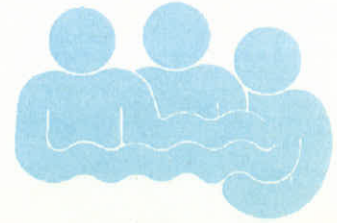


River Voices



A quarterly publication of River Network

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"Unlikely" Allies as Partners in River Protection

by Kevin Brubaker

To the casual observer, the environmental movement appears mired in controversy and contention. The Spotted Owl had come to symbolize the apparent choice we face of jobs versus the environment. Lawsuits, lobbying, and legislative controversy continue to dominate the media's coverage of the environmental movement.

Yet, beneath this facade, an important change is happening. Environmentalists are finding common ground with their previous enemies: business, labor and government. They are discovering that these groups often have as much to gain as they do from environmental protection. Business benefits from tax credits for charitable donations and the benefits of a positive public image. Labor benefits by gaining safer workplaces and better communities in which to live. Government benefits by responding to public will for action. Consider the case of the Blackstone River. The Blackstone River flows 45 miles from Worcester, Massachusetts to the headwaters of Narragansett Bay, Rhode Island. It was on this river that Samuel Slater built the nation's first successful cotton mill in 1793, thereby giving birth to the American industrial revolution. By the 1830's the Blackstone averaged one dam for every mile of stream. It was America's hardest working river.

The Blackstone had another valuable function: waste disposal. Dyes, tannery wastes, toxic metals, and human waste soon filled the river. By the 1970's the Blackstone was de-

scribed as "a sewer with a history."

Twenty years later, only a few weeks before the bitterly contested elections this November, Democratic Governor Bruce Sundlun of Rhode Island and Republican Governor William Weld of Massachusetts stood together on the banks of the Blackstone at the state border to dedicate a bi-state park and to pledge their continued support for restoring the Blackstone River.

This historic event was made possible by cooperative work among industry, private citizens, and government at all levels. It began in 1986, when Congress named the Blackstone River a National Heritage Corridor and charged the National Park Service with building partnerships for the river's restoration.

Part of their effort has been the creation of a greenway along the entire length of the river. Though far from complete, the linear park has found broad support among state and local government, private citizens, and corporations. Indeed, the park dedicated in October 1992 consists of adjacent properties purchased by a local industry, two states, donations by a local industry, and funds raised by a private land trust.

In an effort to ensure that this project leads to higher water quality as well, local environmentalists persuaded the Massachusetts Department of Environmental Protection to focus its planned experimental program of coordinated pollution permit review, technical

(Allies continued on page 2)

Inside River Voices:

This issue of *River Voices* focuses on the strategy of working with labor and business in river protection efforts. Labor and business interests can be very important players in river conservation efforts, yet they are frequently overlooked as allies. Many river advocates are skeptical of the concept, often with good reason, but in several river protection efforts, these "unlikely" allies are making a difference. We've pulled together the following collection of articles providing information, ideas, examples and lessons to help you explore the idea and, hopefully, build a broader base of community support for protecting and restoring your river.

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Network services.

Many thanks to Neil Schulman, a River
Network volunteer intern, for all of his
time and effort in researching and writing
several articles for this issue.



PO Box 8787
Portland, OR 97207
(503) 241-3506
or (800) 423-6747
EcoNet: rivernet

River Network is a national non-profit organization dedicated to helping people protect rivers. We support river conservationists in America at the grassroots, state and regional levels; help them build effective organizations; and link them together in a national movement to protect and restore America's rivers and watersheds.

River Network has three programs:

the **River Clearinghouse** provides local river activists with information and referrals on technical river resource and non-profit organizational issues;

the **River Leadership Program** develops new leadership and strengthens existing programs in the river and watershed protection movement at the state, regional and grassroots levels;

the **Riverlands Conservancy** brings critical riverlands into public ownership, thereby empowering the public to oversee management and protection.

Staff

Phillip Wallin, Executive Director

Lindy Walsh, Administrator

Rita Haberman,
Director, River Clearinghouse

Sue Doroff,
NW Director, Riverlands Conservancy

Peter Lavigne,
Director, River Leadership Program

River Voices Editor: Rita Haberman

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assistance, and pollution prevention in the river valley. The result was the "Blackstone Project," a highly successful pollution prevention program. In addition, environmentalists have pushed the agency to issue far more stringent discharge permits to polluters along the river. And in Rhode Island, a citizen monitoring program, River Rescue (featured in this issue of *River Voices*), is monitoring progress toward the river's clean-up.

Though the river is far from pristine, it is now widely viewed as an asset in need of protection rather than a nuisance.

The Blackstone example is not unique. As articles throughout this publication document, river protection through cooperation is happening around the country. But for every example of successful coalition-building, there is an example of needless battles and wasted energy. Too often the quiet bystander is assumed to be the enemy.

A year ago, I left Save The Bay, southern New England's largest environmental organization to become Rhode Island Governor Sundlun's environmental policy advisor. So as someone with one foot in government and the other still firmly rooted in environmental advocacy, I am pained at how frequently opportunities for cooperation are missed.

For example, a coalition of environmental activists recently sent a letter to Governor Sundlun asking to meet with him to discuss their concerns over a controversial highway project and to announce that they would be filing a lawsuit against his agencies three days

hence. It was analogous to filing for a divorce and simultaneously asking to work things out!

I would suggest that those desiring to expand their effectiveness as environmental advocates bear in mind a few suggestions:

1. *Communicate with others.* There is nothing politicians hate more than surprises. Amongst themselves, government officials generally observe the courtesy of warning each other of impending criticism. (E.g. "Personally

Environmentalists are discovering that their previous enemies - business, labor, and government - often have as much to gain as they do from environmental protection.

I might agree with you on X, but politics dictates that I attack the proposal in the press tomorrow.") Environmentalist would do well to observe this courtesy.

2. *Be clear in communicating your objectives.* Environmental concerns are often complex and must be simplified to garner public sympathy. In doing so, it is important to remain clear. I would argue, for example, that environmentalists have not succeeded in explaining to the public that their primary goal is to save the old growth forest, not just the Spotted Owls that live in them. This failure carries with

River Voices, a quarterly publication of River Network

River Voices is a forum for information exchange among the national network of grassroots, state and regional river groups. We welcome your input for topics, articles, announcements, Letters to the Network, and anything else that you think would be of interest and assistance to other river advocates

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it a significant risk: if another population of owls is discovered elsewhere, the forests are virtually doomed.

3. Seek friends, not enemies. Too often, activists work to identify enemies, rather than friends. While a visible enemy is often useful for galvanizing support for a cause, energy can be wasted in fighting. Spend more time figuring out how to coopt other interests to your side. Example: ten years ago the power industry, with its constant attempt to site nuclear power plants and to boost energy consumption, was anathema to environmentalists. The industry's narrow attention to the "bottom line" was proof of their intransigence. In Rhode Island, environmentalists worked with the state's Public Utilities Commission to harness this profit motive for environmental gain by giving utilities a higher rate of return for investments in conservation than in power production. In a practice now being copied around the country, power producers are now at the forefront of energy conservation.

4. Avoid religion. Far too often, I have heard fellow environmentalists ponder whether business or political leader so-and-so "is really an environmentalist." Who cares? While environmentalism is a religion to some, it is not a religion to all. The issue should not be beliefs, but behavior. If so-and-so makes the right decisions on environ-

mental issues, that is all that matters. Who cares if they tell "tree-hugger" jokes and hate being out-of-doors?

5. Give credit where credit is due. Unlike many of their powerful adversaries, environmentalist rarely have the money for expensive advertising and political contributions. As non-profits, many are prohibited by the IRS from endorsing candidates. These are distinct disadvantages. On the other hand, environmentalists have a tool that is rarely available to others: praise. People everywhere want to be appreciated. Being both plentiful and strategic in giving credit and thanks, environmentalists have a powerful tool which is often overlooked. Look for opportunities to make someone in power feel appreciated.

Like it or not, the best example of coalition building in America today is the military-industrial complex. Joining together defense contractors, their unions, the military, veterans, and sympathetic members of Congress, this lobby has succeeded in developing a strangle-hold on half the federal budget. Political scientists often refer to this arrangement as the Iron Triangle: military officials tell contractors what they want, the contractors tell Congress, and Congress then directs the military to do what it wanted all along. Over time, this three-way communication becomes stronger and stronger.

