



C O N N E C T I C U T R I V E R

S t o r m w a t e r C o m m i t t e e

MS4 Permit Annual Report
for Public Education and Outreach
MCM 1 and additional requirements in Appendixes F and H

July 1, 2019 through June 30, 2020

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The Connecticut River Stormwater Committee annual report provides a summary of all the work undertaken during the July 1, 2019 to June 30, 2020 reporting period. All of this work is directly applicable to all member communities' EPA annual reporting requirements.

Content has been formatted in a manner consistent with the format of the EPA annual report template for Year 2. Because the Connecticut River Stormwater Committee is a regional partnership program, these sections are written from a "regional" perspective rather than municipality-by-municipality. Additional details of community-specific efforts are reported in each municipality's annual report.

In communication with PVPC, who facilitates the coalition, EPA has endorsed and encouraged a regional Annual Reporting approach whereby Connecticut River Stormwater Committee member communities can satisfy the Public Education and Outreach reporting requirement (within MCM 1 and Appendixes F and H) by referencing the coalition's annual report with a url link in their own annual report.

Introduction

1. Coalition Purpose and Membership

The Connecticut River Stormwater Committee is an intergovernmental compact of 19 municipalities, the University of Massachusetts-Amherst, and the Pioneer Valley Planning Commission organized to work cooperatively in meeting US EPA Municipal Separate Storm Sewer System Permit (“MS4 Permit”) requirements for stormwater education and outreach. Facilitated and staffed by the Pioneer Valley Planning Commission, the Committee also works together to meet other permit compliance activities where appropriate and needed. Work for the group is funded through annual dues paid by each member, including PVPC, and through occasional grants. Member communities are shown in Table 1 below.

Table 1: Connecticut River Stormwater Committee Member Communities

Member Community	Committee Representatives and Departments
Agawam	Tracy DeMaio and Mike Albro, Department of Public Works
Belchertown	Steve Williams, Department of Public Works and Erica Cross, Conservation Department
Chicopee	Quinn Lonczak, Department of Public Works
East Longmeadow	Bruce Fenney and Tom Christensen, Department of Public Works
Easthampton	Dan Murphy, Department of Public Works
Granby	Dave Derosiers, Highway Department
Hadley	Chris Okafor, Department of Public Works
Holyoke	Michael McManus and Robert Peirent, Department of Public Works
Longmeadow	Craig Markham and Tim Keane, Department of Public Works
Ludlow	Jim Goodreau, Department of Public Works
Northampton	Doug McDonald, Department of Public Works
Palmer	Angela Panaccione, Conservation Department
South Hadley	Melissa LaBonte, Department of Public Works
Southampton	Randall Kemp and Joesette Picard, Highway Department
Southwick	Randall Brown and Jon Goddard, Department of Public Works
Springfield	Kevin Chaffee, Planning/Conservation Department
West Springfield	Jim Czach and Jesse English, Department of Public Works
Westfield	Casey Berube and Joe Kietner, Department of Public Works
Wilbraham	Tonya Basch and Dean Grochmal, Department of Public Works
University of Massachusetts - Amherst	Neils LaCour and Terri Wolejko

2. Water Quality Considerations in the Region

All Connecticut River Stormwater Committee communities are subject to additional MS4 permit requirements in Appendix F based on waters that are tributaries to the Long Island Sound, which has an approved TMDL for nitrogen.¹ Some member communities are also subject to additional MS4 permit requirements based on the following:

- Lakes and ponds with approved TMDLs for phosphorous (additional requirements within Appendix F of the MS4 permit)
- Waterbodies and their tributaries that are impaired for water quality due to phosphorous (additional requirements within Appendix H of the MS4 permit)
- Waterbodies and their tributaries that are impaired for water quality due to bacteria or pathogens (additional requirements within Appendix H of the MS4 permit)
- Waterbodies and their tributaries that are impaired for water quality due to solids (total suspended solids) (additional requirements within Appendix H of the MS4 permit)

It is important to note that the MS4 permit stipulates that certain additional requirements for public education and outreach messaging in the appendixes can be combined where appropriate. Specifically, Appendix H part I and II as well as Appendix F part A.III, A.IV, A.V, B.I, B.II and B.III.

3. Public Health Connections

While the Covid-19 pandemic presented certain challenges to stormwater messaging, Connecticut River Stormwater Committee members endeavored to align messaging—where appropriate—with heightened public health concerns. This was especially appropriate in two areas: pet waste (#10 below), and the prevalence of Covid-19 associated waste, including gloves and nip bottles (#2 below). Key in these messages was connecting waste thrown on the ground or down street drains as polluting waters for summer-time activity. As examples:

With the Channel 22/WWLP WWLP TV segment in April:

“The bottom line is we want folks to remember that what they ditch on the street or at the park now may be what they’re fishing, boating, and swimming in come summer time.”

With the pet waste Facebook post in April:

With stay at home orders in place, you’re probably walking your dog more than ever before. The Connecticut River Stormwater Committee wants to remind you that dog waste—even bagged!—left on the ground today may be what you’re fishing, boating, and swimming in come summertime. Keep our waters clean of harmful bacteria. Take the Pick up Pet Waste Pledge today!

¹ TMDL = identifies the Total Maximum Daily Load of nitrogen that can be discharged, in this case to Long Island Sound, without significantly impairing the health of the Sound.

