

August 2021



WaterSMART 

David Tower  
Jay Donovan  
Weymouth DPW  
120 Winter St.  
Weymouth, MA 02188

Dear David and Jay,

On behalf of the North and South Rivers Watershed Association, I would like to thank you for being a part of the WaterSmart program in 2020-2021. This is a regional effort that helps our communities meet both the MS4 (stormwater) and Water Management Act (water supply) education requirements. I am pleased to present you with this information packet outlining our accomplishments and activities this past year, and our plans for 2021-2022.

To meet your MS4 requirements, we are required to message to four different audiences; Residents; Businesses, Institutions, and Commercial Facilities; Developers and Construction; and Industrial Facilities. Due to the Covid-19 crisis, we had to change some of the deliverables. Many of our programs became virtual events, and we pushed back the business and industry deliverables.

We also need your help in getting the education and outreach materials into the hands of your audience. The more you add the educational messages to your bills, newsletters, website or social media, the bigger reach you will have for these messages. Please help us help you!

We look forward to working with you to promote the WaterSmart message of water conservation and protection to the residents of Weymouth while helping you fulfill the educational and outreach requirements for your water-related permits.

Thank you,



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# WaterSMART

## 2020-2021 Deliverables

The following is a summary of our WaterSmart deliverables for Weymouth in 2020-2021. Due to the Covid-19 pandemic, some deliverables were changed. Refer to your 2020-2021 MS4 Education and Outreach Report for more details.



• **Water All Around You Program** - Due to the Covid-19 pandemic, the school program continued to be virtual. Environmental Educator Brian Taylor created a new series of videos on the school program content that teachers used with their students. The teachers also had the Watershed Jeopardy game to play with the kids. All of the teachers were also given a packet of supplemental materials to go with the program. There were 157 students who participated in the program in Weymouth. A press release also went out to the town, The Globe, the Patriot Ledger, Wicked Local, and the Weymouth Mariner. In addition, there were 371 views on the school program web page and 270 views on the NSRWA YouTube channel. The videos were also posted on the NSRWA Facebook page.



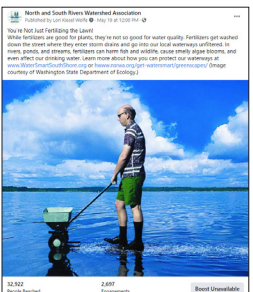
• **Rain Barrel Sale** - A press release went out to the town, The Globe, the Patriot Ledger, Wicked Local, and the Weymouth Mariner. Facebook posts were made on the NSRWA page and town connect pages. Information about the sale went out in the NSRWA E-newsletter to 10,000+ subscribers. There were 135 rain barrels sold with 0 sold to residents of Weymouth.



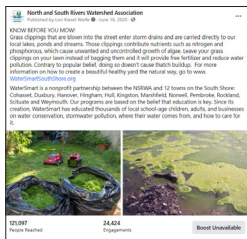
• **Gardening Green Expo** - Due to the Covid-19 pandemic, the Gardening Green Expo had to go virtual. We had a week long event with live sessions each day as well as prerecorded speaker videos. There were 639 live attendees, as well as 1,007 YouTube viewers. We put speaker videos online and we had 4,170 web page views. We took orders for rain barrels, had downloadable water saving plant lists, and also reposted last years' speaker videos. We also had a drawing for free products and prizes including a custom water-saving garden design and 115 people registered for that drawing.



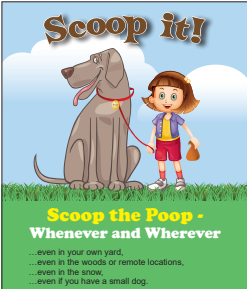
• **Greenscapes Guide** - Due to the Covid-19 pandemic, the Greenscapes Guide could not be handed out at Gardening Green Expo. The downloadable Greenscapes Guide was promoted online and on the NSRWA Facebook page. It was also promoted on the Weymouth is Everything and Weymouth News Facebook page. There were 118 total downloads with 4 from Weymouth residents.



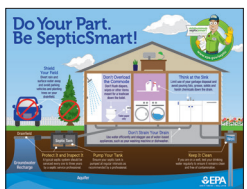
• **Fertilizer Message for Residents** - A message about fertilizer was posted on the NSRWA Facebook page in May. The You're Just Not Fertilizing the Lawn! post had a reach of 32,922 people and 2,697 engagements. The post was boosted in Weymouth for \$50/10 days with a reach of 2,172 people and 215 engagements. There were also 209 page views on the stormwater web pages.



