

Citizen's Guide to **Clean Water**



TABLE OF CONTENTS

- 5** Introduction
- 6** Delaware's Watersheds
- 8** Talking Points
- 9** Top Questions and Answers
- 10** Words that Work/Terms to Avoid
- 11** How a Bill Becomes a Law in Delaware
- 14** Become a Water Warrior in Legislative Hall
- 17** Become a Water Warrior in the Media
- 20** Using Social Media
- 21** Become a Water Warrior at Home
- 23** Resources
- 24** References

Introduction

What is the Clean Water: Delaware's Clear Choice Campaign and What Do We Support

The **Clean Water: Delaware's Clear Choice** campaign is a statewide education and outreach effort focused on securing funding for clean water. We support additional funding going towards improvements to wastewater systems, flood reduction initiatives, innovative toxic and excessive nutrient removal technologies, and investments in drinking water quality.

Clean water is essential to life, the environment, crops, seafood, economy and tourism industries.

We need people like you, our Water Warriors, to fight for clean water. Some of our Water Warriors actively engage the media, legislators and their friends and family about this issue using social media; others write letters to the editor to local newspapers or contact their decision maker directly via email, telephone or in-person meetings; while many lead by example and implement water friendly practices in their backyards.

We hope you will join us in the fight for additional clean water funding.

In addition to our Water Warriors, our campaign is also made up of the Clean Water Alliance, a broad-based coalition of organizations, businesses, recreational groups, academia and nonprofits across the state working together to secure funding for clean water initiatives. If you are part of an organization you think would be interested in serving as an Alliance Member, just let us know! We are happy to provide more information on the benefits of our Alliance.

More information on our efforts can be found at <http://cleanwaterdelaware.org> and on our Facebook and Twitter pages.



facebook.com/cleanwaterdelaware



twitter.com/CleanH20DE



2nd Annual Clean Water Rally, June 7, 2016

Delaware's Watersheds

Often, when we talk about clean water, we talk about Delaware's watersheds. But, what is a watershed and where are watersheds located in our state?

A watershed, according to Delaware's Department of Natural Resources and Environmental Control, is all of the land that water moves across or under while flowing to a specific body of water. A watershed includes the land and the water in it as well as the plants, animals and people who live and work there.

We have four watersheds in Delaware: the **Piedmont**, the **Delaware Bay and Estuary**, the **Chesapeake Bay** and the **Inland Bays** watersheds. Below, we've outlined where each watershed is and what its sources of pollution are.

Piedmont

The Piedmont watershed empties into the Delaware River, is part of the Delaware Estuary and comprises 605 square miles, 80 percent of which lies in Pennsylvania.

Sources of Pollution: Most impairments come from nonpoint sources of pollution, which are difficult to control. Pollutants in Delaware waters are often chemicals, such as nitrogen and phosphorus from fertilizer runoff. They can come from specific "point" sources, such as sewage treatment plants, or from "nonpoint" sources, like runoff from lawns, farms, parking lots, and golf courses.

