Community Groundwater Education in Pennsylvania:

Lessons From Successful Project Leaders
The community projects upon which this publication is based were funded through the Pennsylvania Groundwater Policy Education Project.

Funding for development and the first printing of this publication was provided by Penn State Cooperative Extension and the U.S. Department of Agriculture through Penn State’s College of Agricultural Sciences Water Quality Program, 1998

Second printing. Funding provided by the League of Women Voters of Pennsylvania Citizen Education Fund through a grant from the Pennsylvania Department of Environmental Protection, 2001.

By

Joy Drohan, Formerly with The Pennsylvania State University
Charles Abdalla, The Pennsylvania State University
Beth Marshall, League of Women Voters of Pennsylvania
Edie Stevens, League of Women Voters of Pennsylvania

Cover photo:
Children collect aquatic insects in a stream.
Later, project leaders help them identify what they’ve found.
Credit: E. Robbins, Tioga County Cooperative Extension
Pennsylvania Groundwater Policy Education Project (GPEP)

Penn State Cooperative Extension and the League of Women Voters of Pennsylvania Citizen Education Fund (LWVPA-CEF) established the Groundwater Policy Education Project (GPEP) in 1991. GPEP awarded 23 small grants in three rounds between 1992 and 1995. The first 12 were awarded in 1992 with funding from the W. K. Kellogg Foundation. In 1994 and 1995 the US Environmental Protection Agency provided funding for 11 more grants and training for local project leaders. Eligibility for the grant program required that at least two groups join together in forming a coalition working toward sustained educational efforts. The leaders of GPEP encouraged coalitions to include local officials.

In 1997 the Pennsylvania Department of Environmental Protection began funding the Water Resources Education Network, a project of the League of Women Voters of Pennsylvania Citizen Education Fund, which grew out of, and followed the guidelines established by, the Groundwater Policy Education Project. Additional grants have been awarded to local coalitions every year since 1997 for community education on watershed and drinking water protection. In 2000 twenty five projects were funded, and additional grants will be awarded in the future. For information on the grants program or other resources available from WREN, contact the WREN Resource Center, 1-800-692-7281 or visit the WREN website:
http://pa.lww.org/wren/

GPEP leaders held a two-day networking meeting for organizers of projects funded by the 1994 and 1995 rounds of GPEP grants and leaders from other community water resources education projects around the state. The participants discussed their projects’ successes, failures, and lessons learned. This booklet is based on these discussions and conversations with others active in the field.

We thank all of the attendees of the 1996 GPEP conference. Their thoughtful comments provide valuable lessons for new community groundwater education groups.

Charles Abdalla, The Pennsylvania State University
Hugh Archer, Pennsylvania Department of Environmental Protection
Susan Campos, League of Women Voters of Centre County
James Clark, McKean County Cooperative Extension
Betty Conner, League of Women Voters of Pennsylvania
Diane Edmundson, League of Women Voters of Pennsylvania
Tom Ford, Fulton County Cooperative Extension
Tracy Frampton, Jefferson County Department of Development
Caren Glotfelty, The Pennsylvania State University
Jeff Kloss, Bedford County Planning Commission
Keith Hill, Borough of Kulpmont
Roger Karsnitz, Myersstown Water Authority
Joan Jessen, League of Women Voters of Washington County
Ann Lasky, League of Women Voters of Lebanon County
Joseph Lee, Pennsylvania Department of Environmental Protection
Dennis Livone, Bucks County Planning Commission
Michael Lovegreen, Bradford County Conservation District
Beth Marshall, League of Women Voters of Pennsylvania
Judy Muehl, Pennsylvania Rural Water Association
Kathy Peske, League of Women Voters of Pennsylvania
Tony Quadro, Westmoreland County Conservation District
Joy Quill, C.J. Quill & Associates
Geoffrey Reese, Lehigh-Northampton Joint Planning Commission
Don Robinson, Lancaster County Conservation District
Carl Rohr, Pennsylvania Department of Environmental Protection
Jeannine Sonntag, Lancaster County Water Resources Task Force
Julia Stamm, League of Women Voters of the Allentown Area
Susan Seacrest, The Groundwater Foundation
Edie Stevens, League of Women Voters of Pennsylvania
Walt Whitmer, Juniata County Cooperative Extension
Ruth Wilmarth, League of Women Voters of Susquehanna County
Marcia Yoselson, League of Women Voters of Susquehanna County
# Table of Contents

Introduction to Water Resources Education .......................... 1
  Purpose of this book ............................................. 1

Choosing the Audience and the Issue .................................. 1
  Define your audience ............................................. 1
  Do your homework ................................................. 2
  Localize it .......................................................... 2
  Start small .......................................................... 2
  Timing ............................................................... 3

Coalitions and Partnerships: Advantages and Tips .................. 3
  Improved communication and enlarged resource base ............... 3
  Synergy ............................................................ 4
  Unusual places to seek coalition members .......................... 4

Gathering Information and Resources: Sound Science .............. 5
  Information credibility ........................................... 5
  Locating experts and information ................................ 5
  Tailor information to your community .............................. 6
  Newsletters ......................................................... 6
  Networking .......................................................... 6
  Electronic resources .............................................. 6

Educational Techniques that Work .................................... 7
  Educate the educators ............................................. 7
  Groundwater flow models ........................................ 7
  Computer mapping of watersheds .................................. 7
  Bus tour ............................................................ 7
  Children’s groundwater festival .................................... 8

Reaching Your Audience .................................................. 8
  You need a gimmick ............................................... 8
  Focus on small groups ............................................ 9
  Be persistent with municipal officials ............................. 10
  Go where the people are ......................................... 10
  Personal contact is a must ....................................... 10
  Know your audience and your speaker ......................... 10

Working with the Media .................................................. 11
  Prepare in advance ............................................... 11
  Work with the same reporters ................................... 11
  Gear the story and the outlet to the audience ................. 12
  Effective advertising ............................................. 12

Measuring Success ....................................................... 12
  Evaluation: An ongoing process ................................ 12
  Project impact ...................................................... 13
  Public trust and shared leadership ................................ 14
  Persistence .......................................................... 14
  Emphasize long-term objectives .................................. 14
  Speakers bureau ................................................... 14
  Annual events ....................................................... 15

Locating Financial Resources ........................................... 15
  Government agencies ............................................. 15
  Public interest groups ............................................ 15
  Corporations and businesses ..................................... 16
  Foundations ........................................................ 16
  In-kind contributions ............................................ 16

Additional Resources .................................................... 17

Contact Information for Previous GPEP Grant Recipients ........ 18

Contact Information for 1997-’98 WREN Grant Recipients ......... 20
Introduction to Water Resources Education

About 40% of Pennsylvanians drink groundwater. The percentage is even higher in rural areas. Yet many people don't even know groundwater exists, so of course they don't know that their activities can contaminate surface and groundwater resources. Public education can be an important spark in getting citizens involved in the development of local policies that affect groundwater.

Local officials often have limited knowledge about groundwater and how to protect it. They may not know that local government can most effectively protect groundwater resources by protecting the land surface. An educational campaign can increase local decision makers' awareness of the need for protective measures and the tools available to them. Elected officials and citizens alike need to know that the decisions they make everyday can influence the quality and quantity of their groundwater for years to come. After all, protecting water resources while they're still clean is cheaper than treating them after they're contaminated.

