Make Clear Choices for Clean Water and Make a Difference

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

AWARENESS (appreciation)

KNOWLEDGE (understanding)

ATTITUDE (values & feelings)

SKILL (identify problems)

PARTICIPATION (acquire experience and take action)

SOLUTIONS TO WATER RESOURCE PROBLEMS

Measure Progress

Source: Project WET International Foundation, Inc
114 square miles – 3 counties – 50 lakes
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.

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

- 46.7%: In a creek, stream, river, or lake, without treatment
- 18.90%: In a retention pond
- 15.1%: In a municipal sewage treatment plant
- 10.7%: In a field or infiltration basin
- 4.2%: Other (please specify)
- 4.4%: Don’t know
“Willingness” Questions

- Use a Fertilizer with no phosphorus
- Install a rain barrel or rain garden
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
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!

- 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 average dog poops 0.75 pounds (340 grams) The average dog 20 times a year. 20 times 340 grams is 6800 grams which is roughly 15 pounds. 15 pounds of dog waste per year!
Using P-free fertilizer on ¼ acre lot = 1000 lbs of algae prevented!
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
Google Analytics

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
1,986 visits
Radio Partnerships!
Weekly Blogs
Semi-monthly Polls

1 Thing Homepage
A ‘bit’ on Target Marketing...
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?
Questions or Comments?

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TAKE THE PLEDGE!
ClearChoicesCleanWater.org