

Make Clear Choices for Clean Water and Make a Difference

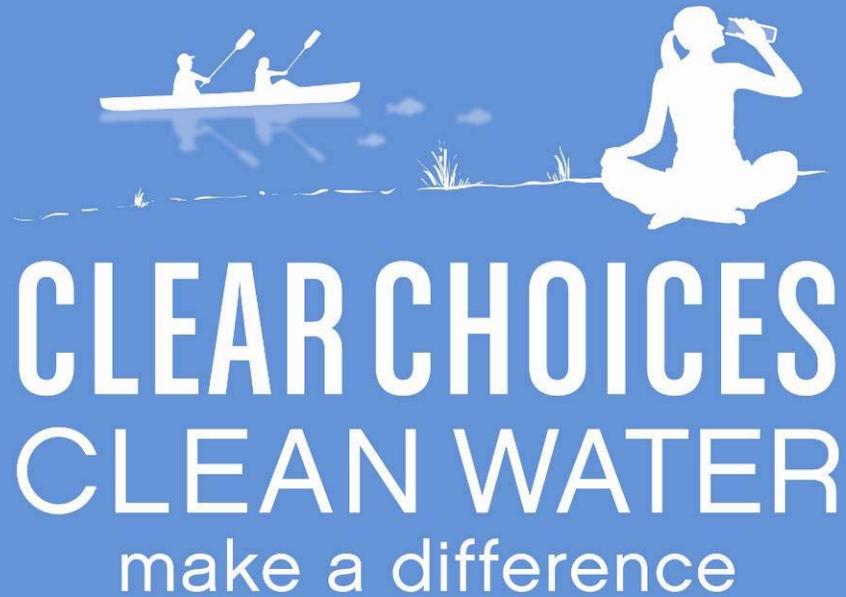
Lyn Crighton

Tippecanoe Watershed Foundation (TWF)

Jill Hoffmann

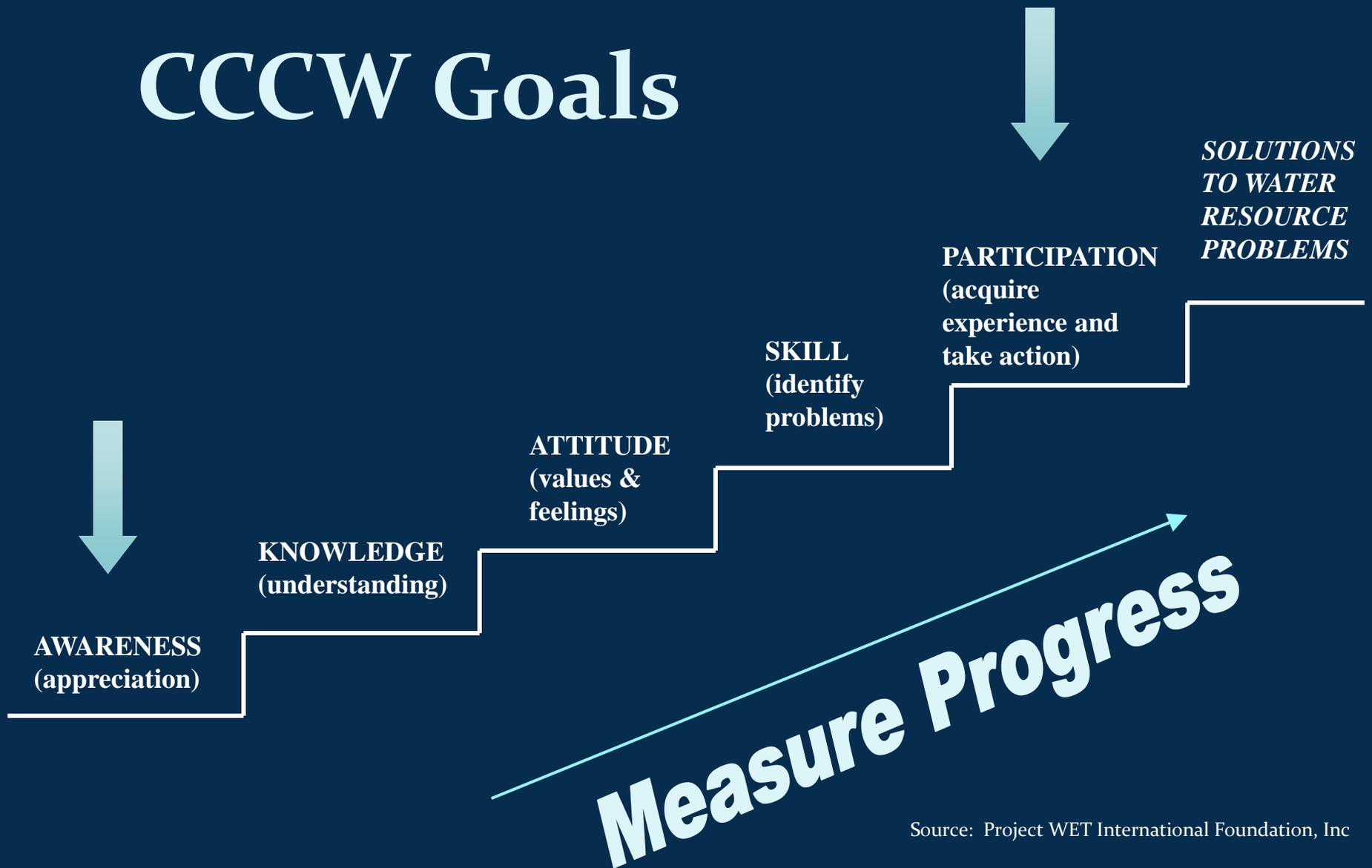
Upper White River Watershed Alliance (UWRWA)



