



Rule 13 - MS4 ANNUAL REPORT

State Form 51278 (R6 / 7-12)
INDIANA DEPARTMENT OF ENVIRONMENTAL MANAGEMENT

For questions regarding this form, contact:

IDEM Office of Water Quality , Storm Water Program
MS4 Coordinator
100 North Senate Avenue, Room 1255
MC 65-42
Indianapolis, IN 46204-2251
Telephone: (317) 234-1601 or
(800) 451-6027, ext. 41601 (within Indiana)
Web Access: <http://www.IN.gov/idem/4900>

- NOTE:**
- Annual reports must be submitted to the Indiana Department of Environmental Management. **Failure to submit the annual report is considered noncompliance with your permit.**
 - For the **first five (5)**-year permit term, this completed form must be submitted by 1 year from the SWQMP – Part C submittal date and, thereafter, 1 year from the previous report (i.e., in years two (2) through five (5) of permit coverage).
 - In the **second and subsequent** five (5)-year permit terms, this completed form must be submitted in years two (2) and four (4) of permit coverage.
 - Please type or print in ink.**
 - Please answer all questions thoroughly and return the form by the due date.
 - Return this form and any required attachments to the IDEM Storm Water Program, MS4 Coordinator at the address listed in the box on the upper-right.

Five Year Permit Term	Reporting Year
<input type="checkbox"/> 1st Permit Term	Permit Year <u>2017</u>
<input checked="" type="checkbox"/> Second and subsequent five (5) Year Permit Terms	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 5 MS4s in their first permit term must submit reports annually. MS4s that are in subsequent permit terms must submit in years 2 and 4 of the permit term.

PART A: GENERAL INFORMATION – MS4 OPERATOR

1. Permit Number:	INR 0 4 0 035	Type of MS4:	
2. MS4 Entity:	Town of Zionsville <i>(Name of permit holder)</i>	<input type="checkbox"/> City	<input checked="" type="checkbox"/> Town
		<input type="checkbox"/> County	<input type="checkbox"/> Non-traditional
3. MS4 Operator:	Tim Haak, Mayor		
4. Mailing Address:	1100 W. Oak Street		
	Zionsville, IN	ZIP: 46077	County: Boone
5. Email Address:	thaak@zionsville-in.gov		

PART B: GENERAL INFORMATION – MS4 COORDINATOR

6. MS4 Coordinator (<i>please print</i>):	Gavin Merriman		
7. Person's Title:	Assistant Superintendent - Stormwater		
8. Mailing Address:	1100 W. Oak Street		
	Zionsville, IN	ZIP: 46077	
9. Telephone Number:	317-873-4544		
10. E-mail Address:	gmerriman@zionsville-in.gov		

PART C: GENERAL INFORMATION – REPORT PREPARER

11. Name: N/A	<i>(Provide this information if someone other than MS4 Operator or Coordinator completed this report.)</i>		
12. Affiliation with the MS4:			
13. Mailing Address:			
	, IN	ZIP:	
14. Telephone Number:	Extension:		
15. E-mail Address:			

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")
See Exhibit 1 for the current MS4 area.
- 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 was submitted to IDEM along with the 2015 Annual Report. A water quality characterization update was completed in late 2017/early 2018 to identify potential changes to receiving waters and other related elements. See Exhibit 2 for details.
- d) Provide updated receiving water information completed during the reporting period if applicable.
The list of Zionsville MS4 receiving waters remains unchanged during the reporting period. See Exhibit 2 for details.
- e) Identify funding sources (utility fees, grants, enforcement fines etc) utilized for MS4 program implementation during this reporting period.
\$50,000-\$60,000 per year of dedicated funding for the NPDES Stormwater Program has historically been provided through the Motor Vehicle Highway Fund in addition to other funds that are budgeted annually for stormwater-related activities, such as street sweeping. This does not include salary and fringe benefits paid to staff involved with the stormwater program which is a significant 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 3.
- 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 non-construction/SWPPP-related Stormwater Ordinance violation investigations and response actions during the reporting period is included on Exhibit 4.
- 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 Exhibits 5, 6 and 7 for documentation of all MCM activities conducted during the reporting period. The following are specific BMP elements as outlined in Part C.

Stormwater Survey – In May of 2015, a stormwater awareness survey was coordinated through the Town's membership in 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. Previous surveys were conducted in 2005 and 2009. The purpose of these surveys is to evaluate trends in local water quality awareness to help guide program efforts.

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 MS4 Coordinator serves on the WRA's Education Subcommittee. Examples of collaborative activities with the SWMD include the annual Household Hazardous Waste Collection Day, annual Creekfest and stream cleanup, and the pharmaceutical collection and disposal facility at the Zionsville Municipal Services Building (established 2014). During the reporting period, the pharmaceutical collection program has collected and properly disposed of 4,260 lbs of material. 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 and Electronics Recycling Day at Town Hall/Municipal Services Building. Through this collaborative effort, during the reporting period a total of 974 vehicles visited the event disposing of 22.17 tons of hazardous waste and recycling 12.16 tons of electronics.

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 road 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 and other resources.

Local Media Opportunities – Disseminate articles and other information as opportunities arise through local media resources such as the Town's Newsletter, social media and where possible, local media outlets. The WRA partnership also provides materials for local media dissemination such printed media, White River Alliance Facebook posts, and other resources for local use. See Exhibits 5, 6 and 7 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 5, 6 and 7.

- 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 5, 6 and 7.

- 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. These partnerships allow the pooling and leveraging of limited resources, including funding, staff time and talent, to develop and implement robust local and regional water quality programming that would otherwise would be costs prohibitive for the individual members.

- 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 Exhibits 5, 6 and 7 for documentation of all MCM activities conducted during the reporting period. The following are specific BMP elements as outlined in Part C.

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 but was ultimately disbanded and the utility initiative suspended indefinitely. The CAC has been inactive since 2013.

Clean-Up Events – The Town, in collaboration with other organizations such as the SWMD and local residents, coordinates the annual Zionsville Creekfest and stream cleanup event. During the reporting period, a total of 225 people attended the event, 125 of which volunteered for the stream cleanup, helping to remove 3,040 lbs. of trash from Eagle Creek. The Street and Stormwater Department also does periodic roadside trash cleanup and during the reporting period, a total of 3,825 lbs. was collected.

Storm Drain Marking – Clean water messaging is required on all new storm sewer castings installed in new development projects. In September of 2017, coordinated a corporate Stormwater Action Team (SWAT) event through the WRA where 5 volunteers marked a total of 32 drains with clean water/no dumping placards.

Public Meetings – Stormwater management issues are periodically a topic of discussion at public meetings such as the Town Council and other public boards and commissions. Staff is also invited on occasion to present at local meetings, such as HOA board meetings, 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 which regulatory 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 5, 6 and 7.

- 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 5, 6 and 7.

- 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. These partnerships allow the pooling and leveraging of limited resources, including funding, staff time and talent, to develop and implement robust local and regional water quality programming that would otherwise would be costs prohibitive for the individual members.

- 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 3, 4 and 5 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 (TSM) 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. A more recent revision of the TSM was completed in January 2017 but the changes were primarily storm sewer design and construction related. The Ordinance is reviewed annually and revisions are made as deemed necessary.

IDDE Plan – The IDDE Plan was last formally 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. The Town maintains a list of industrial facilities which was updated during the reporting period, see Exhibit 3.

- 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 last formally updated in 2012 and is reviewed annually to determine if additional updates and revisions are required.

- 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 and regulated outfalls have been mapped and dry weather screening is ongoing for new infrastructure as development occurs.

- 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 Exhibits 5 and 7 for a summary of MCM activities during the permitting period.

Erosion and Sediment Control Ordinance – A comprehensive revision to the Stormwater Ordinance and Technical Standards Manual (TSM) was completed in December of 2013 and an additional update to the TSM was completed in 2017, though this focused primarily on infrastructure design and construction standards. The Ordinance and TSM are 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 which meets the minimum requirements of 327 IAC 15-5 (Rule 5) for Stormwater Pollution Prevention Plans (SWPPPs). The Ordinance and TSM include 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 receive annual training and obtain the requisite continuing education credits to maintain related certifications. The MS4 Coordinator is a Certified Professional in Erosion and Sediment Control (CPESC) through Envirocert International and a Certified Floodplain Manager. The Town recently created a new Stormwater Technician position assigned to inspection and other field work for Stormwater Program implementation and is a Certified Erosion, Sediment and Stormwater Inspector (CESSWI) and White River Alliance Trained Individual. Other appropriate Town staff such as building inspectors and code compliance inspectors also participate in the WRA Trained Individual program.

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 is a web-based program that 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-builts and other construction documents as they become available. There are currently 272 mapped BMPs in the Town's database.

Training for Construction Professionals – Through the Town's partnership with the White River Alliance, staff assisted with the development and implementation of a SWPPP contractor training program. The "Trained Individual" program is a training module that includes a manual, series of presentations, and certification testing. The program was first introduced in 2015 and is held annually at the Hamilton County Fairgrounds. In 2016 and 2017, a total of 339 people attended the event, 202 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.

Inspection and Enforcement – Routine inspections are conducted of all active permitted construction sites for compliance with construction-phase and post-construction requirements. 429 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 mobile 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, convenient and economical 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.
25 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; 221 such permits were issued during the reporting period. 23 Notices of Violation and 10 monetary fines were issued during the reporting period, in addition to routine informal 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.
Training is routinely provided informally to contractors through onsite inspections, pre-construction meetings and construction and permitting-related correspondence in addition to formal training opportunities provided through the WRA Trained Individual program.
- 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.
MS4 Coordinator is primarily responsible for SWPPP review and generally ensuring that projects meet Stormwater Program requirements. MS4 coordinator is a Certified Professional in Erosion and Sediment Control and a Certified Floodplain Manager. Stormwater Technician is primarily responsible for site inspections and other related field work and is a Certified Erosion, Sediment and Stormwater Inspector and WRA Trained Individual. All aforementioned certifications require continuing education.
- f) Identify updates or revisions to the storm water construction ordinance or other regulatory mechanism made during this reporting period.

The Stormwater Technical Standards Manual was updated in late 2016/early 2017.

- 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 Exhibits 5 and 7 for a summary of MCM activities during the reporting period.

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 properly constructed 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. Currently there are 272 post-construction BMPs in the database.

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. The Town has begun conducting routine inspections of select post-construction BMPs after construction is complete to ensure perpetual maintenance.

- 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 5 and 7 for a summary of MCM activities during the permitting period.

- 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.

MS4 Coordinator is a Certified Professional in Erosion and Sediment Control and a Certified Floodplain Manager and Stormwater Technician is a Certified Erosion, Sediment and Stormwater Inspector and WRA Trained Individual. All aforementioned certifications require continuing education.

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

The Stormwater Technical Standards Manual was updated in late 2016/early 2017.

- 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 5 for a summary of MCM activities during the permitting period.

Annual IDDE, Good Housekeeping, and Pollution Prevention Staff Training – Training was provided for appropriate departmental staff in each year of the reporting period including those from the Street and Stormwater Department, Parks Department/Golf Course, Wastewater Treatment Plant, and Planning and Building Department. 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.

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.

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 MS4 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 39 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 – Through a combination of contracted and in-house sweeping efforts, a total of approximately 302 tons of debris was collected and properly disposed of. In January of 2018, the Town purchased a new street sweeper to replace the existing sweeper that had been retired due to mechanical failure.

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 in each year of the reporting period including those from the Street and Stormwater Department, Parks Department/Golf Course, Wastewater Treatment Plant, and Planning and Building Department. 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.

- e) Other:

Exhibits:

- Exhibit 1 - MS4 Boundary Map
- Exhibit 2 - Water Quality Characterization Update
- Exhibit 3 - Industry List
- Exhibit 4 - Stormwater Ordinance Violation Investigations
- Exhibit 5 - Summary of MCM Activities
- Exhibit 6 - Parks/Zion Nature Center Programs
- Exhibit 7 - White River Alliance Annual Reports 2016-2017

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: 

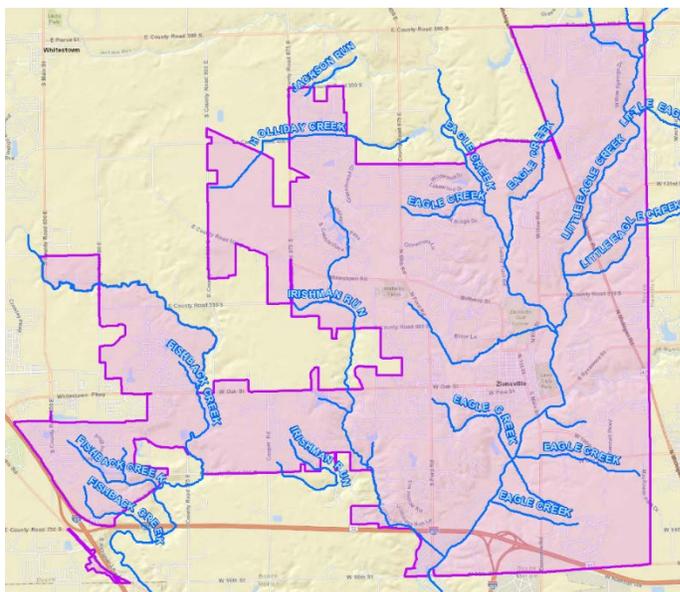
4/25/18
(mm/dd/yyyy)

**91 \J\h& Town of Zionsville Water Quality Characterization Update
#INR040035**

To the knowledge of the Town of Zionsville staff, the following categories have not changed during this reporting period: Wetlands per the National Wetland Inventory (NWI), Outstanding and Exceptional Use Waters, Recreational Waters, or Public Drinking Water Sources.

