



HOW TO MAKE YOUR CUSTOMERS UNDERSTAND THAT CHANGING THEIR OIL IN THE DRIVEWAY IS A BAD THING

A COMMUNITY TOOLKIT FOR PROTECTING GROUNDWATER

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The Groundwater Foundation



Today's Topics

- The Groundwater Foundation
- Our Tools for Groundwater Protection
- What you can do!



THE GROUNDWATER FOUNDATION



The Groundwater Foundation



- Began in 1985
- Mission: To educate people and inspire action to ensure sustainable, clean groundwater for future generations.
- 501(c)(3) Nonprofit organization
- Based in Lincoln, Nebraska



The Groundwater Foundation



- Educational programming for a variety of audiences
 - General programs
 - Website, webinars, publications, conference, awards
 - Youth programs
 - H₂O on the Go, Water Ways, LEAP
 - Community programs
 - Groundwater Guardian, Green Sites, Let's Keep It Clean!, workshops, issue specific projects



OUR TOOLS FOR GROUNDWATER PROTECTION



Let's Keep It Clean!

- Generate interest in communities across Nebraska
- Create a deeper understanding of Nebraska's water resources
- Engage them in action to protect it and be sustainable
- Funded by Nebraska Department of Environmental Quality, Nebraska Environmental Trust and the Water Systems Council
- Starts with mini-tool kit



Mini-toolkit



- Groundwater – What is it?
- Ideas for individuals
- Groundwater Foundation programs
 - Groundwater Guardian
 - Groundwater Guardian Green Sites
- Ideas for communities



Let's Keep It Clean!



- ❑ City council
- ❑ Library event
- ❑ Community event
- ❑ Businesses event
- ❑ Full toolkit



Let's Keep It Clean! Wayne

□ City Council

- Spoke before the group on May 18

□ Library event

- 110 in attendance at two-day event on July 20-21 where they learned about Freddie the Fish and made water cycle bracelets

□ Community event

- Hosted a booth at the Chicken Show on July 11



Let's Keep It Clean! Crete

□ City Council

- Spoke before the group on *May 4*

□ Library event

- 110 in attendance on June 8 where they learned about Freddie the Fish and made edible aquifers

□ Community event

- Coming up in *May*



Let's Keep It Clean! Minden

□ City Council

- Spoke before the group on June 7

□ Library event

- 25 in attendance on June 22 where they learned about Freddie the Fish and made water cycle bracelets

□ Community event

- Hosted a booth at the MAADays event on July 31



Full toolkit

- Groundwater Gazettes
- Awesome Aquifer kits
- Groundwater Awareness Bookmarks
- Groundwater Awareness Table Tents
- All at no cost to you



Community involvement

- Working within communities
- Working one-on-one with different people in each community
- Leads to Groundwater Foundation programs and protection efforts



Groundwater Guardian Green Site



- Developed to recognize groundwater stewardship
- Large green spaces
- Measure environmental benefit of groundwater-friendly practices
- Designation based on earning at least 70% on program application

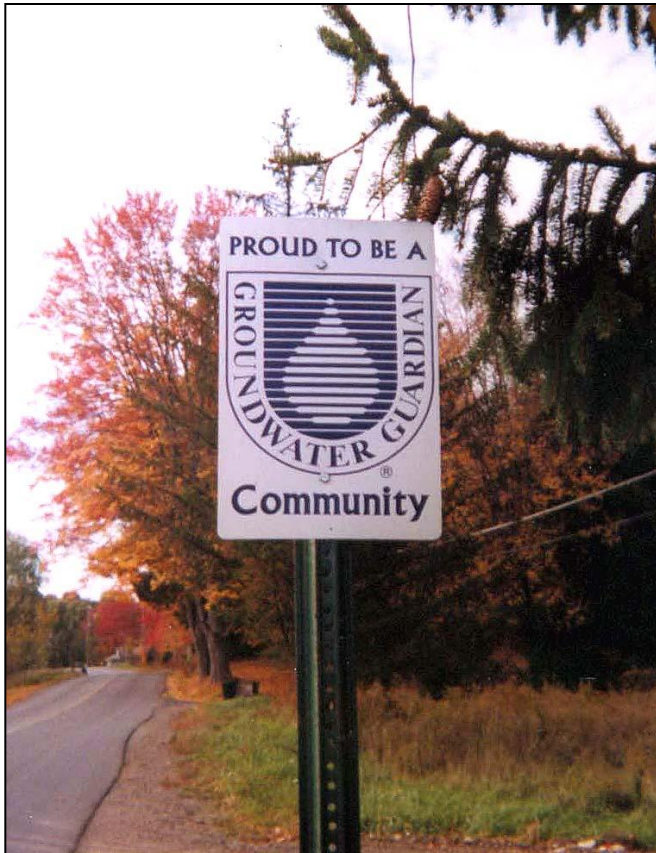


Groundwater Guardian Green Site

- Site benefits
 - Educational opportunities
 - PR opportunity
- Wayne -- Bressler Park, Summer Sports Complex, Wayne State College
- Crete – Tuxedo Park, City Park, Crete Area Medical Center, College Heights Country Club, Doane College
- Minden – Chautauqua Park, Jaycee Park



Groundwater Guardian Program



- Provides a framework for local action
- Supports, recognizes, and connects communities
- “Community” is broadly defined
- Annual earned designation
- Began in 1994



Media

Radio

- Spots continue to air across the state and new one will start in March

Newspaper

- Multiple stories written on water issues and activities

Television

- Commercial airs on 10/11 and MyTV

Website/social media

- Developed own Let's Keep It Clean part of our website and posted information to Facebook and Twitter



Results

- Dialogue
 - ▣ With different segments of the community
- Green Sites
 - ▣ Protection efforts in towns
- Actions
 - ▣ Forward pro-active thought
- Survey
 - ▣ Interesting results





WHAT YOU CAN DO



What now?

- The Groundwater Foundation is here to help!
- If you are interested in having us come into your town to educate and inspire, let me know.
- Pick up some of the information.
- Other opportunities:
 - Groundwater Guardian
 - Groundwater Guardian Green Site
 - LEAP
 - Conference in the Fall



QUESTIONS?

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