



**Neponset Stormwater Partnership**  
**Annual Progress Report**  
**July 1, 2021 through June 30, 2022**

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## **Introduction**

The Neponset Stormwater Partnership (NSP) is a regional stormwater collaborative which brings together communities in and around the Neponset River Watershed area. NSP members work together to reduce stormwater pollution and streamline compliance with the Small Municipal Separate Storm Sewer System (MS4) permit which is issued jointly by the U.S. Environmental Protection Agency (EPA) Region 1 and the Massachusetts Department of Environmental Protection (MassDEP).

This report covers activities completed by the NSP during the period July 1, 2021 to June 30, 2022, which coincides with the FY22 work plan for the NSP.

This report is generally organized by the six minimum control measures (MCMs) outlined by the MS4 permit, subject to the caveat that some activities do not fit neatly into the framework established by the minimum control measures.

### **Participating Communities and Organizations**

The following communities and other organizations were active members of the NSP during the reporting period:

- Avon
- Canton
- Dedham
- Foxborough
- Medfield
- Milton
- Norwood
- Quincy
- Randolph
- Sharon
- Stoughton
- Walpole
- Westwood

The Neponset River Watershed Association serves as the overall coordinator for the NSP and coordinates or leads the implementation of many of the NSP's priority tasks.

Unless otherwise noted, all participating communities were included in each of the tasks or activities described below.

### **Project Funding**

Funding for the NSP during the reporting period was provided by matching contributions from the participating municipalities, and other matching grants and donations assembled by NepRWA.

### **Note About Using the NSP Annual Report**

The NSP Annual Report provides a summary of all the work undertaken by the NSP during the report period. Some of this work, particularly in the areas of Public Education and Public Participation, is directly applicable to our member communities' EPA annual reporting requirements.

In the Public Education and Participation sections of the NSP Annual Report, content has been formatted in a manner consistent with the format of the EPA annual report template. Because the NSP is a regional program, these sections are written from a "regional" perspective rather than "town-by-town" perspective. Where additional details of community-specific efforts are known, we have included these in summary form for those communities that prefer to report on a community-specific basis.

In past communication, EPA has endorsed the concept of a regional Education SWMP, and also a regional Education Annual Report. In other words, if a community is relying on the NSP to meet its Public Education requirements, they do not need to carefully justify community-specific results from the regional implementation activities, provided that the community was actively participating.

Therefore, if a community has incorporated the NSP Regional Outreach and Education SWMP into its own municipal SWMP by reference, they can satisfy the education reporting requirement by referencing the NSP Annual Report by including the URL in their own annual report.

If a community has not adopted the NSP Regional Outreach and Education SWMP by reference, it may pick and choose from among the NSP's completed education activities and add them directly to their own municipal EPA annual report.

Lastly, any number of other NSP activities may be indirectly or partially applicable to a community's MS4 reporting requirements. These activities include areas such as

- Staff training that occurs during NSP meetings and workshops
- Technical assistance on bylaws, green infrastructure, or IDDE tools
- Water quality data which may be relevant to IDDE
- Evaluation and construction of stormwater retrofit opportunities

Because these areas do not neatly match the applicable EPA reporting requirements for all NSP communities, they have not been formatted to correspond to the EPA annual report template. Rather, they are simply provided as brief narrative or bullets. However, NSP communities may still want to pick and choose activities in these sections that they would like to use to supplement their EPA annual report.

## MCM1 Public Education

Numerous tasks were completed in the area of Public Education and Participation, including the continued development of a regional outreach program that produces educational pieces for use by all participating members.

Samples of outreach materials described below are either linked in the narrative (if available on the internet) or are included in the Appendix at the end of this document.

### Public Education BMP 1: Maintain Educational Website

<u>Description:</u>	Maintained a comprehensive educational website to serve the Neponset Stormwater Partnership service area as a primary resource for key information for all four target audiences.
<u>Target Audience:</u>	Residents, Businesses, Industry and Developers
<u>Measurable Goals:</u>	Achieve at least 500 unique site visits every year.
<u>Results:</u>	This year, there were 4,359 site visitors and 8,523page views.
<u>Date(s):</u>	Ongoing since May 1, 2018
<u>Applies to Appendix F (TMDL):</u>	Yes (pet waste, fertilizers, leaves and grass clippings, septic)
<u>Applies to Appendix H (WQ Limited Waters):</u>	Yes (pet waste, fertilizers, leaves and grass clippings, septic)
<u>Example Materials:</u>	<a href="http://www.yourcleanwater.org">www.yourcleanwater.org</a>

### Public Education BMP 2: Operate Stormwater Hotline

<u>Description:</u>	Operated a regional “stormwater hotline” to field questions and problem reports regarding stormwater from across the region. Responses were collected via a website form hosted at <a href="http://yourcleanwater.org">yourcleanwater.org</a> , via email submissions to <a href="mailto:stormwater@neponset.org">stormwater@neponset.org</a> , and phone calls to 781-575-0354 x 300. Responses included answers to questions, additional information or follow up investigation, and/or referral of inquiries/reports to the appropriate municipalities as appropriate. Anonymity of inquiries was maintained as requested.
<u>Target Audience:</u>	Residents, Businesses, Industry, and Developers

<u>Measurable Goals:</u>	Provide immediate answers to inquiries generated by regionalized outreach activities.
<u>Results:</u>	<p>Five contacts were made to the stormwater hotline this year.</p> <ul style="list-style-type: none"> <li>• One call was regarding cleaning out a septic tank and a voicemail was left suggesting a call to their local Board of Health.</li> <li>• One call reported neighbors dumping yard waste and not disposing of pet waste properly in their neighborhood. Milton and NepRWA sent a letter to 133 residents in the area describing the environmental and health impacts of not disposing of leaves and pet waste properly. In addition, temporary signage was put up in six different locations around the neighborhood encouraging residents to pick up after their pets.</li> <li>• One call reported improper fertilizer use by a little league on DCR property without the agency's approval. The little league notified NepRWA that they had applied fertilizer but would discontinue. NepRWA notified DCR of this instance and suggested that they remind the league of what they are and are not allowed to do on DCR property.</li> <li>• One call reported potential misuse of rat poison in a subdivision that abuts a waterway within the watershed. Stoughton Conservation Commission was notified and is in contact with the resident and is aware of the issue.</li> <li>• A call was made after a rainstorm left a puddle with a blue/green sheen in it at a Medfield apartment complex. The Medfield Conservation Commission was notified and was going to investigate.</li> </ul>
<u>Date(s):</u>	Ongoing since May 1, 2018
<u>Applies to Appendix F (TMDL):</u>	N/A
<u>Applies to Appendix H (WQ Limited Waters):</u>	N/A
<u>Example Materials:</u>	N/A

### **Public Education BMP 3: Distribute Pet Waste Information with Dog Licenses**

<u>Description:</u>	Educational “rack cards” regarding proper pet waste disposal were printed and provided to town clerks’ offices in member towns to include with dog license renewal requests, either in person or via mail. In towns where online renewal is either available or the only renewal method offered, online graphics that link to the pet waste page of the NSP website were provided. In one town, a pet waste message was printed directly on the dog license receipts. The following distribution numbers were based on the number of licensed dogs per NSP town. The number of rack cards distributed correlated to the number of dogs licensed per town to ensure all dog owners received the message, although some towns had leftover cards from last year.
<u>Target Audience:</u>	Residents
<u>Measurable Goals:</u>	Participation by 100% of Town Clerks in order to reach 80% of dog owners annually with pet waste management information. Over the 5-year permit period achieve a reduction in the number of pet waste bags found when cleaning catch basins in the member communities that track this information.
<u>Results:</u>	All Towns participated in pet waste messaging. A total of 10,400 cards were requested by Town Clerks and distributed accordingly. A graphic with a link to a “Pet Waste” focused webpage on the <a href="http://YourCleanWater.org">YourCleanWater.org</a> website was included for online renewals in the Town of Sharon. Additionally, the Town of Randolph provided a pet waste message to all dog owners by printing it directly on the license receipt. These methods, along with some leftover cards from the previous year, are estimated to have combined to reach the entire population of dog owners in participating towns.
<u>Date(s):</u>	Materials were distributed to Town Clerks in December 2021 and disseminated to dog owners as licenses were issued.
<u>Applies to Appendix F (TMDL):</u>	Yes
<u>Applies to Appendix H (WQ Limited Waters):</u>	Yes
<u>Example Materials:</u>	<a href="#">Appendix A-1</a>



## Public Education BMP 4: Summer Pet Waste Campaign

Description: Prepared a social media campaign consisting of Facebook and Twitter messages directed at the proper disposal of pet waste. The social media materials were posted to the Neponset River Watershed Association's Facebook and Twitter Accounts and Neponset Stormwater Partnership member communities were asked to "share/retweet" it on their own Facebook and/or Twitter accounts where available.

Additional Town-Specific Details:

Canton: The social media message was shared on the Canton Planning Facebook account and with the Everything Canton, Canton Bulletin Board, and Canton Conservation Commission Facebook groups. The Facebook ad campaign reached 829 Canton residents.

Dedham: The information was shared/posted to the Dedham DPW Facebook page and the Town and Engineering Departments Twitter Pages. The Facebook ad campaign reached 1,011 Dedham residents.

Foxborough: The social media posts were shared on the Foxborough Conservation Commission Facebook page. Facebook ad campaign reached 829 Canton residents. The Facebook ad campaign reached 552 Foxborough residents.

Medfield: The social media posts were shared on the Town's Facebook and Twitter accounts. The Facebook ad campaign reached 5,381 Medfield residents.

Milton: The social media posts were shared on the Milton DPW and Town of Milton Facebook page and the Town of Milton Twitter page. The Facebook ad campaign reached 832 Milton residents.

Norwood: The social media posts were shared on the Norwood Conservation Commission Facebook account. The Facebook ad campaign reached 1,117 Norwood residents.

Quincy:	Quincy reported posting via their social media channels.
Randolph:	Randolph posted to their town website under Stormwater. The Facebook ad campaign reached 12,194 Randolph residents.
Sharon:	The social media posts were shared on the Town's Facebook and Twitter pages. The Facebook ad campaign reached 6,073 Sharon residents.
Stoughton:	The social media messages were shared on the Stoughton Public Works, Stoughton Recreation, and Town Manager Facebook pages. Information was also shared on the Town's website under stormwater.
Westwood:	Information was shared in the WIRE which is the Town's newsletter. The Facebook ad campaign reached 520 Westwood residents.

Target Audience: Residents, Businesses, Industry

Measurable Goals: Participation by 100% of NSP communities and reach to at least 1,000 people in the NSP region through social media.

Results: A total of 28,473 people were reached through Facebook Ad Campaign, 8,423 through NepRWA's Facebook Post, and 2,800 people through Twitter.

