

# Goals

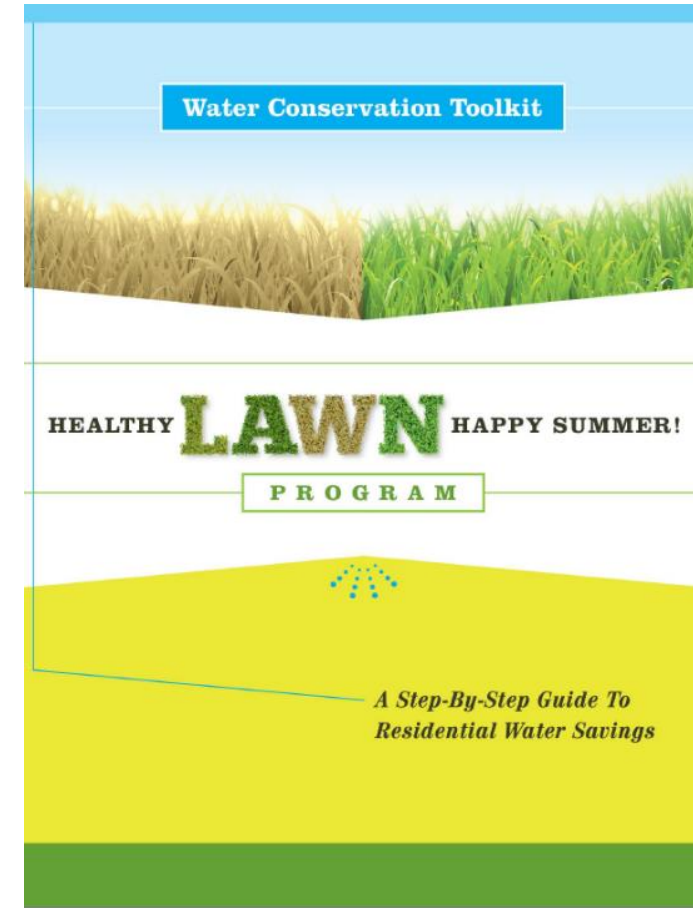
Reduce outdoor summer water use

Help meet Water Management Act Permit requirements

- Minimization Plan for August net groundwater depleted areas, or;
- Compliance Plan for those not meeting the residential gallons per capita day performance standard

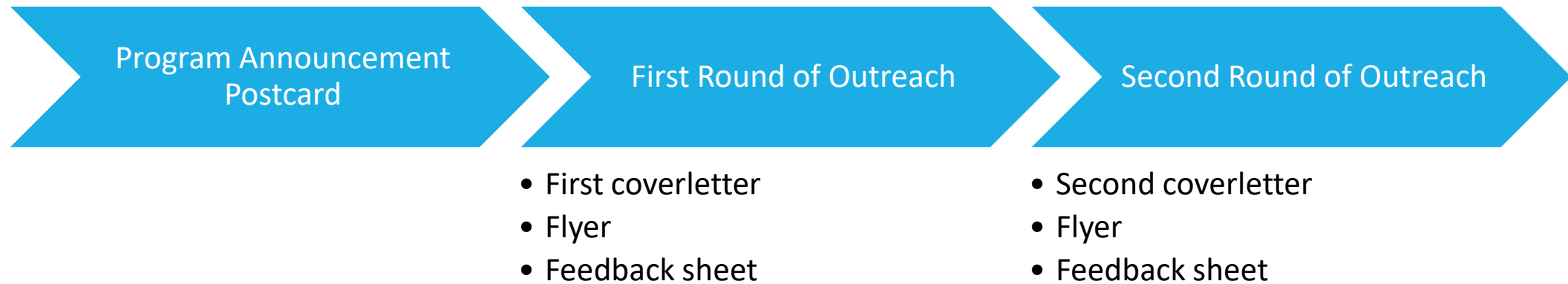
Reach to Duane LeVangie

[duane.levangie@state.ma.us](mailto:duane.levangie@state.ma.us) with questions



# Overview – Full Implementation

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# Alternative Implementation

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## (WATER SUPPLIER LETTERHEAD)

Dear Resident,

As summer approaches, (WATER SUPPLIER) is working with the Massachusetts Department of Environmental Protection (DEP) to assist our residents in saving water and protecting the environment while keeping their lawns healthy. As a community, we have a finite amount of water, even in years when we receive average rainfall. It is important we conserve our water resources to make sure there is enough for all. Residents can still maintain a healthy lawn while watering more efficiently, or not at all.

