to complementary organizations and coordination with their activities are ongoing through the Alliance Coordinator.

Participating MS4s:

- City of Carmel
- Town of Cicero
- Delaware County
- Town of Fishers
- Hamilton County
- Town of McCordsville
- City of Muncie
- City of Noblesville
- Town of Pendleton
- City of Westfield
- Town of Zionsville

White River Festival and Partners

Key components of the Alliance’s education strategy are the messaging and programming delivered through the White River Festival. The core mission of the Festival is to provide a coordinated effort in a concentrated time frame during which all education partners in the region can turn their messages and activities toward the river and water quality. A diverse and expanding group of partners comprises the Festival partner network and annually guides the evolution of the Festival. These partners are also the main delivery mechanism of Festival messaging and programs. Partners include conservation groups (Amos Butler Audubon, Sierra Club, Friends of White River, etc.), arts organizations (Big Car, Indianapolis Art Center, Minnetrista), museums and zoos (Indianapolis Zoo, Indiana State Museum, White River State Park, etc.); and several businesses, universities, and government entities. A complete list of partners is available by request. (For more details about the Festival, see Section 9.0.)

2.0 CLEAR CHOICES CLEAN WATER PROGRAM UPDATES

The heart of the Alliance's public education and involvement program is the Clear Choices Program, which continued to distinguish itself by receiving the 2013 North American Lake Management Society (NALMS) Technical Merit Award (details in Section 12.0).

Program Overview and Background

Clear Choices is a program to increase awareness about various choices homeowners can make that will have positive impacts on streams and lakes. Focused on individual action and social change, the campaign employs an online pledge system, interactive website at www.clearchoicescleanwater.org, and annual advertising initiatives that include the use of themed postcards and banner displays, radio promotions, TV commercials, billboards, and social media outreach.

The pledges are focused on specific water quality-friendly actions: using phosphorus-free fertilizer, landscaping with native plants, properly disposing of yard and pet wastes, and properly maintaining septic systems. By educating individuals on these important actions and providing the tools to make these essential changes on their own properties, the program empowers people to do their part for water quality.

A 2009 University-led social indicator public survey provided the core foundation for the campaign's messages and delivery mechanisms, and included important data that revealed the social context of Indiana communities. With the help of national experts, key elements of social marketing were then woven into the program to ensure the campaign's messages would strike an emotional cord and be relatable to the target audiences.

It is well known that empowering people to make lasting change is difficult to do. This program is built to address some of these difficulties by removing the barriers that may stand in the way of making lasting behavior changes. It does this by providing information, access to materials, and 'how to' instruction. Additionally, to give each pledgee positive feedback, an auto-generated email is sent one day after taking the pledge. The email thanks the pledgee for her action and informs her how much pollution has been prevented. Follow-up emails are sent 15, 30, and 45 days later, encouraging the pledgee to take another pledge, forward the Clear Choices link to family and friends, and 'like' the site on Facebook.

Finally, underpinning the program are strong science and technical resources that provide invaluable, measureable results related to pollution reduction. These reduction numbers help the campaign's empowerment focus as well by providing pledgees with immediate feedback regarding the positive impact their contribution/'choice' had on local water quality.

In its first few years alone, Clear Choices has developed a reputation as a fun, engaging, easy, impactful outreach program. The results speak for themselves as the program sees more pledges each year, and along with that the potential for preventing large amounts of pollution from reaching local waterways. As the first and only of its kind, Clear Choices has been sought out by watershed groups and utilities from nine other states, and has leveraged over \$175,000 in outreach dollars since its inception in 2009. These dollars have been used to create radio advertisements, television spots, unique billboard designs, as well as capitalize on the viral nature of social media.

2013 Pledge Statistics

In 2013 the Clear Choices campaigns drew in 393 pledges in all four topical programs resulting in the following pollution reduction statistics:

- 139 lawn pledges = 1,830 lbs. of phosphorus saved and 449,500 lbs. of algae prevented
- 129 pet poo pledges = 519,482 billion fecal bacteria saved from local waters
- 100 native plant pledges = 712,405 lbs. of sediment, 712,405 lbs. of phosphorus, 1,424,811 lbs. of nitrogen, and 356,202,692 lbs. of algae kept out of local waters
- 25 septic system pledges = up to 1,916,250 gallons of untreated wastewater out of local waters

The load reductions for each pledge were calculated using the EPA Region 5 Load Reduction Model (an Excel workbook that provides a gross estimate of sediment and nutrient load reductions from the implementation of agricultural and urban BMPs, available at [http://it.tetratetech.com/steplweb/models\\$docs.htm](http://it.tetratetech.com/steplweb/models$docs.htm)). In some cases, certain assumptions had to be made in order to calculate a load reduction (all of these assumptions are listed on the website pledge pages). For example, when calculating the load reduction from using phosphorus-free fertilizer on a lawn, the assumption is that the fertilizer would have had an N:P:K ratio of 16:4:8, that it would have been applied at the recommended rate of one pound of nitrogen per 1,000 square feet, and that the area would have been fertilized three times per year. Without these quantifiable assumptions, a load reduction would have been impossible.

3.0 WEBSITES

Clear Choices Clean Water

The website statistics for www.clearchoicescleanwater.org include:

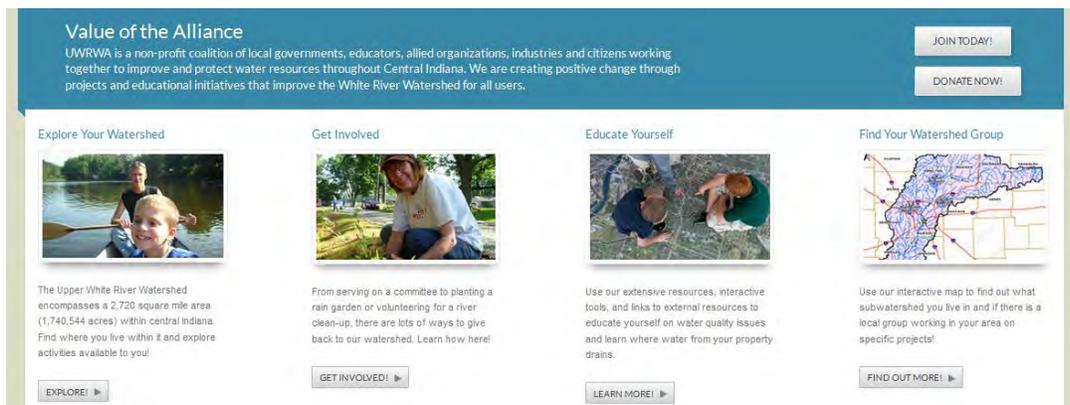
- There were 12,220 webpage visits in 2013, over half of which occurred between May and September when the Clear Choices radio advertisements were occurring. Thirty-eight percent (38%) of the 12,220 webpage visits occurred from May through July when the bulk of the mass media publicity was occurring.
- 75% are new visitors and 25% are returning visitors, a 10% increase in new visitors over last year.
- The average viewer visits 2 pages per visit and spends approximately 1.5 minutes on the site.
- People are finding the website three ways: Search: 44%, Referral Site: 31%, and Direct URL: 25%. This is encouraging that promotional materials (that include the direct URL) are resulting in people wanting to learn more and visit the site. These statistics are also a testament to the strong partnerships that have been created with Clear Choices, shown by the fact that other websites, including those of municipalities, conservation organizations, and area radio stations are promoting the Clear Choices site.
- 18.06% of views are of the Clear Choices home page, 7.13% of the native plants main page, 6.08% of the lawn fertilizer main page, 5.82% of the pets main page, and 5.68% of the septic system main page. Other pages that are viewed most often include the pet poo impacts page (8.62%), rain gardens page (6.79%), lawn fertilizer FAQs page (3.82%), lawn fertilizer pledge form (3.5%), and feathered friends page (3.0%).

UWRWA Website

In addition to the Clear Choices website, the Alliance maintains an extensive website that serves as a resource center for thousands. The site is home to several technical tools (discussed in Section 4), educational resources, a clearing house of maps, links to recreational resources, suggestions of ways to get involved, and dozens of other features and content, many of which are designed and organized by target audience. The site's address is simply www.uwrwa.org. The larger, interactive resources that

have been created and utilized in UWRWA programs in 2013 are described below. The website also includes details on upcoming meetings, information on big events in the watershed, current news stories, and a constant feed from the Alliance’s Facebook page. The site is designed to be interactive, employing prominent icons and self-identified audience links to help visitors navigate.

The Alliance conducted an overhaul of its website in 2013 with the goals of creating a more attractive and user-friendly interface and displaying more clearly new features and signature programs. The new webpage was also designed to increase memberships, donations, and involvement by displaying these opportunities in prominent locations. See two sample screen shots below.



Several other new pages were created in 2013: Separate pages for the education and technical committees were created to allow for more complete coverage of committee work. A Festival Partners Network page was also created to allow for a broader range of groups and individuals to become involved in the quickly expanding White River Festival. A page describing the new Healthy Shores Initiative was created to focus on the unique impacts shoreline owners have on water quality and how they can take action. And finally, as the Eagle Creek Watershed Alliance (ECWA) is rolled under the Alliance’s umbrella, its pages will be modified to reflect that change. Currently, a link to the ECWA’s existing webpage is listed along with links to the Geist/Fall Creek Watershed Alliance, Morse Waterways

Association, and White River Watershed Project (Prairie Creek) on the Local Watershed Groups page. Efforts around these four drinking water reservoirs are a priority for the Alliance.

The website statistics for www.uwrwa.org include the following:

- The website had 4,910 total views from 3,022 visitors from January 2013 to December 2013.
- 73% of visitors were from within Indiana.
- People are finding the website three ways: Search: 41.9%, Direct URL: 35.8%, and Referral Site: 22.3%.
- Top referral sites include Facebook, the White River Festival website, and the websites of the Morse Waterways Association and Eagle Creek Watershed Alliance.

4.0 INTERACTIVE WEB-BASED RESOURCES

The set of resources below were developed in 2010 by the UWRWA Technical Committee and continue to be relevant to planners and engineers. The resources below can be found at <http://www.uwrwa.org/resources/tools-for-professionals/planner-or-engineer/>.

Best Management Practice (BMP) Selection Tool

The BMP Selection Tool was developed to help educate site designers and developers about some of the important factors associated with the selection of post-construction stormwater BMPs for a given site. Volume control, groundwater protection, and pollution reduction are growing concerns in Central Indiana. Each of these, as well as other factors, makes some BMPs more applicable to certain sites and more successful tools for water quality protection. The Selection Tool helps designers know what is possible on a site and what is compatible with associated site objectives or limitations. The Details feature and the linked BMP Fact Sheets provide educational and practical information about the various selection factors and practices themselves. In 2013, the tool and its various associated pages received 1,064 total page views, of which 512 were unique.

Central Indiana Development Ordinance Review Checklist Tool

The Central Indiana Development Ordinance Review Checklist was created as part of an effort to assist the City of Indianapolis and other nearby communities in evaluating existing development codes, regulations, and ordinances for compatibility with Low Impact Development (LID). The checklist was designed to help identify potential regulatory or planning process impediments that could affect the use of (or successful implementation of) LID practices in new developments as well as in infill or redevelopment projects. The checklist is a tool that land use planners, transportation planners, public works personnel, city engineers, building code enforcement officers, development site plan reviewers, and others can use to evaluate the state of existing codes, regulations, ordinances, and practices. Once topics or issues that may hinder use of LID practices are identified, personnel from these entities can work together to modify codes to enable, encourage, and promote the use of LID practices by city departments, builders, developers, and property owners. This will help apply low impact techniques while also ensuring high quality development, adequate access, and public safety.

Green Site Planning Tool

Created in 2011, this tool was designed for land planners (both municipal and private) as a way to think through various cost savings associated with conservation planning and site design. It provides planners a way to assess and value critical natural resources. The tool allows the user to select from drop down menus the various natural features on their site and enter in the percentages of each. The planner may

then experiment by trying various percentages of natural feature protection to arrive at associated curve numbers and therefore evaluate the stormwater management needs and costs associated with different site plans.