Date(s): July 14 and July 26, 2021

Applies to Appendix F (TMDL): Yes

Applies to Appendix H (WQ Limited Waters): Yes

Example Materials: [Appendix A-2](#)

### **Public Education BMP 5: Fall Leaf Waste Campaign**

Description: Prepared a social media campaign directed at the proper disposal of leaf waste consisting of a social media post to Facebook, Instagram and Twitter. The social media messages were posted to the Neponset River Watershed Association's accounts and member communities were asked to "share/retweet" it to their

own accounts where available. The leaf and yard waste campaign directed users to a section of the NSP website detailing local information on yard waste disposal options. Additionally, Facebook ads regarding yard waste were created and run in Towns who chose to participate in paid social media advertising.

Additionally, NepRWA tagged the following Twitter handles: @Foxborough\_MA, @TownofWalpole, @TownofSharonMA, @Stoughton10, @TownofCantonMA, @TownofNorwoodMA, @DedhamThrives, @TownofWestwood, @TownofMiltonMA, and @CityofQuincy.

Additional  
Town-  
Specific  
Details:

Canton:	Flyers were shared with the Canton Association of Business and Industry (about 90 members) to include in their newsletter and/or email to members. The social media posts were shared on the Canton Planning Board, Everything Canton, and Canton Bulletin Board Facebook pages. The information was also shared with the Board of Selectman's office, Conservation Commission, and Library system so they could share it on their channels. It was also shared with the Canton Citizen which has approximately 1000 subscribers). The Facebook/Instagram social media campaign reached 13,430 Canton residents.
Dedham:	The social media message was retweeted on the Engineering Department's Twitter page. The social media message was shared on the Town's Facebook page. The Facebook/Instagram social media campaign reached 14,635 Dedham residents.
Foxborough:	The social media message was shared on the Town DPW's Facebook page. The Facebook/Instagram social media campaign reached 10,363 Foxborough residents.
Medfield:	The social media message was shared on the Town's Facebook and Twitter page. The Facebook/Instagram social media campaign reached 4,822 Medfield residents.
Milton:	The social media message was shared on the Town DPW's Facebook page and the Town's Twitter page.

The Facebook/Instagram social media campaign reached 13,826 Milton residents.

Norwood: The social media message was shared on the Town's Facebook, Twitter, and Instagram pages. In addition, the Conservation Commission shared the message on their Facebook account. Distributed the flyer and shared the social media message on the Town's Facebook page. The Facebook/Instagram social media campaign reached 16,749 Norwood residents.

Quincy: Shared the social media message on the City's Facebook and Twitter pages.

Randolph: Shared on the Town's Facebook and shared in the Town's newsletter. The Facebook/Instagram social media campaign reached 15,022 Randolph residents.

Sharon: Social media message shared on Town's website, Facebook and Twitter pages. The Facebook/Instagram social media campaign reached 6,967 Sharon residents.

Stoughton: The flyer was posted on the Town's website in the Stormwater section. The social media messages were shared on the Facebook accounts for the Town DPW, the Recreation Department, and the Town Manager. The Facebook/Instagram social media campaign reached 14,931 Stoughton residents.

Walpole: Walpole created their own personal message that went out to the Recreation Departments e-mail blast which covers 7,000 people.

Westwood: The social media message was shared to the Town's Facebook and Twitter pages. The Facebook/Instagram social media campaign reached 7,970 Westwood residents.

Target Audience: Residents, Businesses, Industry

Measurable Goals: Participation by 100% of NSP communities and reach to at least 1,000 people in the NSP region through social media.

<u>Results:</u>	NSP communities participated by redistributing one or more of the campaign materials, or by using previously prepared town materials, with most communities participating in multiple distribution methods. The Facebook and Instagram Ad Campaigns reached a total of 104,736, NepRWA's Facebook post reached 8,565, and 6,814 people through Twitter.
<u>Date(s):</u>	October 17, 2021 and October 29, 2021
<u>Applies to Appendix F (TMDL):</u>	Yes
<u>Applies to Appendix H (WQ Limited Waters):</u>	Yes
<u>Example Materials:</u>	<a href="#">Appendix A-3</a>

## **Public Education BMP 6: Spring Fertilizer and Grass Clipping Campaign**

<u>Description:</u>	<p>Prepared an outreach campaign regarding proper use (or abstention from use) of fertilizer consisting of social media posts and an interactive "fertilizer calculator" on the NSP website. Social media posts were made on the Neponset River Watershed Association's Facebook, Instagram, and Twitter Accounts and Neponset Stormwater Partnership member communities were asked to "share/retweet" it to their own accounts where available. The fertilizer and lawn care section of the NSP website was included in the post. Additionally, Facebook ads regarding fertilizer and lawn maintenance were created and run in Towns who chose to participate.</p> <p>Additionally, NepRWA tagged the following Twitter handles: @Foxborough_MA, @TownofWalpole, @TownofSharonMA, @Stoughton10, @TownofCantonMA, @TownofNorwoodMA, @DedhamThrives, @TownofWestwood, @TownofAvonMA @TownofMedfield, and @CityofQuincy.</p>
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Additional  
Town-Specific  
Details:

- Canton: The social media post was shared the Planning Department Facebook page, as well as Canton-focused Facebook groups such as Canton Bulletin Board, Everything Canton, and Walk, Bike, Hike. The information was also shared with the following groups for further distribution: Canton Association of Business and Industry and the Canton Citizen. The Facebook/Instagram social media campaign reached 23,520 Canton residents.
- Dedham: The social media posts were shared Town's Facebook page and the Town and Engineering Department Twitter pages. In addition, a news flyer was created by the town and posted onto their website and sent out to their e-mail subscribers. The Facebook/Instagram social media campaign reached 26,832 Dedham residents.
- Foxborough: The social media post was shared on the Town's DPW Facebook page. The Facebook/Instagram social media campaign reached 17,512 Foxborough residents.
- Medfield: The social media post was shared on the Town's Facebook and Twitter account. The Facebook/Instagram social media campaign reached 9,600 Medfield residents.
- Milton: The social media message was shared on the Town's Facebook and Twitter page. In addition, a news flyer was created by the town and posted onto their website. The Facebook/Instagram social media campaign reached 24,864 Milton residents.
- Norwood: The social media message was shared on the Town Facebook, Twitter, and Instagram page. In addition, it was shared on the Town's Conservation Commission page. The Facebook/Instagram social media campaign reached 30,288 Norwood residents.
- Quincy: The social media message was shared on the City's Facebook and Twitter page.

- Randolph: The post was shared on the DPW's The Facebook/Instagram social media campaign reached 27,616 Randolph residents.
- Sharon: The social media message was shared on the Town's Facebook and Twitter pages. The Facebook/Instagram social media campaign reached 12,764 Sharon residents.
- Stoughton: The social media message was shared on the Town Manager and Recreation Department's Facebook pages. The Town requested a flyer with fertilizer and lawn maintenance information, which they posted online and in a few public offices. The Facebook/Instagram social media campaign reached 29,968 Stoughton residents.
- Westwood: The Facebook/Instagram social media campaign reached 14,524 Westwood residents.

Target Audience: Residents, Businesses, Industry

Measurable Goals: Participation by 100% of NSP communities and reach to at least 1,000 people in the NSP region through social media.

Results: NSP communities participated by redistributing one or more of the campaign materials with most communities participating in multiple distribution methods. A total of 173,184 people were reached through Facebook Ad Campaign, 6,888 through NepRWA's Facebook Post, with an additional 1,999 people reached through Twitter.

Date(s): March 28 – April 13, 2022

Applies to Appendix F (TMDL): Yes

Applies to Appendix H (WQ Limited Waters): Yes

Example Materials: [Appendix A-4](#)

## **Public Education BMP 7: School Outreach Program**

<u>Description:</u>	Due to COVID-19, most of the fall 2021 lessons took place on-line over Zoom or Google Meet. Prepared on-line PowerPoint-based program presentation that covered drinking water and stormwater infrastructure, local water resources, wastewater systems, water conservation, and stormwater pollution prevention techniques. As in previous years, the curriculum aligned with the MA 5 <sup>th</sup> grade science curriculum standards. By March, we were presenting the program in-person. The program was delivered at the individual classroom level over the course of one (Foxborough, Norwood, Quincy) or two (Avon, Canton, Medfield, Milton, Sharon, Stoughton, Dedham and Westwood), 45-60-minute visits by a watershed educator. The educator also provided teachers with follow up materials to share with students and their families.
<u>Target Audience:</u>	Residents
<u>Measurable Goals:</u>	Reach at least 80% of households with 5 <sup>th</sup> grade children in participating communities, and 100% positive feedback from participating classroom teachers.
<u>Results:</u>	During the 2021-2022 school year a total of 226 classrooms were visited, representing 95% of total 5 <sup>th</sup> grade classrooms in the participating communities and an estimated 3,000 families. (54 classes were visited once and 172 classrooms were visited twice.) Feedback from teachers was exceedingly positive for the on-line and in-person presentation materials.
<u>Date(s):</u>	September 2021 through June 2022 (school year)
<u>Applies to Appendix F (TMDL):</u>	N/A
<u>Applies to Appendix H (WQ Limited Waters):</u>	N/A
<u>Example Materials:</u>	<a href="#">Appendix A-5</a>

## **Public Education BMP 8: Regional Education Mailing**

<u>Description:</u>	An educational mailing was prepared and mailed to all addresses in participating communities. The mailing was an 6x11 postcard that highlighted general stormwater pollution prevention tips. The mail piece referenced key information on fertilizer, lawn maintenance, methods to reduce
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stormwater runoff, and referred readers to additional information available at [yourcleanwater.org](http://yourcleanwater.org) and the stormwater hotline. The mailing was distributed to all business and residential addresses in the participating communities (Avon, Canton, Dedham, Foxborough, Medfield, Milton, Norwood, Randolph, Sharon, Stoughton and Westwood) totaling 103,697 mailing addresses in all.

<u>Target Audience:</u>	Residents and Businesses
<u>Measurable Goals:</u>	Reach 100% of addresses in participating towns, including those who do not use social media or follow town government communication channels.
<u>Results:</u>	100% of addresses in the target area were reached, including all businesses, residential addresses, and PO Boxes (103,697 addresses total).
<u>Date(s):</u>	June 28, 2022
<u>Applies to Appendix F (TMDL):</u>	Yes
<u>Applies to Appendix H (WQ Limited Waters):</u>	Yes
<u>Example Materials:</u>	<a href="#">Appendix A-6</a>

#### **Public Education BMP 9: Outreach to Septic System Owners**

<u>Description:</u>	Prepared four social media outreach posts directed at all septic system owners in member communities. Effective outreach was designed to be efficiently delivered to the target audience. The campaign was designed to coordinate with the U.S. EPA's SepticSmart Week in the month of September and included EPA-provided graphics. NepRWA's shared the campaigns on Facebook and Twitter which tagged available municipal social media accounts to encourage them to share within each community. Additionally, digital flyers were distributed to each town for use on their own websites, newsletters, and social media.
<u>Target Audience:</u>	Septic System Owners
<u>Measurable Goals:</u>	Participation by 100% of NSP communities and reach to at least 1,000 people in the NSP region through social media.

