

July 2019



WaterSMART 

Ken Morse
Water and Sewer Superintendent
120 Winter St.
Weymouth, MA 02188

Dear Ken,

On behalf of the North and South Rivers Watershed Association, I would like to thank you for being a part of the WaterSmart program again in 2018-2019. This is a regional effort that helps our communities to 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 2019-2020.

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. In addition, we will have to run individual ads and send targeted mailings in your town to get the metrics required. This will require more funding to accomplish.

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 have also included a letter for you to authorize us to be your liaison to the Statewide Municipal Stormwater Coalition on your behalf in this packet. In signing this letter you will allow us to better serve you to provide stormwater content to your community.

We would like to meet with you to go over last year's accomplishments and our scope of work for next year. Once again 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. Please let me know what date and time work best for you.

Thank you,



Lori Wolfe
Director of Marketing & Communications/WaterSmart Program Manager
North and South Rivers Watershed Association
P.O. Box 43, Norwell MA 02061
Phone: 781-659-8168
Web: nsrwa.org/WaterSmartSouthShore.org
Facebook: facebook.com/nsrwa.org



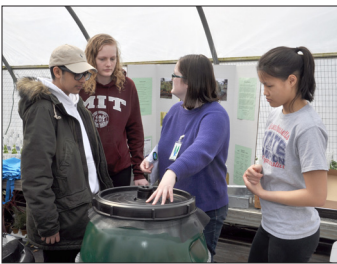
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2018-2019 Deliverables

The following is a summary of our WaterSmart deliverables for Weymouth in 2018-2019. Please see your MS4 Public Education and Outreach Report for metrics on individual programs.



- **Water All Around You Program** - For the 10th year we gave our extremely popular Water All Around You program to schools in every participating WaterSmart town, reaching more than 2,500 students. This included our Watershed Jeopardy and class portion with six hands-on learning stations. The goal of the program is to instill in these students the knowledge, tools, and desire to be future stewards of their water resources. The program was presented to 5th grade students at the Abigail Adams Elementary School on 3-4-19, 3-11-19, 3-16-19, 3-18-19, and 3-19-19. Students and parent volunteers took a brief quiz to gauge the impact of the program. A press release went out to the town, The Globe, the Patriot Ledger, Wicked Local, and the Weymouth Mariner. The program was also posted on the NSRWA Facebook page with a reach of 573 people and 21 engagements, and on the Everything Weymouth Facebook page.



- **Gardening Green Expo** - Held on Saturday, March 30, 2019 at Kennedy's Country Gardens in Scituate, the Gardening Green Expo featured a full day of speakers and exhibitors who all are practitioners of various aspects of our WaterSmart message of water conservation and preserving water quality. The event was promoted in the press, online and in our e-news. Some of the topics and exhibits this year included using drought tolerant native plants, rain barrels, and meadowscaping. Attendance was estimated at over 500 people.



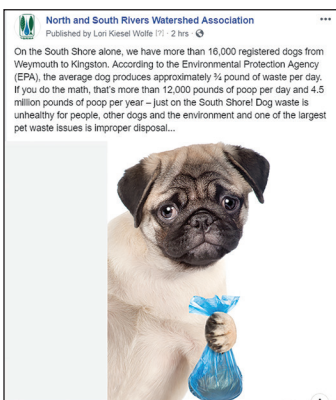
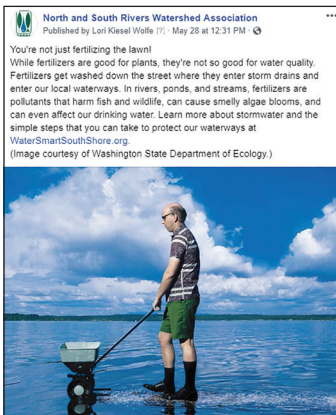
- **Rain Barrel Sale** - This year we ran the Rain Barrel Sale in conjunction with the Gardening Green Expo. This year we sold 76 rain barrels.



- **Pet Waste Outreach Program** - We once again targeted residents in each town by highlighting pollution caused by pet waste. A rack card was reprinted and made available for distribution to veterinary offices, pet stores, and locations where dog licenses are issued. Pet waste Scoop It cards were distributed to the town clerk's office (100), South Coastal Animal Health (100), VCA South Shore (100), and Petco Animal Supplies (100). An article was written on The Problem of Dog Waste on the South Shore. This was sent to The Globe, the Patriot Ledger, Wicked Local, and the Weymouth Mariner. The Patriot Ledger wrote a feature on it from our press release, and WATD did an on air interview. It was posted on the NSRWA Facebook page with a reach of 1,556 people and 197 engagements, and on the Everything Weymouth Facebook page.



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● **Media, Press Releases, Social Media, and E-news** - We created calendar listings, press releases, social media posts, and E-news articles promoting the Gardening Green Expo, and the Rain Barrel Sale. Town-specific articles with photos about the Water All Around You school program were also sent to each town's respective newspaper and the articles and photos were posted on Facebook.