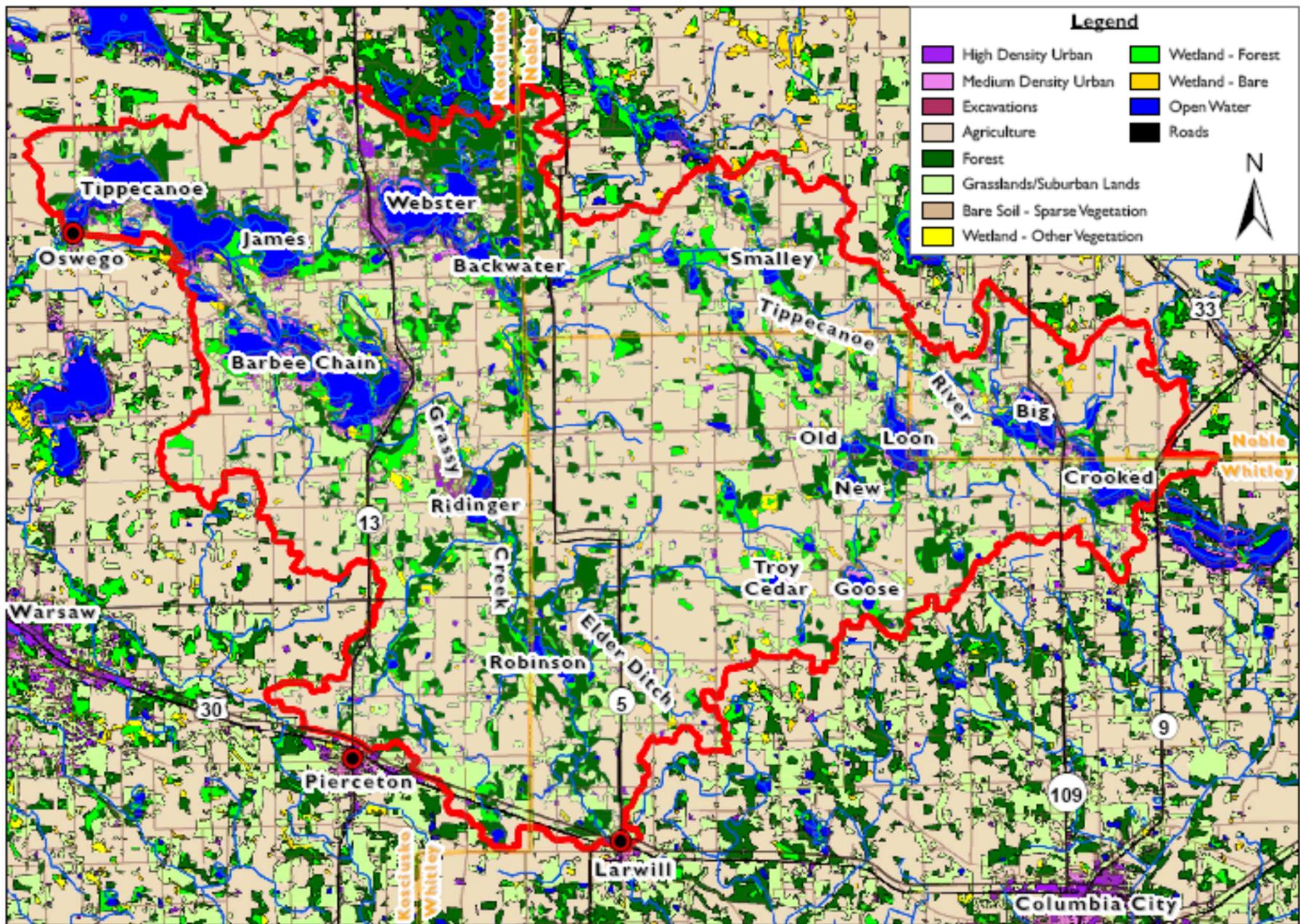


A campaign about the choices
we make and their impact on
water quality

CCCW Goals



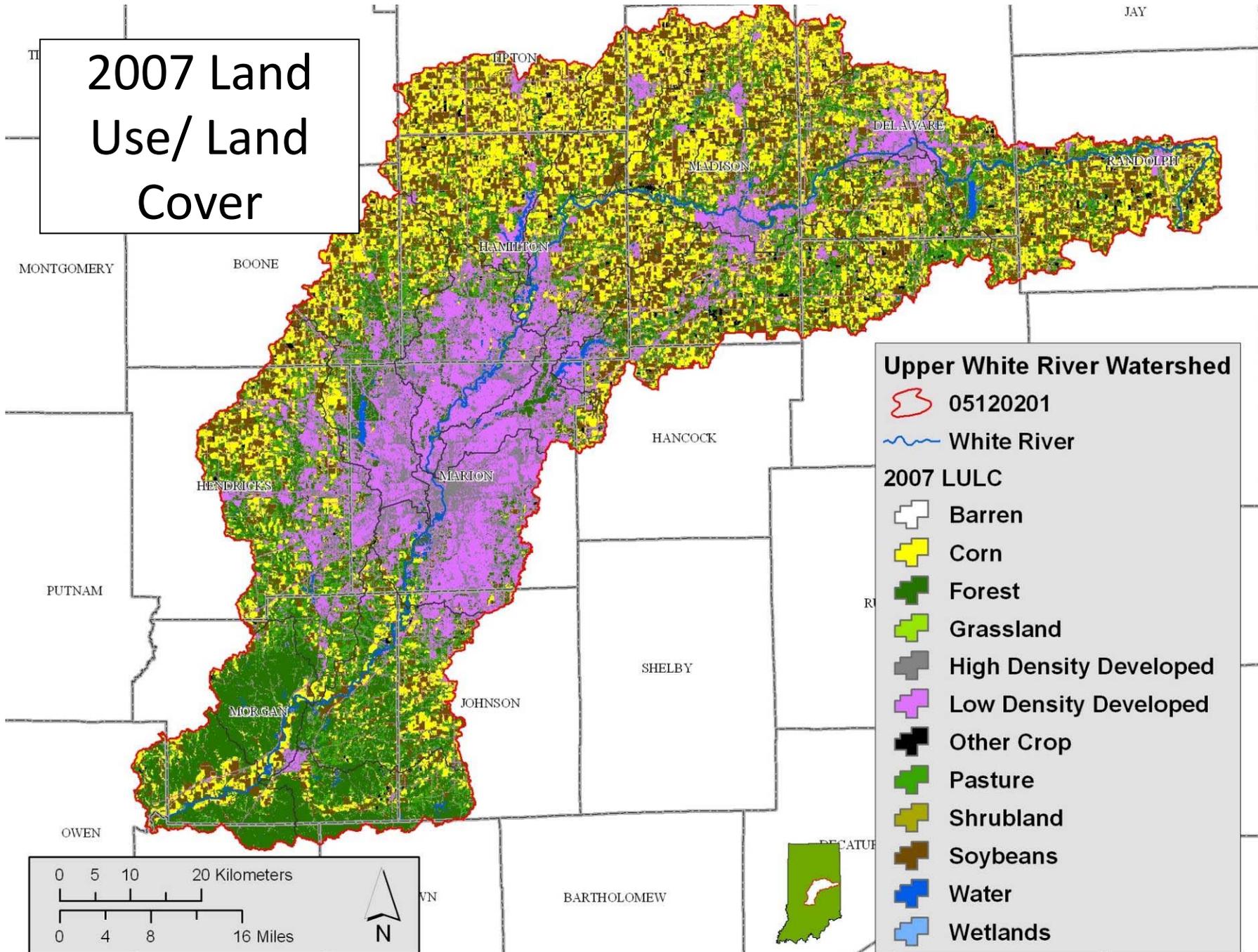
Source: Project WET International Foundation, Inc



