

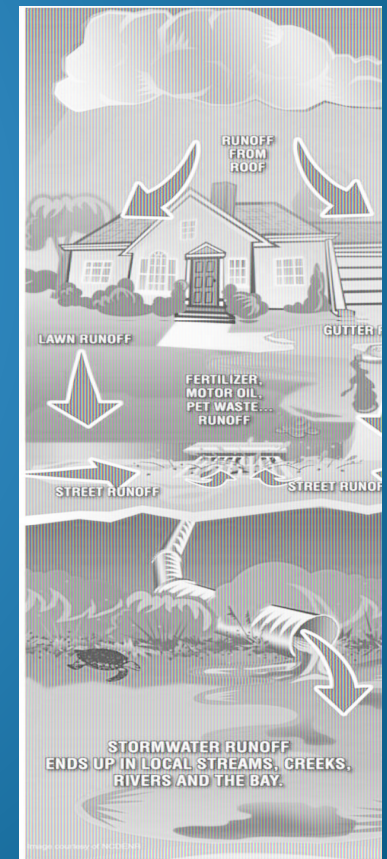
2023-2024 WaterSmart Education



WaterSMART

Your towns pay us to provide the education and outreach requirements for two of your town's permits:

- MS4 - Municipal Separate Storm Sewer System
- Water Management Act (water supply)
- We then provide the MS4 Education report for your town

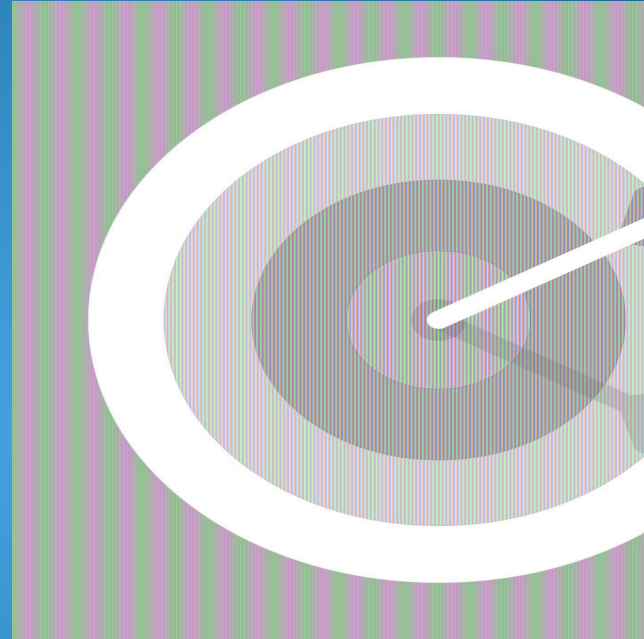


WaterSmart is a nonprofit partnership between the NSRWA and 12 towns on the South Shore:

- Cohasset
- Duxbury
- Hanover
- Hingham
- Hull
- Kingston
- Marshfield
- Norwell
- Pembroke
- Rockland
- Scituate
- Weymouth

We are required to educate four audiences:

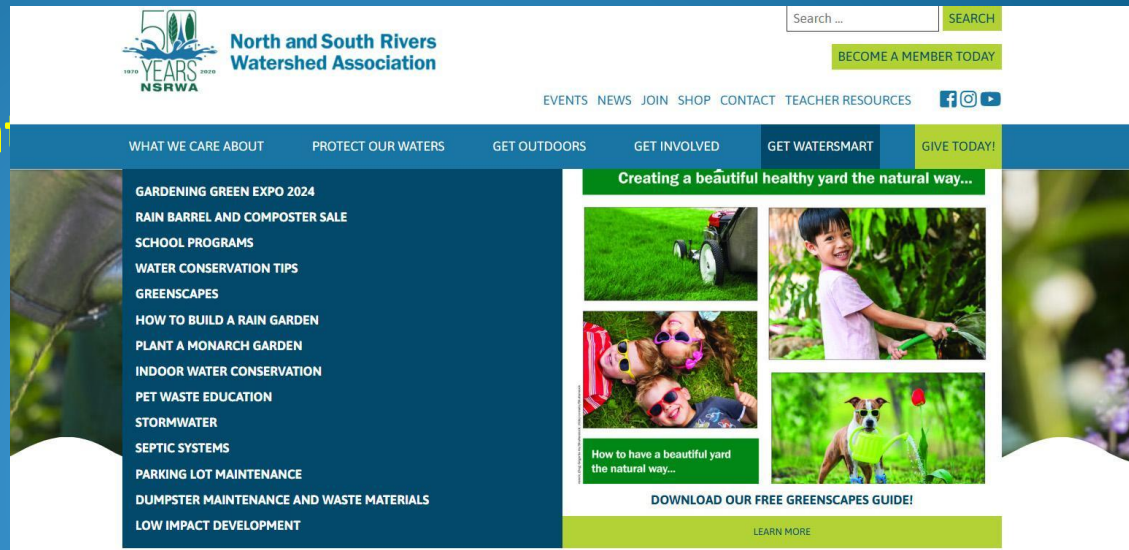
- Residents
- Developers
(Construction)
- Businesses,
Institutions, and Commercial
Facilities
- Industrial Facilities