NEW FEATURE: Healthy Shores Initiative and Cost-Share Page Updates

The Alliance website features a relatively new webpage (created in 2012) to promote the current 3-year cost-share program being funded by the Indiana Department of Environmental Management Section 319 Program. The cost-share page describes the program and eligible best management practices and also includes maps of eligible areas. A BMP glossary, application packet, and complete cost-share document are posted on the page as well. A new feature in 2013 is a separate page detailing resources that can help landowners find a cost-estimate for their project. Example Operation and Maintenance (O&M) manuals and technical design standards are also linked from this page to ensure that any BMPs installed through this program are installed and maintained properly. Many Alliance members routinely request sample O&M manuals and a source of technically sound design standards, so these resources serve as a useful tool to anyone planning and installing BMPs, regardless of their involvement in the Alliance's cost-share program. The cost-share page and these resources can be viewed at <http://www.uwrwa.org/cost-share/>.

In addition to the information above, the Alliance's website features a new webpage focused solely on shoreline properties. The new Healthy Shores Initiative page describes the unique and important ways shoreline properties affect water quality, the benefits of rain gardens and native shoreline plantings, and a link to a special cost-share program for shoreline property owners around Morse and Geist Reservoirs. The Healthy Shores Initiative page can be viewed at <http://www.uwrwa.org/cost-share/healthy-shores/>.

5.0 YOUTH OUTREACH

A central element of the committee's 2013 work plan involved outreach to youth, specifically students in grade four. The committee designed packets of materials to be distributed in classrooms, park presentations, and at other outreach events. Packet elements include a fold-out stormwater fact sheet and accompanying activities (crossword puzzle, matching activity, and map) bookmark offering actions students can take to improve water quality, packet of purple coneflower seeds, sticker, and a pet waste bag to hold the packet contents. Rain gauges have also been designed and will be given to classroom teachers as a permanent reminder of the stormwater messages introduced in the presentation and packet. All materials have a uniform look and feel, correlate to the Indiana State Academic Standards for fourth grade, echo many of the action items in the Clear Choices program, and feature the idea of a superhero that makes good choices for water quality.

Each MS4 has/will receive the following packet elements (in quantities that mirror the proportion of fees paid into the program) for use in local school and festival programming.

- packets of purple coneflower seed
- fold-out stormwater fact sheet and accompanying activities
- sticker
- bookmark
- pet waste bag
- rain gauge

6.0 READY-TO-USE MATERIALS

MS4s are always looking for ways to more effectively ‘tell the story’ of stormwater in their public presentations, conferences, and events. To this end, the committee developed the following materials:

- Tabletop-size storm drain model: This model demonstrates the way in which run off moves to lakes and streams, illustrates the consequences of pollution on water quality, and highlights improvements possible by employing best management practices. Designed to be used with youth and adults, the model was designed by the committee and will be produced by Exhibit House in Indianapolis. Scheduled to be complete in early March 2014, the model will then be available for committee members to borrow to use in their programming.
- Posters: Based on the popular designs used for billboard advertising in 2011, these 11x17 posters come in four designs, each based on one of the four Clear Choices pledge campaigns. Each MS4 received 100 posters (25 of each design).

Walkable watershed map:

- This map, a 20’x20’ vinyl tarp with a satellite image of a portion of the watershed, is available for loan to committee members and was put to good use in 2013, having made appearances at the Cicero Painted Rain Barrel Auction and the Noblesville White River Cleanup. (See details Section 9.0.)

7.0 TRAINED INDIVIDUAL PROGRAM

In late 2012, the committee began charting the course for the development of a ‘Trained Individual’ certification, a new initiative targeting earthwork contractors and construction site project managers responsible for the installation, maintenance, and management of Rule 5 permitted construction projects in Indiana. This certification and associated workshops will help satisfy MS4 permit requirements and fill a void in current training opportunities. Whereas inspectors are often the target audience for current training opportunities, these new trainings will be designed for contractors. Work on this program began in early 2013. A draft manual containing comprehensive fact sheets of 28 of the most common construction site BMPs is currently under review. Throughout January 2014, the committee finalized a pilot version of the manual and created an accompanying PowerPoint. The first workshop was held February 13, 2014. Official certification as a ‘Trained Individual’ will not be offered in 2014 as work remains to be done on testing protocols, recertification requirements, and other program administration details.

8.0 MASS MEDIA EFFORTS

The Education Committee used radio exclusively as its mass media mechanism in 2013 and branched out into new markets, reaching a diversity of demographics and employing a variety of advertising strategies.

- Entercom Radio (WZPL 99.5 and My107.9 – both pop stations), May through August 2013
 - Streamed Clear Choices 30-second commercials (online only) combined with an ad that displayed at the same time the spot was running.
 - 5/7-5/31 Septics 50% rotation/Pet waste 50% rotation
 - 6/3-6/28 Native plants 100%
 - 7/8-7/31 Pet waste 100%
 - Loyalty Clubs went through 8/12.

- Employed survey, trivia, and featured link to drive Loyalty Club members to the Clear Choices website.
 - Campaign results:
 - Clear Choices received several pledges that cited having heard about it through the radio advertising or Loyalty Club.
 - The Loyalty Club activities were successful in driving listeners to the Clear Choices website (720 new visits January 1-December 15, 2013).
 - Surveys filled out by Loyalty Club members provided interesting information on listeners' knowledge about fertilizer, native plants, etc.
 - Listeners could voluntarily provide email addresses to receive more information on Clear Choices.

Sample ad:



- (NEW) Emmis Broadcasting (HANK FM country and WYXB 105.7 soft rock), May-July
 - Streamed Clear Choices 30-second commercials (online) combined with an ad that displayed at the same time the spot was running
 - 5/15-6/16 Native plants
 - 6/17-7/21 Pet waste
 - Direct-to-consumer emails – 1 sent to each station's database (~20,000 listeners each)
 - Campaign results
 - Clear Choices received a few pledges that cited having heard about it on one of the Emmis Stations.
 - Advertising generated 30+ visits to the Clear Choices website.

Sample email and banner ad:



- (NEW) WFYI 90.1 (public radio) mid-August to mid-September, 2013
 - On-air 10-second underwriting spots:
 - 8/12-9/21: On-air 10-second spots rotated through all four campaigns in a variety of popular programs (total of 50 spots).
 - Email: Banner ads were in 6 emails sent to 37,000 subscribers. Ads linked to Clear Choices website.
 - Campaign results:
 - Clear Choices received a few pledges that cited having heard about it on 90.1.
 - Several people verbally reported having heard the spots.

Sample email:



- (NEW) WBST-FM Muncie (public radio) mid-August to mid-September, 2013
 - On-air underwriting spots
 - 8/12-9/21 On-air 10 second spots rotated through all four campaigns in a variety of popular programs (total of 94 spots).
 - Campaign results:

- Clear Choices received a few pledges that cited having heard about it on WBST.

Overall, this year's results suggest that the group's radio efforts were effective in generating awareness about the program, and in the case of the Entercom Loyalty Club, in driving listeners to the website. The country and public radio markets were new this year, and in the case of the latter, a number of people excitedly reported that they had heard the spot. For future radio buys, it is worth analyzing the differences in approach between 2012 and 2013 as the efforts in 2012 (exclusively with Entercom) yielded significantly more pledges.

Social Media

UWRWA Social Media

The Alliance's Facebook page was updated in several ways in 2013: The page name was changed to White River Festival and Alliance to better incorporate both overall Alliance news and Festival news. The 'About Us' section was updated, photo albums were added, and an effort was made to link the page to pages of like-minded organizations by 'liking' those organizations' pages.

Posts were made to Facebook at least weekly. The Facebook page has 176 likes (121 new this year) and can be viewed by visiting <https://www.facebook.com/UpperWhiteRiverWatershedAlliance>.

- An average of 19 people engaged with the Alliance's Facebook page each week. Engagement includes any click, 'like', comment, or share of a post on the Alliance's page.
- There were a total of 417,841 impressions of the page and any content associated with it (average of 1,318 per week). (Impressions are opportunities the page was available to be viewed, whether it was actually viewed or not.)
Page content could include posts, photos, the About Us section, and who else 'likes' the page.
- A total of 55,991 people visited the page or saw the page or one of its posts in news feed or ticker. These can be people who have 'liked' the UWRWA page and people who haven't.

A new Twitter page for the Alliance was created in 2013. Tweets were made to this page at least weekly, including retweeting any Tweets by other organizations that mentioned the Alliance. The Twitter page currently has 41 followers and can be viewed by visiting <https://twitter.com/UWRWA>. Obtaining analytics about a Twitter account requires paying for a Twitter Business account. At this point in time the Alliance account is a basic account, so no measure of the impacts or reach of the Tweets is available. The account's following shows encouraging results, however. What began as a following composed mainly of Alliance members and partners has expanded to groups and individuals who had never heard of the Alliance or engaged with it in the past. Examples include Creeklife, Social in Indy, Park Grades, Urban Patch, and many individual followers.





A new LinkedIn account was also created for the Alliance in 2013. Posts were made to this page at least weekly. The page's network grew quickly and the Alliance now has 115 connections. The LinkedIn page can be viewed by visiting www.linkedin.com/pub/upper-white-river-watershed-alliance/64/a13/18a/. Obtaining analytics about a LinkedIn account also requires paying for an upgraded account. At this point in time the Alliance account is a basic account, so no measure of the impacts or reach of the connections or posts is available. As with the Twitter account, the connections on LinkedIn also show encouraging results. What began as a following composed mainly of Alliance members and current partners expanded very quickly to companies and individuals who were involved with the group in the past but have not been active in recent years. Examples include several engineering and consulting companies, local and state agency staff, and individual professionals.

Clear Choices Social Media

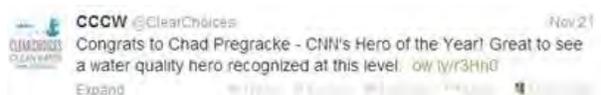
The Clear Choices Facebook page was maintained and posts were made at least once per week. The Facebook page has 141 likes (67 new this year) and can be viewed by visiting <https://www.facebook.com/clearchoicescleanwater>.

- An average of 16 people engaged with the Clear Choices Facebook page each week. Engagement includes any click, 'like', comment, or share of a post on the Alliance's page.
- There were a total of 169,831 impressions of the page and any of the content associated with it (average of 536 per week). (Impressions are opportunities the page was available to be viewed, whether it was actually viewed or not.) Page content could include posts, photos, the About Us section, and who else 'likes' the page.
- A total of 50,050 people visited the page or saw the page or one of its posts in the news feed or ticker. These can be people who have 'liked' the Clear Choices page and people who haven't.
- Facebook remains a strong way to introduce people to Clear Choices. Eighty (80) pledges this year (20%) cited Facebook as how they heard about Clear Choices.

While weekly Clear Choices Facebook posts and posts by friends on their own Facebook pages are resulting in high visibility for Clear Choices, purchased Facebook ads did not show the same result. In 2012, the Alliance purchased Facebook ads to increase traffic to the Clear Choices website. A very low number of viewers who clicked those ads actually took a pledge (only 1.4%). For this reason, Facebook ads were not purchased in 2013, but weekly posts have continued.



A new Twitter page for Clear Choices was created in 2013. Tweets were made to this page at least weekly, including retweeting any Tweets by other organizations that mentioned Clear Choices. The Twitter page currently has 10 followers and can be viewed by visiting <https://twitter.com/ClearChoices>. Obtaining analytics about a Twitter account requires paying for a Twitter Business account. At this point in time the Clear Choices account is a basic account, so no measure of the impacts or reach of the Clear Choices Tweets is available. The account's following shows encouraging results, however. What began as a following composed mainly of Clear Choices pledgees and partners has expanded to groups and individuals who had never heard of Clear Choices or engaged with it in the past. Several of these followers could become very beneficial partners as their goals are in line with those of Clear Choices. Such followers include Stormwater MD and Durham NC Stormwater. Gaining new perspectives and hearing news from these similar groups in other states could improve the Clear Choices program as it continues to grow.



Newsletter Coverage

The following articles related to the Clear Choices Clean Water program or other pollution reduction strategies were published in various outlets throughout the year.

Social Marketing – Making Clear Choices for Clean Water, article in *Lakelines*, the newsletter of the North American Lake Management Society (NALMS). Lyn Crighton. Summer 2013.

- Crighton described the inspiration behind Clear Choices, the conceptual foundation of the program, and the principles and social marketing strategies that have produced measurable results in a short period of time. A pdf of the article is available from the Alliance coordinator upon request.

CASE STUDY: Making Clean Choices for Clean Water, article appearing in *River Voices*, a publication from River Network. Lyn Crighton. Volume 22, Number 4 – 2o12.

- The entire issue was devoted to social media: ‘Hitting your Social Media Stride: Strategies and Best Practices for Nonprofits’. In her article, Crighton details the social media strategies Clear Choices has employed in its first few years, provides a synopsis of what has worked and what hasn't, and shares tips and tricks for those new to social media. A pdf of the article is available from the Alliance coordinator upon request.

