Clear Choices Clean Water Program
Description and License Structure

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, as it was first developed for the Central Indiana region, has several topical, action-oriented campaigns underway (lawn fertilizer, pet waste, native plantings, septic system maintenance, water conservation, and volunteer service, as well as the new 2016 kids pledge and soil health campaign). More pledge modules are in development with new partners, including a Pollinator Protection pledge and a Forest Stewardship pledge. A vast potential exists for topics to be added to the platform. This flexibility provides for a dynamic outreach program that can grow over time or be changed seasonally or regionally to focus on ‘hot topics’. Clear Choices staff is happy to work with Affiliates or corporate sponsors on the development of new topical pledges to fit various outreach needs. Affiliates can choose which pledge campaigns to include in their program.

The focal point of the initiative is a modern, interactive website that includes several additional multimedia and grassroots marketing elements. Visit Indiana’s site as an example (Indiana.clearchoicescleanwater.org). Individuals who take the action pledge are immediately “put on the map.” The map provides immediate feedback and gratification for the participant that they are doing their part to make a difference. It helps people visualize how their pledge of action, alongside thousands of other pledges, will impact water quality in their watershed. For the program administrators and Affiliates, the map also provides real-time evaluation of the success of the campaign.

In addition to map recognition, the feedback participants receive includes an estimate of water quality improvements (e.g. decrease in algae or bacteria in a nearby stream, lake, or river) or an estimate of water saved based upon their “clear choice” behavior pledge. They also have the opportunity to invite...
others via social media or email to join them in making a difference. Follow-up emails and reminders are sent to participants following their pledge using automated email responders, thus limiting the burden on the program’s administrators to maintain communication with participants.

According to social marketing research, in order to change behaviors, individuals need to feel like their actions matter and are socially acceptable, encouraged, and positively recognized. They need to be empowered to act. The Clear Choices program does this by providing information, access to materials, and ‘how to’ instructions. The Clear Choices initiative breaks down knowledge and resource barriers while providing an opportunity for everyone to do something and make their mark on the watershed map.

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. 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 Affiliates to host their own site, complete with localized resources and mapping features, is perfect for organizations who want a jump start on launching a proven water stewardship program in their community. Learn more about becoming an Affiliate at Clearchoicescleanwater.org.

Program History and Strategy
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 initiatives that include the use of themed postcards and banner displays, radio promotions, TV commercials, billboards, and social media outreach have been responsible for many of the pledges to date. Likewise, small group presentations and the use of local partners’ grassroots communication venues have also proven to be successful outreach strategies. Having multiple trusted voices lift up the same messages and promote the same call-to-action platform not only leverages outreach resources,
an emotional cord and be relatable to the target audiences. The social indicator survey serves as an important baseline measurement. A follow-up survey was conducted in 2015 in central Indiana. Clear Choices Affiliates are provided a template social indicator survey and implementation guidance if they would like to consider conducting a survey in their area. It is not necessary to conduct such a survey to use the Clear Choices platform or materials, but it may provide some insight about the local social context that could help tailor messages, images, and delivery venues for even greater impact. Social indicator surveys also provide valuable baseline data with which to measure future outreach successes.

The pledge form itself, by way of the information it collects from the pledge taker, is also an invaluable mechanism for outreach planning, strategy, and evaluation. Program administrators can review how pledge takers arrived at the site, as well as gain access to pledge takers emails that can be used to reach them in the future. Another important evaluation feature is the ability to measure outcomes achieved from the various calls-to-action. 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 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 their contribution (‘choice’) has on local water quality. Pledge takers know they are making a difference!

In its first few years alone, Clear Choices has developed a reputation as a fun, engaging, easy, and impactful outreach program. The results speak for themselves as the program sees more pledges,
National Affiliates, Sponsors, and Outreach Partners 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 and utilities from several other states and has leveraged 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 Sponsors and Affiliates.