Annual Report Part II: Self-Assessment

1. Education and Outreach on Bacteria/Pathogens

- √ Annual Message encouraging the proper management of pet waste, including noting any existing ordinances where appropriate
- √ Disseminated educational material to dog owners at time of issuance or renewal of dog license, or other appropriate time
- √ Provided information to owners of septic systems about proper maintenance

See in sections below numbered: 10, 11, 14, and 15

2. Education and Outreach on Nitrogen and Phosphorous (combined)

- √ Distributed an annual message in the spring (April/May) that encourages the proper use and disposal of grass clippings and encourages the proper use of slow-release fertilizers
- √ Distributed an annual message in the summer (June/July) encouraging the proper management of pet waste, including noting any existing ordinances where appropriate
- √ Distributed an annual message in the fall (August/September/October) encouraging the proper disposal of leaf litter

See in sections below numbered: 8, 9, 10, 12, 13, and 15

Annual Report Part IV: MCM 1 – Public Education and Outreach

1. Think Blue Connecticut River Website

Message description and distribution method: The Think Blue Connecticut River website is at the core of all regional messaging about stormwater. The website at www.thinkblueconnecticutriver.org does the following:

- Covers major areas of messaging about reducing polluted stormwater flows, including lawn and yard care, pet waste management, car care, controlling soil erosion, soaking up the rain, and septic system care
- Addresses the key 4 audiences plus educators
- Serves as the “landing place” for information on nearly all social media messaging

Targeted audiences: Residents, business/institutional/commercial, developers, and industrial

Responsible Department/Parties: PVPC staff and web site consultant

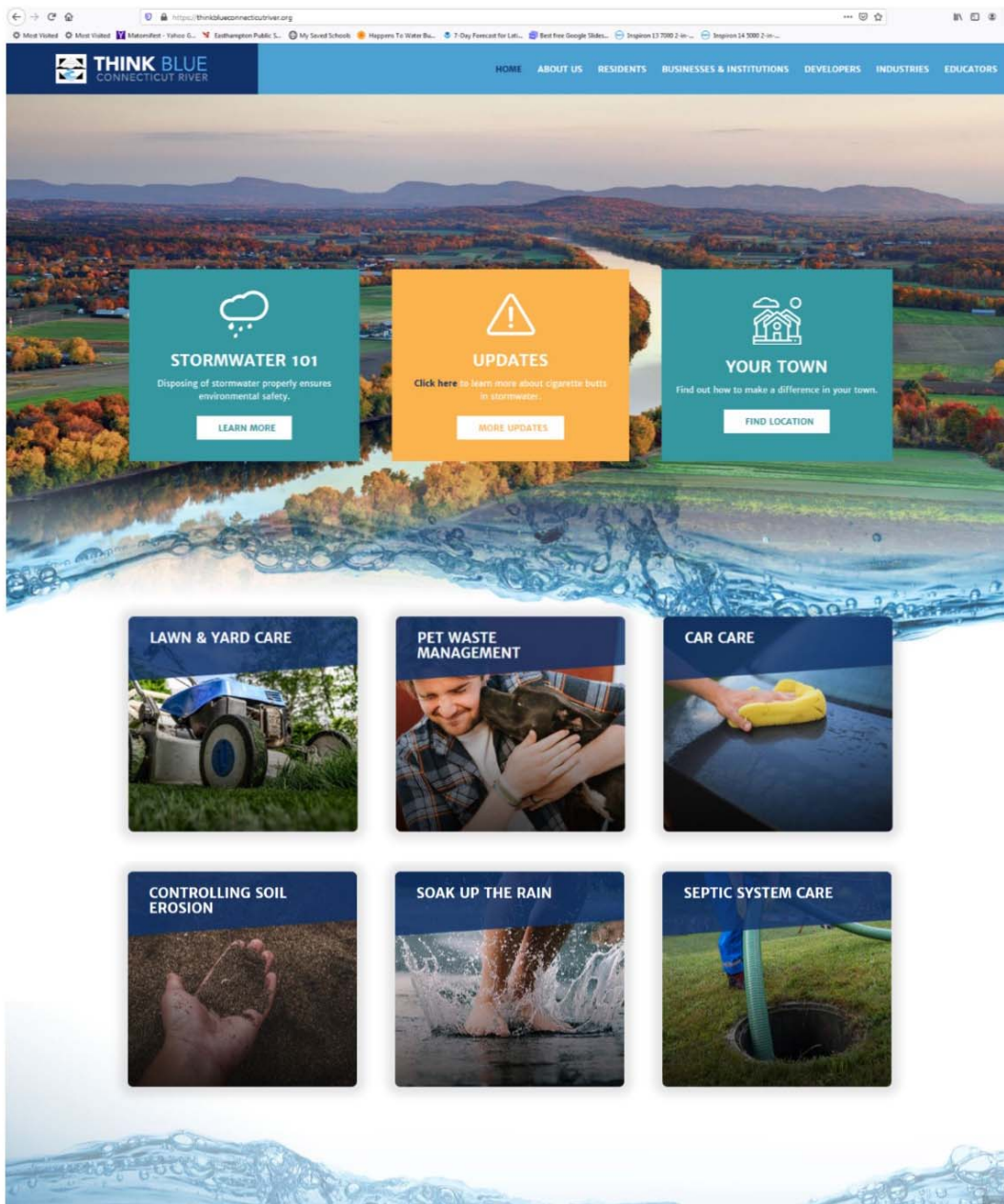
Measurable goal(s): 1,477 people visited the Think Blue Connecticut River website during Year 2 and spent an average of 1 minute, 53 seconds on viewing a total of 3,252 pages on stormwater best practices.

Message dates: July 1, 2019 through June 30, 2020

Message completed for: Appendix F requirements ✓ Appendix H requirements ✓

Was message different than what proposed in your NOI/SWMP? Yes ✓ No

If yes, describe why the change was made: The website was not mentioned in the NOI and SWMP, but with development now completed is most central to all messaging in the region.



2. Covid-19 litter

Message description and distribution method: Connecticut River Stormwater Committee members noted at the April 6, 2020 meeting that all are seeing a tremendous increase in three types of waste likely attributable to Covid-19 and recent stay at home orders. The waste includes: protective latex gloves and alcohol nip bottles strewn on the ground in many places, and increased pet waste either unbagged, but even bagged and left in place. The heightened concern of disease transmission likely plays a part in the uptick in this type of litter. As such, PVPC staff worked on a press release and boosted Facebook post with the key messaging being, “storm flows carry this waste to the river, and we don’t want to be swimming in it come summer.” The press release yielded a high visibility evening news segment on Channel 22/WWLP, on April 9.