Education & Outreach

On Stormwater and Water Conservation

- School education programs
- In-person events
- Zoom events
- Rain Barrel Sale
- Rain Garden Seed Kit Contest
- Digital
- Print
- Website
- Social Media
- Press Releases
- E-newsletters




The Pet Waste Problem on the South Shore

On the South Shore alone, we have more than 10,000 registered dogs from Weymouth to Kingston. According to the Environmental Protection Agency (EPA), the average dog produces approximately 3/4 pound of waste per day. If you do the math, that's more than 12,000 pounds of poop per day and 4.5 million pounds of poop per year – just on the South Shore. [Read more.](#)



Water All Around You School Program






FOR IMMEDIATE RELEASE
June 17, 2024
Contact: Brian Taylor, NSRWA Environmental Educator







Students of Hanover Middle School participated in the NSRWA WaterSmart program with hands on activities including identifying the watershed they live in, taking groundwater samples, and even a water taste test! Through these activities, the students understand the importance of keeping our land and water clean as water runs off the land and enters our water resources.

Hanover Fifth Graders Get "WaterSmart"

The fifth graders at Hanover Middle School learned all about their local water resources by participating in NSRWA Water All Around You program. Funded by the Town of Hanover, the curriculum is part of the regional WaterSmart program educating both students and parents alike in the importance behind the care and use of our water.

The WaterSmart program engages South Shore youth in hands-on activities that educate them about local water related topics including stormwater management, water conservation, filtration, groundwater, and watersheds. Each activity is directly related to the current state course of study standards. Each activity is meaningful, educational, and fun! Through this program, the students make

Gardening Green Expo

Zoom Event

- 5 Zoom lectures
- 450 attendees
- Featured speaker Doug Tallamy

Live Event

- At Kennedy's Country Gardens
- 4 live speakers
- 30 vendor tables
- 400 attendees
- Prizes
- All videos online on our website and YouTube



North and South Rivers Watershed Association
Published by Lori Kiesel Wolfe • March 12

Join Us on Zoom tonight for Gardening Green Expo at 7:00pm. Our featured presenter is renowned author Doug Tallamy. With *Bringing Nature Home*, Tallamy changed the conversation about gardening in America. His second book, the New York Times bestseller *Nature's Best Hope*, urged homeowners to take conservation into their own hands. This year he will be presenting his newest talk, *I Know You're Very Busy but... I Want to Learn More About Nature Gardening*.
<https://www.nsrwa.org/event/gardening-green-expo-2024/>

 **Gardening GREEN EXPO**

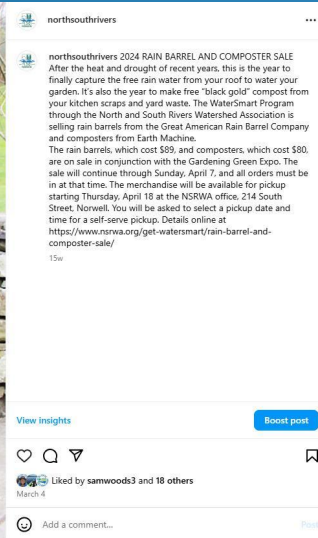
Monday-Saturday, March 11-16

Join Us Tonight, Tuesday March 12, to hear **Doug Tallamy** present his new talk - *I Know You're Very Busy but... I Want to Learn More About Nature Gardening*.

