



WaterSMART 

[WaterSmartSouthShore.org](http://WaterSmartSouthShore.org)

# The WaterSmart Program

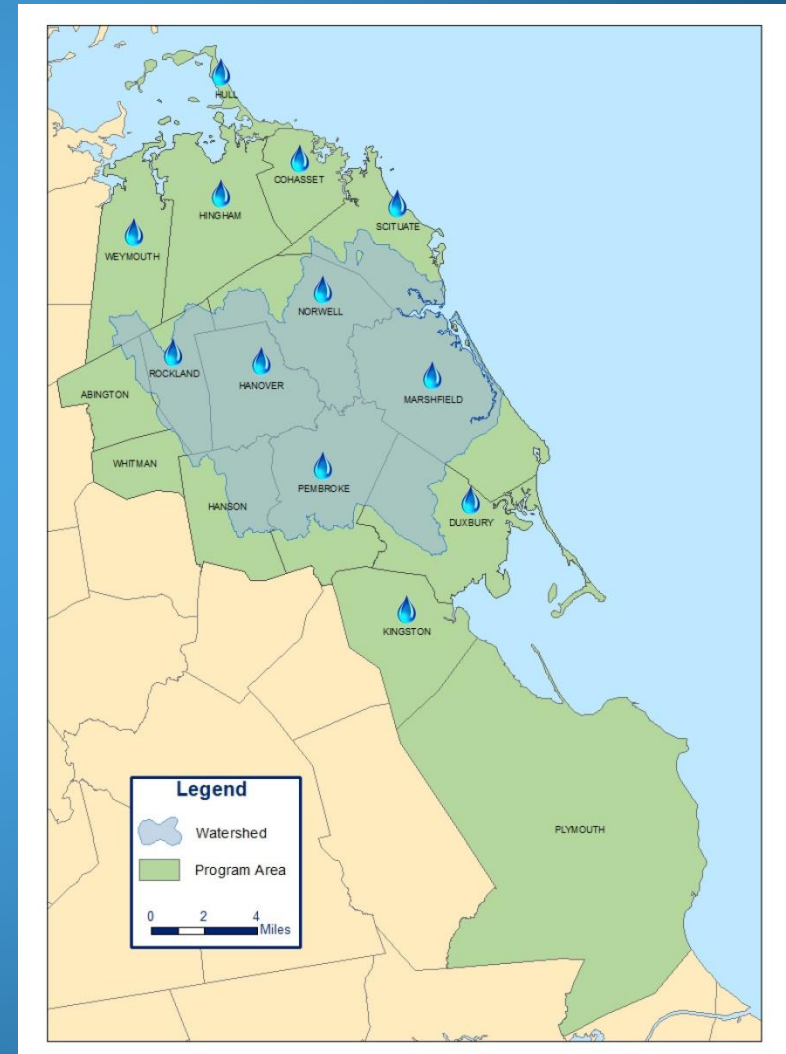
Our programs are based on the belief that **education is key**. Since its creation, WaterSmart has educated thousands of local school-age children, adults, and businesses on water conservation, stormwater pollution, where their water comes from, and how to care for it.



# WaterSmart Towns

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

Cohasset, Duxbury, Hanover, Hingham, Hull, Kingston, Marshfield, Norwell, Pembroke, Rockland, Scituate and Weymouth.



# MS4 EPA Requirements

## Education requirements cover:

- MS4 (stormwater)
- Water Management Act (water supply)

## Must message to four different audiences:

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



### Parking Lot Maintenance Checklist by Season

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



#### Day-to-Day Maintenance

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

#### Winter: Manage Snow and Minimize Environmental Impact

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



#### Spring: Fix Winter Damage

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



#### Summer: Sealcoating and Restriping

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

#### Fall: Regular Cleaning and Leaf Removal

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

WaterSMART [www.watersmartsouthshore.org](http://www.watersmartsouthshore.org)

North and South Rivers Watershed Association  
Published by Lori Kessel Wolfe • May 19 at 12:00 PM

#### You're Not Just Fertilizing the Lawn!

While fertilizers are good for plants, they're not so good for water quality. Fertilizers get washed down the street where they enter storm drains and go into our local waterways unfiltered. In rivers, ponds, and streams, fertilizers can harm fish and wildlife, cause smelly algae blooms, and even affect our drinking water. Learn more about how you can protect our waterways at [www.WaterSmartSouthShore.org](http://www.WaterSmartSouthShore.org) or [www.nwra.org/get-watersmart/greenscaping/](http://www.nwra.org/get-watersmart/greenscaping/) (Image courtesy of Washington State Department of Ecology)



32,922  
People Reached

2,697  
Engagements

Boost Unavailable

# School Program



For more than a decade, the in-school *Water All Around You* program has engaged thousands of elementary-aged students in fun, hands-on educational activities. Stations include building a water filter, a water conservation game, a groundwater model, and more!

**2022 - 19 schools = 3,065 students**



# Education

## Construction

### Stormwater Pollution Prevention Guide

Get Your Permit and Don't Get Sued!



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



## Gardening GREEN EXPO

North and South Rivers Watershed Association  
Published by Lori Kiesel Wolfe 17 · 2 hrs

On the South Shore alone, we have more than 16,000 registered dogs from Weymouth to Kingston. According to the Environmental Protection Agency (EPA), the average dog produces approximately 1/4 pound of waste per day. If you do the math, that's more than 12,000 pounds of poop per day and 4.5 million pounds of poop per year – just on the South Shore! Dog waste is unhealthy for people, other dogs and the environment and one of the largest pet waste issues is improper disposal...

NSRWA.ORG  
The Problem of Dog Waste on the South Shore - North and South Rivers Watershed Association

### Greenscapes Guide

Creating a beautiful healthy yard the natural way...

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

Inside:

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

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

WaterSMART

## Scoop it!

### Scoop the Poop - Whenever and Wherever

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

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

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

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

Web, Print, Social Media, Video, and Events

# Rain Barrel and Composter Sale



The WaterSmart Program through the NSRWA sells rain barrels from the Great American Rain Barrel Company and composters from Earth Machine.

	2016	2017	2018	2019	2020	2021	2022
Rain Barrels	18	54	55	78	60	135	50
Composters	14	26	20	39	24	13	18

# Public Art Raffles



## Save Some Water for Wildlife!

Did you know that the water we use in our homes comes from the water that feeds our rivers, streams and ponds? In the summer our water use doubles, leaving less water for fish and wildlife. Conserving water in the summer is especially important, since that's when our streams and rivers have the least water to give. The largest increase in summer water consumption comes from lawn watering. Choosing water-saving landscaping and watering less can keep more water available for wildlife.

For water saving tips and more go to [WaterSmartSouthShore.org](http://WaterSmartSouthShore.org)

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





# TAKE THE PLEDGE



**WATER FOR  
PEOPLE, NOT LAWNS**

