

## Clear Choices Clean Water Program

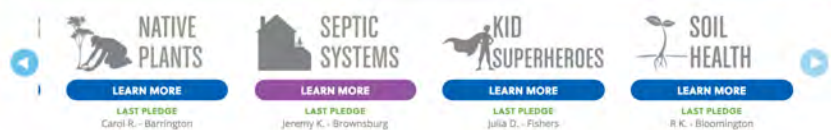
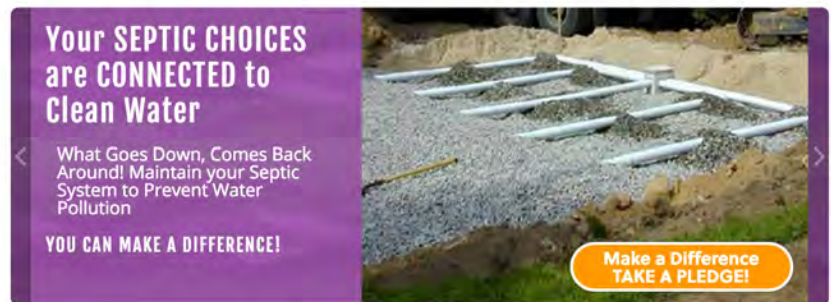
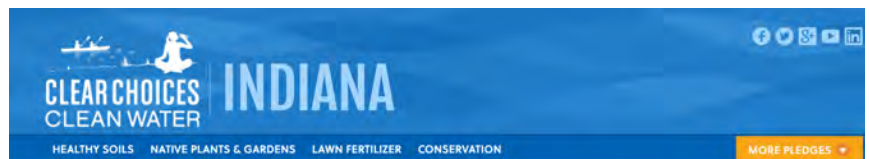
### Program Description and License Structure

#### Clear Choices Clean Water Overview

*Clear Choices Clean Water (Clear Choices)* is a social marketing initiative that increases public awareness about the choices we make and the impacts those choices have on our lakes, streams, and groundwater. **The ultimate vision for the initiative is to change people's behavior while implementing a program that easily allows for the evaluation of educational successes and environmental impacts at the same time.**

*Clear Choices* has several topical, action-oriented campaigns underway including:

- lawn fertilizer
- pet waste
- native plants and pollinators
- septic system maintenance
- water conservation
- volunteer service
- water superheroes (for kids)
- soil health
- waterfowl management
- tree stewardship
- litter (coming soon)
- climate change (coming soon)



This flexibility and the breadth of topics provide for a dynamic outreach program

that can grow over time or be implemented seasonally or regionally to focus on 'hot topics'. A vast potential exists for topics to be added to the platform. *Clear Choices* staff is happy to work with Licensed Partners or Supporters on the development of new topical pledges to fit various outreach needs that may arise over time.

The focal point of the program is a modern, interactive website that includes several complementary multimedia resources and viral marketing elements. **Visit [Indiana.clearchoicescleanwater.org](http://Indiana.clearchoicescleanwater.org) and TAKE A PLEDGE to see how it works!** Citizens who take an action pledge are immediately given personalized data outputs that help them see how their specific pledge made a difference for water resources. Depending on the specific pledge, this output might include estimates of water quality

improvements (e.g. decrease in algae, nutrients, or bacteria loads to a nearby stream/lake/river) or an estimate of water saved based upon their conservation actions. Pledges and pledge takers are also ‘put on the map’ via a push pin marker that helps people visualize how their pledge of action, alongside thousands of other pledges, will impact water quality in their watershed. **For the program administrators, Licensed Partners, and Supporters, the map also provides real-time evaluation of the success of the campaign.**

In addition to map recognition, pledge takers also have the opportunity to share and invite others to pledge via social media or email. Follow-up emails and pledge reminders are sent to participants using automated email responders, thus limiting the burden on the program’s administrators and partners to maintain regular communication with participants.

