




BRING

CLEAR CHOICES

CLEAN WATER™

TO YOUR COMMUNITY!

Learn how to get this award-winning, customizable program up and running in your city, county, utility, business, or watershed. Clear Choices Clean Water combines cutting-edge social marketing principles with creative public engagement strategies to have a positive impact on local water quality and quantity.



**CLEAR CHOICES
CLEAN WATER**
make a difference

HOW DO WE GET PEOPLE TO CARE AND RESPOND?

HOW DO WE GET THEM TO CHANGE THEIR BEHAVIORS?

HOW DO WE MEASURE OUR OUTREACH IMPACT?

**CLEAR CHOICES
CLEAN WATER
WAS CREATED TO
ANSWER THESE
QUESTIONS.**

The Clear Choices Clean Water program (Clear Choices) is licensed by official sponsors and affiliates and has a growing circle of corporate donors as well as a strong network of local outreach supporters. It provides the platform for community partners to rally around common messages and therefore leverage dollars and activities.

As an effort to create social change (wise stewardship of our water resources), this program is designed to take what we know about people's knowledge and values and use that information to help them adopt better behaviors.



The background of the entire page is a repeating pattern of light gray silhouettes. These icons represent various environmental and community themes: hands holding water droplets, people planting trees, people walking dogs, people using wheelbarrows, people holding hands in a circle, and various types of plants and trees.

CLEAR CHOICES IS PERFECT FOR:

Municipalities or Counties

- Meet stormwater permit requirements for MS4 NPDES Minimum Control Measures (MCM) 1 and 2
- Establish credentials for awards such as EPA's Water Sense

Utilities/Corporations/Industry

- Use for conservation education requirements

Soil & Water Conservation or Solid Waste Management Districts

Watershed Efforts/319 Grant Holders

Non-profit Organizations

Natural Resource Agencies

Anyone with an interest in stormwater, wastewater, or drinking water programs

If you want ready-to-use, action-oriented, public education campaigns, complete with reportable outreach metrics, and a united call-to-action that many partners can use to lead to large impacts, then this program is for YOU!

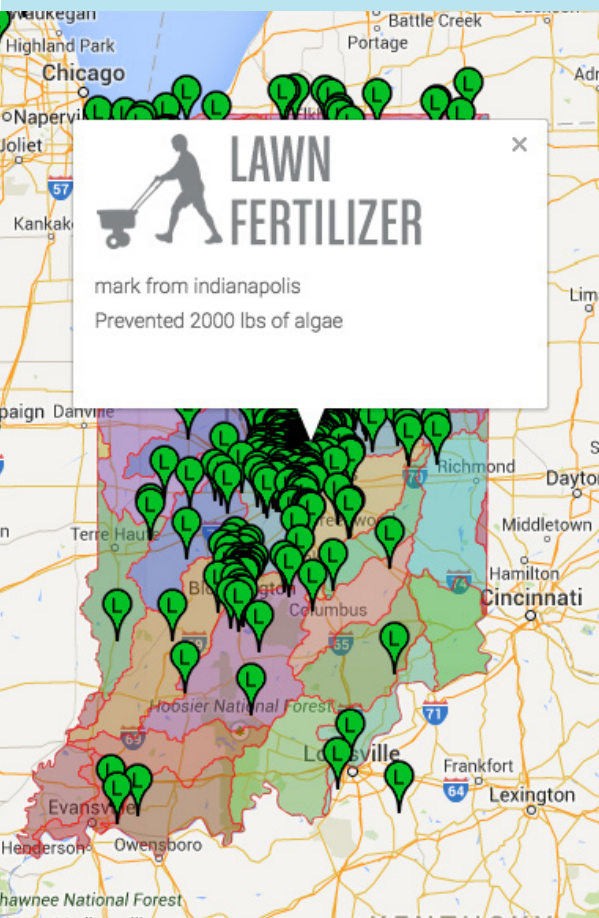
Whether you'd like to become an affiliate of Clear Choices Clean Water with your own customized website, or become a sponsor of an existing program, we can help you use Clear Choices to create social change.

