



Case Study: Ohio Environmental Council's New Drupal Website



Jen Doron
Director of Marketing
& Communications

Background

www.theOEC.org

- Website designed in 2004
- No CMS, all HTML/FTP, one staff member to update
- Navigation not connected
- Limited social media sharing, no RSS, etc.
- 3- to 4-click donation process hindered fundraising



Home page



Ohio Environmental Council

[UNLEASHING THE POWER OF GREEN]

Join, Renew, Donate | Take Action | Get Involved

- Home
- Air
- Land
- Water
- Legislation
- Law Center
- Newsroom
- Events
- Resources
- About Us

Green Jobs & Innovation

[learn more](#)

Search

web
 theOEC

What is fracking? [Click to learn more & take action](#)

FREE Educational Fracking Forums
 now through July 25
 Locations throughout Ohio!
[CLICK FOR DETAILS](#)

Nominate a Green Leader for an Environmental Achievement Award
 individual - business - student - watchdog - public service
DEADLINE IS JULY 27 [Click for details.](#)

Help save the Sawmill Wetlands Education Area!
[Click to take action NOW](#)

ART for the environment
[a silent auction benefit]
 Featuring Ann Hamilton & Michael Mercl
 August 25 6 - 9 p.m. Columbus [click for ticket info](#)

After 2 years of debate, Lake Erie still at risk
[Click to read more](#)

Get a **FREE** 100% organic cotton **tote bag** when you become a **monthly OEC donor!**

Sign up for E-News!
 your email here

Watch: Unleashing the Power of Green



Latest News

Advocates counsel wise use of \$3M Healthy Lake Erie Fund [more](#)

Help save the Sawmill Wetlands! [more](#)

Ohio's new energy law: [more](#)

Gov. Kasich approves \$42M for Clean Ohio Fund [more](#)

OEC praises Muskingum Watershed moratorium announcement [more](#)

Groups unite to protect Ohio's parks [more](#)

View recent presentations on algae blooms, phosphorous and other risks to Ohio's waterways [more](#)



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Interior page



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Search OEC:

web

LAND

Ohio's natural landscape offers many wonders to our state's residents - from rich farmland, to lush forest, to breathtaking open space - and it is up to us to protect them.



-Photo: Jennie Lambert

The OEC works to promote responsible, sustainable land use in everything from farms and agricultural practices, to use of antibiotics in livestock, large-scale mining, and oil and gas drilling in state nature parks and preserves.

The Risks of Hydraulic Fracturing ("fracking")

Relatively new drilling technology, high-volume hydraulic fracturing, now makes it possible to reach natural gas reserves that underlie much of the state of Ohio.

Commonly referred to as "horizontal hydrofracking" or just "fracking," deep-shale natural gas drilling uses high-pressure injection of water, sand, and chemicals to release the trapped gas.

The environmental and health impacts from high-volume hydraulic fracturing

Sign up for E-News!

In This Section

- [Agriculture](#)
- [Large Animal Feeding Operations](#)
- [Antibiotic Overuse in Livestock](#)
- [Farmland Preservation](#)
- [Ohio's Natural Resources](#)
- [Conservation](#)
- [Mining / Fracking](#)
- [Forests](#)

Background

- 2012 - Financial conditions right to update website and online presence
- Planning began in Feb. 2012
launch set for Nov. 2012
rescheduled for Jan. 2013 (after holidays)
- Budget: \$30,000, excluding hosting costs and post-launch support/maintenance



Plan for the Plan

14-page document detailing 6 phases of project:

1. internal and external discovery and research including budget, goals, timeline, scope of work, selecting CMS;
2. creating the project RFP and selecting the developer;
3. designing the site;
4. creating content;
5. determining ongoing needs; and
6. planning for future stages of the website.



Goals

- Strategic Objective
- Measurable Goals

For first year after launch:

- Increase revenue generated online by 50%
- Increase unique page visitors by 30%
- 25% more “social shares” from website

Traffic goals:

- Time on site: increase to 3 minutes
- Pages viewed per visit: increase to 3
- Bounce rate: reduce from 80% to 50%



1) Research & Discovery

- Web Team
- Google analytics
- User personas
- Branding/messaging
- Wishlists > outline functions & features
- Outline navigation
- Review CMS
- Gather photography
- New donation software
- Focus groups - internal and external
- External surveys



User Personas



Name: Theresa Teacher

Audience Group: Prospective Member

Persona: Earth-motherly, but doesn't think of herself as a tree-hugger. Shops Whole Foods. Likes fine wine and supporting charities. Ohio native.

Age/Gender: 55, Female

Location: Sandusky, NW Ohio

Occupation: High school teacher/vice principal

Education: BA

Personal online behavior: Uses Facebook to keep up with friends and family. Plays games on Facebook. Checks personal email and Facebook during breaks at work. Surfs the internet casually, some shopping, some news/charity site she hears about them from friends. Has a Smartphone - uses it for photos, email.

Motivation and objectives: Likes to go walking at the lake shore. Her grown children like to kayak Lake/River. She is concerned about everything she reads in the paper about Asian Carp and the Compact but not sure she or anyone she knows can do anything about it.

Our objectives: Motivate her to take action (attend a watershed council meeting, talk day, sign action alert, donate) by showing her how her actions CAN make a difference in the issues surrounding Lake Erie and tributaries. Provide ways she can easily share our info - through social media and email



Name: Sam Student

Audience Group: Prospective member

Persona: High school student or college undergrad. Sees himself as part of a generation that can save the world.

Age/Gender: 19, Male

Location: Central Ohio

Occupation: Student

Education: continuing

Personal online behavior: Fully integrated into the web - all social/personal at this point. If he has a job, it isn't to speak on behalf of organization, so keeps all online personas personal. Uses Facebook, LinkedIn (for future jobs), foursquare, Instagram etc. One his Smartphone constantly for text, web, email.

Motivation and objectives: Wants to find information that will get him ahead of his peers.

Our objectives: Provide ways for him to engage online with like-minded students and just-graduates. Provide easy to find job/intern, volunteer and event listings. Easy ways to take action and contribute that isn't money that makes him feel like he is making a difference.

