



Protecting nature. Preserving life.

Restoring and protecting marine coastal habitat in New York and Connecticut



Holly Drinkuth
Director of Outreach and
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CT TNC



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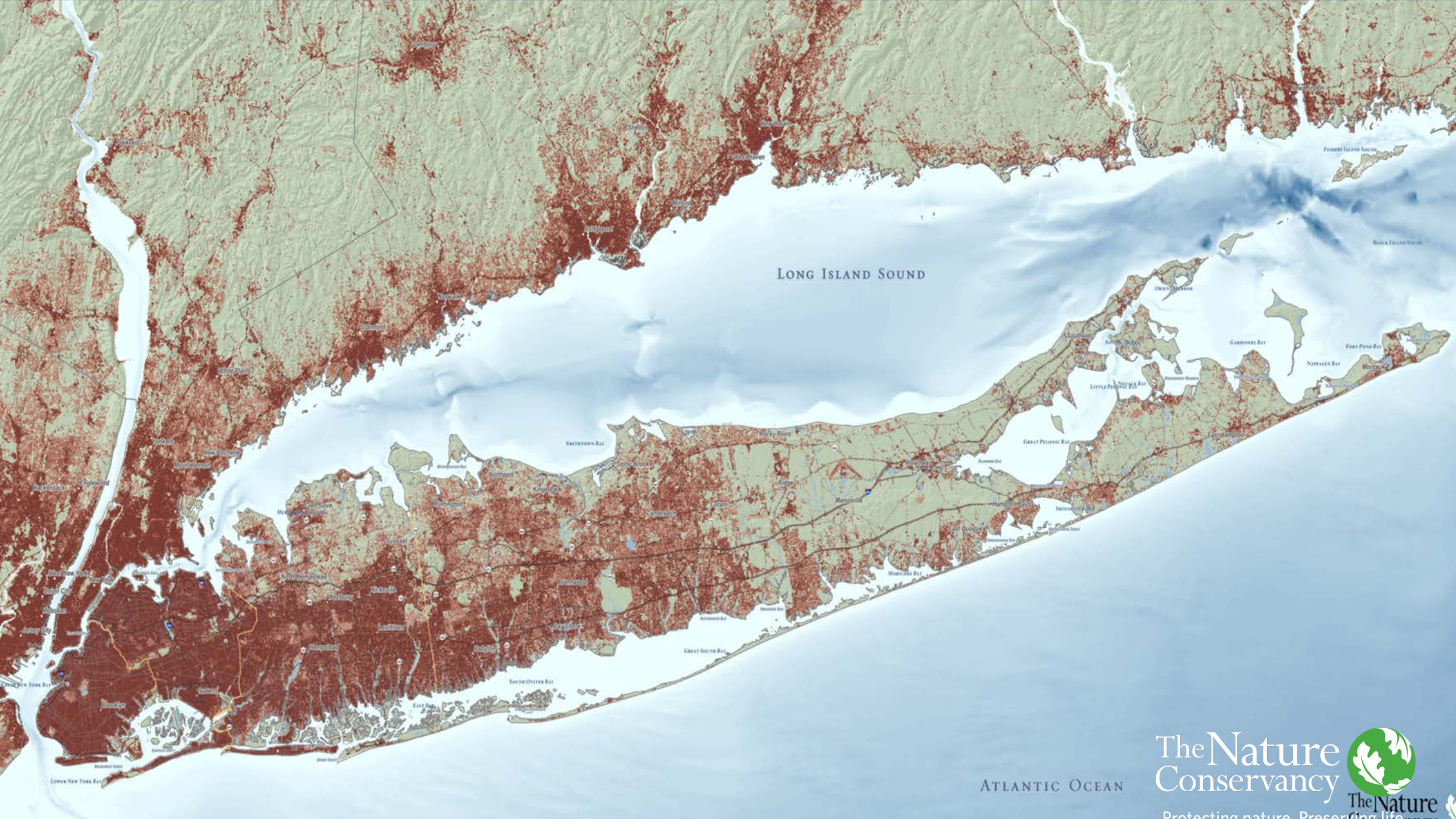
Stuart Lowrie
Water Priority
Co-Lead, NYS TNC



Mary Anne Taylor
CDM Smith VP

The Critical Path to Coastal Restoration on Long Island, NY





LONG ISLAND SOUND

ATLANTIC OCEAN

The Nature Conservancy



The Nature
Preserving life

Protecting nature. Preserving life.

