Hello Rio!

Blue Water Baltimore

Clean Water. Strong Communities.

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POLLUTION ↓

SEWAGE
STORMWATER RUNOFF
TRASH
TOXIC POLLUTANTS

SOLUTIONS ↓

GWYNNS FALLS
DRAIN STENCILS
NO DUMPING
JONES FALLS
RAIN GARDENS
HERRING RUN
TREE PLANTINGS
CLEAN WATER COMMUNITIES
STREAM CLEAN-UPS
HERRING RUN Nursery
LEGISLATION

BALTIMORE HARBOR WATERKEEPER

BALTIMORE HARBOR
PATAPSCO RIVER
CHESAPEAKE BAY

CLEAN WATER. STRONG COMMUNITIES.

BLUEWATERBALTIMORE.ORG

Who is Blue Water Baltimore ?

- Focused on the Baltimore region of the Chesapeake Bay

- Working on ultra-urban issues – heavily impervious, high concentration of poverty

- Concentration in sewage pollution, stormwater pollution, trash pollution

- Implement pollution reduction practices

- Engage Citizens as part of solution

Our Goal: A clean, vibrant, and productive environment for all

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Challenges in our Watershed

LITTERING
MAKES
ME
CRABBY

NGO role in Governance

Adding value to government

- ✓ Help elected officials do difficult things by showing they will be supported
- ✓ Be advocates in the media, outreach channels about need for fees, projects,
- ✓ Help identify citizens who can carry the message to other community members/ groups

Adding value to citizens & outcomes

- ✓ Improve public health/quality of life/education
- ✓ Through involvement, ensure

citizen access to spending of public resources, help project timelines stay on track

- ✓ Co-benefits to multiple stakeholders
- ✓ Creating cohesiveness

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Building Political Will

- ✓ Voters
- ✓ Tax Payers
- ✓ Communicators
- ✓ Parents
- ✓ Water Resource users
- ✓ National/community pride
- ✓ Economic Development
- ✓ Property Owners/users

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Urban streams are subject to pollutants and runoff.

Contact with the water should be avoided.

Baltimore City is rebuilding its sanitary system to alleviate some of the pollution. Please do your part by not littering, by picking up after your dog, and by not dumping anything into our storm drains.

Department of Public Works   Health Department

Shared self-interest examples

✓ WWTP projects reduce flooding & keep people safe from bacteria borne illnesses, including contaminated seafood

✓ SWM practices help with energy costs and improve air quality, slow traffic, protect WW infrastructure

✓ Infrastructure spending creates jobs and improves property values in communities

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Messages that have helped us connect

➢ Contaminated water(seafood) can make my family sick

➢ Historical tradition

➢ Care of Creation-stewarding the environment is a matter of faith

➢ Empowerment/entitlement

➢ This issue matters to all everyone regardless of race/income and everyone will have to do their part

Strategic audience specific communications are essential for success

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Strategies that have worked in Baltimore with low income communities

- Listen, build trust, make linkages for shared hopes and dreams
- Deliver on outcomes
- Start simply and not overly technical
- Visuals are helpful to educate and engage for anyone not directly invested in the issue
- Have community leaders present their stories
- Serve as liaison

Trees...