<u>Results:</u>	<p>All Facebook posts tagged the following accounts: Town of Foxborough DPW, Town of Walpole, Town of Sharon, Town of Norwood, Town of Dedham, Town of Dedham DPW, Town of Westwood, Town of Milton, City of Quincy, Stoughton Town Clerk, Foxborough, and EPA Water. Additionally, the posts were shared with/posted to the following pages/groups: Town of Foxborough DPW, Town of Sharon, and Milton DPW, Westwood, MA Bulletin Board, Everything Dedham/Westwood and Beyond, Everything Walpole, Everything Canton MA, Foxborough Recommends, and Sustainable Sharon Coalition.</p> <p>The first post on September 20, 2021 “Top 10 Ways to Be a Good Septic Owner” had 3,993 “impressions” and was reshared to the following Facebook accounts: Town of Foxborough DPW, Town of Sharon, and Milton DPW.</p> <p>The same messaging was posted on Twitter and received 1,958 “impressions”.</p> <p>The second post on September 21, 2021 “Think at The Sink” had 1,244 “impressions” and was reshared to the following Facebook pages: Quincy Making Waves.</p> <p>The same messaging was posted on Twitter and received 870 “impressions”.</p> <p>The third post on September 22, 2021 “Be SepticSmart, Protect Your Pipes” has 951 “impressions”.</p> <p>The same messaging was posted on Twitter and received 548 “impressions”.</p> <p>The fourth post on September 23, 2021 “Don’t Strain Your Drain!” had 960 “impressions”.</p> <p>The same messaging was posted on Twitter and received 389 “impressions”.</p>
<u>Date(s):</u>	September 20-24, 2021
<u>Applies to Appendix F (TMDL):</u>	Yes
<u>Applies to Appendix H (WQ Limited Waters):</u>	Yes
<u>Example Materials:</u>	<a href="#">Appendix A-7</a>

## **Public Education BMP 10: “Problem Area” Outreach**

<u>Description:</u>	Maintain a list of “problem areas” relying on the knowledge of Town officials as well as communications via the stormwater hotline. Address these “problem areas” with methods designed to correct stormwater pollution problems.
<u>Target Audience:</u>	Residents, Businesses, Industry, Developers
<u>Measurable Goals:</u>	Respond to identified “problem areas” with methods designed to correct specific pollution-generating behaviors.
<u>Results:</u>	<p>One “problem area” was addressed through our Stormwater Hotline calls this year: Atherton Street in Milton became a problem area after a resident reported neighbors dumping yard waste in and around a wetland area. In addition, many neighbors were reported not picking up pet waste specifically near the wetland and in the general area. With the Town of Milton, NepRWA organized outreach to residents in a form of a letter to over 130 residents describing the effects of improper leaf disposal and pet waste has on our watershed. Our dog waste rack card was added as an insert for additional information on the effects of not picking up pet waste.</p> <p>Additionally, “Poop Fairy” signs were staked out at various locations in and around Atherton Street to encourage residents to pick up after their pets.</p>
<u>Date(s):</u>	Spring 2022
<u>Applies to Appendix F (TMDL):</u>	Yes
<u>Applies to Appendix H (WQ Limited Waters):</u>	Yes
<u>Example Materials:</u>	<a href="#">Appendix A-8.</a>

## **Public Education BMP 11: Storm Drain Marking**

<u>Description:</u>	A program through which volunteers mark storm drains with educational messages has continued this year. The program consists of providing volunteers with all materials
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and information they need to carry out the task. Aluminum medallions are attached to the curb or pavement adjacent to storm drains using construction adhesive. The medallions have one of 3 messages “No Dumping, Only Rain in the Drain,” “Drains to Neponset,” or “No Dumping, Drains to Ocean.” Additional medallion variations such as “Drains to Charles” may be developed as the program ramps up. Volunteers are able to pick the areas they’d like to mark but are encouraged to choose areas with high pedestrian traffic or areas with known issues that can be addressed by storm drain marking (such as the “problem areas” discussed in Public Education BMP 9). Records of which catch basins have been marked are maintained by the NSP. The Program is expanding in 2022 to cover a larger number of NSP Towns.

<u>Target Audience:</u>	Residents, Businesses, and Institutions
<u>Measurable Goals:</u>	Continually distribute drain marking kits to interested volunteers.
<u>Results:</u>	27 storm drain markers were applied to “problem areas” in Milton. 32 storm drain markers were applied to areas in Sharon. Additional markers were placed in various locations during the Lake Massapoag clean-up.
<u>Date(s):</u>	Summer 2021 and Spring-Summer 2022
<u>Applies to Appendix F (TMDL):</u>	Yes
<u>Applies to Appendix H (WQ Limited Waters):</u>	Yes
<u>Example Materials:</u>	<a href="#">26T Appendix 26T A-9</a>

## **Public Education BMP 12: Think Blue “Fowl Weather” Video**

<u>Description:</u>	Partnered with MA Statewide Municipal Stormwater Coalition to secure MassDEP grant funding to distribute “Fowl Weather” advertising campaign, which helps viewers visualize how motor oil, pet waste, and trash become stormwater pollution. The campaign was operated on Facebook, Instagram, and YouTube. The video was translated into both Spanish and English and social media messaging was translated into the top six most spoken languages in the state.
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<u>Target Audience:</u>	Residents
<u>Measurable Goals:</u>	Reach a significant portion of the NSP service area population with a stormwater awareness message in a highly engaging format.
<u>Results:</u>	<p>A total of 428,822 people in the NSP service area were reached via 160,943 English Facebook/Instagram “impressions” and 21,891 Spanish Facebook/Instagram “impressions.” Via YouTube, there were 217,863 English impressions and 28,125 Spanish impressions.</p> <p>A survey found that 15% of respondents recalled seeing the campaign, which is slightly down from 2021 results, but within the survey margin of error. Respondents who saw the ad were more likely to recognize that stormwater directly enters local waterways (56%) than those who did not recall the ad (49%). Those who recall the ad were more likely to describe stormwater has having “major” or “some” impact on waterways (49%) than those who do not recall the ad (31%).</p> <p>Additionally, when asked if stormwater affects people, those who recognized the ad reported “water pollution affects me and my family” (62%) than those who did not recall the ad (47%). Last, those who reported seeing the ad reported “water pollution affects others in my community” (59%) than those who did not recall the ad (54%).</p>
<u>Date(s):</u>	May 31 to June 17, 2022
<u>Applies to Appendix F (TMDL):</u>	N/A
<u>Applies to Appendix H (WQ Limited Waters):</u>	N/A
<u>Example Materials:</u>	<a href="#">Appendix A-10</a>

### **Public Education BMP 13: Regional Water Quality Forum**

<u>Description</u>	Organized a public presentation on data from the 2021 Volunteer Water Quality Monitoring Program (Public Participation BMP 2). The presentation covered the results from the 2021 sampling season and how they fit into the broader context of long-term water quality trends in the
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watershed. Also discussed were remaining challenges facing various waterways in the Watershed, and actions individuals can take to address those challenges. Due to COVID protocols, the event was held via Zoom. Additionally, a recording of the presentation was posted on YouTube.

<u>Target Audience:</u>	Residents
<u>Measurable Goals:</u>	Deliver detailed site-specific water quality data to interested residents and local officials in addition to general “state of the watershed” information for broader audiences.
<u>Results:</u>	There were more than 70 registrants for the event. Additionally, a recording of the presentation was uploaded to YouTube, where it has gathered another 155 views to date.
<u>Date(s):</u>	February 1, 2022
<u>Applies to Appendix F (TMDL):</u>	N/A
<u>Applies to Appendix H (WQ Limited Waters):</u>	N/A
<u>Example Materials:</u>	<p>Recording of the presentation: <a href="https://www.youtube.com/watch?v=953ZerSmnnQ">https://www.youtube.com/watch?v=953ZerSmnnQ</a></p> <p>Foxboro Sun Chronical Article <a href="https://www.thesunchronicle.com/foxboro_reporter/rail/around_town/neponset-river-watershed-association-to-present-water-quality-report-feb-1/article_a9111fe9-4976-5526-a203-a188959642a8.html">https://www.thesunchronicle.com/foxboro_reporter/rail/around_town/neponset-river-watershed-association-to-present-water-quality-report-feb-1/article_a9111fe9-4976-5526-a203-a188959642a8.html</a></p>

#### **Public Education BMP 14: Regional Water Quality Data Reports and Press Releases**

<u>Description:</u>	Organized data from the 2021 Volunteer Water Quality Monitoring Program (Public Participation BMP 2) into town-specific reports and press releases. These materials were provided to participating towns to aid in the dissemination of the results of the water quality monitoring program to residents and/or the media.
<u>Target Audience:</u>	Residents, Businesses, Institutions
<u>Measurable Goals:</u>	Produce materials for each participating town to use in disseminating the results of this year’s water quality monitoring program.

<u>Results:</u>	A report and press release were each prepared for all 5 participating towns (Canton, Dedham, Foxborough, Milton, and Westwood).
<u>Date(s):</u>	Summer 2022
<u>Applies to Appendix F (TMDL):</u>	N/A
<u>Applies to Appendix H (WQ Limited Waters):</u>	N/A
<u>Example Materials:</u>	Available upon request

## **Public Education BMP 15: Educational Outreach Evaluation**

<u>Description:</u>	Conducted a survey that was included in the general mailer to over 103K residents to determine the extent of the public's knowledge regarding stormwater pollution prevention and the impact of the outreach campaigns thus far. The survey also served as an educational opportunity, as information on why a particular answer was correct was revealed after the user submitted their responses. These feedback pieces also contained links to the pertinent webpages on the YourCleanWater.org website. The survey was also advertised via social media channels and various municipal email listservs. The intent is to repeat this survey regularly and monitor results over time.
<u>Target Audience:</u>	Residents, Businesses, Institutions
<u>Measurable Goals:</u>	Produce results to compare future surveys against. In the results, determine the number of respondents who recall seeing previous NSP outreach materials, and quantify the correct responses to basic stormwater pollution prevention questions.
<u>Results:</u>	The survey had 289 respondents. Of those, 86 recalled seeing NSP outreach materials on social media. Additionally, five questions were asked with a score of 10 points each (50 points in total). Out of 289 respondents, 113 people answered all five correctly, 86 people answered four correctly, 30 people answered three correctly, 20

people answered two questions correctly, 10 people answered one question correctly, and the remaining 30 either answered incorrectly or didn't finish the survey.