THE FOCAL POINT OF THE CLEAR CHOICES PROGRAM IS AN INNOVATIVE INTERACTIVE WEBSITE



INDIVIDUALS WHO TAKE ONE OR MORE OF THE MANY PLEDGES OFFERED:

- See themselves on the map in their watershed along with others that have pledged
- Get immediate estimates on water quality improvements or water conserved based upon their personal behavior choices
- Understand how their actions, compounded with thousands of others, will improve water
- Have the opportunity to invite others via social media to join them in making a difference



Key social marketing principles are incorporated into the Clear Choices program showing each individual that their actions matter and are socially acceptable, encouraged, and positively recognized. Reaching individuals with messages about simple behavior changes not only improves water quality and conservation by cumulative impact, but also creates a culture of responsibility that transcends the family, business, or classroom. The Clear Choices initiative provides opportunities for everyone to do something and make their mark on their local watershed map.



Reportable metrics are another key component of the Clear Choices program. This information is valuable to sponsors with stormwater permits who are required by law to deliver public education and involvement programs quantified by specific programmatic indicators.

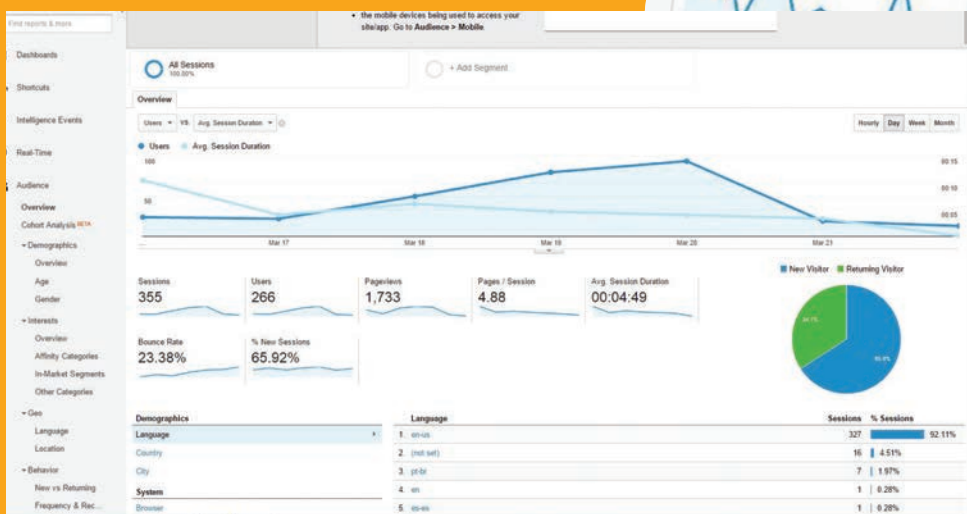
If you are with a governmental entity or a nonprofit, you can use this information to measure program effectiveness, successful outreach strategies, areas of greatest interest and provide reportable data if needed for grants.

If you are a utility, business or other private enterprise, you can use this program to promote social and corporate responsibility, engage your customers, ratepayers, board, stockholders and employees, and reduce operating costs that increase your bottom-line.

METRICS INCLUDE:

- Number of Impressions
- Number of Pledges
- Number of Web Site Hits
- Pollution and Volume Reductions
- Percent of Behavior Change
- Number of Engaged Partners
- Success of Various Outreach Methods

Google Analytics are available for the website which further identifies website visitor behavior and activity on the site.



EDUCATION AND MEDIA MATERIALS

A variety of resources are available for licensed users of the program. Education and outreach print materials include postcards/handouts, small format posters, and banners. Media resources include a suite of billboard, television, and radio advertisements.

Posters, postcards, and billboards can be strategically placed in locations where target audiences tend to visit, drive by, or spend time. TV/video spots can be used in online and/or on-air forums to help show the connection of stormwater runoff through street drains to streams and eventually to your drinking water glass. Radio/audio ads can be used with local public service announcements or on websites.

Education and outreach materials are customizable and can be logoed by a licensed user within the trademark guidelines of the program. Materials can be easily branded to fit a user's existing programs.



POSTCARDS can be used as mailers, as bill stuffers, or as handouts at events, businesses or other points of sale.

POSTERS have QR codes for smart phone users and can be placed in community gathering places or in local businesses.

BILLBOARDS can be placed strategically near parks/ dog areas, near garden centers, in problem drainage or septic areas, and in other targeted areas.

