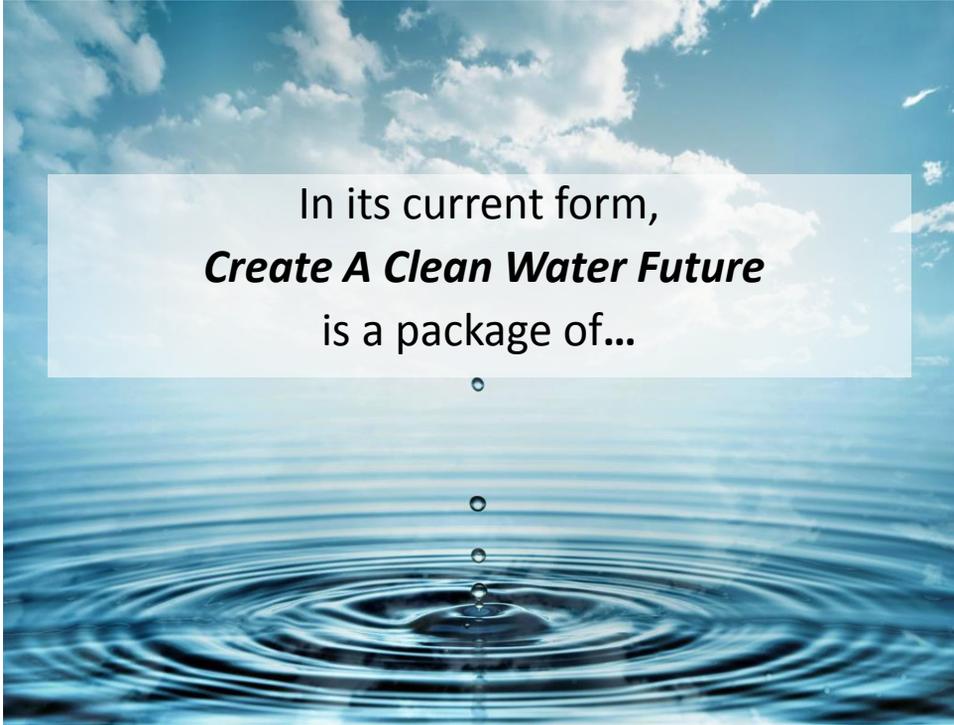


Create A Clean Water Future is a campaign to raise awareness about reducing stormwater runoff and the pollution that is carried by it.

It was developed and designed to be adopted by organizations, government agencies, businesses & grassroots groups.

It is a **FREE** tool that anyone can use!



In its current form,
Create A Clean Water Future
 is a package of...

Pocket Guide



Today individuals, families and businesses are making a real difference in curbing harmful stormwater runoff by following these simple steps. Together we can eliminate the litter, vehicle leaks, landscape clippings and other pollutants that poison our waterways. Hang on to this Pocket Guide and be part of the solution at home, work or play!

At Home	At Work	At Play
<ul style="list-style-type: none"> Wash your car on the grass or at a commercial car wash to reduce the amount of soap and dirt running into storm drains. Bag or compost your leaf and grass clippings to prevent clogged storm drains. Pull weeds by hand and avoid using pesticides and herbicides. If necessary, use sparingly and as directed. Look for biodegradable household cleaners. Dispose of household chemicals and cleaner containers as directed. Sweep your drive rather than hosing it down to prevent toxic like oil and antifreeze from polluting waterways. Clean up oil and other car fluids immediately using rags or cat litter. Scoop, bag and throw pet waste in the garbage. 	<ul style="list-style-type: none"> Make sure your workplace has a adequate trash and recycling facilities. Keep construction areas clean and free of litter and extra building materials. Dispose of all workplace chemicals properly. Prevent sediment from building sites from flowing into rivers and streams. Routinely check and maintain septic tanks. When landscaping plant native species or drought resistant varieties to reduce irrigation and the use of fertilizer and chemicals. 	<ul style="list-style-type: none"> Keep litter out of pickup truck beds and cover loads so items aren't blown to the ground. Clean up after yourself when hunting or fishing to prevent trash, bait containers, cigarette butts and food wrappers from polluting water and woodlands. Look for all natural and biodegradable sun protection to use when swimming. Do not discharge raw sewage from boats. Volunteer for community cleanup initiatives and restoration projects at local recreation areas and parks.

Visit CleanWaterFuture.com to find out more about how you can help.

A big part of creating a clean water future is about being an informed and active citizen. We always encourage local organizations and associations to have the matter of the community. If you see a use with sewage treatment plants or other water quality issues, please let us know. We will investigate and take over or monitor water quality. If the first step is not a solution, we will help you contact local organizations and associations. Keep the following contact details and original information handy.

To use your pocket guide: 1. Call during our black line. 2. Hold on for a few minutes.

Media Toolkit

- Press Release templates
- Helpful Facts, Figures and Definitions
 - Alabama's Water Resources by the Numbers
 - Terminology
- Talking Points
- Social Media Starter Guide

Two PSA's

<http://youtu.be/6TveAP6O8vk>

<http://youtu.be/dALJkDrbUTY>

Logos



Website



Ways you can adopt



FREE ways to Spread the Word

- Adding logo and website link to e-newsletters/publications
- Use the tag line:
 - “FRACA is Creating A Clean Water Future by being a *Trash Free Community*”
 - “Help Create A Clean Water Future today and for generations to come”
- Use logo and tag line in existing advertisements, billboards or at fundraising/special events
- Add the PSA videos to your website

Creators

- Alabama Coastal Foundation
- AL Dept. of Conservation & Natural Resources, State Lands
- City of Daphne Environmental Programs
- City of Foley
- City of Mobile
- Coastal AL Clean Water Partnership
- Coastal Conservation Assoc.
- Dog River Clearwater Revival
- Friends of Baldwin
- Keep Mobile Beautiful
- Mobile Baykeeper
- Mobile County
- Mobile Bay NEP
- Partners for Environmental Progress
- Pelican Coast Conservancy
- Weeks Bay Foundation