Choosing the Audience and the Issue

Define your audience

An effective program focuses on a particular audience and gears activities to those people. Choosing an audience is the most important step in developing a community education program, so take some time to consider who you want to reach and what they need to learn. Will you try to reach municipal officials or residents? Should you focus on school children? Who are the stakeholders in the issue—that is, who has something to gain or lose? Do some or all of the stakeholders need a better understanding of the problem, its causes, and its implications? Is the involvement of a particular segment of the population crucial to your goal? How will you motivate and involve your audience? How do you hope your programs will influence the audience's actions and/or attitudes? Some projects will open a dialogue among groups that don't normally interact well. If this is true of your project, you might first offer separate educational presentations for each group. After the participants understand the various sides of the issue, you can bring them together for a discussion.
Do your homework

To run an effective public education campaign, you must be aware of all the details surrounding the issue. You need detailed knowledge about the area’s water resources. You should be able to answer questions such as: Where does the water supply come from? How do features on the land surface influence groundwater and make it vulnerable to contamination? What are the main contamination sources in the watershed or groundwater basin? Who makes decisions about water resources in the community? Group members need to consider the opinions of all stakeholder groups, the timeliness of the issue, and how it relates to the community’s welfare and to other issues in the community. You must also be aware of biases among group members and the audience.

Localize it

“Make it locally relevant. Focus on why water protection matters for your lake or stream.”

Michael Lovegreen, 
Bradford County Conservation District

If people think about a problem on a statewide or national basis, they will likely feel that nothing they can do will make a difference. But if group leaders highlight the problem at the community level, citizens are more likely to become personally involved. They understand that their personal well-being or that of their neighbors is at stake.

People usually become involved in activities that directly affect them. So your first job is to teach local residents that they have a stake in maintaining groundwater quality, especially if they live in rural areas where most people depend on groundwater. Even if they don’t drink groundwater, their friend or relative nearby might. You can help people understand that groundwater touches every one of us. Citizens need to know that surface water supplies connect to groundwater systems and that many activities at the land surface influence groundwater. You can help inspire citizens to do their part for the sake of the community, neighboring towns, and future residents.

Explain that doing nothing to protect groundwater quality could jeopardize the local economy. In areas where tourism brings in a lot of money, you could emphasize the connection between groundwater and surface water, and surface water and tourist dollars. Contaminated groundwater can pollute lakes and streams and make the area less attractive to visitors. A community with a stable supply of clean water may enjoy higher property values, especially as many towns continue to stretch their water resources.

Start small

It’s important not to try to do too much right away. You might choose to concentrate first on groundwater protection in one community. This will allow your group to investigate the issue thoroughly and to focus on just one set of municipal officials and citizens. Group members will have more personal contact with the program participants, which is likely to increase attendance at meetings and events.

With a map of the local area, children can begin to identify potential sources of water pollution.
"Don't overextend. A small success is so much better than a large failure."
- Barbara Horan-Webb, Washington County Groundwater Coalition

"Start small, have local success and then expand it."
- Don Robinson, Lancaster County Conservation District

Although project leaders are wise to focus educational efforts on a specific issue and audience, a project that is too limited in scope may not have much long-term impact. Educational events that are "one-shot deals" are ineffective in changing public opinion over the long term. Groups that concentrate on attracting a crowd to a one-day conference, for example, are often less successful in raising public awareness and involvement than are groups that hold several more specialized events. Some community groups have filmed short educational videos. They often discover that video production is more expensive and time-consuming than they expected and that the impact of the video is not as great as they would have liked. When a video is completed, there is still work to be done. Group leaders need to plan follow-up activities to bring the video's message to the intended audience.

**Timing**

"One of the keys is working with an issue that's already an issue."
- Don Robinson, Lancaster County Conservation District

Paradoxically, having plenty of clean water nearby often hampers efforts to strengthen water protection provisions. People may feel that the system is working just fine. You'll need to find ways to tie your message about water resources into other more pressing issues. However, if your community recently experienced a well-publicized incident of water pollution or scarcity, people will probably be ready to learn more about water resources.

Use this unfortunate situation to interest people in why the problem occurred and what they can do to stop it from recurring.

**Coalitions and Partnerships: Advantages and Tips**

**Improved communication and enlarged resource base**

"Coalitions allow people to communicate with each other that were not communicating before," says James Clark, of McKean and Potter Counties Cooperative Extension. Some community education grant programs require that community groups consist of at least two groups. This collaboration is encouraged because coalitions open new lines of communication and build a resource base larger than either group has separately. The interaction of different groups lends new energy to the project through attitude changes, experimentation with new educational techniques, and improved interpersonal skills. Each group brings its own constituency to the new partnership. Because groundwater basins do not follow municipal boundaries, groundwater problems must be addressed on a broader basis. Consider building a multi-municipality coalition.

"The new Groundwater Foundation needed 'people power' to develop the science into meaningful programs. Human relationships form the basis for the important strategic partnerships and collaboration so necessary for success in an era of shrinking resources."
- Susan Seacrest, founder, The Groundwater Foundation

Approach the coalition with the attitude that it is no longer "your issue" or "their issue," but "our issue." Expect all parties to do their share of work and treat them with respect, even
if your opinions differ. At the outset of the partnership, each group should spell out for the others what it has done in the past, how it prefers to work, who its leaders are, and the members' opinions about the issue at hand. Try to get hidden agendas out on the table. Open and honest communication throughout the partnership is essential to progress.

Synergy

By joining with other groups, a fresh focus and renewed intensity often emerge. Knowing that others share their concerns tends to energize people, and a coalition's combined creativity and commitment may surpass that of the individual groups. A partnership can also build enthusiasm among the coalition members because work can be divided among more people. Working together can help build credibility. Residents may see a group of people concerned about an issue and become concerned themselves.

"The project is tremendously improved by having all the resources and different ideas."

- Don Robinson,
Lancaster County Conservation District

Groups in coalition may find it easier to get speakers, reach the audience, and gather information because each group brings with it a set of pre-established contacts. Experience shows that personal contact—actually knowing someone in the coalition—greatly increases residents' participation in events. Personal invitations to meetings, by phone or in person, are essential.

Unusual places to seek coalition members

One way to expand your coalition is to contact faculty in environmental science at a nearby college. Develop a tentative plan of work before you contact a school. Find out if anyone is interested in setting up a class project. Identify students who might need or want to do an internship or independent study project that will help you. Students could monitor the chemistry of ecologically important streams or look for trends in water quality over the past decade. Involving young people in your group might inspire interest among others their age and provide a different perspective on the issue. And by working with a true cross section of the population, your group will be more representative of the stakeholders.

Sporting clubs may be a fruitful place to look for coalition members. Although their reasons for wanting to preserve groundwater resources may be different from yours, hunters and anglers offer a true love of nature. You might also contact retired senior citizens' groups. Members often have a lot of energy, free time, knowledge, and personal contacts to invest in a cause they believe in.

"When building your coalition, industry might not seem like a logical partner at first, but they could be extremely helpful."

- Judy Muehl,
Pennsylvania Rural Water Association

Many industries need vast supplies of clean water to operate, so company executives have an added stake in water resources protection. Companies that have recently increased profits or that might need to improve their image with the community may be ready to invest time, staff, and money into a community education project. Be sure to emphasize the benefits of participation when you approach the company. Explain how you will recognize their sponsorship.

A water utility might be another useful partner. Water utilities have water quality testing labs and data about the quality of the water supply. They also can provide information about the sources of water in various regions of town and the risks and costs of not protecting water resources.
Gathering Information and Resources: Sound Science

Information Credibility

Reliable, easily understood information about groundwater is essential to public issues education. Only through increased awareness and understanding of policy alternatives and their consequences can local officials and citizens develop sound programs to manage their groundwater resources.