Date(s): Summer 2022

Applies to Appendix F (TMDL): N/A

Applies to Appendix H (WQ Limited Waters): N/A

Example Materials: [Appendix A-11](#)

## **Public Education BMP 16: Stormwater Education Presentations**

Description: Delivered several stormwater-related presentations to various groups of residents. At these events, residents received basic information on stormwater pollution and tips to prevent it around their own residences and places of business. At some presentations, residents were also educated on stormwater utility programs and how they can help to provide the funding needed for stormwater system management, upgrades, and enhancements. Due to COVID restrictions, all presentations occurred online via Zoom.

Target Audience: Residents

Measurable Goals: Present pertinent stormwater-related information to gathered groups as the opportunity arises.

Results: The following presentations on stormwater awareness, pollution prevention and climate impacts to stormwater occurred this year:

- Norwood Library on September 29, 2021
- February 10, 2022, 7:00 PM (Resident event organized by Morrill Memorial Library in Norwood)
- March 11, 2021, 7:00 PM (Resident event organized by Together, Yes and Norwood Library and simulcast on local cable)
- April 11, 2022, 7:00 PM (Organized by League of Women Voters of Dedham, Walpole and Westwood)



- Neponset Valley Sunrise Rotary on May 18, 2022

Date(s): Throughout the Permit Year

Applies to Appendix F (TMDL): N/A

Applies to Appendix H (WQ Limited Waters): N/A

Example Materials: N/A

### **Public Education BMP 17: Developer/Construction Outreach**

Description: Prepared and provided the construction-focused stormwater pollution prevention outreach to Building Departments to distribute with permits involving earth work related activities. In addition, mailed 160 brochures to individual companies who have participated in land disturbing activities within the watershed. Last, developed an e-brochure for towns to display on their websites for those applying for permits online.

Target Audience: Developer and Construction

Measurable Goals: Provide construction-focused stormwater pollution prevention outreach to all companies who had engaged in land-disturbing activities in participating towns over the last year.

Results: An outreach brochure was developed, and electronic copies were shared with Building and Conservation Departments. Additionally, brochures were mailed directly to any company identified as having engaged in land-disturbing activities in participating towns within the last year. The outreach piece remains available as needed and is provided to all applicants either online, or by building/conservation departments.

Date(s): Outreach distributed Spring 2021.

Applies to Appendix F (TMDL): N/A

Applies to Appendix H  
(WQ Limited Waters):

N/A

Example Materials:

[Appendix A-12](#)

### **Public Education BMP 18: Industrial Outreach**

Description:

Prepared and provided stormwater best management practices to over 1000 industrial facilities in participating towns.

Target Audience:

Industry

Measurable Goals:

Provide industrial land use-focused stormwater pollution prevention outreach to all industrial properties in participating towns as determined by GIS.

Results:

An outreach brochure was developed and directly mailed to all industrial properties (identified by GIS) in participating towns.

Date(s):

Outreach distributed on Spring 2021

Applies to Appendix F  
(TMDL):

N/A

Applies to Appendix H  
(WQ Limited Waters):

N/A

Example Materials:

[Appendix A-12](#)

## **MCM 2: Public Participation**

### **General Public Participation Activities**

- Provided a representative to participate in the meetings of the Quincy Stormwater Advisory Committee.

### **Public Participation BMP 1: River Clean Up Days**

Organized volunteer-based river cleanup events with sites throughout the watershed on September 25, 2021, and April 23, 2022. At the fall event, approximately 400 volunteers worked at 12 locations to remove an estimated 400 bags of trash and debris as well as 92 tires from various waterways, parks, and wetlands. The spring event expanded even further to include 14 locations with approximately 300 volunteers locations to remove an estimated 350 bags of trash and debris.

### **Public Participation BMP 2: Volunteer Water Quality Monitoring Program**

Organized a volunteer-based water quality monitoring program with 41 sites located throughout the Neponset River Watershed. Approximately 60 volunteers are involved in the program and it is operated under the terms of a DEP / EPA approved QAPP. The results are used to more meaningfully engage members of the public in implementation of the MS4 program, to inform municipal IDDE efforts, to track overall progress in restoring stream health and attaining designated uses throughout the watershed, and to provide local data that provides context for public outreach and education programs. Collected data is also used to calculate annual report card grades for water quality in the Neponset based on E. coli levels and swimming and boating criteria compliance rates.

### **Public Participation BMP 3: Regional Water Quality Forum**

Organized a public presentation on data from the 2021 Volunteer Water Quality Monitoring Program (Public Participation BMP 2). The presentation covered the results from the 2021 sampling season and how they fit into the broader context of long-term water quality trends in the watershed. Also discussed were remaining challenges facing various waterways in the Watershed, and actions individuals can take to address those challenges. Due to COVID protocols, the event was held via Zoom and was publicized across the entire NSP service area and drew attendees from numerous communities with questions about water issues. Additionally, a recording of the presentation was posted on YouTube.

## **MCM 3: Illicit Discharge Detection and Elimination**

### **Illicit Discharge Detection and Elimination BMP 1: IDDE Training**

Provided IDDE training to Milton Public Works Field Staff and Stormwater Coordinator on April 7, 2022. The training was an IDDE “awareness” training that covered identifying and reporting illicit discharges as well as some general information on IDDE activities that were being conducted by parties not in the training sessions. The training was delivered via Zoom.

## **MCM 4: Construction Erosion and Sediment Control**

### **Construction Erosion and Sediment Control BMP 1: Existing Bylaw and Regulation Review**

Most participating towns updated stormwater bylaws and regulations by June 30, 2021. For those towns for whom COVID-related impacts delayed adoption, technical assistance and public outreach support was provided, including distribution of model bylaws/regulations, submission of feedback on drafts, and social media and other public messaging.

## **MCM 5: New Development and Redevelopment**

### **New Development and Redevelopment BMP 1: Existing Bylaw and Regulation Review**

Most participating towns updated stormwater bylaws and regulations by June 30, 2021. For those towns for whom COVID-related impacts delayed adoption, technical assistance and public outreach support was provided, including distribution of model bylaws/regulations, submission of feedback on drafts, and social media and other public messaging.

### **New Development and Redevelopment BMP 2: Zoning and Bylaw Analysis**

NSP and MAPC completed an analysis of zoning and other local bylaws in partial fulfillment of the Street Design and Parking Lot Report and Green Infrastructure Report requirements of the permit in 2017. NSP updated this information in 2021-2022 with a review of each town’s bylaws (with the exception of Quincy and Stoughton, which undertook internal reviews) using [MassAudubon’s Low Impact Development Bylaw Review Tool](#). The completed tool was then distributed to each community.

### **New Development and Redevelopment BMP 3: Evaluation of Retrofit Tools**

NSP and MAPC have developed tools and conducted field evaluations of potential stormwater retrofit locations toward satisfaction of the Retrofit Property Inventory requirement.

The tool consists of three main components.

- 1) The first prioritizes properties based on soil type, estimated recharge capacity, estimated pollutant load (based on the pollutant the user is targeting), AUL site presence, wetland presence, wellhead protection zone presence, sewer outfall / pipe presence, parcel impervious context, land use, and % impervious. The user can also filter out parcels with certain characteristics, such as parcels that are privately owned, to further refine their search. The tool can then output a ranked list of parcels for further on-the-ground inspection.
- 2) The second component is a mobile GIS field collection form using ESRI's Survey 123 smartphone app that can be used to complete the on-the-ground inspection. It allows for the user to confirm conditions in the field and identify constraints and opportunities that may not be evident from available GIS data, and to rank the sites based on feasibility of constructing a BMP retrofit on the site. The user can also collect photos of noteworthy aspects of the site.
- 3) The third component of the tool allows the user to export the field inspection data into a single page fact sheet describing each site, detailing pertinent information, and showing any collected photographs. The sheets could then be assembled into a "BMP opportunity catalog" that contains the field inspection results of all visited parcels.

This tool can be used to provide information about offsite mitigation opportunities for redevelopment projects that are unable to meet the runoff standards. The fact sheets can also be used by the town to identify opportunities to meet their Appendix H and demonstration practice permit obligations.

Pilot testing of the tool was completed in year 3. In year 4 the tool was introduced to NSP towns at quarterly meeting. An ArcGIS Online Group has been formed for sharing the tool and the tool has been shared with two towns who have expressed interest in its use (Randolph and Westwood). ArcGIS Online users may access the tool, define which pollutant they would like to target, filter out any undesirable parcel characteristics, and receive a list of sites for potential visits. They can then continue with site inspection using the mobile form.

## **MCM 6: Good Housekeeping and Pollution Prevention**

There were no applicable NSP activities for this MCM during the permit year.

## **Activities Not Corresponding to an MCM**

### **General Coordination and Training**

The activities in this category do not fit neatly into the six MCMs and/or apply to multiple MCMs and so have been aggregated under this heading.

The NSP held four meetings this year, but due to COVID protocols, all meetings were held via Zoom. Meetings included training opportunities for staff of the participating communities through guest presentations, staff presentations, inter-municipal information sharing, and discussion. The major presentation topics during the reporting period included:

- July 28, 2021: Neponset River Watershed Water Quality Results
- October 26, 2021: Successfully Overcoming Challenges of Green Infrastructure to Transform Public Spaces
- February 15, 2022: MS4 Program update and Q&A with U.S. EPA
- May 4, 2022: Innovative Nutrient Removal: Infiltration Trench Retrofits in Arlington

In addition to these meetings, various stormwater-related webinars and training opportunities were shared with NSP members via regular emails that compiled listings for such events in a uniform format.

The NSP also provided delegates to participate in the meetings of the MA Statewide Municipal Stormwater Coalition (Statewide Coalition) during the project period:

- Participants on behalf of the NSP included Ian Cooke, NepRWA Executive Director, and Kerry Snyder, NepRWA Advocacy Director.

# **APPENDICES**

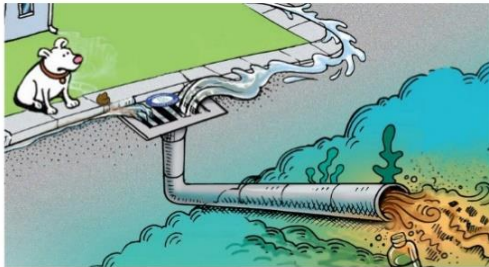
## Appendix A-1: Example Materials for Public Education BMP 3

### Contents: Rack Card Included with Dog Licenses

#### Dog owners— we need your help!

Dog waste that's left on the ground is a public health issue that you can help prevent.

When dog waste is not picked up by owners, rain water and snow melt washes the bacteria and parasites from the waste into storm drains, which then lead directly to local streams, ponds, and lakes.



Bacteria and parasites from dog waste cause water quality problems that affect drinking water resources, recreation, and wildlife.

Every time you walk your dog, please:

- carry a bag to pick up pet waste,
- dispose of waste in a trash can,
- never toss anything down a storm drain!

Your Department of Public Works thanks you for helping to keep local waterways clean.