114 square miles – 3 counties – 50 lakes

Grassy Creek - Tippecanoe River
HUC 10 Watershed

2007 Land Use/ Land Cover



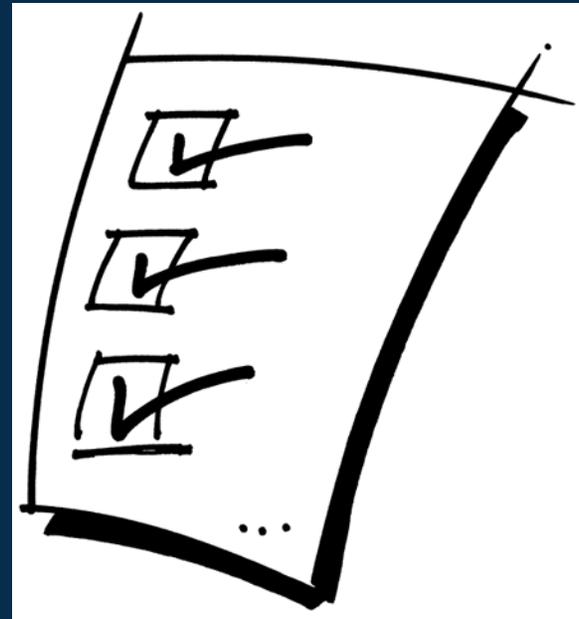
2,720 square miles – 15 counties

Indiana's Water Management, Values & Challenges



Social Indicators Surveys

- Social context
- Awareness
- Attitudes
- Capacities
- Constraints
- Behaviors



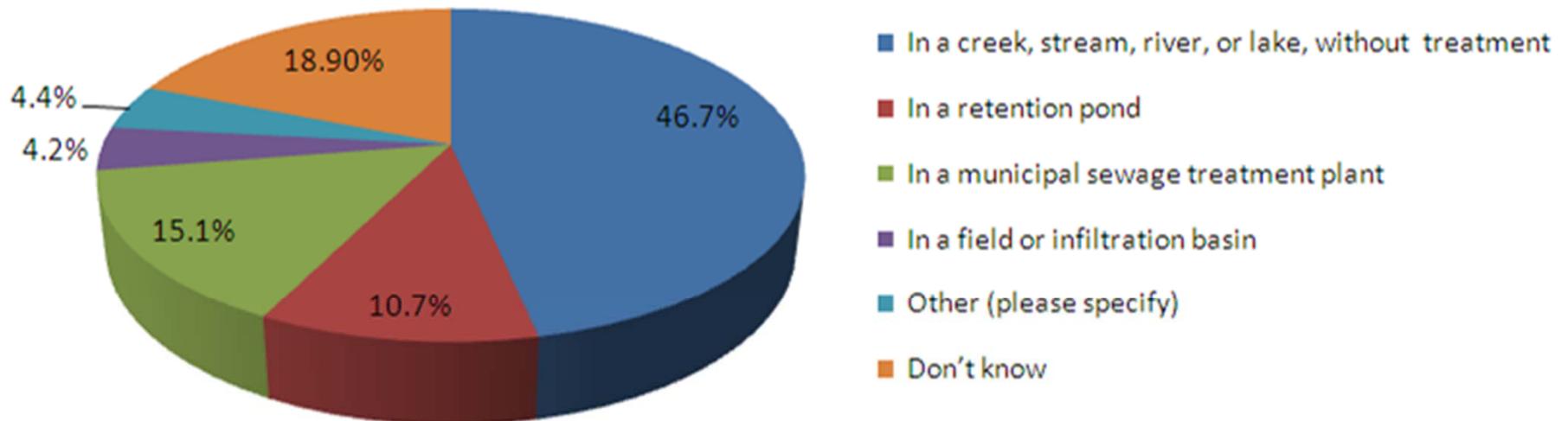
Knowledge Base Questions

8. Please let us know if you think the following statements are **TRUE** or **FALSE**.

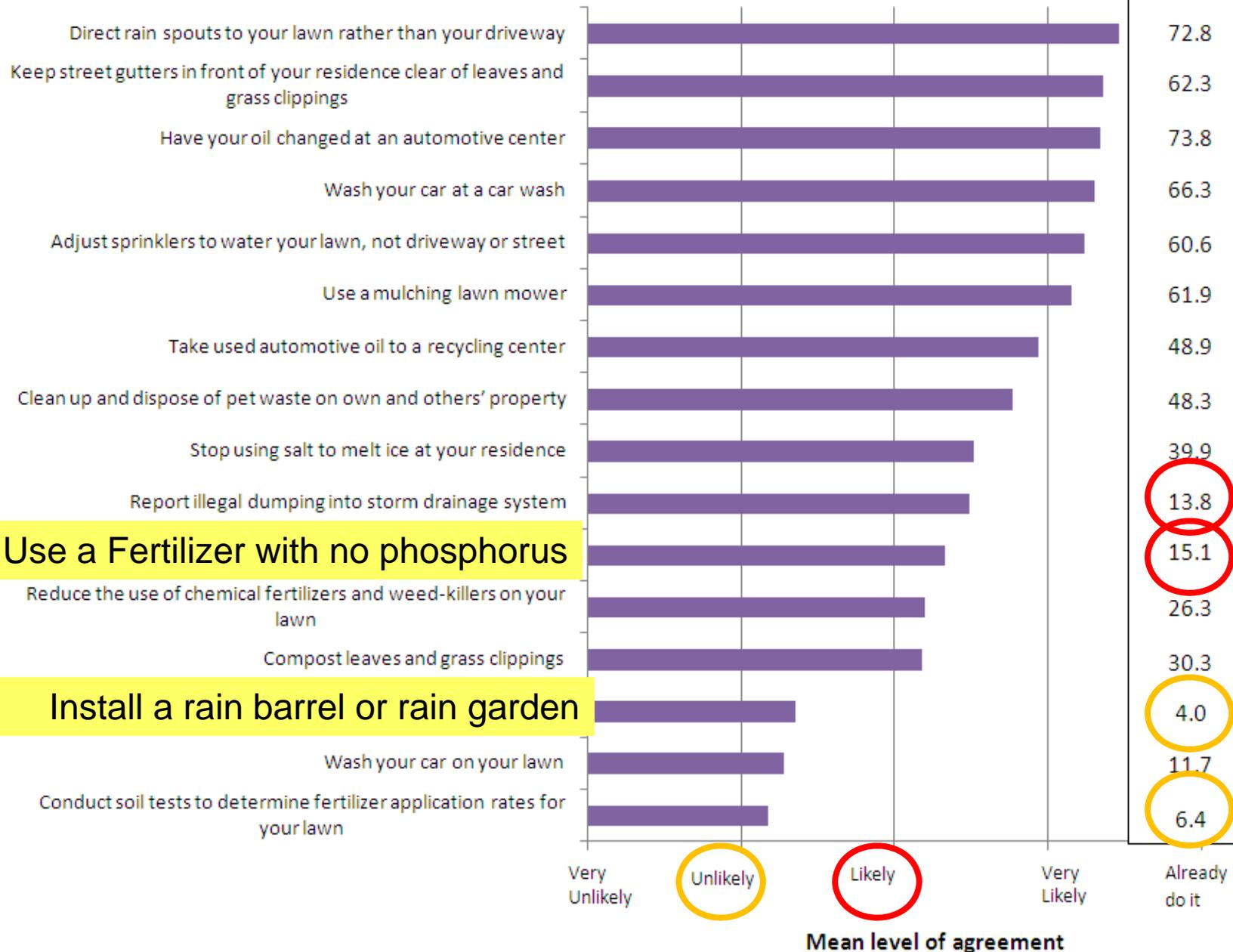
	True	False	Don't know
a. Sweeping lawn/garden trimmings into the street gutter or down storm drains is harmful to our local streams and creeks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Storm drains do not remove pollutants and were designed for the specific purpose of draining water from sidewalks and streets.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. The best way to clean up an oil spill is to scrub it with detergent and wash it down the drain.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Landscaping your yard can help reduce stormwater runoff.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Roof drains/gutters should outlet to the street or the sanitary sewer system.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Fecal coliform bacteria in the water is related to pet waste and failing septic systems.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Excess lawn watering can negatively impact local streams	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. I live in a watershed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. All fertilizers and chemicals applied to lawns stay within the yard.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. The greatest pollutant by volume in our creeks, rivers, and lakes is silt or sediment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. I live in an area that eventually drains to the White River.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Survey Findings and Planning

Where does stormwater runoff ultimately end up after it leaves your property?



