



Neponset Stormwater Partnership

Annual Report

July 1, 2023 through June 30, 2024

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Introduction

Participating Communities and Organizations

Project Funding 4

Note About Using the NSP Annual Report

MCM1 Public Education

Public Education BMP 1: Maintain Educational Website 7

Public Education BMP 2: Operate Stormwater Hotline 7

Public Education BMP 3: Distribute Pet Waste Information with Dog Licenses 8

Public Education BMP 4: Summer Pet Waste Campaign 8

Public Education BMP 5: Fall Leaf Waste Campaign 8

Public Education BMP 6: Spring Fertilizer and Grass Clipping Campaign 9

Public Education BMP 7: Outreach to Septic System Owners 9

Public Education BMP 8: Education about Best Practices for Deicing 10

Public Education BMP 9: School Outreach Program 10

Public Education BMP 10: Regional Education Mailing 11

Public Education BMP 11: Educational Outreach Evaluation 11

Public Education BMP 12: Stormwater Education Presentations 11

Public Education BMP 13: Developer/Construction Outreach 12

Public Education BMP 14: Industrial Outreach 12

Public Education BMP 15: Regional Water Quality Forum 12

Public Education BMP 16: Regional Water Quality Data Reports and Press Releases 13

MCM 1: Public Participation 13

General Public Participation Activities 13

Public Participation BMP 1: River Clean Up Days 13

<u>Public Participation BMP 2: Volunteer Water Quality Monitoring Program</u>	14
<u>Public Participation BMP 3: Regional Water Quality Forum</u>	14
<u>Activities Not Corresponding to an MCM</u>	15
<u>General Coordination and Training</u>	15
<u>Appendix A-1: Example Materials for Public Education BMP 3</u>	17
<u>Appendix A-2: Example Materials for Public Education BMP 5</u>	20
<u>Appendix A-3: Example Materials for Public Education BMP 6</u>	22
<u>Appendix A-4: Example Materials for Public Education BMP 7</u>	25
<u>Appendix A-5: Example Materials for Public Education BMP 9</u>	29
<u>Appendix A-6: Example Materials for Public Education BMP 10</u>	35
<u>Appendix A-7: Example Materials for Public Education BMP 11</u>	38
<u>Appendix A-8: Example Materials for Public Education BMP 13</u>	47
<u>Appendix A-9: Example Materials for Public Education BMP 14</u>	50
<u>Appendix A-10: Example Materials for Public Education BMP 16</u>	53
<u>Table 1: Core NSP Public Education and Outreach</u>	70
<u>Table 2: NSP Social Media Post Tracking – Summer Pet Waste Campaign</u>	72
<u>Table 3: NSP Social Media Post Tracking – Fall Leaf Campaign</u>	73
<u>Table 4: NSP Social Media Post Tracking – Spring Fertilizer and Grass Clippings</u>	74
<u>Table 5: NSP Social Media Post Tracking – Septic System Owners</u>	75
<u>Table 6: NSP Unpaid Social Media Post Tracking - Deicing</u>	76
<u>Table 7: Supplemental Social Media Posts by Town</u>	77
<u>Table 8: Paid Social Media Reach by Town</u>	78
<u>Table 9: NSP Social Media Post Tracking – Developer/Construction</u>	79

Introduction

The Neponset Stormwater Partnership (NSP) is a regional stormwater collaborative within the Neponset River Watershed. NSP members work together to reduce stormwater pollution and streamline compliance with the Small Municipal Separate Storm Sewer System (MS4) permit which is administered 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, 2023 to June 30, 2024.

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 yet advance the goals of the permit.

Participating Communities and Organizations

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

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

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

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

Project Funding

The NSP is supported through contributions from the member 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 through the NSP during the reporting 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 Public Education SWMP and a regional Public Education Annual Report. 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 in NSP activities.