In Indiana, the Clear Choices program is licensed by official sponsors and has a growing Giving Circle of supporters, as well as a strong network of local outreach partners. It provides the platform for many community partners to rally around common messages and a united call to action campaign that together leverage and amplify education dollars. Clear Choices is the perfect fit for stormwater, wastewater, and drinking water programs, as well as watershed outreach activities and corporate stewardship efforts.

Clear Choices Clean Water is a single-member LLC of the White River Alliance based in Indianapolis, Indiana and is protected by trademark. All Sponsors and Affiliates enter into license agreements with Clear Choices Clean Water, LLC. These license agreements help guide resource sharing, program implementation, and brand protection.

Evaluation Tools
The interactive map and pollution reduction estimates are the keys to what makes this 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 the Affiliates and sponsors, 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:

- # Pledges Taken
- All information on each pledge taker including name, address, pledge taken, pollution reduction numbers, and ‘how did you hear about’ details
- # Visitors to Website and Website Analytics
- “Shares” on Social Media and Sharing Analytics
- Additional basic metrics available via the back-end administrator’s site

All Clear Choices Affiliates will receive an annual report of program metrics and key analytics for their unique sub-domain, as well as information on the national program. As noted above, sample social indicator surveys will be provided for optional use in Affiliate communities to help refine program
National Affiliates

messages and measure knowledge and behavior change in the public. Basic website set-up, as well as best practice social marketing and evaluation tools will be made available to all Affiliates in order to help make Clear Choices Clean Water a huge success in each community.

Clear Choices Clean Water Components

Website
The heart of the Clear Choices program is an award-winning website. Clearchoicescleanwater.org is the gateway webpage for all Clear Choices domains, which includes all national Affiliate locations. Each officially-licensed Affiliate will also have a unique sub-domain, as well as the capacity to customize their website to best serve their geographic area. This includes a unique pledge map, Affiliate and sponsor recognition, localize technical resources, and more.

Examples of unique sub-domains:
www.toledo.clearchoicescleanwater.org
www.mydelawareriver.clearchoicescleanwater.org
www.maricopacounty.clearchoicescleanwater.org
Each sub-domain and included pledges are able to be tailored to the specific geographic area of each Affiliate. The specific set of pledges included under each Affiliate’s sub-domain will consist of whatever combination of pledges they chose to include in their own Clear Choices program (or new pledges they choose to create in coordination with the Clear Choices team). Each licensed Affiliate will then be provided with information, materials, and training to administer their website. Pledges, pledge taker information, and metrics associated with each pledge will be available to the Affiliate through the administrator portion of the sub-domain website.

Affiliates 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 them as they are. Some of these include:

**Mass Media:** Access to billboard design files, TV and radio spots  
**Social Media:** Facebook and Twitter posts, annual content calendar  
**Printed Materials:** Access to design files for postcards, bookmarks, stickers, youth “Clean Water Superhero” guide, etc.  
**Branded Products:** Access to promotional items such as native seed packets, pet waste bags, rain gauges, water clocks, water bottles, pint cups, sun visors, and similar products as available.  
**Social Indicator Survey:** Access to survey template and implementation guidance

Similarly, by being a licensed Affiliate, any new materials created by any Affiliate nation-wide will be available for any other Affiliate to utilize during their license period. Clear Choices Clean Water is somewhat of an intellectual cooperative in this regard by providing the framework for sharing and leveraging resources among all Affiliates.

**License Agreement**  
A license agreement will be entered into between Clear Choices Clean Water LLC and each licensee. Individual entities and organizations may (and are encouraged to) enter into an agreement as a single licensee if they have an MOU or other partnership agreement with each other (verses each MOU participant entering into a separate Clear Choices license). If more than one entity enters into a single license agreement, a single organization will be listed at the sole point of contact for the Clear Choices Clean Water LLC.
National Affiliates

Choices Affiliate license, but all partners will be considered licensees and receive recognition as official sponsors on the Affiliate site.

