



What is Indiana's CLEAN Community Challenge?

The Indiana CLEAN Community Challenge is a voluntary recognition program for local Indiana government. The program helps communities take steps to plan, develop, and

implement a quality of life plan. This plan includes gathering input and support from the community and local businesses. The Indiana CLEAN Community Challenge is administered by the Indiana Department of Environmental Management in partnership with the Indiana Department of Commerce, Indiana Development Finance Authority, Indiana Department of Transportation, Indiana Department of Natural Resources and the Indiana State Revolving Fund.

Why should communities participate?

Participants of the Indiana CLEAN Community Challenge program may see a variety of benefits including:

- Increased chances for state grants and financial benefits;
- Public recognition;
- Improved ability to meet compliance requirements;
- Increased efficiency, reduced costs, and greater operational consistency;
- Improved environmental awareness, involvement, and competency throughout the organization;
- Better communication between the municipality, local citizens, and surrounding businesses concerning environmental issues; and
- Better relationships with regulators.

The Indiana CLEAN Community Challenge is designed to be flexible—municipalities choose

activities that fit their community goals and proceed through two levels of achievement at their own pace. The Indiana CLEAN Community Challenge includes administrative and financial support from various, established sources and programs. Participating communities will also receive public recognition as a pollution prevention steward for Indiana.

In addition, municipalities who qualify as an Indiana CLEAN Community will have implemented a less expensive, more effective, and greener management system for their community's environmental issues. Indiana's air, land, and water will be cleaner, and the state will be a healthier place to live.

What are the rewards of participating in the Indiana CLEAN Community Challenge?

The potential benefits for a community participating in the Indiana CLEAN Community Challenge are numerous and include financial incentives from various state agencies. Along with the benefits offered by these agencies, Indiana CLEAN Community Challenge participants will receive:

- Priority support and assistance for environmental planning consultation from IDEM's Office of Pollution Prevention and Technical Assistance;
- Road sign carrying the Indiana CLEAN Community logo;
- Indiana CLEAN Community plaque;
- Indiana CLEAN Community logo to use on city letterhead and newspapers;
- Declaration of Indiana CLEAN Community status by the governor;
- Public ceremony or news release announcing declaration with the governor, lieutenant governor, or IDEM commissioner in attendance;



- Recognition on the Indiana CLEAN Community Challenge Web site;
- Invitation to join the Indiana Partners for Pollution Prevention;
- Increased visibility as a partner with IDEM on future pilot and funding projects; and
- Invitations to attend annual meetings with the IDEM commissioner to discuss environmental progress and needs.



What is the cost to participate?

There is no fee to participate in the Indiana CLEAN Community Challenge. Meeting the requirements of the challenge will involve municipal employee time during the planning, development, and implementation phases, but participants will receive free assistance during each step of the challenge. IDEM is developing tools to help municipalities determine the costs of potential environmental and pollution prevention projects.

Communities should see cost savings over the long term. The U.S. Environmental Protection Agency completed a pilot project similar to the Indiana CLEAN Community Challenge. Cost savings varied, but were well above the cost of implementation. The rate of returns varied from a \$300,000 savings from operating improvements including energy efficiency to an annual cost savings of \$868,000 for efficient use of equipment, fuel, and water. In addition to economic savings, these pilots showed that environmental management systems improved relationships with regulators and stakeholders, improved risk management practices that reduced costly mistakes, improved operational efficiency, improved public image, and were of benefit to the environment.

What are the requirements of the Indiana CLEAN Community Challenge?

The Indiana CLEAN Community Challenge has two levels of recognition: Committed CLEAN Community and Outstanding CLEAN Community. Both recognition levels have three requirement categories:

1. **Quality of Life Plan:** The quality of life plan addresses continuous improvement and management of community environmental issues. Municipalities choose the environmental issues they will include in their quality of life plan.
2. **Community Outreach:**
A key component of the Indiana CLEAN Community Challenge is tailoring environmental efforts to each community's needs. To properly reflect this individual approach, local citizens, community leaders, business leaders, and representatives of environmental groups must be involved.
3. **Business Outreach:** A successful and sustainable quality of life plan for a community must include efforts by local business and industry. An Indiana CLEAN Community must challenge local business and industry to support the community's efforts of a cleaner, healthier place to live. Outreach requirements to local business and industry will vary depending on the municipality's recognition level but must include demonstrated results.

For detailed information about the requirements of the CLEAN program, visit the Web site at www.IN.gov/idem/oppta/clean.



Is technical support available?

IDEM has assigned a "CLEAN Team" to support communities wishing to participate in the challenge. The CLEAN Team consists of a member representing each major IDEM office and one liaison to act as the point of contact. CLEAN Team members are contacts for questions about environmental concerns. Service is focused on regulatory and grant assistance.

How do I participate in the Indiana CLEAN Community Challenge?

Step 1: Call the Indiana Department of Environmental Management for an application packet and general program information at (317) 233-5554 or toll free at (800) 988-7901, or download an application from the Web at www.IN.gov/idem/oppta/clean.

Step 2: Analyze the aspects and impacts of your municipality's processes and operations and identify which you wish to include in your community's quality of life plan.

Step 3: Create a quality of life plan for your community. The quality of life plan documents all the environmental issues a municipality has chosen to focus on in its Indiana CLEAN Community Challenge.

Step 4: Implement and complete the remaining requirements of the Indiana CLEAN Community Challenge.

Step 5: Complete the Indiana CLEAN Community Challenge application and mail all application materials to IDEM's Office of Pollution Prevention and Technical Assistance.

Step 6: Schedule an Indiana CLEAN Community Challenge verification site visit by contacting the Indiana CLEAN Community Challenge project manager at (317) 233-5554 or toll free at (800) 988-7901.



**COMPREHENSIVE
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