Geist Water Quality and You: Make a Difference!, article appearing in *At Geist* community newsletter. June 2013.

- This article focused on the impacts of stormwater runoff to Geist Reservoir and surrounding bodies of water. It included numerous BMPs area residents can implement to improve water quality, the partnerships that have been built around these efforts (including the Alliance's work in the area), the current cost-share funding available to landowners, and a workshop held June 25 by the Alliance in partnership with the Geist Lake Coalition, Geist/Fall Creek Watershed Alliance, and Fall Creek Watershed Partnership.

2013 Technical Merit Award Mentions

- The Clear Choices Program was awarded the 2013 Technical Merit Award by NALMS. The Clear Choices coordination team received their award at the 2013 NALMS International Symposium held in San Diego, CA. This achievement was mentioned in the *Times-Union* (Warsaw, IN) and *Stacey Page Online* (Kosciusko County's online newspaper), as well as on the Clear Choices and Alliance social media pages.

Articles for MS4 Use

Four educational articles were created and distributed to the MS4s for use in their local newspapers and newsletters.

- “Change Your Yard Routine” focused on environmentally-friendly ways to care for yards, especially rain gardens and native shorelines. It also offered resources for taking action, such as taking a Clear Choices pledge or participating in the new Healthy Shores Initiative.
- “Going Green? We’re Here to Help!” described the various resources available to landowners interested in taking action around their homes and yards to improve water quality. Resources listed included MS4 stormwater websites, the Clear Choices webpage, and local Soil and Water Conservation Districts.
- “Fall Yard Care for Cleaner Water” offered advice on composting leaves, using phosphorus-free or low-phosphorus lawn fertilizers for fall applications, and planting trees. These actions can all improve water quality and are easy to incorporate in residents’ backyards.
- “Clear Choices Clean Water Wins National Award” delivered the exciting news that the Clear Choices program was awarded the 2013 Technical Merit Award by NALMS. See details on the award in Section 12.0.

Canned Facebook Posts for MS4 Use

Two ‘canned’ Facebook posts were sent to the MS4s every two weeks for a total of 32 canned messages. These posts could be readily used on the MS4s’ own Facebook pages. Topics included:

- Stormwater graphics (detailing how stormwater runoff occurs and where it goes)
- Spring/Earth Day/Water Day
- Native plants in the news (two *IndyStar* articles)
- Water quality impairments (referencing an EPA report and the Alliance’s watershed plans webpage as resources for the public)
- Eagle Creek Watershed Alliance BMP graphics
- Drinking Water Week
- Biodiversity Day and Environment Day
- Combined Sewer Overflow effects
- Algae
- Septic systems
- White River Festival
- Native plants
- Composting
- Lawn fertilizer
- Pet waste

9.0 PUBLIC INVOLVEMENT OPPORTUNITIES

White River Cleanup

Historically one of the highest profile river-related events in Central Indiana, the annual White River Cleanup has also emerged as one of the featured events in the month-long White River Festival.

Not only do community volunteers remove trash from the White River, the event is a chance to educate the public on ways in which they can make a difference in their community and impact water quality. Communities and organizations from Delaware County through Morgan County typically participate in this watershed-wide event, which is coordinated by many of the individual MS4s and key local interest groups in conjunction with the Alliance. The event usually receives local media coverage from television, radio, and local newspapers.

Even as the amount of trash pulled from the river has decreased over the years, public interest in the cleanups has continued to increase. As a result, MS4s have begun looking at new ways to engage volunteers at events that have become shorter in length. To this end – and demonstrating the synergies possible between the Alliance’s current programs and projects – the Alliance was able to offer complementary programming opportunities and materials funded through both the 319 cost-share program and White River Festival grant.

- Noblesville MS4 borrowed and staffed the walkable watershed map.
- The White River Festival provided materials and an art instructor from the Indianapolis Art Center to conduct an art engagement activity with cleanup participants. The activity involved making wildlife collages and helped the public see the connection between their actions, water quality, and the habitat needs of wildlife. Carmel/Fishers, Muncie and Noblesville all hosted the art engagement activity at their respective cleanups.



White River Festival

The third year of the Festival featured the addition of two signature events (walk/run and guest speaker), a formalized approach to community art engagement, a printed program guide listing all upcoming events, and a new application process for event hosts and partners.

Thirty events appeared on the 2013 Festival calendar, and of those, 25 were created/modified/enhanced to specifically include content directly related to the White River or were intentionally scheduled to occur during Festival month. The remaining events were included on the Festival calendar and in related promotions because they focused on different waterways and/or raised awareness about water overall.

Events were diverse in nature (art activities, wildlife viewing, recreation, volunteer opportunities, hands on science) and diverse in audience reach (families, youth, adults). They leveraged the successes of established events (20+ year old river cleanups) and reputable programs such as those associated with the Indiana Department of Natural Resources. And by partnering with major institutions such as the Indianapolis Zoo, Minnetrista, and the Indianapolis Art Center, events gained visibility and credibility.

Following are the events that appeared on the Festival calendar:

19th Annual White River Cleanup - Noblesville, Fishers, Carmel
CICEO Regional Planning Workshop and Speaker (Festival signature event)
Critters at the Creamery (Festival signature speaker event)
Delaware County 7th Annual White River Cleanup
Destination Fall Creek booth at Fall Creek Festival
Eagle Creek Park Invasive Species Strike Team event
Family Fun Day at Oliver's Woods Nature Preserve
Freshwater Mussels of Indiana's Rivers and Streams (presentation)
Geist Cleanup
Hoosier Outdoor Experience
Hoosier Riverwatch Basic Workshop
Hoosier Riverwatch *E.coli* Workshop
Indianapolis Museum of Art Bird Walk
Migration Station: White River (bird walk)
Natural History Hike at Mounds State Park
Open Space: Art about the Land (exhibit)
Open Streets Indy
Project WET and Aquatic Project WILD Workshop
A River Runs through Us: Exhibit about the importance of the White River (at Cool Creek Park)
Thank You for Showing Me That Was There (art exhibit)
UWRWA Stewardship Awards Celebration
Walk Indiana Marathon
WARMfest
White River Inaugural 5k Walk/Run (signature event)
White River Festival Community Fun Day (signature event)
White River Past and Present at Conner Prairie
WRESTORE Workshop (designing conservation practices on watershed landscape)
Zionsville Cleanup

Standing Committees

The Alliance coordinates regular meetings of the Education Committee and Technical Committee, both of which offer opportunities for public involvement. See details about the Education Committee in Section 1.

The Alliance's Technical Committee is a diverse group representing governmental agencies, non-profit organizations, native plant suppliers, landscape and engineering firms, and universities. The committee is the technical resource for all of the Alliance's educational, outreach, and implementation projects. The committee supplies details for publications, content for workshops, suggests sites for educational tours, and reviews and implements the Alliance's cost-share program. The Technical Committee met six times in 2013. The primary focus was the implementation of the cost-share program, including reviews of cost-share applications at three meetings. The Technical Committee has approximately 10 regular members and is chaired by Sheila McKinley of Christopher B Burke Engineering.

Public Involvement via 319 Cost-Share Opportunities

In early 2012, the Alliance was awarded a grant from the Indiana Department of Environmental Management Section 319 Program. This three-year grant focuses on five critical subwatershed areas (Cicero, Cool, Lower Fall, Stony, and Geist/Fall Creeks) and provides a means to get the public directly involved in solving water quality problems on the landscape. The grant has two main components: a cost-share program and associated outreach.

The cost-share program was developed by the Technical Committee and has accepted four rounds of applications (due October 2012 and January/May/September 2013). To date, thirty-five applications have been reviewed and twenty-three approved by the UWRWA Board of Directors. The approved projects included a cover crop planting, a green roof on a park shelter, a grassed waterway, a pervious paver walkway and new trees/shrubs at a local park, the creation of Healthy Shores Initiatives at Morse and Geist Reservoirs, several vegetated filter strips, and rain gardens and bioswales. The UWRWA allocated \$338,930.00 to these projects. The last round of applications is due in early 2014. To view information on the cost-share program, visit <http://www.uwrwa.org/cost-share/>.

Several of the successful cost-share applications were cultivated by MS4 committee members, pointing to the synergy possible between Alliance committees and initiatives.

- John Thomas (Carmel MS4) helped identify potential projects at Carmel Clay Middle School and St. Peter's Church.
- Paul Munoz (Cicero MS4) has submitted two approved cost-share applications for projects at Red Bridge Park and Jackson Street.
- Jim Schneider (Morse Waterways Association) and Tim Stottlemeyer (City of Noblesville) were instrumental in the creation of the Healthy Shores Initiative.
- To further extend the messages of the stormwater committee, education signage will be created to accompany all of the projects above.

The Healthy Shores Initiative is a new and exciting approach that focuses on installing rain gardens and native shoreline plantings around Morse and Geist Reservoirs. The Alliance, Morse Waterways Association, Town of Cicero, and City of Noblesville outlined the details of this program (piloted around Morse Reservoir) and hope that it will provide shoreline residents a streamlined way to apply for cost-share funding. The Geist/Fall Creek Watershed Alliance (GFCWA) later began promoting the Healthy Shores Initiative around Geist Reservoir. The Geist Healthy Shores Initiative is being overseen by the Alliance along with GFCWA (Dean Farr), Marion County SWCD (Brian Neilson) and Town of Fishers (Jason Armour) who comprise the advisory review committee. Project participants in both the Morse and Geist Healthy Shores Initiative receive one-on-one technical advice from the Alliance to ensure that their projects are successful. They also receive a yard sign to draw attention to their water quality efforts and to advertise the Healthy Shores Initiative to neighbors and other shoreline residents.

The technical committee is also working with local parks departments, golf courses, the City of Indianapolis Office of Sustainability (through their recent Urban Waters Grant from the US EPA), and the Central Indiana Land Trust (through their Greening the Crossroads program) to find and implement projects with a strategic benefit that will help stretch cost-share dollars and expand impacts through volunteer components, interpretive signage, and other means. The Alliance also met with IndyParks Director, John Williams, and Administrator of Resource Development and Greenways, Don Colvin, to discuss not only the cost-share program, but Clear Choices and Alliance efforts in general.

The cost-share component of the 319 grant is supported by a variety of education and communication pieces, including two poster designs promoting BMPs, three PowerPoint presentations for use with

different target audiences, and brochures and postcards. To engage a broader audience in issues related to White River and water quality, materials were developed to invite the public to visit *FLOW: Can You See the River*, an art installation along six miles of White River in Indianapolis. Engaging the public through art figures heavily into the Alliance’s strategy to reach a wide swath of Central Indiana citizens.

One of the most popular and effective education pieces completed in 2013 was a walkable map, a 20’x20’ aerial on vinyl with the following boundaries: 10th Street in downtown Indianapolis on the south, Cicero on the north, Eagle Creek Reservoir on the west, and State Road 13 on the east. The map lends itself to meaningful one-on-one conversations with visitors as they try to find their house or other landmark and the path runoff takes to the White River from that location. It shows audiences the names of local streams and subwatershed boundaries. Presenters use a simple wrap up ‘elevator speech’ to visitors: “Everyone is connected to the White River, and our actions – bad or good – impact the river in some way. Find out how you can help by visiting the Clear Choices website!” A general hand out about the map and Clear Choices postcard are distributed to interested visitors. The map appeared at several events throughout the year (see Section 10 for details).

The map in action!



Alliance Assistance to Local Groups

As part of its work in the watershed, the Alliance is committed to developing capacity in smaller watershed groups such as the Geist/Fall Creek Watershed Alliance, Morse Waterways Association, and Eagle Creek Watershed Alliance.

- **Geist/Fall Creek Watershed Alliance (GFCWA)**

The GFCWA met three times in 2013; Alliance members (including the Town of Fishers) participated as well. In 2013 the group hosted a reservoir cleanup, participated in the annual Blast on the Bridge, stayed abreast of the new Love's Travel Center (proposed for the Town of Ingalls) and its associated potential water quality impacts, and held a public meeting at the Fall Creek Township Trustee Office. The group's main focus, however, has been implementing two Indiana Department of Natural Resources Lake and River Enhancement (LARE) program grants. One grant is funding an engineering feasibility study of Thorpe Creek to identify the main pollution concerns and feasible solutions that can be implemented in the future. The second grant is funding the design of a stream bank stabilization and bioswale project on Dry Run/Branch Creek. The Alliance's role with the group involved setting up a Healthy Shores Initiative to promote the use of rain gardens and native shoreline plantings around the reservoir (see details on Healthy Shores in Section 9).