Rather, if a community has incorporated by reference the NSP Regional Outreach and Education SWMP into its own municipal SWMP, they can satisfy the education reporting requirement by referencing the NSP Annual Report by including the URL (<https://yourcleanwater.org/about/swmp/>) 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

The NSP maintains several activities addressing Public Education and Participation requirements, including the continued development of a regional outreach program that produces educational material for use by all participating members. For further details regarding the target audience, measurable goals, dates, and materials for each BMP, as well as information about how the BMP complies with Appendix F and H, please see [Table-1](#).

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.

NSP participants met public education requirements through unpaid and/or paid social media campaigns/posts on various platforms including Facebook, Instagram, X (formerly Twitter) and LinkedIn. A spreadsheet of social media analytics may be found in Tables 2-6 for each message. Further distribution by member towns have been identified in [Table-7](#). Analytics from paid advertising in participating towns may be found in [Table-8](#).

Lastly, for those municipalities who took additional steps to distribute social media messaging through other means, those efforts have been recorded in.

Analytical data is achieved differently depending on the social media account; therefore, we quantified social media output using the following definitions;

Reach: This is how the NSP quantifies data on both Facebook and Instagram. According to META Business, *“the number of Account Center accounts that saw your ads at least once.”*

View: This is how the NSP quantifies data on Twitter. The view count shows the total number of times a post has been viewed.

Impressions: This is how the NSP quantifies data on LinkedIn. According to LinkedIn, Impressions are *“views when the post is at least 50% on screen, or when clicked, whichever comes first.”*

Public Education BMP 1: Maintain Educational Website

Description: 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 (<https://yourcleanwater.org>).

Results: This year there were 19,000 page views and 4,000 total users.

Public Education BMP 2: Operate Stormwater Hotline

Description: Operated a regional “stormwater hotline” to field questions and problem reports regarding stormwater from across the region. Reports were collected via a [website form](#), email submissions to stormwater@neponset.org, and phone calls to 781-575-0354 x 300. Responses to reports included answers to questions, additional information or follow up investigation, and/or referral of inquiries/reports to the appropriate municipalities. Anonymity of inquiries was maintained as requested.

Results: Reports were made to the stormwater hotline this year concerning:

- June 17, 2024, call re: two unlined stockpiles of sand at Ponkapoag Golf Course upstream of storm drain. Conservation Agent and Stormwater Manager for the Town of Canton notified. Stockpiles removed promptly by June 21, 2024.
- June 10, 2024, email re: rust colored liquid coming from a pipe behind a local restaurant in Avon and entering a storm drain. Additionally, there was liquid coming from another side of the same restaurant and going towards the same storm drain. This was reported to the Town Engineer and the Conservation Commission in Avon.
- June 6, 2024, call re: mailer received by resident in Avon. Provided information on NSP and Avon’s involvement. Caller was pleased with Avon’s efforts and would call if he noticed any stormwater issues.
- May 21, 2024, call re: apparent sump pump or other discharge to Ponkapoag Brook in Canton under relatively high pressure with foam. Directed report to Canton Conservation Agent and Stormwater Coordinator who visually inspected and deemed clean discharge/no violation.
- December 29, 2023, call re: oil slick on river in Milton. Alerted Milton DPW, who informed NSP that Boston Fire and MassDEP were addressing the problem. Caller also alerted EPA.
- September 22, 2023, call re: construction at the Sharon Library. NepRWA staff visually inspected it and, while appropriate mitigation efforts around the site were well enforced there appeared to be a weak spot near the entrance of construction vehicles. Due to the location of a few stockpiles, the potential for torrential rain in the forecast, fines could inevitably escape from that area and flow into storm drains. Staff contacted the Sharon Conservation Commission who addressed the issue.
- October 16, 2023, call re: stockpile of treated wood along Mother Brook. NepRWA staff walked the Site immediately upon the call, took photos, and contacted Boston Conservation Commission. Conservation agents assessed the situation. October 23, 2023 the same caller reported that the wood had been buried along the river’s edge. Staff again contacted the Conservation Commission who issued an Enforcement Order. Since the enforcement order the Property Management Company and the Conservation Commission have been working together through a Restoration Order.