Environmentalist should do the same. Regulators have a wealth of informations and usually the right intentions. But they don't have political power. Environmentalist should take their information and tell it to politicians. As in the military-industrial complex, they in turn can then direct the regulators to do what they wanted to do all along.

Finally, be creative in finding partners. There is a middle-eastern maxim that "the enemy of my enemy is my friend."

Kevin Brubaker serves as Governor Bruce Sundlun's environmental policy advisory. Prior to holding that position, he served as policy director for Save The Bay, southeastern New England's largest environmental group.

The Green-Labor Alliance: Some Experiences of a Grassroots Organizer

by Earl Hatley

Most of us in the movement for Environmental Democracy have learned to see the pollution-generating plants and facilities we are organizing against as the enemy. While they may be responsible for the pollution problems we're working to rectify, the workers in these facilities should not be overlooked as potential allies. Not seeing the workers as separate from the corporate image and decision makers is like not seeing the forest for the trees.

My work as Heartland Regional Organizer for the National Toxics Campaign Fund has on several occasions allowed me to utilize workers and labor unions as crucial allies in battling toxics issues and facility proposals. A couple examples related to river protection follow:

Weldon River, Missouri

In north central Missouri two grassroots environmental groups joined forces with local union representatives to fight a proposed hazardous waste ash landfill on the banks of the Weldon Fork of the Grand River, one of Missouri's remaining pristine streams. The Green Hill Concerned Citizens for the Environment (GHCCE) in Grundy County, Missouri originally organized to close a solid waste landfill that was contaminating a local stream. Since GHCCE was already established, they were able to successfully organize opposition when Waste Tech Service (a subsidiary of AMOCO Oil Co.) proposed building a hazardous waste ash landfill in their county. Faced with serious opposition from GHCCE, Waste Tech jumped at an opportunity to locate their facility in Mercer County, just north of Grundy County. Much to Waste Tech's dismay, GHCCE crossed the county line and continued to battle the proposal. GHCCE helped organize the

Mercer County Concerned Citizens for the Environment (MCCCE). GHCCE and MCCCE's primary concern was potential degradation of water quality of the river. The strength of the citizens groups' case got a major boost when they reached out to the Grain Millers Union at Trenton Foods, a food processing facility downstream from the proposed site. (Trenton

Not seeing the workers as separate from the corporate image and decision-makers is like not seeing the forest for the trees.

Foods is a Carnation plant and a subsidiary of Nestle International.) The citizens groups met with local labor representatives of Trenton Foods and informed them of the proposal and the possible detrimental impacts to the Weldon River, the critical water supply for the Trenton plant operations. Key labor union representatives at Trenton informed their management, and management in turn requested help from Carnation and Nestle to oppose the proposal. Nestle has come through with technical and financial assistance. In addition, Nestle along with Trenton Food have written letters to the Missouri Department of Natural Resources (DNR) urging them to deny the permit on the grounds of the threat to the river, via runoff, spill/accidents and the proposed NPDES permit that would allow the legal dumping of toxics into waters being used to process foods for human consumption. They closed their letters

with a very powerful statement, if the DNR issued the permit, Trenton Foods would have to be relocated, thus, eliminating over 600 jobs in favor of Waste Tech's creation of 40 jobs. In a rural county of just over 5,000 people, the loss of Trenton Foods and its 600 jobs would be devastating. Another strategy of the environmental-labor coalition was to establish a township zoning ordinance, prohibiting the siting of hazardous waste facilities, ahead of the submittal of the permit application.

Although the issue is not yet resolved, the influence the Grain Millers Union at Trenton Foods added to GHCCE and MCCCE's effort has caused a total change in the politics of the area. All politicians who favored the Waste Tech facility are now out of office, all the way up to Congressional Representatives. Even the new Governor-elect has seen the writing on the wall and has publicly come out against the facility.

Two sister grassroots groups, GHCCE and MCCCE, have organized and developed out of the fight to oppose Waste Tech. The membership of both of these groups now includes a substantial number of union members. In addition, both of the groups are now active members of the growing Missouri Environmental Action Network. Undeniably, without the cooperation, support, and influence of union interests, this battle to protect the Weldon River would be much more difficult. Equally important are the relationships that have developed between environmentalists and labor interests, who in the future are likely to work together to oppose other threats to their communities.

Soldier Creek, Oklahoma

Another example takes place on the northeast side of Oklahoma City, Oklahoma, where environmentalists

are working with unions to restore and protect Soldier Creek. The headwaters of the creek are located on Tinker Air Force Base (AFB) in an area that has been designated as a Superfund site. Further, Tinker AFB has been in gross violation of their NPDES permit. With my help, the grassroots environmental group set up a meeting with members of a local union of American Federation of Government Employees. They discussed common concerns such as the dangers to workers and citizens from exposure to heavy metals and volatile organic contaminants. The local union representatives took up the issue with union leadership, which decided to work with the citizens groups to clean up the creek. Together union workers and concerned citizens went door to door to organize a meeting of local residents concerned about the Superfund site and its impacts on the local environment. They formed a group, Midwest City Citizens for a Clean Environment (MWCCCE).

Using leverage from a Clean Water Act lawsuit, the group has been able to get Tinker to change its waste water treatment process to eliminate the hazardous substances from their waste water discharge. Ironically enough, a member of MWCCCE with expertise in waste water technology is assisting in Tinker's renovation of their waste water system. His employer, Chromalloy Corporation, just down the road from Tinker, now has a zero pollution discharge by using this technology.

Another major accomplishment of the environmental-labor coalition is the

establishment of a Good Neighbor Agreement with Tinker AFB, which means the citizens-labor group has the right to data collected by Tinker, to meet with officials at Tinker, to tour

Labor - Neighbor alliances can serve to change the debate from "jobs vs. environment" to jobs and a clean environment.

the facility periodically, to obtain portions of water samples collected by Tinker, and other rights. Tinker AFB agreed to the Good Neighbor Agreement shortly before National Toxics Campaign was preparing to release a report on military waste sites. Tinker opted for the opportunity to be described as a "model" of the military cooperating with citizens groups, and the Good Neighbor Agreement provides the framework to keep the communication open and the pressure on.

These are just two examples of situations where environmental interests have joined forces with labor and unions to improve environmental problems. By identifying mutual concerns and sharing resources, environmentalists and labor can be more effective in their efforts to create safe workplaces and safe communities.

Of course, often times it is difficult to

form environmental-labor alliances, primarily because workers fear losing their jobs. In an effort to end the real threat of jobs blackmail hanging over our heads whenever we agitate for a clean environment, the National Toxics Campaign is supporting the Oil Chemical and Atomic Workers Union to establish a national Superfund for Workers. The program would establish an income support base for workers. It would provide income security for workers while we "retool" America to make it sustainable. We welcome the support of others in this effort. In the meanwhile, as much as possible, labor (those on the front lines of the toxics issues) should be included as allies in our struggles. Labor/Neighbor alliances can serve to change the debate from the "jobs vs. environment" to jobs and a clean environment.

Earl Hatley is the Heartland Regional Organizer for the National Toxics Campaign Fund. Mr. Hatley has twenty-five years of experience as an activist working on peace, justice, and environmental issues.

For more information about Labor/Neighbor relations contact the National Toxics Campaign, 1168 Commonwealth Avenue, Boston, MA 02134, (617) 232-0327. An excellent reference on building alliances with workers and unions to fight for a clean environment is Fighting Toxics: A Manual for Protecting Your Family, Community, and Workplace, a book by the National Toxics Campaign published by Island Press, (800) 828-1302.



Rural Workers: Targets of a New Exploitation

by David Hupp

A major target of the cut-and-run corporations and the "Wise Use" Movement is the rural work force and families who depend on the timber, mining, and other natural resource industries for their livelihood. These workers are on the front line, whether they like it or not. They are coerced by their job insecurity into fighting this self-proclaimed 'civil war;' they are fed company propaganda that scapegoats environmentalists for the problems their employers create; they are left behind in dying communities when the cutting is done and it's time to run; they are promised that this battle is 'pro-jobs.' They are also the people who live, work and play in some of the most beautiful country on the planet, and they know it. But they're being used.

"The Wise Use Movement and the far-right is preying on these folks," says Roger Reidel of the Washington State Labor Council. "We've had such social and economic upheaval, that workers have been economically backed into a corner the last ten years by the timber companies, and by the fact that there is literally no harvest going on."