Our waters define us

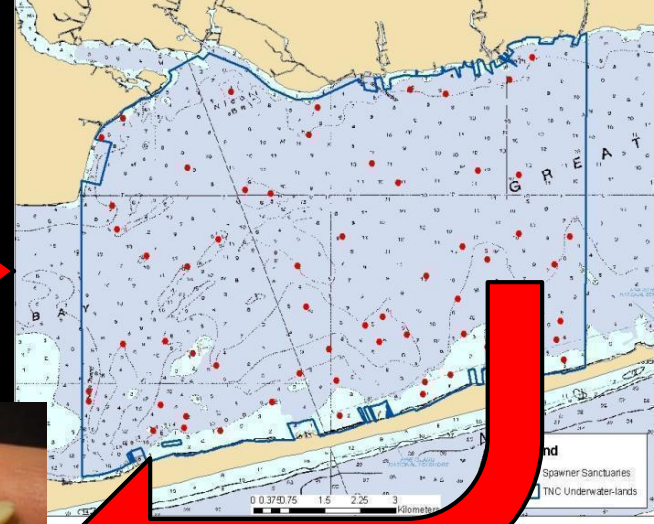


The Nature Conservancy  "Preserve the stage"

Protecting nature. Preserving life.



Shellfish restoration



Algae bloom setbacks



Harmful algae blooms on rise

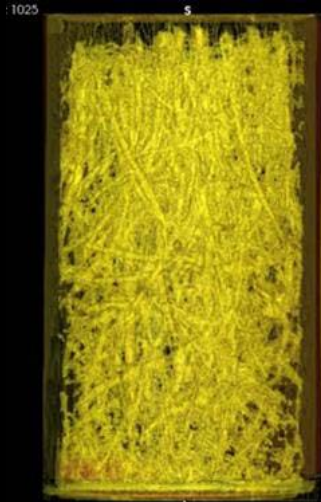


Uninspiring results

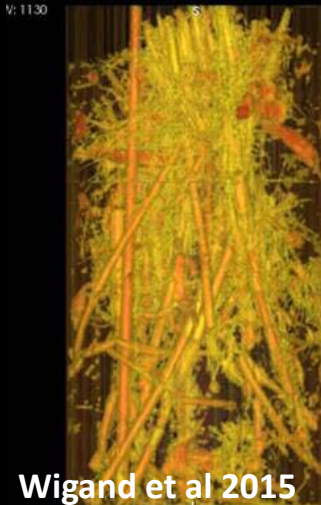


Some marshes failing

Healthy roots



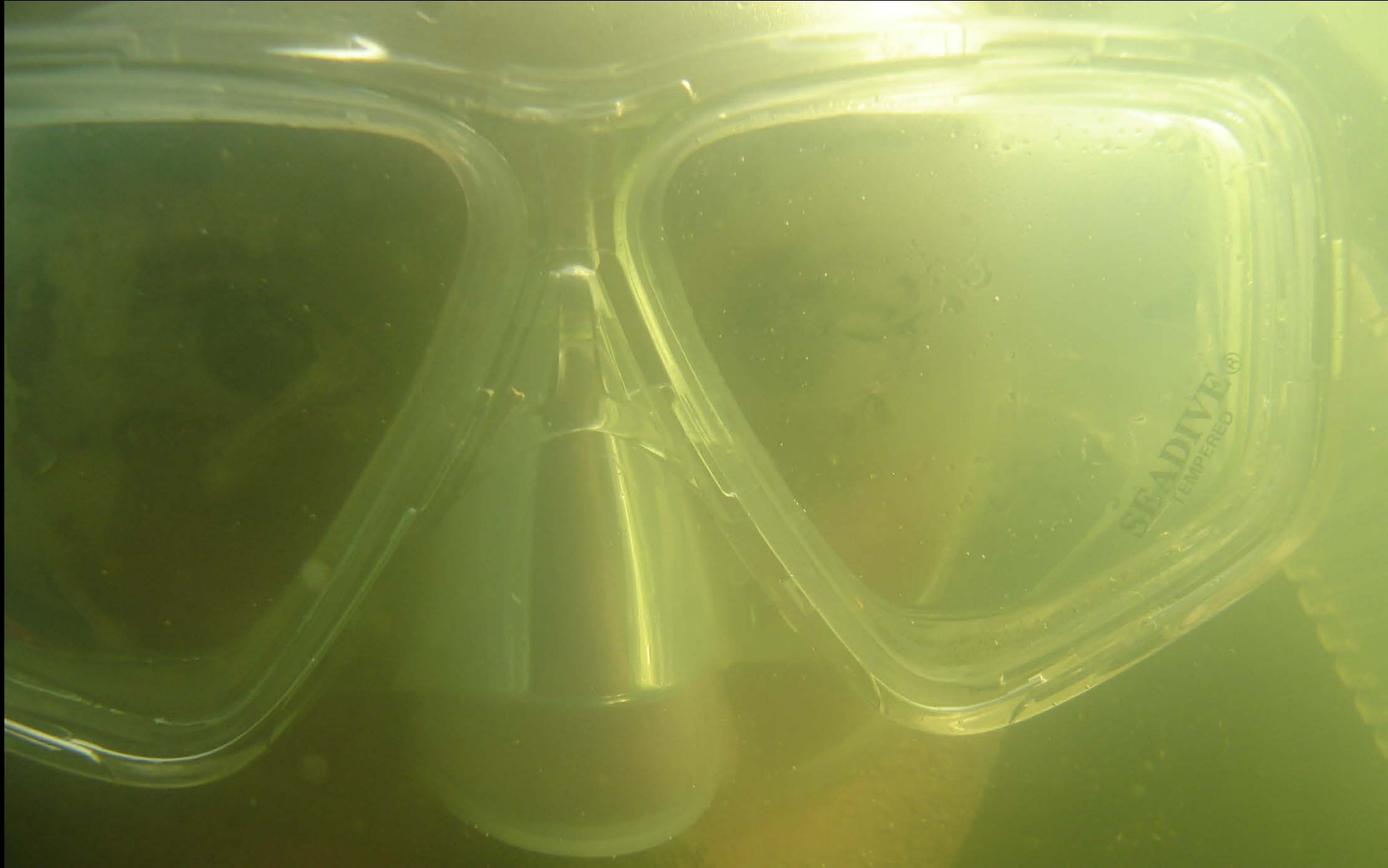
Impacted roots



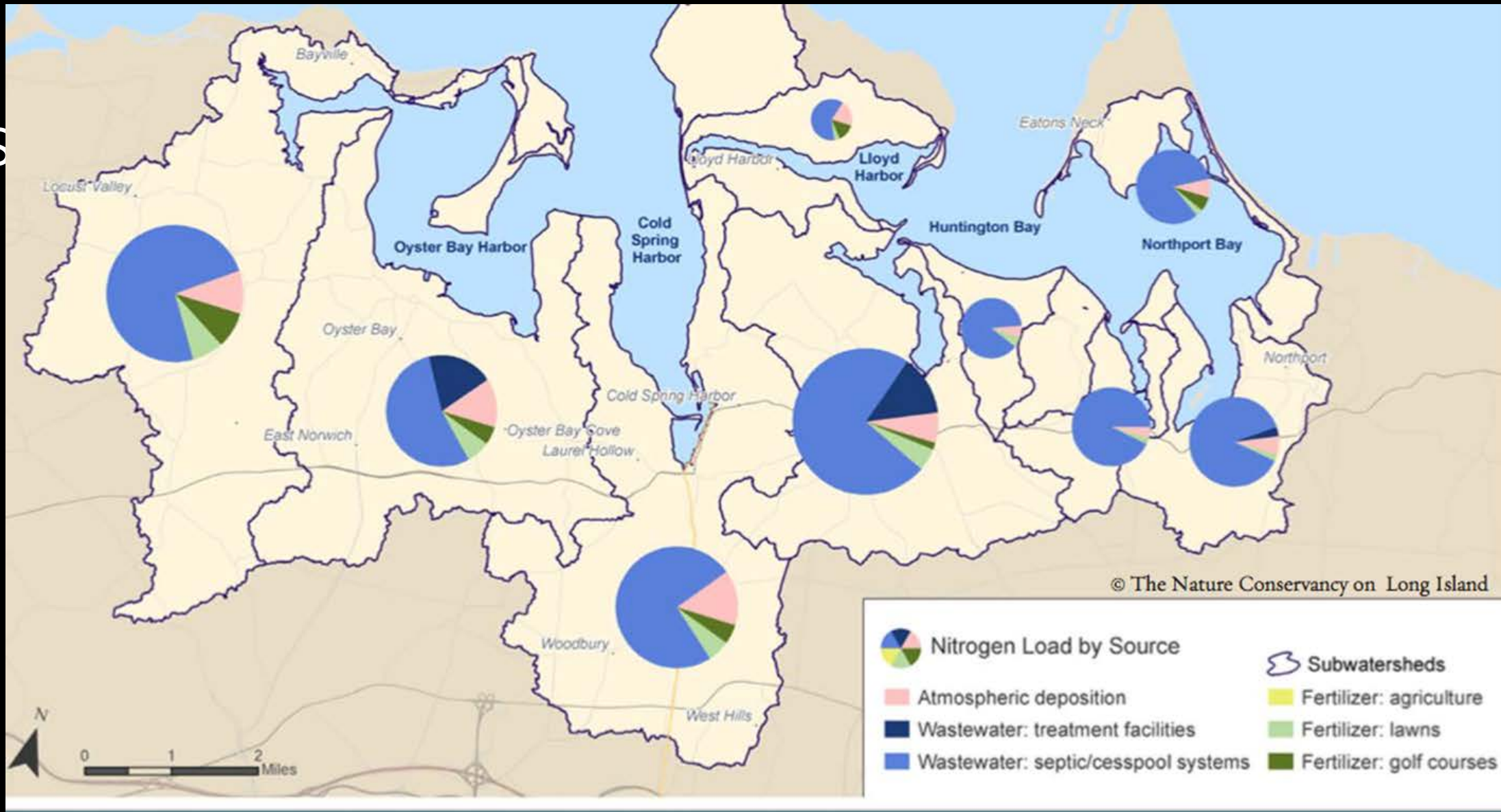
Wigand et al 2015



Something in the water?



Sources of N loading in a typical bay on LI