Since 2015, there have been no newly developed Total Maximum Daily Load Reports. Additionally, there are no existing TMDLS within the MS4.

The figure below shows those impaired segments and waterbodies listed on the Finalized 2016 Integrated Report (IR) submitted to US EPA that are also located in the Town of Zionsville MS4 jurisdiction. As noted above, there are currently no impaired stream segments for which a TMDL has been approved; the solid blue lines are indicative of all other impairments. Additionally, these impaired waters are listed in the table along with the source of impairment.



Assessment Name	Impairment(s)
All Other Impairments	
Eagle Creek	<i>E. coli</i> , PCBs in Fish Tissue
Fishback Creek	<i>E. coli</i>
Holliday Creek	<i>E. coli</i>
Irishman Run	<i>E. coli</i>
Jackson Run	<i>E. coli</i>
Little Eagle Creek	<i>E. coli</i>

One (1) IDNR Lake and River Enhancement (LARE) grant was awarded to Zionsville Parks and Recreation Department during this reporting period. Awarded in August 2016, this grant is to be

used to reduce sediment in the stream, protect the stream from erosion and enhance in-stream habitat. The man-made improvements will cut down on erosion and calm the movement of sediment but will look natural as vegetation returns to the banks after the work is finished.

According to the Summary of Current 319(h) Grant Projects from IDEM, there are no current Watershed Management Plans being developed for watersheds in the Town of Zionsville. The, most recent, the Eagle Creek Watershed Management Plan, was published in 2005.

Water Quality Monitoring: The [Indiana Water Monitoring Inventory](#), shows one active site that tests for various aspects of water quality:

- Eagle Creek at Ford Road
 - Administered by the Marion County Health Department as part of the Ambient Sampling Program and Herbicide Sampling Program

- Tests bacteriology/microbiology, general chemistry, metals, nutrients, and organics/pesticides
- Located in the Irishman Run-Eagle Creek HUC 12 subwatershed

Zionsville Stormwater Technical Standards Manual (updates): This document contains the necessary technical standards for administering the requirements of 327 IAC 15-13 and the Zionsville Stormwater Management Ordinance. This document is a companion document to the Ordinance. Whereas the Ordinance contains most of the regulatory authority and general requirements of comprehensive stormwater management, this document contains the necessary means and methods for achieving compliance with the Ordinance. These updates focused efforts on requiring stricter water quality standards when implementing best management practices.

	A	B	C	D	E
1	Company Name	Address	City	Line of Business	SIC
2	A Sign-By-Design, Inc.	4725 W 106th St	Zionsville	Signs and advertising specialties	39930000
3	American Label Products Inc	4949 W 106th St	Zionsville	Paper; coated and laminated, nec	26720200
4	Anyprint LLC	6546 Yorkshire Cir	Zionsville	Commercial printing, lithographic	27520000
5	Applied Material Solutions LLC	3610 Mossy Rock Dr	Zionsville	Special industry machinery, nec, nsk	35599927
6	B. Happy Peanut Butter LLC	340 Raintree Dr	Zionsville	Food preparations, nec, nsk	20999912
7	Bcd & Associates	10830 Bennett Pkwy Ste G	Zionsville	Surgical and medical instruments	38410200
8	C & C Aviation LLC	130 Camden Ct	Zionsville	Airports, flying fields, and services	45810000
9	Carmel Pro. Printer Inc.	10238 Lakewood Dr	Zionsville	Commercial printing, lithographic	27520000
10	Carte Blanche Limosines	7171 Mayflower Park Dr	Zionsville	Local and suburban transit, nsk	41110300
11	Carter Van Lines & A 1 Storage Inc	9750 Zionsville Rd	Zionsville	Local trucking with storage, nsk	42149902
12	Chemigen, Inc.	6584 Regents Park Dr	Zionsville	Pharmaceutical preparations	28340000
13	Community Holdings Of Indiana, Inc.	250 S Elm St	Zionsville	Newspapers	27110100
14	Confectioneireess	80 Brendon Way	Zionsville	Bread, cake, and related products	20519903
15	Cornerstone Alliance Inc	4111 Field Master Cir	Zionsville	Converted paper products, nec, nsk	26799903
16	Delta Microinverter LLC	6779 Woodcliff Cir	Zionsville	Electrical industrial apparatus, nec, nsk	36290103
17	Doodles And Dreams Publishing LLC	795 Bloor Ln	Zionsville	Miscellaneous publishing, nsk	27410000
18	Eagle Cnc LLC	4903 W 106th St	Zionsville	Plastics products, nec, nsk	30899926
19	Fanimation, Inc.	10983 Bennett Pkwy	Zionsville	Electric housewares and fans	36340302
20	Gameface, Inc.	1555 W Oak St Ste 100	Zionsville	Sporting and athletic goods, nec	39490000
21	Geniphys, LLC	10307 Oak Ridge Dr	Zionsville	Biological products, except diagnostic	28360000
22	Gravel Conveyors, Inc.	5005 W 106th St	Zionsville	Conveyors and conveying equipment, nsk	35350000
23	Gvs Filter Technology Inc	4522 Winterspring Cres	Zionsville	General industrial machinery, nec, nsk	35690100
24	Iji Blinds	4430 Brittany Dr	Zionsville	Drapery hardware and blinds and shades	25910000
25	Imel, John	4901 W 106th St	Zionsville	Oil and gas field services, nec, nsk	13899906
26	Indy Game Truck LLC	4202 Honeysuckle Ln	Zionsville	Local trucking, without storage, nsk	42120000
27	Jensen Publications Inc.	7333 Fox Hollow Rdg	Zionsville	Miscellaneous publishing, nsk	27410000
28	Jet Star, Inc.	10825 Andrade Dr	Zionsville	Local trucking, without storage, nsk	42129908
29	Julian Coffee Roasters Inc.	10830 Bennett Pkwy Ste N	Zionsville	Roasted coffee, nsk	20959902
30	Kids World Productions, Inc.	11551 Willow Bend Dr	Zionsville	Book publishing, nsk	27310000
31	King Tut Inc	4720 Pebblepointe Pass	Zionsville	Newspapers	27110000
32	La Buena Vida L L C	1707 Corniche Dr	Zionsville	Electromedical equipment	38450113
33	LLC 2 Holdings Limited, LLC	1868 Corniche Dr	Zionsville	Primary metal products, nsk	33990105
34	Mgtc Inc	11541 Trail Ridge Pl	Zionsville	Plastics products, nec, nsk	30899926
35	Mgtc, Inc.	11541 Trail Ridge Pl	Zionsville	Womens and misses outerwear, nec	23390310
36	Mid West Digital Express, Inc.	10815 Deandra Dr	Zionsville	Commercial printing, lithographic	27520101
37	Mission Heirlooms Inc	20 Clay Ct	Zionsville	Wood household furniture, nsk	25110000
38	Money Corporation	11619 Trail Ridge Pl	Zionsville	Gasoline service stations	55419901

	A	B	C	D	E
1	Company Name	Address	City	Line of Business	SIC
39	Mw Aircraft Inc	9730 Soaring Hawk Cir	Zionsville	Aircraft, nsk	37210000
40	Naptown Etching	7313 Mayflower Park Dr	Zionsville	Pressed and blown glass, nec, nsk	32290000
41	Noel Studio, Inc.	75 N Main St	Zionsville	Miscellaneous publishing, nsk	27410104
42	Ns-Cce Jv	4974 S Cobblestone Dr	Zionsville	Local and suburban transit, nsk	41110401
43	Omega Press Inc	9253 Deer Ridge Dr	Zionsville	Miscellaneous publishing, nsk	27410000
44	Our Trucking Company LLC	8750 E 575 S	Zionsville	Local trucking, without storage, nsk	42120000
45	Pieniadze Inc.	1555 W Oak St Ste 100	Zionsville	Toilet preparations	28440000
46	Private Reserve	68 N 1st St	Zionsville	Lead pencils and art goods	39520105
47	Rabbit Lane LLC	1765 Continental Dr	Zionsville	Chocolate and cocoa products, nsk	20660300
48	Remco Products Corporation	4735 W 106th St	Zionsville	Plastics products, nec, nsk	30890100
49	Selvin's Marble & Granite Shop LLC	10806 Deandra Dr	Zionsville	Cut stone and stone products	32810601
50	Sharp Wraps, LLC	1664 Williams Way	Zionsville	Truck and bus bodies, nsk	37130200
51	Speedway LLC	1390 W Oak St	Zionsville	Gasoline service stations	55419901
52	Spittinmad Inc	6254 Saddletree Dr	Zionsville	Magnetic and optical recording media	36950101
53	Sportsmania Sales Inc	260 S 1st St Ste 4	Zionsville	Pleating and stitching, nsk	23950203
54	Stenidy Industries, Inc.	10305 Cottonwood Ct	Zionsville	Plastics materials or resins, nec	28219901
55	Tharp Transportation Systems, LLC	60 N 1st St	Zionsville	Trucking, except local	42130000
56	Thermal Hazard Technology Inc	49 Boone Vlg # 130	Zionsville	Analytical instruments, nsk	38260000
57	Tints And Prints By Tierney LLC	4211 Honeysuckle Ln	Zionsville	Commercial printing, lithographic	27520000
58	United States Postal Service	1475 W Oak St	Zionsville	Postal service	43110000
59	Village Custom Embroidery Inc	80 N 1st St	Zionsville	Thread mills, nsk	22840303
60	Vital Chemical Inc.	9985 Lakewood Cir	Zionsville	Chemical preparations, nec, nsk	28990000
61	Washington Enterprises LLC	1471 Hunters Gln	Zionsville	Local passenger transportation, nec	41190000
62	Wheel Away Inc	650 Bloor Ln	Zionsville	Taxicabs	41210000
63	Zionsville Community Schools Building Corporation	9770 E 600 S	Zionsville	School buses	41510000
64	Zionsville Nail	1494 W Oak St	Zionsville	Cutlery, nsk	34210201
65	Zionsville Self Storage	1510 W Oak St	Zionsville	General warehousing and storage, nsk	42259903
66	Zogman Enterprises, Inc.	170 W Hawthorne St	Zionsville	Commercial printing, lithographic	27520101

**Stormwater Ordinance Violation Investigations
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Date	Description	Time	Location	Reporting Method	Complaint	Analysis	Action Taken
2/19/2016	Contaminated Absorbent Booms	8:30 AM	Ford Rd. south of Parkway Dr.	Phone Call	Vehicle accident near roadside ditch. Date and time of incident unknown but Zionsville Fire Department deployed absorbent booms in the ditch to capture any spilled materials during the initial emergency response. Any known spilled material was well below reportable quantities so IDEM was not notified. Staff reported booms still present and visible sheen/accumulation of petroleum-based substance behind booms.	Confirmed during site visit that booms still in place and small quantity (< 1 gallon est.) accumulated behind the booms.	Contacted Boone County EMA and Health Dept. and determined incident must be handled locally, either through enforcement against offender for cleanup or handled internally. Given incidental quantities of material and capacity to complete cleanup, proceeded with in-house mitigation. Contaminated material collected and contained/mixed with granular absorbent. Booms collected and bagged and all contaminated materials disposed of in Street Dept. used absorbent drum, serviced by Bee Environmental Services.
2/28/2016		NR	Quail Valley Dr. & Whitestown Rd.	Phone Call	Farm vehicle had a diesel fuel tank fail and leak approximately 10 gallons onto Quail Valley Drive. Material reached a storm sewer inlet and downstream pipe/ditch. ZFD deployed booms and pads and were able to contain the spilled material before it reached Irishman's Run.	The vehicle operator will use absorbents to clean up any spilled material and due to low volume, ZFD will manage the collection and disposal of booms and pads. The operator understands that he is liable for any and all associated costs.	Additional cleanup employed by offender and contaminated material collected and properly disposed of.
5/23/2016	Leaking oil from construction dumpster	12:40 PM	Stonegate Section 11		While onsite observed leaking oil from dumpster draining to storm inlet.	Unknown party dumped oil-bearing container in construction site dumpster. No way to confirm offender.	Mitigation implemented by SWMP holder. Used qualified environmental cleanup contractor. See Violation Investigation report for full details.
6/8/2016	Water line damaged during directional drilling	11:00 AM	Mayflower Park Drive near CTRWD WWTP	Phone call	Arrived onsite and large volumes of sediment-laden water entering the road and area storm sewers from main break location under turf. Met with Dusty and Citizens Energy Group was en-route to coordinate repair.	Volumes too significant to be managed by available sediment control BMPs so waited for Citizens to shut off the water and complete the repair.	JDH installed temporary filter fabric under inlets and will clean sediment from the roadway. Downstream ditch in front of CTRWD free of sediment deposition so no additional cleanup required, minimal sediment migration relative to flow volumes. No formal enforcement action taken as JDH worked positively to minimize the impact and work with Citizens and Town staff.
6/22/2016	Directional drilling slurry discharge	11:45 PM	Daugherty Drive - cul-de-sac	Email	Greg reported that an unknown substance had been spilled in the area where Daystar was installing sanitary sewers for the Oxford Woods project.	Conducted a site visit and met with Steve Jackson of Daystar at 8:00 am on June 23. There was minimal evidence of a material release and Steve stated that they were aware of the bentonite clay-based slurry material release and had conducted a cleanup.	It could not be determined if the material simply washed downstream during the overnight rains but I informed Steve of illicit discharge prohibitions and penalties and of proper cleanup methods for any non-stormwater releases. I also contacted the Oxford Woods project owner, developer, contractor, and Clay Township Regional Waste District to inform them of the complaint and my investigation and determination. No formal enforcement action warranted.
6/23/2016	Paving operation equipment washing	12:15 PM	1213 W. Oak St. behind shopping center	Police Dispatch	Arrived onsite to find miscellaneous washout material behind the shopping center. Repaving of the parking lot occurring in front of building.	Material is a stone/dust slurry from washing out equipment. Based on downstream inspection of outfalls and infrastructure, it appears that minimal water reached storm sewers or receiving streams.	I informed Dave that they needed to prevent any additional washout water/material from reaching the drains and sweep/collect all of the material and properly dispose of it. I informed him that the expectation is the waste would be handled in a similar fashion as concrete washout waste and that failure to clean up the material immediately and prevent any reoccurrence/additional discharge would result in formal enforcement action as an illicit discharge. Dave understood, cleanup was occurring as I was leaving the site. Conducted follow-up site visit and cleanup had been completed. No additional action warranted.
7/7/2016	Paint spill and tire tracking	10:15 AM	Colony Way and Franklin Trace	Phone Call	Reported a significant paint spill in the road.	Small quantity of latex-based paint spilled and tracked on pavement. Minimal wet paint present at time of inspection.	Used absorbents to clean up any pools of paint that could be effectively cleaned, residual must wear off over time. No known offender so no formal enforcement action.