● **Grass Clippings for Residents** - A grass clippings message was posted on the NSRWA Facebook page in June. The grass clippings message had a reach of 121,097 people and 24,424 engagements. It was also posted on the Weymouth News Facebook page. There were 16 page views on the Know Before You Mow! web page, 101 page views on the Best Mowing Practices web page, and 209 page views on the stormwater web pages.



● **Pet Waste Outreach Program** - Pet waste Scoop It cards were distributed to the town clerk's office (100), South Coastal Animal Health (100), and VCA South Shore (150). A post was created and posted on the NSRWA Facebook page and on the Weymouth News Facebook page. An article was written on Addressing the Dog Waste Problem on the South Shore. This was sent to The Globe, the Patriot Ledger, Wicked Local, and the Weymouth Mariner. There was also a live interview done on WATD. There were 66 page views on The Problem of Dog Waste on the South Shore web page, and 243 page views on the Pet Waste Education page.



● **Septic Maintenance for Residents** - A press release on septic maintenance to went out to the town, The Globe, the Patriot Ledger, Wicked Local, and the Weymouth Mariner. A Facebook post was boosted in September with a \$50 ad targeted to Weymouth with a reach of 7,714 people and 394 engagements.



● **Leaf Litter for Residents** - A message about leaf litter was posted on the NSRWA Facebook page in October. The Don't Blow It! message had a reach of 32,252 people and 3,431 engagements. The Facebook post was also boosted in Weymouth with a \$50 ad for 10 days with a reach of 2,673 people and 162 engagements.

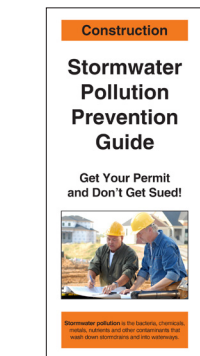
● **Sediment and Erosion Control Management for Developers** - A brochure entitled Construction Stormwater Pollution Prevention Guide was created and delivered to the Building Department. These brochures will be handed to people when they receive their permit. The town has been contacted to see if they need additional brochures for this year.

● **Public Art Project (August)** - We will provide a custom painted wall hanging painted by area artists to be raffled in each town and online, and there will be an education piece on stormwater and how storm drains empty unfiltered directly into our water bodies.

● **Proper Management of Waste Materials and Dumpsters** - A 6" X 11" postcard was created and mailed to all of the Businesses, Institutions, Commercial Facilities and Industrial Facilities in Weymouth. There was a checklist of best practices on dumpster maintenance for companies to use on the postcard. It also included an on-line contest for people who respond to the questionnaire. There were 574 postcards mailed in Weymouth.

● **Parking Lot Maintenance** - A message on salt storage, sweeping, catch basin cleaning, and fleet maintenance will go out this fall.

● **Water for People WMA Grant** - In addition to the other deliverables for the town of Weymouth, the NSRWA also received a WMA Grant on behalf of the WaterSmart towns. For this grant we produced a series of videos, an online pledge, and lawn signs on lawn watering. This campaign will continue through the end of August. As of June 15, there have been 12,027 people reached and 136 engagements on Facebook in Weymouth. There have also been 863 YouTube views.





# WaterSMART

## 2021-2022 Outreach and Education Invoice

In exchange for your financial contribution, the NSRWA promises to provide Weymouth with the following list of deliverables. All deliverables will be adjusted if Covid-19 precautions are still in place.

**Complies with:**



● **Water All Around You Program** - The Water All Around You program will be presented to 5<sup>th</sup> graders at Abigail Adams on five days. There will be a brief quiz after the program to gauge the impact of the program.

**MS4** ✓  
**WMA** ✓

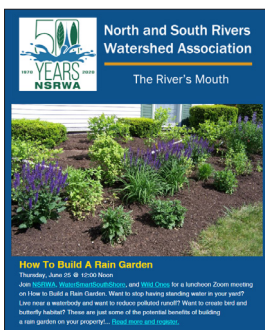


● **Gardening Green Expo** - The Gardening Green Expo will feature speakers and exhibitors who all are practitioners of various aspects of our message of water conservation and preserving water quality. Useful and informative materials will be given to interested attendees.