Choosing Drupal

Needs:

- CMS that will serve us for the long-term
- Flexibility in layouts (different template pages)
- Sufficient IT support available and it should still be in operation for many years to come
- Not hosted through FTP
- Mobile-ready, if not a separate site

Reviewed:

- Joomla - tons of nonprofits use this
- Drupal - one of the most used in the world
- Wordpress - easy to use but very limited in abilities
- Tumblr - new CMS similar to Wordpress
- Plone
- DotNetNuke



2) RFP & Developer

- 14-page RFP to 7 different firms
 - Must be experienced in Drupal or give compelling reasons to use something else
- Selected Database Designs dbdes.com
 - Drupal themer (front-end) (MA)
 - Back-end developer (CA)
 - Project Manager (MA)
- Selected freelance graphic designer who has worked with DBDES careyotto.com (OR)




3) Designing the Site

- Navigation outline & wireframes > feedback
- Graphic design options > feedback
- Specs: Core Drupal 7, AdaptiveTheme with the responsive CSS disabled
 - Responsive design
 - Very fast
 - HTML5
 - Web content accessibility (WCAG 2.0) for people with disabilities



Wireframe - Homepage

theeec.org



Ohio Environmental Council
[UNLEASHING THE POWER OF GREEK]

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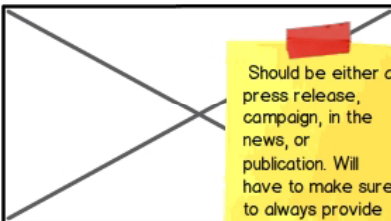
Home
About Us
Our Work
Legislation
Newsroom
Resources
Calendar
Donate

Slideshow

The slideshow will have up to 4?? images rotating automatically with text (either over the top, or next to - depending on designer) detailing the story or issue that is highlighted. The slideshow will be completely curated by OEC Admin - it is it's own content type.

⏪ ▶ ⏩

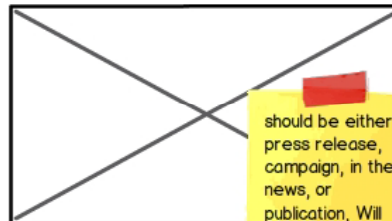
1 Featured Story summary with Image



Should be either a press release, campaign, in the news, or publication. Will have to make sure to always provide an image to designs spec's for these boxes

A paragraph teaser (summary field or truncated version of story) with read more...

1 Featured Story summary with Image



should be either a press release, campaign, in the news, or publication, Will have to make sure to always provide an image to designs spec's for these boxes

A paragraph teaser (summary field or truncated version of story) with read more...

Sign Up for Our Latest News and Action Alerts

go

Donate

Your Donation Helps Support XXXXX...

Take Action

Action Step or Link Here

OEC News

News Item One

Summary of the article (curated)
Read More...

News Item Two

Summary of the article (curated)
Read More

News Item Three

Summary of the article (curated)
Read More

News Item Four

Summary of the article (curated)
Read More

[Site Policies](#) | [Site Map](#) | [Contact Us](#) | [Jobs/Internships](#) | [Shop Our Store](#) | [Credits](#) | [Search](#)

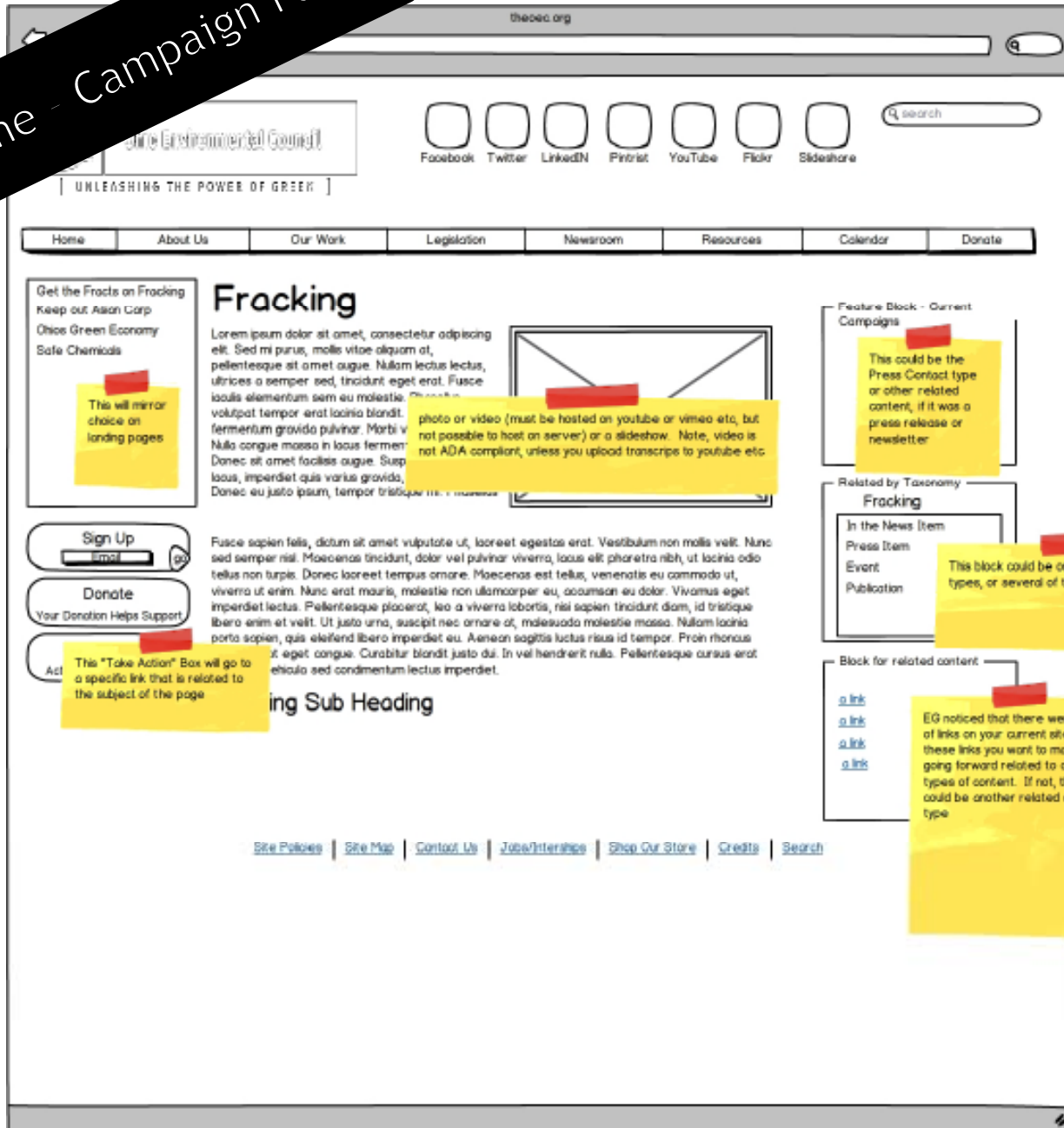
All top level navigation site : For example, / There should not be

outside link

Take Action goes one single take action p all actions

In the news, Press Release content types. Drawing from anything that you want to promote to front page. Could have breaking news, other content if needed. Do you want this to be curated or automatic?