- **Morse Waterways Association (MWA)**

The Alliance has been assisting the MWA with an application for funding to dredge priority areas of the reservoir. Two meetings on this have been held to date, and the application was submitted to the LARE program in January 2014. The Alliance was also able to help the MWA begin a Healthy Shores Initiative similar to that of Geist's. In addition to setting up the initiative, Alliance coordinators presented at one of the group's meetings and administered two postcard mailings to shoreline residents.

- **Eagle Creek Watershed Alliance (ECWA)**

While the ECWA completed its third year of a 3-year grant from the IDEM Section 319 Program in 2012, the group is continuing its watershed efforts with support from the Alliance. Alliance coordinators currently monitor incoming emails to the ECWA and encourage those interested in the ECWA newsletter (which is no longer being published) to subscribe to the Alliance's newsletter, *Watershed Currents*. The UWRWA continued to work with university researchers on a new planning tool – WRESTORE – for the Eagle Creek watershed. A workshop introducing this tool was rolled out as a White River Festival event.

Central Indiana Council of Elected Officials

2013 marked the beginning of a fruitful relationship with the Central Indiana Council of Elected Officials (CICEO) – a *'Collaborative Council to Create a Thriving Regional Community'*. In part due to a presentation by UWRWA coordinator, Jill Hoffmann, the council committed to studying regional water supply and quality issues as its first major initiative. With coordination assistance from the Urban Land Institute and the Alliance, the CICEO kicked off the initiative by hosting Dr. Deborah Swackhamer, Co-Director of the University of Minnesota Water Resources Center, to share experiences and successes of a similar initiative in Minnesota.

Reconnecting to our Waterways (ROW)

Alliance coordinators remain involved with ROW efforts by participating in the Ecology and Education committees, all the time working to identify opportunities to further the MS4s' stormwater efforts and particularly the Clear Choices program. In 2013, coordinators assisted ROW staff by identifying Clear Choices metrics that would be useful baseline data in the ROW target areas in Marion County. Further, involvement in the Education committee afforded coordinators the opportunity to influence decisions related to a Project WET and WILD teacher training (ultimately scheduled for Festival month) and to assist in the selection of winners in a ROW-funded small grants program for teachers.

10.0 WORKSHOPS/EVENTS

Workshops and events throughout the watershed are an important venue for communicating stormwater messages and Clear Choices program information. Frequently Alliance coordinators staff these events or provide materials to MS4s to use at their own events. In many instances (homeowners association meetings, etc.), Clear Choices benefited from existing opportunities that occurred as part of the Alliance's cost-share program.

Inaugural Going Green Event at the Indiana State Museum, March

Alliance coordinators and Board volunteers debuted the walkable watershed map, engaging visitors one-on-one about the path runoff takes to the White River and the ways in which we are each connected to the River. Clear Choices postcards were distributed.

JCC Earth Day, April

The walkable watershed map made an appearance at this popular Earth Day event on the north side of Indianapolis. Clear Choices postcards were distributed as the wrap-up message to conversations with the public.

Cicero Painted Rain Barrel Auction, June

In addition to the walkable watershed map, Clear Choices and cost-share programs were discussed and promoted by distributing postcards.

Geist Water Quality and You: Make a Difference!, June

The Alliance partnered with the Geist Lake Coalition, Geist/Fall Creek Watershed Alliance, and the Fall Creek Watershed Partnership for pizza and a discussion on the health of Geist Reservoir, pollution concerns, and how residents can make a difference.

UWRWA Annual Meeting, July

Held at Bier Brewery on Indianapolis' northeast side, attendees received Alliance program updates and toured the facility to understand the important connection between good beer and clean water. Clear Choices postcards were distributed via packets provided to attendees.

UWRWA Member Recruitment Boat Trip, August

This 2.5 hour trip on the White River near Broad Ripple in Indianapolis introduced potential members to the ecology, history, and beauty of the river. Being able to reference water quality issues in real time, on the river, helped presenters connect individual choices to water quality. Clear Choices postcards were distributed in packets to attendees.

UWRWA Stewardship Awards Celebration, September

This annual event is the Alliance's chance to recognize the important work being done in our communities to protect and improve water resources. Guests received packets that included an annual report and Clear Choices materials.

Zionsville Fall Festival, September

The Alliance partnered with the Zionsville Street and Stormwater Department for the Zionsville Fall Festival. Hundreds of children made water cycle bracelets and adults learned about the Zionsville Stormwater Program and Clear Choices.

White River Festival

Clear Choices materials were distributed at Festival ‘signature events’, those events sponsored by the Alliance itself. Events included the Community Fun Day and White River Walk and Fun Run, Stewardship Awards Event (see above), and River Critters at the Creamery. (See Festival details in Section 9).

Greening the Statehouse, November

The Alliance was a sponsor at this event hosted by the Hoosier Environmental Council. Clear Choices and cost-share programs were discussed and distributed via packets provided to attendees.

Homeowners Association Meetings

All meetings included an overview of the cost-share program and Clear Choices.

- Admiral’s Pointe Homeowners Association Meeting, February
- Geist Homeowners Association Meeting, July
- Morse Waterways Association Meeting, May (This meeting also included an overview of the Healthy Shores Initiative.)

11.0 PRESENTATIONS

The Alliance coordinators frequently deliver technical presentations about regional watershed planning strategies and efforts at statewide or national events. Presentations typically cover results from ongoing studies, scientific information about water quality, water quantity solutions, and/or social marketing strategies related to Clear Choices. Every presentation focuses on the key messages and resources that have been developed by the Alliance’s Education and Technical Committees. Some of the larger venues are listed below:

- Indiana Association of Soil and Water Conservation Districts Annual Meeting, January 8, 2013 (two sessions)
- River Rally, May 17-19, 2013 (two sessions)
- Central Indiana Council of Elected Officials (CICEO), January 10 and July 10, 2013
- UWRWA Member Recruitment Paddlewheel Tour of White River, August 1, 2013
- INAFSM, September 12, 2013
- UWRWA Watershed Stewardship Awards Celebration, September 26, 2013
- Hendricks County Master Naturalist class, October 30, 2013

12.0 AWARDS and RECOGNITION

2013 North American Lake Management Society Technical Merit Award

The Clear Choices Program was awarded the 2013 Technical Merit Award for Public Education/Outreach by NALMS. The Clear Choices coordination team accepted the award at the 2013 NALMS International Symposium held in San Diego, CA in May. The award recognizes individuals, groups or programs that have creatively and effectively contributed to the development and dissemination of watershed management or related educational programs, materials or assistance.

13.0 FUTURE PLANS

Clear Choices Clean Water Program

Several advancements are on the horizon for Clear Choices in 2014. Interest from local corporate partners will likely enable the creation of new pledge campaigns related to pharmaceutical disposal and water conservation. Further, there is interest from member MS4s in creating a new campaign focused on the proper disposal of lawn waste and/or household hazardous waste. A reconfiguring of the sponsorship tiers is underway to accommodate a variety of price points and sponsor needs, a direct result of increased interest from potential sponsors as well as the need to capitalize on the desirability of attractive new programs/services/materials coming out of the Education Committee. Finally, interest from several entities across the country has led the Alliance to explore the possibility of expanding the program nationally.

Watershed Management Plan Implementation

The Alliance is taking a strategic and focused approach to implementing local watershed management plans and the 319 grant. As cost-share funding begins to run low in the final year of the 319 grant, the technical committee plans to reach out to former cost-share applicants who were not approved and help them strengthen their applications for resubmittal. The committee is also reviewing the watershed management plan to ensure prime candidates (such as the Indiana State Fairgrounds and area golf courses) are aware of the cost-share program and opportunities it provides.

Trained Individual

A pilot workshop for the new 'Trained Individual' program will be held on February 13, 2014, but official certification will not be offered. Throughout 2014 the committee will finalize a PowerPoint that can be used universally by Central Indiana MS4s (plans for 2015 include quarterly trainings held by various MS4s, and a consistent presentation is crucial to a strong program). The committee will also finalize a manual that includes condensed 'contractor version' fact sheets in a small field booklet as well as a full scale manual with added detail on each BMP. A searchable database will be created to allow MS4s to search for a 'Trained Individual' by contractor and/or company name, among other criteria. Lastly, plans will begin for an engineer training to complement this program. At this time, no official certification is planned for the engineering piece of this rapidly developing program.



Upper White River Watershed Alliance (UWRWA) 2012 Education/Outreach Activities Report

1.0 EDUCATION PLANNING

UWRWA Education Committee

The UWRWA coordinates an Education Committee that typically meets bi-monthly or more frequently if needed. This group has historically been comprised of the Municipal Separate Storm Sewer System (MS4s) permitted entities that participate in the UWRWA's Regional Public Education and Involvement Program (listed below); although, other stakeholder groups such as parks departments and soil and water conservation districts also regularly participate in these meetings. Seven new members joined the program in 2012, largely a result of the White River Festival and ongoing success of the Clear Choices campaign. The 2013 work plan is under development and will reflect the priorities of the committee (pending approval) and continue to tie as well into other larger outreach efforts such as the 319 grant program and the White River Festival. This work plan will outline deliverables, timelines, and target audiences. Decisions and direction for the committee's activities come from both group consensus and the leadership of the UWRWA (its Watershed Coordinator, the Education Committee Chairperson, and the Board). The current Chairperson is Jason Armour from the Town of Fishers. Education Committee meeting details, the draft work plan, and meeting notes will be available on the UWRWA website. Direct outreach to complementary organizations and coordination with their activities are ongoing through the UWRWA Coordinator.

Participating MS4s:

- Town of Bargersville*
- City of Carmel
- Town of Cicero
- City of Edinburgh*
- Town of Fishers
- City of Franklin*
- City of Greenwood
- Hamilton Co.
- Johnson Co.
- City of Muncie/Delaware Co./Yorktown*
- Town of New Whiteland*
- City of Noblesville
- Town of McCordsville*
- Town of Pendleton
- City of Westfield
- Town of Whiteland*
- Town of Zionsville

* New member in 2012

UWRWA Board

The UWRWA is governed by a 15 members Board of Directors. The Board is made up of representative leaders from a diverse assemblage of stakeholder groups. 2012 Board members consisted of municipal and county officials, including a Hamilton Co. Commissioner and Marion Co. Soil and Water

Conservation District Board member. Industry leaders such as Eli Lilly and principals from local landscape architecture and engineering firms also help guide the organization's direction. Significant program crossover and enhancement is also achieved through Board participation from universities and respected, allied non-profit organizations such as the Central Indiana Land Trust. In 2012 the Board added four new members: a planner from Johnson County, a landscape architect with Green3 LLC, an events coordinator with White River State Park, and an environmental attorney with Plews Shadley Racher & Braun. These new members bring critical skills and perspectives to the Board and represent a significant advancement for the Alliance. The Board is responsible for policy decisions, funding and leveraging new funds/members, and insuring the organization realizes its vision through the strict implementation of its Strategic Plan.

White River Festival Partners

A diverse group of additional partners is also involved in UWRWA efforts and worked to rebrand and expand the fall White River Festival into an even bigger event than it was in 2011. 2012 Festival details are provided in Section 6.0 of this report. The core mission of the Festival is to provide a coordinated effort in a concentrated time frame in which all education partners in the region can turn their messages and activities toward the river and water quality. 2012 events included art shows, bird walks, topical films and speakers, social events, professional training opportunities, and volunteer service days. Several 2011 partners became more active and new ones came on board: Indiana State Museum, White River State Park, Sierra Club Indiana Chapter, Destination Fall Creek, Conner Prairie, and the Reconnecting Our Waterways initiative – to name a few.

2.0 WEBSITES

Clear Choices Clean Water Website

The heart of the UWRWA's public education and involvement program continues to center on the Clear Choices Clean Water Campaign, a program that continued to distinguish itself in 2012 by receiving the Governor's Award for Environmental Excellence (details in Section 9.0). *Clear Choices, Clean Water* (CCCW) is a campaign to increase awareness about various choices homeowners make that have negative impacts on streams and lakes. But it is more than a standard educational campaign – it is focused on individual action and social change. The campaign employs an online pledge system, interactive website at www.ClearChoicesCleanWater.org, and an advertising initiative that includes the use of themed postcards and banner displays, radio promotions, TV commercials, billboards, and social media outreach including a Facebook page and targeted Facebook advertising.