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9/9/2016	Carpet cleaning wastewater to storm sewer	4:00 PM	Purple Ash Dr., Willow Glen Subdivision	Email (routed from Town Hall to Health Dept. to Street & SW)	Reported witnessing employees dumping dirty cleaning water from Steve Rice Steam Clean van directly into storm sewer.	Complainant could not provide pictures or other documentation and by the time a site visit was conducted, any evidence had been washed downstream.	Called and spoke with Steve Rice and notified him of the complaint. He insisted that his company operates responsibly and would never do this and that he would reiterate this to all of his employees. I let him know that discharging anything other than clean stormwater to drains is considered an illicit discharge and punishable by up to \$2,500 fine per violation. I informed him we would track the incident in our system.
11/16/2016	Suspected sanitary discharge to Fishback Creek	NR	6495 E 500 S	Email via Town Hall	Reports strong septic/sanitary odor when in any reasonable proximity to the property. Also periodically notice odors from the creek 500+ feet downstream and have also observed foam and other indications of illicit discharge in the creek.	Suspected malfunctioning septic system. Forwarded complaint info to Boone County Health Department and spoke with Katie Nordin who is investigating.	County will handle this matter moving forward as the appropriate jurisdictional entity.
12/1/2016	Oil leak from trash truck	NR	Brittany Chase subdivision (several roads)	Verbal	Report of intermittent leakage of suspected motor oil or hydraulic fluid throughout subdivision.	Arrived onsite and confirmed extensive but intermittent stains throughout several roads in the subdivision. Ray's had a pressure washing operation onsite with wash waters discharging to storm sewers.	I had them shut down the power washing operation and contacted Jeremy . According to Jeremy, driver was negligent and didn't notice leak until driving extensively through subdivision. Advised him that dry cleanup methods were required and he already had scheduled a crew to follow-up with absorbents to soak up and properly dispose of as much material as possible. Conducted a follow-up inspection and confirmed additional dry cleanup implemented but stains remain. Best course of action is to let stains fade gradually over time. Emailing written notice/warning to Ray's/Jeremy advising of local illicit discharge regulations and proper response methods. Believe Rays acted with best of intentions after unfortunate event but simply weren't educated on proper cleanup methods. Notified B.C. HOA of Ray's response and Town's directives/expectations of proper cleanup.
1/27/2017	Work/Commercial Activity Near Stream	NR	106th St. and Mayflower Park Drive	Email	Concern over "earth disturbing" activities.	Milling, aggregate and other business-related stockpiling on the property, not constituting earth disturbance for local or state permitting. May be commercial/Rule 6 issue.	Referred to IDEM for potential Rule 6 permit issues. No local violations, see email records for details.
2/9/2017	Grease in Storm Sewer	NR	115 S. Main St.	Phone	Reported that grease had been dumped in the storm drain behind the property on or around 2/8/17. Did not observe anyone in the act.	Inspected the drain and confirmed the presence of residual grease but not in sufficient quantity to create an obstruction or warrant cleanup efforts, especially with recent snow and ice co-mingling with the material. Two nearby restaurants include Salty Cowboy and Serenity and could be possible sources but nothing obvious or apparent in terms of other grease management issues in the area.	Told Tonya to contact us immediately if any additional activity occurs but barring that, nothing actionable at this time. If there is a reoccurrence, may need to contact the Boone County Health Department to inspect the nearby restaurants and contact restaurant owners/managers to advise them on illicit discharge code and penalties.

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7/7/2017	Concrete grinding slurry to gutter/storm	7:30 AM	9802 Barth Drive	Email to Planning	Reported that concrete slurry waste was flowing down gutter line to storm sewer from driveway grinding operation. David confronted the person working onsite about the issue but did not receive a positive response that the material would be cleaned up and decided to report to the Town.	Report came in after hours on 7/6/17 and I conducted a site inspection at 8:30 am on 7/7/17. Approximately 1,000 feet of gutter line was stained including areas of accumulated slurry material, extending to and into the downstream storm drain. Inspection images taken at time. No one working onsite at the time and no other indication of responsible party.	Contacted Marcus to verify that this was his project and he confirmed. He made it clear that they did everything they could to intercept the material which is usually a dust that they vacuum but rains caused the material to migrate. They spent several hours cleaning up and had the material stockpiled onsite and ready for disposal. I informed him that he needed to return and perform additional cleanup and remove all residual material, understanding that "staining" would remain, but if his response is satisfactory that I would not take additional action. He agreed and said he would send a crew out to clean the mess before afternoon rains. Marcus called back to confirm that he personally oversaw additional cleanup effort to remove all material to the maximum extent practicable through dry cleanup methods. Given the initial cleanup effort and follow-up, no additional action is warranted.
7/12/2017	Sediment runoff to curb and gutter	NR	11623 Willow Spring Drive	N/A	B. Knox observed significant sediment runoff and accumulation in street from pool project but not one working onsite.	No sediment controls and equipment access via unstable surface.	Contacted company and spoke with Jamie who referred to Jason as the project contact. Advised Jamie during phone call and emailed Jason to notify of illicit discharge prohibitions and to have the material removed from public ROW immediately. Appropriate cleanup response, BMPs implemented. For additional action warranted.

**Complainant and suspected offender information was not included in this report, which will be posted publicly, to protect anonymous or innocent parties. This information is maintained on file.*

**Summary of MCM Activities
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Date	Date Range	Activity Name	Description	MCM 1	MCM 2	MCM 3	MCM 4	MCM 5	MCM 6	Participants	Number of Participants/Recipients/Quantity	Location	Advertisements
11/1/2017		Flexstorm inlet filters	Installed new Flexstorm inlet filters at the MSB salt barn and WWTP biosolids barn to replace failing/underperforming filters.			X			X	Staff	1	Municipal Services Building & Wastewater Treatment Plant	N/A
10/12/2017	10/12/17-11/3/17	Stormwater Facility Assessments	SWPPP facility assessments conducted at MSB, WWTP, Stations 91, 92 & 93 and Golf Course.			X			X	MS4 Coordinator, facility staff	See SWPPP log	MSB, Fire Stations 91, 92 & 93, WWTP, Golf Course	N/A
9/25/2017		Town Hall Rain Garden Relocation to Pleasant View Elementary (PVE)	Collaborated with Parks Naturalist and Zionsville Community Schools (Pleasant View Elementary STEM program) to relocate the Town Hall rain garden to PVE. Presented educational programming to students and assisted with relocating plants, landscape materials and even amended soils to PVE. Students helped construct and plant the new garden and will be responsible for perpetual maintenance.	X	X			X		Town Staff, ZCS Staff, Students and Parents	25	Pleasant View Elementary	Article published in Times Sentinel about the project
9/22/2017		WRA Stormwater Action Team (SWAT) Drain Cleaning and Marking	Coordinated through the White River Alliance (WRA), a corporate team of volunteers marked drains with "no dumping" placards and removed debris from grates. Town provided materials and logistical support. A total of 32 drains were marked and 1, 30 gal. trash bag of debris removed.	X	X	X				WRA Staff and Volunteers	5	Raintree Place	Notified HOA
9/15/2017	9/15/17-9/30/17	Eagle Elementary Rain Garden Presentation	Co-presented to 4th Grade STEM student with Parks Naturalist on rain garden function, construction, maintenance and water quality implications.	X						MS4 Coordinator, Parks Naturalist	~30	Eagle Elementary	N/A
9/7/2017		INAFSM Excellence in Stormwater Management Award	MS4 Coordinator Gavin Merriman presented with Excellence in Stormwater Management Award at the annual Indiana Association of Floodplain and Stormwater Managers (INAFSM) Conference	X	X	X	X	X	X	MS4 Coordinator, Street & SW Supt., Planning Director	~300	South Bend, IN	N/A
8/26/2017		Household Hazardous Waste Collection & Electronics Recycling Day	Boone County Solid Waste Management District sponsored annual event hosted at Town Hall. 507 vehicles visited the event with 10.57 tons of hazardous waste collected and 6.08 tons of electronics recycled.	X	X	X			X	SWMD staff	443	Municipal Services Building	Town Website
8/19/2017		Creekfest	MS4-coordinated annual celebration of Eagle Creek with a variety of environmental and water-themed activities including a stream cleanup, creekstomp for kids, stormwater education booth with walkable watershed map, storm drain model and Clear Choices Clean Water campaign materials and more. Event is the product of partnerships with public and private entities. Approximately 125 stream cleanup volunteers removed 3,040 lbs. of trash from Eagle Creek and 225 total people attended Creekfest.	X	X					Town and partner staff, supporting organizations and volunteers	225	Elm Street Green and select reaches of Eagle Creek	Town resources, local media, WRA resources, others
7/19/2017		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, including macroinvertebrate sampling and analysis to evaluate water quality in Cross Branch Creek.	X	X					MS4 Coordinator, Zion Nature Center Staff	15 Children, 4 adults	Zion Nature Center/Sanctuary	Parks/Nature Center advertisements
6/23/2017		Camp Belzer	Participated in the regional Boy Scout summer camp at Camp Belzer by staffing a White River Alliance educational booth. Hundreds of area scouts and their families attend the camp. Had the water cycle bracelet activity and distributed Clear Choices Clean Water packets.	X	X					WRA Staff and Volunteers	400-600	Camp Belzer, Indianapolis	N/A
6/14/2017		Creekstomp	Held a creekstomp event with families where participants played in Eagle Creek catching and learning about wildlife, water quality and gaining a greater appreciation of local water resources.	X	X					MS4 Coordinator, Parks Naturalist	100	Creekside Park	N/A
6/8/2017	6/8/17-7/20/17	Stormwater Facility Assessments	SWPPP facility assessments conducted at MSB, WWTP, Stations 91, 92 & 93 and Golf Course.			X			X	MS4 Coordinator, facility staff	See SWPPP log	MSB, Fire Stations 91, 92 & 93, WWTP, Golf Course	N/A
5/23/2017		Z'Greenfest	Annual Earth Day-related festival. Presented the walkable watershed map, storm drain model, Clear Choices Clean Water materials distribution.	X	X					Staff	600	Hussey Mayfield Memorial Library	N/A

