



# Urban Water Quality How Do Land Trusts Fit In?

Jennifer Hammer – Director of Watershed Programs



# Our Mission

**501c3 since 1972**

We improve the health of our communities by preserving and restoring natural areas and open space, protecting rivers and watersheds, and promoting stewardship of our environment.





# Proudly Accredited



- Sound Finances
- Ethical Conduct
- Responsible Governance
- Lasting Stewardship

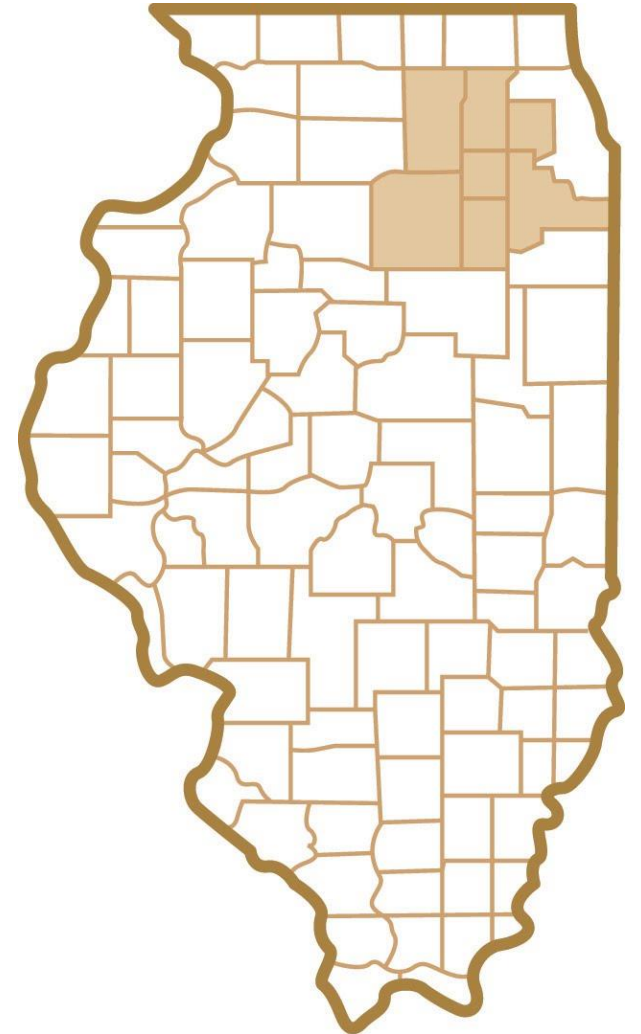
The accreditation seal was awarded to The Conservation Foundation for meeting the highest national standards for excellence and conservation permanence.



# Primary Territory

Primary activity in DuPage, Kane,  
Kendall and Will Counties  
DeKalb, LaSalle, Grundy