● **Facebook Messaging** - A grass clippings message and a fertilizer message were both posted on the NSRWA Facebook page in May. The grass clippings message had a reach of 11,034 people and 472 engagements. The fertilizer message had a reach of 2,376 people and 239 engagements. Both messages were also posted to the Everything Weymouth Facebook page.

The grass clippings Facebook post was boosted in June with a \$50 ad targeted to all WaterSmart towns with a reach of 9,678 and 266 engagements, and a \$50 ad targeted to Weymouth with a reach of 2,780 and 377 engagements.

● **Fish Out of Water Public Art Raffle** - The Fish Out of Water public art raffle will be held in August of this year, when stream flows are at their lowest. We will provide a custom painted fish wall hanging painted by area artists to be raffled in each town and online, and there will be an education piece on water conservation for entrants to take home. We will then choose the winners. The entrants will be added to our E-news list which will help us greatly expand our messaging audience.

● **NPDES MS4 Permit** - In 2011-12 we developed a basic public education outreach plan for WaterSmart towns to comply with submitting their Notice of Intent to EPA for their anticipated NPDES MS4 permit. The permit was issued in April of 2016, and became effective July 1, 2018. The Notice of Intent was sent to you on September 20, 2018, and the MS4 Public Education and Outreach Report was sent to you on June 21, 2019. You should have submitted the report by June 30, 2019. 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.



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2019-2020 Outreach and Education Invoice

In exchange for your financial contribution (see below), the NSRWA promises to provide Weymouth with the following list of deliverables.

Complies with:



● **Water All Around You Program** - The Water All Around You program will be presented to 5th graders at Abigail Adams on five days. We will continue to give our parent volunteers swag bags with printed materials to extend our engagement with the WaterSmart message. Students and parent volunteers will take a brief quiz 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 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 ✓

● **Digital Download of our Updated Greenscapes Guide** - We will offer our updated Greenscapes Guide as a digital download on our WaterSmart web page. This will bring traffic to our WaterSmart section and give us contacts to message to, as we will require contact info in exchange for the download.

MS4 ✓
WMA ✓





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● **Septic Maintenance Messaging 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 Message for Developers** - In October, a brochure on proper sediment and erosion control will be given to the towns to be handed out when developers get their permits.

MS4 ✓

● **Leaf Litter** - In October, a message to educate residents on the proper management of leaf litter will go out in a press release, website, and social media.

MS4 ✓

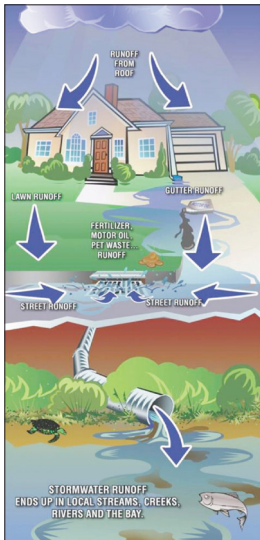
● **WaterSmart Video Contest** - We will hold a video contest that will highlight education on stormwater or water conservation. The videos will be 30 seconds to 1 minute in length and this content will be sent out in a press release and will be shared on our website, Facebook, Instagram, and on YouTube.

MS4 ✓

WMA ✓

● **NPDES MS4 Permit** - In 2011-12 we developed a basic public education outreach plan for WaterSmart towns to comply with submitting their Notice of Intent to EPA for their anticipated NPDES MS4 permit. The permit was issued in April of 2016, and became effective July 1, 2018. The Notice of Intent was sent to you on September 20, 2018, and the MS4 Public Education and Outreach Report was sent to you on June 21, 2019. You should have submitted the report by June 30, 2019. 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.

MS4 ✓



WaterSmart Invoice for 2019-2020

2019-2020 Participation Base Fee	\$3,000.00
School program (1 school/5 days)	\$2,500.00
Total Invoice Amount payable to NSRWA:	<hr/> \$5,500.00

1. Please make checks payable to: North and South Rivers Watershed Association.
2. Please return this form with payment by September 3, 2019.
3. Mail to: NSRWA, Attn: Lori Wolfe, P.O. Box 43, Norwell, MA 02061.



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Statewide Municipal Stormwater Coalition

We authorize the North and South Rivers Watershed Association to be our liaison to the Statewide Municipal Stormwater Coalition. In signing this letter you will allow us to better serve you to provide stormwater content to your community. The Statewide Municipal Stormwater Coalition will allow regional coalitions to share cost information, technical products, field procedures, public education tools, documentation, and training opportunities. The members believe that working together can reduce redundancy and make operations more efficient for communities that must meet the permit requirements. The group will also have a collective voice to weigh in on legislative and regulatory issues.

Authorization to Represent

I, _____, on behalf of the town(s) of _____, hereby authorize the North and South Rivers Watershed Association (NSRWA) to be our liaison to the Statewide Municipal Stormwater Coalition.

Contact Information

Name _____ Town _____
Position _____ Phone _____
Email _____ Date _____

Please return this authorization slip with your invoice and payment to:
NSRWA, Attn: Lori Wolfe, P.O. Box 43, Norwell, MA 02061.