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

Description: Educational “rack cards” regarding proper pet waste disposal were printed and provided to town clerks’ offices in member towns to distribute with dog licenses, either in person or via mail. An example of the pet waste rack card is provided in [Appendix A-1](#).

Results: All Towns participated in pet waste messaging. A total of 9,300 cards were distributed through Town Clerk offices in partner towns. This strategy is estimated to have reached the entire population of dog owners in participating towns.

Additionally, some towns were able to amplify the message. For example, the Town of Randolph provided a pet waste message to all dog owners by printing it directly on the license receipt and the Town of Milton included a flyer in their annual newsletter distributed to all residents. The Town of Canton provided educational materials on their water bills and in an article that was published in the Canton Citizen and promoted through the Town’s Facebook and Twitter account. Finally, the following towns have NSP dog waste material links on their website: Avon, Canton, Norwood, Randolph, and Sharon.

Public Education BMP 4: Summer Pet Waste

Description: Prepared and published an educational campaign concerning the proper disposal of pet waste. The campaign was distributed both as individual social media posts through the Neponset River Watershed Association’s Facebook, Instagram, LinkedIn and X (formerly Twitter) accounts and as a single paid Facebook/Instagram advertisement which ran for the month of July in certain areas. Member communities were invited to further distribute the message using whatever methods were available to them.

Results: Four social media posts were distributed with each Town/City’s social media accounts tagged for ease of resharing. Analytical data for each post may be found at [Table-2](#).

For those communities who shared on their city/town accounts, this has been documented in [Table-7](#).

NSP communities who participated in paid social media advertising reached 391,956 accounts. For further details see [Table-8](#).

Public Education BMP 5: Fall Leaf Campaign

Description: Prepared and published educational campaign concerning the proper disposal of leaf litter and yard waste. The campaign was distributed both as individual social media posts through the Neponset River Watershed Association’s Facebook, Instagram, LinkedIn and X (formerly Twitter) accounts and as a single paid Facebook/Instagram advertisement which ran in October 2023 in certain areas. Member communities were invited to further distribute the message using whatever methods were available to them.

Additionally, physical flyers with similar information were printed and hung in each member community’s Library, Recreation Department, Town Hall, and Council on Aging. Where

community boards weren't available in certain locations additional flyers were given to the Board of Health or Conservation Commissions. Two separate flyers were distributed based on yard waste pick-up availability for City/Towns. An example of the flyer can be found in [Appendix A-2](#).

Results: Five social media posts were distributed with each Town/City's respected social media accounts tagged for ease of resharing. Analytical data for each post are detailed in [Table-3](#).

For those communities who shared on their city/town accounts, this has been documented in [Table-7](#).

NSP communities who participated in paid social media advertising reached 296,492 accounts. For further details see [Table-8](#).

Public Education BMP 6: Spring Fertilizer and Grass Clipping Campaign

Description: Prepared and published educational campaign concerning the proper use of fertilizer and treatment of grass clippings. The campaign was distributed both as individual social media posts through the Neponset River Watershed Association's Facebook, Instagram, LinkedIn and X (formerly Twitter) accounts and as a single paid Facebook/Instagram advertisement which ran in April 2024 in certain areas. Member communities were invited to further distribute the message using whatever methods were available to them.

Additionally, physical flyers with similar information were printed and hung in each member community's Library, Recreation Department, Town Hall, and Council on Aging. Where community boards weren't available in certain locations additional flyers were given to the Board of Health or Conservation Commissions. Last, a press release was sent out on May 2, 2024. A copy of the flyer and the press release can be found in [Appendix A-3](#).