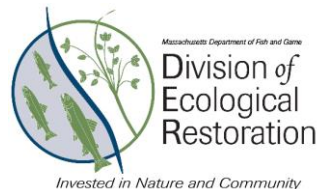
We thank our residents who are already taking action to conserve water. More than half of residents have reported watering their lawn in the summer minimally or not at all.\* However, our community still has room to improve in saving water during the summer. In conjunction with DEP, we developed the enclosed “*Healthy Lawn, Happy Summer*” materials to help inform residents on ways to keep their lawns healthy in summer while saving water at the same time.

If you have any questions, please contact (NAME, TITLE), at (PHONE/EMAIL).

Sincerely,

(SIGNATURE)

(NAME)  
(TITLE)



# Alternative Implementation

**HEALTHY LAWN HAPPY SUMMER!**

*Each of us makes a big impact in (Location)!*

**Reduce Lawn Watering**

Eliminating or reducing summer lawn watering makes a big difference. (Location) households that water their lawns in the summer use an average of 1,900 gallons per week. The average person takes a 10-minute shower for 12 hours!

The fact is (Location) lawns don't need much water to stay healthy. Overwatering your lawn can cause shallow roots and make it susceptible to pests, disease, and drought.

**LAWN WATERING** **SHOWERING**

**1,900 Gallons per week** **12 Hours!**

**Water Only With Rain** **OR** **Water Wisely**

In most years, we get enough rain to maintain a healthy summer lawn. *Healthy grass can go dormant (turn golden) during dry periods but it is not dead and will green up with the return of rain.* Going dormant creates more drought resistance and deeper roots, making a healthier, less sensitive lawn.

**Dormant Grass**

**HEALTHY GRASS**

**DEEPER ROOTS**

Half of (Location) homes already let their lawn go dormant each summer. *Join them by letting your lawn be healthy and natural while saving water, money, and time.*

*A healthy established lawn will likely not need irrigation.* However, if you do water your lawn, follow the tips below to water wisely.

1. Water before 9am or after 5pm to avoid evaporation.
2. Water infrequently and deeply to encourage deep roots.
3. Keep grass long to stay healthy (at least 2.5 to 3 inches).
4. Leave grass clippings on your lawn to keep soil moist.
5. Use a WaterSense-labeled controller on automatic irrigation systems.
6. Tell your lawn care crew to follow these guidelines.

**Save water for your community and the Environment by watering your lawn wisely or not at all.**

Please visit this website for more information: [www.epa.gov/watersense/outdoors](http://www.epa.gov/watersense/outdoors)



# Alternative Implementation

HEALTHY **LAWN** HAPPY SUMMER!

*Each of us makes a big impact in (Location).*

**Reduce Lawn Watering**

Eliminating or reducing summer lawn watering makes a big difference. (Location) households that water their lawns in the summer use an average of 1,900 gallons per week. That's like running your shower for 12 hours!