Delaware Bay & Estuary

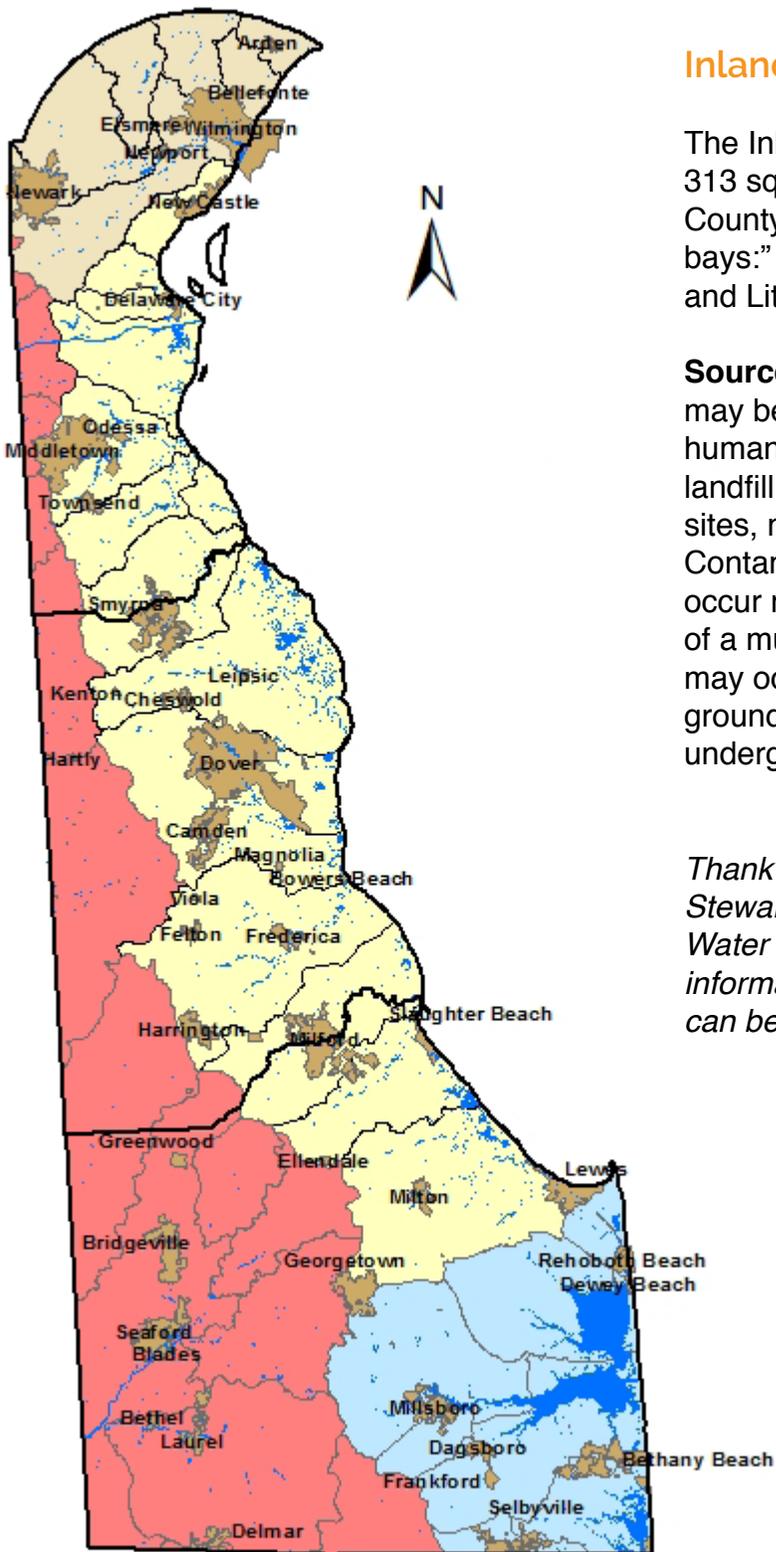
The Delaware Bay and Estuary is located in eastern New Castle, Kent, and Sussex counties. It drains runoff from approximately 520,960 acres, or 814 square miles.

Sources of Pollution: Agriculture as well as legacy pollution from industrial sites that contain chemicals such as Volatile Organic Compounds (VOCs), Semi-Volatile Organic Compounds (SVOCs), Pesticides, Polychlorinated Biphenyls (PCBs) and Metals. Collectively, these chemicals can just be called pollutants.

Chesapeake Bay

The largest estuary in the United States, the Chesapeake Bay, encompasses a 769 square mile area of land in western New Castle, Kent, and Sussex Counties. Delaware's portion of the Chesapeake Basin contains headwater areas, the area where a waterway originates.

Sources of Pollution: The pollution entering the Bay comes from agricultural runoff, urban runoff, and municipal and industrial point source discharges. Septic systems also contribute high amounts of pollutants.



Inland Bays

The Inland Bays comprises approximately 313 square miles of eastern Sussex County and is made up of “three inland bays:” Rehoboth Bay, Indian River Bay, and Little Assawoman Bay.

Sources of Pollution: Existing contamination may be the result of either past or present human activities. Past practices, such as landfill operations (now closed) and Superfund sites, may still be contaminant sources. Contamination from current activities may occur routinely, as in a permitted discharge of a municipal wastewater treatment plant; or may occur as a result of a spill or leak, as in ground-water contamination from a leaking underground storage tank.

Thank you to DNREC’s Division of Watershed Stewardship and University of Delaware’s Water Resource Agency for providing this information. More on Delaware’s watersheds can be found at <http://delawarewatersheds.org>.

Watershed Major Basin

-  Chesapeake Bay
-  Delaware Bay
-  Inland Bays
-  Piedmont

Municipal Boundaries



Talking Points

Regarding Support for Additional Clean Water Funding

1. We need additional funding for clean water in Delaware because over 90% of Delaware's waterways are impaired. Investment in innovative clean water programs would decrease contamination in our rivers, streams and inland bays.¹

2. More than 100 miles of Delaware's waters have fish consumption advisories from high amounts of industrial chemicals, metals and pesticides. Additional clean water funding would improve these waterways, many of which are our drinking water sources.²

3. Over time, total funding for water quality has not kept pace with funding needs and the increasingly rigorous standards for what is considered to be clean, unpolluted water. Currently, there is a shortage of \$100 million annually needed for water quality programs in Delaware.¹

4. It will take time to return our waterways to a healthy state but our children and grandchildren, wildlife and economy depend on clean water.