 Zoom Presentations March 11-15
Live Event on Saturday, March 16 



Regional Rain Barrel Sale



Print Brochures

Developers and Construction

- Sediment and Erosion Control
- Low Impact Development
- Given to town departments that issue permits
- To be distributed with permits

Construction

Stormwater Pollution Prevention Guide

**Get Your Permit
and Don't Get Sued!**



Stormwater pollution is the bacteria, chemicals, metals, nutrients and other contaminants that wash down stormdrains and into waterways.

Attention Developers

LOW IMPACT DEVELOPMENT (LID) TECHNIQUES

Methods and practices for managing
stormwater and preventing pollution



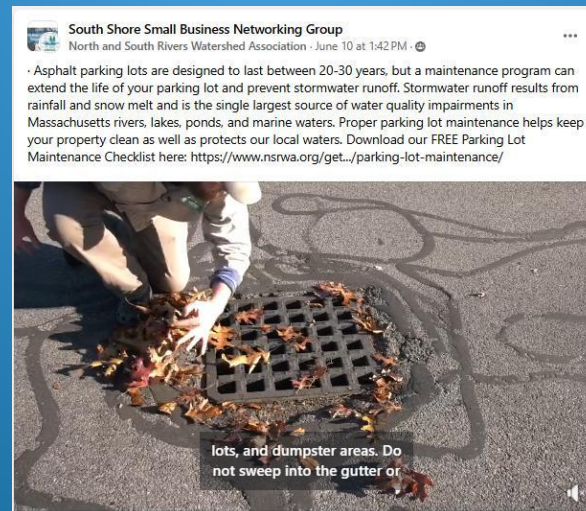
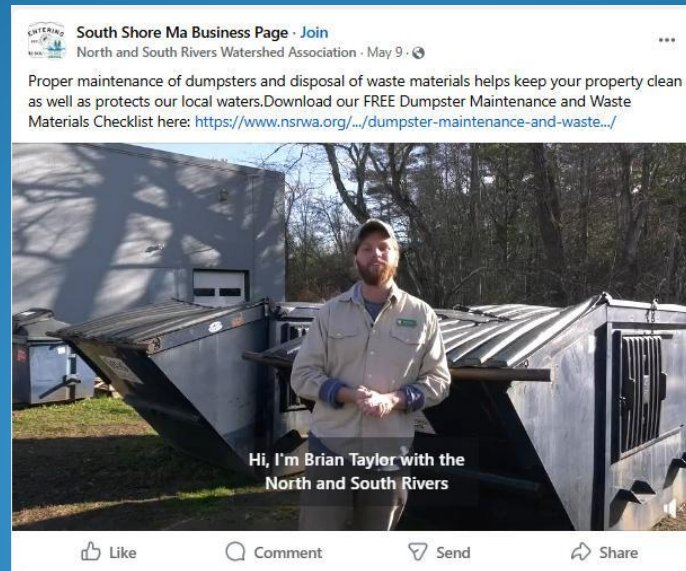
Vegetated buffer strip, Roel Meijer, Shutterstock

From WaterSmart South Shore.org

Educational Videos

Businesses, Commercial, and Industrial

- Dumpster Maintenance
- Parking Lot Maintenance
- Each has a downloadable checklist
- Posted on Business Facebook pages, social media pages, YouTube, and LinkedIn



Dumpster Maintenance and Waste Materials Checklist

Proper dumpster maintenance and disposal of waste materials can prevent rodent and pest infestations, kill hazardous mold, and prevent stormwater pollution. Your business or industry can prevent these problems by doing the following:

- ☐ Dry sweep paved areas on a regular basis, especially around storm drains. This includes parking lots, patios, sidewalks & dumpster areas. Do not use a hose to wash down pavement.
- ☐ Collect and dispose of debris in dumpster. Do not sweep into the gutter or storm drain.
- ☐ Cover dumpsters and keep them clean to avoid leaks.
- ☐ Make sure a plug is installed in the container's drain opening, which is usually near one of the back corners of the container. Without a plug, liquid wastes in the container are allowed to discharge freely.
- ☐ Check regularly for leaks, and replace if necessary.
- ☐ Never wash down dumpsters with a hose. If cleaning is needed, contact the leasing company.
- ☐ Schedule regular waste pick-ups.