**MS4** ✓  
**WMA** ✓

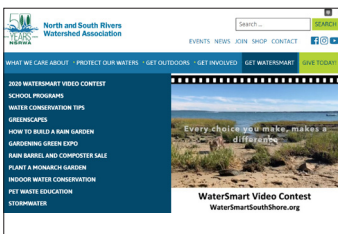
● **Media, Press Releases, Social Media, and E-news** - Calendar listings, press releases, social media posts, and E-news articles will be created to announce the Rain Barrel Sale, the Gardening Green Expo, the Water All Around You school program and articles on water-related issues and education. We will disseminate our WaterSmart messaging on our NSRWA Facebook page. Informative and up-to-date content will be posted on town pages and other related connect pages. We will work to increase views, likes and interactions to increase our Facebook audience while communicating relevant information in a timely manner. Relevant topics will also be sent out in the bi-weekly NSRWA e-newsletter.

**MS4** ✓  
**WMA** ✓



● **Website** – We will continue to direct traffic to our NSRWA WaterSmart section and add more water education content. This allows us to engage a larger audience in much more water based education and greatly expand our reach. Please add our [WaterSmartSouthShore.org](http://WaterSmartSouthShore.org) web page to your website and your customer's bills. This will get your educational content directly to your constituents.

**MS4** ✓  
**WMA** ✓



● **Rain Barrel Sale** - We will once again host our Rain Barrel Sale in conjunction with the Gardening Green Expo. This sale will be promoted in all contract towns.

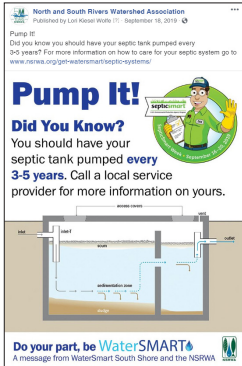
**MS4** ✓  
**WMA** ✓





● **Greenscapes Guide** - We will offer our updated Greenscapes Guide as a digital download on our WaterSmart web page. This will be promoted on the NSRWA Facebook page and town connect pages. This will bring traffic to the WaterSmart section of our website and give us contacts to message to, as we will require contact info in exchange for the download.

**MS4** ✓  
**WMA** ✓



● **Septic Maintenance for Residents** - In September, an educational message including press release, website, and social media will go out to educate residents in the proper care and maintenance of their septic system.

**MS4** ✓

● **Sediment and Erosion Control Management for Developers** - A brochure on proper sediment and erosion control will be given to the town to be handed out when developers get their permits.

**MS4** ✓

● **Leaf Litter for Residents** - In October, a message to educate residents on the proper management of leaf litter will be posted on the NSRWA Facebook page and town connect pages.

**MS4** ✓

● **Fertilizer Messaging for Residents** - In May, a fertilizer message will be posted on the NSRWA Facebook page and town connect pages.

**MS4** ✓

● **Grass Clippings for Residents** - In June, a grass clippings message will be posted on the NSRWA Facebook page and town connect pages.

**MS4** ✓

● **Pet Waste for Residents** - Pet waste Scoop It cards will be distributed to town clerk's offices, vets and businesses. An educational message including press release, website, and social media will go out to educate residents.

**MS4** ✓

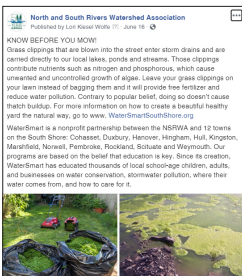


● **WaterSmart Public Art Raffle or Contest**- We will come up with a storm-water message for residents to coincide with either an art raffle or a public contest to spread the message.

**MS4** ✓

● **Parking Lot Maintenance** - We will provide education relevant to parking lot maintenance, salt storage, sweeping, catch basin cleaning, and fleet maintenance to town businesses.

**MS4** ✓



● **Low Impact Development Information Targeted to Developers** - We will provide education relevant to reduction of impervious surfaces, use of alternatives to paving, decentralized approach to stormwater, rain gardens, swales, bioretention

**MS4** ✓



● **NPDES MS4 Permit** - The most recent MS4 Public Education and Outreach Report was sent to you on June 23, 2021. You should have submitted the report by June 30, 2021. Our intent is to meet the EPA NPDES MS4 permit requirements but also dovetail our efforts with educational requirements for Water Management Act permits where applicable. The next MS4 Education and Outreach Report will be sent in June of 2022.

**MS4** ✓  
**WMA** ✓