Largest source of nitrogen pollution: septic/cesspools



CESSPOOLS ON LI

The Threat To Our Water

How aging system of sewage disposal takes toll on bays, streams and aquifers

A4-5



How can pollution by cesspools be stopped? Tell us at newsday.com

NEWSDAY PHOTO/DANIEL GOODRICH

75%

Huntington / Oyster Bay

69%

Great South Bay

61%

Moriches / Shinnecock Bay

43%

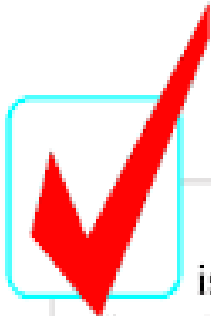
Peconic Estuary

From Science to Advocacy

Our Communications Purposes

- Increase target audience awareness that there is a problem
- Get target audiences to “take action” to protect and restore water quality on Long Island

Focus Group: *Definition*



A focus group is a carefully planned discussion designed to obtain perceptions on a defined topic in a permissive, non-threatening atmosphere.



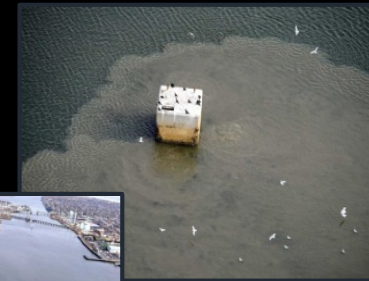
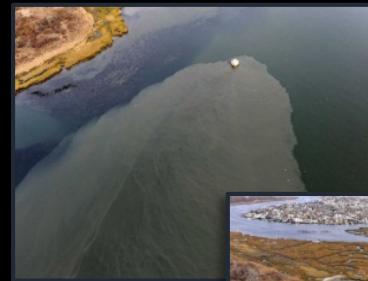
What Long Island Residents Think of When They Hear “Water”



The image that most appealed to focus group participants – by a wide margin – focused on a child and drinking water.