Results: Two social media posts were distributed with each Town/City's respected social media accounts tagged for ease of resharing. Analytical data for each post are detailed in [Table-4](#).

For those communities who shared on their city/town accounts, this has been documented in [Table-7](#).

NSP communities who participated in paid social media advertising reached 337,459 accounts. For further details see [Table-8](#).

Public Education BMP 7: Outreach to Septic System Owners

Description: Prepared and published educational information about proper use and maintenance of septic systems. The information was distributed through NepRWA's Facebook, Instagram, LinkedIn and X (formerly Twitter) accounts. Six posts were designed to coordinate with the U.S. EPA's SepticSmart Week in the month of September 2023 and included EPA-developed graphics and language that were translated in both English and Spanish.

Additionally, individual letters were sent to new homeowners with septic systems with an informational rack card mirroring the social media messaging. An example of these can be found in [Appendix A-4](#).

Results: Social media posts were distributed with each Town/City's respected social media accounts and tagged for ease of resharing. Analytical data for these posts are detailed in [Table-5](#).

For those communities who shared on their city/town accounts, this has been documented in [Table-7](#).

Additionally, sent 206 letters directly to new septic owners.

Public Education BMP 8: Education about Best Practices for Deicing

Description: Prepared and published educational message concerning the best practices for deicing during the winter. The message was distributed as an individual social media post through NepRWA's Facebook, Instagram, LinkedIn and X (formerly Twitter) accounts. Member communities were invited to further distribute the message using whatever methods were available to them.

Results: One social media posts was distributed with each Town/City's respected social media accounts tagged for ease of resharing. Analytical data for post are detailed in [Table-6](#).

For those communities who shared on their city/town accounts, this has been documented in [Table-7](#).

Public Education BMP 9: School Outreach Program

Description: During the 2023-2024 school year, in person lessons took place in grade 5 classrooms. The program focused on drinking water, local water resources, water conservation, stormwater infrastructure, impact of climate change on stormwater and water resources, and stormwater pollution prevention techniques. The curriculum aligned with the MA 5th grade science curriculum standards. Information was presented using a PowerPoint presentation, a groundwater model, an Enviroscape model and additional hands-on activities. New additions to the program for the 2023-2024 school year included a stronger connection between stormwater and climate change and a new interactive water use activity.

The program was delivered at the individual classroom level by a watershed educator over the course of one visit (Norwood, Quincy, Westwood) or two visits (Avon, Canton, Foxborough, Medfield, Milton, Sharon, Stoughton, Dedham and Walpole). Each visit took approximately 60 minutes. The educator also provided teachers with related classroom resources, which can be found in [Appendix A-5](#), including links to activities, interactives, videos and books, as well as follow-up brochures for students to share with their families. A copy of the Water Conservation and Stormwater presentations are available upon request.

In addition to the grade 5 programs, a onetime 3-hour water program was conducted at Westwood High School to a classroom of mixed-grade students who were participating in a weeklong end-of-the-year seminar called "Waterworld".

Results: During the 2023-2024 school year a total of 161 classrooms were visited, representing an estimated 3,000 families. (63 classes were visited once and 98 classrooms were visited twice for a total of 259 classroom visits). Feedback from teachers was exceedingly positive for the on-line and in-person presentation materials. Results are available upon request.

Public Education BMP 10: Regional Education Mailing

Description: An educational mailing was prepared and distributed to all residential addresses in participating communities (Avon, Canton, Dedham, Foxborough, Medfield, Milton, Norwood, Randolph, Sharon, Stoughton, Westwood, and Walpole) totaling 90,412 mailing addresses in all. The mailing was a 6.25" X 9" postcard that highlighted general stormwater pollution prevention tips. The mail piece referenced key information on fertilizer, lawn maintenance, methods to reduce stormwater runoff, pet waste management, and septic system maintenance, and referred readers to additional information available at the NSP website and the stormwater hotline. A copy of the regional educational mailer can be found in [Appendix A-6](#).