Let's keep it clean out there!

Not only is dog waste gross to look at, it can cause significant health issues, including:

- **Campylobacteriosis:** A bacterial infection that causes diarrhea in humans.
- **Giardiasis:** A protozoan infection of the small intestine that can cause diarrhea, cramping, fatigue, and weight loss.
- **Salmonellosis:** Symptoms include fever, muscle aches, headache, vomiting & diarrhea.
- **Toxocariasis:** An animal to human infection that is caused by roundworms found in the intestines of dogs. The parasite can cause vision loss, rash, fever or cough, and is a particular threat to children exposed to parasite eggs in sand and soil.

An easy way to avoid these health issues is to just pick up after your dog. It's a simple thing to do and it makes a big difference for all of us!



Learn how we're improving  
water quality in your town.  
[YourCleanWater.org](http://YourCleanWater.org)


Your town is part of the Neponset Stormwater Partnership, which aims to help communities reduce water pollution, and save money while doing so.

Please contact the Neponset River Watershed Association for more information.  
[stormwater@neponset.org](mailto:stormwater@neponset.org) (781) 575-0354 x300




## Appendix A-2: Example Materials for Public Education BMP 4

### Contents: Facebook Ad/Campaign and Twitter Post

 **Neponset River Watershed Association**  
July 14, 2021 · 🌐

Pet waste contains bacteria that gets washed to the nearest waterway when it rains. Always pick up after your pet to keep lakes and streams clean!

**Be awesome. Use a trash can.  
You can do it!**



📣 Boost this post to reach up to 1964 more people if you spend \$25. [Boost post](#)

 **Neponset River** @NepRWA · Jul 14, 2021

Pet waste contains bacteria that gets washed to the nearest waterway when it rains. Always pick up after your pet to keep lakes and streams clean!

**Be awesome. Use a trash can.**



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## Appendix A-3: Example Materials for Public Education BMP 5

### Contents: Facebook Ad/Campaign, Instagram Post, Twitter Post, Educational Flyer Example

 **Neponset River Watershed Association**  
October 12, 2021 · 🌐

Rake your leaves away from the road, sidewalk, and driveway to reduce water pollution and prevent flooding.

Fallen leaves clog storm drains and are loaded with natural fertilizer, which can cause water pollution that harms people and animals.

Learn more at [YourCleanWater.org/leaves](https://YourCleanWater.org/leaves) #fall #yardwork



 neprwa

neprwa Rake your leaves away from the road, sidewalk, and driveway to reduce water pollution and prevent flooding.

Fallen leaves clog storm drains and are loaded with natural fertilizer, which can cause water pollution that harms people and animals.

[View insights](#)

👍🗨️📌

🇺🇸 Liked by deerfieldwatershedassoc and 13 others

OCTOBER 28, 2021

🗨️ Add a comment... [Post](#)



 **Neponset River** @NepRWA · Oct 12, 2021

Rake your leaves away from the road, sidewalk & driveway to reduce water pollution & prevent flooding.

Leaves clog storm drains & are loaded with natural fertilizer, which can cause water pollution that harms people & animals.

Learn more [YourCleanWater.org/leaves](https://YourCleanWater.org/leaves) #fall #yardwaste



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## Appendix A-4: Example Materials for Public Education BMP 6

### Contents: Facebook Ad/Campaign, Instagram Post, and Twitter Post

 **Neponset River Watershed Association**  
March 28 · 🌐


Be careful where you put that lawn fertilizer! Rain or irrigation runoff can wash fertilizer into ponds and streams -- and harm fish and wildlife, cause smelly algae blooms, and affect our drinking water.


Learn how to protect our waterways at [www.YourCleanWater.org/lawn](http://www.YourCleanWater.org/lawn)



**Fertilizer does not belong in our waterways!**



 neprwa

 neprwa Be careful where you put that lawn fertilizer!


Rain or irrigation runoff can wash fertilizer into ponds and streams -- and harm fish and wildlife, cause smelly algae blooms, and affect our drinking water.

Learn how to protect our waterways at [www.YourCleanWater.org/lawn](http://www.YourCleanWater.org/lawn)

16w


[View insights](#)

👍 🗨️ 📌


 Liked by charlesriverwatershed and 19 others

APRIL 6

😊 Add a comment... [Post](#)



**Fertilizer does not belong in our waterways!**



 **Neponset River @NepRWA** · Mar 28

Be careful where you put that lawn fertilizer! Rain or irrigation runoff can wash fertilizer into ponds and streams -- and harm fish and wildlife, cause smelly algae blooms, and affect our drinking water.

Learn how to protect our waterways at [YourCleanWater.org/lawn](http://YourCleanWater.org/lawn)



**Fertilizer does not belong in our waterways!**

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## Appendix A-5: Example Materials for Public Education BMP 7

### Follow up materials for teachers



2173 Washington Street, Canton, MA 02021 | 781-575-0354 | [outreach@neponset.org](mailto:outreach@neponset.org)

Thank you for participating in our Stormwater Education Program! Please feel free to share these follow up materials with your students -- and let us know if you have any questions or need more information.

#### **Suggested Follow-up Projects**

1. Science
  - a. [Create a water filter](#)
  - b. [Create a watershed in a box](#)
  - c. [Build a rain garden](#)
2. Writing
  - a. Have students write letters to the select board or mayor with suggestions on how to reduce stormwater in their community.
  - b. Write about stormwater. [Use this handout as a prompt.](#)
3. Art
  - a. Create posters for your school that educate people on the prevention of stormwater pollution. ([see examples of high school art projects](#))

#### **Videos**

1. Watersheds: <https://youtu.be/2pwW2rlGla8>
2. Stormwater Runoff: <https://vimeo.com/51603152>
3. A Tour of the Neponset River Watershed: <https://youtu.be/6QvwTzB8KyQ>

#### **Additional Resources**

1. Website – [Project WET – Explore Watersheds!](#) – an *interactive* way to learn about watersheds

Thanks again for participating in our Stormwater Education Program!

*Nancy, Declan, Meghan & Andres*

## Appendix A-6: Example Materials for Public Education BMP 8



Neponset River Watershed Association  
in partnership with your city or town  
2173 Washington Street  
Canton, MA 02021

Non-Profit Org.  
U.S. Postage  
PAID  
Boston, MA  
Permit No. 54080

\*\*\*\*\*ECRWSS\*\*\*\*\*  
Postal Customer

**Let's work  
together to  
protect your  
local water  
resources.**



**Polluted stormwater runoff** contaminates the streams and ponds in the Neponset, Charles, Taunton, and Fore River Watersheds.



Polluted stormwater runoff is the **#1** cause of water pollution in your community and it affects your:

- drinking water
- swimming, fishing & boating
- fish & wildlife

**Commit to reducing polluted stormwater runoff at your home or business, and ensure clean water for future generations!**

**Together, we  
can make a  
difference!**

**Here are some simple steps you can take around your home & business to protect your local waterways.**

### **Pick Up After Your Dog**

ALWAYS pick up after your pet and throw the waste into a trash can.



Bacteria from pet waste is a major source of water pollution!

### **Reduce Lawn Chemicals**

Only fertilize when needed—do a soil test! Keep yard waste away from storm drains. Fertilizer, grass clippings and leaves can contribute phosphorous pollution to streams.



### **Build a Rain Garden**

Help reduce polluted stormwater and flooding by capturing runoff from your rooftop, driveway, or the street and redirecting it into a rain garden.



### **Turn Your Downspouts**

Redirect downspouts away from pavement and toward a lawn, garden, or wooded area to prevent runoff and allow water to soak into the ground naturally.

### **Clean up Spills**

Sweep up excess fertilizer, pesticides, or motor oil off of driveways and sidewalks so that chemicals don't wash into storm drains. Use kitty litter for absorption.



### **Wash Cars on the Lawn**

Wash your car on the lawn or park it in an area where the water will run off into the grass. Better yet, go to a car wash, which recycles and conserves water.

### **Use Pervious Materials**

When building walkways, patios, or driveways, use pervious pavers or gravel so that rain can pass into the soil.



### **Install a Rain Barrel**

Install rain barrels to capture roof runoff AND help conserve water. Rainwater is free of chlorine and great for watering potted plants and gardens.



### **Storm Drains Lead to Streams**

Anything you put in a storm drain or leave on the pavement gets washed into the drain when it rains. Then it gets carried to the nearest stream with no treatment.

**Take our survey for a chance to win a new rain barrel!**  
Go to [yourcleanwater.org/survey](http://yourcleanwater.org/survey)

Your town is a member of the Neponset Stormwater Partnership (NSP), a regional group managed by the Neponset River Watershed Association that is committed to reducing water pollution and complying with federal pollution reduction requirements.

Learn more at [YourCleanWater.org](http://YourCleanWater.org)



## Appendix A-7: Outreach to Septic System Owners BMP 9

**Top 10 Ways to Be a Good Septic Owner**

- ✓ Have your system inspected every three years by a qualified professional or according to your state/ local health department's recommendations
- ✓ Have your septic tank pumped, when necessary, generally every three to five years
- ✓ Avoid pouring harsh products (e.g., oils, grease, chemicals, paint, medications) down the drain
- ✓ Discard non-degradable products in the trash (e.g., floss, disposable wipes, cat litter) instead of flushing them
- ✓ Keep cars and heavy vehicles parked away from the drainfield and tank
- ✓ Follow the system manufacturer's directions when using septic tank cleaners and additives
- ✓ Repair leaks and use water efficient fixtures to avoid overloading the system
- ✓ Maintain plants and vegetation near the system to ensure roots do not block drains
- ✓ Use soaps and detergents that are low-suds, biodegradable, and low- or phosphate-free
- ✓ Prevent system freezing during cold weather by inspecting and insulating vulnerable system parts (e.g., the inspection pipe and soil treatment area)

For more SepticSmart tips, visit [YourCleanWater.org/septic](http://YourCleanWater.org/septic)

**septicSMART**  
U.S. Environmental Protection Agency

**nsp**  
neponset stormwater partnership

Search icons

**Neponset River Watershed Association**  
Published by Ian Cooke · September 20, 2021 ·

During EPA Water #SepticSmart Week, we encourage you to consider how your septic system works. A healthy septic system protects our local waterways AND saves you money.

Learn more at [YourCleanWater.org/septic](http://YourCleanWater.org/septic)

Foxborough, MA Town of Walpole, MA Town of Sharon, MA Town of Norwood MA Town of Dedham, MA Town of Dedham DPW Town of Westwood (Official) Town of Milton City of Quincy Stoughton Town Clerk

[Boost post](#) [Edit](#)

13 Shares

[Like](#) [Comment](#) [Share](#)

[Write a comment...](#)  
Press Enter to post.



BE SEPTICSMART

THINK AT THE SINK

OK DOWN THE DRAIN

The following can go down a commercial kitchen drain in limited quantities.