According to social marketing research, in order to change behaviors, individuals need to:

- feel like their actions matter
- are socially acceptable, and
- are encouraged and positively recognized

People need to be empowered to act. The *Clear Choices* program does this by providing information, access to materials, and ‘how to’ instructions for pledge takers that help them make the desired behavior change. **The *Clear Choices* program breaks down knowledge and resource barriers while providing an opportunity for everyone to do something to make their mark on the watershed map... and feel great while doing it!**

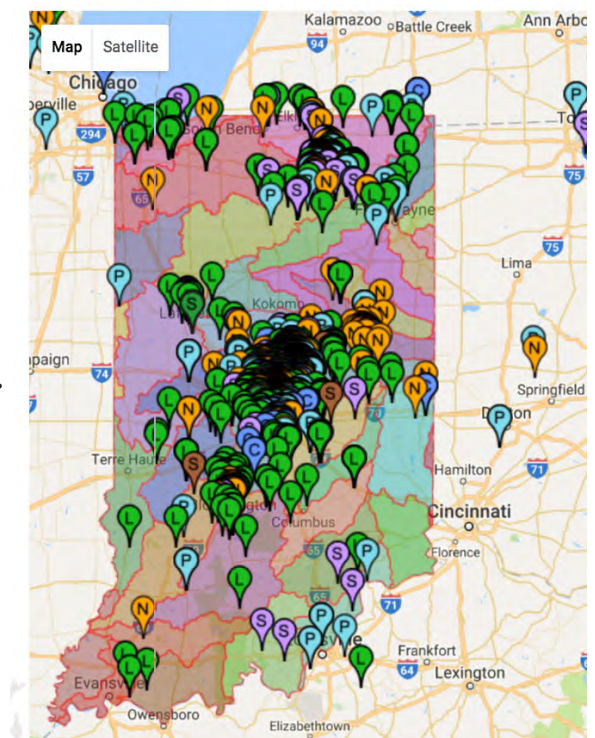
Reaching people with messages about simple behavior changes not only improves water quality by cumulative impact, but begins to incubate a culture of stewardship that transcends the family, business, or classroom.

## Program History and Strategy

### *How did this come to be?*

Created in 2009 by the leadership of two Indiana watershed organizations, *Clear Choices* has worked to increase awareness about various choices individuals can make that will have positive impacts on streams and lakes. This is evidenced by the thousands of pledges currently visible on the Indiana *Clear Choices* website. Annual marketing efforts that include the use of themed postcards/handouts, banner displays, radio promotions, TV commercials, billboards, kids’ activities, and social media outreach have

## CLEAR CHOICES MAP OF PLEDGES



## TAKE A PLEDGE

Pledge Information

I currently implement practices that improve soil health.  
 I pledge to implement practices that improve soil health.

First Name: \*  Last Name: \*

Contact Email: \*

How Did You Hear About Us: \*

From Whom: \*

been responsible for many of the pledges taken to date. Likewise, the depth of the *Clear Choices* partner network and the integration of the program into their communication venues have also proven instrumental to the program's success. **Having multiple trusted voices lift up the same messages and promote the same call-to-action platform not only leverages outreach resources, but ensures a consistent message throughout a community.**

Under the direction of Purdue

University researchers, *Clear Choices'* founders conducted several social indicator surveys whose results provided the core foundation for the campaign's messages and delivery mechanisms within the social context of Indiana communities. With the help of national experts, key elements of social marketing were then woven into the program to ensure the campaign's messages would strike an emotional cord and be relatable to target audiences. The social indicator survey serves as an important baseline measurement. A follow-up survey was conducted in 2015 in central Indiana, and will be done every five years to continue evaluating success and adjusting outreach approaches. Licensed Partners are provided that same social indicator survey template and survey implementation guidance so that they can conduct a survey in their area if desired. Social indicator surveys also provide valuable baseline data with which to measure future outreach successes.

### *Who's involved?*

In its first few years alone, *Clear Choices* developed a reputation as a fun, engaging, easy, and impactful outreach program. The results speak for themselves as the program sees more pledges, Licensed Partners, Supporters, and National Affiliates each year, along with the potential for preventing large amounts of pollution from reaching local waterways. As the first and only program of its kind, *Clear Choices* has been sought out by watershed groups, MS4s, and utilities from around Indiana and other states resulting in hundreds of thousands of dollars in outreach funding since its inception in 2009. **With this support, a diverse cache of multimedia assets and a robust portfolio of social media resources exist to support program messages, all of which are shared among all Licensed Partners, Supporters, and Affiliates.**

### *National expansion*

While the program was developed for Indiana, it is applicable to other states and regions and has been successfully launched in other watersheds. Due to its success, this nationally award-winning program is now available throughout the United States and Canada. The opportunity for *Clear Choices* National Affiliates to host their own site, complete with localized resources and mapping features, is perfect for organizations who want to jump start launching a proven water stewardship program in their community. More information about this part of the program is available at [clearchoicescleanwater.org](http://clearchoicescleanwater.org). This national growth continues to bring extra resources, ideas, and media exposure to the Indiana program.