Wireframe - Campaign Page



3) Designing the Site

- Rely as much as possible on CSS and standard dynamic layout features built into Views, Blocks, Panels and/or Context, etc., rather than on complex template logic and embedded code
- Taxonomy, vocabulary & tagging





2013 Year in Review

THANK YOU TO OUR PARTNERS, GROUP MEMBERS, AND DONORS WHO HELP US PROTECT AND RESTORE OHIO'S NATURAL RESOURCES. >



Photo: William Lambert

STAY INFORMED

Sign up to receive our latest news & action alerts on today's most urgent issues.

Email Address 

TAKE ACTION



Take Action Now to Preserve Ohio's Clean Energy Future

[TAKE ACTION NOW](#)

DONATE NOW

Become part of Ohio's leading advocacy group for environmental issues.

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FEATURED STORIES



LOCAL AIR QUALITY

Clean air is essential for a healthy environment, economy, and communities. The air quality has improved over the last 30 years due to the Clean Air Act, groups, and individuals making a difference. [Read more](#)



GREEN LIVING

Going green can be achieved from simple changes. For example, correctly recycling items and using water conservation measures can help reduce strain on our environment. [Read more](#)

LATEST NEWS

ATTACK ON CLEAN ENERGY LAW DEFEATED!

The Ohio Senate just announced that it will hold off for the rest of 2013 on a bill to weaken Ohio's clean energy and energy efficiency laws. Thank...

GOP BILL WOULD HIKE TAX ON OIL, GAS DRILLING IN OHIO

"At first blush, it looks very intriguing," said Jack Shaner, deputy director of the Ohio Environmental Council. "It's telling that the industry has..."

THE FUTURE OF COAL

Listen to audio of "All Sides with Ann Fisher," from November 26. The Future of Coal When we're talking about energy, it's a fact that Ohio runs on...

[More news](#)

Dashboard Content Structure Appearance People Modules Configuration Reports Advanced help Help

- Land Use
- Law Center
- Local Food
- Member
- Mining & Drilling
- Natural Resources
- Parks & Forests
- Recycling
- Transportation
- Water Pollution
- Wildlife

Region
Ohio

Policy
Ohio General Assembly

Advocacy

- Action Alert
- Advocacy Toolkit
- Legislative Process
- Letters to Lawmakers
- Public Education
- Take Action Center

Event
- None -

URL path settings Automatic alias	<input checked="" type="checkbox"/> Published
Meta tags Using defaults	<input checked="" type="checkbox"/> Promoted to front page
Revision information No revision	<input type="checkbox"/> Sticky at top of lists
Comment settings Closed	
URL redirects No redirects	
Authoring information By jdonon on 2012-12-06 09:26:24 -0500	
Publishing options Published, Promoted to front page	

Save Preview Delete

Press Release /
Promoted to Home Page



Dashboard Content Structure Appearance People Modules Configuration Reports Advances help help

Issue

- Agriculture
- Air Pollution
- Clean Water
- Climate Change
- Energy Efficiency
- Farms
- Fossil Fuels
- Fracking
- Great Lakes
- Green Energy
- Green Jobs
- Green Living
- Human Health
- Lake Erie
- Land Use
- Law Center
- Local Food
- Member
- Mining & Drilling
- Natural Resources
- Parks & Forests
- Recycling
- Transportation
- Water Pollution
- Wildlife

Region

Ohio

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Event

- None -



Ohio Environmental Council

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- Press Releases
- OEC In the News
- Media Contacts
- Social Media
- Videos, Photos & More

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Email Address

ATTACK ON CLEAN ENERGY LAW DEFEATED!

Wednesday, December 4, 2013

The Ohio Senate just announced that it will hold off for the rest of 2013 on a bill to weaken Ohio's clean energy and energy efficiency laws. Thank you to everyone who called, wrote, and emailed your lawmakers!

For the second time in two weeks, the sponsor of a proposal to gut Ohio's Clean Energy Law failed to muster enough support amongst his own Republican colleagues to bring his bill to a scheduled committee vote. The vigorous, months-long effort of manufacturers, consumers, and environmental advocates the OEC is helping lead stopped FirstEnergy and the other enemies of clean energy in their tracks!

This marks the third time in the last 12 months that we have stopped this well-funded effort to undermine Ohio's Clean Energy Law.

Unfortunately, the effort to protect consumers and the environment is far from over.

Ideologically-driven lawmakers and fossil-fueled special interests in Columbus plan to come back next year to advance radical legislation (Senate Bill 58 and House Bill 302) to gut Ohio's landmark clean energy laws.

The leader of the effort recently said that he "has not yet begun to fight."

FEATURED STORY
THE FUTURE OF COAL
Listen to audio of "All Sides with Ann Fisher," from November 26. The Future of Coal

PRESS RELEASES
"Stroller Brigade" Descends On Capitol Hill

Grass Carp Found in Sandusky River

Shawnee Backcountry Area Saved from Logging

Public Health at Risk from a Warming Planet

RELATED CONTENT
Live Performance: American Power

Webinar: Analysis on Ohio Carbon Emissions

The Future of Coal

Great Lakes Green Chemistry Conference

Project Icebreaker Public Hearing



- LEGISLATION
- Current Legislation
- This Week at the Statehouse
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- Testimony
- Take Action Center
- Know Your Lawmaker

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TAKE ACTION CENTER



You have the power to make positive, lasting change for your community and for Ohio. Decision makers - from our local officials to our lawmakers in Washington - need to hear from YOU on important environmental and conservation issues.



