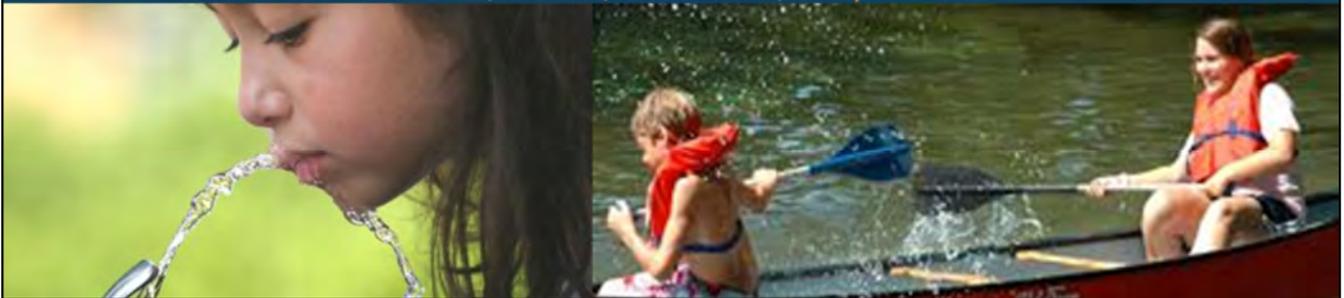


# Clean Water Campaign





***Support Dedicated Funding for Clean Water*** - clean water is critical to our economy, environment, wildlife, food source, and public health



It is for those reasons that the Clean Water Campaign supports and advocates for securing additional funding for clean water initiatives because clean water is critical to our economy, environment, wildlife, food sources, and public health.

# The State of Our Water



- Over 90% of Delaware's waterways are polluted from excess nutrients and legacy toxics
- 100 miles of fish-consumption advisories
- \$100 million shortage annually
- 1 acre of wetlands lost daily



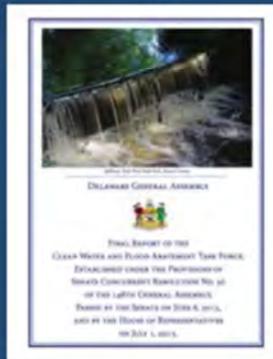
- According to the Department of Natural Resources and Environmental Control (DNREC) and the EPA, 90% of our waterways are polluted.
  - **Pollutant Source**
    - Excess nutrients:
      - Farming (manure and fertilizer run-off into waterways) (fertilizer and pesticides can we use at home are a source too!)
      - Our yards: dog poop and other waste run off
    - Household pollutants:
      - Improperly disposing of grease, oil, household chemicals like cleaning fluids, and prescriptions
    - Legacy Toxics:
      - Industrial pollution that is now controlled but whose past pollution remains in our water
  - 100 miles of fish consumption advisories in Delaware, meaning the amount of fish you are able to safely eat from these regions is limited or prohibited altogether. These are due to high levels of PCBs (polychlorinated biphenyl- chemical found in cooling fluids), metals, and pesticides (DNREC, 2012)
  - \$100 million annual shortage in regards to water quality programs
  - 1 acre, collectively, of wetlands in the delaware region are lost daily
    - **What do you think causes these losses?**
      - Development
      - Sea level rise

# Clean Water and Flood Abatement Task Force



## Task Force Findings:

- Increased annual investment
- Clean Water Fee
- Outreach and Education are necessary!



Senate Concurrent Resolution 30 established a Task Force to make recommendations to fund clean water improvements and flood abatement.

The Task Force found that:

- The Delaware general assembly should significantly increase annual investment in upgrading and maintaining Delaware's water infrastructure, promoting water quality, reducing flooding and flood control, and preventing or responding to storm damage.
- This investment should come from a per-household and per-business fee ("Clean Water Fee") along with loans and grants from the state and agencies such as the EPA
- Public outreach and education is a critical element of building and sustaining public awareness of water quality and flood issues. Delaware is in great need of clean water programs and it will take the support of many Delawareans to put them in place.

To educate the public and gain their support, we created this campaign. Delaware Nature Society, together with our other Steering Committee members, Alliance members, and water warriors, advocates for securing increased funding in order to fix the pollution and flooding we currently suffer from and work to protect future water quality.

## Clean Water: Delaware's Clear Choice



The campaign is run by a Steering Committee comprised of environmental and academic organizations. Partnership for the Delaware Estuary (PDE), Delaware Center for the Inland Bays (CIB), University of Delaware section of the American Water Resources Association (DAWRA), and Delaware Nature Society (DNS) are the Steering Committee for the campaign. Together we work to educate Delawareans about the need for clean water initiatives and provide opportunities for them to get involved in the campaign.

# Clean Water Alliance



- Coalition of stakeholders
  - Local businesses
  - Non-profits
  - Academia
  - Religious organizations
  - Recreation groups



A broad based coalition of stakeholders all across Delaware working to secure additional funding for clean water initiatives. The Clean Water Alliance is made up of local organizations, businesses, non-profits, academia, and more.