5. In the northern part of the state, 60 percent of our public water supply comes from local rivers and creeks. South of Delaware City, ground water is the source of all public water supplies. Further investment could improve the quality of our ground water and drinking water.³

6. Coastal areas in the Delaware region are collectively losing one acre of tidal wetlands per day. Additional funding for "green infrastructure" could result in reduced flooding for Delaware communities.⁴

7. Although Delaware currently lacks the financial resources to invest in substantial water quality improvements, a survey done in 2014 shows that nearly 74 percent of Delawareans indicated they would be willing to pay \$3.75 per month (which amounts to \$45/year) for clean water.⁵

8. The annual economic value of implementing "green" stormwater management in Delaware is nearly \$1 billion based on benefits such as increased property value, improved water quality, water treatment and reduced runoff. Examples of "green" stormwater management solutions include rain gardens and permeable surfaces like gravel.²

Please See Page 24 for Cited References

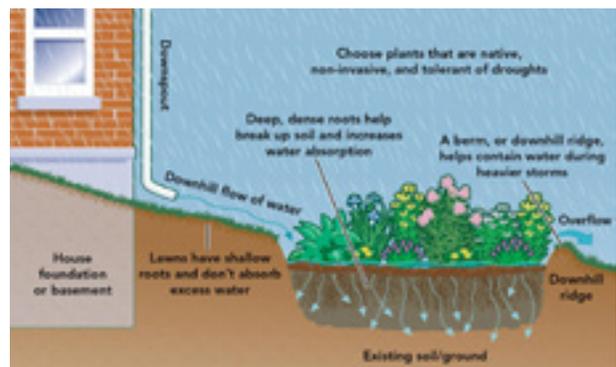


Diagram of a Typical Rain Garden

Top Questions and Answers

What can we do to secure additional funding for clean water?

Make your voice heard! Be sure to let your decision makers know you support additional funding for clean water initiatives. Delaware's General Assembly decides if and where additional funding should be applied to, but they rely on constituents to communicate their support or opposition, which is why your voice is critical. See page 14 for information on communicating with decision makers.



What types of projects would additional funding for clean water go towards?

Our campaign supports any innovative, environmentally-friendly, project that would improve water quality in the State of Delaware. Some examples could include the rehabilitation of degraded wetlands; investment into drinking water treatment facilities; and the creation of natural infrastructure.



What is the Clean Water and Flood Abatement Task Force?

The Task Force, established by a Senate Concurrent Resolution in 2015, made recommendations regarding ways to improve water quality and alleviate flooding in Delaware. Examples of recommendations included directing Delaware's General Assembly to significantly increase the investment in water. The Task Force was compiled of over a dozen stakeholders including local and state governmental agencies, businesses, agriculture industry and conservation organizations. For more information on the findings and recommendations made by the Task Force, visit <http://cleanwaterdelaware.org/taskforcereports>.

Words that Work and Terms to Avoid

When you are passionate about an issue like clean water, it's easy to use technical jargon to describe the challenges and solutions that revolve around the need for additional funding. In order to build the needed support for clean water, our words must be easily understood. The alternative words and phrases below have been tested and found to resonate with the public.

Technical Term	Alternative Term
Agriculture	Farming
Estuary	Tidal portion of river or bay
Green infrastructure	Natural infrastructure (use examples like wetlands)
Impervious land	Areas of land like concrete that are not porous and do not allow water to soak in.
Nutrients	Pollutants or types of pollutants; contamination or toxins
PCBs (Polychlorinated biphenyls)	Chemicals
Regulations	Protections or safeguards
Runoff/ Stormwater Runoff	Water pollution or polluted rainwater
Sewage Infrastructure	Sewage framework, foundation of sewage system
Stakeholders	Future generations, family, children, or community
Sustainable	Environmentally friendly
Total Maximum Daily Load (TMDLs)	Pollution limits or plan to limit pollution
Watershed	Area of land that separates rivers, basins or streams

For more information on the best terminology to use when discussing clean water, visit <http://www.waterwordsthatwork.com/our-methods/message-method/words>.

How a Bill Becomes a Law in Delaware

Background on Delaware's Legislature

Delaware's General Assembly is considered a part-time legislature with session beginning on the second Tuesday in January and ending June 30th with several breaks in between for budget mark up and spring break.