ADVOCACY TOOLKIT
 Learn how to talk to your lawmakers, write a letter to the editor of a newspaper, give testimony on behalf of issues important to you, and more. [Click here for the Advocacy Toolkit.](#)

ACTION ALERTS
 Send a letter, sign a petition, or call your Congressperson today using our easy action alert forms below. **NOTE:** There may not be a current action alert on an issue you are interested in. Make sure you are [signed up for our e-news](#) to get breaking alerts!

Issue Policy Region Keyword(s)

- Any - - Any - - Any - [APPLY](#)

Take Action Now to Preserve Ohio's Clean Energy Future
 The Ohio Senate just announced that it will hold off on plans to gut clean energy and energy efficiency laws in Ohio for the rest of 2013. This is good news. But the effort to protect consumers and...
[TAKE ACTION NOW](#)



Time to Cut Carbon to Protect Our Health
 Join us in urging the Environmental Protection Agency to clean up carbon pollution from new and existing power plants.
[TAKE ACTION NOW](#)



Sign On to Prevent Risky Fracking in Ohio
 Urge Ohio's General Assembly to call a "time out" on new fracking well permits.
[TAKE ACTION NOW](#)



- OUR WORK
- Clean Energy**
- Energy Efficiency
- Renewable Energy
- Communities & Energy
- Fossil Fuels
- Coalitions
- Clean Water
- Healthy Air & Climate
- Natural Resources
- Green Jobs & Innovation
- Food & Farms
- Human Health
- Law Center

CLEAN ENERGY

Clean energy is the best and most viable alternative to fossil fuels such as oil, coal, and natural gas. Clean energy is generated from emission-free sources that derive their power from naturally occurring resources such as the blowing wind, the shining sun, or the flow of water.



It can also be generated from sources that harness energy from waste products like waste heat, landfill gas, or yard and tree clippings.

Clean energy resources differ greatly from fossil fuels because they pollute much less than these finite sources. Air pollutants such as sulfur dioxide, mercury, methane, or particulate matter harm human health in serious ways.

Opting for clean energy resources reduces the amount of byproducts like ash, brine, and hydraulic fracturing ("fracking") fluids that, if not disposed of properly, can damage land and pollute streams and rivers. Encouraging the development of more clean energy resources to light our businesses and fuel our automobiles will greatly reduce negative health impacts and greenhouse gas emissions.

TAKE ACTION
 Take Action Now to Preserve Ohio's Clean Energy Future
[TAKE ACTION NOW](#)

The OEC's clean energy programs focus on advancing energy efficiency policy and projects for Ohio's energy consumers by keeping watch over the Ohio legislature, state agencies, and powerful interest lobbyists trying to influence the law.

DONATE NOW
 Become part of Ohio's leading advocacy group for environmental issues.



FEATURED EVENTS

ELECTRIC UTILITY CHOICE WORKSHOP

12/10/13 - Have you been approached by door-to-door energy marketers or received literature in the mail about shopping for your electricity or natural gas?
[Read More](#)



CELEBRATE 100 LEED CERTIFIED SCHOOLS IN OHIO

12/11/13 - With 100 certified and hundreds more in the works, Ohio leads the nation in the movement for safe, healthy, and sustainable schools.
[Read More](#)

TAKE ACTION

Take Action Now to Preserve Ohio's Clean Energy Future

[TAKE ACTION NOW](#)

DONATE NOW

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WETLANDS SUMMIT 2013



EVENT DATE:

Saturday, December 7, 2013 - 8:15am to 2:30pm

LOCATION:

Grange Insurance Audubon Center, 505 W. Whittier Street, Columbus, OH 43215



Join the Ohio

Environmental Association and the Ohio Wetlands Association for the Wetlands Summit 2013.

- What does the Clean Water Act do to protect Ohio's wetlands?
- What changes in state laws could weaken or strengthen those protections?
- What can environmental engineers tell us about restoration and mitigation?

Get answers to all these questions plus a panel discussion with the experts including Dr. William Mitsch, and the OEC's Trent Dougherty.

\$40 per person. Registration and details at <http://www.ohwetlands.org>.

FEATURED STORY GRASS CARP FOUND IN SANDUSKY RIVER

Dangerous pest found; could harm native habitat and wildlife.

Building the Site

- 420 billable hours by DBDS (only charged half)
- Started development in August – launched mid-January
- Graphic designer – brought in after wireframes agreed on
- According to developers, site was very straightforward to build



4) Content Development

- All content written and/or edited by Marketing Team (Dir. and Assoc.)
- Staff very involved in determining content for their sections
- Training on Drupal early on
- Transfer/update old site content - archive of material to populate new site
 - Press releases, position papers, news clips



5-6) Ongoing & Future Needs

DBDES Ongoing Support Contract

- Quarterly VPS security updates and Drupal updates, estimated at 2 - 4 hours per quarter
- Ongoing support, e.g., training, support, and small site enhancements, on a per request basis
 - Web forms
 - Splashify

NTEN Drupal Chat

Linode for hosting

Next stages (dependent on funding)



Web Form

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CREATE VERNAL POOL ENTRY - END OF SEASON

DONATE NOW
Become part of Ohio's leading advocacy group for environmental issues.
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Sign up to receive our latest news & action alerts on today's most urgent issues.
Email Address: [▶](#)

[Click here to open Ohio's Hidden Wonders: A Guide to the Plants & Animals of Ohio's Vernal Pools.](#)

Pool ID#

To be filled in by the DEC.

