

# Keep Philly Green & Water Clean Campaign



The “Keep Philly Green & Water Clean” campaign elevates green stormwater infrastructure (GSI) as a key environmental issue among Philadelphia’s municipal leadership and residents. Philadelphia is a national leader in green infrastructure such as rain gardens, tree trenches, and green roofs to reduce stormwater that pollutes our rivers and streams. Maintaining Philadelphia’s leadership requires a citywide commitment to GSI. We need you - Philadelphia’s residents and civic and community leaders - to get involved and speak up to make Green Stormwater Infrastructure successful.

## Why get involved?

1. GSI is critical to Philadelphia’s economy, environment, and social equity:
  - GSI can reduce crime and blight, create jobs, improve public health, and create inviting places to live, work, and play.
  - GSI makes a cleaner and healthier environment. It mitigates the impacts of climate change by reducing the urban heat island effect and improving air quality.
  - GSI creates clean rivers and streams in which to fish, boat, and swim.
2. Without Green Stormwater Infrastructure we could see:
  - A loss in Philadelphia’s status as a leader in GSI.
  - Fewer jobs in the green economy.
  - A degradation of the rivers and creeks we use for fishing, boating, and swimming.
  - Increased temperatures and poorer air quality as climate change intensifies.
3. Keep Philly Green & Water Clean campaign needs your help to:
  - Elevate the importance of GSI by participating in community meetings, writing blogs, and submitting letters to the editor.
  - Educate neighbors, businesses, and community organizations about the importance of GSI.
  - Support GSI located in your community.
  - Speak up for GSI in your Parks & Rec Centers through the Rebuild Initiative.

## How can you help?

- Sign our petition at [www.keepwatercleanphl.org](http://www.keepwatercleanphl.org).
- Sign up for updates about this issue by completing the attached form.
- Write letters to the editor about the importance of addressing stormwater.
  - *Please contact the Campaign Manager, Lena Smith, at smith@pennfuture.org for samples.*
- Explain why green space is important to you by submitting a blog to the campaign website.
- Share on social media why a green Philly with clean water matters to you using #KeepWaterCleanPHL.
- Share this important information with your friends, family, colleagues, and neighbors.

# Green Stormwater Infrastructure (GSI) in Philadelphia's Communities



What is stormwater?

*Surface water generated  
during a rainstorm or when  
snow melts.*

## What is Green Stormwater Infrastructure (GSI)?

GSI is a nature-based solution to water quality problems that urban stormwater runoff causes and provides greater benefits than conventional (or "Gray") stormwater solutions.

## Why do we need GSI?



- Stormwater runs off roads, parking lots, and roofs, picking up oil, dirt, and other pollutants as it makes its way to storm drains. 60% of Philadelphia's storm drain system is a combined system that mixes stormwater with household wastewater.
- Most large storms cause untreated sewage to overflow directly into local rivers and creeks.
- GSI tools reduce pollution and flooding events by naturally slowing and filtering rainwater before entering the stormwater system.

## The Economic, Social, and Environmental Benefits in your Neighborhood

GSI...

- Creates jobs and strengthens the economy. If we increase reliance on GSI, we can expect an additional 1,000 jobs per year and \$2 million per year in local tax revenues over the next 25 years.
- Reduces crime and blight, improves public health, and enhances recreation.
- Mitigates the impacts of climate change by creating a cooling effect.
- Helps keep rivers and streams clean enough to fish, boat, and swim.



## How is GSI already being used in Philadelphia?

- In 2011, Philadelphia began implementing a plan to reduce stormwater pollution by focusing on green practices. In only 8 years, 948 public and private GSI projects have been constructed in Philadelphia. This means that rainfall on 679 acres is managed with GSI.
- The expansion of GSI in Philadelphia has created 92 acres of new or improved green and open space, creating vibrant communities with spaces to play and recreate.



## What you can do in your Neighborhood

- Ask your community development organization to support GSI.
- Ask your City Council Representative to support GSI projects.
- Tag your photos of GSI on social media using #KeepWaterCleanPHL.

Go to [www.keepwatercleanphl.org](http://www.keepwatercleanphl.org) to learn more.

*All photos courtesy of the Philadelphia Water Department*

## Please join the "Keep Philly Green & Water Clean" Campaign



Required responses are marked with an \*

Name\*: \_\_\_\_\_

Email\*: \_\_\_\_\_ Work Phone\*: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Organization/Business Name\*: \_\_\_\_\_ Position (if any)\*: \_\_\_\_\_

Org/Business Address\*: \_\_\_\_\_ City\*: \_\_\_\_\_ State\*: \_\_\_\_\_ Zip\*: \_\_\_\_\_

Organization/Business Website\*: \_\_\_\_\_

Briefly describe your Business/Organization's Mission\*  
\_\_\_\_\_  
\_\_\_\_\_

Is your organization located near a selected Rebuild Site? Yes / No / Unsure (Circle One)

Is your organization located near Green Infrastructure? Yes / No / Unsure (Circle One)

Please list the name and email/phone number of any other staff, volunteers, or board members from your business/organization who should receive our correspondence:  
\_\_\_\_\_  
\_\_\_\_\_

Do you know other organizations/businesses that might be interested in Keep Philly Green & Water Clean? If so, please list their names and contact information:  
\_\_\_\_\_  
\_\_\_\_\_

Would you/your organization be interested in writing letters to the editor, submitting guest blogs, or posting social media for the campaign? Yes / No / I NEED MORE INFORMATION (circle one)

Thank you for taking time to complete this form. The information you provided will be used to help focus the efforts of the "Keep Philly Green & Water Clean" Campaign.

Questions about this campaign can be addressed to Lena Smith, smith@pennfuture.org, 267-838-9154.

Visit [www.keepwatercleanphl.org](http://www.keepwatercleanphl.org) for more information.