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5/5/2017		STEM Night - Pleasant View Elementary	Presented the walkable watershed map and water cycle bracelet activity to educate attendees about watershed dynamics, pollution prevention and water cycle dynamics. Distributed Clear Choices Clean Water materials.	X	X					Staff	~300 (estimated including students and family)	Pleasant View Elementary	N/A
3/1/2017		Staff Training - WRA TI	Owen Young, Compliance Inspector for the Town of Zionsville attended the WRA Trained Individual Contractors workshop.			X	X	X	X	Staff	1	Hamilton County Fairgrounds	N/A
3/1/2017		WRA Trained Individual Contractor Training and Certification Program/Workshop	Participated in continued development and presentation of contractor training program through White River Alliance. Developed program materials, provided event support and participated in presentation at the workshop. 190 total attendees, 112 sat for testing.			X	X	X		MS4 Coordinator	190	Hamilton County Fairgrounds	N/A
2/16/2017		Staff Training MCM 3 & 6 - Golf Course	Provided SWMP training at the Golf Course for new employees and a refresher for existing using the Excal Visual Municipal Storm Water Pollution Prevention module. Provided additional regulatory, permit and program background and also reviewed the facility SWPPP. Also conducted a facility walk-through to review BMPs onsite.			X			X	MS4 Coordinator, facility staff	6	Golf Course	N/A
2/15/2017		Staff Training MCM 3 & 6 - Wastewater Treatment Plant	Provided SWMP training at the Wastewater Treatment Plant for new employees and a refresher for existing using the Excal Visual Municipal Storm Water Pollution Prevention module. Provided additional regulatory, permit and program background and also reviewed the facility SWPPP.			X			X	MS4 Coordinator, facility staff	6	Wastewater Treatment Plant	N/A
12/8/2016		HOA/Landscaper Stormwater BMP/Pond Maintenance Workshop	Through the WRA, participated in the development and presentation of a workshop designed to educate HOAs, landscape contractors and pond management companies on the function, maintenance and regulatory obligations for stormwater management practices, storm sewers and green infrastructure.	X	X					MS4 Coordinator, WRA and other MS4 staff	73	The Monon Center, Carmel	eNewsletter, Social Media, HOA Distribution List
11/5/2016		Do It Again Recycled Art Market	Collaborated with the SullivanMunce Cultural Center, Boone County Solid Waste District and local artists on a rain barrel program as a part of the Do It Again Recycled Art Market. Five (5) barrels were donated by the Street and Stormwater Department, decorated by local artists and auctioned-off at the Market. Proceeds benefit the SullivanMunce and Cultural District.	X	X					MS4 Coordinator, other public and private partners	144	SullivanMunce Cultural Center	Social Media, newspapers, eNewsletter, others
10/21/2016		Storm Drain Marking	Replaced missing and installed new "No Dumping" placards on all SWPPP municipal facility storm inlets.	X		X			X	Street & SW Staff	1	MSB, Fire Stations 91, 92 & 93, WWTP	N/A
10/12/2016	10/12/16-10/27/16	Stormwater Facility Assessments	SWPPP facility assessments conducted at MSB, WWTP, Stations 91, 92 & 93 and Golf Course.			X			X	MS4 Coordinator, facility staff	See SWPPP log	MSB, Fire Stations 91, 92 & 93, WWTP, Golf Course	N/A
10/1/2016		Hoosier Riverwatch Advanced Training (E. coli)	Hosted local Hoosier Riverwatch trainer John Ulmer at Town Hall where he presented the E. coli advanced training.	X	X					John Ulmer	10	Zionsville Town Hall	Riverwatch publications/distributions
9/27/2016		Creekfest	Annual celebration of Eagle Creek with a variety of activities including a stream cleanup. Event was cancelled due to high water in Eagle Creek and hazardous weather forecast. 128 people registered for the cleanup and were provided with Creekfest T-shirts despite the cancellation, awareness was raised through event promotion and materials.	X	X					MS4 Coordinator, Parks Dept., Boone County Solid Waste, Zionsville Resident	128	Elm Street Green and Eagle Creek from Elm Street Green to Turkey Foot Park (stream cleanup)	Times Sentinel, Zionsville Current, Lebanon Reporter, social media, printed materials distributed
9/7/2016	9/7/16-9/9/16	INAFSM Annual Conference	Participated in the Indiana Association of Stormwater and Floodplain Managers annual conference as a planning committee member and presenter. Participated in planning committee meetings and conference calls throughout the year and served in a supporting role during conference. Presented on the implementation of a construction stormwater pollution prevention program.				X	X	X	MS4 Coordinator	250+	Florence, Indiana	N/A

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8/27/2016		Household Hazardous Waste Collection & Electronics Recycling Day	Boone County Solid Waste Management District sponsored annual event hosted at Town Hall. 467 vehicles visited the event with 11.6 tons of hazardous waste collected and 6.08 tons of electronics recycled.	X	X	X			X	SWMD staff	443	Zionsville Town Hall	Town Website
8/10/2016		INAFSM Pond Maintenance Video Project	Video produced through collaborative effort including monetary and content contributions by Zionsville. Video focuses on basic pond maintenance practices targeting HOAs. Video has been posted to Town Facebook and will be posted on the Town's website.	X	x			X		Staff, INAFSM and other member communities	Unknown	N/A	Facebook, Website
8/2/2016		IRMCA Concrete Washout Lunch and Learn	Hosted the Indiana Ready Mix Concrete Association to provide staff training on proper concrete washout and waste management practices.				X		X	MS4 Coordinator and Street & SW Staff	See sign-in sheet	Municipal Services Building	N/A
7/13/2016		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, including macroinvertebrate sampling and analysis to evaluate water quality in Cross Branch Creek.	X	X					MS4 Coordinator, Zion Nature Center Staff	11 Children, 4 adults	Zion Nature Center/Sanctuary	Parks/Nature Center advertisements
6/24/2016		Belzer Day Camp - WRA Activity Station	Helped staff White River Alliance activity station at regional Boy Scout camp at Camp Belzer. Had water cycle bracelet activity and distributed Clear Choices Clean Water Superhero kits.	X	X					MS4 Coordinator, WRA and other MS4 staff	500 - 600 scouts and parents	Camp Belzer, Indianapolis	N/A
5/19/2016	5/19/16-6/24/16	Stormwater Facility Assessments	SWPPP facility assessments conducted at MSB, WWTP, Stations 91, 92 & 93 and Golf Course.				X		X	MS4 Coordinator, facility staff	See SWPPP log	MSB, Fire Stations 91, 92 & 93, WWTP, Golf Course	N/A
5/18/2016		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 44 complete rain barrel kits to participants through the workshop.	X	X					MS4 Coordinator, Park Naturalist	49	Town Hall	Facebook Twitter, Website, Times Sentinel, HOA list
5/17/2016		IDEM Recognition - MS4 Partnership	IDEM presented Certificate of Recognition to the White River Alliance for the Trained Individual Contractor Training Program. Zionsville is a member of the Alliance and helped develop and implement the training program.				X	X	X	MS4 Coordinator	Unknown	Indianapolis	N/A
4/24/2016		Rain Garden Class and Rain Barrel Raffle	Donated a rain barrel which was painted by a local artist and raffled-off at the Z'Greenfest. The local public library held a workshop on the nature and purpose of rain gardens and how to install and use them.	X	X					Not reported	Unknown	Hussey Mayfield Memorial Library	N/A
4/24/2016		Z'Greenfest	Annual Earth Day-related festival. Presented the walkable watershed map, storm drain model, Clear Choices Clean Water materials distribution.	X	X					MS4 Coordinator	400-450 adults and 200-250 children and teens	Hussey-Mayfield Memorial Library	N/A
4/8/2016		Union Elementary Rain Barrel Program	Donated a rain barrel and co-presented educational programming to a first grade class about water quality and the role of rain barrels and other BMPs that can help promote clean water.	X	X					MS4 Coordinator, Park Naturalist	20 students, 1 teacher	Union Elementary School	N/A
3/21/2016		Village Residents Association (VRA) Newsletter Information	Sent information about stormwater quantity and quality management to VRA for their monthly newsletter. Included basic information about gutter and storm drain maintenance and then additional info about rain barrels, rain gardens and other best management practices.	X	X					MS4 Coordinator	Unknown	N/A	Monthly VRA Newsletter
3/9/2016		Rain Garden Workshop	Through WRA hosted rain garden workshop and provided follow-up technical assistance for those wanting to build their own.	X	X					MS4 Coordinator, WRA staff	8	Town Hall	Times Sentinel, Social Media, HOA list, ZNC
3/2/2016		2016 Trained Individual Contractor Training and Certification Workshop	Participated in continued development and presentation of contractor training program through White River Alliance. Developed program materials, provided event support and participated in presentation at the workshop.				X	X		MS4 Coordinator, WRA and other MS4 staff	149 attendees, 90 sat for testing.	Hamilton County Fairgrounds	WRA distribution, postcards, email distribution
3/2/2016		Staff Training - WRA TI	Adam Holman, Town Building Inspector, participated in the WRA Trained Individual program.				X	X	X	Staff	1	Hamilton County Fairgrounds	N/A

**Summary of MCM Activities
Zionsville MS4 Annual Report
November 16, 2015 through November 15, 2017**

2/26/2016		IDEM Earth Day 2016 Presentations	Forwarded information about IDEM's Earth Day 2016 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						IDEM Staff	Not reported	Not reported	N/A
1/14/2016		CCCW Purple Coneflower Seed Packets to Nature Center	Provided Clear Choices Clean Water purple coneflower seed packets for distribution at the Nature Center, both for visitors and at programs and events.	X	X					MS4 Coordinator	200	Zion Nature Center	N/A
1/1/2016	Perpetual	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						Street & SW Staff	Unknown	Major stream crossings in Zionsville	N/A
12/31/2015		Zion Nature Center's Noon Year's Eve	Set-up the walkable watershed map at the Nature Center's Noon Year's Eve event which featured a variety of activities, including a noon balloon drop. Attendees learned about watershed function and how our activities impact local water resources.	X						MS4 Coordinator, Park Naturalist	46	Zion Nature Center	Times Sentinel, Facebook, ZNC Email Distribution List
12/14/2015		Staff Training MCM 3 & 6	Conducted training on Stormwater Quality Management Program for Street Dept. staff, focusing on MCMs 3 & 6, spill prevention and response, and the upcoming Fourth St. storm sewer improvement project. Also presented the "run, hide or fight" video as requested by local public safety staff.				X		X	MS4 Coordinator, town staff	9	Municipal Services Building	N/A
12/8/2015		Presentation to Village Residents Association	Invited to present on stormwaer management issues in the Village residential district. The focus of the presentation was on flooding problems and planned capital improvements but the presentation also included information about stormwater quality issues and how residents can help make a positive impact.	X	X					MS4 Coordinator, Street & SW Supt.	~30	SullivanMunce Cultural Center	VRA Distribution List
12/2/2015		INAFSM Inspectors Group Meeting	Hosted a meeting of the INAFSM Inspectors Group to plan 2016 goals and develop an abstract for the upcoming 20th Anniversary Conference in 2016.				X	X		MS4 Coordinator	21	Zionsville Town Hall	Statewide email distribution lists (INAFSM/IDEM MS4)

Date	Program Title	Group	Naturalist/Presenter	Participation Numbers
11/21/2015	Cub Scout Saturday: Naturalist	Public	Murdock	4
12/4/2015	Park Projects Presentation	Union Elementary 1st Grade	Murdock	109
12/9/2015	Homes and Habitats	ZCS Preschool (Zwest)	Murdock	48
12/29/2015	Winter Break Nature Camp	Public	Murdock	13
12/30/2015	Backyard Birds	Hoosier Village	Murdock	27
1/30/2016	Birds of Prey	Public	Booth	237
3/11/2016	Animal Adventures: Amphibians	Public	Murdock/Gangstad	48
3/16/2016	4H Wildlife Workshop	Public	Murdock	18
3/18/2016	Birds of Indiana Dunes	Union Elementary School	Murdock	498
3/22/2016	Backyard Habitats	Public	Brown	13
3/30/2016	Wildflowers	Hoosier Village	Murdock	23
4/5/2016	Homes and Habitats	Union Elementary 1st Grade	Murdock	63
4/6/2016	Homes and Habitats	Union Elementary 1st Grade	Murdock	40
4/8/2016	Rain Barrels	Union Elementary School	Murdock/Merriman	21
4/21/2016	Vermicompost: Living a Worm's Life	Public	Murdock	17
4/23/2016	Green Living	Daisy Troop	Murdock	16
4/24/2016	Z'Greenfest	Public	Murdock	700
4/24/2016	Nature Walk	Public	Murdock	42
5/1/2016	Spring Bird Walk	Public	Ripma	3
5/12/2016	4H Wildlife Workshop	Public	Murdock	17
5/17/2016	Spring Bird Walk	Public	Ripma	4
5/18/2016	Rain Barrel Workshop	Public	Murdock/Merriman	49
5/22/2016	Kids to Parks Day	Public	Murdock	22
6/3/2016	Animal Adventures: Ponds	Public	Murdock/Gangstad	40
6/10/2016	Nature Play Day	Public	Murdock	3
6/11/2016	4H Wildlife Workshop	Public	Murdock	13
6/14/2016	Backyard Explorers - Wetlands	Public	Murdock	15
6/17/2016	Nature Play Day	Public	Murdock	21
6/21/2016	Nature Navigators - Wetlands	Public	Murdock	11
6/21/2016	Nature Navigators - Wetlands	Public	Murdock	16
6/29/2016	4H Wildlife Workshop	Public	Murdock	12
7/6/2016	Wetland and Water Day Camp	Public	Murdock	10
7/13/2016	Biologist Boot Camp - Riverwatch	Public	Murdock/Merriman	11
7/19/2016	Backyard Explorers - Wetlands	Public	Murdock	16
7/27/2016	Homes and Habitats	ZCS Preschool Summer Camp	Murdock	45
7/27/2016	Homes and Habitats	Fellowship Friends Daycare	Murdock	18
9/1/2016	Children of Indiana Nature Park	Hussey-Mayfield Memorial Public Library	Murdock	11
9/17/2016	Fall Wildflower Walk	Public	Murdock	2
9/23/2016	Children of Indiana Nature Park	Eagle Elementary Kindergarten	Murdock	70
9/23/2016	Children of Indiana Nature Park	Eagle Elementary 1st Grade	Murdock	70
9/23/2016	Children of Indiana Nature Park	Eagle Elementary 2nd Grade	Murdock	97
9/23/2016	Children of Indiana Nature Park	Eagle Elementary 3rd Grade	Murdock	74