Delaware's General Assembly is divided into two houses, the State Senate (the upper house) and the House of Representatives (the lower house). Delaware's legislature is comprised of 21 Senators and 41 Representatives. Typically, Delaware's Senators serve four-year terms and House Representatives serve two-year terms.

The General Assembly is made up of several committees charged with the task of thoroughly addressing any and all concerns regarding legislation (for example; Natural Resources Committee, Education Committee, Ethics Committee, etc.). These committees then vote whether or not a particular piece of legislation goes to the floor for a vote. Upon entering Legislative Hall (don't forget to bring ID!), the right side of the building is the Senate and the left side is the House of Representatives. In each chamber the majority party is seated on the side of the aisle closest to the windows, while the minority occupies the side of the aisle furthest from the windows. The Division of Research is located in the basement across from the Joint and Finance Hearing Rooms

and contains copies of every bill. While at Legislative Hall you will hear a series of bells that remind legislators to get onto the floor for session. The bells begin fifteen minutes prior to sessions. One bell designates the Senate, while two bells designate the House.

A Note on Other Decision Makers

State Legislators aren't your only elected officials! In addition to our legislators, we are represented by our Congressional delegation (two Senators and a Member of Congress), our Governor, Lieutenant Governor and their appointed cabinet, County Council or Commissioners, and, in some cases, local government representatives in your town. These elected officials also play a very important role in many of the decisions made in Delaware.

Where and How to Find Your Elected Officials' Information

If you aren't sure who your elected officials are, or how to find their contact information, no problem! Delaware makes it very easy to find this information at their "one-stop shop" voter information website, www.ivote.de.gov. Here, you can find out if you are registered to vote, who represents you on every level of government from President down to local elected office, and the website even provides contact information for these



officials. If you have any trouble finding the information you need, simply contact us (our information can be found on page 23) and we can assist.