CLEANING PRODUCTS

Follow manufacturer's instructions

DISHWASHER

Wipe off large food remnants/grease

WASH WATER FROM PRODUCE

Brush off dirt before rinsing fruits and vegetables

NOT OK DOWN THE DRAIN

The following cannot go down the drain as they can clog pipes and/or damage septic systems.

FOOD WASTE

Limit food waste by disposing of any excess waste

CHEMICALS

Avoid pouring harsh chemicals down the drain

GREASE/FAT

Dispose of excess grease in a receptacle or container

GARBAGE DISPOSAL

Properly dispose of food debris and limit using a garbage disposal

Limit what you pour down the drain.

Remember, anything other than water can impact your septic system.

For more information, visit [YourCleanWater.org/septic](http://YourCleanWater.org/septic)

Neponset River Watershed Association

Published by Ian Cooke

September 21, 2021

Consider what you put down the drain in your house. Certain items can harm your septic system, cause expensive repairs, AND impact local waterways.

Learn the do's & don'ts of septic at [YourCleanWater.org/septic](http://YourCleanWater.org/septic) and be #SepticSmart EPA Water

Foxborough, MA Town of Walpole, MA Town of Sharon, MA Town of Norwood MA Town of Dedham, MA Town of Dedham DPW Town of Westwood (Official) Town of Milton City of Quincy Stoughton Town Clerk

Boost post

Edit

4

3 Shares

Like

Comment

Share

Write a comment...

Press Enter to post.

BE SEPTICSMART

PROTECT YOUR PIPES

DO FLUSH

The following can be flushed down the toilet.

Toilet paper

DO NOT FLUSH

The following cannot go in the toilet as they can clog pipes and septic systems.

Paper towels

Cigarette butts

Disposable diapers

Wipes (Baby or flushable)

Feminine hygiene products

Plastics

Medications

Cotton (Cotton swabs or balls)

Dental floss

Toxic Substances

Dispose these items in the trash.

For more information, visit [YourCleanWater.org/septic](http://YourCleanWater.org/septic)

Neponset River Watershed Association

Published by Ian Cooke

September 22, 2021

Your toilet is NOT a trash can! Learn what to avoid in order to protect your septic system from very costly repairs -- and to protect our local waterways from toxins. Be #SepticSmart EPA Water

Learn more at [YourCleanWater.org/septic](http://YourCleanWater.org/septic)

(P.S. Wipes are NOT flushable!)

Town of Foxborough DPW Town of Walpole, MA Town of Sharon, MA Town of Norwood MA Town of Dedham, MA Town of Dedham DPW Town of Westwood (Official) Town of Milton City of Quincy Stoughton Town Clerk

Foxborough, MA EPA Water

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1 Share

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Page 39

# Pump Your Tank!







Ensure your septic system tank is pumped at regular intervals as recommended by a professional and/or local permitting authority. Learn more at [YourCleanWater.org/septic](https://YourCleanWater.org/septic)


**Neponset River Watershed Association**

Published by Jan Cooke · September 24, 2021 ·

During **EPA Water #SepticSmart Week**, we encourage you to take stock of your septic system. When was the last time you had it inspected? Pumped? Avoid expensive repairs and contamination of local waterways by contacting a septic professional today.

Learn more at [YourCleanWater.org/septic](https://YourCleanWater.org/septic)

Foxborough, MA Town of Walpole, MA Town of Sharon, MA Town of Norwood MA Town of Dedham, MA Town of Dedham DPW Town of Westwood (Official) Town of Milton City of Quincy Stoughton Town Clerk

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 Write a comment...  
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## Appendix A-8: Example Materials for Public Education BMP 10



## Letter to residents, staked location map, photo of staked out signage, and signage poster



Milton Department of Public Works  
525 Canton Avenue  
Milton, MA 02186  
617-898-4968



Dear Neighbor,

Properly disposing of yard and pet waste is vital for the health of our community.

It has come to our attention that some residents in your neighborhood have been improperly disposing of their yard waste in and around wetland areas. Additionally, there have been reports that pet waste has not been picked up and properly placed in trash bins.

In partnership with the Neponset River Watershed Association (NepRWA), the Town of Milton is reminding residents in your neighborhood about proper leaf and pet waste disposal. Please consider taking the following actions to help prevent water pollution in your neighborhood:

- Properly dispose of yard waste and compost through the town's yard waste service. You can find Milton's yard waste schedule at [townofmilton.org/trash-recycling-and-yard-waste-information](http://townofmilton.org/trash-recycling-and-yard-waste-information). Yard waste is picked up by the Town 16 weeks a year on the same day as trash and recycling. Bundles, bags (non-plastic), and barrels must each weigh under 40 lbs., and barrels must be labeled "Yard Waste." Branches may be bundled with natural fiber. Please see a list of upcoming yard waste pick-ups on the back of this letter.
- Do not dump leaves, grass clippings, or other waste in or around any wetlands, waterways, or storm drains as doing so is illegal. If you use a landscaping company for yard waste maintenance, ensure they are properly disposing of all yard waste. Fallen leaves and grass clippings contain phosphorus. When streams, rivers, ponds, and wetlands get too much phosphorus, harmful algae and cyanobacteria blooms can occur. These blooms can be toxic to people, pets, and wildlife. Similarly, pet waste contains harmful bacteria that contributes to pollution problems that affect recreation, and wildlife. Learn more at [mass.gov/news/algae-information](http://mass.gov/news/algae-information)
- Always pick up after your pet and dispose of the waste in a trash can (never a storm drain). Pet waste contains bacteria and parasites, which can be washed into local waterways when the waste is left on the ground.

Should you ever have any questions, or wish to report stormwater pollution problems, please don't hesitate to contact either the Neponset River Watershed Association's Stormwater Hotline 781-575-0354 x310 or [stormwater@neponset.org](mailto:stormwater@neponset.org), or the Town of Milton's Engineering Department, 617-898-4968 or [mpatel@townofmilton.org](mailto:mpatel@townofmilton.org).

Thank you for protecting our natural resources. To find out more about the Neponset Stormwater Partnership, and to learn other ways you can prevent water pollution around your home and business, please visit [YourCleanWater.org](http://YourCleanWater.org)

Sincerely,

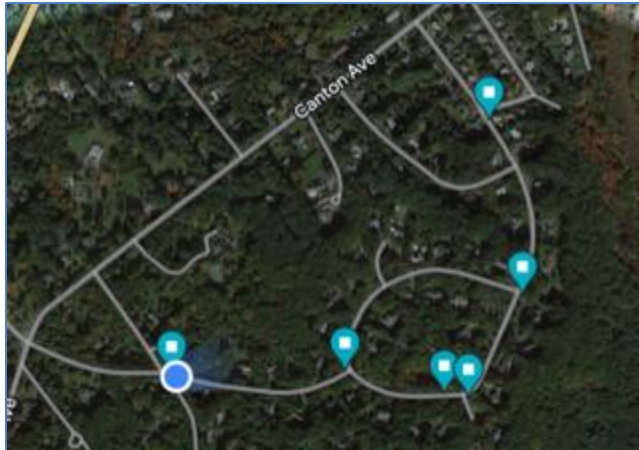
Ian Cooke, Executive Director, Neponset River Watershed Association

*The Neponset Stormwater Partnership aims to reduce the cost and increase the effectiveness of municipal stormwater management programs through regional cooperation and resource sharing. Partners include the towns of Canton, Dedham, Foxborough, Medfield, Milton, Norwood, Quincy, Randolph, Sharon, Stoughton, and Westwood, along with the Metropolitan Area Planning Council (MAPC), and the Neponset River Watershed Association.*

Yard Waste Collection		Christmas Tree Collection Only	
<b>JULY 2021</b> S M T W Th F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>AUGUST 2021</b> S M T W Th F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>SEPTEMBER 2021</b> S M T W Th F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	<b>OCTOBER 2021</b> S M T W Th F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
<b>NOVEMBER 2021</b> S M T W Th F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	<b>DECEMBER 2021</b> S M T W Th F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>JANUARY 2022</b> S M T W Th F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>FEBRUARY 2022</b> S M T W Th F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28
<b>MARCH 2022</b> S M T W Th F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>APRIL 2022</b> S M T W Th F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	<b>MAY 2022</b> S M T W Th F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>JUNE 2022</b> S M T W Th F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

You can find Milton's yard waste schedule at:

[townofmilton.org/trash-recycling-and-yard-waste-information](http://townofmilton.org/trash-recycling-and-yard-waste-information)



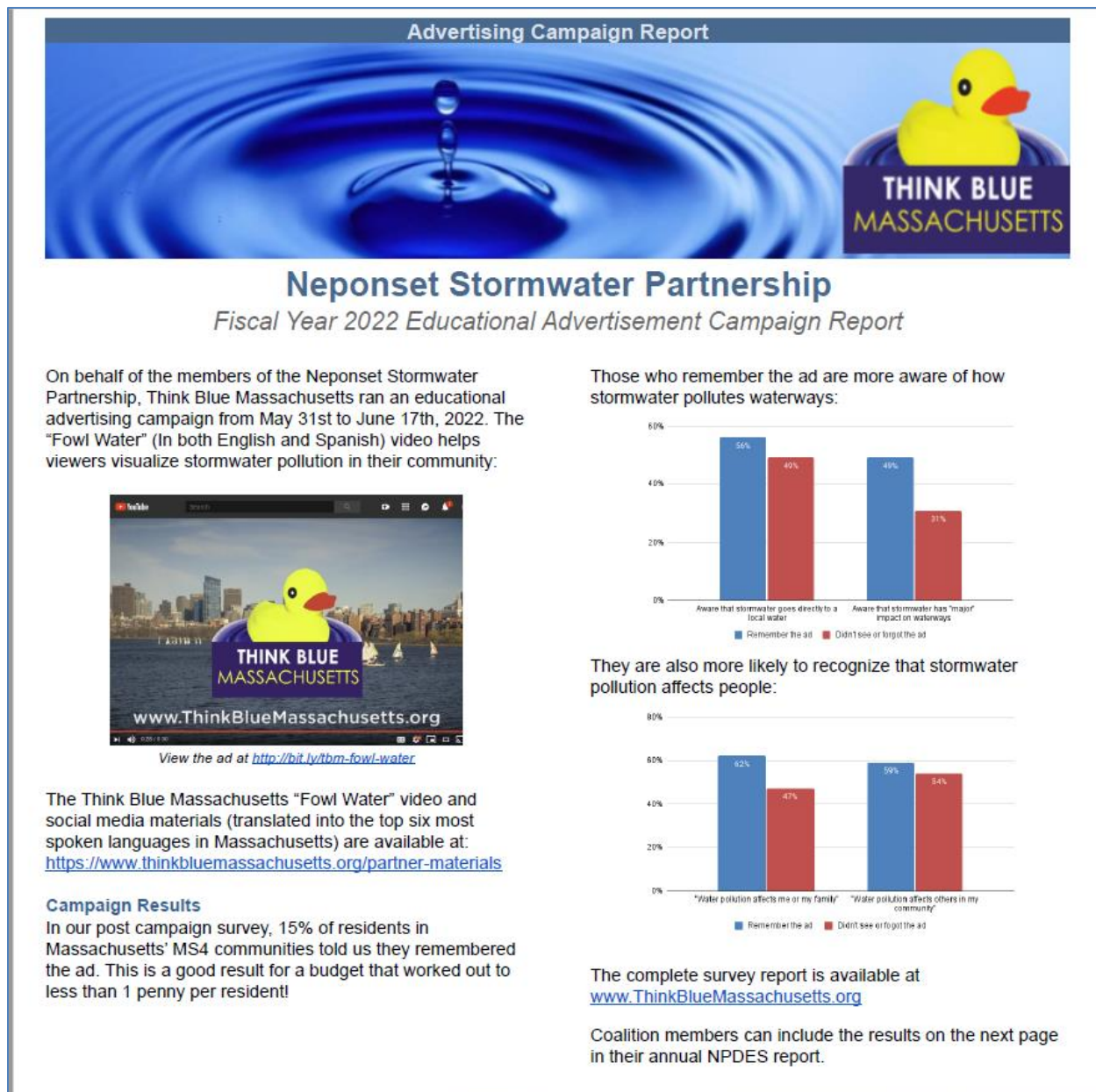
## Appendix A-9: Example Materials for Public Education BMP 11