When selecting speakers and developing educational materials, keep in mind the characteristics of your audience and what they need to learn. Be sure that your speakers are credible, unbiased, and well versed on the local situation. They should know where the drinking water comes from and about any recent contamination events.

"Inspired people are like fertile soil, but they need the ‘rain’ of knowledge to make inspiration lead to a sustainable action plan. The Groundwater Foundation's programs could never have happened without a strong commitment to factual information and sound science."

-Susan Seastris, founder, The Groundwater Foundation

Locating Experts and Information

Many colleges and universities have faculty who specialize in water chemistry and the science of groundwater movement. Contact your county extension office, Pennsylvania’s Department of Agriculture or Department of Environmental Protection, the US Geological Survey, your county soil conservation district office, or an environmental consulting firm for information on groundwater. The League of Women Voters of Pennsylvania-Citizen Education Fund (LWVPA-CEF) operates a resource center for the Pennsylvania Water Resources Education Network (WREN) at its Harrisburg office. Contact the project leaders listed at the end of this booklet if a particular project grabs your interest. Local fire chiefs and emergency services personnel are authorities about potential sources of groundwater contamination, and they can teach citizens the proper way to store hazardous chemicals and wastes.

Two citizens' guides, Groundwater Protection and Management in Pennsylvania: An Introductory Guide for Citizens and Local Officials (updated in 1997) and Groundwater: A Primer for Pennsylvanians, were jointly produced by Penn State Cooperative Extension and the LWVPA-CEF. A quarterly newsletter, Water Policy News, is available from the WREN Resource Center at (800) 692-7281. The newsletter functions in part as a resource catalog, listing educational materials and videos and how to obtain them.
Tailor information to your community

The Washington County Groundwater Coalition prepared their own fact sheets and brochures because they could not find high quality localized information. Washington County leaders wrote fact sheets on subjects such as leaking underground storage tanks, groundwater and hazardous chemicals, and abandoned oil and gas wells. Each fact sheet presents basic facts, then relates the problem to Washington County. These fact sheets are available on diskette from the WREN Resource Center for adaptation to other areas.

Writing locally focused publications allows you to perfectly tailor the data and information to the needs, knowledge, and problems of your community. Locally relevant information will be more credible, compelling more people to become involved.

A “flagship” brochure or pamphlet designed to give people the facts about groundwater in their area could serve as the first piece of literature given to anyone inquiring about the project. It should be written in an easily understandable language. It’s worth spending some extra money on professional design and printing for the flagship brochure because it will form the reader’s first impression of the coalition. An attractive and factually correct brochure helps form the project’s identity and strengthen its presence in the community.

Networking

Keep in touch with other groups that share your interest in groundwater. Activities done by others may give you valuable ideas, and your project’s successes may inspire other people. The LWWPA-CEF Water Resources Education Network offers scholarships to subsidize travel to regional and national groundwater education events.

Electronic resources

Electronic mail, list servers, and computer bulletin boards can be effective and inexpensive ways to exchange ideas with like-minded groups around the country and in Pennsylvania. And don’t forget to survey the Internet for useful information. Most public and university libraries have computer terminals from which citizens can access the World Wide Web. If you have never used this resource, ask a librarian about introductory sessions. Cyberspace contains an incredible array of material about groundwater and community education. The LWWPA-CEF Water Resources Education Network has a home page at http://pa.lww.org/pa/wren. Information about various aspects of water resources can be obtained from the Department of Environmental Protection’s web site at http://www.dep.state.pa.us or from Penn State’s web site at http://www.psu.edu. You can also search electronic bulletin boards and CD-ROM information catalogs by computer. Enlist the aid of a computer wizard in your coalition.

Earle Robbins, an extension agent in Tioga County, demonstrates a groundwater flow model for a group of children.
Educational Techniques that Work

This section illustrates several attention-grabbing educational tactics that have been particularly effective. Whatever the activity, be sure to plan far in advance. Develop a chart of deadlines and who is responsible for meeting each of them. Make sure that everyone knows what the others are doing.

Educate the educators

Bradford County Conservation District developed a groundwater curriculum for teachers with the hope that by educating teachers, the message would soon spread many times over. "Those teachers then present this material to students," says Mike Lovegreen of the Conservation District, "and the students go home and drill this stuff into their parents. By getting the kids to be the advocates, we're finding an incredible multiplier effect."

Groundwater flow models

The Washington County Groundwater Coalition worked extensively with a groundwater flow model, a great teaching tool for almost any group. The presentation can be tailored to the audience. The flow model looks like an ant farm and contains layers of sand and gravel sandwiched between panels of clear plastic. Groundwater flow is simulated by using tubes to "pump" water from "underground," and contamination is represented by injections of food coloring. "A groundwater flow model is one of the best teaching tools available," says James Cowden, of Penn State Cooperative Extension in Warren County. It's also an attention-getter at displays.

"The model is applicable to groups from fourth grade on up through professionals. The level of teaching just varies according to the level of the group."

-Jean Jessen, League of Women Voters of Washington County

Computer mapping of watersheds

The Lancaster County Water Resources Task Force obtained geographic information systems (GIS) maps of each school district's watershed from the local planning commission. Then they developed presentations for children in grades six through twelve, pointing out landscape features and explaining the geology, the water table, and the contaminant zones. With more detailed information, this educational concept could work with an adult audience.

Leaders of Groundwater Education in Marlborough Township, Montgomery County, obtained well data for the town from the Pennsylvania Department of Environmental Protection and individual citizens. Volunteers then compiled and mapped the data with the assistance of a hydrogeologist. They learned some crucial facts from this database. They found that township residents were removing groundwater much faster than it was being replaced. The average depth of drilled wells had doubled in about 25 years.

Bus tour

A bus tour can be extremely effective in getting people out to see landscape features that figure in wellhead protection efforts. It allows people to see firsthand what needs to be done. The Allegheny County coalition had local officials make a list of potential pollution sources as they toured the watershed.
“A go-see tour is the only way it works.”
Jean Sonntag,
Lancaster County Water Resources Task Force

“We had a captive audience. This was probably the most effective technique in getting local officials to listen. They’re the ones who can do something.”
Judy Machl
Pennsylvania Rural Water Association

Children’s groundwater festival

The Washington County Groundwater Coalition has organized annual groundwater festivals for about one thousand sixth-grade students each time. The program is designed to increase students’ knowledge and understanding of groundwater issues, to encourage students and teachers to adopt behaviors that protect and conserve groundwater, and to establish a link between municipal officials and students. Students send invitations to their municipal officials, state representatives, school board members, or county commissioners. The invitations raise officials’ awareness of the issue and give them a feeling for the amount of interest in the community.

The event takes place during the school day at a nearby university which lends auditorium and classroom space and provides volunteers. Teachers are given orientation material in advance so that they can introduce various topics to their classes. Students are treated to an interactive keynote presentation and numerous small group presentations. In an exhibit hall they participate in hands-on activities, such as an introduction to wetland creatures, marshes, and bogs, and a demonstration of how soil and rock store groundwater. Other activities have included a rain forest display, games, story telling, and mural painting.

Teachers and students alike love the program. The festival increases public awareness through the children’s contagious enthusiasm, the dedication of more than 150 volunteers, and favorable media coverage. Volunteers videotape the programs to use in promoting the next year’s festival. These videos can be borrowed from the WREN Resource Center.