The images that most concerned focus group participants generally included dead fish or obviously polluted water.



FLAWED KNOWLEDGE HAD LITTLE IMPACT ON PERSUASION



POLLING

Long Island Voter Attitudes on Water Quality

Key Findings from a Voter Survey

220-3992

DAVE METZ

Fairbank, Maslin, Maullin, Metz & Associates - FM3
Public Opinion Research & Strategy

SANTA MONICA • OAKLAND • MADISON • MEXICO CITY

LORI WEIGEL



PUBLIC OPINION STRATEGIES



“Houston, we’ve had a problem.”

“...Nitrogen pollution from sewage has increased dramatically, with increases of up to 200% in nitrogen pollution in local groundwater supplies over the last 20 years. Too much nitrogen can lead to a huge growth of algae in bodies of water, which chokes off sea life.”

We can't wait—
we must act now

Quality
of Life



Public health
threats

Recreation

Comparative
Value

Nitrogen pollution, increasing pesticides and toxic chemicals in Long Island's water pose serious risks to human health.

Toxic algae in our waters can kill fish and our pets, and is deadly to humans.

Beach closures, fish kill-off from pollution and unsafe conditions keep us from enjoying the best of our local seafood, beaches and bays.

Long Island's water infrastructure is old and deteriorating. We need to upgrade and modernize our wastewater systems to reduce pollution and contamination in our drinking water supply.

Nitrogen pollution from sewage threatens Long Island's health, economy and quality of life, and we have to fix it now.

Cleaning up our water will protect the Long Island way of life for our children and grandchildren.

Local waters that are clean and healthy support tourism, boating, fishing and plentiful seafood.

Long Island's waters create jobs and generate hundreds of millions of dollars every year for our regional economy.

Setting a pollution reduction standard and regularly monitoring water quality will ensure that reductions in nitrogen pollution have been achieved.

The longer we wait to fix our water quality problems, the worse it will get, the longer it will take and the more expensive it will be.

Nothing is more important than having clean water to drink.

Nitrogen pollution from sewage has increased more than 200% in local groundwater supplies over the last 20 years.

A modest water bill fee, where the biggest users pay the most, will help our communities meet safe water quality standards.

TRANSITIONS

Nothing is more important than having clean water to drink.



Tap water is a great value. We should do what it takes to keep it clean.




We all have good reason to make sure our water supply is clean and healthy.



Then You Beat the Drum...



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Become an Advocate



Tell elected officials you care about clean water.

[Take Action »](#)

In the News



Relevant news on water quality.

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Help spread the word about why water quality matters.

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MEASURING PROGRESS TO SUCCESS

“It is notoriously
difficult to measure the
success of advocacy.”

TRACTION WITH LOCAL MEDIA

NEWSDAY / NEWS 12 SERIES



RISING RISKS FROM NITROGEN

What's in the water

A6-8 | TALK ABOUT IT AT NEWSDAY.COM

newsday.com
\$1.25 | 11 EDITION
Wednesday
Sept. 25, 2013

SPORTS FINAL

Newsday

THE LONG ISLAND NEWSPAPER

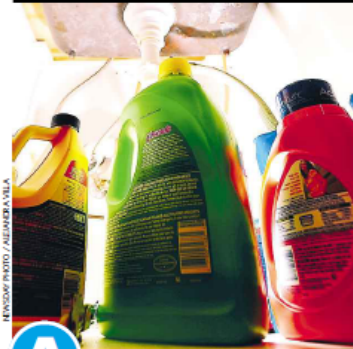
A6

TOP STORIES

Growing threat to LI's waters **NITROGEN**

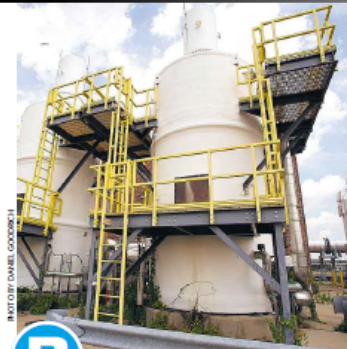
Septic systems, aging sewer plants and storm runoff fuel rising levels