Headquarters at McDonald Farm in  
Naperville





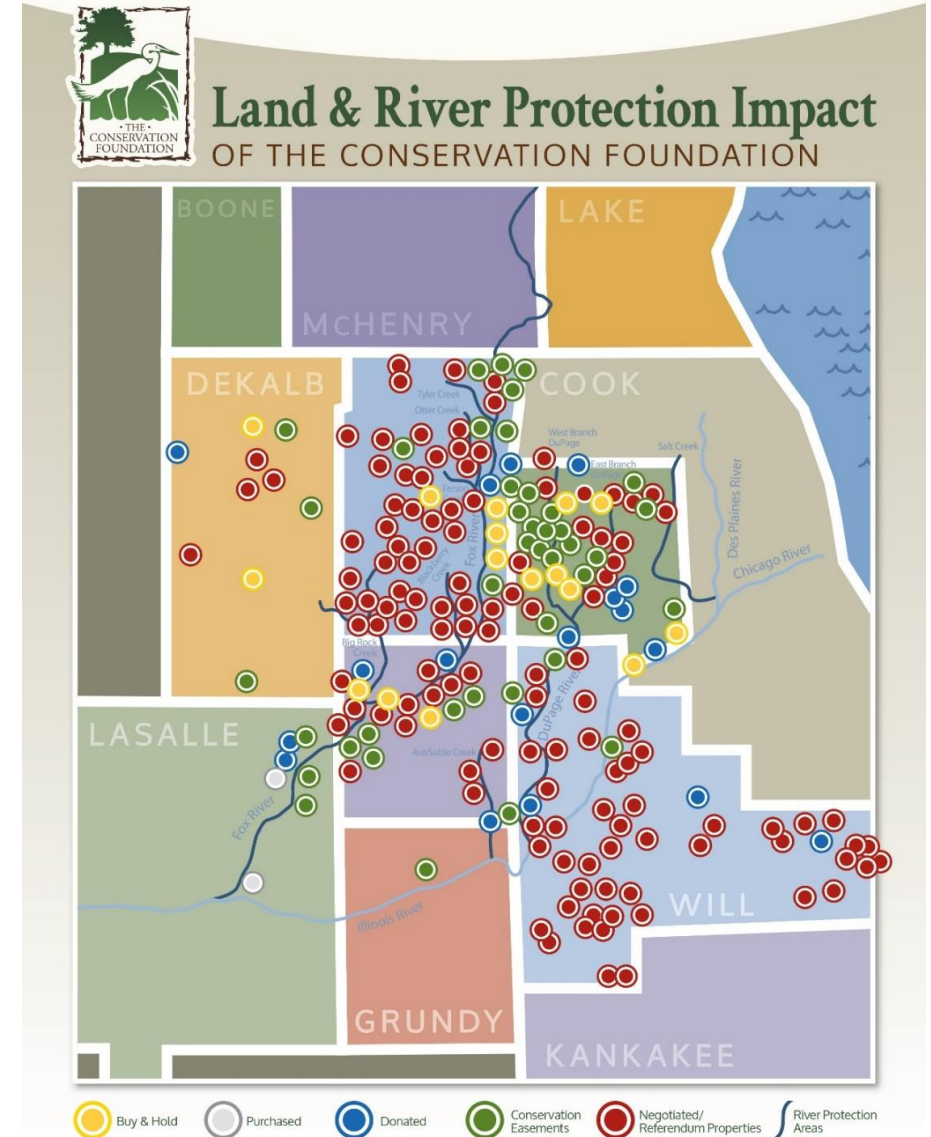
# Land Preserved

**35,000 acres**

**Nearly 200 parcels**

**43 conservation easements**

**7 counties**





# We Cherish What We Know

“One of the first conditions of happiness is that the link between man and nature shall not be broken” *Leo Tolstoy*



“Plans to protect air and water, wilderness and wildlife, are in fact plans to protect man.” *Stewart Udall*

“You cannot protect the environment unless you empower people, you inform them, and you help them understand that these resources are their own, that they must protect them.”

*Wangari Maathai*





# It's About People and Places

## Our IMPACT Statement:

Clean water, clean air, and protected open spaces are important to the health and vitality of our communities. The Conservation Foundation changes the culture of conservation in our local communities through education and outreach, creating local public/private partnerships, implementing on-the-ground projects, and providing leadership to improve the quality of the environment for future generations.





# The Science and Art of Conservation Messaging

Conserving open space lands plays a very important role in preserving our **quality of life**.