Targeted audiences: Residents, and business/institutional/commercial

Responsible Department/Parties: PVPC staff

Measurable Goal(s):

PVPC April 10 Facebook post: 3,450 impressions, 1,234 engagements, and 19 likes and 124 shares

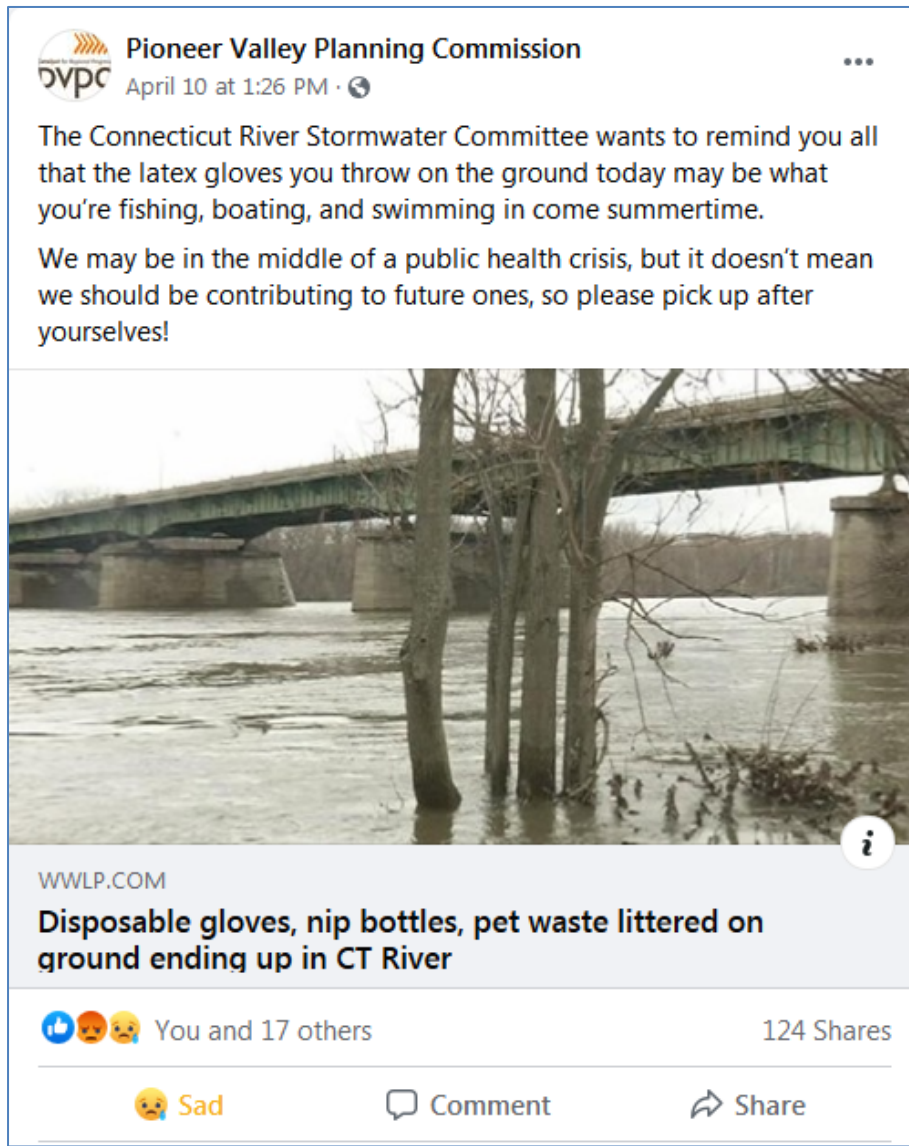
WWLP, Channel 22 news story views and blog post views could not be obtained, but these numbers are likely in the thousands or tens of thousands.

Message dates: April 2020

Was message different than what proposed in your NOI/SWMP? Yes No

If yes, describe why the change was made: This Covid-19 related litter messaging was not mentioned in the NOI and SWMP, but was seen as important addition and completed as part of Year 2 messaging in the region.





3. Cigarette butts - residents

Message description and distribution method: Materials and messaging for this campaign to reduce cigarette butt litter were developed within the reporting period. Due to general sense that messaging would get lost in the mix given far greater public concern with the Covid-19 pandemic, actual launch of campaign messaging was postponed from Year 2 to Year 3. The campaign includes:

- Image of baby bird with cigarette butt in its mouth with message (as shown below)
- Large decals (2x3 feet) for public works vehicles throughout the region
- Web page with additional information on cigarette butt litter and link to informational video from Canadian public broadcasting
- Press release to local media
- Boosted FB post to be shared with MA Audubon and the Connecticut River Conservancy and that links to resources on Think Blue Connecticut River website

Targeted audience: Residents

Responsible department/parties: PVPC staff and member municipalities

Measurable goal(s): NA for this reporting period – postponed to Year 3

Message dates: NA for this reporting period

Was message different than what proposed in your NOI/SWMP? Yes No

If yes, describe why the change was made: Postponed to Year 3 and rather than messaging through use of PVTA bus panels, decided to message with large decals on public works vehicles throughout the region.



4. Dumpster waste and avoiding contaminated flows message - businesses

Message description and distribution method: Materials and messaging for this campaign on dumpster waste and avoiding contaminated flows were developed within the reporting period. Due to general sense that messaging would get lost in the mix given far greater public concern with the Covid-19 pandemic, actual launch of campaign messaging was postponed from Year 2 to Year 3. The campaign includes:

- Presentation that was to be given at March 12 Western Mass Health Officers Association/MassDEP annual spring seminar focused on environmental health
- Flyer to inform Boards of Health on proactive regulatory and educational steps to curb stormwater pollution from dumpsters
- Flyer for Boards of Health for use as part of routine interactions with retail complexes, restaurants/food establishments, and apartment complexes
- Check list for Boards of Health (developed by Town of Palmer Conservation Agent) to use when inspecting restaurants and looking at dumpsters and oil storage

Targeted audience: Business, institutions, and commercial facilities

Responsible department/parties: PVPC staff and member municipalities

Measurable goal(s): NA for this reporting period – postponed to Year 3

Message dates: NA for this reporting period

Was message different than what proposed in your NOI/SWMP? Yes No

If yes, describe why the change was made: Aside from postponing message from Year 2 to Year 3, we learned in the process of developing the campaign that distribution of flyers directly to dumpster companies to provide to customers was not going to be a fruitful strategy. Better to work with Boards of Health to inform them and then get them to distribute the information to dumpster companies (who are allowed/permitted by boards to operate in the community) and to businesses when health agents they are doing routine inspections. The education and outreach effort became two pronged and now includes an additional flyer specifically for Boards of Health.