Reidel points to Clallam County, Washington as an example. Clallam covers the tip of the spectacular Olympic Peninsula, north and west of Seattle across Puget sound, including the northern third of Olympic National Park. This is prime timber country, and it has a prime unemployment situation, driven by the timber harvest stalemate (the press calls it the 'Spotted Owl controversy;' it could just as well be called the 'clear-cut scam'). Unemployment claims increased by nearly one-third last year overall, in Clallam County - in lumber and wood products, the unemployment claims more than doubled. "These are the higher wage jobs that drive the country's economy," claims Reidel.

"We're seeing some more hits late this summer."

Timber and mining companies have successfully kept many of their employees non-union in some of these communities, and that has given the Wise Use organizers an advantage. "Within the organized labor family it's much easier to organize and try to resolve these issues," says Reidel. But labor has "a real problem accessing rural areas to fight off the Wise Use Movement. It is going to be a difficult process to educate people. If you listen to loggers talk it is getting more and more on the side of Wise Use. Two years ago they were more on the balance of nature, but because of the economic distress and suicides they are moving more and more to the right, and that's scary."

Don Judge, Executive Secretary of the Montana AFL-CIO, says "these polarized battles over the extent of resource extraction allowed on public and private lands have created a vacuum that corporate extremists are trying to fill. The best balance can only be obtained when hunters, fishers, loggers, miners, worker, conservationists, farmers, and ranchers, business owners, and others sit down to agree on development that is sustainable and environmentally sound." Judge thinks there are many issues of common interest to labor and environmentalists: toxic wastes (such as mining residues), sustainable harvest levels, and export of raw logs (a policy that exports jobs), for example.

The anti-environmentalists have exploited rural distress to drive a wedge between labor and the environmental movement. The seam is the corporate line that environmentalists are to blame for the workers' and the communities' problems. The hammer is the fear that workers can easily be replaced if they don't do the company's bidding. The fear is natural: loss of your livelihood in your

home town's dominant industry. Workers in both unionized and non-union operations are coerced, but where union organizing has been successful, countervailing information is made available to the workers.

Labor leaders agree that the way out of this dilemma is education within the communities about the real problems of economic distress, and working together to solve it. Reidel believes that one way around the education problem is to work through the churches, "because they have a better grasp than anyone on what the real impact is, because workers tend to speak more freely to their minister, because churches aren't threatening to folks, and because churches have a ready-made base. Politicians also are preying on these folks. By working through the churches we get that out of the structure. If the churches weren't involved right now, we would have social and civil unrest in some of our communities that would compare with what we've seen in Los Angeles. Organized labor can try to facilitate, try to help get stability. But we can't be the communities' savior. The churches are key."

David Hupp is the newsletter editor for the Western States Center. This article originally appeared in the Western States Center Newsletter (Summer 1992, No. 7), and is reprinted with permission. The Western States Center supports grassroots leaders and progressive public officials in eight Western states. They provide training and technical assistance in community organizing, coalition-building, and long-term strategic planning. For more information contact: WSC, 522 SW Fifth Avenue, Suite 1390, Portland, OR 97204, (503) 228-8866.

“Work place coercion is very subtle. Sometimes the conservation movement comes across with a very hard demand that, if granted, would simply close down a mill or a mine. When that happens, clearly there is no countervailing message and the workers are inclined to act to protect their jobs. Non-union workers are more vulnerable to this. In a union plant you have a different message that comes across and a different level of trust for what the company is putting out.”

Don Judge,
President, Montana Family Union



The CERES Principles: One Way for Business to Go Green

The CERES Principles are a comprehensive ten-point code of conduct aimed at improving the entire environmental performance of companies (refer to sidebar). The CERES Principles provide environmentalists with a new strategy and a well-defined structure to foster the kind of cooperation required to encourage corporations to become environmentally and socially responsible. River activists may want to explore the idea of getting businesses in their communities to sign-on the principles.

The CERES Principles (originally introduced in 1989 as the Valdez Principles named after the Exxon Valdez oil tanker that ran aground in spilling 11 million gallons of crude oil into Alaska's Prince William Sound) were developed by the Coalition for Environmentally Responsible Economies (CERES), a non-profit membership organization comprised of leading social investors, environmental groups and public interest organizations. CERES members include such groups as the National Audubon Society, the Sierra Club, public pension trustees, US PIRG and the AFL-CIO Industrial Union Department. The impetus behind the formation of CERES was social investment professionals reaching out to environmental professionals with hopes of working together to develop a credible, standard method for evaluating the environmental performances of companies.

As of September 1992, fifty-one companies endorsed the CERES Principles. They represent a range of sizes (from small to expansive), geographic locations (from local to worldwide operations), and products and services (from foods to lumber to medical supplies to financial services). A few examples include: Aurora Press in Santa Fe, New Mexico; Ben & Jerry's in Waterbury, Vermont; Calvert Social Investment Fund in Bethesda, Maryland; the Metropolitan Sewer District of Louisville, Kentucky; and Walnut Acres, an organic farm in Penns Creek, Pennsylvania.

They all share a commitment on the highest level to ecologically sound operations and public environmental reporting. Any business entity, public

or private, may endorse the CERES Principles.

The CERES Principles

Protection of the Biosphere

We will reduce and make continual progress toward eliminating the release of any substance that may cause environmental damage to the air, water or the earth or its inhabitants. We will safeguard all habitats affected by our operations and will protect open spaces and wilderness, while preserving biodiversity.

Sustainable Use of Natural Resources

We will make sustainable use of renewable resources, such as water, soil and forests. We will conserve nonrenewable natural resources through efficient use and careful planning.

Reduction and Disposal of Wastes

We will reduce and where possible eliminate waste through source reduction and recycling. All waste will be handled and disposed of through safe and responsible methods.

Energy Conservation

We will conserve energy and improve the energy efficiency of our internal operations and of the goods and services we sell. We will make every effort to use environmentally safe and sustainable energy sources.

Risk Reduction

We will strive to minimize the environmental, health and safety risks to our employees and the communities in which we operate through safe technologies, facilities and operating procedures, and by being prepared for emergencies.

Safe Products and Services

We will reduce and where possible eliminate the use, manufacture or sale of products and services that cause environmental damage to health or safety hazards. We will inform our customers of the environmental impacts of our products or services and try to correct unsafe use.

Environmental Resolution

We will promptly and responsibly correct conditions we have caused that endanger health, safety or the environment. To the extent feasible, we will redress injuries we have caused to persons or damage we have caused to the environment and will restore the environment.

Informing the Public

We will inform in a timely manner everyone who may be affected by conditions caused by our company that might endanger health, safety or the environment. We will regularly seek advice and counsel through dialogue with persons in communities near our facilities. We will not take any action against employees from reporting dangerous incidents or conditions to management or to appropriate authorities.

Audits and Reports

We will conduct an annual self-evaluation of our progress in implementing these Principles. We will support the timely creation of generally accepted environmental audit procedures. We will annually complete the CERES Report, which will be made available to the public.

(April 1992 edition)

Benefits for Businesses

Although signing on to the CERES Principles is a major, long-term commitment with costs to companies, the benefits to participating businesses are numerous. First, CERES facilitates open dialogue. CERES seeks to reconcile the historically poor communications between business and environmental organizations. Signatory companies not only have access to leading environmental and investor representatives of the Coalition, but can also learn from the innovative programs and policies implemented by

Companies are finding that improved environmental performance can be accomplished while saving money, as it reduces the use of costly toxic resources, creates new input sources through recycling and reuse of raw materials, lessens the creation and disposal of wastes, and improves the overall efficiency of operation.

other corporations. Many signatory companies report improved employee relations as a result of the guidance and genuine direction becoming a signatory imparts.

Second, the CERES Principles provide recognition for leadership. Signatories assume an important leadership position in their industries by being among the first to help establish standardized and voluntary public access of environmental performance information. Endorsing the principles also conveys a strong signal of environmental commitment to the growing ranks of concerned consumers, employees, investors and regulators. Adopting an independently developed and public set of guidelines lends a new level of credibility and viability to the many positive programs companies are currently

undertaking. CERES is committed to communicating progress to the news media and the public.

Another important benefit to CERES signatories is their improved environmental performance by annual completion of the comprehensive and interactive CERES Environmental Report, and through collaboration with other signatories. Companies are finding that this can be accomplished while saving money, as it reduces the use of costly toxic resources, creating new input sources through recycling and reuse of raw materials, lessening the creation and disposal wastes, and improving the overall efficiency of operation. Anticipating governmental regulation and voluntarily going beyond current regulatory requirements is proving a cost-effective strategy in avoiding expensive liabilities. Many corporations are rightly starting to equate environmental responsibility with improved profitability and a new long-term competitive advantage.