Beautify neighborhoods

Filter air and water pollution

Increase property values
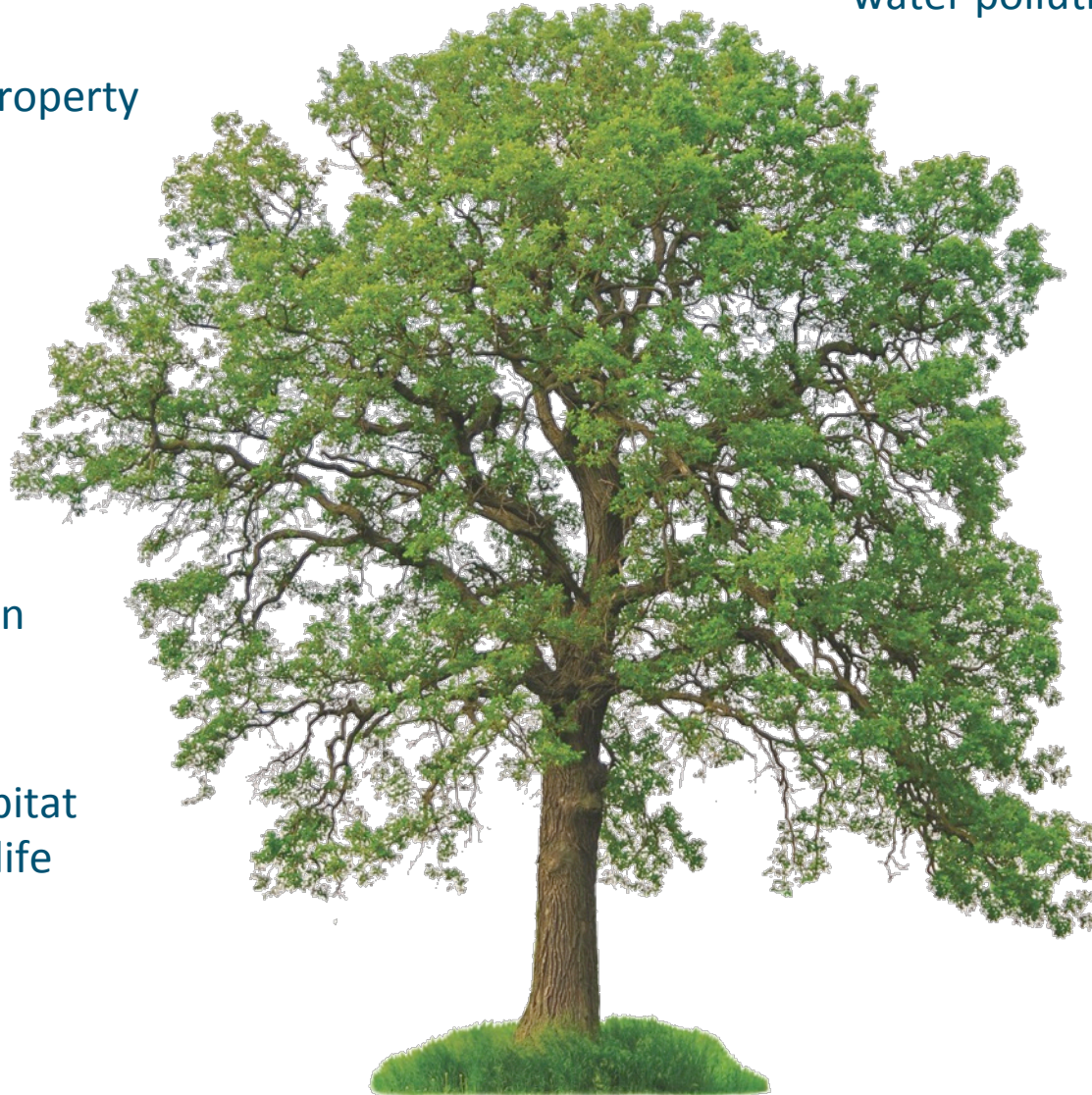
Reduce stormwater runoff