Reaching Your Audience

You need a gimmick

“The water samples are the gimmick. They provide a way of being able to talk to a lot of different people.”
Jean Jessen
League of Women Voters of Washington County

“We tried to make it fun. People dropped off their household hazardous waste, got a free hot dog and enjoyed the water exhibits and events.”
Keith Hill
manager, Borough of Kurttown

Many times you will need a gimmick to motivate people to show up at your first meeting or to stop at your display. The Washington County Groundwater Coalition has offered free on-site water quality tests to
grab onlookers' interest. The project leaders recently tabulated the results of two years of testing and prepared summary reports.

The Borough of Kutztown and several neighboring municipalities and authorities held a groundwater awareness day in conjunction with a household hazardous waste day and a tour of a local marsh. The main attractions included a poster contest with a drinking water theme for fourth- to sixth-grade students; free food and balloons, pencils, and coloring books with water themes; displays of fire protection equipment; maps and brochures explaining the wellhead protection plan; and a taste test comparing water from several participating municipalities. Water-oriented commercial vendors and environmental organizations were also on hand.

Try giving away groundwater t-shirts, bumper stickers, or key chains at your information booth. Consider the main interests of your audience to determine what will grab their attention. For example, to attract the interest of the homeowner, focus on how groundwater protection can save money.

The gimmick will get people to your meeting, but then you must provide a fact-filled and interesting presentation. Whenever you have positive contact with people at programs, sustain their interest by giving them informative brochures and adding their names to your contact list.

Focus on small groups

Ask yourself what makes your audience tick. You cannot expect to have one event and attract the whole town. If you hold an event that brings out one segment of the population, make a note of why they came. Then conduct a different type of event to reach another part of your audience. If you find a format that seems especially captivating to one audience, try adapting the presentation to suit the needs of a different audience. Focus on health and savings for homeowners and senior citizens; emphasize fun and hands-on activities when working with children.

Approaching Local Officials

With 2500 governing bodies, Pennsylvania has the second highest number of local government units in the country. Thousands of local officials staff these governing bodies. Many are unpaid volunteers.

Municipal officials deal with many complex issues and most of their decisions have a more direct effect on our lives than those of any other level of government. They oversee public services such as drinking water supplies, sewage service, solid waste disposal, land use, recreation, and transportation in their communities. They levy taxes to pay for these services.

Local officials live among their constituents. Consequently, they are very accessible and under pressure to meet the sometimes conflicting demands of residents.

Some citizens find working with local officials difficult. Below is a list of suggestions to smooth the way. They boil down to two cardinal rules: 1) be prepared; and 2) don't assume that the local official is an opponent. You must sell your idea. Approach local officials as you would approach a potential customer.

In preparation for approaching officials:
- Observe in advance how they work. Know the structure of your local government and what the officials you need to talk to can actually do.
- Build your group's credibility with officials.
- Never embarrass or show them up.

When you attend a meeting:
- Tell them you will be coming.
- Send written materials in advance.
- Have a written document to present; control the agenda and discussion.

When discussing your issue with officials:
- Contribute substantive information—only the facts.
- Be clear about the specific action or desired result you want from them.
- Be clear about what you will do.
- Prepare to deal with costs.

This advice will not solve all the problems, but it will go a long way toward getting officials to listen to you with a positive attitude.
More tips on working with children: “We do creek walks,” says Michael Lovegreen, of Bradford County Conservation District. “We make it very relevant to the kids. We get them involved in the water resource—they get their hands in it.”

If you organize an educational event aimed at children, be sure also to plan activities for their parents or teachers. You have their attention, now sustain their interest with the facts. Incorporate as many types of activities as possible into your learning scheme to keep people interested.

“Key into small groups. Don’t expect everybody to come out on the same subject.”

- Joan Jessen,
League of Women Voters of Washington County

---

**Be persistent with municipal officials**

Getting the attention of municipal officials will not be easy, but it is possible through repeated effort. Public safety is always on a local official’s mind, so you could approach the issue from that angle and emphasize the long-term savings involved in proactive groundwater protection rather than reactive measures. If you have an “in” with even one official, through her specific interest in your project or through personal contact, ask that person what will motivate other officials to listen. Use this contact to bring your issue to discussion at a municipal meeting. Urge your ally to speak to the other officials and personally invite them to your group’s events. If your coalition has a contact with a public official in another community that has faced a similar problem, you could ask that person to speak with officials in your area. The best meeting time for local officials tends to be in the late afternoon or evening.

Leaders of the Washington County Groundwater Coalition have focused their multi-year effort on educating citizens and municipal officials and convincing them of the need for better groundwater protection policies.

“We are trying to make an impact in a county where many citizens and public officials have not experienced critical water supply problems,” says Joan Jessen. “We are being proactive, rather than reactive.”

---

**Go where the people are**

One coalition sponsored on-the-spot water testing at the local mall and the public library. A supermarket on a Saturday afternoon is another place you might find people to take part in a short survey. Piggyback on other groups’ meetings if possible. Ask for permission to set up an informational display at community events.

---

**Personal contact is a must**

As mentioned in the coalition section, personal invitations from coalition members will do wonders in getting people to meetings, especially if the caller and the invitee have met in person or have a common friend. To make these connections, be sure the members of your group circulate among the participants during each of your events. Make each participant feel welcome and ensure them that their participation counts. Try to remember as many names as possible. Public meetings give people the opportunity to meet each other, find common ground, and build partnerships. Many coalitions have discovered that mass mailings announcing events do not work.

Keep in mind that if you’re trying to reach farmers, they are more likely to come to meetings in the winter, when their farm chores are lighter.

---

**Know your audience and your speaker**

More people will come out to hear a person whose name they know and respect. Tell the speaker ahead of time how long you want the presentation to last and what it should focus on. Find out what kind of equipment will be needed
and prepare an introduction for the speaker. Above all, make sure the speaker is credible and knowledgeable. Taking care of details in advance will make your meeting run more smoothly. Put extra effort into lining up vibrant speakers. Be sure that the presenter knows the facts of your local situation. There's nothing worse than a speaker who offends the audience by being unfamiliar with local viewpoints and issues.

To ensure an interesting and informative meeting, choose a lively presentation format that encourages audience participation. Schedule some time for the audience to break into small groups facilitated by coalition members to discuss their opinions on the matter.

To keep your audience interested during a day-long event, develop a varied agenda. Mix expert presentations, panel debates, and small group discussions with audiovisual presentations and hands-on activities.

"One key thing was having a big name that people knew and wanted to come and hear."

-Susan Canipe, League of Women Voters of Centre County

Working with the Media

Prepare in advance

The key to an effective media presentation is advance planning, thorough knowledge, and organization. Before an interview with a newspaper or TV reporter, think about the points you want to emphasize and about questions the reporter is likely to ask. Write out the important points of your message so that the reporter can take this with her. Prepare concise answers to predictable questions. This will make it much less likely that you will say something in a way that you later regret. Make sure to use simple language and focus on the local issue. If a reporter asks you a question for which you are completely unprepared, request a few minutes to gather your thoughts. This is preferable to stumbling through and saying something you regret.

Work with the same reporters

When possible, deal with the same person over time at each media outlet. For example, if your community’s newspaper publishes a regular column on science or environmental issues, try to develop a contact with that columnist. A person with appropriate background knowledge can make the difference between mediocre and highly favorable coverage. Besides, a person with a similar background is more likely to be concerned about groundwater protection and to provide more extensive coverage. Cultivate media interest from the outset with an announcement that your group has obtained an educational grant. Enlist a proficient writer in your coalition. A poorly written press release will be tossed right into the recycling bin.