BANNERS can be used at events, as displays in public buildings, or even hung off bridges or boats.

RADIO SPOTS can be used as ads on the radio or online, for Public Access TV, high school/college radio, or as a presentation introduction/attention getter.

TV SPOTS can be used as TV ads, theatre ads, on YouTube, website videos/link, as well as in office lobbies, at a workshop station or event booth.

SOCIAL MEDIA pre-packaged posts and a content calendar are also available and included in the program.



BANNERS



BILLBOARDS

How does a clean water SUPERHERO keep our lakes and rivers clean and beautiful?

SUPERHEROES

are good citizens who follow the law

Most cities require citizens to keep the storm drains in their neighborhoods clean. That means picking up any grass clippings, leaves, and litter around the drain. And of course, it is illegal to put anything down a storm drain on purpose. This is called 'illegal dumping'. If you see someone doing this, tell an adult to report it to your city's stormwater office.

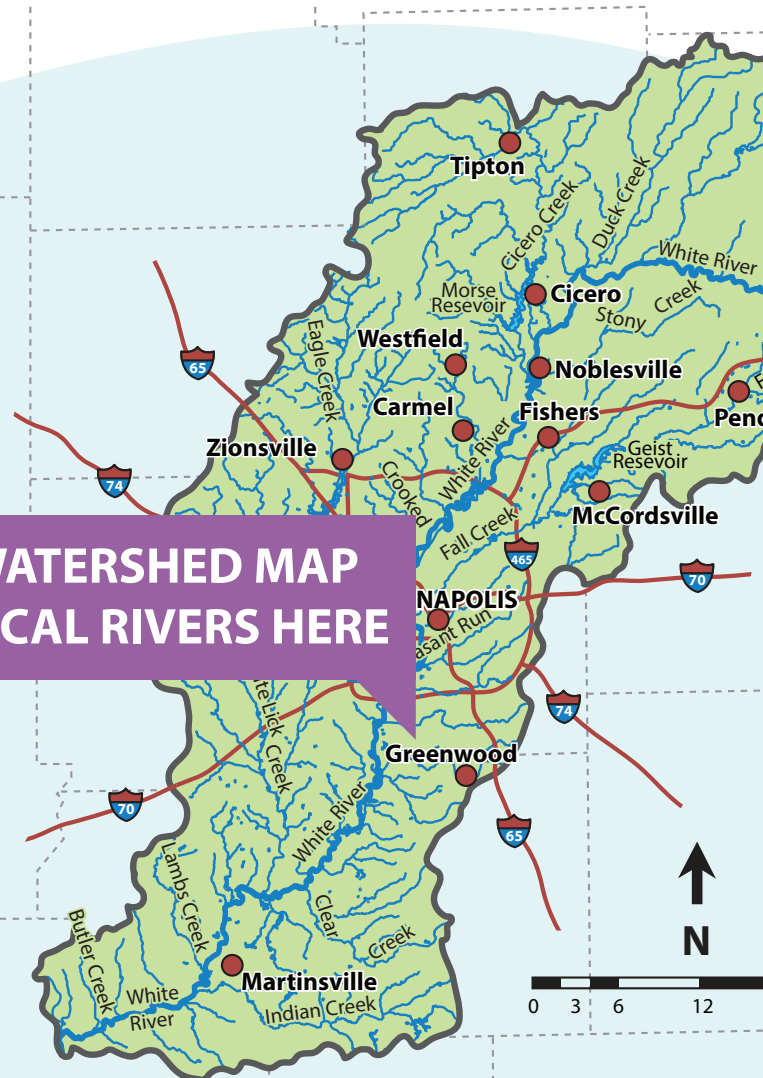
SUPERHEROES

know their lakes and rivers

When it rains in the area outlined on the map, all of the water ends up in the same place – White River. The water may take many different routes, but it will eventually find its way from our yards and streets into one of the creeks, rivers, or lakes on the map. From there it will flow into the White River. So... all of our actions, good or bad, affect the White River (and the Wabash River, Ohio River, Mississippi River, and Gulf of Mexico).