Date of Visits
Date of first & last visits of the year

Date
 12/08/2013
E.g., 12/08/2013

to: *

Date
 12/08/2013
E.g., 12/08/2013

Your Information

Observer Name *

Observer Phone

Observer Email

Observer Address

Address 1

Address 2

City **State**

ZIP Code

Landowner's Information

Name

Phone

Email

Address

Date
 12/08/2013
E.g., 12/08/2013

Earliest Date without Water

Date
 12/08/2013
E.g., 12/08/2013

Nitrogen

Phosphorus

E. Coli

Coliform

Turbidity

pH

Wildlife

Salamanders (adults)

- Ambystoma Unisexual (Jefferson Complex)
- Blue-Spotted Salamander
- Eastern Red-Spotted Newt
- Four-toed Salamander
- Jefferson Salamander
- Marbled Salamander
- Smallmouth Salamander
- Spotted Salamander
- Tiger Salamander

Comments / list any additional salamanders and/or larva

Did you hear frogs or toads? *

- Yes
- No

Frogs and Toads

- American Toad

Splashify

The screenshot shows a web browser window with the URL www.theoec.org. The website header includes the Ohio Environmental Council logo and navigation links: Home, Our Work, Legislation, Newsroom, Resources, Calendar, About Us, Take Action, and Donate. A search bar is also present. A central popup window features a photograph of a red cardinal perched on a snow-covered branch. The text in the popup reads: "This holiday season, give green and help protect Ohio's natural resources." Below the text is a red button labeled "Donate Now >". The background of the website is dark, and the popup is white with a close button (X) in the bottom right corner.




Challenges

- Tight Budget
 - All content added internally
 - Not everything on wishlists
 - No separate/customized mobile site
 - Built just before responsive sites were really small-budget affordable
- Third Party Integration
 - Convio – email and action alert system. HTML5 not supported by Convio's WYSIWYG
- Staff pushback



Convio Page

The Ohio Environmental Council

Connect with us   

Search form

Search

- [Home](#)
- [Our Work](#)
 - [Clean Energy](#)
 - [Clean Water](#)
 - [Healthy Air & Climate](#)
 - [Natural Resources](#)
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 - [Careers & Internships](#)
 - [Volunteer Opportunities](#)
 - [Contact Us](#)
- [Take Action](#)
- [Donate](#)
 - [Renew Membership](#)
 - [Give Monthly](#)
 - [Group Members](#)
 - [Become a Premier Member](#)
 - [Other Ways to Give](#)

Sign Up for eNews & Action Alerts

Please fill out the registration form completely, so we may inform you about environmental-conservation issues affecting your particular community or region.

First Name:	<input type="text" value="Jennifer"/>
Last Name:	<input type="text" value="Doron"/>
* Email:	<input type="text" value="jennifer@theoec.org"/>
Street 1:	<input type="text" value="1207 Grandview Ave"/>
Street 2:	<input type="text" value="Suite 201"/>

Convio Page

SIGN UP FOR ENEWS & ACTION ALERTS

SIGN UP

Please fill out the registration form completely, so we may inform you about environmental-conservation issues affecting your particular community or region.

If you have previously registered, please [login here](#) to prepopulate your information

First Name:	<input type="text"/>
Last Name:	<input type="text"/>
* Email:	<input type="text"/>
Street 1:	<input type="text"/>
Street 2:	<input type="text"/>
City:	<input type="text"/>
State / Province:	<input type="text" value=""/>
* ZIP / Postal Code:	<input type="text"/>
Phone Number:	<input type="text"/>
<input checked="" type="checkbox"/> Yes, I would like to receive e-mail from Ohio Environmental Council	
Email Format:	<input type="text" value=""/>
<input checked="" type="checkbox"/> Remember me. What's this?	

Sign me up for:

<input type="checkbox"/>	Green Jobs & Innovation News Roundup
<input type="checkbox"/>	Greenwatch newsletter - when an issue is posted online
<input type="checkbox"/>	Healthy Air, Energy & Climate eNewsletter
<input type="checkbox"/>	Ripple Effect, news & events regarding Ohio's waterways

Convio Page



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- Home
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- Take Action
- Donate

IN THE NEW YEAR, WILL CLEAN ENERGY OR UTILITY GIVEAWAYS PREVAIL?

The Ohio Senate just announced that it will hold off on plans to gut clean energy and energy efficiency laws in Ohio for the rest of 2013. This is good news. But the effort to protect consumers and the environment is not over.

Ideologically-driven lawmakers and fossil-fueled special interests in Columbus plan to come back next year to push radical legislation (Senate Bill 58 and House Bill 302) to gut Ohio's landmark clean energy laws. The leader of the effort recently said that he "has not yet begun to fight."

During the last five years, Ohio's clean energy economy has experienced record growth. This has led to cleaner air, lower electricity bills, and a stronger economy.

Now is the time to let your state lawmakers in Columbus know you are watching; and that you expect them to make the right decision in 2014 to keep energy prices low and our air clean by keeping and strengthening Ohio's Clean Energy Laws.

Let's get a head start on good energy policy - take action now to preserve our clean energy future for 2014.

Please, add your name to the growing list of Ohioans who are working to protect our clean energy future.

If supporters of this radical rollback get their way, electric rates will rise, thousands of green jobs and investments will move out of state, and our clean energy economy will be crippled.

Send an email today using our easy form below!

Tell your state lawmakers in Columbus to stand up for clean energy, stand up with consumers, and say NO to weakening our clean energy laws!

Take action below and then [read more!](#)

RECIPIENTS

- Your State Senator or Senators
- Your State Representative or Representatives
- Ohio Gov. John Kasich



CONTACT

• Required fields

Title:

• First Name:

MESSAGE

Help protect Ohio's clean energy future

Dear [Decision Maker],


In 2008, Republicans and Democrats, alike, put renewable energy and energy efficiency laws in place. Last year, you built upon these standards and added new tools to help manufacturers harness the win-win of co-generation.

Results




- Clean, color photos, and easy to navigate
- Using different colors and clear navigation at the top and left, visitors always know where they are and where else they can go
- Content-wise, the site is more reflective of the OEC as an organization, bringing our work to the forefront and giving people immediate actions to take on every page
- Variety of ways to view related info
- Staff trained on writing for web (SEO combined with messaging), using WSIWYG with editor rights only




Home Page



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2013 Year in Review

THANK YOU TO OUR PARTNERS, GROUP MEMBERS, AND DONORS WHO HELP US PROTECT AND RESTORE OHIO'S NATURAL RESOURCES. >






Photo: William Lambert

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FEATURED STORIES



LOCAL AIR QUALITY

Clean air is essential for a healthy environment, economy, and communities. The air quality has improved over the last 30 years due to the Clean Air Act, groups, and individuals making a difference. [Read more](#)



GREEN LIVING

Going green can be achieved from simple changes. For example, correctly recycling items and using water conservation measures can help reduce strain on our environment. [Read more](#)

LATEST NEWS

ATTACK ON CLEAN ENERGY LAW DEFEATED!

