

A REGIONAL APPROACH TO STORMWATER EDUCATION & PUBLIC INVOLVEMENT

The Upper White River Watershed Alliance (UWRWA) is a nonprofit 501(c)(3) corporation whose projects, partnerships, and stakeholders are defined by the geographic boundaries of the 16-county Upper White River Watershed with the primary goal of improving regional water quality.

Our Regional MS4 Program

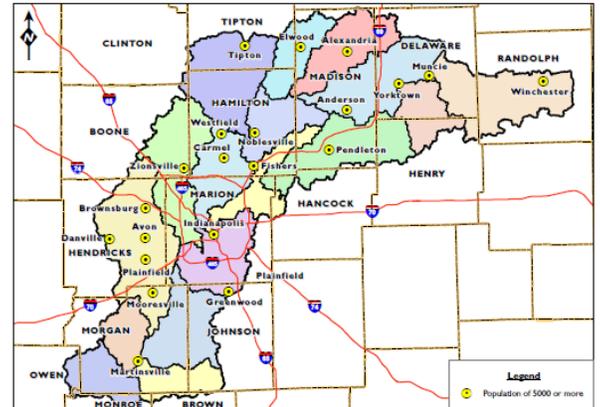
The Alliance's MS4 program is funded with more than \$80,000 for 2013, and has received favorable recognition from IDEM for its program elements and reporting. Our current membership and participating MS4s work as a team to accomplish shared goals and meet and exceed regulatory expectations, including a nationally-recognized, fast-growing *Clear Choices Clean Water* public education and involvement campaign and its associated mass-media promotions.

Join the Effort!

The MS4 entities already participating include:

- Carmel
- Cicero
- Fishers
- Muncie
- Hamilton County
- Delaware County
- Pendleton
- Yorktown
- Westfield
- Zionsville
- McCordsville
- Noblesville

The participating cities, towns and counties collaborate to set each year's budget and activities based upon popular consensus, and building upon the previous years' successes. If your public education and participation program isn't reaching hundreds of thousands of households yet, this is your opportunity to expand your reach exponentially!



Reasons to Participate

- Meet and broaden your permit commitments (MCMs 1 & 2)
- Leverage pooled funds and grant funding, increasing purchasing power, and delivering a unified message
- Exchange high-caliber educational materials and resources
- Develop and participate in cutting-edge technical training opportunities
- Develop program assessment measures with help from experts and insure measureable program results
- Understand and plan for water quality from a broader perspective
- Deliver a meaningful education and involvement program!

Join Us - Make a Bigger Impact!

Population Category	Program Fee
Population < 5000	\$1,500
Population 5,000 - 15,000	\$4,000
Population 15,001 - 50,000	\$7,000
Population 50,001 - 100,000	\$10,000
Population 100,001 - 250,000	\$17,000
Population 250,001 - 500,000	\$45,000
Population >500,000	\$60,000



Program Fees

The UWRWA MS4 program fees are based on population. MS4s can participate as individual communities or as a partnership (ie. those that may be co-permitted or in an MOU with other MS4s). In the case of those in a partnership, the combine total population can be used to determine program fees. MS4s of all sizes are welcome! Fee consideration may be given to those not wholly in the boundaries of the watershed.