As an Alliance member, groups get to use our logo and have their link on our website. We offer special trainings for Alliance members and support their organization or business through member spotlights, providing volunteers, or hosting events at their venue.

Alliance members are critical to the Clean Water Campaign. They lead the movement for Clean Water infrastructure support in their communities in ways that best fit their strengths. For example, a group with advocacy experience could help contact decision makers and educate others on how to advocate for clean water funding.

# Water Warriors



## Citizen scientists

- Volunteer
- Advocate

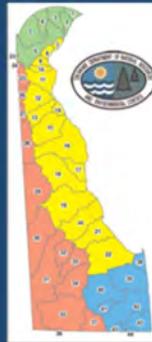


Water Warriors are citizen scientists who volunteer their time to support clean water initiatives in Delaware. We work to find opportunities for people passionate about clean water in DE that fit their interests. Water Warriors volunteer their time to clean local waterways, reduce pollution and runoff in their own yards, and advocate for clean water to their elected officials.

# Thriving on Clean Water



- Environment
  - Delaware's watersheds
  - Tidal wetlands
- Human health



Delaware is comprised of major watersheds. A watershed, according to Delaware Department of Natural Resources and Environmental Control (DNREC) is all land that water moves across or under while flowing to a specific body of water. This includes plants, animals, and people on that land or in the water. Caring for the watershed leads to cleaner water, healthier humans, and safer wildlife!

As we mentioned before, the Delaware region is losing 1 acre of tidal wetlands every day! It's easy to understand why watersheds matter to humans since they surround us and provide drinking water to many, but **Why do tidal wetlands matter? What do wetlands do for us?**

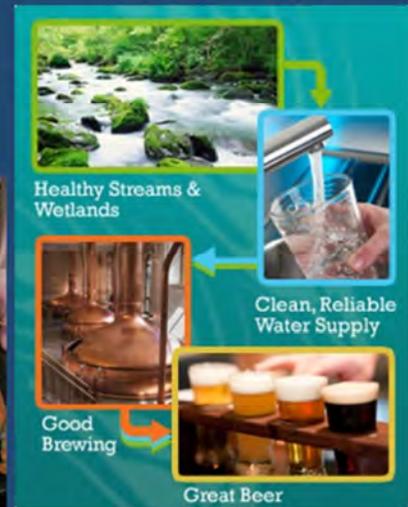
- Flood control: store water as it begins to flood, reducing the waters that pass through it and downstream
- Increased water quality: by filtering the water that passes through the plants and sediment in the wetland
- Habitat: for local and migratory birds, amphibians, and more!
  - Ex: local bald eagles may nest in wetlands (similar to those I saw at Hoopes reservoir, nesting in the peninsula), and migrants like the peregrine falcon stop in wetlands for food or rest

Just like the animals and plants in wetlands rely on clean and protected/plentiful water, so do we! Without clean water sources that will endure, we cannot hope to pass on health and success to future generations!

# Making Water Work



- \$2 billion - \$6.7 billion to regional economy
- 70,000 jobs
- \$2 billion in wages
- Tourism



The success of future generations is based not just in health, but in the economy! In Delaware, where water is a vital part of our life and land, the economy relies on clean water as well!

- Delaware's water supplies and natural resources make up a substantial economic engine
  - They contribute \$2- \$6.7 billion to regional economy in DE
- Delaware watersheds are responsible for 70,000 jobs and provide over \$2 billion in wages.

Clean water supports tourism, hospitality, restaurants (especially seafood restaurants!), and even breweries and distilleries.

- Delaware was ranked 1st in beach water quality (out of 30 states) in 2014 by natural resources defense council. Beach Tourism alone provides more than 10% of the state's revenue (Delaware Sea Grant, UD)

Without clean water, we cannot hope to pass on health and success to future generations nor give wildlife a chance to thrive.

## Current Funding



- Grants
- Loans
- But we still fall short!



Funding for clean water initiatives currently comes from grants, such as those given by the EPA (environmental protection agency) and loans like that from the Clean Water State Revolving Fund

- Due to the great issues we face regarding clean water, we are still \$100 million short annually!
- This is one issue the task force set to solve: how can Delaware collect the money it needs in order to make the necessary repairs, implement natural infrastructure, and reduce pollutants?

## Polling Shows Public Support for Clean Water



- 400 people polled statewide
  - 60% New Castle County
  - 18% Kent County
  - 22% Sussex County
- 1 Focus group per county



To help answer this question, Delaware Nature Society commissioned a representative statewide survey and three regional focus groups to gauge the level of support or opposition for a proposed clean water fee in Delaware.

# Polling Results



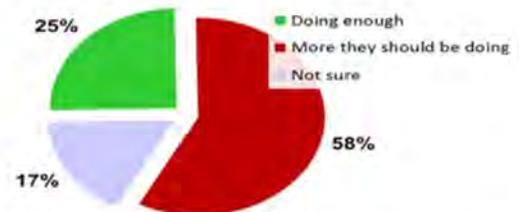
## Health of the Water

Grading the Stream, Creek, River Closest to Your Home



\*Students are often given the grades of A, B, C, D, or Fail. If I were to ask you to grade the health of the closest stream, creek, or river to your home on that A to F scale where "A" means it is extremely clean and healthy, and "F" means it is extremely polluted and unhealthy, what grade would you give it?