Results: 100% of residential addresses in the target area were reached (90,412 addresses total).

Public Education BMP 11: Educational Outreach Evaluation

Description: Conducted a survey distributed through the general mailer (BMP 10) to over 90,412 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. The survey was also advertised via social media channels. The intent is to repeat this survey regularly and monitor results over time.

Results: Results can be found in [Appendix A-7](#).

Public Education BMP 12: 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.

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

- Stormwater and the Future presentation with the Town of Norwood on January 17, 2024.
- Stormwater and Green Infrastructure within The Neponset River Watershed – Empowering People for Inclusive Communities on February 10, 2024.
- King Tide event at Tenean Beach, Boston February 10, 2024
- Building Resilience: Creating Climate-Ready Futures for our Communities at the Canton UU on April 20, 2024

- Working Together for a Resilient Future with MAPC's Three Rivers Interlocal Council on May 21, 2024

Public Education BMP 13: Developer/Construction Outreach

Description: Prepared and distributed stormwater pollution prevention brochure focused on the developer/construction audience to Building Departments and Conservation Commissions for distribution to permittees or display with online permit applications for projects involving earth work related activities. The brochures include a QR code that links to the NSP [website](#) with additional resources including training workshops and digital copies of the brochure. A copy of the brochure can be found in [Appendix A-8](#).

Additionally, one social media message with similar information was prepared and distributed. The message was distributed as an individual social media post through the Neponset River Watershed Association's Facebook, Instagram, LinkedIn and X (formerly Twitter) accounts. Member communities were invited to further distribute the message using whatever methods were available to them.

Results: One social media post was distributed with each Town/City's respected social media accounts tagged for ease of resharing. Analytical data for the post are detailed in [Table-9](#).

For those communities who shared on their city/town accounts, this has been documented in [Table-7](#).

The informational brochure was distributed to permittees through member communities' Conservation Commission and Building Department.

Public Education BMP 14: Industrial Outreach

Description: Prepared and distributed educational information about stormwater best management practice information to industrial facilities in member towns. A copy of the brochure can be found in [Appendix A-9](#).

Results: An informational brochure was developed and directly mailed to over 1000 industrial properties (identified by GIS) in member towns.

Public Education BMP 15: Regional Water Quality Forum

Description: Organized a public presentation on data from the 2023 Volunteer Water Quality Monitoring Program (MCM 1: Public Participation BMP 2). The presentation covered the results from the 2023 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. In addition, EPA Project Manager Natalie Burgo gave a presentation on the Lower Neponset Superfund work. To expand the potential audience, the event was held in a hybrid model, both

in person at the Canton Library and live via Zoom. Additionally, a recording of the presentation was posted to the NepRWA [website](#) and [YouTube](#).

Results from 2022 water quality season were also used to generate a Boston Harbor report card (with the Charles River Watershed Association, Mystic River Watershed Association, and EPA). River segments were graded on how well they met bacteria swimming and boating standards. An event was held August 3, 2023 in Cambridge, MA with all 3 watershed associations, with remarks from US Senator Ed Markey, as well as EPA Region 1 Director David Cash, MassDEP Commissioner Bonnie Heiple, MassDCR Commissioner Brian Arrigo, MWRA Exec. Director Fred Laskey, Cambridge Mayor Sumbul Siddiqui, Mashpee Wampanoag Tribal Member Hartman Deetz, and X-Cel Adult Education Conservation Corp member Damon Levin.

Results: There were more than 100 registrants for the Regional water quality forum event across both in-person and Zoom. Additionally, a recording of the presentation was uploaded to NepRWA's [YouTube](#) channel, and included on the NepRWA [website](#) where it has received 17 views to date.

The report card event was attended by several media outlets and state and federal agency staff, with the results covered by WGBH, WBUR, the Boston Globe, and the Dorchester Reporter among others.