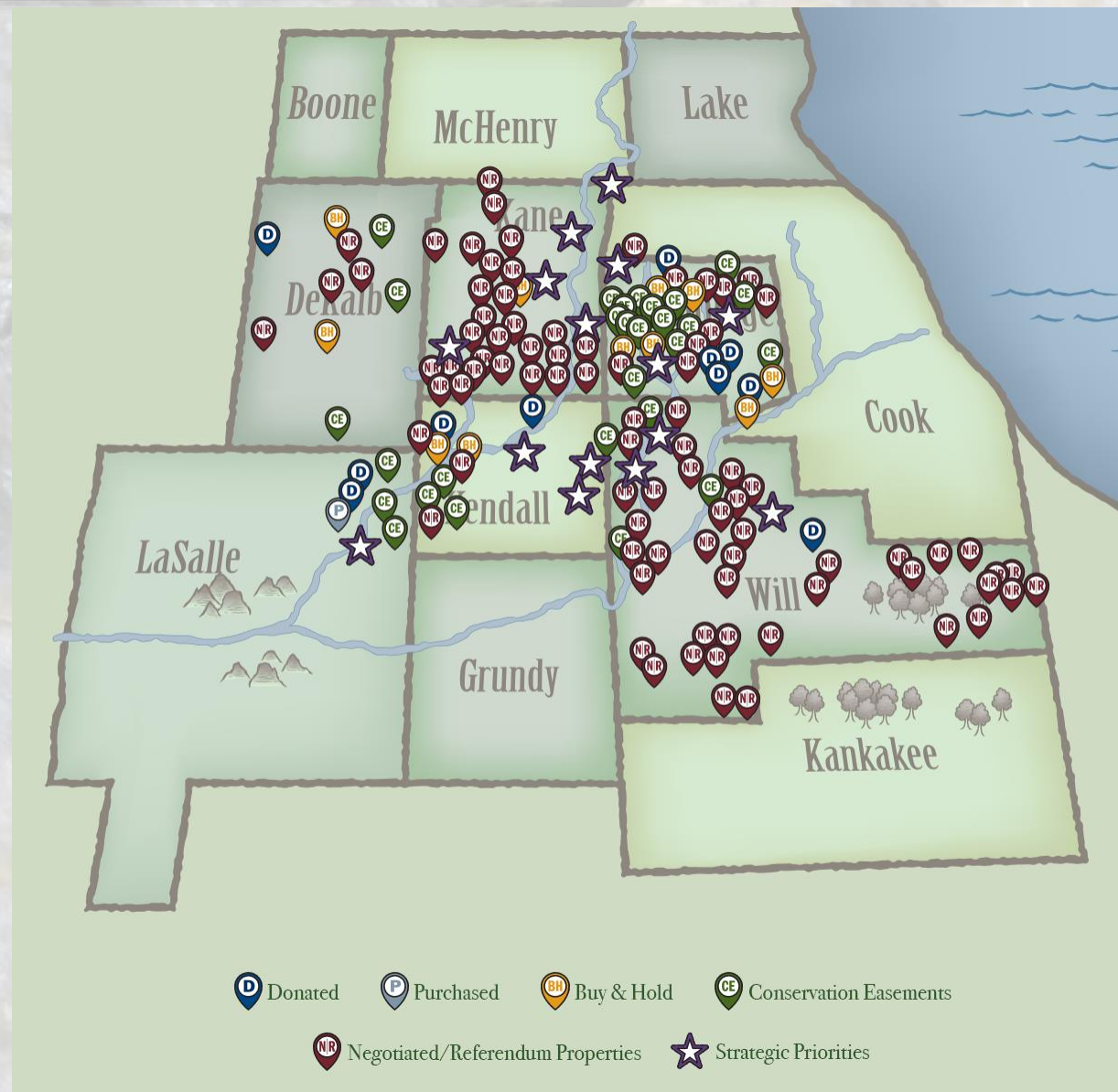
- Open space lands along rivers and streams protect **water quality and our drinking water**.
- Open space improves our **air quality**.
- Open space preserves **wildlife habitat**.
- Open space creates opportunities where **people can enjoy the outdoors- KIDS**.
- We have a **responsibility to future generations**.





# Our History with Clean Water

Protecting land along rivers and streams has been a priority since our founding in 1972.





# DuPage River Sweep



By the late 1980's TCF launched its first River Clean-Up

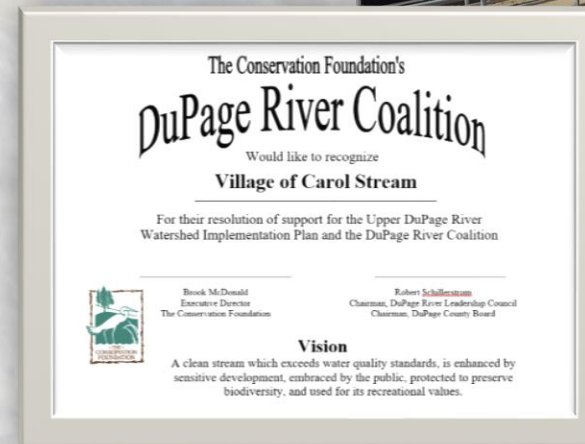
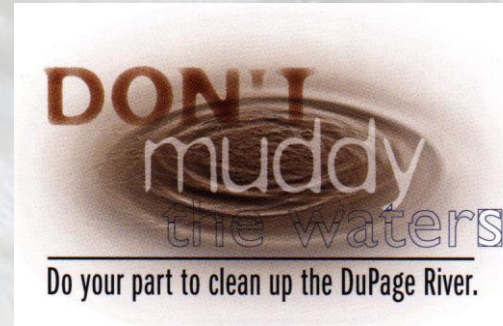
- Volunteers cleaned up trash along waterways
- A great way to engage people in the community
- 30 years later we still have 500+ volunteers every year