One way to build a strong media relationship is to ask a local newspaper or television station to cosponsor a program. This will almost guarantee some coverage of the event. Personally invite reporters to participate in your programs and to provide media coverage of what they experience and learn. You may also wish to suggest to your media contacts feature stories about your agenda or personality profiles of the coalition leaders.

It may be useful to videotape public meetings, forums, and panel discussions sponsored by the coalition. The tape can later be duplicated and distributed to interested people, broadcast on the local community access cable network, and added to your library’s video collection. This is an inexpensive way to increase the number of residents your programs reach. To announce that the tape can be borrowed, you could issue a short press release to local newspapers and advertise it in your next newsletter or at your next event.
Gearing the story and the outlet to the audience

Think about which media outlet would be most appropriate for a story. Television coverage must be more general than that for newspapers. It will not always be appropriate to inform people through conventional media outlets. Complicated subjects that are only of interest to small segments of the population are more effectively addressed in a fact sheet, newsletter, or informational brochure.

Effective advertising

Of a combination household hazardous waste disposal day and groundwater awareness day, Keith Hill, manager, Borough of Kutztown, says, "We ran ads that promoted the household hazardous waste and water awareness day at the same time. We had a poster contest in the elementary school, and we had flyers all over town. We started promoting the event two weeks ahead of time. I think if you start promoting much earlier, people will forget about it."

Just as you need to go where the people are to generate interest in your programs, you need to advertise where the people are. Try the free supermarket bulletin boards, the local community cable access channel, and the library. Get your meetings into any free local calendar of events. Advertise on local electronic bulletin boards and World Wide Web pages to which you have access. Put the creativity and diversity of your coalition to work at a brainstorming session to decide where and how to advertise. Group leaders could write letters to the editor or arrange to write a series of guest columns for the local newspaper.

In deciding what day and time to hold a meeting, consider your audience, what might be most convenient for them, and how long the event will last. No time will be ideal for everyone.

---

Measuring Success

Evaluation: An ongoing process

Project evaluation is often overlooked. But evaluation of success is a continual process that should occur after each workshop. Feedback allows the coalition to make adjustments if things didn’t go as planned and identifies areas that members need to work on. The Washington County Groundwater Coalition found that a survey they had been using as an evaluation tool was also useful as an educational tool, so they incorporated it into informational programs. "If one approach is not working as well as you would like," says Joan Jessen of the Washington County group, "try something else."

Ask participants to fill out a short survey rating their overall impression of the presentation and the coalition, how much they learned, how useful it was, whether they are likely to come to another event, what sort of events and information they are most interested in, and how the event could have been improved. An effective evaluation process will help the group communicate its accomplishments to policy makers, residents, and funding agencies.

Remember that the issue does not have to be resolved for the project to be a success. Rather, focus on how the community’s opinions and awareness levels changed as a result of your group’s effort. Carefully consider the following questions after each meeting with the public.

- Did the people we hoped to attract show up?
- Did they seem interested in what we were telling them?
- If not, what’s a better way to reach them?
- Were they motivated to take action?
- How did this program help us meet our goals?
- Are we helping to make public participation in groundwater protection more representative of the entire population?
• Are people who are not generally concerned about the environment now better informed about groundwater concerns?
• Is our educational program nudging people with opposing views closer together?
• What's the next step?

When you consider the possible consequences of taking no action, any small steps you make will rightfully seem important.

Project impact

Much of your project's success will come in having a long-term impact on your community. As part of the evaluation process, the coalition should discuss the following questions:
• How will the community be affected by our efforts?
• Will we leave a lasting presence?
• What kinds of activities will ensure that we do?
• What are the characteristics of a continuing project?
• How is impact measured?

Several types of impacts are possible. Your group could aim to raise awareness of the issue, influence public policy, or inspire citizens to action.

Several of the first GPEP grant recipients have gone on to receive other grants to continue their work. Building individual confidence and coalition leadership ability is an invaluable impact of the grant program. The exercise of writing one small grant opened up greater

A proactive ordinance

Leaders of Groundwater Education in Marlborough Township, Montgomery County, developed a highly successful comprehensive educational program. They regularly sent newsletters to all town residents, held public information sessions, and arranged for a hydrogeologist to give the township supervisors and planning commission members a three-hour introduction to the topic of groundwater. The coalition was successful in persuading township officials to pass a new zoning ordinance based on sustainable water resource usage as part of a land development regulatory system.

"Without the support of the Groundwater Policy Education Project," says R. Winfield Smith, Marlborough Township project director, "we could not have accomplished our local education program. The change in citizen awareness and interest about the township's groundwater has been dramatic. The passage of the zoning ordinance and some related ordinances that are part of the land management system are a direct result of our groundwater education program."
possibilities for McKean and Potter counties. Local leadership capacity and interest now exist there to obtain the resources needed to reach their public education goals.

The enhanced leadership capacity of coalition organizers can have a positive effect on future water resources education and policy making in local communities. Federal and state agencies may be more willing to invest in a coalition that has already shown that its members can effectively work together.

Public trust and shared leadership

Continuity in your program will be built by having several efficient leaders, building public trust, emphasizing effective communication and trust within the coalition, and continually expanding on the plan of work or into related issues or communities. Once you win the public’s trust and acknowledgment of the issue, your job becomes much easier. A strong coalition may have the energy and staying power to begin work on a related issue once the first is resolved. This requires strong leadership spread among several people. Cultivating effective leaders among the coalition’s members will protect the coalition against disintegration if one leader should burn out or leave the group.

“We are quietly trying to build public trust. That is the key to the continuity—to carry it forth.”

—Don Robinson, Lancaster County Conservation District

Persistence

Don’t let one bad experience keep you from trying again. If only a handful of people show up for your first meeting, don’t feel dejected. You have probably found your core group—the people who feel strongly about the issue and are prepared to challenge the status quo. These people will be your allies. Energize them and inform them so they can be your partners in the long community education effort.

Next ask yourself why only a few people came. Was the advertising inadequate? Advertise in places where the people you hope to attract spend time. For example, if you’re looking for farmers, advertise in seed and tractor stores and at the local grange. Have you effectively told your audience why they should attend and how they can benefit from the program? Have you planned a program that will interest them? Instead of a dry lecture, try an interactive learning session with a groundwater flow model, a bus tour of the watershed, or a video screening followed by a question and answer period.

Emphasize long-term objectives

Focus on how each seminar or workshop fits into your group’s long-term objectives rather than seeing each event as an end in itself. By developing a plan early in the program, you can decide which type of activity is most suitable for each phase of learning. Ask yourself about the purpose of each event and what residents need to know next. Serendipity may also play a role in the long-term success of your coalition. The world and your coalition will evolve, as will the issue. Be open to new opportunities that allow you to expand your message. Look outside your “box” of expectations for connections to other issues and partners.

Over time you may find that some members of your coalition have become more interested in a related issue—maybe land use regulation or wetlands preservation. The spin-off of a strong coalition into several smaller groups is another possible long-term impact on your community.

“Work on a program basis rather than an event basis.”

—Don Robinson, Lancaster County Conservation District

Speakers bureau

Establishment of a speakers bureau can be an effective way to continue your project’s influence. By assembling a list of willing,
credible, and effective speakers knowledgeable about groundwater or environmental issues, you give future groups a valuable resource.