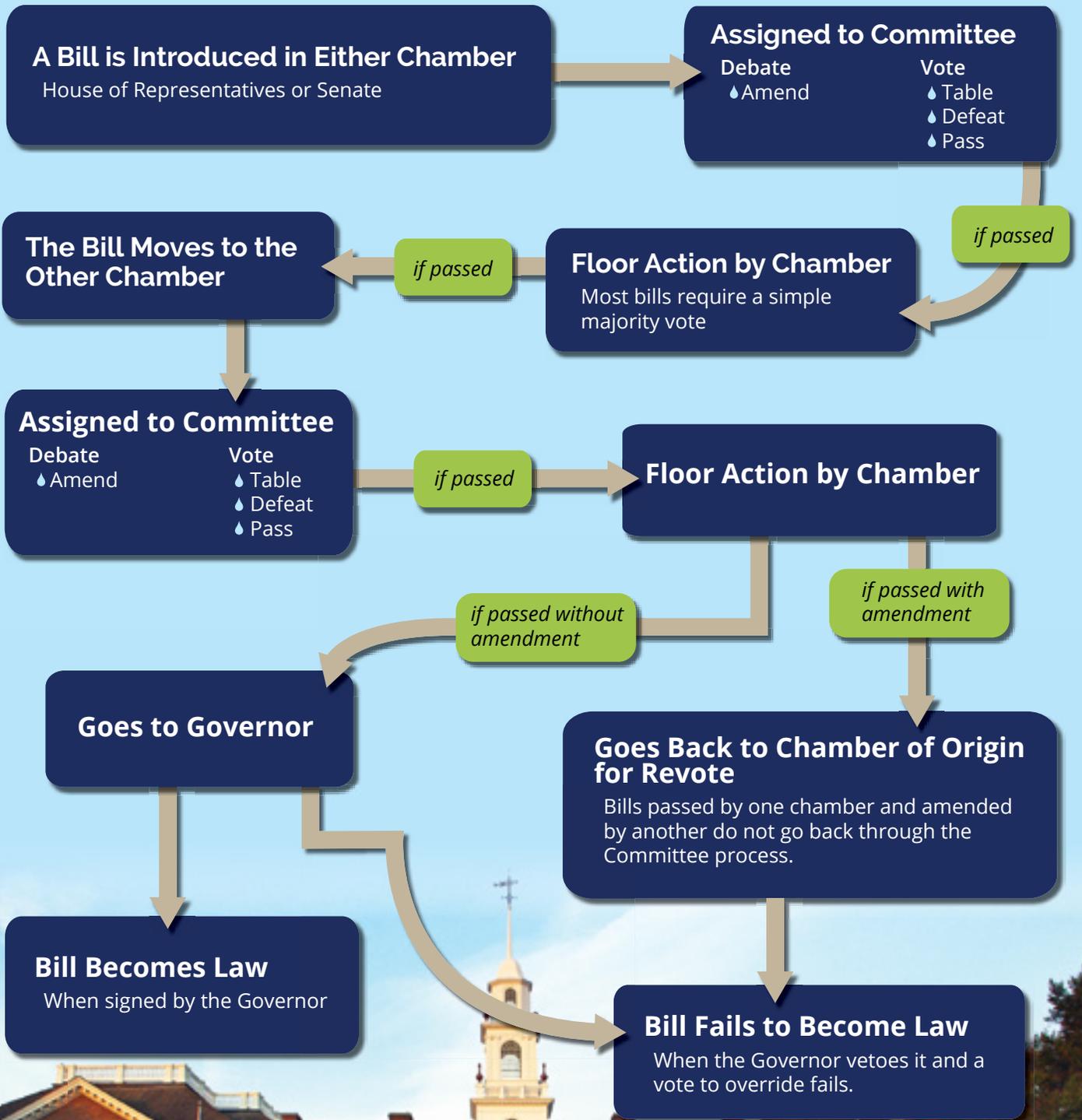
How a Bill Becomes a Law

When a legislator has an idea for a bill, they draft the language for the bill and circulate it among their fellow legislators for sponsorship or co-sponsorship. Typically, a bill has a Senate and House sponsor and/or co-sponsor. Once sponsorship is secured, the bill has its first reading in the house where the bill originated. Here, the bill is assigned to a committee. The chairperson of that committee then decides when the bill should be assigned a committee hearing. A committee hearing is an opportunity for the public to testify or express their opinion on the bill. It is one of the only times the public is invited to offer comment on legislation.

This campaign's citizen advocates often follow several committees closely, including the House and Senate Natural Resources, House and Senate Agriculture, and House and Senate Energy Committees. In order for a committee to vote they must have four members or a majority present in order to constitute a quorum. To learn more about pieces of legislation and the Committees, visit the Delaware General Assembly website at <http://legis.delaware.gov>.

If you'd like to track a bill, listen to live sessions, find out about bills that were recently introduced, or find out what bills will be studied in an upcoming committee, visit <http://legis.delaware.gov>.

HOW A BILL BECOMES LAW



Become a Water Warrior in Legislative Hall

Elected officials want to hear from you, their constituents, on issues that you care about. There are many ways to contact an elected official: writing a letter/sending an email, placing a telephone call, asking for an in-person meeting or even contacting them on social media like Facebook or Twitter.

Tips for Engaging Elected Officials

Now that you know who your elected officials are and how to contact them, here are some tips on the best ways to connect with them!

Identify yourself. Start by telling your elected official who you are. Make sure to tell them where you live so they know you're a constituent. (Typically, you only contact your own legislators, unless it's a special circumstance such as a committee chairman.)

Be polite and professional. This is common sense, but always worth repeating. You can state your views firmly and forcefully without being hostile or argumentative. Always be friendly and courteous, even if the legislator disagrees with your position. Don't interrupt at legislative hearings. Always say thank you and if meeting in person, dress neatly and professionally.

State a clear and concise objective. Stay focused on the purpose of your phone call or meeting, and don't wander off in too many directions. Let them know up front what you

are asking for. For example, state, "I am asking Senator Smith to support additional funding for clean water initiatives like green infrastructure, wetland restoration, and updates to aging sewer systems."

Explain why this issue is important to you personally. Lawmakers are interested in data and statistics, but they're much more interested in how an issue affects their constituents personally. In this case, you might want to underscore how often you enjoy fishing, swimming, or even detail how the road in front of your house constantly floods and it's affected the value of your home. Tell your water story.

Don't use form letters and social media posts. Legislators want to know what you have to say, not just that you can cut- and-paste. They recognize a form letter. It's okay to use talking points and language from this guide, but it's best to put them into your own words. Please personalize the sample letters and social media posts used in this guide.

Use the web and email effectively. Visit legislators' official web sites before your meetings, so you can learn in advance about their background, biographical information, positions on issues, and even their pets. Elected officials receive many emails so if you do send an email, it's a good idea to follow up with a phone call, too.

Never lie or mislead. Don't be afraid to say you don't know the answer to a question, and offer to get back to them later with the answer or put them in touch with someone who might know. You're not expected to be an expert on every issue—you are a citizen who cares and has an opinion.