Perhaps most significantly is the goodwill that a company can experience as a result of endorsing the CERES Principles. The organization, its management and employees can expect to receive respect and appreciation from both the environmental and the economic communities. Corporations that have assumed leadership and responsibility to the environment and are working to fulfill those commitments can be proud of their contribution to making the world a better place.

The CERES Principles have the potential to make great strides to change the historical adversarial relationship that once existed between business and environmental interests and promote a more cooperative and open-minded approach to solving difficult environmental problems. Grassroots environmentalists should inform businesses in their communities about the CERES Principles and encourage them to sign-on. It could be an important step in taking the concept of an environmental ethic and making it become a reality.

For more information about CERES and the CERES Principles contact: CERES, 711 Atlantic Avenue, Boston, MA 02111, (617) 451-0927.

Some Issues for River Advocates to Consider Prior to Establishing Business Partnerships

Discuss the issue with your board and members. Come to a consensus.

Find out everything you can about the business. (For information on the labor and environmental record of corporations, contact The Data Center, 464 19th Street, Oakland, CA 94612-2297, (510) 835-4692. Citizens Clearinghouse for Hazardous Wastes also has information about numerous corporations (CCHW, PO Box 6806, Falls Church, VA 22040, (703) 237-2249.)

Have a clear understanding about what your organization wants out of the partnership, and what you're willing to put into it.

Know why the business is interested in cooperating with your river group. What does the business want out of the partnership?

Since media coverage and publicity is a major motivating factor for businesses, make sure your river group maintains a fair role in editorial control.

If possible, talk with others who have worked with the company in similar partnerships.

Find a person from the business that you trust and feel comfortable working with.

Try to anticipate potential conflicts, define resolutions, and address those issues in a written agreement.

Start small, with a relatively simple, short-term project. If it works well, continue and possibly expand the partnership.

River Rescue: A Partnership to Monitor and Restore Urban Rivers

by Neil Schulman,
River Network Intern

The River Rescue program is a partnership between The University of Rhode Island's (URI) Coastal Resources Center and Citizens Bank to get citizens and employees involved in efforts to monitor and restore Providence's rivers. Four rivers - the Blackstone, Woonasquatucket, Moshassuck, and Pawtuxet - flow through the greater metropolitan area and readily show the affects of degradation caused by human development and population growth. "These rivers have been polluted for two hundred years," notes Meg Kerr of the University of Rhode Island's Coastal Resources Center and coordinator of River Rescue, "Yet for some reason the public hasn't tuned in until recently."

Increasing public awareness is an important step in saving a river. Putting that support to use is another matter. In the case of the Providence rivers, actually improving their degraded condition would require not only public enthusiasm but also specific studies and steps toward improving the river ecosystems. River Rescue has taken some of those steps and has the potential to take several more.

The River Rescue Program

In 1989, Rhode Island's Citizens Bank moved into new corporate headquarters at One Citizens Plaza, at the confluence of the Woonasquatucket and Moshassuck rivers in downtown Providence. At the time the bank was also interested in establishing a major environmental public service project involving employees in volunteer efforts along side members of the community. Considering the bank's new location, they chose to focus on the state of Providence's rivers. They approached the Coastal Resources Center at the University of Rhode Island about forming a partnership to

study and improve the rivers. Citizens Bank and the Resource Center, along with the Rhode Island Sea Grant Program, combined to form the River Rescue partnership in March of 1990.

The central element of River Rescue is a volunteer monitoring program on

River Rescue is founded upon a broad-based partnership, capitalizing on the enormous potential held by public-private mergers between diverse groups sharing common goals relating to water quality.

Providence's four urban rivers, including programs to map the shorelines and monitor combined sewer overflows (CSOs). Citizens Bank footed the bill for the supplies and equipment needed for the river sampling and data analysis, and has invested roughly \$175,000 in a three-year commitment to the partnership, including a \$91,000 grant to URI. Citizens Bank has also made efforts to increase public awareness of river issues and to improve communications between businesses and environmental groups.

In addition to this support, the bank has found in its own employees an enthusiastic source of volunteers for the monitoring program. Bank employees have seen River Rescue as an opportunity to improve the local environment, and take pride in the fact that their employer is giving something back to their community. Last year, 150 employees participated in river clean-ups and monitoring. Robert Oberg, a bank spokesperson who recruited volunteers from within Citizens Bank, said he didn't have to do much: "People were just very interested—it

was really just their own goodwill." Volunteers have taken samples from the four rivers every month at selected sites since October 1990, according to Kerr, and the samples have been tested at Coastal Resource Center labs for temperature, pH, dissolved oxygen, metals, hardness, nutrients, and suspended solids. Volunteers also developed detailed maps of the rivers by walking or canoeing them and recording the locations of dump sites, trash, outfall pipes, failed septic systems, and land use patterns. Other volunteers have "adopted" CSO pipes and observed them at least twice a month in varying weather to see which pipes discharged during dry conditions. River Rescue also sponsored a bicycle "Ride for the Rivers" along the Providence waterfront in June 1991 that raised money for other river groups to start their own monitoring programs.

Key Elements of the River Rescue Program

One important lesson of the River Rescue partnership is recognizing the critical role business and industry plays in working to improve the status of America's urban rivers. According to Kerr, "Involving corporations and industries is really essential with urban rivers." This is particularly true in Providence, where all the riverbank land is owned by corporations rather than individual landowners. Because of this, there are no individual waterfront-dwelling citizens to mobilize into a grassroots campaign. Cleaning up the rivers is also in the interest of the riverfront companies because it increases the value of their lands, both in its monetary, aesthetic, and human aspects. The fact that Citizens Bank was located on the confluence of two polluted rivers was certainly a factor in their decision to become involved with River Rescue. The quality of the river is reflected in the quality of life in Providence, which is key to the bank's success.

Second, River Rescue provides an



River Rescue volunteers remove a shopping cart from the Moshassuck River.
Photo by Shane Photography.

important element for successful monitoring programs—money. Closely related to the need for corporate involvement is the fact that monitoring programs demand much in the way of resources, from funding to scientific knowledge and equipment and sustained hours of volunteer work. Citizens Bank was absolutely essential in financing the necessary equipment and data analysis. Volunteers, many of whom were Citizens Bank employees, were able to provide the hours of work needed for sampling and data collection that state agencies such as the Rhode Island Department of Environmental Management (RI-DEM) had been unable to afford.

Third, river monitoring efforts require data collection over long periods of time. Without a consistent base of data against which to measure change, the data collected in spot studies at particular sites can be difficult, if not impossible, to make useful. River Rescue's job was made both more difficult and more important by a severe lack of data from Rhode Island

state agencies. It was therefore essential that Citizens Bank recognized the need for establishing baseline data and made a three-year commitment to River Rescue, to be up for renewal in 1993. As Lt. Governor Roger Begin noted, the idea behind River Rescue has been "to provide a videotape, rather than a snapshot, of conditions in the rivers."

Fourth, it is crucial that monitoring efforts begin with a clear conception of what the data gathered will be used for. As Peter Lavigne, then with American Rivers and now with River Network, said in his address at River Rescue's first annual meeting, "Most volunteer monitoring efforts use up a lot of volunteer time, raise great expectations, expose a lot of people to the joys of mucking about in river beds and using scientific instruments, and then wither away and fade out as the data that is collected either never gets out of the file cabinet or when it does, is too vague or imprecise to be of much practical value." River Rescue data, however, has a sturdy scientific

base in the expertise of the Coastal Resources Center, and was collected with a clear purpose in mind. The first year data has been published and made available to policy-makers, enforcement agencies, and advocacy groups. As Lavigne noted, "This means that the volunteers, the heart and soul of River Rescue, see results from their cold winter treks and hot summer slogs, and then apply those results to meaningful change in the way we use and regulate our rivers."

Putting River Rescue Data to Use

Compared to the last rivers study, done in 1985 by RI-DEM, the River Rescue monitoring data shows significant improvement in the quality of Providence's urban rivers. From 1985 to 1991, the levels of petroleum hydrocarbons and toxic metals such as cadmium, nickel, and chromium have decreased by 15 to 80% in three of the four rivers. Levels of dissolved oxygen in three of the rivers is sufficient to sustain aquatic life, while the Pawtuxet River still falls below RI-DEM standard oxygen levels. River Rescue credits most of the improvements to programs such as improved sewer maintenance, industrial pre-treatment, and oil recycling, that have been enacted since the 1985 study, as well as a decrease in the number of discharges. "We've seen remarkable improvement with a lot of very toxic substances and the major indicators of pollution have improved remarkably on the rivers," says Virginia Lee at the Coastal Resources Center, "Investment in pollution abatement is paying off."