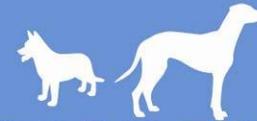
“Willingness” Questions



Behaviors or Choices



CLEAR CHOICES
CLEAN WATER
LAWN FERTILIZER
happy lawns, healthy water



CLEAR CHOICES
CLEAN WATER
PET WASTE it all piles up



CLEAR CHOICES
CLEAN WATER
SEPTIC MANAGEMENT
what goes down, comes back around



CLEAR CHOICES
CLEAN WATER
NATIVE PLANTS & GARDENS
get back to your roots

Water Words that Work

- Begin with Behavior
- Find Foolproof Photos
- Swap the Shoptalk
- Insert the Words That Work



www.ClearChoicesCleanWater.org

CLEAR CHOICES
CLEAN WATER

make a difference



- ABOUT US
- CLEAN WATER NEWS
- SPONSORSHIP

LAWN FERTILIZER

PET POO & OTHER PILES

NATIVE PLANTS & GARDENS

SEPTIC SYSTEMS

Your PET POO CHOICES are CONNECTED to CLEAN WATER

Clear Choices for Clean Water is a campaign to increase awareness about choices we make and the impact they have on our streams and lakes.

You Can Make a Difference!



TAKE THE
PLEDGE NOW!

Lawns

Happy Lawns
Healthy Water

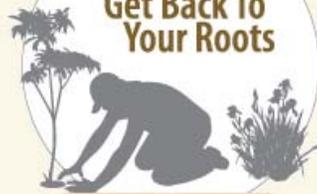


LEARN MORE

LAST PLEDGE

Go Native

Get Back To
Your Roots

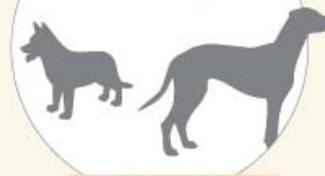


LEARN MORE

LAST PLEDGE

Pet Waste

It All Piles Up



LEARN MORE

LAST PLEDGE

Septics

What Goes Down
Comes
Back Around



LEARN MORE

LAST PLEDGE

Frequently Asked Questions about Pet Waste



- How much waste is out there?
- How much bacteria does animal waste contain?
- Is pet waste dangerous?
- How long do piles take to decompose?
- How do you know the water quality issues are cause by pets and not something else?
- Can't I leave it on the grass as fertilizer?
- Are Canada Geese a problem?
- What other sources of bacteria are out there?
- What do I do with the waste after I collect it?

How much waste is out there?

- There are over 53 million dogs in the United States, which would produce 6.3 billion pounds of waste per year. It would take a scoop the size of a football field and 800 feet tall (nearly as tall as the Chrysler Building in New York City!) to dispose of that waste.
- The Environmental Protection Agency (EPA) estimates that 2 days worth of dog waste from about 100 dogs would contribute enough pollution to close a beach, and all watershed areas within 20 miles of it.
- The average household owns 4 dogs and/or cats. The Food and Drug Administration estimates that a dog excretes 0.75 pounds of waste per day. That could equate to over a half-ton of pet waste per year per household!

How much bacteria does pet waste contain?

Fecal coliform bacteria are bacteria that are common to the intestinal tracts of humans and animals. These bacteria can enter water bodies from human and animal waste and may cause illness and disease if they do. One gram of dog waste (the weight of a business card) contains 23 million fecal coliform bacteria (van der Wel, 1995), almost twice as much as human waste. Keep in mind that the

e: 1" ≈ 1'





Who Else Is Doing It?

CLEAR CHOICES CLEAN WATER

what goes down, comes back around



- ABOUT US
- CLEAN WATER NEWS
- SPONSORSHIP

- LAWN FERTILIZER
- PET POO & OTHER PILES
- NATIVE PLANTS & GARDENS
- SEPTIC SYSTEMS
- WHO ELSE IS DOING IT?
- SEPTIC IMPACTS
- FUNCTION & FAILURES
- CONSIDERATIONS
- FAQS
- TAKE THE PLEDGE



Take the Pledge

Maintaining your septic system on a regular basis is a simple way you can prevent sewage, harmful nutrients, and dangerous bacteria from getting into our lakes and streams!

Pledge Information

- I currently maintain my septic system properly
- I pledge to properly maintain my septic system

*First Name

*Last Name

*Email

*How did you hear about us?

Select

Keep me up to date with Clean Water News

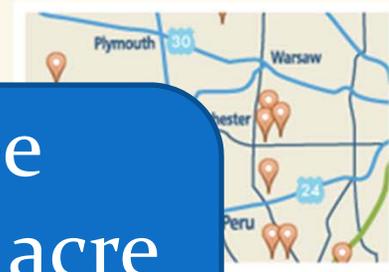
Primary Property Information

Shawnee



Who Else is Doing It?

Click the map below to see who else is pledging.



Pledges: 5



Other ways to support Clear Choices

Become a Clear Choices Clean Water Sponsor

- Sponsorship Packet

Using P-free fertilizer on 1/4 acre lot = 1000 lbs of algae prevented!