Given Covid-19 and the demands on Boards of Health during this time, there is agreement among committee members that the best approach will be two pronged for Year 3:

- Post information on Think Blue Connecticut River website with the two PDF documents/flyers on dumpsters, along with a checklist for Boards of Health to use when inspecting restaurants and looking at dumpsters and oil storage.
- Prepare article for MA Health Officers Association Executive Director to announce resources about dumpsters to memberships in the Western MA Public Health Association and the MA Environmental Health Association.

For now, we will put on hold the idea of individual visits with boards of health in each member community to provide brief presentation and stress importance of this work in reducing contaminated stormwater flows.



One flyer is designed to inform Boards of Health on proactive regulatory and educational steps to take to curb stormwater pollution from dumpsters.



Another flyer is designed for Boards of Health use with dumpster users as part of routine interaction with retail complexes, restaurants & food establishments, and apartment complexes.

5. New MS4 development standards and erosion and sediment control - developers

Message description and distribution method: The plan was to conduct a workshop at the regional Western Massachusetts Development Conference. Leading up to the conference—scheduled for May and now postponed to October—conference organizers, however, indicated that a workshop on this topic does not fit with their programming. As an alternative, they offered the ability to have a *Think Blue Connecticut River* table where we could talk with developers and hand out information. The conference is now planned to be held virtually on October 21. Organizers have indicated through communications with PVPC that, “We are using a very cool 3d platform that will provide multiple opportunities for vendors to feature chats, content, videos and other digital material.”

Targeted audience: Developers

Responsible department/parties: PVPC staff and member municipalities

Measurable goal(s): NA for this reporting period – postponed to Year 3

Message dates: NA for this reporting period

Was message different than what proposed in your NOI/SWMP? Yes No

If yes, describe why the change was made: Given the tremendous opportunity provided by this conference, the Connecticut River Stormwater Committee, is moving this messaging to Year 3. Emphasis will likely be on erosion and sediment control and will depend in part on status of ongoing work between MassDEP and EPA to better align MS4 permit and Wetlands Protection Act.

6. Erosion and sediment control - developers

Message description and distribution method: To get some messaging out to developers for Year 2, municipal members agreed that it makes good sense to distribute a letter on municipal letterhead and an EPA brochure on erosion and sediment control to drainlayers operating within their communities. This was a strategy used by Tewksbury Public Works Director Arthur Marcos, kindly shared his draft letter language. PVPC staff developed a contact list for drain layers operating in the region, updated Mr. Marcos' letter and sent those materials along with the EPA brochure on erosion and sediment control for member use.

Some 72 drain layers have been identified in the region. Only East Longmeadow made use of the mailing this year, but other members have indicated they may follow through with this mailing to those operating within their respective jurisdictions in Year 3.

Targeted audience: Developers and drainlayers specifically

Responsible department/parties: PVPC staff and member municipalities

Measurable goal(s): Letters and brochure sent to nine drainlayers in the region that are operating specifically in East Longmeadow.

Message dates: Letters sent spring of 2020

Was message different than what proposed in your NOI/SWMP? Yes No

If yes, describe why the change was made: This was an additional message that some communities chose to do, but was not originally part of the Connecticut River Stormwater Committee NOI/SWMP

7. Fleet maintenance to avoid spills and leaks – industrial facilities

Message description and distribution method: This message is aimed at ensuring that industrial operators with vehicle fleets take care to manage vehicles so as to avoid spills and leaks. The press release to be distributed through the region, as well as the flyer to be distributed to industries in the region are based on the Think Blue Massachusetts flyer developed by Water Words that Work. After several attempts to acquire MSGP permittees through various on-line sources, PVPC obtained the list of MSGP permittees in Massachusetts directly from EPA Region 1 staff. The list shows permittees in every Stormwater Committee community except Southampton and Longmeadow.

Targeted audience: Industrial facilities

Responsible department/parties: PVPC staff and member municipalities

Measurable goal(s): NA for this reporting period – postponed to Year 3

Message dates: NA for this reporting period

Was message different than what proposed in your NOI/SWMP? Yes No

If yes, describe why the change was made: Postponed to Year 3 given likelihood of message getting lost in the mix during all the information around Covid-19 best practices and the struggle for industrial facilities to continue operations during the pandemic.

8. Proper disposal of leaf litter - residents

Message description and distribution method: Messaging for this campaign was adapted from a series of four *Be a Leaf Hero* social media posts developed by the Cape Cod Commission and customized for the Connecticut River Stormwater Committee. The posts provide a series of tips and all tips contained a link to a more in-depth document posted on the Think Blue Connecticut River website. The in-depth document promotes better practices with leaf litter and seeks to build understanding about potential contamination of stormwater with leaf litter.

Targeted audience: Residents

Responsible department/parties: PVPC staff and member municipalities

Measurable goal(s): Boosted Facebook posts that reached a total of 6,903 people, 353 of whom clicked to the link provided for more information. *It is important to note here that Facebook posts present ongoing challenges. Despite best efforts, the 3rd boosted post in this series was taken down by Facebook part way through and the 4th post blocked*

for boosting by zip code altogether. This led to a month-long verification process for PVPC staff with Facebook.