There is, of course, more work to be done. Concentrations of toxic metals such as lead, copper, and cadmium still exceed safe standards for aquatic life, and petroleum hydrocarbon levels remain dangerously high. The Pawtuxet River showed a 40% increase in lead and copper levels from 1985 to 1991, thought by Lee and Oberg to be due to a lack of sewage treatment improvement in the nearby towns of Cranston, Warwick, and West Warwick.

In the future, River Rescue will continue to collect data on the condition of Providence's urban rivers, and will add monitoring station's further upstream on the Moshassuck and

(Rescue continued on page 15)

Saugus River Advocates Combine Strategies to Work with General Electric

by Neil Schulman,
River Network Intern

The Saugus River is a small river, flowing for thirteen miles from its headwaters to the Atlantic Ocean north of Boston, Massachusetts. Like many rivers in the eastern United States, it has a long history of use and abuse by humans. Today, the Saugus River is a mixture of many elements from natural areas to industrial complexes. Until relatively recently, the Saugus hasn't had much of an organized constituency pushing for its protection and restoration, but public awareness about the state of the river is increasing. Many people in the Saugus River Watershed are getting involved in river protection, and they are working to include General Electric in these efforts. Their experiences provide lessons for other river advocates interested in working with big business.

The Role of General Electric

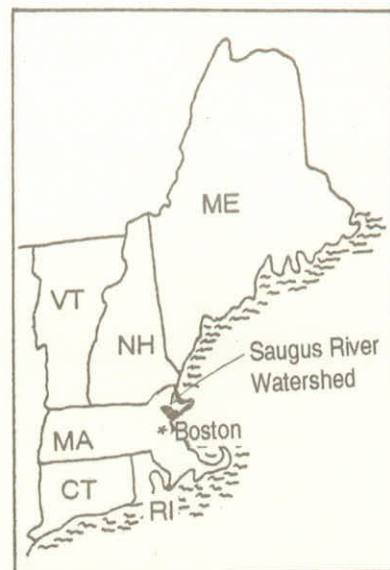
Among the many sources of pollution on the Saugus was GE's aircraft engine plant in Lynn. The Lynn plant is GE's oldest, dating back to the nineteenth century when it was originally built for marine manufacturing. GE is one of the region's largest landowners and employers, employing approximately 6000 people at the Lynn plant, including roughly 40% of the town of Lynn's working population. Yet in addition to these distinctions, GE was responsible for a large amount of dumping into the Saugus. According to Environmental Protection Agency records, GE was in violation of its National Pollutant Discharge Elimination System (NPDES) permit for 43 out of 60 months between 1981 and 1986, dumping oil and grease into the Saugus in violation of the Clean Water Act. In a single day - October 31, 1986 - the plant released so much oil and grease into the Saugus that it exceeded its monthly average by over

200 times and the allowable daily limit in excess of 900 times (*North Shore Sunday*, 5/31/87). The discharges were so severe that the U.S. Coast Guard treated them as oil spills, and the *North Shore* newspaper listed GE among its "Dirty Dozen" list of the twelve worst polluters in the area.

Many among the environmental community were outraged, and certainly had the right to be. GE was

Legal leverage, consensus-building and public education are tools to get big business to support river protection.

fined a mere \$5,500 by the U.S. Coast Guard, and MASSPIRG (Massachusetts Public Interest Research Group) filed suit against GE. GE spokesman Hal Jacobsen continued to insist that the plant "was not discharging anything into the river that involves processed wastes." (*North Shore Sunday*, 5/31/87) With GE in clear violation, the two parties agreed to a consent decree (a court order agreed to by both parties and a common way of settling Clean Water Act violations). The consent decree required GE to be in full NPDES compliance by January 1, 1989, to update plant facilities, and to trace sources of permanent outfalls into the river, and to return some riverbank property to its natural state. GE was also required to pay a \$220,000 penalty, with \$20,000 going to the U.S. treasury and \$100,000 to pay for an ecological baseline study of the Saugus Watershed and other related projects. The ecological baseline study was completed in 1991 by Hudsonia Limited, a component of Bard College, with a third party, the Fund for New England, administering the funds. The Saugus River Advisory



Committee, with representatives from GE, MASSPIRG, and the local community, was established to oversee the study. Robin Snyder, a graduate student at Tufts University, was hired as a GE-sponsored intern to assess the ecological baseline study and to recommend strategies for its implementation. Snyder, who was familiar with the Saugus River through her work as a research assistant on wetlands restoration, produced the Saugus River Action Plan in September 1991, which prioritizes the recommendations of the ecological study and proposes low-cost river protection activities that involve all eleven watershed communities.

At the same time, unrelated to the consent decree between MASSPIRG and GE, the Saugus River Watershed Council was coming into being with assistance from the National Park Service's Rivers and Trails Conservation Assistance program. For a two-year period, Doug Evans at the Park Service's Boston office organized local support in the Saugus watershed communities, and helped a group of citizens form the Saugus River Watershed Council, a non-profit group. The council has a seven-member board and approximately 160 members.

Combining Different Strategies

Since the September 1988 consent decree, MASSPIRG, the Saugus River Watershed Council, and Robin Snyder, working independently, are using a combination of strategies in their work to protect the Saugus River watershed. Robin Snyder has continued her efforts to mobilize watershed communities, environmental groups, and GE into a more consensus-oriented dialogue on how to manage and protect the river. The Saugus River Watershed Council is also attempting to raise public awareness of the river, and is developing a river inventory and monitoring program. Meanwhile, MASSPIRG continues watchdogging GE to ensure that Clean Water Act standards are met. While it is still too early to determine exactly how successful these different strategies will be, these methods working simultaneously appear to have a far greater chance of achieving long-term protection of the Saugus River watershed than either would have if implemented alone.

Both the Saugus River Watershed Council and Snyder recognized a need for increasing public awareness about river issues in communities in the watershed. Anne Cyros, a member of the Council, notes that some of the watershed communities haven't been known for environmental concerns, while other towns such as Saugus have been very active, and she sees the Council as a way of bringing them together. The Council has also adopted the Saugus River under the Massachusetts Department of Fish and Wildlife's Adopt-a-Stream program, designed to help local citizens improve and maintain water quality and protect riparian lands.

Snyder has also recognized the need for dialogue with the eleven watershed communities, environmental groups and GE. When the ecological baseline study was completed, she recognized that the results wouldn't affect many local people or involve them in the fate of the watershed. This prompted her to produce the Saugus River Action Plan, titled *Looking to the Future*, in 1991 as part of her GE-sponsored internship. The purpose of the plan is "To give the Saugus River

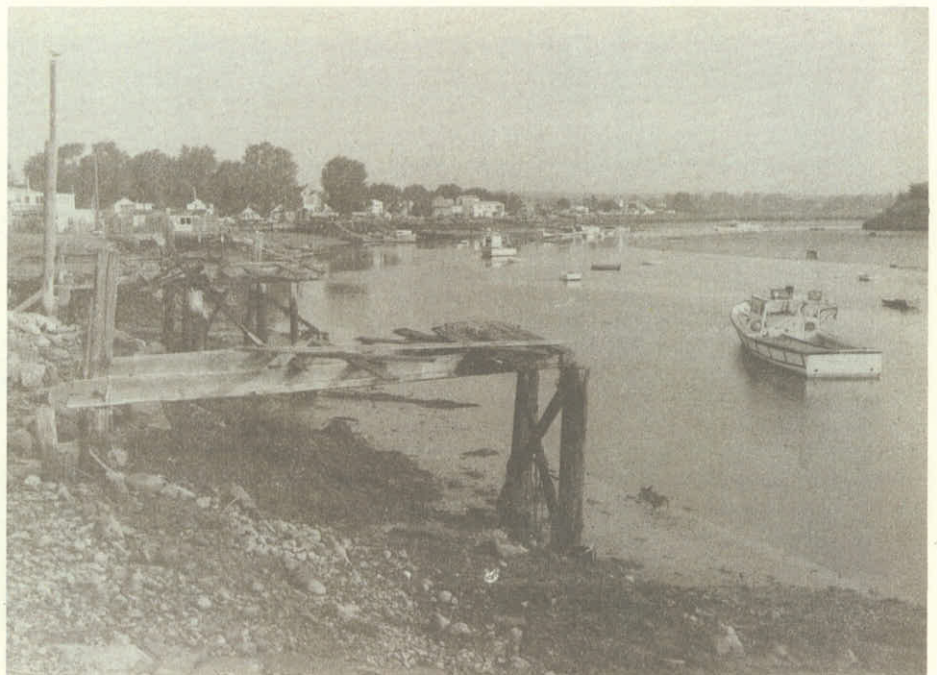
communities the tools required to move forward with citizen action to ensure water quality and to make informed land-use decisions." (*Looking to the Future*, page 5). The plan identifies low-cost methods of river protection, prioritizes the ecological study's recommendations, and includes a list of all organizations, agencies, and private businesses in the watershed that are involved with river protection issues. The plan has been distributed to the watershed communities. Snyder is also working on a video documentary on the Saugus River that will be shown on public access stations throughout the watershed. The documentary is designed "to highlight community connections to this river system and explore human impact to the river with the ultimate goal of helping to create a more active constituency for the river."