Public Education BMP 16: Regional Water Quality Data Reports and Press Releases

Description: Organized data from the 2023 (May-October 2023) Volunteer Water Quality Monitoring Programs (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. Years are offset, as data collected in 1 year (e.g. 2023) are analyzed and reported in the following year (i.e. 2024). An example of the Press Release and the Town Report are provided in [Appendix A-10](#). Additional reports and press releases are available on the NepRWA [website](#), the NSP [website](#), and available upon request.

Results: A report and press release were each prepared for the 5 participating towns (Canton, Dedham, Foxborough, Milton, and Westwood). A draft summary press release, with NepRWA staff comments and municipal staff quotes were provided to relevant town officials for review and will be distributed to media once approved.

MCM 1: Public Participation

General Public Participation Activities

Provided a representative to participate in the quarterly 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 23, 2023, and April 20, 2024. At the fall event, more than 100 volunteers worked at 9

locations to remove an estimated 120 bags of trash totaling 9 tons of debris from various waterways, parks, and wetlands. The spring event had 12 locations with approximately 200 volunteers to remove an estimated 200 bags of trash.

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 MassDEP-approved QAPP. The results are used to more meaningfully engage the public in the health of local waterways and the implementation of the MS4 program, to inform municipal IDDE efforts, to track overall progress in improving 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. Participating municipalities also receive Town-specific annual reports regarding the waterways in their jurisdiction. Additional sampling was conducted on Mother, Unquity, and Ponkapoag Brooks in Hyde Park, Milton, and Canton respectively as part of a high school educational training program with Archbishop Williams High School. Additional samples of water and soil were tested for *E. coli* from Sucker Brook and surrounding areas in Lake Massapoag in Sharon as part of their continued work in reducing beach closures and pollution.

Public Participation BMP 3: Regional Water Quality Forum

Organized a public presentation on data from the 2023 Volunteer Water Quality Monitoring Program (Public Participation BMP 2). The presentation covered the results from the 2023 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. In addition, EPA Project Manager Natalie Burgo gave a presentation on the Lower Neponset Superfund work. To expand the potential audience, the event was held in a hybrid model, both in person at the Canton Library and live via Zoom. Additionally, a recording of the presentation was posted to the NepRWA [website](#) and [YouTube](#).

Activities Not Corresponding to an MCM

General Coordination and Training

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

The NSP held four virtual meetings this year. 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:

- Wednesday, July 19, 2023: Kate England, Director of Green Infrastructure for the City of Boston presented "[*Stormwater and Green Infrastructure*](#)"
- Wednesday, October 11, 2023: Jason Mammone, P.E., Town Engineer, Town of Dedham, MA presented "*Stormwater Utility Fees*"
- Wednesday, January 17, 2024: Anne Leiby, Esq and Laura Shiffman, Ph.D., United States Environmental Protection Agency presented "[*RDA Permitting in Massachusetts: What to expect in 2024*](#)"
- Wednesday, April 24, 2024: Benni Marques, Environmental Fellow, Neponset River Watershed Association presented "[*Road Salt in the Neponset River*](#)"

In addition to these meetings, various stormwater-related webinars and training opportunities were shared with NSP members via regular email updates (available upon request). A copy of meeting notes, agendas, and presentations can be found on the [website](#).

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 Managing Director for Community Resilience.

APPENDICES

Appendix A-1: Example Material for Public Education BMP 3

Contents: Rack Card Included with Dog
Licenses

Appendix A-2: Example Material for Public Education BMP 5

Contents: Fall Leaf Distribution Flyer

Appendix A-3: Example Material for Public Education BMP 6

Contents: Spring Fertilizer and Grass
Clippings Press Release and Distribution
Flyer