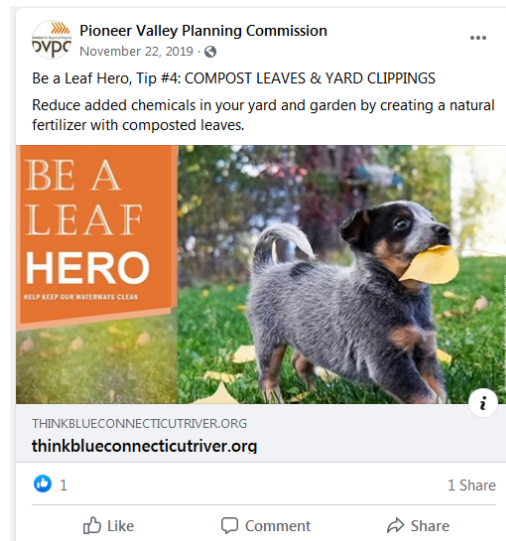
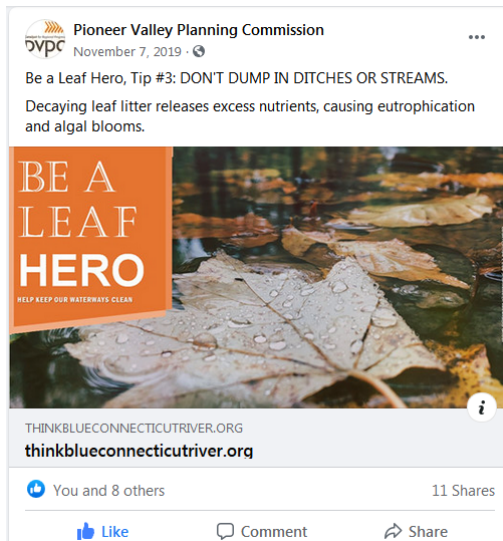
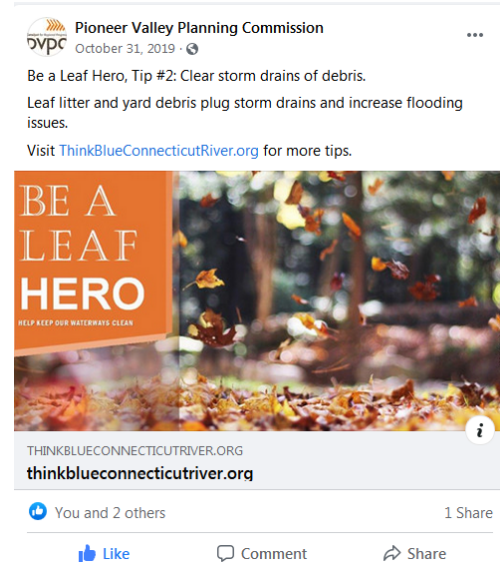
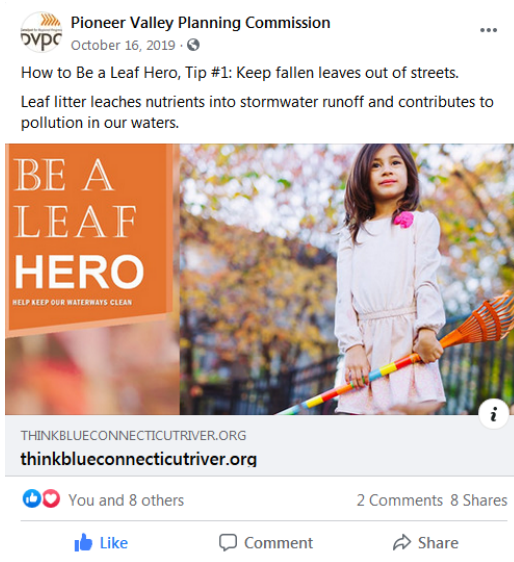
Article in PVPC's *Regional Reporter* that received views from 883 people, 29 of whom clicked to the link provided for more information.

Message dates: Facebook posts ran mid-October through mid-November; article in PVPC's *Regional Reporter* October and November issues

Message completed for: Appendix F requirements ✓ Appendix H requirements ✓

Was message different than what proposed in your NOI/SWMP? Yes ✓ No

If yes, describe why the change was made: Proposal had been for one social media post and press release. Given the cohesion of these social media messages as a whole, the Connecticut River Stormwater Committee decided to run the full series and instead of a media release, developed a one-page document on best practices to which all posts could link.



9. Importance of soil test, proper use of fertilizers, disposal of grass clippings - residents

Message description and distribution method: Social media post, using idea of keeping lawns safe for families. The link provided in the social media post connects to the Think Blue Connecticut River web page on lawn and yard care, which lays out important best practices and links to useful resources, including a video by Paul Tukey, organic lawn care celebrity, as well as guides to popular lawn care chemicals and their hazards.

Targeted audience: Residents

Responsible department/parties: PVPC staff and member municipalities

Measurable goal(s): Boosted Facebook post reached 5,922 people, 110 of whom clicked to the website link for more information. Analytics indicate that the average time spent by visitors on that resource page was nearly 4 minutes.

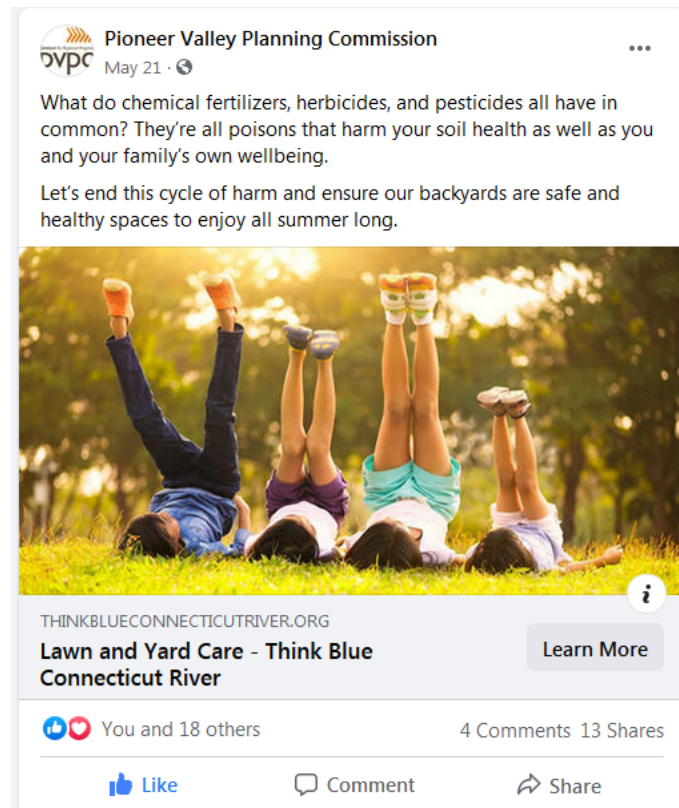
Article in PVPC's *Regional Reporter* that received views from 431 people, 15 of whom clicked to the link provided for more information.