Take the Pet Pledge

By picking up after your pets and disposing of that waste properly, you are benefiting your pet, your neighbors, and our environment by reducing harmful bacteria levels in our waters!

Your pledge has been successfully submitted. Who Else Is Doing It?' link above. Thank you s



Email a Friend

Invite them to take the pledge as well!

Your Name

Sheena Reinhardt

Your Email Address

sheena.reinhardt@gmail.com

Enter the email addresses of friends you would like to invite to



facebook

Search



Get Started

Wall

Hidden Posts

Info

Insights

Photos

EDIT

33

like this

Likes



Indiana Department of Natural Resources



Amos Butler Audubon Society



Tippecanoe Watershed Foundation



Hoosier Outdoor Experience



Indiana Wildlife Federation

Clear Choices, Clean Water

Community · Edit Info



Wall

Clear Choices, Clean Water · Everyone (Most Recent)

Share: Status Photo Link Video Question

What's on your mind?



Clear Choices, Clean Water

Is your company or organization looking for a cause to sponsor or donate to this year? Consider supporting the Clear Choices Clean Water campaign and help us make a difference in water quality throughout the state! Visit our website for more information on this great opportunity! www.clearchoicescleanwater.org



17 People Reached · 1 Person Talking About This

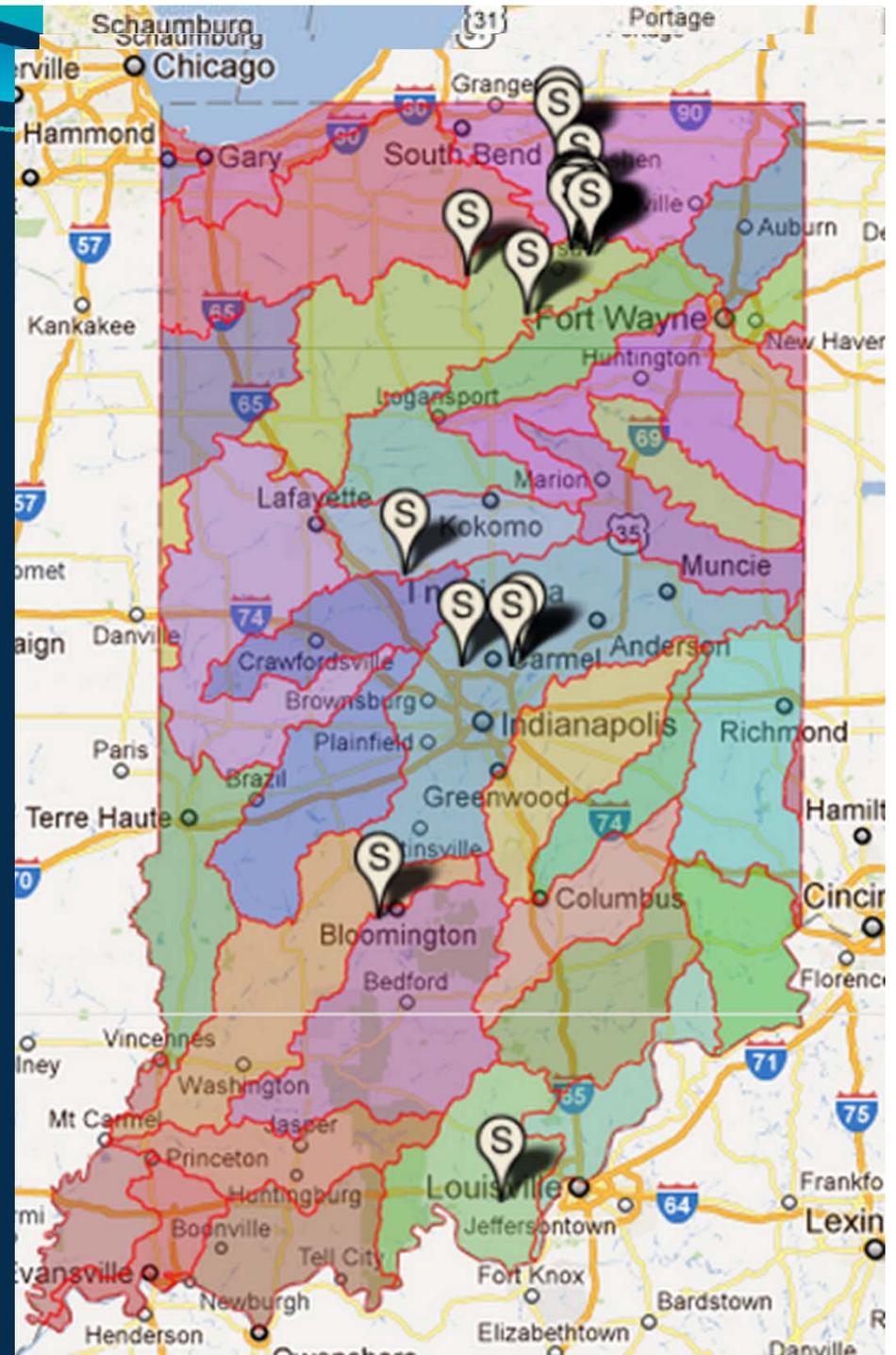
Like · Comment · Share · January 11 at 7:58am

Cindy Jo McKinsey Smith likes this.

Write a comment...