TRACKING the pollution



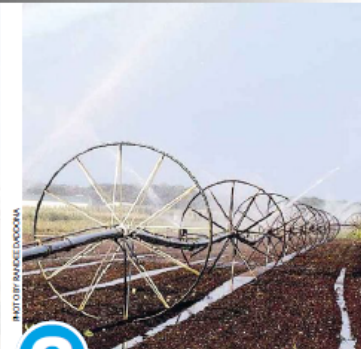
A Homes and businesses

Septic systems and toxic household chemicals in septic systems can each contribute to nitrogen loading. Superstorm Sandy crippled the Bay Park and Long Beach plants, sending thousands of gallons of raw or partly treated sewage into channels and bays.



B Sewage treatment plants

Runoff carrying pesticides, fertilizers and livestock waste adds nitrogen and other pollutants to ground and surface water. New York State has restricted when and where highly polluting fertilizers can be applied.



C Farms

Runoff carrying pesticides, fertilizers and livestock waste adds nitrogen and other pollutants to ground and surface water. New York State has restricted when and where highly polluting fertilizers can be applied.

Linking Water Quality to Coastal Resiliency



ELECTED OFFICIALS RESPOND

“There is no greater challenge that we face than the **water quality crisis** that we must now begin to confront. **Nitrogen poisoning of our surface waters and ground waters** is the greatest crisis that this county has faced in generations.”



Suffolk County Executive, Steve Bellone
2014 State of the County Address

2014 Ballot Measure on Water Quality



VOTE YES ON PROPOSAL 5 TO PROTECT OUR WATER AND OPEN SPACE.

Photo Credit: Kenton Rowe

PROTECTING LAND FOR FUTURE GENERATIONS

Open spaces protect our clean drinking water and are where families can relax and enjoy the outdoors. **Proposal 5** will provide funds to preserve hundreds of acres of open space for our children and grandchildren and will help keep our taxes lower in the long run.

MAKING WATER SAFE FOR FAMILIES

Long Island's water is in jeopardy. Nitrogen pollution in our water increased 200% in the last 20 years. **Proposal 5** will fund projects that improve water quality and fix broken infrastructure to make our water cleaner and our community healthier.

ON NOV. 4, VOTE YES ON PROPOSAL 5
ON THE BACK OF YOUR BALLOT

ENDORSED BY:



\$5 million appropriated by NY State for a Long Island nitrogen management and mitigation plan in 2013

In its 2017 \$2.5 billion dollar water quality bond act, NYS establishes a \$75 million fund for upgrading septic systems to low-pollution technology – in 2018, Suffolk County get \$10 million

2016 Ballot Measure on Water Quality



142 Route 114
East Hampton, NY 11937

PRESORT STD
US POSTAGE
PAID
REYNOLDS DEWALT

**NITROGEN POLLUTION FROM SEWAGE
CAUSES BROWN TIDES, FISH KILLS,
AND THREATENS OUR HEALTH.**

NOV 8, VOTE **YES** ON
PROPOSAL 1
THE COMMUNITY PRESERVATION FUND

1610
Paid for by the Clean Water & Community Preservation Committee
Photo credit: A. Graziano



This November, your
vote is an investment
in our future.

Our water quality is at stake

Nitrogen pollution from sewage causes brown tides and blue-green algae blooms. Last summer, it caused a massive fish kill in Peconic Bay. It threatens our health and our way of life. Vote YES on Proposal 1 to help prevent water pollution and ensure our water is clean and safe.

Preserving a legacy for our children

Our bays, harbors, and ponds make the fishing, boating, and seafood on the East End one of a kind. Proposal 1 will protect and preserve our natural areas, wildlife, bays, and beaches for our children and grandchildren to enjoy.

NOV 8, VOTE **YES** ON
PROPOSAL 1
THE COMMUNITY PRESERVATION FUND

#VoteYesCPF

www.LongIslandCleanWaterPartnership.org/CPF

CRITICAL PATH TO ECOSYSTEM RECOVERY

Coupled to
our
advocacy:

A critical
path to
ecosystem
recovery