The pledges are focused on specific water quality-friendly actions like using phosphorus-free fertilizer, landscaping with native plants, properly disposing of yard and pet wastes, and properly maintaining septic systems. By educating individuals on these important actions and giving them the tools they need to make these essential changes on their own properties, the program is empowering people to do their part for water quality at a scale never seen before in Indiana.

Undoubtedly, empowerment is a big concept. CCCW has taken it to its core meaning by developing materials that not only remove any barriers to behavior change such as lack of knowledge, lack of access to materials, lack of guidance/'how to' instruction, etc., but also addresses the social drivers linked to empowerment. CCCW is a customized education and action program that was built on a scientific understanding of the social context of Indiana communities. The 2009 University-led social indicator public survey data provided the core foundation for the campaign's messages and delivery mechanisms. With the help of national experts, key elements of social marketing were then woven

into the program to ensure the campaign's messages would strike an emotion cord and be relatable to the target audiences. Finally, strong science and technical resources support the program and provide invaluable, measureable results related to pollution reduction. These reduction numbers help the campaign's empowerment focus as well, by providing pledgees with immediate feedback regarding the positive impact their contribution/'choice' had on local water quality.

CCCW is a fun, engaging, easy, impactful outreach program that resembles nothing ever done before. The results speak for themselves as CCCW continues to prevent jaw-dropping amounts of pollution from reaching local waterways. Clear Choices Clean Water has been sought out by watershed groups and utilities from nine other states, and has leveraged over \$175,000 in outreach dollars since its inception in 2009. These dollars have been used to create radio advertisements, television spots, and unique billboard designs, as well as capitalize on the viral nature of social media. More advancements are on the horizon for CCCW, including the possibility of creating a 'choice' for properly disposing of pharmaceuticals.

In 2012 the CCCW campaign drew in 1,156 pledgees in all four topical programs resulting in the following pollution reduction statistics:

- 496 lawn pledges = 8,233 lbs. of phosphorus saved and 2,029,750 lbs. of algae prevented
- 356 pet poo pledges = 3,012,170,575,221 fecal bacteria saved from local waters
- 216 native plant pledges = 87,904 lbs. of sediment, 87,904 lbs. of phosphorus, 175,808 lbs. of nitrogen, and 43,951,870 lbs. of algae kept out of local waters
- 88 septic system pledges = up to 6,745,200 gallons of untreated wastewater out of local waters

To give each pledgee positive feedback, an auto-generated email is sent one day after taking the pledge. The email thanks the pledgee for his/her action and tells him/her how much pollution has been prevented. Follow-up emails are sent 15, 30, and 45 days later, encouraging the pledgee to take another pledge, forward the Clear Choices Clean Water link to their family and friends, and like the site on Facebook.

The load reductions for each pledge were calculated using the EPA Region 5 Load Reduction Model in some cases as well as certain assumptions (all of which are listed on the website pledge pages).

The website statistics for www.ClearChoicesCleanWater.org include:

- There were 11,212 webpage visits in 2012, 70% of which occurred between March and August when the Clear Choices billboards and radio advertisements were occurring.
- 65% are new visitors and 35% are returning visitors, nearly the same ratio as last year
- The average viewer visits 3 pages per visit and spends approximately 2.5 minutes on the site
- People are finding the website three ways: Search: 32%, Referral Site: 41%, and Direct URL: 27%. This is encouraging that promotional materials (that include the direct URL) are resulting in people wanting to learn more and visit the site. These statistics are also a testament to the strong partnerships that have been created with CCCW, shown by the fact that other websites are promoting the Clear Choices site.
- 27% of views are to the Clear Choices Clean Water home page, 6.63% to the lawn fertilizer page, 5.67% to the pet page, 5.17% to the native plants page, and 2.91% to the septic page. Other pages that are viewed most often include the lawn pledge form (6.66%), pet poo

impacts page (4.71%), pet poo pledge form (4.45%), plants pledge form (3.42%), and rain gardens page (2.63%).



UWRWA Website

In addition to the CCCW website, the UWRWA maintains an extensive website that serves as a resource center for thousands. The site is home to several technical tools (discussed in Section 4), educational resources, a maps clearing house, and dozens of other features and content, all designed and organized by target audience. The site's address is simply www.uwrwa.org. The larger, interactive resources that have been created and utilized by UWRWA programs in 2011 are better described below. Since the website is laid out by target audience, users can find specific materials aimed at their interests and what they can do to get involved and improve water quality directly. The website is also home to upcoming meeting details, as well as the promotion of big events in the watershed and current news stories. The site is designed to be interactive with the use of prominent icons and self-identified audience links.

The UWRWA website is maintained on an ongoing basis, with new features and components added as needed. In 2012, events were made more prominent on the site by replacing a passive calendar icon on the homepage with a list of upcoming events. A new archive feature on the Calendar page provides visitors access to past events, giving them a better sense of the Alliance's work over time. A colorful box at the upper right of the home page is frequently changed out to highlight hot topics, announcements or events. Features this year have included Festival events, Stewardship award winners, announcement of cost-share dollars awarded, and a variety of events.

Several new pages were created in 2012: To satisfy 319 program education requirements, a page was created to highlight the FLOW installation at the Indianapolis Museum of Art. New, separate pages for the education and technical committees are in the process of being created to allow for more complete coverage of committee work. A page outlining the details of the cost-share program (to include an overview, application, etc.) was added. And finally, as the Eagle Creek Watershed is rolled under the UWRWA umbrella, its pages will be migrated into the UW website.

The website statistics for www.uwrwa.org include:

- The website had 14,456 total views from 4,076 visitors from January 2012 to December 2012.
- 2,588 were unique visitors and of the total visitors 2,511 were from within Indiana (46% of those were new visitors).
- People are finding the website three ways: Search: 52%, Referral Site: 23%, and Direct URL: 25%
- Top referral sites include the websites of Eagle Creek Watershed Alliance, White River Festival, Citizens Water, and Clear Choices Clean Water.

HOME ▾ EXPLORE THE WATERSHED ▾ LEARN WHO WE ARE ▾ GET YOUR FEET WET ▾ ENJOY THE RIVER ▾ FIND YOUR PLACE ▾

NOW AVAILABLE

FLOW CAN YOU SEE THE RIVER?

See the exhibit online or on foot now!

CLEAR CHOICES CLEAN WATER

PLEGE NOW

Clear Choices Clean Water

Cost-Share Program

We are on our way to becoming the principal regional watershed leader in Indiana by creating resources, educational programs and partnerships, that promote, protect, and enhance the biological, chemical, and physical integrity of the White River ecosystem. Our watershed is home to critical drinking water supplies, some of Indiana's biggest industry and economic drivers, and the largest, most diverse population centers in the state.

ARE YOU A...?

Agricultural Producer Business Owner Educator/Teacher Engineer/Planner

Landowner/Resident Stormwater Manager Community Volunteer

UWRWA Awards \$53,000 to Local Water Quality Improvement Projects!

Read about the projects here

Click to learn more about the cost-share program

CALENDAR

View full Calendar

- 2/20/2013 | Certified Inspector Sediment & Erosion Control Training - Day 1
- 2/21/2013 | Certified Inspector Sediment & Erosion Control Training - Day 2

3.0 INTERACTIVE WEB-BASED RESOURCES

The below set of resources were developed in 2010 by the UWRWA Technical Committee but continue to be some of the most visited pages on the website. These below tools were utilized in a variety of meaningful ways in 2012 to advance awareness, training, and implementation of BMPs. In addition, a review of sample Operation & Maintenance manuals and technical design standards was conducted and the best examples were posted to the new UWRWA cost-share webpage. This was done to ensure that best management practices are installed and maintained properly and continue to function well to protect water quality.

The resources below can be found at <http://www.uwrwa.org/find/planner.asp>

Best Management Practice Selection Tool

The BMP Selection Tool was developed to help educate site designers and developers about some of the important factors associated with the selection of post-construction stormwater BMPs for a given site.

Volume control, groundwater protection, and pollution reduction are growing concerns in Central Indiana. Each of these, as well as other factors, makes some BMPs more applicable to certain sites and more successful tools for water quality protection. The Selection Tool helps designers know what is possible on a site and what is compatible with associated site objectives or limitations. The Details feature and the linked BMP Fact Sheets provide educational and practical information about the various selection factors and practices themselves. In 2012, the tool received 193 total page views, of which 123 were unique.

Central Indiana Development Ordinance Review Checklist Tool

The Central Indiana Development Ordinance Review Checklist was created as part of an effort to assist the City of Indianapolis and other nearby communities in evaluating existing development codes, regulations, and ordinances for compatibility with Low Impact Development (LID). The checklist was designed to help identify potential regulatory or planning process impediments that could affect the use of, or successful implementation of, LID practices in new developments, as well as in infill or redevelopment projects. The checklist is a tool that land use planners, transportation planners, public works personnel, city engineers, building code enforcement officers, development site plan reviewers, and others can use to evaluate the state of existing codes, regulations, ordinances, and practices. Once topics or issues that may hinder use of LID practices are identified, personnel from these entities can work together to modify codes to enable, encourage, and promote the use of LID practices by city departments, builders, developers, and property owners. This will help apply low impact techniques while also ensuring high quality development, adequate access, and public safety.

Green Site Planning Tool

Created in 2011, this tool was designed for land planners (both municipal and private) as a way to think through various cost savings and natural site functions before laying out the site's development design. It provides planners a way to assess and value critical natural resources. The tool allows the user to select from drop down menus the various natural features on their site and enter in the percentages of each. It then walks them through the use of non-structural BMPs and calls out tangible cost saving such as flood control, wetland mitigation, land clearing/tree and stump removal, and broader impacts like water treatment costs to the community. The tool allows the user to play around with varying percentages of natural feature protection to arrive at associated curve numbers and therefore evaluate the stormwater management needs and costs associated with different site plans.

In 2012, the Green Site Planning Tool was put to good use in two applications. It was introduced to the 20+ planners attending the Greening Our Ordinances workshop, a 2-day series of mini workshops that took place during the Festival and featured nationally known planner Julie Beth Hines. Later in September at the INAFSM conference, Jill Hoffmann and Technical Committee Chair, Sheila McKinley, led 50 conference attendees through a 'how to' workshop on the tool.

NEW FEATURE: Cost-Share Page and Associated Resources

The UWRWA website features a new webpage to promote the current 3-year cost-share program being funded by the Indiana Department of Environmental Management Section 319 Program. The cost-share page describes the program and eligible best management practices and also includes maps of eligible areas. A BMP glossary, application packet, and complete cost-share document are posted on the page as well. Example Operation and Maintenance (O&M) manuals and technical design standards are also linked from this page to ensure that any BMPs installed through this program are installed and maintained properly. Consequently, many UWRWA members have requested sample O&M manuals and a source of technically sound design standards, so these resources serve as a useful tool to anyone

planning and installing BMPs, regardless of their involvement in the UWRWA cost-share program. The cost-share page and these resources can be viewed at <http://www.uwrwa.org/wet/costShare.asp>.

4.0 MASS MEDIA EFFORTS

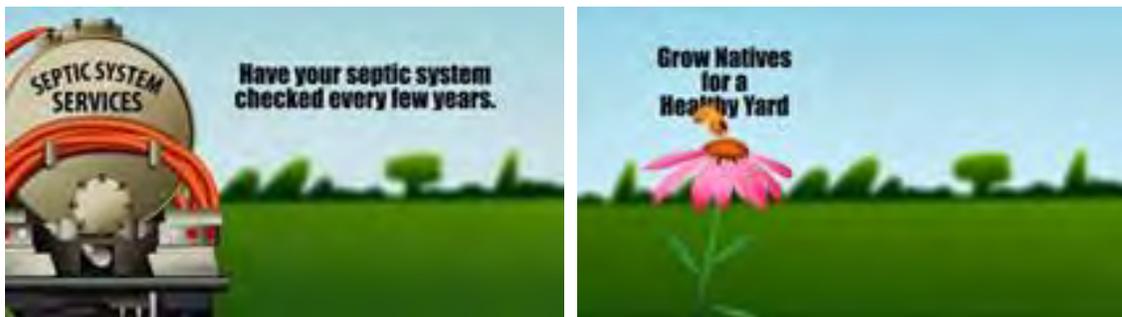
Clear Choices Clean Water Campaign Television Spots

As a result of data yielded from the 2009 survey, the Education Committee focused its immediate next steps efforts on the creation and dissemination of television spots related to no-phosphorus fertilizer (2010) and pet waste pick-up and disposal (2011). In 2012, the committee followed up by producing two spots, one each on septic systems and native plants. As with the creation of the first two spots, the committee helped define and shape the nuances of the messages, suggested imagery and graphics that best aligned with messages, and reviewed drafts of spots throughout the process. The committee's hard work paid off in the form of a Telly Award for the pet waste spot (see details in Section 9.0).