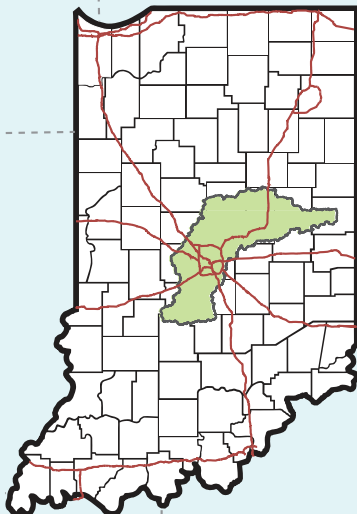
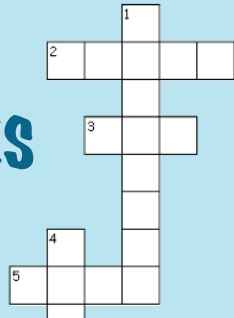
Can you find the creek, river or lake nearest your house?

YOUR WATERSHED MAP AND LOCAL RIVERS HERE



SUPERHEROES find solutions

CONTENT IS AND CAN
BE ALIGNED WITH
SCHOOL STANDARDS



18 24

ACROSS

2. _____ native plants like purple coneflower that help absorb extra rain water back into the ground.
3. Pick up your pet's _____ with a baggie and put it in the trash.
5. Put broken fishing _____ and Styrofoam containers in the trash after you're done fishing.
7. Find the storm _____ near your home and check it once in a while to make sure there is nothing blocking it.
9. Don't feed the _____ so they won't stick around.
10. Pick up _____ that you see in the street, and of course don't litter.

DOWN

1. Notice when oil or _____ from the car is leaking on your driveway and tell your parents.
4. Be a good _____ by following the law not putting anything in a storm drain.
6. Help your family pick up grass clippings and _____ in the fall so that they don't get into the storm drain.
8. Use the map below to _____ which lakes and rivers are near you.

Answers to the puzzle may be found at the FAQ section at clearchoicescleanwater.org

SUPERHEROES understand the problem

When pollution flows into a storm drain, it ends up in a lake or river. See if you can figure out what can happen when certain kinds of pollution enter the water. Draw a line connecting the pollution to the problem. Some answers are used more than once.

Families don't pick up leaves and grass clippings, they blow into the street and when it rains, they are carried into the storm drain and then into a lake or river.

People don't pick up their pet poo, and when it rains, bacteria are carried into the storm drain then into a lake or river.

Loose soil at construction sites is not protected, and when it rains, the loose soil is carried into the street, into a storm drain and then into the river.

People feed the geese, which attracts more geese. When it rains, the goose poo is carried into a nearby lake.

Families wash their cars in the driveway and soapy water runs off into the street, down the storm drain, and into the river.

Someone pours leftover paint directly into the storm drain, and it flows into the river.

Families feed their grass too much fertilizer, and when it rains, the water carries the extra fertilizer into the storm drain and then into nearby lakes and rivers.

The water appears brown, and the bottom of rivers is too muddy for fish to lay their eggs.

Chemicals build up in the water, harming or often killing fish.

Too much algae grows, making an ugly mess on the water's surface that people can't swim or boat in.

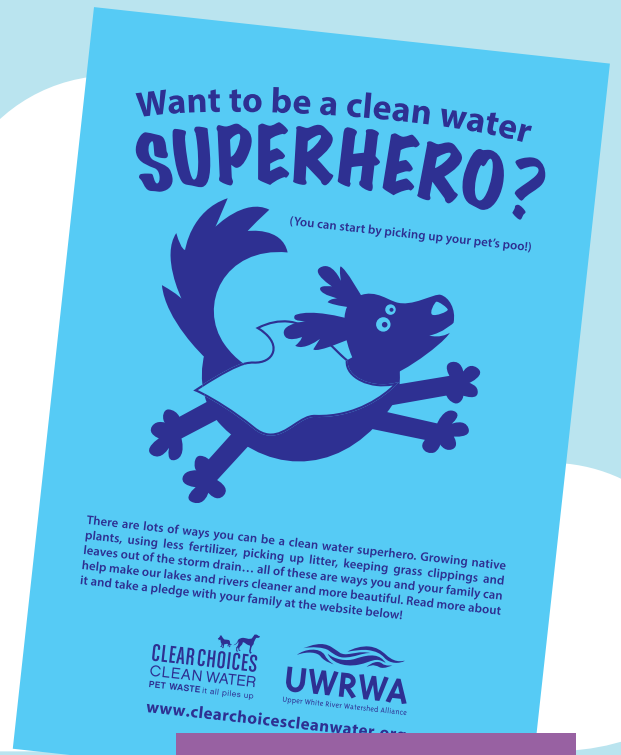
The cost to clean the water for drinking increases.