Work with legislative staff. Don't be offended if you can't speak with the legislator on the phone or meet with him or her personally. Lawmakers rely on their staff to meet with constituents, draft legislation, learn the issues, and make policy recommendations. The staff will have more time to get to know you and your issues, and they are your gateway to the elected officials. Get to know the staff and develop relationships with them so they will begin to view you as a source of reliable information on clean water initiatives in Delaware.

Listen to elected officials' comments and questions. When discussing clean water issues, let elected officials react to the issues you raise, and have a conversation. Their comments and questions will give you cues on how to frame your arguments and what additional information might be useful. If they ask questions or need more information, it gives you an opportunity to follow up with them after your meeting. A two-way conversation is important when advocating for any issue.

Thank everyone who was helpful. Always thank a staff member who took the time to meet with you, and follow up with any additional information that's needed. If a legislator does what you've requested, such as co-sponsor or vote for a bill, be sure to thank him or her for taking that action. Positive reinforcement is the most effective way to develop a good relationship for future issues.



Sample Letter to Legislators

May 1, 2016

Senator First Name Last Name
411 Legislative Hall
Dover, DE 19901

Dear Senator Last Name,

As your constituent, I am reaching out to you regarding my concerns about Delaware's water quality. I support additional state funding being used for initiatives that would further improve our water.

The quality of our water is important to many aspects of our lives. Water affects public health, our environment and our economy. Perhaps most importantly, water affects my family and our everyday lives.

Some of my favorite activities include running the trails around the White Clay Creek, fishing downstate in the Inland Bays, and biking along the Brandywine. In fact, I'm just now beginning to take my children out on the trails so they can enjoy everything Delaware's outdoors has to offer, too. But, if we don't continue to invest in Delaware's water quality, I'll lose these recreational opportunities that are very important to me, and, frankly, our economy as well.

I hope you will consider sponsoring legislation that would drive more funding towards water quality programs across the state, and at the least, support any legislation that improves our water when it comes across your desk.

I look forward to hearing your thoughts on Delaware's water and am happy to provide further information or answer any questions you may have. Thank you for your time and consideration on this important matter.

Best Regards,

Danielle Smith

Danielle Smith
123 Main St.
Wilmington, DE 19800
302-555-5555
dsmith302@email.com

Become a Water Warrior in the Media

We encourage our Water Warriors to submit letters to the editor to local newspapers. These letters will help educate fellow residents and bring attention to the importance of clean water.

Here's a few basic rules for crafting a letter to the editor:

1. Most newspapers have maximum word counts for letter submissions. Keep your letter around 200-250 words.
2. Be concise and focused; and be sure to stay on message.
3. Double and triple check spelling and grammar in the letter.
4. Be sure to include your personal reason for caring about clean water. Maybe it's flooding, concerns over drinking water, or wanting to fish in your nearby waterway.
5. Keep your message timely. If a local newspaper recently published a story about flooding in your town, that would be a great time to submit a letter to the editor as a response to the story and discuss why clean water funding is important to flood reduction. In the media world, anything longer than a few days is "old news."

6. Always include a name, phone number and email address at the end of your letter. Newspapers will follow up with an email or phone call to verify identity and confirm submission of the letter.

How to Submit a Letter to the Editor

These days, most letters are submitted electronically via email. The letter should be submitted within the body of the email (as opposed to an attachment) unless otherwise noted by the news outlet. If your letter is not published within a few weeks of submission, it's ok to call the media outlet's newsroom and inquire about the submission to ensure receipt of the letter.

On page 18, you will see a list of the newspapers in Delaware that accept letter to the editor submissions and publish them both online and in print. It's great to see your name in print, but when your letter gets published online, it makes it much easier to share via social media or email!

When sending a letter, please use the corresponding email address listed for the publication of your choice.

NEW CASTLE COUNTY

Delaware Online/ The News Journal

letters@delawareonline.com

KENT COUNTY

Delaware State News

newsroom@newszap.com

SUSSEX COUNTY

Delaware Coast Press/ The Delaware Wave
Milford Chronicle
Delmarva Now/ The Daily Times/
The Coastal Point
The Cape Gazette

mc@newszap.com
opinions@delmarvanow.com
darin.mccann@coastalpoint.com
newsroom@capegazette.com



Sample Letter to the Editor

Dear Editor,

As we gear up for summer, I am looking forward to sun, sand and, of course, water sports. While I live in Middletown, I vacation down in the Inland Bays every summer with my kids, cousins and friends.

With water quality being a hot topic ever since Flint's water crisis, I can't help but think how much our waterways improve our everyday lives and our tourism economy, too! People across the nation travel to Delaware every summer for our world-class state parks, beaches, fishing, boating and seafood. But, if we don't invest in water quality initiatives, then tourists won't invest in Delaware. This is one reason why improving our water quality should be a priority.