Annual events

You could also consider holding a yearly event after you’ve accomplished your main objectives. An annual groundwater awareness day or children’s groundwater festival will revive the community’s interest and introduce new residents to the issue. A regular event also keeps your coalition visible in the community should you later decide to tackle a new subject.

Locating Financial Resources

Government agencies

The Pennsylvania Department of Environmental Protection’s (DEP) Division of Environmental Education offers yearly Environmental Education Grants. Applications are sent out each year on July 1 and are due November 1. Awards are announced for the coming fiscal year on Earth Day (mid-April). Registered nonprofit groups may apply for this funding to do K-12 teacher training. County conservation districts are eligible for this funding to do general community education. Contact Helen O’leana at (717) 772-1828.

EPA funds Environmental Education and Training Grants. Applications are sent out in December and are due 60 days later. Call (215) 566-5546 for more information.

Public interest groups

The LWVPA-CEF Water Resources Education Network (WREN) administers a grant program sponsored by DEP for community education about water resources issues. Local coalitions of community groups, preferably including local officials, are eligible. (This publication is based on the successes of coalitions funded under this and similar grants.) The maximum available grant to a coalition is $5,000. The approximate schedule is: proposals due April 3; grants awarded May 15; projects completed June of the following year. Call the Water Resources Education Network Resource Center at (800) 692-7281 to learn when the next grant cycle may occur.

The LWVPA-CEF Water Resources Education Network also provides grants for travel to regional and national groundwater education conferences by coalition leaders. For more information, call the WREN office at (800) 692-7281.

The Chesapeake Bay Program funds challenge grants for habitat restoration projects that support the Program’s living resources and habitat restoration goals. Grants range from $10,000 to $75,000 and require a one-to-one match of non-federal money. Projects can focus on waterway buffer zones, in-stream habitats, emergent freshwater wetlands, forested wetlands, and similar freshwater habitat. Priority will be given to projects involving riparian forests, non-tidal wetlands, and in-stream habitat restoration, particularly in areas where anadromous fish spawn or along neotropical migratory bird routes. Projects that incorporate more than one of these objectives will receive highest priority. The Chesapeake Bay Program welcomes proposals from colleges.
and universities, profit and nonprofit organizations, and local, state, or federal governments. Contact Kelly Heffner at DEP at (717) 787-6827.

The Great Lakes Protection Fund supports projects that involve collaboration among private, public, and independent entities in the Great Lakes region to address issues related to pollution prevention, natural resources, or health effects. Fund administrators accept pre-proposals in June and December each year. For more information contact the Great Lakes Protection Fund, 35 East Wacker Drive, Suite 1880, Chicago, IL 60601, or call (312) 201-0660.

The nonprofit Partnership for the Delaware Estuary often seeks partners for joint projects involving the Delaware Estuary. They have in the past provided small grants to community groups. If your group operates in the vicinity of the Delaware Estuary, contact Kathy Klein at (800) 445-4935 for information about the group’s current programs.

Corporations and businesses

Funding can sometimes be obtained from companies interested in improving their public image. Environmentally oriented businesses may also be eager partners.

Foundations

Large companies or individuals establish these private endowments to finance charitable or public interest projects.

The Ittleson Foundation finances environmental grants for 1) projects that educate and involve citizens more deeply in environmental issues; 2) pilot and model programs that offer new approaches to solving environmental problems; 3) projects that link professional competence and community-based activities; and 4) projects that focus on urban environmental issues while recruiting new constituencies into the environmental field. Contact: Anthony C. Wood, Executive Director, Ittleson Foundation, Inc., 16th Floor, 645 Madison Ave., New York, NY 10022; (212) 838-5010; fax (212) 751-2585.

In-kind contributions

These include the donation of time, services, building space, or equipment. Many people and/or businesses (e.g., professional hydrologists, video production companies, printing companies) will donate their time or services. Offer to include the donor’s name in event promotions.
Additional Resources

Precious GEMs: 
Groundwater Education Strategies that Work (1993)  
W. K. Kellogg Foundation  
One Michigan Ave. East  
Battle Creek, MI 49017  
Call (800) 819-9997

Protect Your Groundwater: 
Educating for Action (1994)  
League of Women Voters Education Fund  
Washington, D.C.  
Pub.#180, $6.95  
Call (202) 429-1965

Top Ten Watershed Lessons Learned (1997)  
U.S. Environmental Protection Agency  
Office of Wetlands, Oceans, and Watersheds  
EPA 840-F-97-001  
Call (800) 490-9198
Contact Information for Water Resources Education Network (WREN) and Groundwater Protection Education Project (GPEP) Grant Recipients

(Visit www.pa.lwv.org/wren/grants/local for detailed project descriptions)