Appendix A-4: Example Material for Public Education BMP 7

Contents: Letter to New Home Buyers on
Septic and Septic Rack Card Insert

Appendix A-5: Example Material for Public Education BMP 9

Contents: Resources Letter to Teachers
and Brochure for Students

Appendix A-6: Example Material for Public Education BMP 10

Contents: Regional Education Mailer

Appendix A-7: Example Material for Public Education BMP 11

Contents: Educational Outreach Evaluation
Results

Appendix A-8: Example Material for Public Education BMP 13

Contents: Developer and Construction
Outreach Brochure

Appendix A-9: Example Material for Public Education BMP 14

Contents: Industrial Outreach Brochure

Appendix A-10: Example Material for Public Education BMP 16

Contents: Example of a Town Report and
Press Release

TABLES

Table 1: Core NSP Public Education and Outreach

BM P	Topic	Target Audience				Applies to Appendix F (TMDL)		Applies to Appendix H (TMDL)		Measurable Goal
		Resident s	Industr y	Busines s	Developer s	Yes	N/ A	Ye s	N/ A	
1	Maintain Educational Website	X	X	X	X	X		X		Achieve at least 500 unique site visits every year.
2	Operate Stormwater Hotline	X	X	X	X		X		X	Provide immediate answers to or appropriately redirect inquiries generated by regional outreach activities.
3	Distribute Pet Waste Information with Dog Licenses	X				X		X		Participation by 100% of Town Clerks 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.
4	Summer Pet Waste Campaign	X	X	X		X		X		Participation by 100% of NSP communities and reach at least 1,000 people in the NSP region through social media.
5	Fall Leaf Campaign	X	X	X		X		X		Participation by 100% of NSP communities and reach at least 1,000 people in the NSP region through social media.
6	Spring Fertilizer and Grass Clipping Campaign	X	X	X		X		X		Participation by 100% of NSP communities and reach at least 1,000 people in the NSP region through social media.

BM P	Topic	Target Audience				Applies to Appendix F (TMDL)		Applies to Appendix H (TMDL)		Measurable Goal
7	Outreach to Septic System Owners	X		X		X		X		Participation by 100% of NSP communities and reach at least 100 people in the NSP region.
8	Deicing Post	X		X		X		X		Participation by 100% of NSP communities and reach at least 1,000 people in the NSP region through social media.
9	School Outreach Program	X					X		X	Reach at least 80% of households with 5th grade children in participating communities, and 100% positive feedback from participating classroom teachers.
10	Regional Education Mailing	X				X		X		Reach 100% of addressees in participating towns, including those who do not use social media or follow town government communication channels.
11	Educational Outreach Evaluation	X	X	X			X		X	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.
12	Stormwater Education Presentation	X					X		X	Present pertinent stormwater-related information to gathered groups as the opportunity arises.
13	Developer/Construction Outreach				X		X		X	Provide stormwater pollution prevention information to the developer and construction audience who engage in land-disturbing activities in member towns.

BM P	Topic	Target Audience				Applies to Appendix F (TMDL)		Applies to Appendix H (TMDL)		Measurable Goal
14	Industrial Outreach		X				X		X	Provide industrial land use-focused stormwater pollution prevention information to all industrial properties in participating towns as determined by GIS.
15	Regional Water Quality Forum	X					X		X	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.
16	Regional Water Quality Data Reports and Press Releases	X	X	X			X		X	Produce materials for each participating town to use in disseminating the results of this year’s water quality monitoring program.

Table 2: NSP Social Media Post Tracking – Summer Pet Waste Campaign

Date	Social Media Account	Reach/View/Impression
7/5/2023	Facebook	1,514
	Twitter	1,771
	Instagram	110
	LinkedIn	272
7/12/2023	Facebook	1,288
	Twitter	553
	Instagram	450
	LinkedIn	300
7/19/2023	Facebook	1,164
	Twitter	834
	Instagram	181
7/28/2023	Facebook	513
	Twitter	453
	Instagram	246
	LinkedIn	335