Message dates: Facebook post on May 21, 2020; article in PVPC's *Regional Reporter* May issue

Message completed for: Appendix F requirements ✓ Appendix H Requirements ✓

Was message different than what proposed in your NOI/SWMP? Yes ✓ No

If yes, describe why the change was made: Proposed work had included creating a brochure. Instead, work entailed improving the Think Blue Connecticut River web page on lawn care so that information and resources are all more readily available during Covid-19.



10. Proper management of pet waste - residents

Message description and distribution method: A series of messages were issued this year to drive people to the Think Blue Connecticut River website resources on pet waste, particularly a pledge to pick up pet waste. These messages included multiple Facebook posts, pet waste instructions added to the website, and an electronic form to pledge pet waste pick up. Some communities also did electronic and direct mail distribution of post cards to dog owners. An additional Facebook post was added during “stay at home orders” for Covid-19 given the amount of pet waste Connecticut River Stormwater Committee members were seeing at parks, along streets, and in storm drains. All of this effort was further boosted for summer with a banner pet waste message on MassLive targeting dog owners specifically.

Targeted audience: Residents

Responsible department/parties: PVPC staff and member municipalities

Measurable goal(s): The boosted Facebook posts reached 15,552 people who followed through with 406 clicks.

The articles placed in 6 issues of PVPC’s *Regional Reporter* were viewed by 2,740 people, 48 of whom clicked to a link for more information.

A MassLive banner provided 175,015 impressions with 296 clicks to more information.

During Year 2, Think Blue Connecticut River pet waste page on the website had 730 page views with the analytics indicating that the average time spent by visitors on that resource page was 1 minute and 33 seconds. Of the 189 visitors who proceeded to the pick up pet waste pledge, 70% or 122 people made the commitment to pick up pet waste.

Message dates:

- For summer 2019 message, issued posters and Facebook post on July 30, 2019 (pledge was not yet set up); also placed article in PVPC’s *Regional Reporter* (summer and September).
- Time of licensing 2020, Facebook posts on January 31, February 3, February 6, and boosted post by zip code on February 10; also placed article in PVPC’s *Regional Reporter* (February, March, and April).
- Electronic and direct mail distribution of post cards during February and March
- For Covid-19 messaging, Facebook post boosted by zip code on April 8
- For summer 2020 message, MassLive Banner ad from June 25 through July 24; also placed article in PVPC’s *Regional Reporter* (summer)

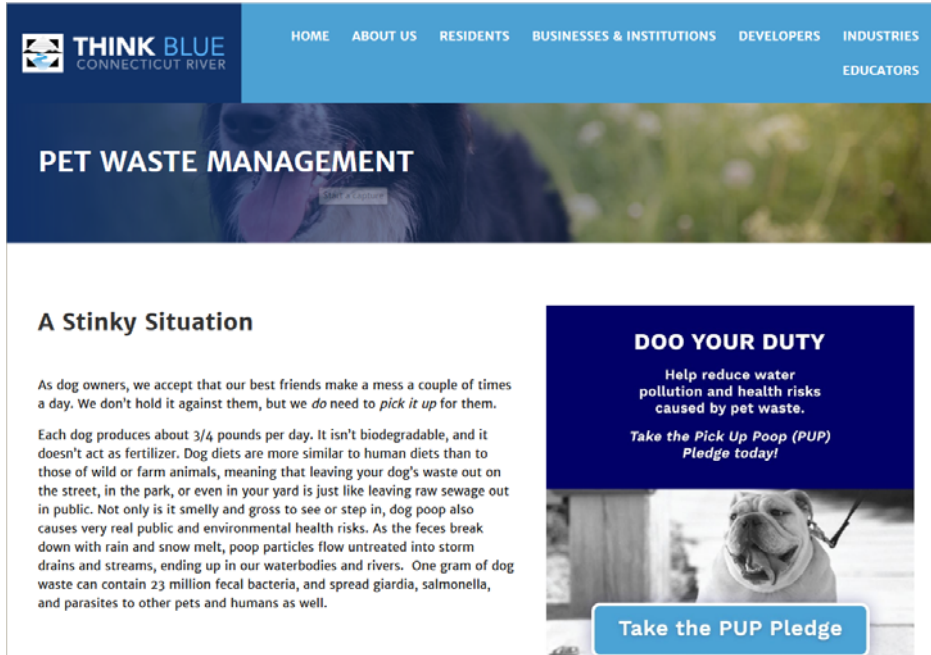
Message completed for: Appendix F requirements Appendix H requirements

Was message different than what proposed in your NOI/SWMP? Yes No

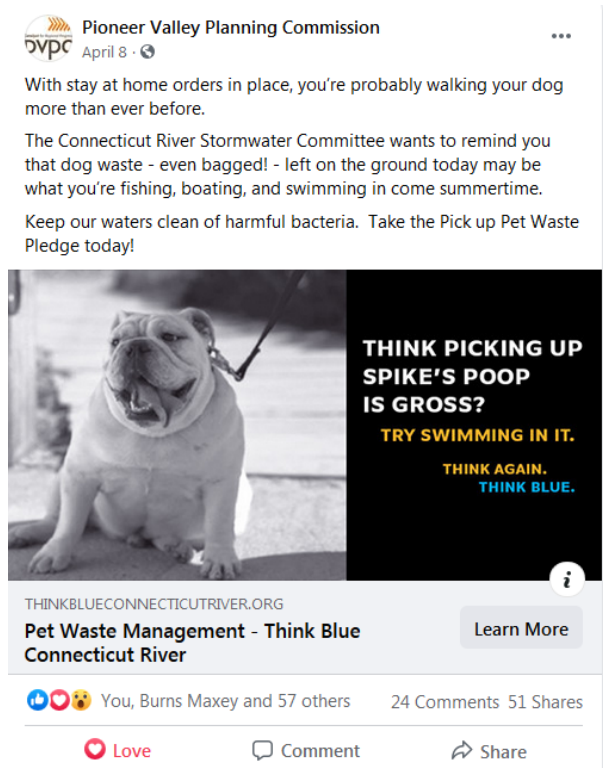
The NOI/SWMP indicated pet waste messaging only in summer months as PVPC understood that messaging under the Appendixes could be combined. EPA has indicated that additional messaging to dog owners “at time of licensing” is required. Messaging at time of licensing

has been added in Year 2, along with additional messaging on pet waste during “stay at home” orders with the pandemic given the increased visibility of associated problems.