Reduce energy bills

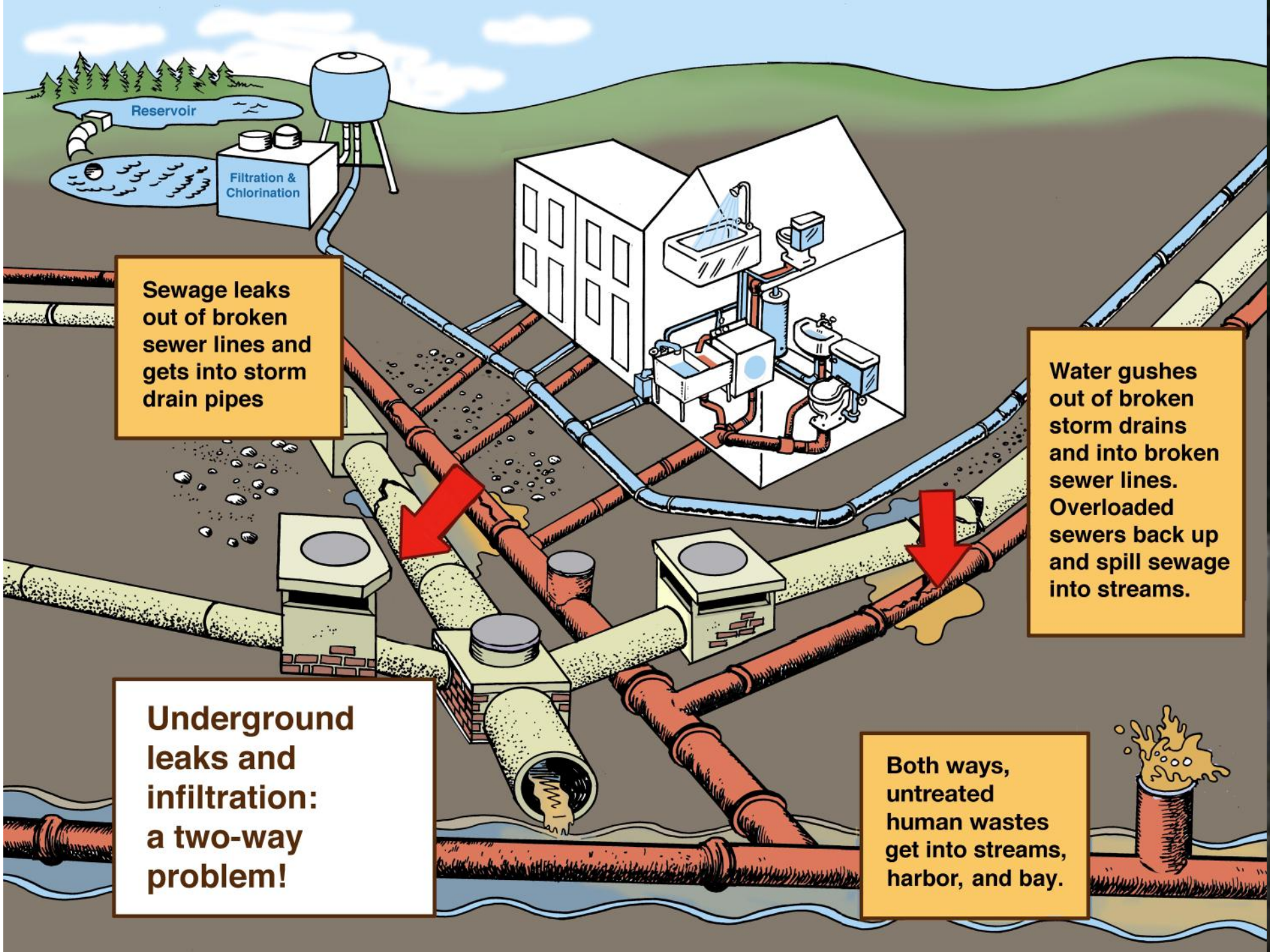Cool our streams

Prevent erosion

Provide oxygen

Provide habitat native wildlife

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Reservoir

Filtration & Chlorination

Sewage leaks out of broken sewer lines and gets into storm drain pipes

Water gushes out of broken storm drains and into broken sewer lines. Overloaded sewers back up and spill sewage into streams.

Underground leaks and infiltration: a two-way problem!

Both ways, untreated human wastes get into streams, harbor, and bay.

Replace hard pavements with gravel, porous blocks, wood chips, etc.

Redirect downspout to lawn or rain garden

Use manual lawnmower

Pick up after pets

Install grates to keep trash out of storm drains

Routinely clean up trash from streets & streams

We *can* reduce water pollution...and restore streams, harbor, and bay

STORM DRAIN

CHESAPEAKE BAY • DON'T

DON'T DUMP!

SANITARY SEWER

Thank you!

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