Too much dangerous bacteria can grow, and the water may be unsafe for swimming.



Answers to the matching activity may be found at the FAQ section at clearchoicescleanwater.org.

ADDITIONAL YOUTH MATERIALS



There are a variety of other products and items available for use with the Clear Choices Clean Water Program. You may purchase logoed items from Clear Choices or use the trademarked logo and brand on your own items. Many promotional items and products are customizable and can also be logoed with the licensed user's logo within the trademark guidelines of the program.

**THESE ITEMS CAN BE USED
AS PLEDGE INCENTIVES,
MAILED OUT, PICKED UP OR
GIVEN AWAY AT EVENTS!
THE CLEAR CHOICES LOGOS
AND TAG LINES COULD BE
APPLIED TO DOZENS OF
MARKETING ITEMS.**

GET CREATIVE!

RAIN GAUGE



PROMOTIONAL MATERIALS

A FEW EXAMPLES OF CLEAR CHOICES PROMOTIONAL ITEMS INCLUDE:

- Pet poo bags and dispensers
- Dog bandanas
- Native seed packets
- Water bottles and cups
- Sun visors
- Clickable message pens
- Rain Gauge

POO BAG DISPENSER



INTERACTIVE STORM DRAIN MODEL



The model is used to demonstrate how stormwater moves off the land into pipes underground and eventually into rivers and lakes. Colored balls represent various pollution sources that are carried with stormwater into our waterways. Interchangeable background pictures show pollution impacts and preventative BMPs.

Presenters cover a variety of topics:

- types and sources of pollution
- effects of pollution
- changes to the landscape that can prevent pollution
- action steps ordinary citizens can take to improve water quality

The storm drain model works well at festival and community events as well as in formal classroom settings. Take-home materials include pet waste bags, stickers, bookmarks, seed packets, and pollution prevention info.



WALKABLE WATERSHED MAP



Customized large scale map can show local rivers, lakes, cities, watershed boundaries, and smaller creeks and streams. The map lends itself to meaningful conversations with participants as they try to find their house (or other landmark) and then trace the path water flows.



Presenters emphasize that everyone is connected to their water resources, and our actions – bad or good – impact the local river or watershed in some way. Depending on the setting, participants might receive a sticker, postcard or bookmark outlining actions they can take to prevent pollution or conserve water.

The interactive storm drain model and the walkable watershed map are available as custom orders and come with specific activities and direction for how to best use these unique tools to engage the public and students.



HOW TO BE PART OF THE CLEAR CHOICES PROGRAM

The Clear Choices Clean Water program was built to be utilized by a variety of community partners, thus allowing for the collective impact of common shared messaging and a united call-to-action for all citizens. The program materials are easily woven into existing outreach materials and venues while protecting a given partner's brand and current programming.

If you are interested in participating in the program there are a variety of options available.

You may become:

- A licensed affiliate (host)
- A sublicensed sponsor of an affiliate program
- A licensed sponsor for the national program
- Or other supporting partner

