

# Clean Water



A Newsletter Dedicated to Water Protection & Responsible Business

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The American Sustainable Business Network’s “Clean Water is Good for Business” campaign engages businesses in the Delaware River Watershed and across the United States on making the business and economic case for water protections to advance shifts in business practices and public policy. We are excited to share our collective efforts to protect our water and build a more just and sustainable economy, and we invite you to help!

In November, our campaign hosted several events at the 10th annual Delaware River Watershed Forum. ASBN and the Sustainable Business Network of Greater Philadelphia led a roundtable discussion with Council member Jamie Gauthier of Philadelphia City Council, and Susan Harris of Cerulean, LLC focusing on the business and equity case for public policies and private sector coordination that support green stormwater infrastructure as a key part of protecting the watershed. Following this, several of the Clean Water is Good for Business leaders hosted field trip events for forum attendees.

We’ve been working for five years to protect this watershed and we hope to share those efforts and victories with you! Our collective business voice is powerful, and our vigilance pays off.



The Investing in Green Stormwater Infrastructure for Just and Sustainable Economies in the Delaware River Watershed round table discussion



Rodale Institute’s Grow Clean Water Initiative co-hosted an event to bring participants to FarmerJawn’s urban farm at Elkins Estate to learn about interlinkages between social, ecological, and economic health while demonstrating what best-practice land and water stewardship look like in action.

Susan Harris, of Cerulean LLC, led a field trip to a "green stormwater infrastructure" project in Elkins Park that is replacing 15,000 ft2 of parking lot with naturalized areas and rain gardens and installing a subsurface basin to manage rooftop drainage.



The Sustainable Business Network of Greater Philadelphia hosted a tasting and brewery tour with Triple Bottom Brewing. Brewers prize clean water because beer is mostly water, and much of the distinctive flavor of beer comes from the taste of that water.

# Delaware River Watershed Policy Updates

## Greenstorm Stormwater Infrastructure is Fueling Economic Growth and Job Creation in Pennsylvania

In the Delaware River Watershed, the Clean Water is Good for Business campaign has been working hard over the last several years to promote investments and policies for green stormwater infrastructure (GSI). For communities trying to clean up their waterways, GSI is often a more cost-efficient and climate-resilient alternative than the construction of conventional “gray infrastructure.”

Through policy and private investment, Pennsylvania, and the city of Philadelphia in particular, has become a case study for the rest of the country in how GSI brings business and economic growth benefits while ensuring clean water. In June 2021, the Sustainable Business Network of Greater Philadelphia (SBN) published the report, GSI: A Tool for Economic Recovery and Growth in Pennsylvania.



An example of GSI in Ocean County Park, New Jersey using a Filterra Tree box biofiltration system that has been optimized for high volume/flow treatment and high pollutant removal. Photo credit Princeton Hydro LLC

### Some key findings of this report include:

- The GSI industry employs upwards of 34,000 GSI workers across Pennsylvania. That’s more than the number of middle school teachers at the time of the report’s release!
- The number of jobs in PA’s GSI industry is growing faster than the state’s overall job growth
- The GSI industry provides family-supporting jobs and accessible opportunities for career advancement for people with all levels of education and work experience.

Philadelphia serves as a model to other municipalities throughout the state and country, but further policy to support GSI and increased adoption by private landowners is needed if the city and state are to fully address its water pollution and flooding problems, especially in the face of climate change-caused extreme storms. Learn more by reading the full report available [here](#).

If you are a business leader, you can get involved with protecting clean water in Pennsylvania by contacting Alex Cupo ([alex@sbnphiladelphia.org](mailto:alex@sbnphiladelphia.org)) or if you are a food or agricultural business, get in touch with Nadine Clopton ([nadine.clopton@rodaleinstitute.org](mailto:nadine.clopton@rodaleinstitute.org)).

### **New Efforts from the City of Philadelphia to Facilitate GSI on Commercial Property**

In 2022, the Philadelphia Water Department in partnership with geospatial technology company Azavea, created an online tool and financing policy that should be of interest to commercial property owners looking to adopt GSI.