With the need for broader involvement, both the Council and Snyder have recognized that GE is potentially a very important ally in working to restore the Saugus. It is worth noting that GE has not only the financial resources to do a great deal to help the river, but also employs a large number of local residents that have an interest in improving the river. Snyder and Cyros hope that this will help GE move in that direction. "GE and its

employees could be a real mobilizing force," Snyder says, "They employ about 6,000 people, most of whom live in Lynn, and could have a sizeable impact on the company and on Lynn, a community that's not known for environmental activism."

GE has taken some steps toward becoming more involved in river issues. GE has adopted a corporate-wide policy to become better environmental stewards. In addition to financing Snyder's internship, in the spring of 1992 the company sponsored and hosted a conference on the Saugus River watershed, and have offered to show Snyder's documentary in their employee lunchroom. Working with the Watershed Council, GE also funded and helped organize a major riverbank cleanup that removed large-scale trash from the river. In an effort to increase dialogue, GE representatives have attended some Council meetings in an advisory capacity. They have also financed Snyder and another intern to follow to work with Metropolitan District Commission (MDC) and the Council to develop a monitoring program for the Saugus. The plan is designed to apply to the entire river, and the results are to be made available statewide.

(Saugus continued on page 14)



The Saugus River, looking upstream at river mile 10. The Town of Saugus is to the left and the Town of Lynn is to the right.

(Saugus continued from page 13)

Efforts to raise consciousness about river protection and restoration issues is off to a slow, but steady start. "We've made some great strides, but we have a long way to go," Cyros says about the Council's efforts to build community awareness, "There are still those on the river who don't care—we still have a long way to go in developing stewardship." Joshua Cline at MDC also notices the beginnings of a change in consciousness: "The river's become much less the swamp behind my house, and much more of a recreational resource." Or, as attorney, Chuck Caldart of NELC (National Environmental Law Center) who is representing MASSPIRG in the GE case notes, "For years there was a sense in the community that the river was a lost cause. But now if you talk to people, I think you'll find they've become more interested in treating it as an important ecological resource." But both Cline and Cyros note that the process is still in its infancy. Likewise, partnerships between the Council and GE, still in the formative stage, are off to a promising start. Cyros notes that GE has been very supportive, and especially essential in providing the grant to begin the monitoring program and in funding the

conference. There has, however, been some skepticism from the other direction, some fear that GE might become too active on the Watershed Council. "There's been some difficulty getting over the mistrust, the 'big bad company' view," Snyder says, but both she and Cyros anticipate that the mistrust will eventually fade as the groups continue to communicate and the partnership evolves over time.

Yet while the Council has experienced some success in bringing GE into a dialogue with environmentalists, MASSPIRG has been dissatisfied with the slow pace GE has shown in reducing their discharges and NPDES violations. According to a 1991 report by Massachusetts Audubon, GE's discharge violations went down roughly 60% from 1988 to 1989, the year of the consent agreement (from 39 violations in 1988 to 12 in 1989) but then returned to close to 1988 levels in 1990 and 1991 (34 and 31 violations respectively). Citing the consent decree's requirement that GE be in full compliance with the Clean Water Act by January 1, 1989, MASSPIRG began talking with GE on necessary actions until GE in the spring of 1989 regarding the additional steps that would be necessary to

achieve compliance and the additional penalties to be paid by GE for its continued violations. Negotiations have also involved the Environmental Protection Agency, and have set compliance schedules for GE. Repeated violations may be due, as the

"We see our efforts, although they may have started as adversarial, as having an end goal of a situation where future enforcement litigation is not necessary. And at the same time, the lawsuit has helped direct money and attention to the local efforts like the Saugus River Watershed Council."

Chuck Caldart,
attorney representing MASSPIRG

Massachusetts Audubon report notes, to poor and obsolete plants and outdated treatment facilities rather than improper operation or human error. This description could certainly apply to GE's Lynn plant, which was built in the nineteenth century, before modern treatments and facilities were developed. GE has taken some steps toward improving the facilities at Lynn, installing heat exchangers and oil-water separators in outflow pipes and labelling storm drains at the Lynn plant that empty into the Saugus, in accordance with EPA requirements.

Lessons for Other Activists

The interaction between the Saugus River Watershed Council, MASSPIRG, Snyder, and GE provides two important lessons for environmental groups dealing with corporations. The first concerns the combination of two very different strategies aimed at protecting the Saugus. While attempts at consensus, cooperation, and building public



Robin Snyder leading GE staff on a natural history workshop on salt marsh ecosystems. GE plant is in the background.

support seem to be the complete opposite of the legal watchdogging by MASSPIRG, the two strategies are instead quite complementary. Those working to raise public awareness and establish communication throughout the watershed hope to build a broad-based local coalition to protect the Saugus. Meanwhile, MASSPIRG possesses the muscle, through the threat of legal action, to compel GE to comply with NPDES regulations. Caldart notes that while GE has been late in achieving the required compliance, they have made a considerable effort in the past two years to meet Clean Water Act standards.

The second lesson, then, is that grassroots river advocates should recognize the potential benefits of working with corporations in a non-adversarial setting. Both Snyder and Cyros believe that if environmental groups can show corporations that being environmentally responsible makes more sense in the long run, financially, legally, and in terms of public relations, then both parties can accomplish much more than if they would continually fighting each other. "Environmental groups think they have to push, push, push, litigate, litigate, to get corporate America to do anything that's good for the environment," Snyder says. Similarly, MASSPIRG sees its negotiations with GE as evolving away from an adversarial to a more co-operative relationship. "We see our efforts, although they may have started as adversarial, as having an end goal of a situation where future enforcement litigation is not necessary," says Caldart. "And at the same time, the lawsuit has helped direct money and attention to local efforts like the Saugus River Watershed Council." Snyder also draws on her experience as former president of a Boston non-profit environmental group: "We spend a whole lot of money and effort on enforcing environmental regulations and trying to maintain resources and as a result we don't get to do a lot of other valuable things for the environment." Or, as Joshua Cline notes, "The way you'll win in the long run is with public education." To many environmental groups, which may lack the money and other re-

sources to fight long and repeated legal battles with large and deep-pocketed corporations, the potential gains of cooperation are great indeed.

A third lesson that emerges from the case of the Saugus River is that metropolitan areas, in addition to the strains they put on river ecosystems, can present resources for their recovery. The metropolitan environment of the Saugus River watershed has certainly been a major factor in the pollution and decline of the river system, through high population pressure, land development, sewage, reservoirs, and industry. Yet Cline notes that the abundance of people can be part of a solution as well as the problem. To rehabilitate a river, he notes, "You have to have a resource, and the public has to care. The fact that the Saugus is in a metropolitan area might make things easier, because there are a lot of resources. There's a lot of available people to hop on it once you educate them as to what's going on. There are just a lot more resources to build on than there might be in a sparsely populated area." Or, stated another way, the larger the public, the greater the potential benefits of public involvement.

While success is not certain for either MASSPIRG, the Saugus River Watershed Council, or for the river itself, the unique combination of strategies for dealing with industries still provides lessons and ideas for the conservation movement. If these groups do succeed in involving the public and in convincing GE to adapt more environmentally sensitive practices without constant surveillance, it will enable them to devote much more time and energy to other river conservation projects. And if not, they at least deserve credit for venturing to work with a powerful corporation.

