



## What is the Clean Water: Delaware's Clear Choice Campaign?

Clean Water: Delaware's Clear Choice Campaign (Clean Water Campaign) is a statewide educational and outreach effort to secure additional clean water funding to improve our water quality for current and future generations. Delaware's Clean Water and Flood Abatement Task Force, established in 2015, found an abundance of threats and vulnerabilities to our state's water quality. For example, 90% of Delaware's waters are polluted; there are over 100 miles of fish consumption advisories; and one acre of our region's tidal wetlands are collectively lost daily. Despite these threats, dwindling funds, increased development, and legacy pollution, our state faces an annual deficit of over \$100 million just to meet federal and state water quality standards. It is for these reasons that the Clean Water Campaign advocates for securing additional funding for clean water initiatives.

## What Does It Mean to Become a Member of the Clean Water Alliance?

Established in March 2015, the Clean Water Alliance is made up of 47 members<sup>1</sup> including organizations, businesses, academia, non-profits, and more. There is no cost to join and participation varies depending on individual organization capacity and resources. As a member, we ask that you promote the campaign in at least one of the following ways:

- Agree that the name of your organization/business will be added to the Master List of Alliance Members in publications and announcements released by the Alliance. Acknowledge that we have a water quality problem in DE and that it is unlikely that this problem will be adequately addressed without additional funding;
- Consider education and outreach as the keys to building a constituency to address water quality challenges in DE;
- Support and endorse the goals of the Alliance. This statewide education and outreach effort has the following goals: secure additional funding for clean water to improve wastewater systems, prevent and reduce the effect of flooding, remove toxic pollutants, prevent excessive nutrients from entering our surface and ground waters, and provide additional clean drinking water;
- Designate someone on your membership or staff to serve as a point of contact for the Clean Water Alliance;
- Distribute campaign materials to at least 2 area businesses, libraries, etc;

In addition to the requests listed above, we ask that you do at least one of the following *when appropriate*:

- Add our logo and link to your website;
- Include the Clean Water Campaign in your publicity and outreach efforts
- Share or tag us in at least 2 social media posts per month;
- Partner with other Alliance members at workshops and other outreach events;

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<sup>1</sup> 47 members of the Clean Water Alliance, updated November 28, 2017



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- Send a representative to attend Alliance meetings which are held in DE on approximately a quarterly basis. Meetings generally run about 1.5-2 hours
- Be supportive of Alliance goals when in contact with your elected and appointed officials.

As a Clean Water Alliance Member, the Clean Water Campaign will NOT:

- Ask you to endorse a legislator or individual elected official
- Assign your name to any effort or outreach material without your permission

Alliance members will benefit from joining our campaign by<sup>2</sup>:

- Having the name and link to your website on the campaign website;
- Enjoying cross promotion of your organization's events and programs on the campaign website and social media platforms;
- Having access to trainings and workshops exclusively for Alliance members, including but not limited to advocacy and grassroots organizing, and social media outreach
- The potential for a stipend if your organization participates. Note: Joining the coalition is totally free.



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<sup>2</sup> Alliance benefits such as website listing and trainings are optional and not required.



## Clean Water Membership Checklist

As an Alliance member, we ask that you support the campaign by signing our Clean Water Pledge and checking at least one box in each of the following categories:

### Tips for Your Business or Organization

- Volunteer at a local watershed cleanup, native plant sale, or other water-related event held by a local group.
- Convert a mowed lawn on your property into a meadow or native plant garden. This will help filter stormwater before it ends up in nearby storm drains.
- Plant trees near your parking lots and paved areas. This will help slow the speed of water headed to storm drains. We can provide guidance on the best native trees and plants for your use.
- Use native plants when updating your landscaping to help soak up polluted water heading towards our waterways. We can help you identify the best plants for your property.
- Get your business certified as a Wildlife Habitat (Hint: If you take many of the steps on this list, it will be easy to get certified. Ask us for more information!)
- Sweep your sidewalks and driveways instead of hosing them off. The water from the hose carries excess lawn clippings and fertilizer into our waterways
- Compost your yard waste and kitchen/food scraps
- Use your own, or commercially available, compost as an alternative to fertilizer on your property. Fertilizer can make plants grow not only in your yard, but also in our waterways, causing issues for wildlife and water quality. If you plan to use fertilizer, look for brands with phosphate-free labels.
- In the winter, when de-icing your property's walkways and streets, consider adding sand for traction so de-icing agents don't end up in our waterways.
- Inspect and fix leaky faucets and showerheads.
- Use low-flow or WaterSense devices on faucets and showerheads.
- Wash only full loads of laundry and dishes.
- Purchase EnergyStar® appliances going forward.
- Use sprinklers on your lawn or property minimally, and when you do, run your sprinklers before 8am.

### Tips for Your Vehicle Fleet or Boats

- Check your cars and boats for oil leaks and regularly maintain your vehicles to reduce oil use. Oil drippings can easily get washed into our waterways via storm drains.
- Wash your vehicles on gravel, grass or other permeable surfaces as those surfaces can help filter harmful soaps from reaching our waterways.



- If you hold charity car washes, block nearby storm drains or invest in a vacuum pump so you can empty the water in a sink, where it will be treated at a wastewater facility, instead of down a storm drain, which goes directly into our waterways.
- Use oil absorbent pads in your boat's bilge to reduce oil leaking into our waterways.
- Use environmentally safe paint when protecting the bottom of your boat from fouling.
- Always carry your trash ashore after a day on the water and secure trash while it is on the boat to prevent accidental spillage into our waterways and bays.
- After cleaning your fish, don't throw the remains in confined or enclosed bodies of water or marinas.

**Don't have a physical location? Visit <http://cleanwaterdelaware.org/tips> to choose tips from our checklist of activities you can do at home to become an Alliance member.**

**If you have questions about implementing any of these tips in and around your home, office or property, we can be your resource! Visit our resources guide online at <http://cleanwaterdelaware.org/resources> for more information or contact us at [chrisk@delnature.org](mailto:chrisk@delnature.org).**