If yes, describe why the change was made: To provide additional messaging.



Above: Top of Think Blue Connecticut River Pet Waste Management page with pledge.
Below: Pet waste Facebook post during “stay at home” orders.



11. Proper septic system care - residents

Message description and distribution method: The Think Blue Connecticut River website contains a great resource page on septic system care that includes an infographic on maintenance. To promote the resources on this page for homeowners, the Connecticut River Stormwater Committee did a boosted Facebook post timed to coincide with EPA's Septic Smart Week in September.

PVPC also prepared a draft letter for distribution by Boards of Health to septic system owners. Several communities used this letter in Year 2, while others are planning to use in Year 3. It is important to note that among Connecticut River Stormwater Committee there are several member communities that are highly urbanized with no properties presumed to be using septic systems for sanitary waste disposal.

Targeted audience: Residents

Responsible department/parties: PVPC staff and member municipalities

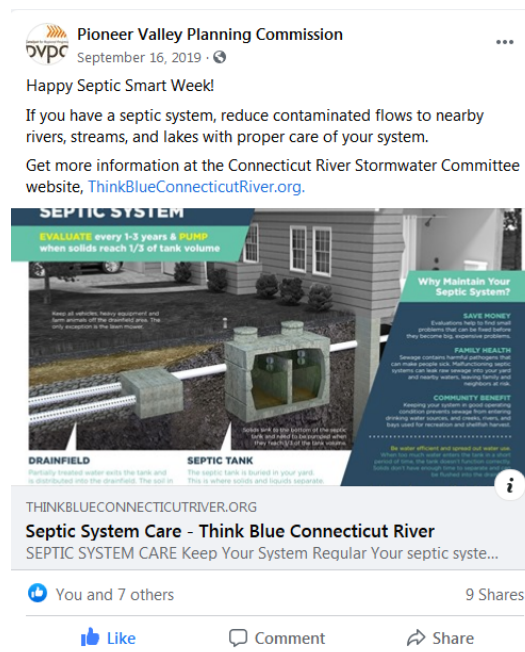
Measurable goal(s): Boosted Facebook posts reached 1,586 people, 176 of whom clicked to the website link for more information. Analytics on the Think Blue Connecticut River web page on septic system care indicate that the average time spent by visitors on that resource page was just over 2 minutes.

Message dates: September 16, 2019

Message completed for: Appendix F requirements Appendix H requirements ✓

Was message different than what proposed in your NOI/SWMP? Yes ✓ No

If yes, describe why the change was made: The NOI/SWMP indicated septic system messaging would be done in Year 3 only as MS4 permit language in Appendix H was not entirely clear on the timing of this message. EPA has since indicated that septic system messaging must occur each year and the Connecticut River Stormwater Committee has adjusted accordingly.



12. Proper disposal of leaf litter - businesses

Message description and distribution method: Mailing to landscapers in the region that promotes best practices and identifies locations for proper disposal of leaf litter. Best practices noted in letter are:

- Keep leaves off of driveways and roadways where they can easily wash into storm drains and contribute to higher nutrient flows during the fall season.
- Use a mulching mower. By mulching the leaves into the lawn, you avoid having to rake/blow and bag and you offer a way to manage autumn leaves while providing your client with free fertilizer. Mulched leaves put nutrients back into the ground and reduce the overall need for more soluble fertilizer products, which present greater problems for our local waterways.
- Alternatively, if your client has an existing compost pile, you can recommend that they consider allowing you to add leaves to the pile. Leaves provide a critically important element (carbon) to the composting process, making for a more soil enriching product to be used in the next growing season. Be sure compost piles are located away from streams, lakes, or storm drains as these decomposing materials and nutrients could easily leach to these water resources.

Targeted audience: Businesses/institutions/commercial facilities

Responsible department/parties: PVPC staff and member municipalities

Measurable goal(s): Mailing to 120 professional land care companies operating in Stormwater Committee member municipalities

Message dates: November 4, 2019

Message completed for: Appendix F requirements Appendix H requirements

Was message different than what proposed in your NOI/SWMP? Yes No

13. Importance of soil test, proper use of fertilizers, disposal of grass clippings - businesses

Message description and distribution method: In-person workshop for land care companies in the region on the need for better practices based on water quality considerations, new state regulations on use of nutrients, and best practices. Updated mailing list of professional land care companies operating in Stormwater Committee member municipalities with help from regional professional association.

Targeted audience: Business/institutions/commercial facilities

Responsible department/parties: PVPC staff and member municipalities

Measurable goal(s): Workshop invitation mailing to 130 professional land care companies operating in Stormwater Committee member municipalities

Message dates: November 4, 2019

Message completed for: Appendix F requirements ✓ Appendix H Requirements ✓

Was message different than what proposed in your NOI/SWMP? Yes ✓ No

If yes, describe why the change was made: This in-person workshop had been planned for April 1 and an invitation issued to landscapers in the region. With the emergence of Covid-19 the workshop was going to be moved to the Zoom virtual meeting platform, but there was little interest expressed from landscapers. Mary Owen of UMass Extension and Hotze Wijnja of MassDAR recommended cancellation of the event as the industry was in upheaval with the pandemic. Also, the audience here was intended to be large institutions with lawns, but some difficulty in identifying these places in practice. For year 3, plan to conduct workshop and invite both these audiences.

2020 Landscaper Brunch and Learn

Nutrient Best Management Practices for Lawns

Wednesday, April 1, 8 to 11 a.m. 60 Congress Street, Springfield, MA
Pioneer Valley Planning Commission (PVPC)

Sessions

- Why care about nutrients?
- How might state regulations affect my work?
- What are best management practices with nutrients?

