


**You wouldn't give a child a glass of dirty water.
Then take these steps to keep our water clean for future generations.**

US EPA'S TOP TEN THINGS YOU CAN DO TO IMPROVE WATER QUALITY



- Water your lawn only in early morning or evening to cut down on evaporation.
- Use surfaces that allow water to soak in, not run off, like wood, brick, and gravel.
- Use hardy plants in your yard that require little or no water, fertilizer, or pesticides.
- Recycle yard waste in a compost pile. Leave grass clippings on the lawn.
- Conserve water.
- Pick up after your dog. Dispose of waste in toilet or trash.
- Don't pour toxic chemicals down the drain. Use hazardous collection days.
- Drive less, walk or bike instead.
- Recycle used oil and antifreeze. Wash your car at the car wash.
- Test your soil before applying fertilizer - it may not need it.

Sharing the water, sharing the responsibility...one drop at a time

North Reading Wastewater and Stormwater Planning Advisory Committee and the Martins Pond Reclamation Study Committee
Funded by the Town of North Reading and the Massachusetts Dept. of Environmental Protection
For more info visit www.martinspond.org or www.epa.gov/ow/yearofcleanwater/index.html

North Reading has a very popular summer concert and barbeque series at Ipswich River Park during July and August each year. MPRSC had an information booth at the July 27th barbeque, which included a free T shirt raffle, and giveaway water bottles and frisbees with the “Sharing the Water...” logo. The newspaper advertisements were on display at the booth. North Reading GIS provided poster-size stormwater maps for public education display showing watershed sub-basins and newly collected stormwater features including outfalls, conduits, manholes, and catch basins. Many people visited the booth and learned about the underground conveyance system connected to catch basins and outfalls. To appeal to children, the booth had a table for coloring including “Dwayne the Storm Drain” coloring books, watershed word searches, mazes and puzzles. EPA brochures and bookmarks with “Top ten things you can do to protect the water” and “Water Wise Landscaping Techniques” were available at the booth. Having items of interest to children brought the parents over and the giveaways were distributed with conversation about water issues. People loved finding their houses on the maps and trying to understand how the water moves through town. The booth was featured in the North Reading Transcript.

During storm drain stenciling activities MPRSC used a hand held GPS unit to verify actual storm drain locations against North Reading GIS maps in the Skug River and the Hillview Country Club and Skug River basin areas. These results were provided to the GIS Coordinator at Town Hall for more accurate records.

Additional activities to promote stormwater awareness are ongoing. In November 2005 MPRSC will set up a display at Town Hall with EPA stormwater posters. A free raffle jar will be set up to give away T-shirts weekly. Printed copies of the advertisements, companion brochures, and viewing times for the video “After the Storm” will be on display at Town Hall. We will air the video “After the Storm” on the public access television channel. Construction best management practices (BMP) posters will be on display at the Building permitting office. Finally, homeowner guides to managing stormwater will be available to the public.

This stormwater campaign was successful in raising and reinforcing stormwater issues. Using EPA as a source of information gives leverage and credibility to the values and practices used in this campaign. Partnering with the Wastewater and Stormwater Advisory Committee helped us reinforce the idea that this issue is town-wide.

Website Improvements

The Martins Pond Reclamation Study Committee did have a basic website before this project, which was focused primarily on accomplishments and events surrounding the rebuilding of Clarke Park. MPRSC decided in order for our website to more fully reflect the diversity of the active members, the entire site would require rework with a new look and feel. This rework included highlighting of environmental issues and making improvements in terms of more easily usable and accessible information. The website address is <http://www.martinspond.org/index.htm>.

The result was a much more user-friendly site. The excellent collaboration by our two web designers, Kath Geoffrion Scannell and Lori Downs, improved the maneuverability of the site, added and separated environmental issues, and created several avenues to reach important pages and links. A blog was set up so important information can be posted immediately. The team’s environmental efforts were separated into areas with pages for each issue.

When the stormwater advertisements appeared in the newspaper, the ads were displayed on the site with links for more information, so that if any new visitors checked out the site due to the ad, they would find the information they were looking for very easily.

The updates required a change of web hosting companies due to the increased functionality required by the new, more diverse site. This change occurred without incident or down-time. The team is very happy with the site, and has received calls from many other groups asking us about problems faced at Martins Pond and how they are being dealt with - especially the beaver page. We continue to add content and improve the site to be a resource of information for all. The 2003 Lakes & Ponds report and 2004 US Army Corps, as well as the Draft Diagnostic and Feasibility Study, are accessible through the site.