## Appendix A-10: Example Materials for Public Education BMP 12

### Contents: Advertising report from the MA Statewide Municipal Stormwater Coalition detailing performance in NSP communities



## FY 2022 Campaign Performance

Facebook and Google provided us with aggregate information for the region served by the stormwater coalition. We have allocated the impressions among each city on a proportional basis, using U.S. Census estimates of the population of each municipality.

Your municipality can use these numbers in your annual report as your measurable goal for MCM1 in your Year 4 annual report.

Town	Facebook/Instagram English Impressions	Facebook/Instagram Spanish Impressions	YouTube English Impressions	YouTube Spanish Impressions
Avon	5,376	731	7,277	939
Canton	9,704	1,320	13,136	1,696
Dedham	11,415	1,553	15,453	1,995
Foxborough	7,513	1,022	10,170	1,313
Medfield	5,781	786	7,826	1,010
Milton	12,153	1,653	16,451	2,124
Norwood	13,140	1,787	17,787	2,296
Quincy	42,481	5,778	57,506	7,424
Randolph	14,473	1,969	19,592	2,529
Sharon	7,927	1,078	10,730	1,385
Stoughton	12,839	1,746	17,380	2,244
Walpole	10,914	1,484	14,773	1,907
Westwood	7,226	983	9,782	1,263
<b>Total</b>	<b>160,943</b>	<b>21,891</b>	<b>217,863</b>	<b>28,125</b>

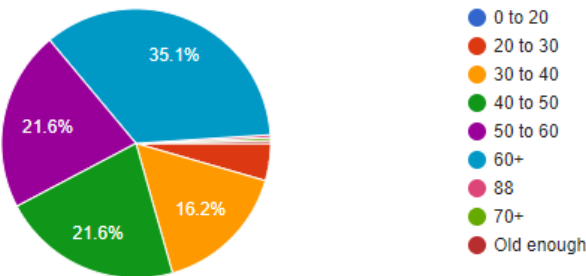
# Appendix A-11: Example Materials for Public Education BMP 15

## Contents: Survey Results

1. How old are you?

 Copy

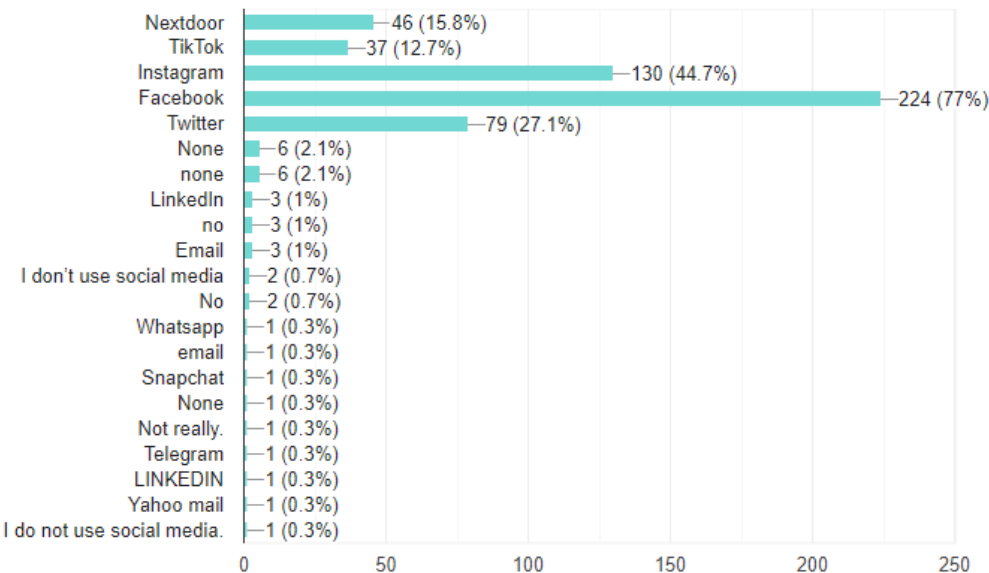
291 responses



2. Do you use any of the following social media?

 Copy

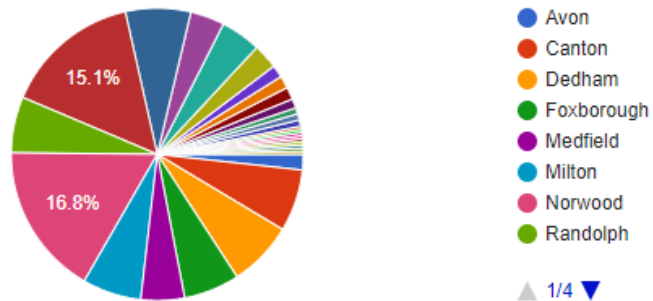
291 responses



### 3. What is Your Town of Residence?

 Copy

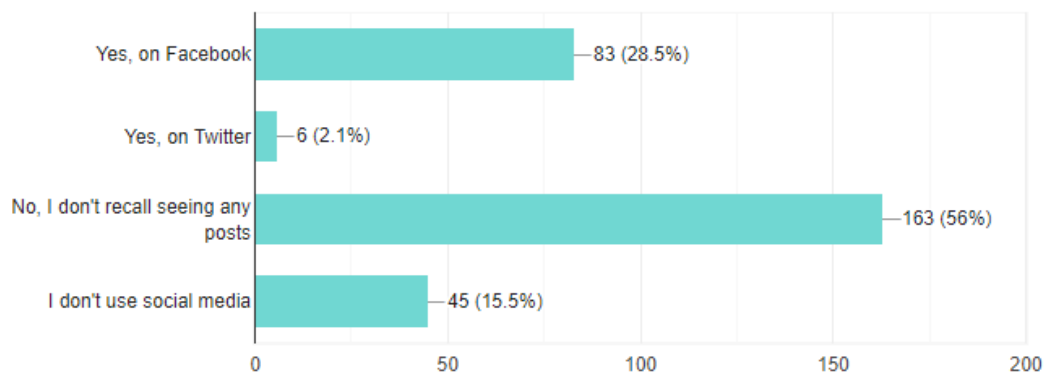
291 responses



### 4. Do you recall seeing any pollution-themed posts by the Neponset Stormwater Partnership on either Facebook or Twitter? The posts addressed pollution from fertilizer, pet waste, and yard waste.

 Copy

291 responses

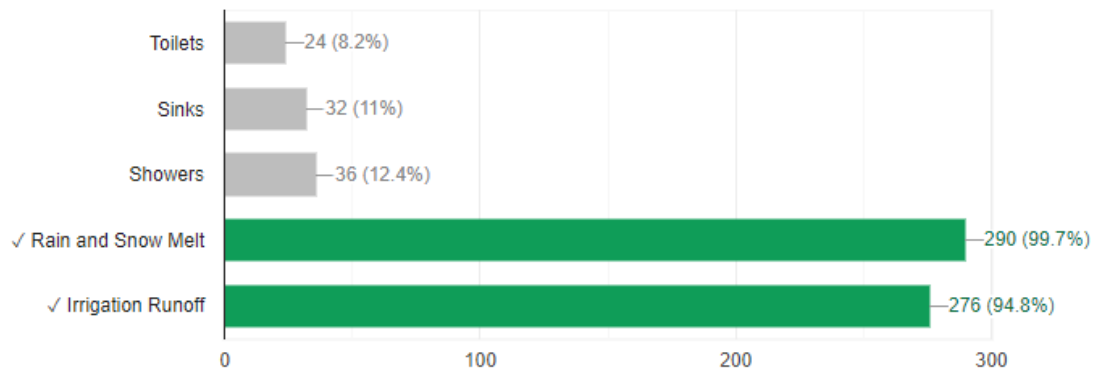




5. What flows into a storm drain system?

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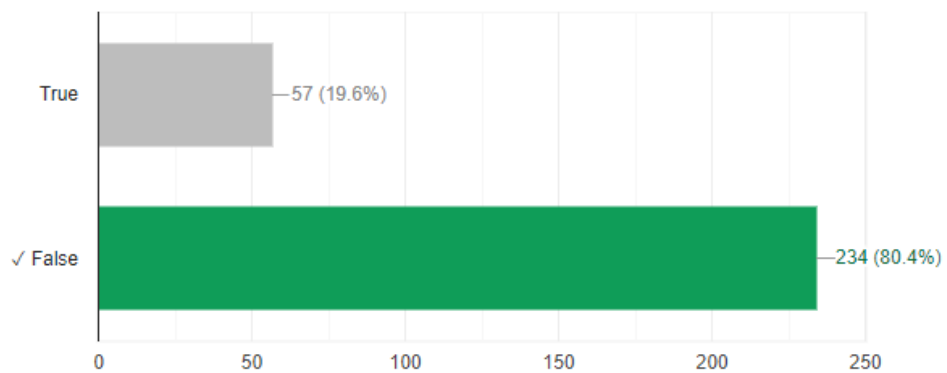
242 / 291 correct responses