The Ohio Senate just announced that it will hold off for the rest of 2013 on a bill to weaken Ohio's clean energy and energy efficiency laws. Thank...

GOP BILL WOULD HIKE TAX ON OIL, GAS DRILLING IN OHIO

"At first blush, it looks very intriguing," said Jack Shaner, deputy director of the Ohio Environmental Council. "It's telling that the industry has..."

THE FUTURE OF COAL

Listen to audio of "All Sides with Ann Fisher," from November 26. The Future of Coal When we're talking about energy, it's a fact that Ohio runs on...

[More news](#)

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Landing Page

- OUR WORK
- Clean Energy
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 - Fracking
 - Lake Erie
 - Ohio River
 - Watershed Councils
- Healthy Air & Climate
- Natural Resources
- Green Jobs & Innovation
- Food & Farms
- Human Health
- Law Center

CLEAN WATER

Ohio is a "water-rich" state, with more than 166,962 miles of streams and 483,000 acres of wetlands. Each body of water within the state either drains to the Lake Erie basin or the Ohio River basin.



Approximately one-third of the state (the "Lake Erie basin") drains to Lake Erie, with the other two-thirds (the "Ohio River basin") draining to the Ohio River.

Ohio's laws, however, do not go far enough to protect our vital natural resources for all who call Ohio home. Nearly half of our waterways do not meet the fishable, swimmable, and drinkable standard required under the Clean Water Act.

In fact, our waterways are under duress from sediment, manure, fertilizers, and wetland and stream destruction, and a variety of pollutants. A healthy network of streams, rivers, lakes, and wetlands can reduce flooding, filter out pollutants, support a diverse population of wildlife, support jobs, and spur Ohio's economy.

Using scientific principles, legislative initiatives, legal action, and educating and mobilizing Ohio's citizens, the OEC works to ensure the health of all of Ohio's lakes, rivers, streams, and wetlands.

Follow our water team on Twitter: @OECaHealthH2O and at @OECVernalPools

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Sign On to Prevent Risky Fracking in Ohio
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THE THREAT OF ASIAN CARP
Asian carp pose a huge threat to Ohio's wildlife, economy, humans, and recreational opportunities. If not stopped, these fish could devastate many of Ohio's waterways. [Read more](#)



OHIO MEANS "GOOD RIVER"
Ohio is an Iroquoian word meaning "good river." The name refers to the Ohio River that forms its southern border. [Read more facts](#)



HELP SAVE THE SAWMILL WETLANDS
Help save an area that the State promised to protect forever! [Take action now](#)

Campaign Page



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OUR WORK

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Clean Water

Healthy Air & Climate

Natural Resources

Green Jobs & Innovation

Food & Farms

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Pollution & Your Health

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Fracking

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FRACKING



WHAT IS FRACKING?

Relatively new drilling technology - high-volume horizontal hydraulic fracturing (fracking) - now makes it possible to reach natural gas reserves that underlie much of the eastern part of Ohio.



A fracking well close to privately owned land.

Hydraulic fracturing is the use of sand, water, and chemicals injected at high pressures to blast open shale rock and release the trapped gas inside. Horizontal drilling (also called "directional drilling") is just like it sounds: after the well drill reaches a certain vertical depth in the ground, the well is then drilled horizontally.

As with any industrial activity, the development of oil and gas involves risks to air, land, water, wildlife and communities.

Quick Links on this Page

- [Drinking Water Sources](#)
- [Suspected Water Well Impacts](#)
- [Industry Accountability](#)
- [Economic Realities of Fracking](#)
- [More Reading & Resources](#)

The oil and gas drilling industry argues that horizontal fracking is safe because it has been around for 40 years, but that is not correct.

FEATURED STORY

ATTACK ON CLEAN ENERGY LAW DEFEATED!

The Ohio Senate just announced that it will hold off for the rest of 2013 on a bill to we

PRESS RELEASES

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[Grass Carp Found in Sandusky River](#)

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5TH ANNUAL NATURE PHOTO CONTEST WINNERS



5th Annual Nature Photo Contest Winning Entries

To commemorate the natural beauty of Ohio, we invited all Ohioans to submit their best photographs for our 5th annual Nature Photo Contest.




This year's contest was the most competitive ever, with 43 people entering more than 130 photos! Congratulations to our winners, who receive tickets to the OEC's Green Gala and a free 1-year membership to the OEC. Thank you to everyone who entered!

CATEGORY: MY OHIO

Winner: John Thompson, "This is Going to Hurt" (*left*)

Runner Up: Mary Lou Jubin, "More Meal Worms Please" (*middle*)

Runner Up: Anne Mauro, "Blue Lapine" (*right*)



[View all "My Ohio" photographs on the OEC's Flickr page.](#)


[View "My Ohio" Excellence & Merit Winner Names.](#)

CATEGORY: PEOPLE IN NATURE

Winner: Mary Lou Jubin, "Hiking in Silver Creek"(*left*)




Runner Up: Lynn Kirschof, "Collecting Shells" (*middle*)


Views Page



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PUBLICATIONS



Filter by Issue Search by Keyword(s) [APPLY](#)

American Sustainable Business Council Letter
November 21, 2013
[OSBC_SB58_SignOnLetter.pdf](#)

Radioactive Shale Gas (Fracking) Wastes
October 8, 2013
Horizontal hydraulic fracturing, also known as "fracking," is the use of high pressure to inject water mixed with sand and chemicals into deep shale rock formations, fracturing the rock and releasing the oil and gas inside. Fracking can pose risks to the environment from groundwater contamination to large fresh water withdrawals, as well as release of radioactive materials into the air and water.
[FactSheet_Fracking_TENORM_10-8-13.pdf](#)

Testimony: Senate Bill 58 - Ohio's Clean Energy Standard
October 2, 2013
OEC opposes Substitute Senate Bill 58 which will increase electric rates for all consumers, harm the environment, and take Ohio backwards. Thank you for allowing several opportunities for opponents to testify; the Substitute Bill is very complex and analyzing the full effects of each proposed change to Ohio's utility regulations will take some time.
[OECTestimony_SubSB-58_10-2-13.pdf](#)