All start-up license agreements are for a two year (24 month) period. Two-year renewal agreements will follow. Fees are based in part on the number of pledge campaigns selected, the population of the area served, and a base set-up fee (see details below). For more information or questions, please contact Jill Hoffmann at jill@clearchoicescleanwater.org or 317-672-7577.

Pricing & Materials

- Initial license fee for 24-month service period: $10,000 plus $30 per 1,000 of population within a specified service or geographic area.
- License renewal fees for an additional 24-month service period: 50% of the original fee with a minimum fee of $6000 ($3000/yr).

Affiliates will have access to any collateral materials design files or AV resources that are developed by any other Affiliate within active license periods. Additional fees may apply depending upon the Affiliate's desire for additional materials and/or program growth (new pledges, coverage area expansion, etc.).

Please see the table of benefits for Licensed Affiliates on the following page.
### Licensed National Affiliate Benefits

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<thead>
<tr>
<th>Benefit</th>
<th>Description</th>
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<tbody>
<tr>
<td>Your choice of 1 to 4 pledges</td>
<td>(additional pledges can be added, see pricing below)*</td>
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<tr>
<td>Creation of a unique and personalized sub-domain of <strong>Clear Choices Clean Water</strong></td>
<td>and up to 12 hours of material customization support and training</td>
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<tr>
<td>Initial licensee consultation and help incorporating <strong>Clear Choices</strong></td>
<td>into existing education programs and/or websites (up to 12 hrs)</td>
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<tr>
<td>Inclusion of Affiliate's web link</td>
<td>on <strong>Clear Choices</strong> master sponsors page; sub-domain and Affiliate location included on national map (national homepage) providing additional exposure and promotion</td>
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<tr>
<td>Right to use all existing collateral materials that support individual</td>
<td>pledges and the program as a whole; these can be customized with modified text, maps, or photos and can be tagged with Affiliates' logos (eg. postcards, posters, billboards, banners, youth education packet materials, etc.); design adjustments can be done in-house by the Affiliate (design files provided) or by <strong>Clear Choices</strong> staff (prices below**); adjustments must follow procedures outlined in the license agreement</td>
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<tr>
<td>Right to use audio-video files such as radio and TV spots</td>
<td>these can be used to when making media buys or used in a variety of electronic outreach strategies; it is also possible to modify these to include Affiliates' name(s)/logo(s) at the conclusion of the spot (please call for pricing about such a modification)</td>
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<tr>
<td>Right to use any new materials developed within the license period</td>
<td><strong>Clear Choices</strong> staff is available to help customize and coordinate production of materials as needed (prices below**); adjustments must follow procedures outlined in the license agreement</td>
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| Right to use logos, taglines, etc. on promotional materials as well as  | access to existing design files for promotional materials; these can be customized with Affiliates' logo(s) (eg. seed packets, rain gauges, bookmarks, pet waste bags, etc.); design adjustments can be done in-house by the Affiliate (design files provided) or by **Clear Choices** staff (prices below**)
|                         | Prepared social media posts for use in social media venues to promote the program year round; posts organized by season in a content calendar |
| Opportunity to participate in annual 'bulk-buy' purchases of select    | promotional material for material cost-savings (no individual logos, general program branding)                                              |
| Basic social indicator survey template to measure and gauge local      | audience knowledge and values; additional survey development or customization support available from **Clear Choices** staff (prices below**). |
| Annual report of pledges, pollution reduction numbers, and website     | analytics                                                                                                                                 |
| Quarterly customer service support calls to provide program support     | and share content, strategy, and/or product updates                                                                                         |

*Additional existing pledges may be purchased for $3000. Mechanics/web architecture are provided as-is. Any changes to pledge mechanics/web architecture will require additional fee.

**Additional hours of IT and content support for customizing pledges, creating supporting materials, outreach consulting, or developing new pledges are available for $75 per hour.