HEADER CHANGES TO REFLECT AFFILIATE NAME/LOCATION

SELECTED PLEDGE SHOWN HERE AND HERE; CUSTOMIZE THE ORDER OF PLEDGES

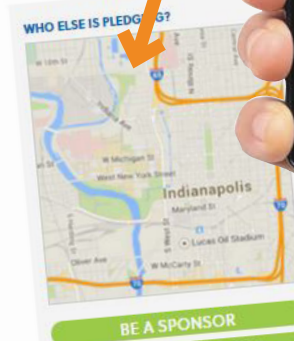
AFFILIATE LOCATION SPECIFIC MAP

OPPORTUNITY FOR INTRO TO PROGRAM AND AFFILIATE HOST LOGO OR LOCAL PICTURE

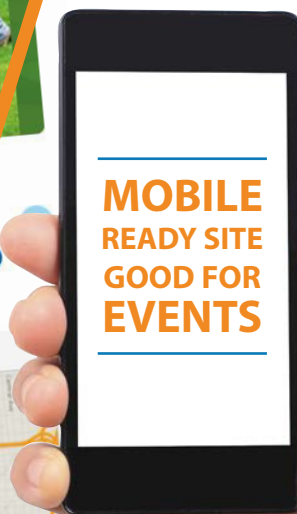


WELCOME TO CLEAR CHOICES CLEAN WATER INDIANA

WE ARE HERE FOR YOU STOPPED BY!
Clear Choices Clean Water is a nationally award-winning campaign designed to simply increase awareness about choices we make and the impact they have on our streams and lakes. Individuals, adults and kids, are encouraged to pledge to either start, or continue, good behaviors that make a difference for water quality and for water conservation. Unsure you know exactly what to do? Well, click around our site, we'll try to make it as easy for you as possible! Unsure your actions matter? Well, take a pledge, get on the map, and see what your own personal action will do for our water! You have the power to do your part for water quality... and bring your friends along. We'll clean up our waters together! Don't hesitate to contact us if you have any questions about the program, or about anything you learn while surfing around. We're excited you are here and ready to act! Don't forget to follow us on social media for our water quality! Don't forget to follow us on social



MOBILE READY SITE GOOD FOR EVENTS



CREATE YOUR OWN AFFILIATE

The nationally award winning program is now available throughout the United States and Canada. Officially licensed affiliates will have a unique website (a subdomain of the larger domain) that includes the chosen pledges of their program. Subdomains and pledges can be tailored to the affiliates specific area of interest. Supporting materials, photos and text will be provided and affiliates will be able to load local resources as well. Licensed affiliates will be provided with training and materials needed to administer their website. Resource materials also include information and instructions on how to access and administer pledge data, pledge participant information, and metrics associated with each pledge. The Clear Choices program can function as a “ready-to-go” outreach program or can be integrated into current education and outreach efforts.

[Learn How to Become a Clear Choices Affiliate](#)

BECOME A SPONSOR OF AN AFFILIATE

A group wishing to become a sponsor of an existing (or newly forming) affiliate program may do so by entering into a sublicense agreement under the existing affiliate’s license. The sponsor can then utilize the program for their own outreach efforts and/or coordinate efforts with the affiliate. The program is designed for such partnerships and associated leveraging of resources. Sponsors will work directly with their affiliate to access information on pledges as well as desired program materials. To learn more about existing affiliates or how to become an affiliate in your area, please contact us.

Indiana is the first affiliate and founding location of the Clear Choices program. Any entity in Indiana working on water resources outreach is welcome to become a sponsor of the Indiana Clear Choices program, hosted at Indiana.ClearChoicesCleanWater.org. Several companies and utilities within the state are already participating in the program. If you are not already a sponsor, we hope that you will consider joining us!

NATIONAL SPONSORS AND OTHER PARTNERS

If you’re interested in participating in the Clear Choices program, but the affiliate or sponsor programs doesn’t seem like the right fit, other participation options are available at either the national or local level. Clear Choices is always seeking supporting partners who can advance the effort through financial or outreach assistance. Anyone can become an important partner in helping spread the message about clean water. If you’re interested in discussing an alternative participation means, please contact us.

REMEMBER, AS AN AFFILIATE OR SPONSOR

YOU ARE NEVER ALONE IN THE

IMPLEMENTATION OF CLEAR CHOICES!

As an affiliate, this program will be yours to customize and use. It also includes on-going support from Clear Choices program staff. As a sponsor, you will be able to promote and benefit from the program as part of a joint effort with the affiliate host. Our goal is to provide you with an innovative, high quality, field tested resource that will help grow your water resource outreach efforts.

Included in this turn-key program is assistance and guidance from the national program, regular updates and access to newly developed pledges, outreach materials and promotional items. In addition, Clear Choices program representatives will work with you to find the best means to promote the program through both your existing mechanisms and new collaborative strategies.

TO LEARN MORE ABOUT HOW THIS PROGRAM CAN WORK FOR YOU, CONTACT US TODAY.

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Heather Bacher

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LET'S MAKE CLEAR CHOICES FOR CLEAN WATER TOGETHER!