Our legislature has the chance to ensure our tourism economy stays strong by increasing funding that goes towards water quality initiatives across the state.

Water affects our everyday lives and it's one of the few things that every human relies on simply to live. It is important that our elected officials take a deep look at our budget and ensure increased funding for clean water initiatives.

Additional funding for clean water will improve our lives, and our economy, for generations to come.

Sincerely,

Joe Smith
123 Main St.
Middletown, DE 19800
302-555-5555
jsmith302@email.com

Using Social Media

Tips



facebook.com/cleanwaterdelaware



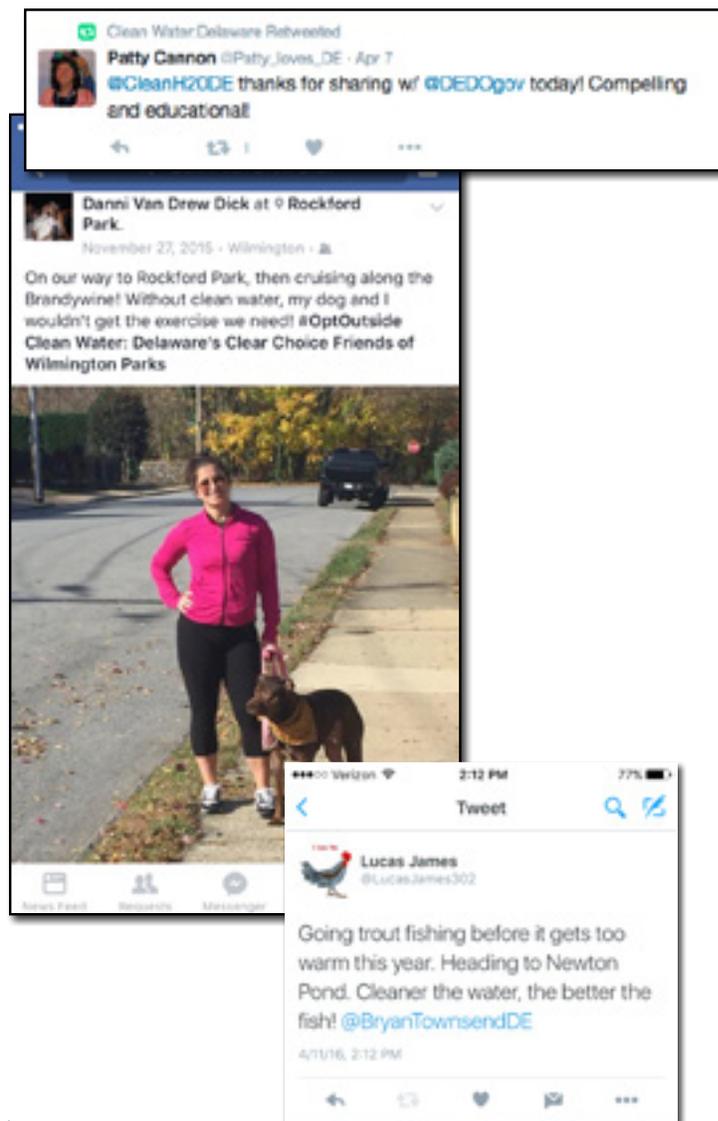
twitter.com/CleanH2ODE

Social media outlets, like Facebook and Twitter, are valuable and inexpensive ways to engage friends, family and the general public in our campaign! We encourage our supporters to discuss the need for clean water funding in Delaware via social media. Here's some tips for getting engaged in our work on social media:

1. Like our Facebook page and follow us on Twitter.
2. "Like" and "share" our Facebook posts and "retweet" our tweets so your friends and followers see what the campaign is up to! Be sure to tag us in your posts, too, so we can share them with our followers as well!
3. If you are new to social media and need assistance, ask about the Social Media 101 class we offer throughout the campaign.
4. If your organization, community group or company has a blog on their website, blog about the importance of clean water! Feel free to use the talking points provided on page eight to help craft your message.

5. Use pictures to tell a story. If water is important to your family, maybe include a picture of your family enjoying the inland bays. If your street floods often, grab a photo and post it after the next storm!

6. Use our hashtag #CleanH2ODE



Become a Water Warrior at Home

One easy way to become a champion for clean water is to lead by example. We come across opportunities in our everyday lives to improve water quality and illustrate our commitment to neighbors and friends. Below, you will find a few easy tips that will help improve Delaware's water quality.