Comments: Proposed Redesignation of Central Ohio Air Quality Standards
September 25, 2013
The OEC respectfully submits the following comments on the proposed redesignation of central Ohio for meeting the 1997 PM2.5 standard. We agree with the Ohio EPA that the data reveals that the region has met the PM 2.5 standard. However, as the standard is tightened the region will most likely fall out of attainment. Particulate Matter 2.5, Health & Environmental Impacts PM 2.5 pollution is emitted from a myriad of sources including power plants, diesel engines, foundries, outdoor wood fired boilers and other sources.
[2013-9-25 OECCommentsParticulateMatter.pdf](#)

Greenwatch: Summer/Fall 2013
August 5, 2013
Issue includes: A Win for Wetlands; Clean Ohio Fund Update; The OEC's Law Center Celebrates 10 Years; and more!
[Fall2013GW_Web.pdf](#)

Press Release

- NEWSROOM
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GRASS CARP FOUND IN SANDUSKY RIVER



Monday, October 28, 2013

DANGEROUS PEST FOUND; COULD HARM NATIVE HABITAT AND WILDLIFE.

State wildlife officials have confirmed the find of four grass carp that were a result of natural reproduction in the Sandusky River.



Grass carp

In 2012, commercial anglers reported collecting 10 grass carp from Lake Erie and the Sandusky River. Of eight fish that could be tested, five were confirmed as diploid grass carp - carp capable of reproducing and four of which were a result of natural reproduction.

In 2012, the United States Geological Survey confirmed everyone's worst fears that Asian carp, like bighead and silver carp, could establish themselves in the Maumee, Sandusky, and Grand Rivers.

This recent finding of one-year-old grass carp supports that recent research, suggesting that other, more destructive, species of Asian carp could also establish themselves in these river systems.

In an effort to try and stay ahead of an invasion, earlier this year the Ohio Department of Natural Resources collected additional samples from the Ohio Lake Erie watershed and key areas in the Ohio River watershed.

FEATURED STORY
NEW BILL AIMS TO PROTECT WATERWAYS FROM HARMFUL NUTRIENTS
Legislation aims to address the problem of excess nutrients from farms in Ohio waterways.

- PRESS RELEASES**
- [Attack on Clean Energy Law Defeated!](#)
 - ["Stroller Brigade" Descends On Capitol Hill](#)
 - [Shawnee Backcountry Area Saved from Logging](#)
 - [Public Health at Risk from a Warming Planet](#)

- RELATED CONTENT**
- [OEC: Director of Water & Agricultural Policy](#)
 - [Webinar: Energy Options for Ohio Ag](#)
 - [Great Lakes Green Chemistry Conference](#)
 - [OEC Intern: Research](#)

Calendar

CALENDAR

DECEMBER 2013

« PREV NEXT »

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 Webinar: SB 58 - A Bad Deal for Ohioans 6:00pm to 7:00pm	3 Midwest Regional Conference 9:00am to 5:00pm Public Meeting on Radioactive Fracking Waste 7:00pm Movie: Glacial Balance 7:00pm	4 Instrumental Evening for the Earth 6:00pm to 10:00pm	5 Green Energy Ohio Holiday Breakfast 8:00am to 12:00pm	6	7 Wetlands Summit 2013 8:15am to 2:30pm
8	9 Webinar: Exaggerating the Employment Impacts of Shale Drilling 1:00pm to 2:00pm	10 Environmental Professionals Network Breakfast 7:15am to 9:30am Webinar: Energy Options for Ohio Ag 11:00pm to 1:30pm Electric Utility Choice Workshop 7:00pm	11 Celebrate 100 LEED certified schools in Ohio 8:00am to 11:00am	12 Webinar: Analysis on Ohio Carbon Emissions 12:00pm to 1:00pm	13	14
15	16	17	18	19	20	21
22	23	24	25 Christmas Day - DEC Closed 12:00pm	26	27	28
29	30	31	1	2	3	4

FEATURED EVENTS

ELECTRIC UTILITY CHOICE WORKSHOP

12/10/13 - Have you been approached by door-to-door energy marketers or received literature in the mail about shopping for your electricity or natural gas? Read More



CELEBRATE 100 LEED CERTIFIED SCHOOLS IN OHIO

12/11/13 - With 100 certified and hundreds more in the works, Ohio leads the nation in the movement for safe, healthy, and sustainable schools. Read More

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UPCOMING EVENTS

Filter Events by Issue
- Any -

Webinar: Exaggerating the Employment Impacts of Shale Drilling

December 9, 2013

1:00pm to 2:00pm

Your Computer

Drilling in the six states that span the Marcellus and Utica shale formations has produced far fewer new jobs than the industry and its supporters claim. This is according to a six-state study released last month by the Multi-State Shale Research Collaborative. Read more about the report at <http://www.multistateshale.org>.