<table>
<thead>
<tr>
<th>COUNTY</th>
<th>CONTACT &amp; GRANT INFO</th>
<th>ADDRESS</th>
<th>EMAIL/PHONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams</td>
<td>Sandra Spence</td>
<td>League of Women Voters of Adams Co. 465 Ragged Edge Road Orrtanna, PA 17353-9724</td>
<td>717-642-8849</td>
</tr>
<tr>
<td></td>
<td>T.W. McClain</td>
<td>Franklin Twp Planning Commission 894 Floris Church Rd Biglerville, PA 17307</td>
<td><a href="mailto:oberletcorner@supernet.com">oberletcorner@supernet.com</a> 717-334-8376</td>
</tr>
<tr>
<td></td>
<td>Mel Brown</td>
<td>Adams Co. Trout Unlimited 239 Station Road Fairfield, PA 17320</td>
<td><a href="mailto:msbrown@cvn.net">msbrown@cvn.net</a> 717-642-8807</td>
</tr>
<tr>
<td>Allegheny</td>
<td>Dennis Johnston</td>
<td>Allegheny Co. Health Department 3901 Penn Ave. Bldg. 5 Pittsburgh, PA 15224-8037</td>
<td><a href="mailto:DJohnston@achd.net">DJohnston@achd.net</a> 412-578-8047</td>
</tr>
<tr>
<td></td>
<td>&amp; Joel Jordan</td>
<td>Pennsylvania Rural Water Association 138 West Bishop Street Bellefonte, PA 16823</td>
<td><a href="mailto:jjordan@prwa.com">jjordan@prwa.com</a> 814-353-9302</td>
</tr>
<tr>
<td></td>
<td>Janet Thorne</td>
<td>Hollow Oak Land Trust P.O. Box 741 Carbondale, PA 15108</td>
<td><a href="mailto:holt@trfh.clpgh.org">holt@trfh.clpgh.org</a> 412-264-5354</td>
</tr>
<tr>
<td></td>
<td>Alex Ropelewski</td>
<td>Montour Run Watershed Association P.O. Box 15509 Pittsburgh, PA 15244</td>
<td><a href="mailto:ropelewls@psc.edu">ropelewls@psc.edu</a> 412-269-7738</td>
</tr>
<tr>
<td>Bedford</td>
<td>Lorelle Steach</td>
<td>Bedford Co. Conservation District 702 West Pitt Street Bedford, PA 15522</td>
<td><a href="mailto:bedcoocd@nb.net">bedcoocd@nb.net</a> 814-623-7900 x3</td>
</tr>
<tr>
<td>Blair</td>
<td>John Frederick</td>
<td>Antis Township Action Committee RD 2, Box 266B Tyrone, PA 16686</td>
<td><a href="mailto:frederick-earthmatters@msn.com">frederick-earthmatters@msn.com</a> 814-742-7777</td>
</tr>
<tr>
<td></td>
<td>&amp; WREN, 1997-98</td>
<td>Fort Roberdeau Site RD #1 Box 341 Tyrone, PA 16686</td>
<td><a href="mailto:jwalshiel@aol.com">jwalshiel@aol.com</a> 814-684-2425</td>
</tr>
<tr>
<td></td>
<td>Jody Wallace</td>
<td>League of Women Voters of Bucks Co. 149 Pine Lane Newtown, PA 18940</td>
<td><a href="mailto:d_s_hewitt@yahoo.com">d_s_hewitt@yahoo.com</a> 215-598-1025</td>
</tr>
<tr>
<td>Bucks</td>
<td>Susanne Hewitt</td>
<td>Bucks Co. Planning Commission Almshouse Neshaminy Manor Center Doylestown, PA 18901</td>
<td><a href="mailto:bctatc@bellatlantic.net">bctatc@bellatlantic.net</a> 215-345-3419</td>
</tr>
<tr>
<td></td>
<td>Dennis Livrone</td>
<td>Bristol Township School District F.D. Roosevelt Middle School 1001 Rodgers Road Bristol, PA 19007</td>
<td><a href="mailto:kathorwatt@aol.com">kathorwatt@aol.com</a> 215-788-0436</td>
</tr>
<tr>
<td></td>
<td>WREN, 2000</td>
<td>Montour Run Watershed Association P.O. Box 15509 Pittsburgh, PA 15244</td>
<td><a href="mailto:ropelewls@psc.edu">ropelewls@psc.edu</a> 412-269-7738</td>
</tr>
<tr>
<td>County</td>
<td>Name</td>
<td>Affiliation</td>
<td>Address</td>
</tr>
<tr>
<td>-------------</td>
<td>-------------------</td>
<td>------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Butler</td>
<td>William Wesley</td>
<td>Mars Schools Groundwater Protection Program</td>
<td>Mars Area School District 520 Rt 228 Mars, PA 16046</td>
</tr>
<tr>
<td></td>
<td>Len Lichvar</td>
<td>Southern Alleghenies Conservancy</td>
<td>702 W. Pitt Street Fairlawn Court Ste 8 Bedford, PA 15522</td>
</tr>
<tr>
<td></td>
<td>Dana Flowers</td>
<td>Clearwater Conservancy</td>
<td>2555 North Atherton Street State College, PA 16803</td>
</tr>
<tr>
<td></td>
<td>Jane Fava</td>
<td>Brandywine Valley Association</td>
<td>1760 Unionville-Wawaset Road West Chester, PA 19382-6751</td>
</tr>
<tr>
<td></td>
<td>Diane Harris</td>
<td>Green Valleys Association</td>
<td>1368 Prizer Road Pottstown, PA 19465</td>
</tr>
<tr>
<td></td>
<td>Judy Stevens</td>
<td>Camp Hill Village Kimberton Hills, Inc.</td>
<td>P.O. Box 155 Pughtown Road Kimberton, PA 19442</td>
</tr>
<tr>
<td>Clearfield</td>
<td>Jim Korb</td>
<td>DuBois Watershed Commission</td>
<td>15 East Park Ave. DuBois, PA 15801</td>
</tr>
<tr>
<td>Columbia,</td>
<td>Norm Conrad</td>
<td>Montour Co. Cooperative Extension</td>
<td>114 Woodbine Lane Suite 102 Danville, PA 17821-9118</td>
</tr>
<tr>
<td>Montour,</td>
<td>Chris Resek</td>
<td>Creek Connections</td>
<td>Box 10 Allegheny College Meadville, PA 16335</td>
</tr>
<tr>
<td>Northumber-</td>
<td>Brian Hill</td>
<td>Pennsylvania Environmental Council</td>
<td>Box 172 Allegheny College Meadville, PA 16335</td>
</tr>
<tr>
<td>land,</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Snyder, and</td>
<td>Diane Hollinger</td>
<td>South Middleton Township</td>
<td>520 Park Drive Boiling Springs, PA 16502</td>
</tr>
<tr>
<td>Union</td>
<td>Rudi Erb</td>
<td>Powells and Armstrong Creek Watershed Association</td>
<td>4533 Back Road Halifax, PA 17032</td>
</tr>
<tr>
<td>Erie</td>
<td>James Rutkowski</td>
<td>Project PATH, Strong Vincent H. S.</td>
<td>1330 West 8th Street Erie, PA 16502</td>
</tr>
<tr>
<td>Forest</td>
<td>Ricky Hall</td>
<td>Jenks Township Municipal Authority</td>
<td>Birch Street Marienville, PA 16239</td>
</tr>
<tr>
<td>Franklin</td>
<td>Mark Dubin</td>
<td>Franklin Co. Watershed Association</td>
<td>1331 S. Seventh Street Chambersburg, PA 17201</td>
</tr>
<tr>
<td>County</td>
<td>Name</td>
<td>Address</td>
<td>Email</td>
</tr>
<tr>
<td>-------------</td>
<td>-----------------------------</td>
<td>-------------------------------------------------------------------------</td>
<td>----------------------------</td>
</tr>
<tr>
<td>Fulton &amp; Juniata</td>
<td>Andy Patterson</td>
<td>Huntingdon Co. Conservation District RR 1 Box 7C</td>
<td><a href="mailto:huntingdon.county@dep.state.pa.us">huntingdon.county@dep.state.pa.us</a> 814-627-1627</td>
</tr>
<tr>
<td></td>
<td>Tammie Little</td>
<td>Indiana Co. Conservation District 1432 Rt 286 Hwy E USDA Service Center</td>
<td><a href="mailto:indiana.county@dep.state.pa.us">indiana.county@dep.state.pa.us</a> 724-463-8547</td>
</tr>
<tr>
<td></td>
<td>Phil Palko</td>
<td>Ken Sink Chapter of Trout Unlimited 75 Byron's Place</td>
<td><a href="mailto:PPalko@aol.com">PPalko@aol.com</a> 724-463-8562</td>
</tr>
<tr>
<td>Indiana</td>
<td>Tom Miller</td>
<td>Aultman Watershed Association for Restoring the Environment 309 Station Ave.</td>