Table 3: NSP Social Media Post Tracking – Fall Leaf Campaign

Date	Social Media Account	Reach/View/Impression
10/2/2023	Facebook	1,704
	Twitter (English)	2,508
	Twitter (Spanish)	457
	Instagram	182
	LinkedIn	273
10/9/2023	Facebook	2,988
	Twitter	3,029
	Instagram	83
	LinkedIn	91
10/16/2023	Facebook	1,021
	Twitter	1,020
	Instagram	215
	LinkedIn	218
10/23/2023	Facebook	1,388
	Twitter	1,108
	Instagram	106
	LinkedIn	224
10/30/2023	Facebook	2,570
	Twitter	2,082
	Instagram	150
	LinkedIn	242

Table 4: NSP Social Media Post Tracking – Spring Fertilizer and Grass Clipping

Date	Social Media Account	Reach/View/Impression
4/1/2024	Facebook	3,136
	Twitter	942
	Instagram	131
	LinkedIn	249
4/11/2024	Facebook	788
	Twitter	143
	LinkedIn	141

Table 5: NSP Social Media Post Tracking –
Septic System Owners

Date	Social Media Account	Reach/View/Impression
9/13/2023	Facebook	559
	Twitter	503
	Instagram	90
	LinkedIn	144
9/18/2023	Facebook	2,796
	Twitter (English)	2,761
	Twitter (Spanish)	376
	Instagram	85
	LinkedIn	250
	Facebook	2,322
9/19/2023	Twitter (English)	1,258
	Twitter (Spanish)	203
	Instagram	61
	LinkedIn	281
	Facebook	1,554
9/20/2023	Twitter (English)	935
	Twitter (Spanish)	312
	Instagram	78
	LinkedIn	263
	Facebook	1,462
9/21/2023	Twitter (English)	1,439
	Twitter (Spanish)	229
	Instagram	60
	LinkedIn	267
	Facebook	1,115
9/22/2023	Twitter (English)	2,084
	Twitter (Spanish)	445
	Instagram	64
	LinkedIn	182
	Facebook	

Table 6: NSP Social Media Post Tracking – Deicing

Date	Social Media Account	Reach/View/Impression
12/7/2023	Facebook	2,988
	Twitter	1,766
	Instagram	148
	LinkedIn	217

Table 7: Supplemental Social Media Posts by Town

Social Media Campaigns & Posts	Avon	Canton	Dedham	Foxborough	Medfield	Milton	Norwood	Quincy	Randolph	Sharon	Stoughton	
Summer Pet Waste Campaign	X	X	X	X			X	X		X	X	
Septic Social Media Week Posts	X	X	X	X	X	X	X	X	X	X	X	
Deicing Social Media Post		X	X	X		X	X	X		X		
Fall Leaf Campaign	X	X	X	X	X	X	X	X	X	X	X	
Developer/Construction Social Media Post		X	X	X			X			X	X	
Spring Fertilizer Campaign		X	X	X		X	X			X	X	

Table 8: Paid Social Media Reach by Town

Paid Social Media Reach	Avo n	Canto n	Dedha m	Foxboroug h	Medfiel d	Milto n	Norwoo d	Randolp h	Sharo n	Stoughto n	Walpol e	Westwoo d	Total
Summer Pet Waste Campaign	7,814	34,584	50,656	50,656	26,105	31,296	41,768	38,136	18,835	40,217	31,360	20,529	391,956
Fall Leaf Campaign	6,870	30,130	41,140	17,127	10,253	27,629	39,014	32,894	15,434	34,333	24,162	17,506	296,492
Spring Fertilizer	7,270	33,018	46,478	20,148	12,862	31,732	44,168	38,494	16,274	39,586	27,980	19,449	337,459

Table 9: NSP Social Media Post Tracking – Developer/Construction

Date	Social Media Account	Reach/View/Impression
4/3/2024	Facebook	1,227
	Twitter	765
	Instagram	129
	LinkedIn	232