# The 1990's - a decade of awareness

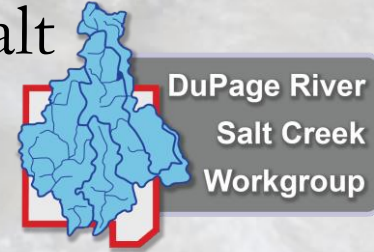
- Clean Water Awards
  - Recognizing Wastewater Treatment Plants
- Watershed Planning
  - IEPA & IDNR grants to develop a watershed plan
- Watershed Staff
  - 319 Grants to hire staff and implement watershed plan





# Be Nimble

- 2004 – helped to facilitate the formation of the DuPage River Salt Creek Workgroup and then provide professional and support staffing through a contract.
- 2010-2012 – Developed grant funded watershed plan for Lower DuPage River Watershed. We then facilitated the formation of the Lower DuPage River Watershed Coalition and provide professional and support staffing through a contract.
- 2017 – Facilitated the formation of the Lower Des Plaines Watershed Group and provide professional and support staffing through a contract.





- 5 FTE – 6 Staff
  - Water Quality, Monitoring
  - Contract & Project Management
  - Education & Outreach
  - Accounting
  - Graphic Design

## Our Watershed Team



Jennifer Hamner  
Director of Watershed  
Programs



Stephen McCracken  
Director of DuPage River  
Salt Creek Workgroup



Deanna Doolakuk  
Watershed Project Manager



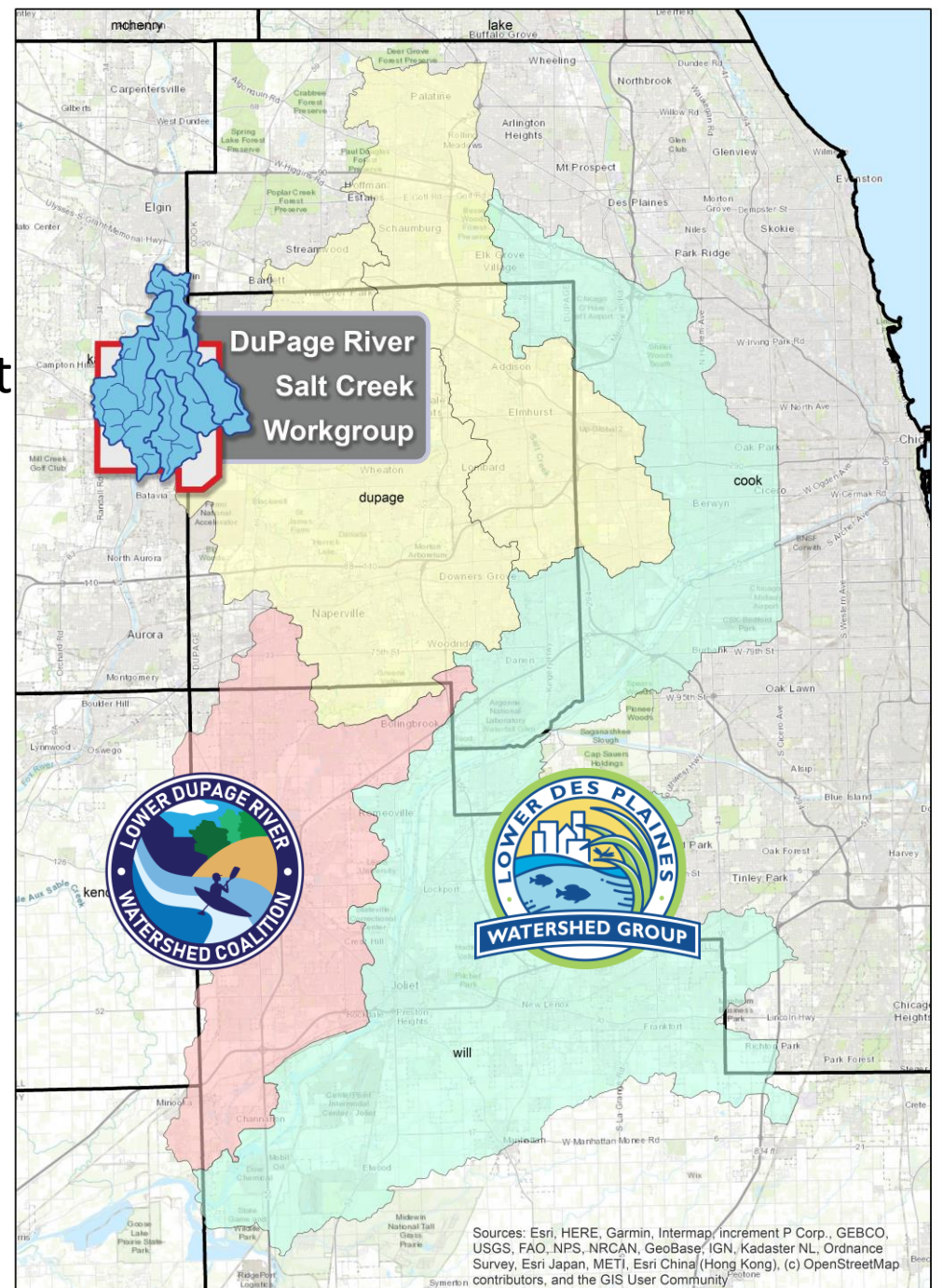
Nancy Cinal  
Watershed Administrative  
Assistant



