

# General Motors and Earthforce

*Partners for Clean Water and Watershed  
Education*

# General Motors Watershed Education

## Stream Leaders

- GM has partnered with local watershed organizations through Earthforce to sponsor and mentor Student water quality monitoring.
- Monitoring includes a physical inventory, chemical analysis and macro-invertebrate count
- Each sponsored school is accompanied by GM mentors to the sampling site

## Future Leaders



# Stream Conditions

- Students see that the most common stream impairments originate from everyday activities
- Trash strewn on the river banks and caught up in submerged trees is quite common
- Elevated nitrogen levels attributable to fertilized lawns is also common

# Measured Education Efforts

- GM personnel take thousands of students to the stream banks each monitoring season
- Surveys are completed each season to measure the effectiveness of the program

# Student Survey Results

- 86% report a better understanding of environmental issues.
- 83% report that their experience was “good” or “excellent.”
- 85% report that their Earth Force experience makes them want to learn more about environmental issues.
- 86% said they felt that their project made a difference
- 93% showed an increase in the civic skills needed to effect changes in their community

# Program Outcomes for the Sponsor

- Virtually all employee mentors find the program rewarding
- Not difficult to get the pollution prevention message out to the public
- Especially important to get the P2 message to students
- Program is efficient to operate as the local watershed partner does much of the heavy lifting



Questions?