Speakers

Patty Gambarini, PVPC
Hotze Wijnja, Massachusetts Department of Agricultural Resources
Mary Owen, UMass Amherst Extension

RSVP: Sue Ortiz at PVPC
phone: 413-781-6045
e-mail: sortiz@pvpc.org

Sponsored by the Connecticut River Stormwater Committee, a coalition that includes 19 municipalities

MCLP CE Credit Available



Above is the workshop invitation postcard sent to 130 land care companies in the region.

14. Proper management of goose waste - businesses

Message description and distribution method: Letter to property owners identified as having goose problems, with specific strategies and resources. Chief recommended strategies are signage to discourage people feeding geese and managing “residential” goose populations, by undertaking a program to addle eggs and modify landscapes. Contact information for USDA Wildlife Services in Amherst, was offered as a source of technical assistance and operational management. Also included in the letter were two illustrations of landscaping along water's edge to provide idea of modifications that could help to reduce direct stormwater flows and creates barriers for goose movement from water to foraging area.

Targeted audience: Businesses/institutions/commercial facilities

Responsible department/parties: PVPC staff and member municipalities

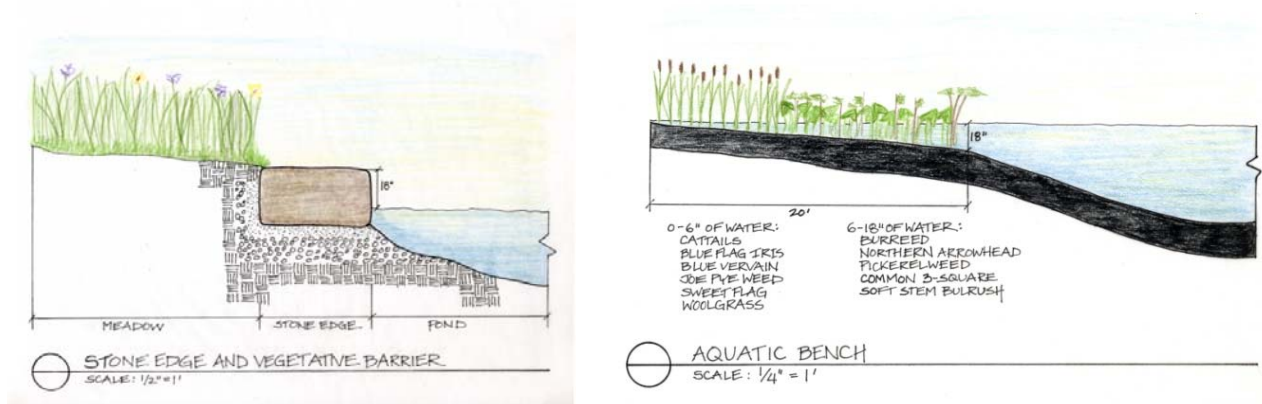
Measurable goal(s): Letters sent to owners of 25 properties with likely ongoing residential goose problems

Message dates: October 21, 2019

Message completed for: Appendix F requirements ✓ Appendix H Requirements ✓

Was message different than what proposed in your NOI/SWMP? Yes ✓ No

If yes, describe why the change was made: Message initially planned for Year 1, but there was no existing recommended practice in place for landowners with goose problems. PVPC conferred with both MassWildlife and USDA Wildlife officials to devise a program of effective strategies.



Illustrations included in letter of landscaping along water's edge to reduce direct stormwater flows and creates barriers for goose movement from water to foraging area.

15. Proper management of pet waste - businesses

Message description and distribution method: Development and distribution of resources for businesses to address improper pet waste disposal on their properties. Resources include a designed sign template, cost estimates for sign production from vendors in the region, and social media material for use in posts by businesses. To promote availability of resources, PVPC reached out to the 11 chambers of commerce operating in the region and provided an article to run in member newsletters. All pet waste resources are made available through the businesses page on the Think Blue Connecticut River website.

Targeted audience: Businesses/institutions/commercial facilities

Responsible department/parties: PVPC staff and member municipalities

Measurable goal(s): Reporting back from Chambers was uneven, but hope is to smooth these lines of communications as this seems good way to reach this audience. Based on Chambers reporting back, newsletters with Poop Fairy article went to 3,295 businesses in the region.

Message dates: Various through June and July, 2020

Message completed for: Appendix F requirements ✓ Appendix H requirements ✓

Was message different than what proposed in your NOI/SWMP?

Yes ✓ No

If yes, describe why the change was made: Had proposed to send letter describing resources directly to property owners with likely pet waste problems. Identifying these properties, however, was not practicable. Outreach through chambers of commerce seemed a more sound approach when it came time to issuing this message.



16. Fowl Water messaging through state-wide campaign

Message description and distribution method: On behalf of the members of the Connecticut River Stormwater Committee, Think Blue Massachusetts ran two educational advertising campaigns using the 30-second video entitled, “Fowl Water.” The “Fowl Water” advertisement helps viewers visualize how stormwater runoff carrying motor oil, pet waste, and trash pollutes local waterways. One campaign ran early in Year 2, from July 1 to July 12, 2019, and the other ran from May 16 to June 5, 2020. Each campaign entailed sponsored video on Facebook and Instagram and pre-roll advertisements on YouTube. See the video at: <http://bit.ly/tbm-fowl-water>

Targeted audience: Residents and businesses/institutions/commercial facilities

Responsible department/parties: Think Blue Massachusetts and Water Words that Work

Measurable goal(s): Water Words that Work reports that within the Connecticut River Stormwater Committee region: 1st campaign resulted in 1,009,224 Facebook and Instagram and 318,970 You Tube ad impressions; 2nd campaign resulted in 708,781 Facebook and Instagram and 619,562 You Tube ad impressions

Message dates: July 1 to July 12, 2019
May 16 to June 5, 2020

Was message different than what proposed in your NOI/SWMP? Yes No

If yes, describe why the change was made: This message is a welcome addition to our program for Year 2 and will be part of the region’s SWMP update.