For more information about river protection efforts on the Saugus, contact: Saugus River Watershed Council, PO Box 1092, Saugus, MA 01906.

(Rescue continued from page 11)

Pawtuxet Rivers to help pinpoint sources of pollution. River Rescue will also seek to become active in the next "enforcement" stage of river protection: putting their data to use in addressing the levels of pollution in the four rivers and taking steps to adopt and preserve water quality improvements. To this effect, Kerr laid out a course in the draft data report from the program's first year: "During 1992, River Rescue will work closely with Rhode Island environmental officials as efforts are taken to address the water quality of the Blackstone, Woonasquatucket, Moshassuck, and Pawtuxet Rivers. River Rescue will also act as a catalyst, motivating businesses and citizens living and working along the rivers to care about these important resources and strive to improve their condition."

The combination of consistent, significant funding and leadership from Citizens Bank, scientific know-how from the Coastal Resources Center, and the efforts of many volunteers have made River Rescue a particularly successful monitoring program. The involvement of the business community, the careful and sound structuring of the monitoring program, and the clear conception of how the monitoring data will be used have been essential elements in this success. In addition, bank employees now feel much better about Citizens Bank due to River Rescue, and many continue to turn out as volunteers. Other Providence businesses have followed on Citizens' lead and have joined in on River Rescue, including the law firm of Partridge, Snow, & Hahn, the Entre Computer Center, and the Providence Fire Department, as River Rescue's success seems to be catching on.

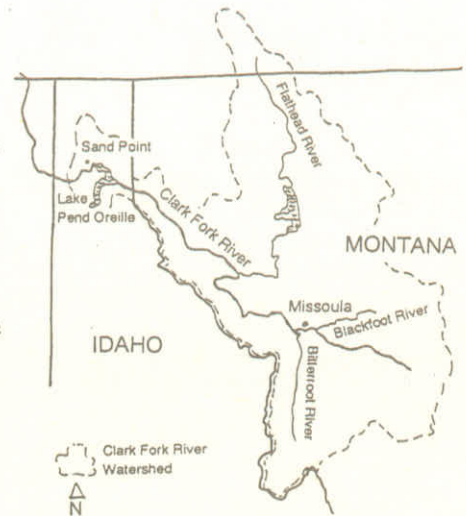
For more information about the River Rescue program contact: Meg Kerr, University of Rhode Island Coastal Resources Center, South Ferry Road, Narragansett, RI 02882, or River Rescue, One Citizens Plaza, Providence, RI 02903-1339.

The Clark Fork-Pend Oreille Coalition: Local Business Partnerships Provide Visibility and Funds

by Neil Schulman,
River Network Intern

Since 1983, the Clark Fork-Pend Oreille Coalition has been working to fight mining pollution on the Clark Fork River, which flows through western Montana and northern Idaho before emptying into Lake Pend Oreille. The region, once the center of several late nineteenth-century mining booms, has since paid the price and is now home to the largest Superfund site in the country. The coalition formed to oppose a request by a pulp mill to increase its wastewater discharge into the Clark Fork. They succeeded in that effort and in the following years, the coalition, headquartered in Missoula, has negotiated effluent emission improvements with the pulp mill, watchdogged the development of two new silver-copper mines, and is working to protect the Blackfoot River and Rock Creek, two tributaries of the Clark Fork, as well as numerous other projects. Essential to the coalition's success has been the process of building broad community support.

In 1990 the coalition started their "Environmental-Business Partnership" program. For the partnerships, the coalition targeted "environmentally sensitive" businesses in the Missoula area and convinced them to provide either funding or in-kind services for the Coalition's programs. In 1991, the coalition established eleven such partnerships. For example, Goldsmith's Premium Ice Cream and Bakery donated ten cents to the coalition for every scoop of Montana Huckleberry ice cream it sold, Canoe Rack/University Gas donated 10% of its Christmas sales on Yakima Racks, Grizzly Hackle Fishing Company donated 5% of its 1991 sales all fishing flies, and PIP Printing gave the Coalition a 15% reduction of their normal rates. Some of the most fruitful partnerships, including some of those mentioned above, donate to the coalition \$1,000 or more per year. In return, the coalition helps promote the businesses by listing its business partners in *Currents*, the coalition's

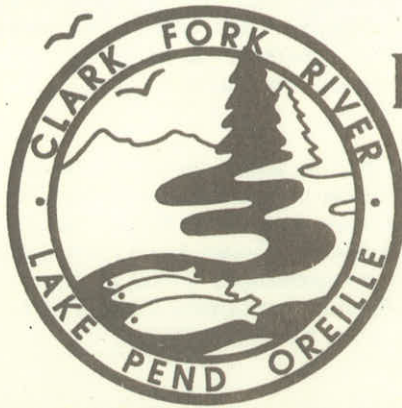


monthly publication, and at major coalition gatherings. Each business also receives a window sticker and posters to advertise their support of the coalition to help attract customers.

Murray Carpenter, who coordinates the partnership program for the coalition, has some advice for other river groups interested in starting a similar program. After the first couple years of the program, the coalition realized that some of the partnerships were very labor intensive, taking a lot of time and effort to maintain yet yielding relatively little in return. "Sometimes we'd spend lots of time and energy promoting a partnership and get less than \$200 a year out of it, and often it took a lot to keep them going year after year," says Carpenter. With this experience in mind, the coalition is now aiming to establish some solid partnerships that the coalition can rely on overtime as a source of funding and publicity for both parties. To make this goal more tangible, the coalition has developed an agreement or "contract" for partnerships that specifies the minimum amount of funds the coalition expects to receive, approximately \$250 each year, and specifies what publicity the business will receive in return.

The take-home lesson from the coalition's environmental-business partnership program is that partner-

Clark Fork - Pend Oreille Coalition



Environmental- Business Partner

Clark Fork - Pend Oreille Coalition
P.O. Box 7593, Missoula, MT 59807
P.O. Box 1096, Sandpoint, ID 83864

Logo sticker for business partners to display in their storefront windows.

ships such as these can serve a dual purpose, provide funding as well as publicity and visibility. Both the coalition and the participating businesses have been able to use the partnership as a way of broadening their visibility in the local community. By advertising their support for the coalition, through advertisements in local papers and by having the coalition's sticker in their shop window, businesses are able to use their support of environmental protection to attract customers. The coalition also benefits from the additional exposure in making Missoula residents more aware of its mission and its activities. While not high-profile or highly financed these partnerships have been mutually beneficial for the coalition and participating businesses, and a program other river groups may want to explore.

For more information about the good work of the Clark Fork-Pend Orielle Coalition, refer to River Network's People Protecting Rivers: A Collection of Lessons from Grassroots Activists, or contact the coalition (address on page 14.)

River Conference

**Riparian Management:
Common Threads & Shared
Interests: A Western Regional
Conference on River
Management Strategies**

February 4 - 6, 1993
Albuquerque, New Mexico

Conference fee is \$100

For more information contact:
Water Resources Research Center
College of Agriculture
University of Arizona
Tucson, AZ 85721
(602) 792-9591

Grant Funding Alerts

Grants for Greenway Projects

The American Greenways DuPont Awards, a partnership project of DuPont, The Conservation Fund, and the National Geographic Society, provides small grants to stimulate the planning and design of greenways in communities throughout America. **Program Goals:** Develop new, action-oriented greenway projects. Assist grassroots greenway organizations. Leverage additional money for conservation and greenway development. Recognize and encourage greenway proponents and organizations. **Grant Criteria:** Grant recipients are selected according to criteria that include: importance of the project to local greenway development efforts, extent to which the grant will result in matching funds or other support from public or private sources, demonstrated community support for the project, likelihood of tangible results, capacity of the organization to complete the project, and how the project serves as a model for planning and developing greenways.

Amounts: The maximum grant is \$2,500, however, most grants will range from \$500 to \$1,000.

Guidelines: Grants may be used for activities such as: mapping, ecological assessments, surveying, conferences, and design activities; developing brochures, interpretive displays, audio-visual productions or public opinion surveys; hiring consultants, incorporating land trusts, building a foot bridge, planning a bike path, or other creative projects. In general, grants can be used for all appropriate expenses needed to complete a greenway project including planning, technical assistance, legal and other costs.

Eligible Applicants: Awards will primarily go to local, regional or statewide nonprofit organizations

Deadline: December 31, 1992.

Contact: American Greenways, The Conservation Fund, 1800 N. Kent Street, Suite 1120, Arlington, VA 22209, (703) 525-6300.