9/23/2016	Children of Indiana Nature Park	Eagle Elementary 4th Grade	Murdock	84
10/4/2016	Children of Indiana Nature Park	Boone Meadow Elementary Kindergarten	Murdock	88
10/4/2016	Children of Indiana Nature Park	Boone Meadow Elementary 1st Grade	Murdock	95
10/4/2016	Children of Indiana Nature Park	Boone Meadow Elementary 2nd Grade	Murdock	78
10/4/2016	Children of Indiana Nature Park	Boone Meadow Elementary 3rd Grade	Murdock	77
10/4/2016	Children of Indiana Nature Park	Boone Meadow Elementary 4th Grade	Murdock	75
10/9/2016	Seed Bombs	Public	Murdock	9
10/10/2016	Tigers in the Wild	Tiger Scouts	Murdock	25
10/12/2016	Fall Warbler ID Workshop	Public	Ripma	15
10/15/2016	Fall Warber Walk	Public	Ripma	15
10/26/2016	Children of Indiana Nature Park	Union Elementary Kindergarten	Murdock	106
10/26/2016	Children of Indiana Nature Park	Union Elementary 1st Grade	Murdock	112
10/26/2016	Children of Indiana Nature Park	Union Elementary 2nd Grade	Murdock	125
10/27/2016	Children of Indiana Nature Park	Union Elementary 3rd Grade	Murdock	128
10/27/2016	Children of Indiana Nature Park	Union Elementary 4th Grade	Murdock	119
11/11/2016	Bat Encounters	Public	Organization for Bat Conservation	189
11/18/2016	Animal Adventures: Ducks and Geese	Public	Murdock/Gangstad	21
12/2/2016	Children of Indiana Nature Park	Stonegate Elementary Kindergarten	Murdock	94
12/2/2016	Children of Indiana Nature Park	Stonegate Elementary 1st Grade	Murdock	98
12/2/2016	Children of Indiana Nature Park	Stonegate Elementary 2nd Grade	Murdock	86
12/2/2016	Children of Indiana Nature Park	Stonegate Elementary 3rd Grade	Murdock	106
12/2/2016	Children of Indiana Nature Park	Stonegate Elementary 4th Grade	Murdock	112
12/20/2016	Children of Indiana Nature Park	Pleasant View Elementary Kindergarten	Murdock	165
12/20/2016	Children of Indiana Nature Park	Pleasant View Elementary 1st Grade	Murdock	162
12/20/2016	Children of Indiana Nature Park	Pleasant View Elementary 2nd Grade	Murdock	146
12/20/2016	Children of Indiana Nature Park	Pleasant View Elementary 3rd Grade	Murdock	131
12/20/2016	Children of Indiana Nature Park	Pleasant View Elementary 4th Grade	Murdock	165
12/21/2016	Birds of Indiana	Hoosier Village	Murdock	18
12/28/2016	Winter Break Nature Camp	Public	Murdock	10
1/28/2017	Birds of Prey	Public	Booth	152
2/25/2017	Boy Scout Saturday: Environmental Science Merit Badge	Public	Murdock	18
3/23/2017	Conservation and Sustainability	Girl Scouts	Murdock	16
3/14/2017	Indiana Wildflowers	Public	Brown	22
3/29/2017	4H Wildlife Workshop	Public	Murdock	10
4/21/2017	Sparrow ID Workshop	Public	Ripma	22
4/23/2017	Sparrow ID Walk	Public	Ripma	18
4/21/2017	Animal Adventures: Trees	Public	Murdock/Gangstad	32
4/23/2017	Z'Greenfest	Public	Murdock	600
5/4/2017	4H Wildlife Workshop	Public	Murdock	4
5/5/2017	Animal Adventures: Microscopic Animals	Public	Murdock/Gangstad	32
5/27/2017	Starkey Park Project	Public	Murdock	2
6/16/2017	Homes and Habitats	Abacus Early Childhood Development	Murdock	20
6/8/2017	Wet and Wild Camp	Public	Murdock	21

6/9/2017	Animal Adventures: Animal Builders	Public	Murdock/Gangstad	45
6/10/2017	4H Wildlife Workshop	Public	Murdock	11
6/14/2017	Creekstomp	Public	Murdock/Merriman	60
6/16/2017	Wetland Explorations	Public	Murdock	6
6/17/2017	Sss...Snake Hunters	Public	Murdock	8
6/17/2017	Starkey Park Project	Public	Murdock	3
6/18/2017	Dad and Me Explore	Public	Murdock	12
6/20/2017	4H Wildlife Workshop	Public	Murdock	13
6/21/2017	Backyard Explorers - Wetlands	Public	Murdock	14
6/23/2017	Homes and Habitats	ZCS Preschool Summer Camp	Murdock	32
6/28/2017	Nature Navigators - Wetlands	Public	Murdock	20
6/28/2017	Nature Navigators - Wetlands	Public	Murdock	20
7/19/2017	Backyard Explorers - Wetlands	Public	Murdock	15
7/19/2017	Biologist Boot Camp - Riverwatch	Public	Murdock/Merriman	14
7/20/2017	Biologist Boot Camp - Reptiles and Amphibians	Public	Murdock	14
7/21/2017	Biologist Boot Camp - Habitats	Public	Murdock	13
8/19/2017	Creekfest	Public	Murdock/Merriman	223
9/15/2017	Rain Garden Information	Eagle Elementary	Murdock/Merriman	96
9/22/2017	Rain Garden Information	Eagle Elementary	Murdock	75
9/19/2017	Native Plantings for Fall Color	Public	Brown	25
9/30/2017	Monarch Migration	Public	Murdock	19
9/23/2017	Fall Wildflower Walk	Public	Murdock	2
10/12/2017	Seasonal Discoveries	Eagle Elementary Kindergarten	Murdock	65
10/24/2017	Wildlife	Cub Scouts	Murdock	20
10/20/2017	Animal Adventures: Monarchs	Public	Murdock/Gangstad	57
10/21/2017	Starkey Park Project	Public	Murdock	5
11/4/2017	Homes and Habitats	Daisy Troop	Murdock	10
11/11/2017	Bombs Away!	Public	Murdock	11
			Total Participants	7118



The White River Alliance (Alliance) 2017 Public Education & Involvement Activities Report

CONTENTS:

- 1.0 Alliance Structure and Overview of Outreach and Education Partners
- 2.0 *Clear Choices Clean Water* Program Updates
- 3.0 Interactive Web Presence
- 4.0 Interactive Web-Based Tools and Resources
- 5.0 Training Programs: Trained Individual Contractor Certification and Stormwater Landscape Maintenance
- 6.0 Social Media and E-news
- 7.0 Public Involvement Events and Groups
- 8.0 Presentations
- 9.0 Future Plans

1.0 ALLIANCE STRUCTURE AND OVERVIEW OF OUTREACH AND EDUCATION PARTNERS

Alliance Board

The Alliance is governed by a 14-member Board of Directors made up of representative leaders from a diverse assemblage of stakeholder groups. 2017 Board members consisted of municipal and county officials, including representatives from Hamilton Co., Marion Co., Zionsville, Indianapolis, and Carmel. Industry leaders, such as Eli Lilly, the Corn and Soybean Alliance, and staff from local engineering firms, contractors, and White River State Park also help guide the organization's direction. Significant program crossover and enhancement is also achieved through Board participation from IUPUI and two respected environmental law firms. These partners help provide research coordination, policy direction, and program-related legal guidance. Two of the Board members also serve on the Education Committee, thus strengthening the Board's ties to committee activities. Likewise, two Alliance Board members also serve on the *Clear Choices Clean Water* Board. Overall, 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 (2017 MS4 members are listed below). The current Chairperson for the Education Committee 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 through community partnerships

In 2017, the Education Committee met seven times to conduct regular business and ten times to edit materials and plan for the Trained Individual and Stormwater Landscape Maintenance programs. The committee's work plan focused on delivering programs to local Scout troops, participating in community events, planning and delivering the 2017 Trained Individual and Stormwater Maintenance workshops to contractors, landscapers, and home owners associations, advancing the *Clear Choices Clean Water Program (Clear Choices)* by developing new partnerships and distributing materials at local venues, and promoting the Adopt-A Storm Drain volunteer program. Highlights of several of these projects follow in various section of this report.

The 2018 work plan was recently finalized and will reflect the priorities of the committee and continue to grow other larger, ongoing outreach efforts such as youth education, corporate service and engagement, additional opportunities for professional training for contractors, homeowners associations, landscapers, and the expansion of *Clear Choices* to reach new individual homeowners, renters, and businesses. 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. Direct outreach to complementary organizations and coordination with their activities are ongoing through the Alliance's Executive Director and other contracted staff.

Implementation of programs and direct marketing of programs and messages to targeted audiences comes from a well-established partnership with nine active MS4 partners and several other institutional organizations.

Participating MS4s:

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

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 when funded. Although it still exists, the Technical Committee did not meet in 2017.

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.

Reconnecting to our Waterways (ROW)

In late 2017, Jill Hoffmann (Alliance Executive Director) became co-chair of the ROW Steering Committee. Other Alliance staff serve on the topical committees, as well. The Alliance has continued to use ROW as an additional means for supporting Clear Choices outreach efforts, building community partnerships, and participating at several ROW events in order to raise awareness of water issues.

White River Festival and Community Partners

As MS4 communities, smaller watershed groups, and cultural institutions came together under the Alliance, a coordinated set of activities was developed and launched in 2011 under the umbrella event known as the White River Festival. Key components of the Alliance's education strategy are the messaging and programming delivered through this multi-week 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 (Indiana Wildlife Federation, Hoosier Environmental Council), arts and cultural organizations (Big Car, The DaVinci Pursuit), museums and zoos (The Children's Museum of Indianapolis, White River State Park, Indianapolis Zoo), and several businesses, universities, and government entities, including many participating MS4s. Details regarding events, specialized messages, advertising, etc. is provided in Section 7.0 of this report.

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 pledge campaigns and the launch of new state sponsors and affiliates.

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 and conservation of water supplies. 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 development of the *Clear Choices* program over the years since its inception in 2009.

Nine campaigns comprise the current suite of clean water action pledges. The action pledges focus on specific water quality-friendly actions such as: using phosphorus-free and/or less fertilizer, landscaping with native plants, properly disposing of pet waste, properly maintaining septic systems, conserving water use, volunteering in community efforts, caring for soil health, not feeding waterfowl, and a kid-focused pledge on making smart water choices. As a result of a new partnership with the Office of Indiana State Chemist and Purdue Pesticide Programs, *Clear Choices Clean Water* launched a pollinator protection pledge. This pledge is a sub-pledge of the larger Native Plants & Gardens campaign. The Pollinator Protection pledge was developed to encourage people to be more aware of bees and other pollinators and the significant role they play in many of the foods and other products we consume daily. The pledge also discusses some of the actions that are done to maintain landscapes, etc. that may affect the livelihood of pollinators. This direct connection to the promotion of native plant landscaping links

pollinator outreach with water quality and water cycle messaging. The development of this pledge resulted in the creation and distribution of many new outreach resources, such as:

- Pollinator and native plant seed packets
- Bookmarks
- Posters
- Coloring pages
- A banner
- Infographics, and more.

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.

2017 Pledge Statistics

In 2017, the *Clear Choices* campaigns drew in 247 pledges across the nine topical campaigns, resulting in the following pollution reduction statistics:

- 30 lawn pledges = 515 lbs. of phosphorus averted from entering local waters and 130,300 lbs. of algae prevented
- 41 pet poo pledges = 162,689 billion fecal bacteria prevented from entering local waters
- 20 native plant pledges = 3,358 tons of sediment/yr, 6 lbs. of phosphorus, 37 lbs. of nitrogen, and 2,795 lbs. of algae kept out of local waters
- 1 septic system pledges = up to 76,650 gallons of untreated wastewater prevented from entering local waters
- 111 water conservation pledges = conserving up to 13,683,213 gallons of water
- 21 volunteer service pledges
- 6 soil health pledges = 9 tons of sediment/yr, 1 lbs. of phosphorus, 2 lbs. of nitrogen, and 200 lbs. of algae kept out of local waters
- 12 waterfowl pledges = 99,676,800,000 billion bacteria prevented, 2 tons of sediment/yr, 10 lbs. of phosphorus, .02 lbs. of nitrogen, and 5,127 lbs. of algae kept out of local waters
- 5 super kid pledges = 12,491,213 gallons of water conserved, 19,978 billion bacteria prevented from entering local waters

The load reductions for several of the pledge campaigns 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. Load reduction calculations play an important role in not only measuring outreach impact but also provide direct encouragement and accomplishment to participants.