WaterSMART www.watersmartsouthshore.org

Parking Lot Maintenance Checklist by Season

Asphalt parking lots are designed to last between 20-40 years, but a parking lot maintenance program can extend the life of your parking lot and help prevent stormwater runoff.



Day-to-Day Maintenance

- ☐ Sweep regularly to remove debris. This includes sidewalks, parking lots, and dumpster areas. Do not sweep into the gutters or storm drains.
- ☐ Check drainage after rainfall to assure water is quickly running into stormdrains free of debris.
- ☐ Check for crumbling, cracks, or potholes and fill before more costly repairs are needed. Potholes and cracks can allow water to penetrate the surface layer, causing further damage.
- ☐ Check catch basins and scoop out any debris, sand, or soil.
- ☐ Check company vehicles for oil and gas leaks.

Winter: Manage Snow and Minimize Environmental Impact

- ☐ Store salt on an impervious surface and keep it covered.
- ☐ Apply a brine solution (in a ratio of 3 parts salt to 1 part water) to surfaces before a snow event. Brine is cheaper and more effective than salt or sand.
- ☐ Minimize the use of salt. Use non-chloride products that are non-toxic to vegetation and wildlife.
- ☐ Use handheld sprayers to apply deicers instead of applying them by hand. This will help prevent you from overusing materials and control the cost of your winter parking lot maintenance.
- ☐ Avoid over-salting and sweep up any excess or spills.
- ☐ Do not dump snow into a body of water.



Spring: Fix Winter Damage

- ☐ Remove weeds and any other unwanted vegetation.
- ☐ Sweep parking lot to remove loose debris.
- ☐ Use filler to seal cracks and holes.
- ☐ Ensure storm drains and catch basins are functioning properly to avoid standing water.



Summer: Sealcoating and Restriping

- ☐ Sealcoat every few years with an environmentally friendly, PAH-free sealcoating.
- ☐ Restripe parking lot after sealcoating to ensuring compliance with ADA codes.

Fall: Regular Cleaning and Leaf Removal

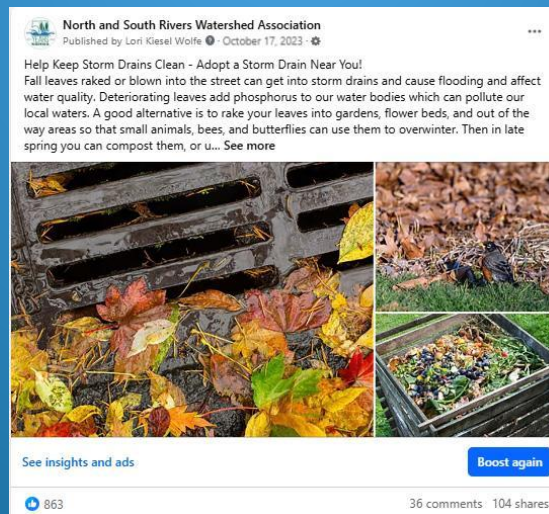
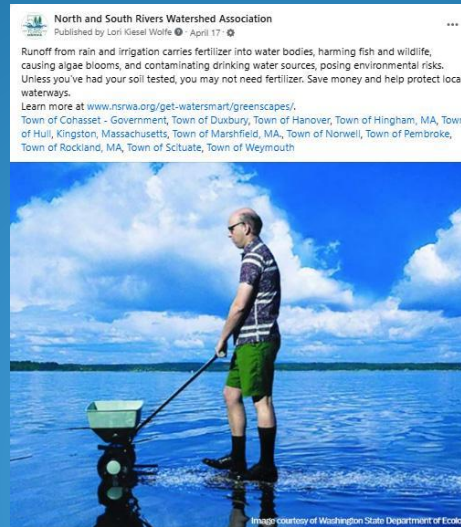
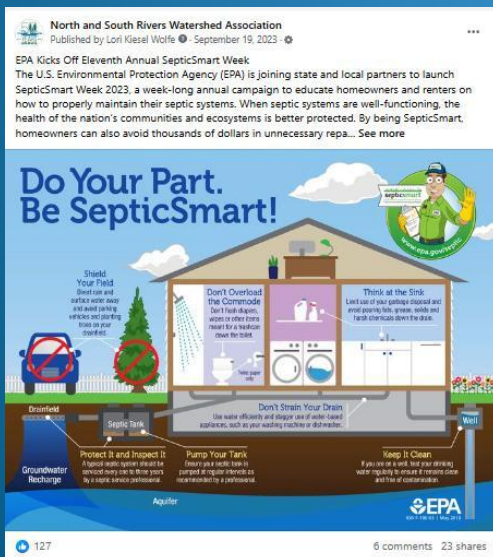
- ☐ Remove leaves from sidewalks and parking lots.
- ☐ Clean and sweep regularly to remove debris.
- ☐ Check storm drains and catch basins for proper drainage to prepare for snow and ice melt in winter.