Lea Rodbarry  
Watershed Communication  
Specialist



Alex Handel  
Environmental Scientist



# Our Watershed Program



- Education & Outreach around clean water
- Conservation@Home engages people where they are, making a difference in their backyard
- Beyond the Basics Stormwater Management BMP seminar
- Salt Smart Collaborative – bringing organization together to reduce the impacts of road salt through BMPs and education.
- Natural Areas Assurance Program – ensures long-term, funded management of natural and naturalized areas in new developments.





# Seasonal Outreach

## Social Media Posts

## Blog Posts & Newsletter Articles

## Poster

### Winter Campaign Checklist

Use this checklist to track your use of outreach materials to meet MS4 Public Education and Outreach requirements. Access these materials at [lowerdesplainswatershed.org/winter/](http://lowerdesplainswatershed.org/winter/) and [dupagerivers.org/winter/](http://dupagerivers.org/winter/)



#### Blog Posts

- Salt Smart Tips for Staying Safe on the Roads this Winter
- What to Expect During a Snow Storm
- Winter Clean-Up Tips

[More articles on...](#)

#### Newsletter articles

- Salt Smart Tips for Staying Safe on the Roads this Winter
- What to Expect During a Snow Storm
- Winter Clean-Up Tips

#### Handouts

- Bookmark for residents
- Infographic handout (also available as webpage infographic)
- Snow Removal FAQs (also online at [saltsmart.org/faq](http://saltsmart.org/faq))



#### Social Media Posts

##### Salt Smart Tips for Staying Safe on the Roads



## Checklist

### WHY BE SALT SMART?

**Salt is polluting our rivers.**

Chloride levels are increasing in our rivers, streams, and groundwater. Once salt gets into the water, it is difficult to remove.

It only takes **one teaspoon of salt** to contaminate **5 gallons of water.**

**Where does the salt come from?**

Chlorides in our rivers primarily come from **winter road salt**, and also from **water softener salts.**

**The Impact of Chlorides**

- Harms aquatic life**
  - Chloride can be toxic to small aquatic life and disrupt aquatic community structure and diversity
- Is expensive to remove**
  - Once chloride is in the water, it is very hard and expensive to remove
- Corrodes infrastructure**
  - Corrodes concrete roads and bridges, as well as our cars and around business entryways
- Hurts our pets**
  - Burns, dries, and cracks our pet's feet
  - Causes illness when licked off and ingested

**WHEN THERE IS SNOW, GO SLOW.**

Give yourself extra time to adjust to snow and ice on the road.

**WINTER CLEAN-UP TIP**

**Driveways**

It's illegal and unsafe to shovel snow and ice back onto the road, even when it's pushed into your driveway or plow.

**BE SALT SMART THIS WINTER!**

A **12 ounce** cup of salt is enough to contaminate **10 sidewalk squares.**

**WHEN THERE IS SNOW, GO SLOW.**

**DON'T CROWD THE PLOW.**

**BE PREPARED. KEEP AN EMERGENCY KIT IN YOUR CAR.**



Cups

## Bookmark

**SALT SMART SAVE MORE**

Together we can protect our local waterways by using the right amount of salt while keeping roads, driveways and sidewalks safe.





# Do You Have a Seat at the Table?

- NPDES
- TMDL
- NARP
- NLRS
- WQBEL







# Value that land trusts offer

- Knowledge –
  - Of the land
  - People and organizations
  - Potential projects or willing partners
- Education & Outreach
- HR structure
- Being a partner, not just a contractor
- Similar goals of ensuring clean water for future generations



# Water is What Connects Us

The water is only as healthy as the land that drains to it.

Healthy Land – Clean Water – Healthy Communities

It's a pretty easy argument

Like our tagline says:

**We Save Land. We Save Rivers.**



?? Questions ??

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Director of Watershed Programs

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