To continue utilizing these valuable educational tools, they have been posted on You Tube and Vimeo. Two websites (1st-rate-pet.com and doriesdirtydeeds.wordpress.com) have since embedded these videos on their own pages. They also appear on the Clear Choices website.

YouTube septic: <http://www.youtube.com/watch?v=etg22Tch6nE>

YouTube natives: <http://www.youtube.com/watch?v=yXMcFsnQT-o>



Billboards

The UWRWA also rented billboards to promote Clear Choices Clean Water in 2012. Billboard designs were created for each of the four choices and two boards were rented per month from March through August, resulting in 805,800 market impressions. Locations included Pendleton Pike near Sunnyside Road, State Road 19 near 221st Street, 86th Street near Michigan Road, State Road 37 near State Road 32, 96th Street near I-69, State Road 38 near State Road 31, 96th Street near Shelburne Drive, I-65 near 71st Street, Westfield Boulevard near 86th Street, the intersection of State Road 32 and State Road 38, Zionsville Road near Rock Hampton Court, Allisonville Road near Wellington, US 31 near County Road 250 South, US 31 near Pushville Road, US 31 near Hospital Road, and State Road 37 near County Line Road. Aside from the 6 months of purchased time, the billboards also received more than 10 weeks of 'override' days (if a billboard was not rented immediately following the purchased run, the Clear Choices design could remain on the board until the next advertiser rented it).



Radio

The Clear Choices Clean Water team branched out into a variety of radio markets, reaching a diversity of demographics using a variety of mechanisms.

- 1 Thing sponsorship: This three-month buy featured CCCW as the headline sponsor of 1-Thing, a sustainability-related website that encourages listeners to embrace green practices and behaviors. The site is affiliated with Entercom Media, which includes three stations in the Indianapolis market: 99.5 WZPL, my107.9 WNTR, and AM1430 Radio Talk WXNT. Sustainability is a core value of Entercom, and this was reflected in the robustness of the site and their enthusiasm in working with the Clear Choices campaign. Elements of the sponsorship included driving listeners to the CCCW website through the Loyalty Club feature, banner ads on the 1-Thing site and individual station home pages, and access to 1-Thing features such as a community events calendar and blog. Part of the campaign included one direct-to-consumer email and posts on the stations' Facebook pages.
- Clear Channel Stations: Q95, X103, and 1260 AM WNDE: Commercials and liners, live reads on the Bob and Tom Show, banner ads on the website's homepage, and sponsorship of their 'Green Page' during the month of April. The sponsorship also included the opportunity to piggy back on one of the station's booths at Earth Day Indiana in downtown Indianapolis.
- Entercom station spots: 99.5 WZPL, my107.9 WNTR, AM1430 Talk Radio. These 30 second spots were concentrated in the months of March and April and featured fertilizer and native plants. Commercials in May shifted to focus on pet waste and septic systems.

Social Media/Facebook

Six Facebook ads associated with the various Clear Choices Clean Water campaigns were run for two weeks per month from July to December. The lawn fertilizer ad was run twice and experienced 233,569 views/impressions and 261 clicks through to the CCCW lawn fertilizer landing page. The pet poo ad was also run twice and resulted in 342,091 views/impressions and 270 clicks. The native plant ad was run once and experienced 150,467 views and 131 clicks (the highest click-through rate of all ads). The septic ad was run once and resulted in 185,537 views and 119 clicks. This increased traffic only resulted in 11 actual pledges being taken (2 lawn, 1 septic, 4 native plants, 4 pets). This demonstrates a need to review the landing pages and ensure that the best possible photos and message are used there to encourage visitors to take the pledge.

The Clear Choices Clean Water Facebook page was also maintained, including new posts at least every two weeks. It was a big year for the page as it reached 101 'likes'. The CCCW Facebook page can be found at <https://www.facebook.com/clearchoicescleanwater>.

Clear Choices Clean Water Newsletters and News Releases

News Releases for MS4 Use

Two news releases were created and distributed to the MS4s for use in their local newspapers and newsletters. In April, 'Locally-Led Water Quality Education Campaign Reaches Millions with New Mass Media Effort!' was distributed, highlighting the billboard and radio campaigns undertaken to promote Clear Choices Clean Water. In June, 'Funding Available for Rain Gardens, Green Roofs, Wetlands, and More!' was disseminated, detailing the UWRWA cost-share program available in priority areas.

At Geist Community Newsletter and Website

'Clearer Water at Geist Reservoir Comes at a Price,' an article on zebra mussels, was published on atGeist.com in June and included mention of the Geist/Fall Creek Watershed Alliance. The article discussed the impacts of zebra mussels, how they are transported, what can be done about their colonization in a lake, and the importance of supporting clean water initiatives at the governmental level.

Big Indiana Bass Newsletter and Website

The Clear Choices phosphorus-free fertilizer campaign was mentioned on <http://www.bigindianabass.com> on April 11, 2012. For the week following the post, the site received over 4,000 visits from more than 2,400 unique visitors. BigIndianaBass.com has expressed an interest in helping promote the Clear Choices initiative in the future, a promising partnership opportunity given that the site was viewed by 63,000 unique visitors last year alone.



5.0 WORKSHOPS/EVENTS

The past few years the UWRWA has hosted a 2-day stormwater workshop – one day targeting contractors, one day targeting engineers and developers. In 2011, this event was split into two separate events in order to better accommodate the time of year and venue preferred by each audience. In 2012, the Alliance focused two workshops on two very different audiences: pond contractors/designers/maintenance companies and area planners.

Pond Pro Workshop

A Pond Pro workshop, focusing on how to manage stormwater detention ponds, was held for four consecutive Thursday evenings in late January / early February at the Indianapolis Sailing Club. The four evenings were focused on separate topics, namely:

- Detention Pond Function & Design, Watershed Basics
- Aquatic Weed Identification & Control, Fishery Management, Aeration
- Native Plant Buffers, Wildlife Management
- Liability/Pond Safety, Erosion Control & Inspection

The target audience was homeowners, homeowner associations, golf and park maintenance personnel, and any others involved in managing ponds. A total of 37 people attended the workshop.

Greening Our Ordinances Workshops

Featuring nationally-known planning expert, Julie Beth Hines, these four mini-workshops September 6-7, 2012 offered planning professionals a chance to see how the language in ordinances can be written to encourage green development practices. 33 people attended to try their hand at tweaking their own ordinances. Response to the workshop was very positive, and one participant wrote in an email afterwards: "THANK YOU so much for an outstanding session last week. The Greening the Ordinance sessions were all really well done! I particularly loved the hands on format and the speaker from San Diego. You certainly gave me a lot to think about. I am pretty new to the whole water quality scene but everything I heard makes me think we need to better incorporate water quality into the zoning update we are starting in Fishers."

Z'GreenFest

The Upper White River Watershed Alliance partnered with the Eagle Creek Watershed Alliance to staff a booth at Z'GreenFest in Zionsville on April 22, 2012, talking with residents about watershed efforts and the Clear Choices Clean Water campaign. Approximately 501 people were in attendance.

Zionsville Fall Festival

The Upper White River Watershed Alliance partnered again with the Eagle Creek Watershed Alliance to staff a booth at the Zionsville Fall Festival on September 8-9, 2012. Hundreds of children made water cycle bracelets and adults learned about the Eagle Creek Watershed Alliance and the Clear Choices Clean Water campaign. Native plants, T-shirts, water bottles, and dog waste baggie carriers were handed out to those interested in the Clear Choices program.

Spence Nursery Bus Tour

The UWRWA partnered with Spence Restoration Nursery, Indiana Chapter of the American Society of Landscape Architects, and others to sponsor a bus tour entitled 'Native Plant Communities in the Commercial Landscape.' The tour, attended by 47 people, focused on stormwater best management practices and included stops at the Raymond Park prairie and wetland, Speedway bio-retention areas, and various rain garden and bioswale installations in Hamilton County, among other sites. The people who attended the bus tour included landscapers and landscape architects, governmental agencies, non-profit organizations, and Ball State Landscape Architecture students.

Blast on the Bridge Event at Geist – July 4, 2012

The UWRWA assisted the Geist/Fall Creek Watershed Alliance again this year with the Blast on the Bridge. Clear Choices Clean Water banners were displayed, postcards distributed, and water quality issues discussed with approximately 500 area residents. More than 15,000 people attended the event.

6.0 PUBLIC INVOLVEMENT OPPORTUNITIES

White River Clean Up

Historically one of the highest profile river-related events in Central Indiana, the annual White River clean-up has also emerged as one of the featured events in the month-long White River Festival.

Not only do community volunteers remove trash from the White River, the event is a chance to educate the public on how they can make a difference in their community and water quality. Communities and

organizations from Delaware County through Morgan County typically participate in this watershed-wide event, which is coordinated by many of the individual MS4s and key local interest groups, in conjunction with the UWRWA. The event usually receives local media coverage including television, radio, and press.

With an estimated 1,100 participants in years past, the 2012 event was shaping up to be a similarly robust event, to include the addition of more Festival activities and better publicity. Regrettably, due to a rain event on Friday, September 7, the river was too high on Saturday to safely access, resulting in the cancellation of the clean ups. The UWRWA remains committed to partnering on this annual event and looks forward to better weather in 2013.

White River Festival

In its second year, the White River Festival grew in a number of ways, to include new branding and website, creation of shared messages, more events, and the design and production of attractive postcards and posters to publicize the Festival.

Forty-two events appeared on the month-long Festival's calendar. Of these, 32 were directly related to the Festival in that they were designed or modified to align with Festival messages. Other events that might have had other water issues, projects or areas as their focus were included on the calendar. One of the aims of the Festival is to cross promote any good work that is being done in the watershed to highlight water and water quality generally.

Events were diverse in nature (art activities, wildlife viewing, recreation, volunteer opportunities, hands on science) and diverse in audience reach (families, youth, adults). They leveraged the successes of established events (20+ year old river clean ups) and reputable programs such as those associated with the Indiana Department of Natural Resources. And by partnering with major institutions such as the Indiana State Museum, Conner Prairie, and Hamilton County Parks, events gained visibility and credibility.

Most impressive, however, was the ambitiousness of the Festival's partners. Seventeen of the forty-two events were brand new – designed specifically for the Festival, incorporated Festival messaging, and often directly offered content or experiences about the White River. This energy and work reflects optimism about the power of the Festival to raise awareness about the River and lift up the work others are doing at their respective organizations.

Highlights of the Festival include the following:

- **Community Fun Day Kick off (9/1):** In spite of scheduling issues and the aftermath of a hurricane, the 3 hour event at the Indiana State Museum none the less attracted an estimated 200+ people and a near-constant stream of traffic that event partners seemed pleased with. 100 Festival branded cups had been given away by the event's mid-point as had the 50 free tickets to the Museum.
- **A River Runs Through Us: Exhibit about the Importance of the White River (month-long):** Specifically designed to tie into Festival themes, the exhibit created by Cool Creek Park (Hamilton County) staff included sections on riparian wildlife, watershed basics, storm drains and how they connect to the river. Over the course of a month, Cool Creek estimates that 1600 visitors had visibility of the exhibit.