The *Clear Choices Clean Water* program provides a tangible platform for many community partners from many places to rally around common messages and united call-to-action campaigns that leverage and amplify education dollars.

### *What is it doing?*

The pledge form associated with each campaign, by way of the information it collects from the pledge taker, is an invaluable mechanism for outreach planning, strategy and evaluation. Program administrators can review how pledge takers arrived at the website, as well as gain access to pledge takers' emails which can be used to reach them in the future. Another important evaluation feature is the ability to measure outcomes achieved from the various call-to-action pledges. **Underpinning the program are strong scientific and technical resources that provide invaluable, measureable results related to pollution reduction and water saved.** These

reductions show the impact the individual, as well as the program as a whole, have on the physical environment. These data provide important outcome measurables that can be used in grant or permit reporting. The pollution-reduction data also help to empower the individual by providing immediate feedback regarding the positive impact of their contribution ('choice'). Pledge takers know they are making a difference!

### *How is it managed?*

*Clear Choices Clean Water* is a single-member LLC of the White River Alliance based in Indianapolis, Indiana

**Tim Stottlemyer**  
MS4 Program Manager  
City of Noblesville



*"Clear Choices Clean Water is the best stormwater public education program*

*I have used in the past 10 years. Having a program that is based on solid science and professionally built was way beyond the reach of my local stormwater program; however, by partnering with others we leveraged not only our own funds but also those of other industries who also benefit from water quality education."*

and is protected by trademark. All Indiana Partners and National Affiliates enter into license agreements with *Clear Choices Clean Water*, LCC. These license agreements help guide resource sharing, program implementation, and brand protection.

## Clear Choices Clean Water Components

### *Website*

The heart of the Indiana *Clear Choices* program is an award-winning website. Indiana.ClearChoicesCleanWater.org. It is the webpage and domain that services Indiana. Conversely, ClearChoicesCleanWater.org is the overarching gateway webpage for all *Clear Choices* domains/programs, which includes all National Affiliate locations. This national page does not accept pledges, but rather, is a 'home base' that aggregates pollution reduction data from all Affiliates' efforts and provides information for other communities about how to bring *Clear Choices* to their area.

All *Clear Choices* URLs are built to stand alone so that all Licensed Partners, Supporters, and National Affiliates can easily promote the various websites as if they are their very own site – because in many ways they are! Indiana Licensed Partners are encouraged to work with *Clear Choices* staff to enhance technical resources available on the site or make suggested improvements. Licensed Partners can utilize the website and its resources in their own publications and are encouraged to link directly to it from their pages, etc. ***Clear Choices* is most successfully implemented when Licensed Partners fully integrate the materials, messages, brand, etc. into their existing outreach platforms and brand.** Pledge metrics and website analytics are available to Licensed Partners so that outcomes can also be integrated into their reports, press releases, articles, etc.

### *Evaluation Tools*

The interactive map and pollution reduction estimates are the keys to what makes *Clear Choices'* strategy different. First, participants see at a glance how many individuals have made a pledge and where they live. When they take a pledge, the map provides immediate feedback and gratification that they are doing their part in a very tangible, relatable way. Since the information is public, it helps insure follow-through on pledge commitments. For Licensed Partners and Supporters, the map provides a real-time evaluation of the success of the campaign. Additional valuable data can also easily be mined out of the program's database and Google analytics. Some of this includes:

- Number of pledges taken
- Attributes of the pledge takers, including name, address, pledge taken, pollution reduction numbers, and 'how did you hear about' details
- Pollution reductions by geographies (i.e. city, town, county, zip code, watershed, etc.)
- Number of visitors to website and website analytics
- Number of shares on social media and sharing analytics

- Additional basic metrics available via the back-end administrator’s site

All *Clear Choices* Licensed Partners receive an annual report of the program metrics and key analytics for their area, as well as information on the state and national program. Additional educational tools and best practices for outreach are made available to all Licensed Partners in order to help make *Clear Choices Clean Water* a huge success in each community.