1. Only Rain Down the Drain.

Our storm drains don't filter what we put into them but run directly into our local waterways. Yard waste such as leaves and grass clippings can block storm drains, which can cause localized flooding or carry residual pollutants from fertilizers or pesticides into our local streams or rivers. These pollutants can cause harmful algae blooms that kill important links in our food web. Keep storm drains clear of debris by picking up sticks or raking leaves and taking them to a local yard waste site or using a waste hauler that will properly dispose of it for you. Learn about your options at DNREC's Yard Waste Site: <http://www.dnrec.delaware.gov/YARDWASTE/>.

2. Don't Dump That!

It may not seem like it, but what we flush down the toilet or dump down our sink directly affects both our drinking water and the quality of our waterways. Depending on where you live in Delaware, what you flush down the toilet either goes to a public wastewater treatment facility for processing or remains in your backyard septic tank.

Pollutants like medications, household cleaners, chemicals, weed killer, or paint are hazardous to our water. Flushing materials like these down the toilet make it very difficult for sewage treatment facilities to correctly process the water before it goes into our waterways. Additionally, dumping these products down the sink affects our water quality because it goes directly into our water supply. Fortunately, the Delaware Solid Waste Authority (DSWA) hosts hazardous waste disposal days across the state so Delaware residents can dispose of these chemicals safely. You can call 302-739-5361 or visit <http://dswa.com> to find out when DSWA is hosting a hazardous waste disposal day in your area or ask for advice on how and where you can dispose of these items at any time!

3. Pick Up After Your Pets.

Picking up after your dog when on a walk or hike isn't just the neighborly thing to do, it also helps improve our water quality. In some areas of Delaware, 10-15% of fecal bacteria in streams came from pet waste. Believe it or not, our pets' poop is full of bacteria that washes into our waterways and bays after a storm and causes pollution that can kill fish and affect water quality.

4. Be Astute, Don't Pollute!

When rain hits hard surfaces, like asphalt driveways and concrete paths/sidewalks, it will "runoff" and carry pet waste, dirt, fertilizers, and oil along the way; before

ending up in our waterways. This is called stormwater runoff. Reduce your impact by planting native plants that don't require fertilizers to grow, wash your car on a grassy area so the ground can filter the water naturally, and check your car or truck for leaks drips and fix them quickly. Learn more tips at <http://cleanwaterdelaware.org/tips-2>.

5. Be a Boater for the Bays and Waterways.

If you love to be on the water, be sure to maintain your boat by keeping your engine leak-free and well-tuned, prevent gasoline spills by ensuring you don't overfull your boat's gas tank, keep an oil absorbent pad in the boat's bilge, use environmentally safe

detergents on your boat and only use pump-out stations for your boat's sewage. For more information on best practices on the water and in marinas, visit <http://www.inlandbays.org/get-involved/boaters/>.

6. If Something Doesn't Seem Right, Let Us Know.

No one person or agency can ensure everyone is following local and state pollution laws. If you see something that does not seem right, you can report it to the Delaware Riverkeeper Network's Pollution Hotline at 1-800-8-DELAWARE. It takes a team of Water Warriors like yourselves to ensure the health of our local waterways.



Resources



Brenna Goggin, Director of Advocacy,
Delaware Nature Society
(302) 239-2334 ext. 132
brenna@delawarenaturesociety.org

Jeff Long, Watershed Outreach Specialist,
Partnership for the Delaware Estuary
(302) 655-4990 ext. 106
jlong@delawareestuary.org

Roy Miller, Policy Coordinator,
Delaware Center for the Inland Bays
(302) 226-8105
policy@inlandbays.org



Martha Narvaez, Policy Scientist,
University of Delaware, Water Resources
Agency
(302) 831-4931
mcorrozi@udel.edu

James E. Jordan, Jr., Executive Director,
Brandywine Red Clay Alliance
(610) 793-1090
jjordan@brandywineredclay.org



References

Reference Information for Talking Points on Page 6

- 1 <http://cleanwaterdelaware.org/taskforcereports>
- 2 <http://www.ipa.udel.edu/publications/EconomicValueDelawareWatersheds.pdf>
- 3 <http://www.dnrec.delaware.gov/CWAC/Documents/DNREC%20Source%20Water%20Protection%20Program%20Presentation.pdf>
- 4 <http://delawareestuary.s3.amazonaws.com/pdf/EstuaryNews/2016/winter-news-16.pdf>
- 5 <http://cleanwaterdelaware.org/wp-content/uploads/2015/04/Delawareans-Opinions-on-Clean-Water.pdf>