PWD's Stormwater Connect tool connects private property owners and vendors to implement GSI projects through a matchmaking service. See the tool [here](#).

As of September 2022, C- PACE Philadelphia was expanded to include GSI and water conservation projects, a program that provides commercial property owners with long-term finance for resiliency and energy efficiency projects.

Learn more about the program and its guidelines [here](#)

New York voters overwhelmingly approved the \$4.2 billion "Clean Water, Clean Air, Green Jobs Bond Act."

### **On November 8, 2022, New Yorkers voted YES on Proposition 1: The Clean Water, Clean Air, Green Jobs Bond Act.**

This historic vote means \$4.2 billion in funds will be allocated to projects that protect clean drinking water, upgrade water infrastructure, preserve open space and family farms, fight climate change, and keep communities safe from extreme weather.

The Bond Act provides crucial support for New York's economy by supporting over 100,000 jobs with investments being distributed across four categories:

- Water quality improvement and resilient infrastructure: \$650 million
- Restoration and flood risk management: \$1.1 billion
- Open space land conservation: \$650 million
- Climate change: \$1.5 billion

The Bond Act demonstrates that we can advance equity and sustainability while creating business opportunities and strengthening the economy. Since New York State is home to the headwaters of the Delaware River Watershed, the passing of the Bond Act is great news for everyone who depends on this crucial water source for drinking, industry, and agriculture.

If you are a business leader, you can get involved with protecting clean water in New York by contacting

Bob Rossi  
[bob@ny-sbc.org](mailto:bob@ny-sbc.org)

# Opportunity for \$700 investment in water infrastructure in New Jersey



**Clean Water**  
**Healthy Families**  
**Good Jobs**

In a coastal state where 10% of the land cover is impervious and floods increasingly threaten homes and businesses, New Jersey needs to invest in its stormwater infrastructure, implement stormwater utilities on the local level, and look across the country for solutions to the flooding crisis while observing what's been effective thus far in the state. To learn more about this issue, check out the recent webinar sponsored by New Jersey Sustainable Business Council (NJSBC), *Stormwater Management Success Stories and Next Steps* Watch the recording [here](#).

One ongoing Garden State campaign seeks to address the need for investment in water infrastructure. The Clean Water, Healthy Families, Good Jobs campaign is calling for investing another \$700 million of leftover federal American Relief Plan funds towards drinking water, stormwater, and wastewater infrastructure. This would not only address flooding, but stop sewage overflows, replace lead pipes that continue to poison thousands of children across New Jersey, and address emerging contaminants that are being linked to more diseases every year, including cancer and birth defects.

The investment would create an additional \$2.9 billion in economic benefits for the state and create 13,000 good-paying jobs. This is a once-in-a-generation opportunity to make a substantial investment in clean water that won't cost NJ taxpayers and ratepayers a single additional dime.

New Jersey businesses and residents can let Governor Murphy know that there is no more fundamental priority than clean water, and urge him to work with the State Legislature to invest an additional \$700 million over the next year in clean water.

**Click here to send an email today.**

If you are a business leader, you can get involved with protecting clean water in New Jersey by contacting Richard Lawton  
[rlawton@njsbcouncil.org](mailto:rlawton@njsbcouncil.org)

#### **Why does this matter to businesses? Learn more about the business case for green infrastructure and stormwater utilities in New Jersey**

- Susan Harris, principal of Cerulean, LLC cites their work in the Camden Waterfront South Neighborhood as an example of how "Investing in Green Stormwater Infrastructure is Good for Business."
- Princeton Hydro's president, Geoff Goll writes about the impacts of harmful algae blooms and what residents, businesses, and local governments can do to protect their property values and local economies.
- NJSBC's executive director, Richard Lawton writes about why stormwater utilities are a smart investment for local economies.
- Read the Jersey Water Works report: Stormwater Utilities Can Incentivize Green Infrastructure.