1304 Pledges

- 900 lawns - 481 acres
- 15,722 lbs Phosphorus saved
- 3.9 million lbs Algae prevented
- 221 pet owners – 260 dogs
- 1.6 trillion bacteria/year
- 134 native planting pledges
- 56,950 lbs Phosphorus saved
- 28.5 million lbs Algae prevented
- 49 septic pledges
- each save 76,650 gallons waste



Visitors Overview

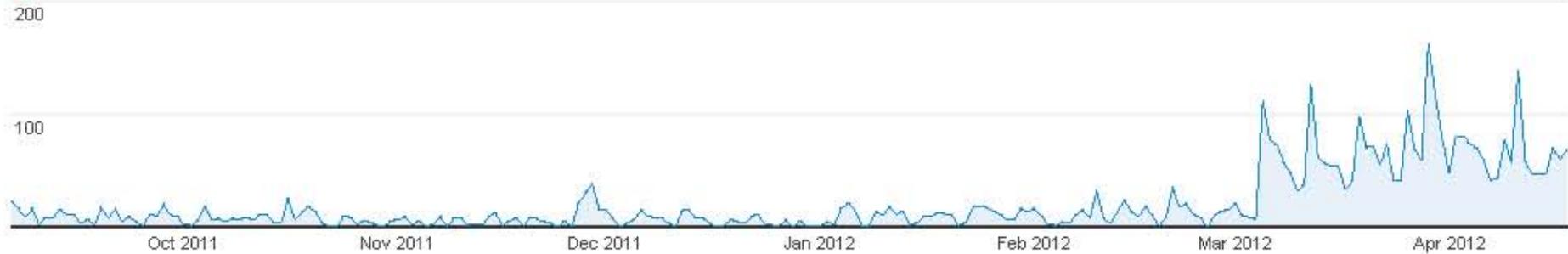
Sep 6, 2011 - Apr 18, 2012

Google Analytics

100.00% of total visits

Overview

Visits



2,703 people visited this site



Visits: 4,583



Unique Visitors: 2,703



Pageviews: 16,009



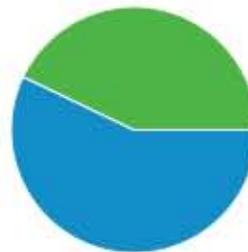
Pages/Visit: 3.49



Avg. Visit Duration: 00:03:23



Bounce Rate: 48.46%



57.10% New Visitor

2,617 Visits

42.90% Returning Visitor

1,966 Visits

**CLEAR CHOICES
CLEAN WATER
LAWN FERTILIZER**
happy lawns, healthy water

Your **LAWN CARE** choices
are **CONNECTED**
to **CLEAN WATER**



Fertilizers grow more than
grass... algae and aquatic
plants love fertilizer too.

Nutrients in fertilizers lead to
low oxygen... harming critters
in our lakes and streams.



Be part of the solution.
Working together we will
make a difference.

Not sure if your lawn needs
fertilizer or how various fertilizers
are different?



Visit us at:
www.ClearChoicesCleanWater.org/lawns

Take the PLEDGE NOW!
www.ClearChoicesCleanWater.org

Your Choices Are Connected To Clean Water

UPPER WHITE RIVER WATERSHED ALLIANCE

**CLEAR CHOICES
CLEAN WATER**
make a difference

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**CLEAR CHOICES
CLEAN WATER**
NATIVE PLANTS & GARDENS
get back to your roots

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LAWN FERTILIZER
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PET WASTE
it all piles up

**CLEAR CHOICES
CLEAN WATER**
SEPTIC MANAGEMENT
what goes down... stays down

Your Choices Are Connected To Clean Water

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NATIVE PLANTS & GARDENS
get back to your roots

Your **PLANTING** and
GARDENING choices
are **CONNECTED**
to **CLEAN WATER**



Native plants are clean water
super heroes... filtering
polluted runoff from our yards.

Their deep roots help soak rain water
into the ground... keeping pollution
from our lakes and streams.



Native plants help discourage
waterfowl (like nuisance Canada
Geese) on lawns and shorelines too.

Not sure where to start with native
plants? Need planting plans & weed
identification tips?



Visit us at:
www.ClearChoicesCleanWater.org/natives

Take the PLEDGE NOW!
www.ClearChoicesCleanWater.org

Your Choices Are Connected To Clean Water

**What Goes Down,
Comes Back Around!**
Maintain Your SEPTIC SYSTEM
Prevent Water Pollution

PLEDGE NOW!

www.Clear Choices Clean Water.org

CLEARCHANNEL

Grow Grass, Not Algae!
Use Less Fertilizer &
Buy Phosphorus Free

PLEDGE NOW!

www.Clear Choices Clean Water.org

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PUT COLLEGE SAVINGS IN THE PICTURE CollegeChoice529SM Here's how

my 107.9 **myCLUB** Pick your prize!

How do you use it? **my 107.9** **myCLUB** Pick your prize!