WaterSMART www.watersmartsouthshore.org

Digital Education Campaigns

Residents

- Fertilizer
- Grass Clippings
- Septic Maintenance
- Leaf Litter



- Social media posts
- Community page Facebook posts
- Boosted ads
- Website page
- E-newsletter

Pet Waste Education

Rack cards given to:

- Town Clerk's offices
- Vet offices
- Pet stores

Plus:

- Press release
- Social media posts
- Community page Facebook posts
- Boosted ad
- Website page
- E-newsletter



Scoop it!

A cartoon illustration of a brown dog sitting on grass next to a young girl with brown hair, wearing a purple shirt and red shorts, holding a brown bag. The dog is looking at the girl.

Scoop the Poop - Whenever and Wherever

...even in your own yard,
...even in the woods or remote locations,
...even in the snow,
...even if you have a small dog.

- **Always bring bags**
Be prepared, bring more than one.
- **Always put filled bags in trash cans - never in recycling bins!**
Even bio-degradable bags.
- **Never put dog waste into a storm drain!**
Storm drains flow directly into our local waters - they are not connected to the sanitary sewer.
- **Never leave bags of poop**
by the side of the road, in bushes, or lying around.

Scooping Poop is not just about the mess — it's about clean water and our health!

Be **WaterSMART**
WaterSmartSouthShore.org
nsrwa.org

North and South Rivers Watershed Association
Published by Lori Kiesel Wolfe · 2 days ago ·

THE PET WASTE PROBLEM ON THE SOUTH SHORE
On the South Shore alone, we have more than 16,000 registered dogs from Weymouth to Kingston. According to the Environmental Protection Agency (EPA), the average dog produces approximately 1/4 pound of waste per day. If you do the math, that's more than 12,000 pounds of poop per day and 4.5 million pounds of poop per year — just on the South Shore... And that's not even including cats!

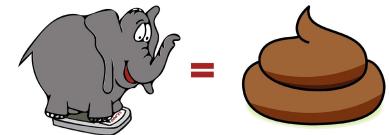
WHY IS DOG POOP SUCH A PROBLEM?
Scooping the poop is n... See more



A cartoon illustration of a dog holding a sign that says "No Poop" (a red circle with a slash over a pile of poop). The dog is also holding a blue bag.

Did you know?

- There are **16,000** registered dogs on the South Shore
- Each dog contributes on average **3/4 pound** of poop daily



That equals 12,000 pounds of poop PER DAY!
Help us protect our health, our pets and our drinking water

SCOOP THE POOP!

Be **WaterSMART** watersmartsouthshore.org

nsrwa.org



Greenscapes

Greenscapes Guide

Creating a beautiful healthy yard the natural way...



How to have a beautiful yard the natural way...

Inside:

- Watering tips that can save gallons of water
- How mowing properly can cut down on weeds
- Which plants need very little care
- Healthy alternatives to pesticides and herbicides
- No-cost fertilizing techniques
- Which grass seed grows best
- And more!

Saving you time and money...
and protecting our water

WaterSMART



- Greenscapes web page
- Downloadable resources
- 16-page Greenscapes Guide download
- Know Before You Mow
- Social media posts

What Are Greenscapes?

Healthy, beautiful yards that protect our water
Greenscapes are yards bursting with color and visual interest that are easy, efficient and cost-effective to maintain. Greenscapes drastically lower water consumption, and let nature do most of the work, keeping our yards beautiful so we don't have to!

The goal of Greenscapes is to use practices that encourage healthy plant growth with deep roots and rich, fertile soil. These practices, provided by nature itself, will help your yard naturally resist drought, weeds and disease.