New Partnerships

Clear Choices grew with several new partners in 2017.

- The Office of Indiana State Chemist and Purdue Pesticide Programs sponsored the Pollinator Protection campaign, which officially launched in April. The campaign pledge sits within the Native Plants campaign and includes a full suite of collateral outreach materials. These materials are now being made available to Purdue Extension Educators.
- The Indianapolis Zoo distributed Pollinator Protection seed packets at their new Family Nature Center. Later in the year, the Zoo used the platform to create custom *Clear Choices* seed packets that they continue to distribute to visitors, particularly those visiting the butterfly garden exhibit.
- Keep Indianapolis Beautiful (KIB) joined as a licensed Partner and will begin sharing *Clear Choices* messaging throughout their program offerings. KIB volunteer opportunities will be added to the *Clear Choices* Volunteer Services pledge in early 2018.
- The Indiana State Museum brought *Clear Choices* in for several events throughout the summer. This included an interactive booth at the statewide Eco Science Fair, a presentation to an ecology-themed camp, and the distribution of materials at several Canal Nights events, which were open to the public.

3.0 INTERACTIVE WEB PRESENCE

Clear Choices Clean Water

Since the *Clear Choices* program launched its first national affiliate in 2016, the program is now reaching people through a variety of different, but related, websites: 1. the national program's informational homepage www.clearchoicescleanwater.org 2. the *Indiana Clear Choices* interactive pledge-focused program www.indiana.clearchoicescleanwater.org, 3. the *Delaware River Clear Choices* interactive pledge-focused page www.mydelawareriver.clearchoicescleanwater.org, and 4) the newest affiliate located in northwest Ohio, the Greater Toledo/Lake Erie area. Their interactive website is <http://toledolakeerie.clearchoicescleanwater.org>. People are finding their way to the right site for them based on local or national marketing efforts. Statistics for the National page and the Indiana page are included below:

Indiana Page

- The website had 13,414 total pageviews from 2,874 users from January 1, 2017 through December 7, 2017.
- The website has a 30.3% bounce rate, which is a measure of how many visitors exit the site after viewing just one page. That is considered to be an excellent rate.
- People are visiting the website most by referral and least by social media.
- The most visited pages of the website are:
 - Native Plants home page
 - Native Plants Rain Gardens page
 - Water Conservation home page
 - Lawn Fertilizer home page

Delaware River Page

- The website had 2,533 total pageviews from 665 users from January 1, 2017 through December 7, 2017.
- The website has a 43.3% bounce rate. That is considered to be an average rate.
- People are visiting the website most by referral and least by social media.

- The most visited pages of the website are:
 - Native Plants Rain Gardens FAQs page
 - Native Plants home page
 - Forests home page
 - Lawn Fertilizer Types of Fertilizers page

Greater Toledo Lake Erie Page

- The website had 5,586 total pageviews from 714 users from March 20, 2017 through December 7, 2017.
- The website has a 23.8% bounce rate. That is considered to be an excellent rate.
- People are visiting the website mostly by organic search and least by social media & email.
- The most visited pages of the website are:
 - Service home page
 - Native Plants home page
 - Lawn Fertilizer home page
 - Super Kids home page

White River Alliance Website

In addition to the *Clear Choices* websites, the Alliance maintains its own extensive website (www.thewhiteriveralliance.org) that serves as a one-of-a-kind resource center. 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 2017 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 by employing prominent program-focused icons and self-identified audience links to help visitors navigate.

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

- The website had 10,494 total page views from 3,136 visitors from January 1, 2017 through December 7, 2017.
- The website has a 56.2% bounce rate. This is considered to be a slightly higher than average rate.
- People are visiting the website mostly by organic searches, followed by direct search, and least by social media.
- The most visited pages of the website are:
 - What We Do - Trained Individual
 - About Us – Board of Directors
 - About Us
 - Resources – Maps

The White River Festival

The Alliance also maintains a website for the promotion of the White River Festival. This site maintains a calendar of events, contact information for partners, as well as information about watersheds and personal impacts.

- The website had over 6,056 pageviews from nearly 3,262 unique users.

- 90% of site visitors were new to the site.
- People found the website in four ways: Search: 43%, Direct URL: 32%, Referral Site: 21%, and Social Media: 4%,
- Most referrals came from do317, downtownindy.org, the White River Alliance, and Facebook.

4.0 INTERACTIVE WEB-BASED TOOLS AND 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

5.0 TRAINING PROGRAMS

Trained Individual

The Alliance offers a few very specific training programs to key stormwater audiences, namely building contractors and developers and, more recently, homeowners association leadership representatives and landscape contractors and managers. 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 training workshop will help satisfy MS4 permit requirements and fill a void in current training opportunities in the region. Whereas inspectors are often the target audience for current national or regional training opportunities, the Trained Individual program is designed specifically for contractors (those installing and maintaining sediment and erosion control practices).

The 'Trained Individual' certification program continues to evolve since its beginnings in late 2012. In 2015, the option for participants to take a certification test at the end of the workshop was offered. By passing the test, participants demonstrate that they understand Indiana's rules and regulations related to Rule 5, as well as the mechanics and maintenance needs of various practices, and therefore became certified as Trained Individuals for a period of two years. The test is comprised of questions from both materials presented during the workshop and the program manual. The 2017 workshop, held on March 1, saw the addition of the Advanced Track training session. The Advanced Track is designed as a continuing education / advanced training that covers a variety of topics developed each year and is directed at those previously certified.

The 2017 workshop saw 190 in attendance with 112 of those participating in the testing portion of the Basic Track and 58 participating in the newly offered Advanced Track. All participants received the 2017 Contractor's Manual for Rule 5 Trained Individuals, which contains comprehensive fact sheets for 21 of the most common construction site BMPs, as well as other updates and regulatory information that makes the manual a more useful reference tool to bring back to the office or job site.

After the workshop, the committee reviews and incorporates attendee comments and continues to develop testing protocols and recertification requirements, updates the manual, and develop other program details that continue to improve and grow the program. The next workshop is being planned for March 1, 2018 in Noblesville, IN and will again include an Advanced Track for those who need to renew their certification.



Stormwater Landscape Maintenance Training Program

The second annual workshop, now called the Stormwater Landscape Maintenance Training Program, focused on bringing homeowners associations and their landscape managers up to speed on maintenance requirements related to green infrastructure features on their property. The workshop was held at the Noblesville City Hall and involved presentations from MS4 members, as well as commercial nursery, restoration/maintenance, and pond maintenance contractors. There were approximately 35 attendees not counting staff and speakers. The reviews for the workshop were overwhelmingly positive.

6.0 SOCIAL MEDIA AND E-NEWS

Alliance Social Media

The White River Alliance and Festival Facebook page has 736 likes (68 new this year) and can be viewed by visiting <https://www.facebook.com/UpperWhiteRiverWatershedAlliance>.

- Approximately 80 people were reached each period (4-month timeframe) through the Facebook page. Reach includes the number of people who were served any activity from the Page including posts, posts to the Page by other people, Page like ads, mentions and check-ins.
- Posts reached an average of 71 people per period.

Tweets were made to the Alliance's Twitter page approximately two times per week, including retweeting any Tweets by other organizations. The Twitter page currently has 519 followers (137 more than last year) and can be viewed by visiting <https://twitter.com/whiteriveralli>. 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. 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 continues to maintain a LinkedIn page, although, it is not widely used. The LinkedIn page can be viewed by visiting <https://www.linkedin.com/company/white-river-alliance>. As was the case in 2016, obtaining analytics about a LinkedIn account requires paying for an upgraded account. We continue to maintain a basic account, so no measure of the impacts or reach of our connections or posts is available.

The Alliance also continued to post to Instagram (@whiteriveralliance). The account has 338 followers (56 more than last year). A greater focus will be placed on this venue in 2018.

Clear Choices Social Media

The *Clear Choices* Facebook page was maintained and posts were made approximately twice per week. The Facebook page has 424 likes (45 new this year) and can be viewed by visiting <https://www.facebook.com/clearchoicescleanwater>.

- Approximately 29 people were reached each period (4 month timeframe) through the Facebook page. Reach includes the number of people who were served any activity from the Page including posts, posts to the Page by other people, Page like ads, mentions and check-ins.
- Posts reached an average of 24 people per period.

Tweets were made to the *Clear Choices* Twitter page weekly, including retweeting any Tweets by other organizations. The Twitter page currently has 152 followers (19 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.

An Instagram account was maintained throughout the year (@clearchoicescleanwater). The page currently has 136 followers, including individuals, units of government, and local organizations. It is not actively managed.

E-Newsletter Coverage

The Alliance actively distributes its own e-newsletter called Watershed Currents. It is distributed monthly or more frequently with special events or announcements. Watershed Currents, as well as partners' newsletters, posted articles or direct promotions related to the *Clear Choices Clean Water* program or other water education topics. Some e-news statistics include:

- White River Alliance Watershed Currents – 18 issues, distribution to approximately 2450 people each edition
- HortusScope – 1 issue, distribution to 1503 people each edition
- Carmel Green Initiative – 2 issues, distribution to 2500 people
- Keep Indianapolis Beautiful – multiple issues related to various events that included *Clear Choices*-related subject matter

7.0 PUBLIC INVOLVEMENT EVENTS

White River Cleanup

Historically one of the highest profile river-related events in Central Indiana has been and continues to be the annual White River Cleanup. In recent years, it has been linked to the kick-off of 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 and draws hundreds of participants.

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 new events that are shorter in length or offered at alternate times throughout the year. To this end – and demonstrating the synergies possible between the Alliance's current programs and projects – the Alliance is able to offer complementary programming opportunities and materials funded through additional partnerships. In particular, the development of a program called, "SWAT" (StormWater Action Teams), has arisen. This program focuses on cleaning up storm drains with teams of individuals marking drains and distributing door hangers that suggest participation in the *Clear Choices* Adopt-A-Storm-Drain program. Details regarding 2017 SWAT events are included below.

Clear Choices call-to-action educational materials were distributed at all Clean-up-related events.

White River Festival, September 9-30

The seventh year of the Festival featured nearly 20 partner events on the Festival calendar. Events were diverse in nature and targeted diverse audiences. 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. Partnering with major institutions' events helps the Festival gain visibility and credibility and puts a concentrated focus on the river.

The following events appeared on the 2017 Festival calendar:

- Zionsville Creekfest / Zionsville
- Fishers and Carmel White River Cleanup / Carmel
- Noblesville White River Cleanup / Noblesville
- White River Watchers Annual River Cleanup / Anderson
- Monarch Tagging / Indianapolis

- Shoreline Fishing Trip Down the White River / Multiple Locations
- Shoreline Fishing Trip Down the White River – Northern Stretch / Multiple Locations
- Dirty Water / The Children’s Museum of Indianapolis
- Where’s Your Water? / The Children’s Museum of Indianapolis
- Water Cycle / The Children’s Museum of Indianapolis
- White River Paddle / Daleville
- SWAT (StormWater Action Team) Corporate Service Day / Fishers & Noblesville
- Art & Science Adventures: Urban Wilderness Trail Nature Walk / Indianapolis
- Owen County Water Day / Spencer
- Fishing Triathlon / Indianapolis
- Ride for the Mounds (Greenway) / Daleville
- Fly Fishing Basics – Get Your Feet Wet / Fishers
- 7th Annual White River Celebration and Stewardship Fundraiser / Indianapolis

White River Celebration and Stewardship Awards Fundraiser

This annual Festival capstone event switched from the popular ‘Trash to Treasure’ activity to a new activity – ‘Up-Do-A Canoe’. Teams bid on a theme and then decorated a canoe following that theme. Ten of the 20 decorated canoes connected to a *Clear Choices* action message and will return to the White River Canoe Company for future on-water public education. A brief presentation on water resiliency introduced the 150 guests to the important connection between their individual actions and the health of our water. Stewardship awards were also presented during the evening, recognizing those that are implementing projects or providing leadership to ensure a healthy, sustainable environment in central Indiana.

The Following won a 2017 Stewardship Award:

- Exemplary White River Festival Event: Indiana Wildlife Federation Monarch Tagging
- Distinguished Member of the Year: City of Noblesville
- Excellence in Sustainable Design and Construction: HWC Engineering
- Outstanding Innovation in Policy or Program: Pogue’s Run Waterway Committee
- Exceptional Commitment to Conservation: Red-Tail Land Conservancy
- Extraordinary Supporter of Water Stewardship: Janice and Jay Black



Other Community Events and Engagement

Hometown Habitat Viewing, April 18

Along with Hamilton County Soil and Water Conservation District and Hamilton County Parks & Recreation, the White River Alliance offered a special viewing of *Hometown Habitat - Stories of Bringing Nature Home!* featuring renowned entomologist Douglas Tallamy. The viewing took place at 6:00 pm at Flix Brewhouse in Carmel. The viewing was provided in conjunction with the release of the *Clear Choices Clean Water* Pollinator Protection pledge to encourage people to help protect pollinators by creating their own backyard native plant habitat.