Computer Grants for Grassroots

Apple Community Affairs and the Environmental Support Center have a grant program for grassroots organizations that are interested in computer equipment for office automation and to strengthen management capabilities.

Guidelines for this grants program, now in its second year, are available by contacting: Environmental Support Center, 1875 Connecticut Ave, NW, Suite 340, Washington, DC 20009, (301) 230-2004 ext. 2775.

Deadline: Proposals must be postmarked by January 15, 1993.

High-Tech Computer Grants for Non-profits

Apple Computers is accepting proposals for the second cycle of their EarthGrants program. Apple is interested in projects of non-profits that incorporate advanced uses of Apple technology in addressing environmental issues (projects should go beyond typical office automation tasks). Examples of the kinds of projects that were granted computers through the last EarthGrants program are: geographical information systems, environmental modeling, telecommunications, multimedia, environmental exploration, database development, and desktop publishing.

Eligibility: Organizations applying for a grant must: have full-time paid staff, maintain regular business hours, be a 501(c)(3) non-profit, have substantial experience with computer technology, and have ample budget to support project implementation.

Deadline: Proposals must be postmarked no later than February 1, 1993.

Contact: EarthGrants II, Community Affairs Department, Apple Computer, Inc., 20525 Mariani Avenue, MS: 38J, Cupertino, CA 95014.

Letters to the Network

"Outstanding National Resource Waters" Designation Needs Strengthening and Support in Clean Water Act Reauthorization

Dear River Network:

I just finished reading the articles about the Clean Water Act in the September issue of *River Voices*. I wanted to make sure you were aware of the "Outstanding National Resource Waters" designation and its ability to protect pristine rivers. The provisions to use this designation of the Clean Water Act need to be strengthened during the upcoming reauthorization of the Act.

The National Wildlife Federation recently published a new report entitled, *Waters at Risk: Keep Clean Waters Clean*. It outlines the current status of the designation and the need to strengthen it. I hope it will be useful to you in your work. (Editors note: Copies of *Waters at Risk* are available for \$3.00 from NWF's Great Lakes Center (address listed below).)

Sincerely,

Gayle Coyer
Manager, Lake Superior Project
National Wildlife Federation
Great Lakes Natural Resource Center
506 E. Liberty, Second Floor

Ann Arbor, MI 48104-2210

River Activists Should Use the Public Trust Doctrine

Dear River Network:

In 1990, the Friends of the Fox River developed an environmental education program called RiverWatch Network. Today, RiverWatch involved 155 classrooms and 19 citizen groups who monitor water quality and engage in a variety of restoration activities.

River Voices, Winter 1992

RiverWatch is designed to build a constituency for river conservation, and facilitate citizen action to restore a polluted and endangered river system. In a few years, after we have developed our programs, and expand RiverWatch to all of the watershed's 1,400 miles of river and streams, we will capitalize on our constituency and work directly with state and local officials to foster improved community development decisions and best management practices.

In the meantime, we try to stay away from brush fires, but work to empower RiverWatch groups with the knowledge, skills, and confidence they need to solve local socio-environmental problems. Sometimes, however, we must intervene even though board members and key volunteers are drowning in organizational development projects, such as fund raising, and preparing a quality assurance plan, data management system, watershed profile, GIS mapping capability, and toxic waters map.

For example, one city in our watershed believes it has the power to convey public trust land (riverbed) to a private enterprise for its economic gain. The business wants to place a 2,000 foot long cable and pulley in the Fox River to operate a 100' by 400' riverboat along the shore. A park district hopes to create a 1.5-acre park in the river by filling in a back water area above a dam.

In defense of the public trust, our board voted to oppose this project. Simply put, the public trust doctrine simply says that navigable waterways are held in trust by the state for all citizens to navigate, use, and enjoy without obstruction or interference by riparian landowners.

One call to River Network gave us exactly what we needed to defend our position. We elected to put our name on the line and had no legal guidance. Through DORIS (Directory Of River Information Specialists), River Network put us in touch with Dan Tarlock, a law professor at Chicago Kent College of Law. Mr. Tarlock directed us to the most recent case law in the Federal Supplement (742 F. Supp. 441) "Lake Michigan Federation vs. Loyola University and the Corps of Engineers"

which quoted case law in Illinois all the way back to 1892. In 1990, Loyola University was granted permission by the Corps to fill 20 acres of lakebed to expand its campus. The court found that the lakebed belongs to all citizens and cannot be filled to benefit a private party. Armed with this information, we recruited a volunteer attorney, and believe our position will be upheld in the courts.

It occurs to me now that many people are not aware of the public trust doctrine, its origins, or how to use it to protect public waterways. Of great significance, might be the potential to use public trust law to protect riverine and lacustrine wetlands, and possibly floodways, e.g., to challenge projects permitted by the US Army Corps of Engineers that violate the public trust doctrine.

I would like to see *River Voices* devote an issue to the public trust law. Environmental groups can use the information to help research and design educational campaigns. If citizens learn about public trust law, then perhaps we can capture the public's imagination and empower them to become river watchdogs. Some may even be able to convince local officials to remove existing insults from our waterways.

Thank you very much for your help leadership and your valuable guidance.

Sincerely,

Patrick Reese, Executive Director
Friends of the Fox River
PO Box 1478
Elgin, IL 60121
(708) 741-1124

Editor's note: In the near future, River Network will devote a future issue of River Voices to the public trust doctrine. We are in the process of collecting relevant information. If you or your river group have information or stories about the public trust, please send them to River Network so we can share them with our national network of activists. Thanks.

River Network's River Clearinghouse Services

Toll-free problem solving service

1-800-423-6747: Call us and we'll give you whatever help we can to save your river.

Networking

We maintain a database of over 1,500 grassroots river conservation organizations. Tell us what you are working on and we'll put you in touch with other activists and organizations who can share their experience with you.



Directory Of River Information Specialists

DORIS is a free service to put you in touch with volunteer specialists with expertise on river-related issues. River Network has recruited over 500 river specialists within conservation organizations, professional societies, state and federal agencies, and our national network of river guardians. DORIS specialists have expertise in a wide variety of issues ranging from hydropower to streamside development to pollution. Information about the DORIS specialists, including how they'd like to help grassroots river activists and areas of expertise is compiled on a computer database housed at River Network.

To find out more information about DORIS and how it can help you and your group protect rivers, call us toll-free at (800) 42-DORIS. We'll link you up with some free advice.

We'd like your input to make DORIS even better. We are always interested in expanding the team of DORIS specialists. If you have experience or expertise in any aspect of river conservation that you feel would be helpful to other river activists, we welcome and encourage you to participate in DORIS. In addition, if you know of other river specialists you think might be interested in sharing their expertise through DORIS, please let us know who they are. We will contact them through the mail and request their participation.

Case studies

We document and distribute "success stories" of river conservation to help activists avoid reinventing the wheel. We recently published a booklet of five case studies, entitled *People Protecting Rivers: A Collection of Lessons from Grassroots Activists*. The features stories are the Charles in Massachusetts, Clark Fork in Montana and Idaho, Gauley in West Virginia, Sacramento in California, and Upper Mississippi in Minnesota. The case studies are organized by issues for easy reference. \$2.00

Special Publications

River Wealth a collection of fundraising ideas and techniques used successfully by grassroots river groups. Ideas are organized by membership, business support, events, and sales and services. \$5.00

River Wise a collection of public education techniques used successfully by grassroots river groups to educate their communities about the values and issues of their local rivers. \$5.00

C(3) or C(4) - a manual to lead river groups through the decision-making process of whether to apply as 501(c)(3) or 501(c)(4) tax-exempt status. \$2.00

Lotus Software

In cooperation with the Lotus Development Corporation, River Network is offering a free copy of Lotus 123 software to any organization working on river protection. Lotus 123 is both a spreadsheet and a database software program compatible with personal computers. If your group is interested, please send River Network a letter that includes the following information:

- 1) a statement that your group is incorporated
- 2) a brief description of how your group plans to use the Lotus software, and
- 3) what size computer disks (3.5 or 5.25 inch).

Yes, I'd like to support the work of River Network.
Enclosed is my donation:

\$35 Supporter \$100 Contributor \$1000 Founder
Name: _____
Address: _____
City, State, Zip: _____
Telephone: _____

Yes, I know of a river guardian or group that may be
interested in becoming part of the national Network.
Please send information to:

Name: _____
Organization: _____
Address: _____
City, State, Zip: _____
Telephone: _____

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