Why Should I Greenscape?
Greenscapes are good for your family, your wallet and our environment. By following the recommendations in this Guide, you will:

Increase your property values
By spending 5% of the value of your home on the installation of a quality low-maintenance landscape, you can boost the resale value of your property by 15%, earning back 150% or more of your landscape investment (source: Smart Money).

Nurture a healthy environment for your family
Yards are places for families to congregate and play. Being out in nature is a great stress-reliever and has been proven to increase our well-being. Plants cleanse the air we breathe; gardens can give us a bounty of fresh foods.

Using Greenscapes techniques, pesticides, herbicides and synthetic fertilizers are replaced by natural processes... very important since studies have shown these synthetic products can cause many health problems. For instance, just with normal exposure to household garden pesticides, the risk of childhood leukemia increases seven-fold, according to the National Cancer Institute.

You can create a beautiful and functional Greenscape with low-maintenance plants full of color and interest framing the lawn's recreational or living space.

2



Save money on your utility bills

Properly selecting and placing native plants can lower costs for heating and cooling by 20% or more. Select deciduous trees (trees that shed their leaves in winter) for summer shade and evergreens for winter windbreaks (source: U.S. Department of Energy).

By far the biggest savings come from switching from a chemically-treated lawn to natural turf. Savings in water costs alone, not including the chemicals and labor, can be between 33-50%. (source: Grassroots Environmental Education)

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WaterSmartSouthShore.org

Create habitat for wildlife
Planting native plants in place of a closely-mowed lawn will bring more wildlife to your yard. Native plants attract birds, butterflies and other wildlife that have adapted over centuries to using them as a food source.

Enjoy more free time with less landscape maintenance
Once established, natural areas require significantly less money and time to take care of than lawns. According to research, converting one acre from manicured lawn to a natural landscape could save as much as \$4,500 per year! Also, in a study comparing manicured lawns to natural landscapes, the natural landscape saved 25% in labor costs, 61% for fertilizer, 44% for fuel and 22% herbicides. (Source: Center for Watershed Protection)

Reduce stormwater pollution

The EPA estimates that nearly 70% of the pollution in our rivers, ponds and oceans comes from stormwater runoff. Stormwater runoff is the rain that runs across driveways, lawns, roads and parking lots carrying pollution into storm drains, eventually ending up in our local waterways. The EPA estimates that 50% of all stormwater pollution is chemical pollution from the products we use on our yards.

Protect your community's resources

In order to have enough water for public safety and to allow our water supply to replenish, MA Department of Environmental Protection recommends each person use no more than 65 gallons per person per day. Yet watering lawns consumes vast quantities of water - in fact the U.S. Geological Survey points out that of the 26 billion gallons of water consumed daily in the United States, 30% is devoted to outdoor uses, mostly landscaping. In most towns water consumption nearly doubles due to lawn watering during the summer...

There is a better way...

NSRWA.org

Rain Garden Seed Kit Contest

WaterSmart Contest

- Rain Garden Seed Kits from Blue Stem Natives
- Resources on how to plant a rain garden
- Had to answer questions on content to enter contest

What does a rain garden do?

- A. Help prevent polluted stormwater from entering our waterways
- B. Help control flooding
- C. Help replenish our aquifers
- D. All of the above.

Lawns can generate up to how much runoff as pavement?

- A. 30%
- B. 60%
- C. 90%

How often should I water my rain garden?

- A. Water every day for first 2-3 weeks until growing well.
- B. Water two times a day for first 2-3 weeks until growing well.
- C. Water every other day for first 2-3 weeks until growing well.



Zizia aurea (Golden Alexanders)



Asclepias incarnata (Rose milkweed)



Eutrochium dubium (Coastal Joe Pye weed)



Verbena hastata (Blue vervain)



Rudbeckia hirta (Black-eyed Susan)

Questions

- Are there any topics we need to cover that we haven't?
- Do you have a Communications person in your town?
 - - Please paste their name and email in the chat
- How can we help you use these resources better?



The invoices for the 2024-2025 contract will be coming to you by early August

Water Conservation Policy Review



Water Conservation Policy Review

- Water conservation bylaw or regulation
- Water conservation information available online
- Water Conservation Plan
- Increasing block rate structure
- Seasonal outdoor water use restrictions
- Drought restrictions follow state guidelines
- Rebate program
- Smart meters for 50% of users
- Registration for irrigation systems required
- Rain sensors on irrigation systems required
- Water bank for new development