- **Green Drinks Indy and Irvington Green Drinks (9/11 and 9/18):** These monthly events combine socializing with environmental interests and causes. Tweaked especially for the month of the Festival, each featured a panel of local experts in a discussion on the water quality of White River. Attendance at these pleasantly surprised the organizers – 20 at Green Drinks and 20 at the Irvington event.
- **Project WET and WILD Educator Workshop (9/22):** The DNR educator who led the workshop incorporated the FLOW installation at Riverside Park to teach about wildlife and water issues related to rivers. The 15 teachers in attendance received curricular materials to take back to their classrooms.
- **Waterfowl Migration, Rivers, and Landscape Change presentation (9/11):** Amos Butler Audubon intentionally recruited a speaker for its monthly program that related to Festival themes. This presentation from the DNR Waterfowl biologist drew a crowd of 45.
- **White River Past and Present (9/29 and 9/30):** Conner Prairie opened an off-limits portion of its property to allow guests access to a beautiful stretch of White River. A volunteer staffed a table with mussels, binoculars, and other artifacts while a museum staff member assisted guests in using dip nets at the river's edge. It is estimated that 400 people walked the ¼ mile to experience these activities.
- **Hoosier Outdoor Experience,** Indiana's largest outdoor recreation event (9/15- and 9/16): An estimated 500 people stopped by the Upper White's booth. Parents picked up materials on the Clear Choices Clean Water campaign pledge program and kids made water cycle bracelets while talking with water professionals about how the water cycle works. The painting of Festival vases, facilitated by Big Car on Saturday, was a hit and added attraction to the Upper White's booth.
- **Greening Our Ordinances workshop for planners (9/6 and 9/7):** Featuring nationally-known planning expert, Julie Beth Hines, these four mini-workshops offered planning professionals a chance to see how the language in ordinances can be written to encourage green development practices. A total of 33 people attended to try their hand at tweaking their own ordinances.
- **UWRWA Stewardship and Awards Celebration (9/27):** This second-annual event drew 87 attendees to the IMA to enjoy music, youth artwork produced during the Festival, and to recognize achievements of five entities/individuals working to protect and preserve the White River watershed.
- **FLOW Tour prior to Stewardship Awards Celebration (9/27):** Ten people came out in advance of the Stewardship event to spend two hours experiencing the FLOW installation, walking along the canal and river, and discussing how art and science meet in the 100 Acres Park. So inspired was the group from Lilly that they brought their entire team back at a later date for a team building event.
- **Fish Tales Exhibition at Indianapolis Art Center (8/3 – 9/30):** This collection of photos captured the 'faces, stories, and stuff' of the White River fishing community. Produced by

the artists of the Big Car collective, this exhibit hung in the library of the Indianapolis Art Center and was visible to an estimated 12,200 visitors during the two month time frame.

Reconnecting our Waterways (ROW) and Lilly Day of Service (LDOS)

The committee participated in a unique and unexpected project that in one day alone involved one thousand (1000) Eli Lilly employees extending CCCW stormwater messages throughout many Indianapolis neighborhoods. In spring of 2012, UWRWA coordinators were approached by representatives from Lilly Day of Service (LDOS) and [Reconnecting our Waterways](#) (ROW), a 'grassroots movement that is helping neighbors strengthen waterways, and in turn, helping waterways strengthen neighborhoods.' ROW is comprised of influential non-profits, community groups, utilities, local public agencies, businesses and chambers, artists, and other individuals with an interest in focusing Indianapolis' attention on long overlooked or neglected waterways and their adjacent neighborhoods within the city. A major goal for the ROW initiative is economic improvement in the neighborhoods along the waterways (Eagle Creek, Fall Creek, Pleasant Run, Pogue's Run, White River, and the Central Canal).

The UWRWA having been involved with ROW since its inception in January 2012, it was natural that ROW leadership reached out to the UWRWA for assistance creating messaging for a storm drain marking program they were considering for the global employee service day October 11. Working with Lilly and several partners involved in ROW, and using existing materials from Clear Choices Clean Water, UWRWA coordinators were able to tailor messages to several new audiences – Lilly employees, residents, ROW planning team, etc. Lilly employees received educational messages via internal Lilly communications about storm water, storm drains, fertilizer, pet waste – as well as links to the Clear Choice Clean Water website. On October 11, Lilly employees marked over twenty thousand (20,000) storm drain inlets and left biodegradable lawn flags with messages next to the inlets. These flags, made of recycled paper and embedded with black eyed Susan seeds, were printed with simple visuals and calls to action. 20,000 of these flags were 'planted' by 1000 Lilly employees, serving as a messaging tool to not only the residents in the area but the Lilly employees as well.



Standing Committees

The UWRWA coordinates regular meetings of the Education Committee and Technical Committee. These groups are open to the public, but primarily consist of regular members and are led by a Committee Chair. Jason Armour of Fishers was the Education Chair for 2012, while Sheila McKinley of CBEL was and still is the Technical Committee Chair.

The Technical Committee is focused on:

- Development and oversight of the UWRWA cost-share program
- Review of cost-share applications
- Review of sample operations & maintenance manuals and technical design standards to post on cost-share webpage
- Development and review of technical content for workshops and tours

The Technical Committee met three times in 2012. The primary focus was the development of the new cost-share program and review of the first round of applications. The Technical Committee has approximately 20 regular members.

The Education Committee is focused on:

- Developing a regional education program and messages
- Developing educational resources and programs/workshops
- Maintenance of educational elements of website
- Grants submittals and funding for projects
- Expansion of the Regional MS4 Education/Involvement program

The Education Committee met five times in 2012. The primary focus was the development of the native plant and septic Clear Choices TV spots, radio and billboard buys, Festival development, and committee planning. The Educational Committee has approximately 15 regular members.

Local Group Assistance/Involvement

The UWRWA also works to develop capacity among smaller watershed groups such as the Geist/Fall Creek Watershed Alliance (GFCWA) and the Eagle Creek Watershed Alliance (ECWA). The GFCWA met three times in 2012 with members of the UWRWA (including the Town of Fishers and Pendleton) participating in their efforts. Their work included submitting two Letters to the Editor focused on water quality and state budget money, hosting a reservoir clean-up day, holding a public meeting at the Indianapolis Yacht Club, and hosting at least two meetings with individual neighborhood associations. Also in 2012, the GFCWA was approved for two grants from the Indiana Department of Natural Resources Lake and River Enhancement (LARE) program. One grant will fund an engineering feasibility study of Thorpe Creek. This study will identify main pollution concerns and feasible solutions that can be implemented in the future. The second grant will fund a stream bank stabilization and bioswale design project on Dry Run/Branch Creek.

The ECWA has just completed its third year of a 3-year grant from the Indiana Department of Environmental Management Section 319 Program. The ECWA plans to continue their watershed efforts with support from the UWRWA. One immediate task is to move the ECWA website from its own page to the UWRWA's and begin engaging ECWA newsletter subscribers through periodic UWRWA updates.

Cost-Share Opportunities & Project Implementation

In early 2012, the UWRWA was awarded a grant from the Indiana Department of Environmental Management Section 319 Program. This three-year grant focuses on five critical subwatershed areas (Cicero, Cool, Fall, Stony, and Geist Fall Creeks) and provides a means to get the public directly involved in solving water quality problems on the landscape. The grant has two main components: outreach and a cost-share program.

Four posters are being developed to promote agricultural best management practices (BMPs), urban BMPs, residential impacts to water quality and pollution prevention, and the FLOW: Can You See the River art installation. These posters will be placed in various locations within our critical subwatersheds where our target audience will most likely see them. QR codes are imbedded in the posters, allowing viewers a direct line to our webpage and messages. Additionally, three separate PowerPoint presentations are also being developed – one focused on agricultural water quality issues and solutions, one on urban water quality issues and solutions, and the final on businesses, economic development, and land planning. Once developed, appropriate local audiences and venues will be sought out for each. Supporting materials such as a brochure and postcards are also being developed. Another exciting educational component being created is a walkable watershed map that will be taken to events to allow participants to literally ‘walk the watershed’ and see how various lands connect to our waterways.

The cost-share program was developed by the Technical Committee and accepted its first round of applications in October. Four applications were reviewed and three were approved by the UWRWA Board of Directors. The approved projects included a green roof on a park shelter, a grassed waterway, and a rain garden/bioswale project; the UWRWA allotted \$51,492 to these three applications and plans to accept applications quarterly in 2013. To view information on the cost-share program, visit <http://www.uwrwa.org/wet/costShare.asp>.

7.0 PRESENTATIONS

Large-Scale Speaking Engagements

The UWRWA frequently delivers technical presentations about regional watershed planning strategies and efforts at statewide events. These presentations encapsulate on-going studies and scientific knowledge about water quality and water quantity solutions. Every presentation focuses on the key messages and resources that have been developed by the UWRWA’s Education and Technical Committees. Some of the larger venues are listed below:

- Upper White River Watershed Alliance (UWRWA) 319 Grant Launch Event, February 29, 2012. Approximately 50 people attended the event & presentation.
- Indiana Golf Course Superintendents Association (IGCSA) Meeting on June 14, 2012. Approximately 20 people attended.
- UWRWA Paddlewheel Boat Tour and Membership Drive, July 26th, 2012. Approximately 60 people attended.
- UWRWA Watershed Stewardship Awards on September 27, 2012. Approximately 90 people attended the event.
- Destination Fall Creek Festival on September 30, 2012. Approximately 35 people attended the presentation given at the event.
- National Water Monitoring Council, May 5, 2012. Approximate 20 people attended the Clear Choices workshop.
- River Rally, May 7, 2012. Approximately 70 people attended the Clear Choices workshop.
- Lilly Reconnecting Our Waterways (ROW) Steering Committee, June 15, 2012. Approximately 25 people in attendance.
- Indy Rezone Steering Committee, September 20, 2012. Approximately 20 people in attendance.
- Master Naturalists, October 16, 2012. Approximately 35 people in attendance.

8.0 FUTURE PLANS

Clear Choices Campaign

The Clear Choices campaign will build on the successes of 2012's most popular efforts as well move in new directions. The group will maximize social media opportunities to distribute the two new TV spots on septic and native plants. 2012 billboard designs are to be repurposed into traditional poster sizes for use in MS4 communities. Radio campaigns will continue but likely will expand into different markets to capture a diversity of demographics. New efforts will involve the design and production of an interactive portable table top display featuring a storm drain inlet and the materials/substances that can and can't be put in drains. Most significantly, the group is exploring the possibility of new pledge campaigns (pharmaceutical disposal, water conservation, etc.) and intends to cultivate partners to help move these ideas forward.

Watershed Management Plan Implementation

The UWRWA is taking a strategic and focused approach to implementing local watershed management plans and the new 319 grant. The Morse Healthy Shores Initiative is a new approach that will focus on installing rain gardens and native shoreline plantings around Morse Reservoir. The UWRWA, Morse Waterways Association, Town of Cicero, and City of Noblesville are currently outlining details of this program, but hope that it will provide Morse residents a streamlined way to apply for cost-share funding. Project participants will receive one-on-one technical advice from the UWRWA to ensure that their projects are successful. They will also receive a yard sign to draw attention to their water quality efforts and to advertise the Healthy Shores Initiative to neighbors and other shoreline residents.

The technical committee is also working with local parks departments, golf courses, and the Central Indiana Land Trust (through their Greening the Crossroads program) to find and implement projects with a strategic benefit that will help stretch cost-share dollars and expand impacts through volunteer components, interpretive signage, and other means.

Indianapolis Museum of Art FLOW Project Coordination

Installed in 2011 along 6 miles of White River, *FLOW: Can you See the River?* was created by internationally-known artist Mary Miss to raise awareness about the White River and make issues of sustainability compelling to the public. It operates on the premise that public awareness of environmental issues is enhanced by making an emotional connection with people through art.

The UWRWA provided much of the key technical and social context for the virtual markers throughout the watershed and was instrumental in building the inaugural White River Festival around the opening of FLOW in September 2011. As long as the installation remains (likely through fall 2013), the UWRWA will continue to extend its impact by integrating it into programming and messaging. Most notably, FLOW figures heavily in the new IDEM 319 grant education deliverables.

In 2012, a [new page devoted to FLOW](#) was added to the UWRWA website; this includes maps, photos from recent events, and helpful links. The installation itself was featured at three educational events: a DNR Project [WET and WILD](#) professional development workshop for teachers at Riverside Park in Indianapolis, a hands on science trail staffed by USGS scientists at the IMA's 100 Acres ([The Science of FLOW](#)), and a two-hour tour of FLOW for Stewardship Awards guests prior to the Awards event ([see photos here](#)). Additionally, Mary Miss recorded a message reflecting on the creation and impacts of FLOW that was used as the inspirational program opener at the Stewardship Awards event.

2013 will see the wrap up of two projects started in 2012: A poster advertising FLOW is scheduled to print in January and will be hung throughout 319 priority areas along with posters about the 319 program to marry education messages with opportunities for action through the cost-share program. A walkable map – inspired by the Mary Miss creation in the foyer of the IMA September 2011 – will be produced and travel to events around the watershed. Event participants will be able to walk on the map to identify their home or business’s location relative to the river. Finally, UW coordinators will be carefully reviewing the results of a recently released evaluation of the FLOW installation (*Summative Evaluation: FLOW: Can you See the River: Project*) to better understand how visitors related to the installation, how they felt about the White River before and after visiting the installation, and most importantly, their perception of the river.

In all of this work – whether driving more people to FLOW, helping people find the river on a map, or supporting Festival events that incorporate FLOW – our goal remains raising awareness of the river by *connecting* people to the river.