## Delaware Not Doing Enough for the Waters



\*Overall, is the State of Delaware doing enough to ensure that local waters are clean and healthy, or is there more they should be doing?\*

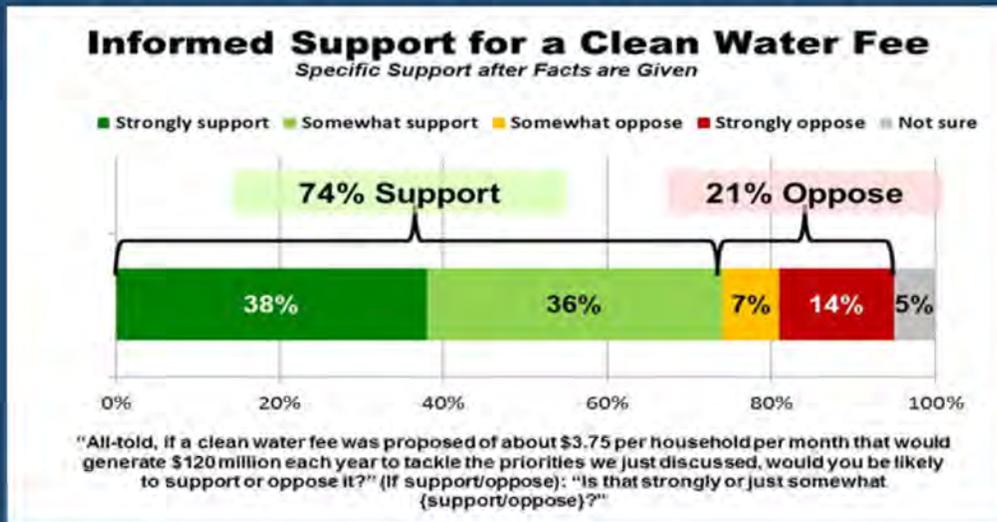
If asked to grade the health of the closest waterway on an A-F scale, what grade would you give it?

The majority Delawareans gave our water a C. C seems satisfactory right? Until you remember this water is going into our bodies, and the bodies of our loved ones (children, pets..)

When asked what the State of Delaware was doing to take care of our water, the majority voted that the state isn't doing enough.

So in these first two questions, those polled said our water in Delaware is average, and the state isn't doing enough to bring it to a quality we can be proud of.

# Public Support for a Clean Water Fee



Not only did Delaware residents feel that we were not doing enough to clean up our water, an even higher number of those polled supported a clean water fee! 74% of residents polled supported a small monthly fee that would go towards the clean water improvements needed.

# Clean Water Campaign



- Events and Meetings
  - Outreach to over 50,000 people
- Growing Support
  - Over 50 Clean Water Alliance Members
  - Over 5,000 people signed Clean Water Pledge
- Government Support
  - State agencies
  - Elected officials
  - Milton's Clean Water Resolution



The Clean Water Campaign uses the Task Force findings and public opinion surveys to guide our goal of securing additional funding for clean water infrastructure. Through our events and meetings, we have reached over 50,000 people!

Our support is growing, with over 50 Clean Water Alliance Members and over 5,000 signatures on our Clean Water Pledge

We have support from Delaware's government officials as well! Both from both state agencies and elected officials

Just before Thanksgiving, 2017 (November 21) the town of Milton (an underserved community in Delaware) passed a resolution encouraging clean water, especially regarding preventing harmful land use that can pollute its aquifers. Their resolution voiced support for the Clean Water and Flood Abatement Task Force's recommendations, including the clean water fee!

## Join Our Community!



- Take our Clean Water Pledge!
- Become a Water Warrior!
- Join the Clean Water Alliance!



Myself, along with the many others passionately involved with the Clean Water Campaign, believe with your help we can achieve our goals! But we do need your help!

Right now, let your decision makers know that you care about clean water by signing our pledge on our website. (<http://cleanwaterdelaware.org/support-for-clean-water/sign-our-clean-water-pledge>)

Get more involved by becoming a water warrior! Attend one of our water warrior trainings to learn about the ways in which you can bring clean water to Delaware! Learn how to advocate by contacting legislators and the media, or volunteer with community members with activities like river clean-ups!

If clean water is something your organization stands for, then add it to our growing list of Clean Water Alliance Members!

- Add our logo to your website
- Share or tag us in at least 2 social media posts per month
- Provide at least one update about the campaign in your newsletters
- OR distribute campaign materials to at least 2 local businesses

In return we will promote your organization by;

- Having the name and link to your organization on our campaign website
- Enjoying cross promotion of your events and programs on the campaign website and social media platforms
- Having access to trainings and workshops exclusively for Alliance members, including advocacy trainings and social media outreach trainings

- The potential for a stipend if your club participates (but being a member is totally free!)



## Questions??

### Contact Information:

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Learn more about our campaign  
and how you can help!

[www.cleanwaterdelaware.org](http://www.cleanwaterdelaware.org)

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