Indiana State Museum Eco Science Fair, April 21

Staff participated in the annual Eco Science Fair at the Indiana State Museum on April 21. In addition to maintaining an active booth space with a walkable watershed map and interactive pollinator protection materials, staff participated in project review with students and a follow-up Eco-Explorers Summer Camp on June 20.

Pollinator Protection at Metazoa Brewery, June 19

As part of the Pollinator Protection Pledge launch, Metazoa Brewery hosted *Clear Choices* as the recipient of their monthly give-back night on June 19. Not only did 10% of proceeds on the night's sales come back to the program, but the brewery also created a one-time only Honey Weiss brew for the occasion. Approximately 60 people attended the give-back event and countless others sampled and purchased the themed brew, further raising awareness of the program's goals.

White River Alliance Annual Meeting, June 28

Held at the White River Alliance office in Indianapolis on June 28, attendees received Alliance program updates and a quick overview of the future plans for the Alliance. Local fishing aficionado Chuck Brinkman spoke on the best places to fish and paddle in the watershed. Locally crafted beers and wines were available for attendees to sample. Approximately 50 people attended.

Scout Camp Family Fun Friday, June and July

For six Fridays during the months of June and July, the Alliance partnered with the Boy Scouts of America at their Family Fun Fridays held at Camp Belzer. The Alliance gave participating Scouts and their families a quick talk about the importance of clean water and provided the Scouts with *Clear Choices* kids' packets, which includes a bookmark, sticker, native seed packet, and a foldout activity guide about stormwater impacts and the White River Watershed. Participants were also able to make a water cycle bracelet at the event. Participation numbers ranged from 200-600 kids each Friday, with an estimated 2200 total participating in the Alliance's activity station. The station was staffed mostly by local MS4 stormwater staff with some assistance from Alliance coordinators.

Construction Site Runoff Think & Drink Discussion Session, August 16

Because of the Alliance's involvement in training contractors and construction personnel about the rules and regulations of stormwater, a discussion session was offered to gather input about changes being made to the way Rule 5 (Construction Site Run-off) is being administered (i.e. moving from a Permit by 'Rule', to a General Permit Process). Between the Aug. 16 discussion and the widely-promoted public input survey that was distributed, input and participation included approximately 50 people.

Corporate StormWater Action Team (SWAT) Service Days

Two corporate SWAT service days occurred in 2017. As part of the White River Festival SWAT service day on Sept. 22, four members of Wilcox Engineering cleaned and marked storm drains in a targeted

neighborhood, as well as hung informational door hangers on nearby residences. Door hangers encouraged neighbors to Adopt-A-Storm drain via the *Clear Choices* program. Neighborhoods were targeted based on past drainage problems and those that discharged to nearby impaired streams. Team members were provided with colored *Clear Choices* bandanas and encouraged to take action in their neighborhoods at home.

An earlier SWAT event took place on August 25 with Golars Environmental Engineering. At this event, 56 employees cleaned 256 drains and hung 1,280 *Clear Choices* door hangers as part of their effort.

Indiana Association of Soil and Water Conservation Districts (IASWCD)

Staff maintained a *Clear Choices* booth at this annual conference held at the Indianapolis Marriott Downtown on Jan. 8-9. *Clear Choices* is working toward a more widespread collaboration with several districts in 2018.

Indiana Wildlife Federation, Sept. 19-20

Alliance staff participated in a statewide summit on Sept. 19-20 related to the protection of the Monarch Butterfly population. Representatives from many state and federal agencies, as well as non-profit and other community organizations spent two days outlining a plan to help this vulnerable species. The work closely aligns to the *Clear Choices* Pollinator Protection campaign.

8.0 PRESENTATIONS

The Alliance coordinators frequently deliver technical presentations about regional water quality and watershed planning strategies 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. Several presentations are entitled "Central Indiana's State of the Waters". These presentations are targeted to everyone from public officials to business leaders, to community service organizations.

- Carmel Planning Commission, Jan. 31
- Big Car Pecha Kucha, Feb. 23
- Trained Individual program, March 1
- Girl Scouts, Fishers Troop, March 14
- INPAWS, March 19
- Year of Scouting event, March 27
- Muncie/Delaware County Rain Barrel Workshop, April 3
- River Rally, May 8-11
- SWCD *Clear Choices* Webinars, May 17 and 18
- Morse Waterway Association Annual Meeting, May 24
- Indiana Pesticide Review Board, June 1
- Indiana Children in Nature, Monument Circle, June 9
- Eco Camp at the Indiana State Museum, June 20
- White River Alliance Annual Meeting, June 28
- Golars Employee Presentation, July 14
- The Nature Conservancy Leadership Boat Tour, July 20
- Pulliam Grant Partners State of the Waters, Aug. 2
- Indiana State Museum Education Staff, August 3

- Noblesville Economic Development State of the Waters, Sept. 13
- IASWCD Board Meeting, Sept. 15
- White River Alliance Watershed Stewardship Awards Celebration, Sept. 26
- Carmel Green Initiative Seminar on Climate Change and Water, Sept. 27
- Central Indiana Drinking Water Collaborative, Oct. 3
- ROW/CICF/Pulliam Leadership Meeting, Oct. 6
- Carmel Green Initiative Library Series, Oct. 16
- NRCS Soil Health team meeting, Oct. 31
- White River Alliance Stormwater Landscape Maintenance Training Program Workshop, Dec. 7

10.0 FUTURE PLANS

Clear Choices Clean Water Program

Several advancements are on the horizon for *Clear Choices* in 2018. Most notable will be the launch of the new Tree Stewardship pledge campaign. Additional licensed partnership arrangements with SWCD Districts and The Nature Conservancy are already underway.

Trained Individual Advancements

The next workshop (being planned for March 1, 2018), 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. The Advanced Track training is being modified to include several hands-on product demonstration stations.

Landscapers and HOA Outreach & Training

With a smaller attendance at this year's workshop, additional measures will be explored to increase audience size, not excluding formal advertising. Because the subject is driven by local regulations, the need for the workshop and its primary messages regarding green infrastructure maintenance and ownership responsibility remains strong. New take-home resources will be created, as well.



The White River Alliance (Alliance) 2016 Public Education & Involvement Activities Report

CONTENTS:

- 1.0 Alliance Structure and Overview of Outreach and Education Efforts
- 2.0 *Clear Choices Clean Water* Program Updates
- 3.0 Interactive Web Presence
- 4.0 Interactive Web-Based Tools and Resources
- 5.0 Trained Individual Program
- 6.0 Social Media and E-news
- 7.0 Public Involvement Opportunities
- 8.0 Workshops
- 9.0 Presentations
- 10.0 Awards and Recognition
- 11.0 Future Plans

1.0 ALLIANCE STRUCTURE AND EDUCATION/OUTREACH OVERVIEW

Alliance Board

The Alliance is governed by a 14-member Board of Directors made up of representative leaders from a diverse assemblage of stakeholder groups. 2016 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 staff from local a landscape architecture firm, engineering firms, contractors, and a state park 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 (2016 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 through community partnerships

In 2016 the Education Committee met eight times to conduct regular business and six times to edit materials and plan for the Trained Individual program. The committee's work plan focused on delivering programs to local Scout troops, participating in community events, planning and delivering the 2016 Trained Individual workshop, advancing the *Clear Choices Clean Water Program (Clear Choices)* by developing new partnerships and distributing materials at local venues, and promoting the Adopt-A Storm Drain volunteer program. Highlights of several of these projects follow in various section of this report.

The 2017 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, corporate service, additional opportunities for professional training for contractors, homeowners associations, landscapers, and the expansion of *Clear Choices* to reach new 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. 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 Community 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, Conner Prairie, 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 pledge campaigns and the launch of the first national affiliate program in the Delaware River Basin of New York and Pennsylvania.

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 and conservation of our supplies. 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 development of the *Clear Choices* program over the years since its inception in 2009.

Eight campaigns comprise the current suite of clean water action pledges. The action pledges focus on specific water quality-friendly actions such as: using phosphorus-free fertilizer, landscaping with native plants, properly disposing of pet waste, properly maintaining septic systems, conserving water use, and volunteering in community efforts. Two new action pledges were launched during 2016 - a kids pledge to involve youth in making simple, clear choices about water and a healthy soils pledge focused at urban gardeners. A feathered friends/waterfowl will launch as the year closes and the New Year begins. This pledge will provide information about geese, swans, and ducks and their impact on water quality. 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 to protect water resources.

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.

2016 Pledge Statistics

In 2016 the *Clear Choices* campaigns drew in 611 pledges across all eight topical programs resulting in the following pollution reduction statistics:

- 79 lawn pledges = 1,197 lbs. of phosphorus averted from entering local waters and 302,600 lbs. of algae prevented
- 125 pet poo pledges = 300,498 billion fecal bacteria prevented from entering local waters
- 44 native plant pledges = 12,030 tons of sediment/yr, 20 lbs. of phosphorus, 133 lbs. of nitrogen, and 10,162 lbs. of algae kept out of local waters
- 7 septic system pledges = up to 536,550 gallons of untreated wastewater prevented from entering local waters
- 285 water conservation pledges = conserving up to 37,062,566 gallons of water
- 21 volunteer service pledges
- 18 soil health pledges + 344 tons of sediment/yr, 5.25 lbs. of phosphorus, 13 lbs. of nitrogen, and 1,023 lbs. of algae kept out of local waters

The load reductions for several of the pledge campaigns 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.com/steplweb/models\\$docs.htm](http://it.tetrattech.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 INTERACTIVE WEB PRESENCE

Clear Choices Clean Water

Since the *Clear Choices* program launched its first national affiliate in 2016, the program is now reaching people through a variety of different, but related, websites: 1. the national program's informational homepage www.clearchoicescleanwater.org 2. the *Indiana Clear Choices* interactive pledge-focused program www.indiana.clearchoicescleanwater.org, 3. the *Delaware River Clear Choices* interactive pledge-focused page www.mydelawareriver.clearchoicescleanwater.org. People are finding their way to the right site for them based on local or national marketing efforts. Statistics for the National page and the Indiana page are included below:

National Page

- There were 4,191 unique users in 2016, 51% of which occurred in the months of March, April, May, and June.
- 72% are new visitors and 29% are returning visitors.
- Indiana is still the leader for visitors to the site. Visitors are also coming from almost all 50 states with Illinois, Ohio, and Texas having the most views.
- 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: 21%, Referral Site: 47%, Search: 28%, and Social Media: 4%.
- 35% of views are of the *Clear Choices* home page.

Indiana Page

- Total Indiana home page views were 726 with 230 of those views being unique.
- The average view spends about 30 seconds on the home page before moving on.
- Other most visited Indiana pages are as follows:
 - Conservation home page: 4.76%
 - Native Plants home page: 3.61%
 - Lawns home page: 2.95%
 - Kids home page: 2.89%
 - Conservation take-a-pledge page: 2.73%
 - Pets home page: 2.46%
 - Rain gardens page: 2.31%
 - Soils home page: 1.84%

White River Alliance Website

In addition to the *Clear Choices* websites, the Alliance maintains its own extensive website (www.thewhiteriveralliance.org) that serves as a one-of-a-kind resource center. 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 2016 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 10,001 total page views from 2,967 visitors from January 1, 2016 through December 6, 2016.
- 73.6% of the visitors were new to the site
- 32.66% of visitors were from Indianapolis
- People found the website in four ways: Search: 46%, Direct URL: 41%, Referral Site: 11%, and Social Media: 2%.
- Top referral sites include Clear Choices, the Friends of the White River, the White River Festival, the Marion County SWCD, Reconnecting Our Waterways, and Citizens Energy Group.

The White River Festival

The Alliance also maintains a website for the promotion of the White River Festival. This site maintains a calendar of events, contact information for partners, as well as information about watersheds and personal impacts.

- The website had over 17,000 pageviews from nearly 7,900 unique users.
- 87% of site visitors were new.
- People found the website in four ways: Search: 32%, Direct URL: 15%, Referral Site: 48%, Social Media: 5%, and via Email: 0.13%
- Most referrals came from aroundindy.com, downtownindy.org, indywithkids.com, the White River Alliance, and Facebook.

4.0 INTERACTIVE WEB-BASED TOOLS AND 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 does not currently have funding, 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 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 workshop will help satisfy MS4 permit requirements and fill a void in current training opportunities in the region. Whereas inspectors are often the target audience for current training opportunities, the Trained Individual program is designed for contractors.

The ‘Trained Individual’ certification program continues to evolve since its beginnings in late 2012. As in 2015, the option for participants to take a test at the end of the workshop was offered. By passing the test, participants demonstrate that they understand Indiana’s rules and regulations related to Rule 5 and are therefore certified as Trained Individuals for a period of two years. The test is comprised of questions from both materials presented during the workshop and the manual. The 2016 workshop, held on March 2, saw 149 in attendance with 90 of those participating in the testing portion and 87 passing the exam. All participants received the 2016 Contractor’s Manual for Rule 5 Trained Individuals containing comprehensive fact sheets for 21 of the most common construction site BMPs.