<td><a href="mailto:judith@yourinter.net">judith@yourinter.net</a> 724-463-0651</td>
</tr>
<tr>
<td></td>
<td>Mike Kuzemchak</td>
<td>Indiana Co. Parks 1128 Blue Spruce Road</td>
<td><a href="mailto:indparks@stargate.net">indparks@stargate.net</a> 724-463-8636</td>
</tr>
<tr>
<td>Jefferson</td>
<td>Deborah Wilson</td>
<td>Jefferson Co. Conservation District RD #5 Service Center Brookville, PA 15825</td>
<td><a href="mailto:jccd@penn.com">jccd@penn.com</a> 814-849-7463</td>
</tr>
<tr>
<td></td>
<td>Claire Ormer</td>
<td>Jefferson Co. Water Resource Network Brookville Area H. S., Jenks Street</td>
<td><a href="mailto:quietcrk@penn.com">quietcrk@penn.com</a> 814-849-1105</td>
</tr>
<tr>
<td>Juniata &amp; Fulton</td>
<td>Walt Whitmer</td>
<td>Cooperative Extension-Juniata Co. Box 147 Courthouse Annex</td>
<td><a href="mailto:wew2@psu.edu">wew2@psu.edu</a> 717-436-7744</td>
</tr>
<tr>
<td>Lancaster</td>
<td>Leon Ressler &amp; Matt Kofroth</td>
<td>Lancaster Co. Conservation District 1383 Arcadia Road Room 6 Lancaster, PA 17601</td>
<td><a href="mailto:lccd@redrose.net">lccd@redrose.net</a> 717-299-5361</td>
</tr>
<tr>
<td></td>
<td>Ellen Dewey</td>
<td>Lancaster Co. Project 2501 Raleigh Drive Lancaster, PA 17601</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Joan Mackin</td>
<td>Manheim Township School District School Road, P.O. Box 5134 Lancaster, PA 17606</td>
<td><a href="mailto:joan_mackin@mwp.k12.pa.us">joan_mackin@mwp.k12.pa.us</a> 717-569-8231</td>
</tr>
<tr>
<td></td>
<td>Dan Zimmerman</td>
<td>Warwick Township PO Box 308 Lititz, PA 17543-0308</td>
<td><a href="mailto:dzimmerman@warwicktownship.org">dzimmerman@warwicktownship.org</a> 717-625-3728</td>
</tr>
<tr>
<td></td>
<td>Frank Rohrer</td>
<td>Octoraro Watershed Association O.W.A 389 Pine Grove Road Nottingham, PA 19362</td>
<td><a href="mailto:rohrer1009@pa.freei.net">rohrer1009@pa.freei.net</a>, <a href="mailto:owa@desupernet.net">owa@desupernet.net</a> 717-529-2132</td>
</tr>
<tr>
<td>Lawrence</td>
<td>Jim LaLumia</td>
<td>Neshannock Chapter Trout Unlimited 29 Valleyview New Wilmington, PA 16142</td>
<td>724-946-8658</td>
</tr>
<tr>
<td>Location</td>
<td>Name</td>
<td>Address</td>
<td>Phone/Email</td>
</tr>
<tr>
<td>-------------------</td>
<td>--------------</td>
<td>---------------------------------------------------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>Pike, Wayne, and Monroe</td>
<td>Sally Jones</td>
<td>Pike Co, Conservation District HC 6, Box 6770 Hawley, PA 18428</td>
<td><a href="mailto:pikecd@ptd.net">pikecd@ptd.net</a> 570-226-8220</td>
</tr>
<tr>
<td>Susquehanna</td>
<td>Ruth Wiltmarth</td>
<td>LWV of Susquehanna Co. c/o N. PA Energy Center P.O. Box 339 Montrose, PA 18801</td>
<td>717-289-4226</td>
</tr>
<tr>
<td>Tioga</td>
<td>Earle Robbins</td>
<td>Tioga Co. Cooperative Extension 118 Main Street Courthouse Annex Wellsboro, PA 16901-1495</td>
<td><a href="mailto:edrl1@psu.edu">edrl1@psu.edu</a> 570-724-9120</td>
</tr>
<tr>
<td>Union</td>
<td>Shawn McLaughlin</td>
<td>Union Co. Planning Commission 1610 Industrial Blvd. Suite 100 Lewisburg, PA 17837-1273</td>
<td><a href="mailto:smclaughlin@unionco.org">smclaughlin@unionco.org</a> 570-522-1370</td>
</tr>
<tr>
<td>Venango</td>
<td>Neal Parker</td>
<td>Venango Museum of Art, Science and Industry c/o USDA-NRCS RR 2 Box 108 Franklin, PA 16323-9200</td>
<td><a href="mailto:neal.parker@pafranklin.fsc.usda.gov">neal.parker@pafranklin.fsc.usda.gov</a> 814-437-2473</td>
</tr>
<tr>
<td>Warren and Forest</td>
<td>James Cowden</td>
<td>Warren Co. Cooperative Extension 609 Rouse Home Ave. No. 200 Youngsville, PA 16371-1603</td>
<td><a href="mailto:jcc5@psu.edu">jcc5@psu.edu</a> 814-563-9388</td>
</tr>
<tr>
<td>Washington</td>
<td>Joan Jessen</td>
<td>Washington Co, Watershed Alliance 159 Canterbury Lane McMurray, PA 15317</td>
<td><a href="mailto:jjessen@pulsenet.com">jjessen@pulsenet.com</a> 724-941-9370</td>
</tr>
<tr>
<td></td>
<td>Sheila Burcin</td>
<td>Washington Co. Cooperative Extension 100 W. Beau Street 601 Courthouse Sq. Washington, PA 15301-4473</td>
<td><a href="mailto:shb1@psu.edu">shb1@psu.edu</a> 724-228-6881</td>
</tr>
<tr>
<td></td>
<td>Bob Vargo</td>
<td>Pike Run Watershed Association Department of Earth Sciences California University of Pa California, PA 15419</td>
<td><a href="mailto:vargo@cup.edu">vargo@cup.edu</a> 724-938-5969</td>
</tr>
<tr>
<td>Westmoreland</td>
<td>Thomas Grote</td>
<td>Loyalhanna Watershed Association 114 South Market Street Box 561 Ligonier, PA 15658</td>
<td><a href="mailto:lwa@tcsouthernet.net">lwa@tcsouthernet.net</a> 724-238-7560</td>
</tr>
<tr>
<td></td>
<td>John Markle</td>
<td>Westmoreland Intermediate Unit RR 12 Box 205 Donahoe Road Greensburg, PA 15601-9217</td>
<td><a href="mailto:JMarkle@w12.k12.pa.us">JMarkle@w12.k12.pa.us</a> 724-836-2460</td>
</tr>
<tr>
<td></td>
<td>Tom Sylvester</td>
<td>The Municipal Authority of the Borough of Derry 620 North Chestnut St. Derry, PA 15627</td>
<td><a href="mailto:sylvester@1a1usa.net">sylvester@1a1usa.net</a> 724-694-2305</td>
</tr>
<tr>
<td>York</td>
<td>Jerry Nichols</td>
<td>Yorktown Senior Center 1059 Kelly Drive York, PA 17404</td>
<td><a href="mailto:JNYktm@aol.com">JNYktm@aol.com</a> 717-854-7715</td>
</tr>
</tbody>
</table>
Photos courtesy of:

James Clark, Penn State Cooperative Extension, McKean County. Mr. Clark was a leader of the Potter-McKean counties group.

Sean Conley, Allegheny County Health Department. Mr. Conley was a leader of the Allegheny County group.

Earle Robbins, Penn State Cooperative Extension, Tioga County. Mr. Robbins was a leader of the Tioga County group.
Publication jointly prepared by:
Penn State Cooperative Extension
Department of Agricultural Economics & Rural Sociology
The Pennsylvania State University
112 Armsby Building
University Park, PA 16802
This publication is available in alternative media upon request.
Penn State is committed to affirmative action, equal opportunity, and the
diversity of its workforce. U.Ed. # AGR01-132

P0102 League of Women Voters of
Pennsylvania Citizen Education Fund
226 Forster Street
Harrisburg, PA 17102

For additional copies
of this publication contact:

LWVPA-CEF
Water Resources Education Network
226 Forster Street
Harrisburg, PA 17102
1-800-692-7281
e-mail: lwvpa@epix.net
or visit www.pa.lwv.org/wren/publications.html

or

Charles Abdalla
112 Armsby Bldg.
University Park, PA 16802
Phone: (814) 865-2562
tax: (814) 865-3746
e-mail: CAbdalla@psu.edu