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Issue Updates

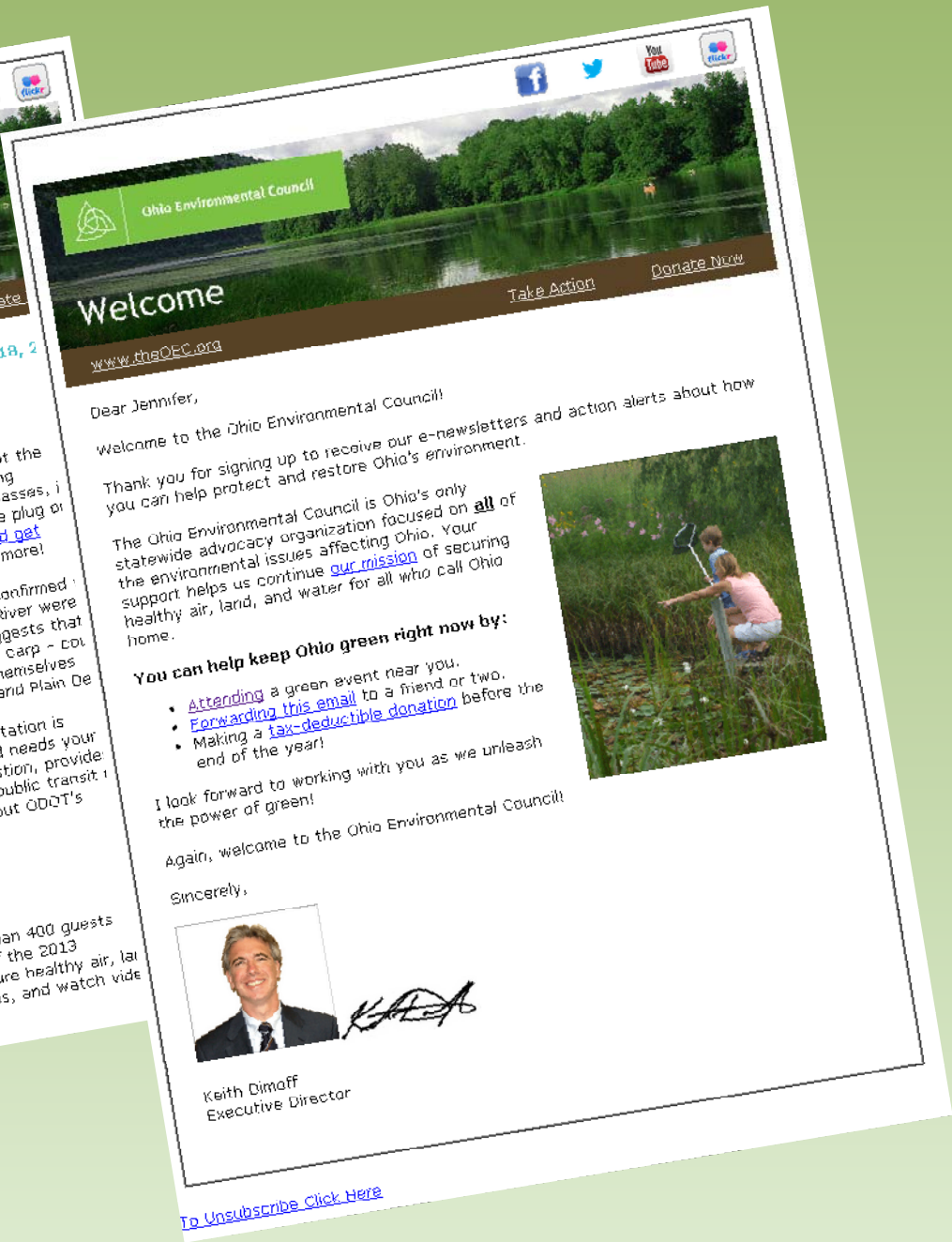
Clean Energy Fight Heats Up & We Need Your Help! OEC has been at the Statehouse around the clock as both the House and Senate are debating legislation to weaken Ohio's Clean Energy Laws. If the new legislation passes, it will scuttle more than \$5 billion of customer energy savings and pull the plug on any new utility-scale wind or solar development in Ohio. [Read more and get involved](#) on your social network, by sending emails to lawmakers, and more!

Grass Carp Found in Sandusky River. State wildlife officials have confirmed four grass carp (a subspecies of Asian carp) found in the Sandusky River were result of natural reproduction. This is cause for alarm because it suggests that pair of infamous "cousins" of the grass carp - the bighead and silver carp - can thrive in Lake Erie tributaries if just ten reproducing fish establish themselves there. [Read more](#), including OEC's [letter to the editor](#) of the Cleveland Plain Dealer.

Public Transportation Survey. The Ohio Department of Transportation is conducting a study of public transit systems across the state and needs your opinion. Public transit reduces air pollution, relieves traffic congestion, provide more travel options, and helps reduce transportation costs. But public transit works if it is available to riders. [Take the survey](#). Learn more about ODOT's statewide [Transit Needs Study](#).

Latest OEC News

Thank You for a Great Green Gala! On November 2, more than 400 guests welcomed our annual Gala to COSI, celebrated the winners of the 2013 Environmental Achievement Awards, and raised funds to secure healthy air, land and water for all who call Ohio home. [Read more](#), view photos, and watch video the award winners.



Dear Jennifer,

Welcome to the Ohio Environmental Council!

Thank you for signing up to receive our e-newsletters and action alerts about how you can help protect and restore Ohio's environment.

The Ohio Environmental Council is Ohio's only statewide advocacy organization focused on **all** of the environmental issues affecting Ohio. Your support helps us continue [our mission](#) of securing healthy air, land, and water for all who call Ohio home.

You can help keep Ohio green right now by:

- [Attending](#) a green event near you.
- [Forwarding this email](#) to a friend or two.
- Making a [tax-deductible donation](#) before the end of the year!

I look forward to working with you as we unleash the power of green!

Again, welcome to the Ohio Environmental Council!

Sincerely,



Keith Dimaff
Executive Director

[To Unsubscribe Click Here](#)



Results

- 6.5% under budget
- Overwhelming positive review from supporters/donors, board and staff members
- Exponential efficiency in creating and updating content = saved staff time



Stats Compared Jan. to Nov. Year to Year

Goals	Results
Increase online donations by 50%	52% increase
Increase unique page visitors by 30%	19% increase
25% more “social shares” from website	87% increase
Increase time per session to 3 minutes	58 seconds to 2:03
Increase pages viewed per visit to 3	1.61 pages per visit to 2.04
Bounce rate: reduce from 80% to 50%.	From 80% to 71%





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individual - business - student - watchdog - public service

DEADLINE IS JULY 27 Click for details.

Help save the Sawmill Wetlands Education Area!

Click to take action NOW

ART for the environment

[a silent auction benefit]

Featuring Ann Hamilton & Michael Mercl

August 25 6 - 9 p.m. Columbus click for ticket info

After 2 years of debate, Lake Erie still at risk

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Latest News

Advocates counsel wise use of \$3M Healthy Lake Erie Fund [more](#)

Help save the Sawmill Wetlands! [more](#)

Ohio's new energy law: [more](#)

Gov. Kasich approves \$42M for Clean Ohio Fund [more](#)

OEC praises Muskingum watershed moratorium announcement [more](#)

Groups unite to protect Ohio's parks [more](#)

View recent presentations on algae blooms, phosphorus and other risks to Ohio's waterways [more](#)



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Q & A

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