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.*
- *The handouts were excellent. Great things can happen when we work together.*
- *All the presentations were very well put together. These are (some are) hard topics to present and make interesting.*
- *This was the first time we have attended a training on this topic. It has opened my eyes to look at our properties more closely and do what we can to help our natural waterways.*
- *Good presentation. Would appreciate details on what is happening at local level. Where are the MS4s more restrictive or leaning towards green infrastructure and innovative.*
- *Well organized and managed. Excellent coverage of material. Enjoyed how thorough the material was covered.*

After the workshop, the committee reviewed and incorporated attendee comments and continued to develop testing protocols and recertification requirements, finalize the manual, add certified individuals to the database, and develop other program details. The next workshop is being planned for March 1, 2017 in Noblesville, IN and will include an Advanced Track for those that were certified in 2015 and need to renew.



6.0 SOCIAL MEDIA AND E-NEWS

Alliance Social Media

The White River Alliance and Festival Facebook page has 688 likes (165 new this year) and can be viewed by visiting <https://www.facebook.com/UpperWhiteRiverWatershedAlliance>.

- An average of 35 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.
- An average of 714 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 1543 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 two times per week, including retweeting any Tweets by other organizations. The Twitter page currently has 382 followers (138 more than last year) and can be viewed by visiting <https://twitter.com/whiteriveralli>. 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. 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 continues to maintain a LinkedIn page, although, some retooling was required due to technical issues early in the year. The LinkedIn page can be viewed by visiting <https://www.linkedin.com/company/white-river-alliance>. As was the case in 2015, obtaining analytics about a LinkedIn account requires paying for an upgraded account. We continue to maintain a basic account, so no measure of the impacts or reach of our connections or posts is available.

The Alliance also continued to post to Instagram (@whiteriveralliance). The account has 282 followers (131 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 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 379 likes (66 new this year) and can be viewed by visiting <https://www.facebook.com/clearchoicescleanwater>.

- An average of 10 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 204 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 382 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).

Tweets were made to the *Clear Choices* Twitter page weekly, including retweeting any Tweets by other organizations. The Twitter page currently has 133 followers (21 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.

An Instagram account was maintained throughout the year (@clearchoicescleanwater). The page currently has 125 followers, including individuals, units of government, and local organizations.

E-Newsletter Coverage

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

- White River Alliance Watershed Currents – 19 issues, distribution to 1998 people each edition
- HortusScope – 3 issues, distribution to 1394 people each edition

7.0 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.

Unfortunately in 2016, rain played a major role in the 2016 cleanups. Zionsville Creekefest and associated cleanup on Eagle Creek was cancelled due to rain. White River Watchers delayed their cleanup for several hours because of rain. The same rain event forced officials with the Hamilton County River Cleanup (Noblesville, Carmel, and Fishers) to postpone and reschedule the cleanup to later in September.

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 partnership grant with Indiana American Water, as well as the White River Festival grant. *Clear Choices* call-to-action educational materials were distributed at all Clean-up events.

White River Festival, September 9-27

The sixth year of the festival featured 20+ partner events on the festival calendar, two educational boat tours on the White River, an enhanced Stewardship Awards event, and the launch of the new corporate SWAT service program. This year’s theme HISTORY revolved around Indiana’s Bicentennial celebration.

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 2000 people participated in the 2016 festival.

Following are the events that appeared on the Festival calendar:

- Zionsville Creekefest / Zionsville
- The Feast of Lanterns / Indianapolis
- ROC & ROW Festival / Indianapolis

- White River Low Head Dam Forum / Indianapolis
- Shoreline Fishing Trip Down the White River / Multiple Locations
- White River Watchers Annual River Cleanup / Anderson
- 10th Annual Delaware County White River Cleanup / Muncie
- Fishers and Carmel White River Cleanup / Carmel
- Noblesville White River Cleanup / Noblesville
- Monarch Tagging / Indianapolis
- Family Waterway Biodiversity Evening / Indianapolis
- SWAT (StormWater Action Team) Corporate Service Day / Fishers & Noblesville
- Indianapolis Zoo Family Nature Center / Indianapolis
- Interpretive Walk at Mounds State Park / Anderson
- Rivers and Streams: Free Film Screening on the White River / Indianapolis
- Sunset Reservoir Paddle at Eagle Creek
- Ride for the Mounds / Daleville
- Water Ways / Fishers
- Riverrun Revisited: a StreamLines Experience / Indianapolis
- 6th Annual White River Celebration and Stewardship Fundraiser / Indianapolis
- Mounds State Park Hike / Anderson
- White River Past & Present at Conner Prairie / Fishers

White River Celebration and Stewardship Awards Fundraiser



This annual Festival capstone event again included the *'Trash to Treasure'*, activity where guests create 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 90 guests began to make the important connection between their individual actions and the health of our rivers. Stewardship awards were also presented during the evening, recognizing those that are implementing projects or providing leadership to ensure a healthy, sustainable environment in central Indiana. The photos below offer a glimpse into this unique and fun means of public engagement.

Other Community Events and Engagement

Eco-Adventure Traveler, March 6

In partnership with Earth Charter Indiana, the Alliance excitedly hosted Beverly Hills-based, Indiana native, eco-adventure traveler Bryan Brown. Over the past three years, Bryan has amassed a remarkable 7,000 solo kayak miles on the world's most remote and challenging waterways in support of

his ecological agenda celebrating the wonders of the most magnificent blueways on Planet Earth. Bryan relived his remarkable story about successfully completing the first-ever solo, unsupported descent of the entire 2,400-mile Colorado River Watershed. He also told about his descent of the Yukon River (the most pristine watershed left in North America), the first solo source-to-mouth kayak descent of that river, and the longest self-supported descent of Canada's MacKenzie River Watershed in history. Bryan's leave-no-trace wilderness ethos permitted him to view a remarkable array of animals, including several critically endangered species.

ROWport, April 15

The annual meeting of Reconnecting to our Waterways (ROW) was held at the Barth Avenue amphitheater, a recently-completed ROW project. 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, June 22

Held at Metazoa Brewing Company in Indianapolis on June 22, attendees received Alliance program updates and toured the facility to understand the important connection between distilling spirits and clean water. Brewery 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.

Scout Camp Family Fun Friday, June and July

For seven Fridays during the months of June and July, the Alliance partnered with the Boy Scouts of America at their Family Fun Fridays held at Camp Belzer. The Alliance gave participating Scouts and their families a quick talk about the importance of clean water and provided the Scouts with *Clear Choices* kids' packets, which includes a bookmark, sticker, native seed packet, and an foldout activity guide about stormwater impacts and the White River Watershed. Participants were also able to make a water cycle bracelet at the event. Participation numbers ranged from 200-600 kids each Friday, with an estimated 2200 total participating in the Alliance's activity station. The station was staff mostly by local MS4 stormwater staff with some assistance from Alliance coordinators.

White River Alliance Member Recruitment Boat Trips, August and September

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 August 11 and September 1 and hosted over 100 people.

Corporate StormWater Action Team (SWAT) Service Day

As part of this Sept 16 event, four corporate teams, ranging between 5 and 7 members, cleaned and marked storm drains in targeted neighborhoods as well as hung informational door hangers on nearby residences. Door hangers encouraged neighbors to Adopt-A-Storm drain via the *Clear Choices* program. Neighborhoods were targeted based on past drainage problems and those that discharged to nearby impaired streams. The event kicked off with teams meeting at a central location to hear a brief presentation about local and regional water quality and the overall efforts of the *Clear Choices* program. They were provide team colored *Clear Choices* bandanas and encouraged to take action in their neighborhoods at home.

Group Participation and Assistance

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 1.0.

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 when funded. Although it still exists, the Technical Committee did not meet in 2016, rather were consulted by email as needed.

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.

Reconnecting to our Waterways (ROW)

Alliance coordinators remained involved with ROW efforts by participating in the Steering Committee and Ecology and Education committees, all the time working to identify opportunities to further the MS4s' stormwater efforts and particularly the *Clear Choices* program. In April, Alliance coordinators exhibited at *ROWPORT*, ROW's annual meeting. *Clear Choices* and White River Festival materials were distributed through several ROW outreach venues.

8.0 WORKSHOPS

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 2

The 2016 Trained Individual training saw 149 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 5.0 of this report.

Rain Garden Weeks Workshops and Technical Assistance, March 7, 8, 9, 10, 14, 15, 16, 17, 23, and 24

The 2015 Social Indicator Survey indicated that many homeowners are discouraged from implementing green infrastructure strategies such as rain gardens due to a lack of awareness, comfort with the process, and access to plants and equipment. Staff organized a combined mini-State of the Waters and rain garden basics presentation throughout the month of March in order to help fill some of these knowledge gaps. The program also provided on-site technical assistance for interested parties in April, as well as information on native plant, cost share program, and equipment sources. The program also

coordinated a bulk plant order with Spence Restoration Nursery. The list below details where the ten presentations were held and the number of attendees at each session.

- Carmel: 3
- Fishers: 14
- Zionsville: 8
- Noblesville: 6
- Pendleton: 6
- Carmel: 1
- McCordsville: 4
- Greenwood: 12
- Cicero: 7
- Westfield

Clear Choices Lunch & Learns, April and May

The Alliance, in partnership with Indiana American Water, offered five lunch-and-learn sessions in Richmond, Wabash, Terre Haute, Valparaiso, and Jeffersonville to interested organizations to learn more about the program, materials available, and activities offered. The informational sessions also explored ways for municipalities and conservation organizations to partner with local water utilities to leverage new, tangible resources – resources that could bring about greater awareness of water issues. The presentations were given on April 29, May 2, 11, 13, and 16.

Home Owner Association/Landscape Management Co. Workshop, December 8

This new workshop focused on bringing homeowners associations and their landscape managers up to speed on maintenance requirements related to green infrastructure features on their property. The workshop was held at the Monon Center in Carmel and involved presentations from MS4 members as well as commercial nursery and restoration/maintenance partners. There were 73 attendees. The reviews for the workshop were overwhelmingly positive. A similar workshop will be held in late 2017.

9.0 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.

- Central Indiana Council of Elected Official, February 3
- Friends of Fox River (Illinois), March 18
- Ag Institute, April 7
- ROWport, April 15
- Big Car Tube Factory Opening, April, 29
- Land Trust Conference (Albany, NY), May 5
- Indiana MS4 Annual Meeting, May 17
- Carmel Green Sustainable Living, May 18
- River Rally, May 21
- City of Toledo, June 2 and August 18
- Soil and Water Conservation Service Annual Meeting, June 3
- Indiana Water Resource Association Annual Meeting, June 10

- Indiana Association of Soil and Water Conservation Districts, June 14 and November 4
- Indiana Wildlife Foundation, June 14
- White River Alliance Annual Meeting, June 22
- Orscano, July 11
- Shrewsberry, July 15
- Wilcox Environmental Engineering, July 26
- Mundell & Associates, July 29
- Marion County Health Department, August 2
- Holliday Park Labor and Learn Garden Workshop, August 5
- Drewry, Simmons, Vornehm, August, 11
- White River Alliance Paddlewheel Tour of White River, August 11 and September 1
- Indiana Pesticide Review Board, August 18
- StormCon, August 23
- Natural Resource Conservation Service Leadership Team, August 24
- WISH TV Indy Style, September 12
- Indiana Conservation Partnership Leaders, September 13
- State Soil Conservation Board, September 20
- White River Alliance Watershed Stewardship Awards Celebration, September 27
- Virginia Beach (VA), October 16
- Chesapeake Bay (VA), October 20
- Water 2.0 Conference, November 16
- White River Alliance HOA and Landscape Contractor Workshop, December 8
- InWMC Symposium, December 12

10.0 AWARDS and RECOGNITION

At the annual IWEA (Indiana Water Environment Association) Conference in August, the Alliance received an award for Outstanding Website.

11.0 FUTURE PLANS

Clear Choices Clean Water Program

Several advancements are on the horizon for *Clear Choices* in 2017. Most notable will be the promotion of the new waterfowl pledge campaign and the addition of a pollinator protection pledge in partnership with the Office of the Indiana State Chemist and Purdue University. This pledge will be incorporated with the existing Native Plants pledge. Likewise, local MS4 partners are planning for the development and launch of a forest/tree stewardship action pledge campaign.

The education committee aims to adapt the My Delaware River Forest Stewardship pledge for local use. The pledge will focus on individual tree plantings in lieu of forest protection.

Trained Individual Advancements

The next workshop (being planned for March 1, 2017), 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.

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 for those that need to maintain their previous certification.

Landscapers and HOA Outreach & Training

Since many participating MS4s intend to send out letter reminders regarding post-construction BMP maintenance requirements to various homeowners and commercial property owners in 2017, it is expected that attendance at this workshop will increase in 2017. The 2016 program presentations and handout materials are being adjusted to accommodate questions and resources needs expressed and this year's workshop.