Prizes Available: \$50 Gift Card to Incredible Pizza, Dell Inspiron 14" D98 Memory Laptop - BL, Coby - LED TV 4825 48" 1080p LED-LCD TV, Prince Lionheart Wheely Bag, Marc Jacobs Nylon Computer Commuter, 13"

Get Points Use Points My Account Logout

CLEAR CHOICES CLEAN WATER make a difference

Smees Place Bar & Grill smeesplace.com

SUSTAINABILITY STARTS WITH **[1THING]** **wzpl** **my 107.9** **NEWS 1450 AM**

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Home Blog Community Events About Us Helpful Links Contact Us Stations

Go Native Get Back To Your Roots **CLEAR CHOICES CLEAN WATER** make a difference **PLEDGE NOW**

[1THING] Blog

Celebrity [1THING]



1 Thing Homepage

SUSTAINABILITY STARTS WITH **[1THING]** **wzpl** **my 107.9** **NEWS 1450 AM**

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Septics What Goes Down Comes Back Around **PLEDGE NOW**

[1THING] Blog

I KNEW COULD DO THIS SANDWICH! Tuesday, February 28, 2012 by **Shari Anderson** | **2012/02/28**

Boy in the hood? Well, it's hard to believe that in mid-March we are outside walking in our socks, shopping at malls and long up the sun visors. But I was shocked that the hooded. It's also hard to believe that the hooded season, but that was because my mother when my child handed me a long yellow "hood" of the hooded. My best friend (after playing my old) was to think "Time to look out the hooded and work hard!" And while the hood to do that, I thought for most of us, it definitely is not the most environmentally sound solution. Did you know that individual residential properties are one of the leading sources of water pollution in Indiana?

Good News

I WOKE UP WITH A MESSAGE: THE DREAM BY DR. DRESS! Monday, February 27, 2012 by **The Indiana Secretary** | **2012/02/27**

CLEAR CHOICES POLL

Which one of the following activities has the biggest impact on water quality?

- Not controlling erosion on a construction site around your house
- Using fertilizers and pesticides regularly throughout the summer
- Feeding local game and birds around water bodies
- Not having your septic system pumped regularly

CLEAR CHOICES CLEAN WATER POLL

1 Thing

Weekly Blogs

Semi-monthly Polls

1 Thing Homepage

A 'bit' on Target Marketing...

The screenshot displays a website layout with several key elements:

- Header:** Includes a logo on the left, social media links for "Blog | Twitter | Facebook", a small image of a woman's chest with the text "woman at the airport that made me feel very uncomfortable and", and a "Menard Van Hit" profile link.
- Navigation:** A horizontal menu with categories: "BLOGS | WIN | EVENTS | SPORTS | MUSIC | NEWS | PHOTOS | BABES | MORE". A search bar on the right contains the text "Search/Keyword/Artist" and a "GO" button.
- Main Content Area:**
 - Left Column:** A large image of a hand holding a sign that reads "HOORAY 4 BOOBIES". Below it is a section titled "The Name Says It All" with the subtext "Gentleman, click here, thank me later!".
 - Middle Column:** A "LISTEN LIVE" section for "Q95 Rocks" featuring a play button icon.
 - Right Column:** A green advertisement for "FERTILIZERS" with the headline "grow more than grass... ALGAE and AQUATIC PLANTS love fertilizer too". It includes a "PLEDGE NOW!" badge and the text "YOU CAN MAKE A DIFFERENCE!" and "CLEAR CHOICES CLEAN WATER LAWN FERTILIZER happy lawns, healthy water".
- Footer/Bottom Area:**
 - PHOTO GALLERY:** A small thumbnail image of a person's face.
 - livingsocial:** A banner with the text "check out today's deals!" and a "show me" button.
 - FOLLOW US EVERYWHERE:** A dark bar with white text.
 - FACEBOOK FRIENDS:** A section titled "Q95 on Facebook" with a "Like" button.



NO PHOSPHORUS FERTILIZER

15-0-10

Net Wt. 40 lbs.

Clear Choices Clean Water

Find out more
www.clearchoicescleanwater.org

00:30

LIKE SHARE EMBED

▶

Progress bar and volume controls.

The main video player features a large green fertilizer bag on the left with the text 'NO PHOSPHORUS FERTILIZER' and '15-0-10' in bold. Below the bag, it says 'Net Wt. 40 lbs.'. To the right of the bag, the text 'Clear Choices Clean Water' is written in large blue letters. Below that, it says 'Find out more' and provides the website 'www.clearchoicescleanwater.org'. In the top right corner of the player, there are three social media icons: 'LIKE', 'SHARE', and 'EMBED'. At the bottom left is a play button, and at the bottom right is a progress bar with a time indicator '00:30' and volume controls.

Have you seen our lawn
fertilizer commercial?



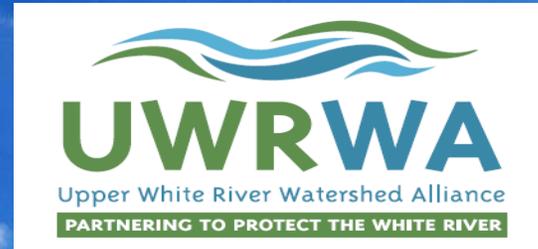
Want to Join Us?

- Make a Clear Choice Pledge today!
- Talk to us about licensing opportunities!
- Come to our workshop on Bridge Day!



Sponsors & Funding

- Partnership – Charter Sponsors (including several MS4s)
- IDEM – 319 Nonpoint Source & P2 Grants
- IN Living Green
- ECWA
- WACF
- ILMS
- IASWCD
- IWF
- WREC
- LTPO
- Big Walnut
- Monroe SWCD
- MACOG/SJRBC



Future Pledge Campaigns?



FERTILE FOR WHOM?



Questions or Comments?

Contact Info:

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telwf@kconline.com

Jill Hoffmann
Coordinator@UWRWA.org

TAKE THE PLEDGE!
ClearChoicesCleanWater.org