# Other Clean Water Policy Updates

## Advancing Regenerative Agriculture in the 2023 Farm Bill to Fight Climate, Ensure Clean Water, and Build Resilient Supply Chains

According to the EPA, agricultural runoff, from fertilizers, pesticides, and manure, is the **leading cause of pollution in rivers and streams**. That means agriculture is a bigger threat to clean water than factories, transportation, or industrial waste. Regenerative agriculture offers a solution.

Regenerative agriculture is an approach to farming that prioritizes building soil health through a combination of context-established practices, like cover cropping, adaptive grazing, composting, and reduction and elimination of harmful chemical use. Many are excited about regenerative agriculture's potential to fight climate change, but research, such as that being done by Rodale Institute in the Delaware River Watershed, is showing that it can also restore clean water and repair hydrological cycles to reduce flooding and drought.

This Fall, the American Sustainable Business Network and over 200 businesses and organizations across industries called on Congress to advance regenerative agriculture in the 2023 Farm Bill. The letter emphasized that regenerative agriculture will not only be good for the environment but also improve farmers' incomes and build supply chain resiliency for businesses.

Passed approximately every five years, the Farm Bill is one of the main opportunities for stakeholders to engage in the federal policies that shape our food and agricultural system and impact our environment. ASBN and partners will be advocating for policies that directly protect and restore clean water, like increasing funding for programs that assist farmers to reduce runoff pollution.

You can read and endorse the Regenerative Agriculture and Justice 2023 Farm Bill priorities [here](#).



A regenerative organic farm utilizing a multiple crop system, no-till, and cover crops. Photo from the Rodale Institute

## Sackett vs the EPA Update



Rick Baumann, found and owner of Murrells Inlett and ASBN member, speaks at the Supreme Court rally to protect the Clean Water Act

In October, ASBN and member Rick Baumann, founder, and owner of Murrells Inlett Seafood in South Carolina joined 50 other clean water advocates in a rally outside the Supreme Court, as the justices heard the oral arguments for the Sackett v the Environmental Protection Agency. See the recording of the rally [here](#). You can read more [here](#) about [the brief](#) that ASBN previously filed to the Supreme Court arguing there is a legal and business case for the court to not weaken the scope of the Clean Water Act as argued by the Sacketts in the case.

# Businesses Supporting the Watershed

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For each issue, we feature the profile of a business working to protect clean water. Please let us know if your business may be interested in being featured in a future issue.



As storms intensify and cities continue to increase their impermeable areas, urban areas experience ever-increasing flooding. Cities with aging infrastructure are already overwhelmed by stormwater handling problems, and their combined sewer output systems are major contributors to water pollution. In the face of these challenges, municipalities of all sizes have enacted stormwater management regulations requiring developers to reduce the volume of their stormwater run-off. With their natural ability to hold water, green roofs are becoming a sought-after solution.

Riverbend is a green roof maintenance provider and a licensed grower and producer of LiveRoof®, a patented green roof system. Working throughout the mid-Atlantic region, Riverbend has made it a practice to help clients find cost-effective options, such as combining multiple green infrastructure systems, including green roofs, which can significantly reduce stormwater service fees and heating and cooling costs.

Some green roofs can reduce runoff by 90 percent annually, and this runoff occurs hours after peak flows, giving sewer systems more time to handle the runoff burden from impermeable surfaces.

Read the full profile [here](#) and learn more about how Riverbend Greenroofs is protecting clean water and saving money for building owners.



Examples of green roofs installed and managed by Riverbend Greenroofs in Wilmington and Dover, Delaware

# The Clean Water is Good for Business Steering Committee

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Help us protect the Delaware River Watershed!  
Learn more about the work here.



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American  
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If you are a business leader concerned about protecting the Delaware River Watershed or other watersheds across the U.S. and would like to join other business leaders in finding and advocating for solutions, please reach out to Colton Fagundes ([cfagundes@asbnetwork.org](mailto:cfagundes@asbnetwork.org)) or Liza LaManna ([lamanna@asbnetwork.org](mailto:lamanna@asbnetwork.org))



# HUGO NEU



# BROOKLYN GRANGE