6. Materials that enter storm drains are eventually treated and filtered.

 Copy

234 / 291 correct responses



7. Which of these activities can reduce or eliminate your lawn's need for fertilizer?

 Copy

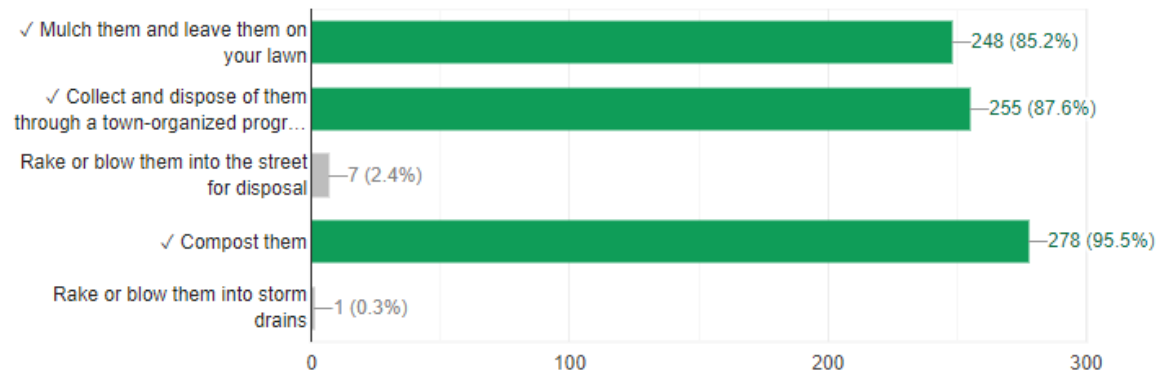
180 / 291 correct responses



8. What are some ways you can manage yard wastes like leaf litter and grass clippings to reduce water pollution?

 Copy

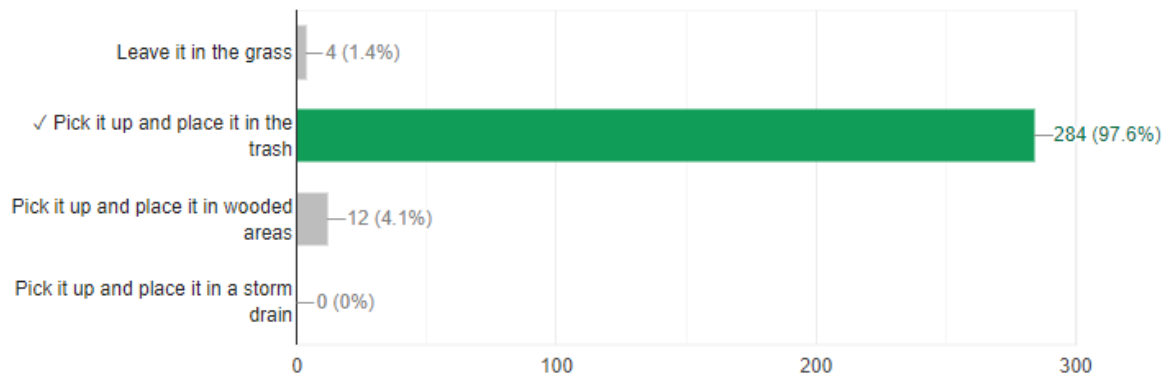
211 / 291 correct responses



9. The best way to dispose of pet waste is to:

 Copy

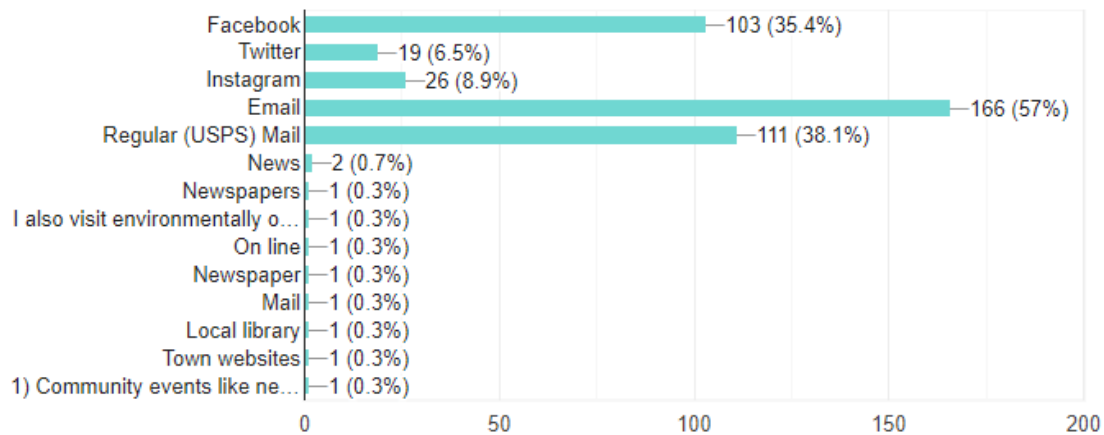
277 / 291 correct responses



9. What is your preferred method of receiving information about environmental issues?

 Copy

291 responses



10. Are you aware of any stormwater issues in your neighborhood that could be addressed with direct outreach? Please be specific about location and issue. If you're comfortable with it, please include your contact information in case any follow up is needed. We will work with the corresponding Town on any response.

124 responses

No

no

None

N/A

Quite a few houses in my neighborhood, namely those of owners of rental properties, allow mowing with grass clippings not being managed and blowing in mass onto the street and sidewalk. Many end up in the storm drain.

The many smokers who live near Wollaston station throw cigarettes into the gutters. I wish I knew how to help beyond simply cleaning up after others.

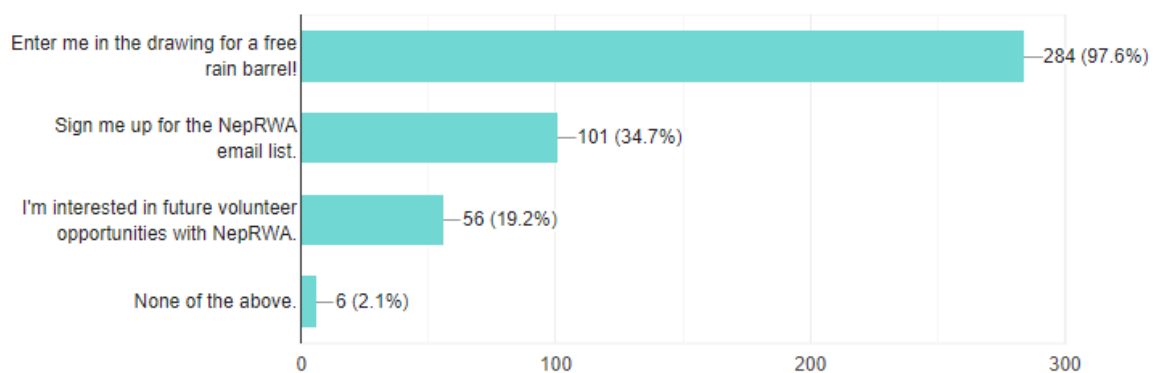
Catch basins are full of sand and debris

There is a neighbor on N. Richwood Rd, Randolph that washes/details cars. I often see soapy water

11. Are you interested in any of the following?

 Copy

291 responses



## Appendix A-12: Example Materials for Public Education BMP 17/18

### Contents: Stormwater Pollution Prevention Outreach Provided to Conservation Commissions, Building Departments, Developers, and Industry.

### Construction

# Stormwater Pollution Prevention Guide

*Maintain your BMPs!*



**Polluted stormwater runoff is a major cause of water pollution.** Be sure to follow best practices and local bylaws to reduce your impact on streams and ponds.

**Be a Responsible Contractor**  
Review the Best Management Practice tips inside this brochure and be sure to ask your local Conservation Commission or engineering department for advice on local rules and technical assistance.

**Get Your Permit**  
All construction sites in MA that disturb an acre or more of earth must apply for a "Construction General Permit" from the US EPA.

Local rules vary from community to community, but many communities in our area require a town stormwater permit when you disturb as little as 2,500 square feet of earth.

Get information about the EPA Construction General Permit and application process at [YourCleanWater.org](http://YourCleanWater.org)

**Don't Get Sued!**  
Cities and towns actively monitor for violations and can take enforcement action, shutdown projects, and levy fines.

In many cases, third party lawyers and environmental groups can also sue contractors who don't comply with construction stormwater permits. When they do, contractors pay the other side's legal costs, plus penalties, plus the cost to correct problems.






**Stormwater Runoff from Construction Can Be a Big Problem**  
There are many construction activities that contribute to soil erosion and water pollution.

Rain that falls on construction sites with disturbed soils can wash off into wetlands, streams, or onto paved surfaces that drain to waterways.

**Protect Your Business, Your Clients and Your Reputation**  
In order to prevent serious environmental issues and the consequences that follow, it's essential to install and maintain construction site stormwater Best Management Practices (BMPs) properly.

The installation of properly situated stormwater BMPs means that you will avoid fines and work stoppages, protect the waterways your community depends on—and earn a well-deserved reputation.

**For more information, visit**  
[YourCleanWater.org](http://YourCleanWater.org)



Content provided by the Neponset River Watershed Association (NepRWA) on behalf of the Neponset Stormwater Partnership. Learn more about NepRWA at [neponset.org](http://neponset.org)

## Stormwater and Construction Industry BMPs

### Protect Natural Features



- Minimize clearing.
- Minimize the amount of exposed soil.
- Identify and protect areas where existing vegetation, such as trees, will not be disturbed by construction activity.
- Protect streams, stream buffers, wild woodlands, wetlands, or other sensitive areas from any disturbance or construction activity by fencing or otherwise clearly marking these areas.

### Construction Entrances



- Remove mud and dirt from the tires of construction vehicles before they enter a paved roadway.
- Properly size entrance BMPs for all anticipated vehicles.
- Make sure that the construction entrance does not become buried in soil.

### Construction Phasing



- Sequence construction activities so that the soil is not exposed for long periods of time.
- Schedule or limit grading to small areas.
- Install key sediment control practices before site grading begins.
- Schedule site stabilization, such as landscaping, to be completed immediately after the land has been graded to its final contour.

### Silt Fencing



- Install silt fence properly! Make sure the bottom 6" of fabric is buried in the ground, not just tucked under the hay bale.
- Inspect and maintain silt fences after each rainstorm.
- Securely attach the material to the stakes.
- Don't place silt fences in the middle of a waterway or use them as a check dam.
- Make sure stormwater is not flowing around the silt fence.

### Site Stabilization



- Vegetate, mulch, hydroseed, install erosion control blankets, or otherwise stabilize all exposed areas as soon as land alterations have been completed.

### Slopes



- Rough grade or terrace slopes.
- Break up long slopes with sediment barriers, or under drain, or divert stormwater away from slopes.

### Dirt Stockpiles



- Cover or hydroseed all dirt stockpiles immediately.

### Vegetative Buffers



- Protect or install vegetative buffers along waterbodies to slow and filter stormwater runoff.
- Maintain buffers by mowing or replanting periodically to ensure their effectiveness.

### Storm Drain Inlet Protection



- Use rock or other appropriate material to cover the storm drain inlet to filter out trash and debris.
- Make sure the rock size is appropriate (usually 1-2" in diameter).
- If you use inlet filters or silt sacks, maintain them regularly.