Workshops & Technical Training

In late 2012, the committee began charting the course for the development of a ‘Trained Individual’ certification with a focus on BMP installation for contractors. The committee identified a need for this type of training, and acknowledging that the State will be unable to provide this in the future, decided to create its own. Work on this will begin in early 2013, with a goal of having a model syllabus, course materials, and a database of potential students ready by the end of the year.

River Clean-Ups

The annual White River Clean-Up will continue in 2013, with a special focus on more tightly incorporating it into the Festival messages and adding art engagement activities. The UWRWA will continue coordination across groups and among sponsors, as well as advertise the local events and provide media resources. Future efforts may include capacity development of smaller groups along some of the key tributaries.

Expansion of the Education Committee

As the committee grows in MS4 membership and the Festival expands up and down the watershed, the makeup of the committee will inevitably reflect these changes to ensure that the most appropriate messages are reaching our new target audiences. The committee has seen interest in partnering from natural resources educators, golf course managers, wellhead protection professionals, Eli Lilly, and Reconnecting our Waterway initiative (ROW). A good example of the committee broadening its reach occurred in 2012 when representatives from Lilly Day of Service (LDOS) reached out for assistance creating messaging for a storm drain marking program. Working with several partners involved in LDOS and ROW and using existing materials from Clear Choices Clean Water, UWRWA coordinators were able to tailor messages to several new audiences – Lilly employees, residents, ROW planning team, etc. (see details above). This example reflects the need for and benefits of having a diversity of partners on the committee. Any new messaging will link clearly to Clear Choices programming, Festival messaging, and the UWRWA’s five-year strategic plan.

Stakeholder Database

In June 2012, the UWRWA purchased specialized software to help create a new database for targeted stakeholder outreach and event registration. The software also contains an email tracking program that allows for monitoring of sent emails statistics, such as open, bounce, click, and unsubscribe rates. The database will allow contacts to be sorted and targeted based on different fields. Strategic outreach will

be improved when stakeholders can be targeted based on different fields of interest and when email tracking features can be utilized to their fullest (e.g. known who has opened what correspondence, what key phrases/subject lines grab attention, etc.). In addition, the software programs will allow for follow-up with specific workshop participants, receipt of feedback and comments, and the ability to keep past registrants updated about future events and programs.

9.0 AWARDS and RECOGNITION

Governor's Award for Environmental Excellence

A Governor's Award for Environmental Excellence in Outreach and Education was presented to the Upper White River Watershed Alliance (UWRWA) to honor their extraordinary efforts for environmental public education and outreach related to the Clear Choices Clean Water Campaign. The Award recognizes Indiana's leaders who have identified and implemented innovative environmental practices into their programs and facilities, and particularly those efforts that show measurable results. Indiana Department of Environmental Management (IDEM) Commissioner Thomas Easterly presented the award to UWRWA Coordinator Jill Hoffmann Tuesday October 3 during the 20th Annual Conference of the Association of Indiana Solid Waste Management Districts. "Improving the environment involves local innovation, enthusiasm and a commitment to change," said Easterly. "The extraordinary achievements of these organizations benefit our communities and our environment."

Telly Award

The Telly Awards are the premier awards honoring the finest film and video productions, groundbreaking web commercials, videos and films, and outstanding local, regional, and cable TV commercials and programs. The phosphorus TV spot won 2nd place for overall effectiveness as a cause-related spot and 2nd place for superior art direction.

See the spot here: <http://www.youtube.com/watch?v=fQgFbZhxzTE>

Outstanding Achievement Award – Private Sector Innovation (omitted from report in 2011)

The Indiana Water Resources Association presented this award to Jill Hoffmann and Lyn Crighton in 2011 for their leadership of the Clear Choices Clean Water Campaign. The award recognizes individuals making outstanding contributions to Indiana's water resources community.

Zionsville Parks Water Quality Education Report 7/1/2012 - 11/30/2015

Date	Program Title	Group	Naturalist/Presenter	Participation Numbers
7/10/2012	Biologist Boot Camp - Biology/Ecology Experiements	ZNC Summer Camp	Burkhard, Smith	19
7/11/2012	Biologist Boot Camp - Conservation	ZNC Summer Camp	Burkhard, Smith	19
7/24/2012	Wet and Wild Creekstomp	Public	Burkhard, Smith, Merriman	77
9/4/2012	Wet and Wild Creekstomp	Public	Burkhard, Merriman	92
9/22/2012	Hoosier Riverwatch: E. Coli Training	Public	Ulmer	6
9/29/2012	Exploring Nature With Lanie - American Girl Experience	Public	Burkhard, Essink	13
10/20/2012	Fall Break Nature Exploration Day	Public	Burkhard	43
10/21/2012	Fall Break Nature Exploration Day	Public	Burkhard	96
10/26/2012	Animal Adventures: Animal Homes	Public	Burkhard, Gangstad	57
11/6/2012	Animals in Winter	Eagle Elementary Nature Club	Burkhard	27
11/7/2012	Animals in Winter	Eagle Elementary Nature Club	Burkhard	26
1/23/2013	Boy Scout Naturalist Badge Workshop	Public	Burkhard	32
1/27/2013	Hiking in a Winter Wonderland	Public	Burkhard	4
3/8/2013	Animal Adventures: Salamanders	Public	Burkhard, Gangstad	48
3/12/2013	Salamanders	Eagle Elementary Nature Club	Burkhard	30
3/13/2013	Salamanders	Eagle Elementary Nature Club	Burkhard	27
3/21/2013	The Good, Bad and Ugly of Indiana Wildflowers	Public	Brown	32
4/12/2013	Animal Adventures: Vermicomposting	Public	Burkhard, Gangstad	48
4/16/2013	Rain Gardens Care and Maintenance Workshop	Public	Brown	19
4/21/2013	Z'Greenfest	Public	Friends of ZNC	510
4/24/2013	Spring Wildflower Hike	Public	Brown	12
5/11/2013	Hoosier Riverwatch Basic Training	Public	Ulmer	0
5/21/2013	Ponds	Sycamore School	Burkhard	0
5/22/2013	Plants	Eagle Elementary 3rd Grade	Burkhard	22
5/22/2013	Plants	Eagle Elementary 3rd Grade	Burkhard	20
5/23/2013	Plants	Eagle Elementary 3rd Grade	Burkhard	22
5/24/2013	Plants	Eagle Elementary 3rd Grade	Burkhard	22
6/4/2013	Nature Navigators - Ponds	ZNC Summer Camp	Burkhard, Smith	18
6/4/2013	Nature Navigators - Ponds	ZNC Summer Camp	Burkhard, Smith	20
6/7/2013	Nature Navigators - Wildlife	ZNC Summer Camp	Burkhard, Smith, Hershey	18
6/7/2013	Nature Navigators - Wildlife	ZNC Summer Camp	Burkhard, Smith, Hershey	20
6/18/2013	Biologist Boot Camp - Ponds	ZNC Summer Camp	Burkhard, Smith	24
7/11/2013	Nature Navigators - Ponds	ZNC Summer Camp	Burkhard, Smith	20
7/11/2013	Nature Navigators - Ponds	ZNC Summer Camp	Burkhard, Smith	20
7/12/2013	Nature Navigators - Wildlife	ZNC Summer Camp	Burkhard, Smith, Hershey	20
7/12/2013	Nature Navigators - Wildlife	ZNC Summer Camp	Burkhard, Smith, Hershey	20
8/24/2013	Sliders and Stinkpots	Public	Burkhard	19

8/25/2013	Sliders and Stinkpots	Public	Burkhard	15
9/3/2013	Wet and Wild Creekstomp	Public	Burkhard, Merriman	122
9/17/2013	Plants	Union Elementary 3rd Grade	Burkhard	27
9/17/2013	Plants	Union Elementary 3rd Grade	Burkhard	26
9/19/2013	Fall Into Sustainable Gardening	Public	Brown	16
9/21/2013	Hoosier Riverwatch: E. Coli Training	Public	Ulmer	7
10/8/2013	Water Quality and Conservation	Eagle Elementary Nature Club	Burkhard	19
10/9/2013	Water Quality and Conservation	Eagle Elementary Nature Club	Burkhard	20
10/11/2013	Animal Adventures: Animal Homes	Public	Burkhard, Gangstad	68
11/1/2013	Animal Homes	Advent Preschool	Burkhard	48
11/17/2013	Naturalist Badge	Cub Scout Troop	Burkhard	21
5/4/2014	Z'Greenfest	Public	Friends of ZNC	200
9/13/2014	Z'SWAC	Public	Murdock, Merriman	0
9/18/2014	Plants	Union Elementary 3rd Grade	Murdock	75
9/20/2014	Hoosier Riverwatch: E. Coli Training	Public	Ulmer	3
9/24/2014	Plants	Union Elementary 3rd Grade	Murdock	52
9/25/2015	Habitats	Girl Scout Juniors	Murdock	13
10/11/2014	Rain Barrel Workshop	Public	Murdock, Merriman	6
10/11/2014	Cub Scout Saturday: Forester	Public	Murdock	13
10/25/2014	Nature Hike	Daisy Troop	Murdock	22
10/28/2014	Habitats	Brownier Troop	Murdock	21
11/5/2014	Forester	Cub Scout Troop	Murdock	25
11/14/2014	Seasonal Discoveries	Advent Preschool	Murdock	41
12/30/2014	Animal Habitats in Winter	ZNC Winter Camp	Murdock	9
2/28/2015	Boy Scout Saturday: Bird Study Merit Badge	Public	Murdock	18
3/17/2015	Reptiles and Amphibians	Hoosier Village Health Center	Murdock	23
3/21/2015	Boy Scout Saturday: Reptiles and Amphibians	Public	Murdock	0
4/19/2015	Z'Greenfest	Public	Friends of ZNC	148
4/23/2015	Habitats	Boone Meadow 1st Grade	Murdock	82
4/26/2015	Wetlands	Holy Family Greek Orthodox	Murdock	20
5/2/2015	Planting and Plotting	Public	Murdock	23
5/7/2015	Give Pollinators a Chance: Plant Native	Public	Brown	12
5/14/2015	Tyke Hike: Flowers and Frogs	Public	Murdock	8
5/17/2015	Habitats	Girl Scout Juniors	Murdock	15
5/23/2015	Turtle Day	Public	Murdock	41
5/27/2015	Wetlands: STEM Science Night	Eagle Elementary	Murdock	75
5/28/2015	Habitats	Eagle Elementary 1st Grade	Murdock	22
5/28/2015	Habitats	Eagle Elementary 1st Grade	Murdock	24
5/28/2015	Habitats	Eagle Elementary 1st Grade	Murdock	26
6/9/2015	Nature Navigators - Wetlands and Water	ZNC Summer Camp	Murdock, Merriman	16
6/9/2015	Nature Navigators - Wetlands and Water	ZNC Summer Camp	Murdock, Merriman	21

6/11/2015 Nature Navigators - Habitats	ZNC Summer Camp	Murdock	16
6/11/2015 Nature Navigators - Habitats	ZNC Summer Camp	Murdock	21
6/12/2015 Nature Navigators - Forests	ZNC Summer Camp	Murdock	16
6/12/2015 Nature Navigators - Forests	ZNC Summer Camp	Murdock	19
6/16/2015 Wetlands and Water	ZNC Summer Day Camp	Murdock	20
6/23/2015 Biologist Boot Camp - Wetlands and Water	ZNC Summer Camp	Murdock	4
7/7/2015 Nature Navigators - Wetlands and Water	ZNC Summer Camp	Murdock	7
7/7/2015 Nature Navigators - Wetlands and Water	ZNC Summer Camp	Murdock	8
7/8/2015 Nature Navigators - Forests	ZNC Summer Camp	Murdock	7
7/8/2015 Nature Navigators - Forests	ZNC Summer Camp	Murdock	8
7/8/2015 Nature Navigators - Habitats	ZNC Summer Camp	Murdock	7
7/8/2015 Nature Navigators - Habitats	ZNC Summer Camp	Murdock	8
7/21/2015 Backyard Explorers - Wetlands and Water	ZNC Summer Camp	Murdock	14
7/28/2015 Forests	ZNC Summer Day Camp	Murdock	20
8/29/2015 Creekfest	Public	Murdock, Merriman, Etc.	156
9/22/2015 Wetlands and Water	Hoosier Village Health Services	Murdock	22
10/17/2015 Boy Scout Saturday: Forestry Merit Badge	Public	Murdock	17
11/12/2015 Reptiles and Amphibians	Hearth at Tudor Gardens	Murdock	42
11/21/2015 Cub Scout Saturday: Naturalist	Public	Murdock	4

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