**Marketing Materials & Services**

Licensed Partners will be provided with information, materials, design files, and marketing guidance to promote and utilize the program. Upon entering into a License Agreement, Partners are immediately provided access to a variety of marketing and collateral pieces that they can easily customize for their audiences or simply add their logo and use as they are. Some of these materials include:

- **Mass Media Resources:** Access to billboard design files, audio and video spots
- **Social Media Resources:** Facebook and Twitter posts, monthly topical pods of resources (i.e. photos, video clips, factoids, etc.), annual content calendar
- **Printed Materials:** Access to postcards, bookmarks, stickers, youth “Clean Water Superhero” guide design files and/or assistance with adding logos, printing, and ordering such materials
- **Branded Products:** Access to promotional items such as native seed packets, pet waste bags, rain gauges, water bottles, pint cups, yard flags, and similar products.
- **Quarterly Collaboration Calls:** Access to peers and outreach professionals quarterly to share ideas, materials, place bulk orders, and get reenergized
- **Social Indicator Survey:** Access to social indicator survey template and survey implementation guidance (NOTE: It is not necessary to conduct such a survey to use the *Clear Choices* platform or materials, but it may provide some insights about the local social context that could help tailor



messages, images, and delivery venues for an even greater impact.)

Any new materials created by *Clear Choices* staff, Licensed Partners, Supporters, or National Affiliates will be available for any other Partner or Affiliate to utilize during their license period. In this regard, *Clear Choices Clean Water* is **somewhat of an intellectual cooperative that provides the framework for sharing and leveraging resources among all National Affiliates and Indiana Partners.**

### ***License Agreement***

A license agreement will be entered into between *Clear Choices Clean Water* LLC and each Licensed Partner in order to establish resource sharing and use protocols, terms and fees, program implementation commitments, and brand protection. If an organization is in a formal MOU or Co-permit with another organization, a single joint license will be established. License agreements are for a two year (24 month) period and are renewable in two-year increments.

### **Becoming A Licensed Partner**

The license fee for a 24-month service period is based on the size and type of the organization. Being a Licensed Partner is best suited for those organizations interested in implementing a comprehensive, 'ready-to-go', outreach and education program that is designed to help measure program success across a variety of metrics, as well as assist in the evaluation of the effectiveness of various outreach strategies. Due to the high value reportables and built-in evaluation, this level of involvement is well-suited for MS4s, water utilities, grant recipients, non-profits, educational/cultural institutions, etc. Licensed Partners receive website recognition, an annual report with local, state, and national accomplishments, and are supported by routine communication and assistance from the *Clear Choices* staff.

### ***License Fees:***

- **Municipal/MS4 Users:**
  - Population >400,000 = \$12,000/yr (\$24,000 for 2-yr license)
  - Population 40,001 – 400,000 = \$2,000/yr (\$4,000 for 2-yr license)
  - Population <40,000 = \$1,000/yr (\$2,000 for 2-yr license)
- **SWCD & SWMD Users: \$1,000/yr (\$2,000 for 2-yr license)**
- **Non-profit / Institutional Users:**
  - In-Kind Services Commitments - No Fee
  - No In-Kind Service Commitments – \$2,000/yr (\$4,000 for 2-year license)
- **Corporate Users \$10,000/yr (\$20,000 for 2-yr license)**

\* **2-year License Renewal Fee (all types of organizations):** 50% of the organization's original fee or extension/expansion of In-Kind Service Commitments

For Co-permitted organizations or those with a formal MOU, pricing may vary. The above pricing is valid through 2020.

### **Opportunities For Supporters**

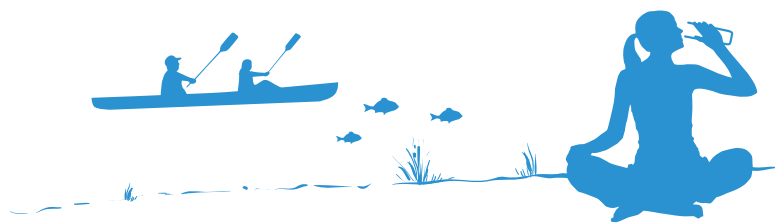
*Clear Choices Clean Water* attributes its successes not only to the resources and reach of Licenced Partners, but also to the financial gifts, grants, and in-kind contribution of its Supporters. Supporters include philanthropic donors, allied agencies or programs, corporate sponsors, and more. These contributions are utilized to grow *Clear Choices* resources and capacity for the benefit of all Partners and Affiliates.

Supporters are acknowledged on the Indiana *Clear Choices Clean Water* website and are provided an annual report of the program's accomplishments. Donations to *Clear Choices Clean Water* are tax-deductible.

### **Program Contact Information**

For more information or questions, please contact:

Mary Hayes at [mary@clearchoicescleanwater.org](mailto:mary@clearchoicescleanwater.org) or 317-672-7577.



**CLEAR CHOICES**  
**CLEAN WATER**