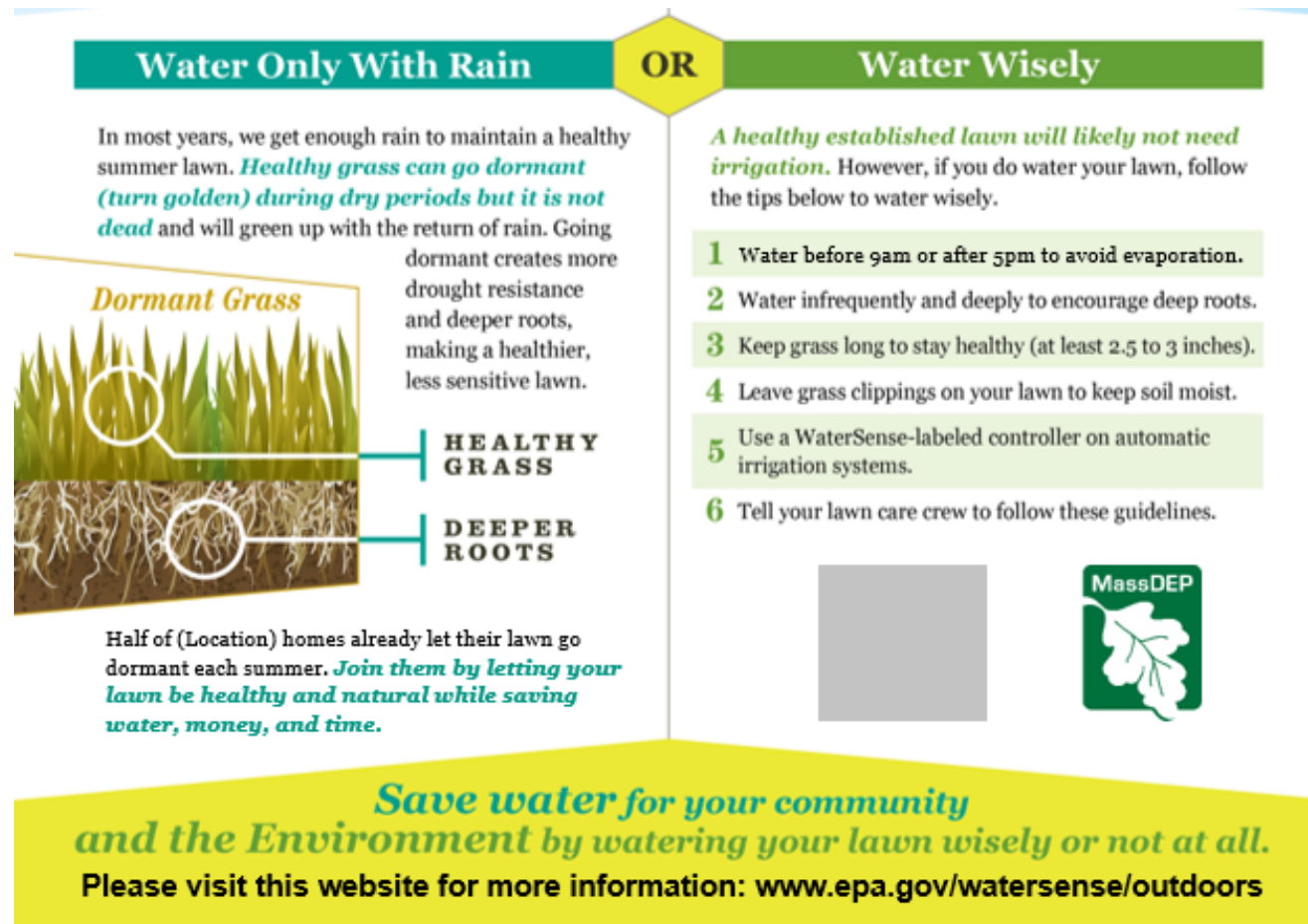
The fact is, (Location) lawns *don't need much water to stay healthy*. Overwatering your lawn can cause shallow roots and make it susceptible to pests, disease, and drought.

**LAWN WATERING** = **SHOWERING**

**1,900 Gallons per week** = **12 Hours!**



# Alternative Implementation



# How to Get Toolkit

Download toolkit:

<https://www.mass.gov/service-details/water-conservation-pilot>

Includes detailed instructions, FAQ, the science behind the work, and the summary 2018 pilot results

If you downloaded it prior to March 9<sup>th</sup>, the program has been updated to default to top 15%, not the top 30%



# Questions?

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REACH OUT TO KAITLIN PHELPS AT [PHELTS@ACTIONRESEARCH-INC.COM](mailto:PHELTS@ACTIONRESEARCH-INC.COM) OR DUANE LEVANGIE [DUANE.LEVANGIE@STATE.MA.US](mailto:DUANE.LEVANGIE@STATE.MA.US)  
FOR OTHER QUESTIONS