

New England Water Works Association
a Section of the American Water Works Association

2019 Water Resources and Sustainability Symposium
5.0 Training Contact Hours (TCHs)

October 30, 2019
8:30 AM — 4:00 PM
Devens Common Center
Devens, MA

"Success in the Face of Challenge"
presented by the NEWWA Water Resources, Conservation, Groundwater, and Sustainability Committees

SYMPOSIUM HIGHLIGHTS

- **Keynote Address:** "The One Water Approach: Strategies for Collaboration"
  SCOTT BERRY, Director of Policy and Government Affairs, US Water Alliance, Washington, DC

- "Climate-Driven Redirection of Water Supply Planning: From Supply to Treatment"

- "Managing a Spring Water Resource for Resiliency – The Long-Term Monitoring Program at Cold Spring, Denmark, ME"

- "Maine Water Company Saco Watershed Collaborative"

- "A Collaborative Approach to Water Resources Management For The Pomperaug River"

- **Breakout Topics:** Risk • Challenges and Barriers to Success • Yesterday, Today, and Tomorrow

- "Healthy Lawn, Happy Summer: A Pilot Project to Reduce Lawn Watering"

- "Conservation Rates: Maintaining Financial and Water Resource Sustainability"

- "Maintaining Financial Stability While Funding Capital and Operational Needs"

SYMPOSIUM SPONSORS
Sponsorship of this symposium to help offset fees for non-profits, NGOs, and others is provided by the following companies:

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2019
Water Resources and Sustainability Symposium
"Success in the Face of Challenges"

*Your badge must be scanned both in AND out to receive 5 TCH credits (pending approval of state agencies).

8:30 AM  Registration & Continental Breakfast

9:00 AM  Welcome and Introduction by Moderators
MATTHEW L. MOSTOLLER, Chair, NEWWA Conservation Committee, and Environmental Manager, Water Supply District of Acton, Acton, MA, and TODD MELANSON, Environmental Compliance Manager, Chelmsford Water District, Chelmsford, MA

9:10 AM  KEYNOTE ADDRESS — “The One Water Approach: Strategies for Collaboration”
SCOTT BERRY, Director of Policy and Government Affairs, US Water Alliance, Washington, DC

Water is the defining issue of our time. It is essential for our health, prosperity, and global environment. At the same time, the water sector faces unprecedented challenges like soaring operating costs, aging infrastructure, affordability for vulnerable populations, and how to make water systems resilient in the face of climate change. The old ways of managing water, quietly and safely in our silos, are inadequate to meet the demands of 21st century realities. The US Water Alliance is fostering a paradigm shift in water management. We believe communities and the environment will see the best outcomes when all water is valued and managed in a way that is integrated, sustainable, and inclusive. We call this innovative, silo-busting approach One Water. For One Water to become the new normal in the United States, water leaders need to forge new ways of doing business. Transformational leadership for One Water is an important step in charting towards a sustainable water future for all. Join this session for insights on what these leaders do and offer to the One Water movement.

10:00 AM  “Climate-Driven Redirection of Water Supply Planning: From Supply to Treatment”
KIRK WESTPHAL, P.E., Senior Principal Planner, Kleinfelder, Boston, MA, GREGG CADEMARTORI, Planning Director, City of Gloucester, MA, and LUCICA HILLER, Water Resources Engineer and Planner, Kleinfelder, Boston, MA

The city of Gloucester, MA, operates six water supply reservoirs on Cape Ann, where limited land area restricts the contributing drainage area. The supply system has proven to be reliable and flexible, and the city has been able to alternate dependence on its various reservoirs seasonally, allowing others to refill while also drawing the highest quality raw water whenever possible. This study examined the potential hydrologic impacts of climate change on future supply adequacy, and yielded an important finding: while the system and its watersheds are not likely to run out of water, the water will not always be in the right place at the right time. The study concluded that Gloucester’s most beneficial investments to protect its water supply against future climate trends would be to improve its flexibility in treating broad combinations of drinking water sources, and not on adding new sources or increasing storage capacity.

10:30 AM  “Managing a Spring Water Resource for Resiliency – The Long-Term Monitoring Program at Cold Spring, Denmark, Maine”
MARK DUBOIS, C.G., Natural Resource Manager, Poland Spring, Poland Spring, ME, and JOHN B. RAND, C.G., Senior Hydrogeologist, John Wood Group, Portland, ME

Cold Spring is located in a sand and gravel aquifer in Denmark, Maine, and provides a source for bottled spring water products for Poland Spring / Nestle Waters North America. To meet the requirements of multiple federal, state and local agencies, Poland Spring and Wood operate a system of long-term data collection, analysis, and reporting that allows for sustainable management of the spring and associated aquifer resources. Also, based on input received during re-permitting, Poland Spring adopted a practice of annual informational meetings to provide increased sharing of data from their monitoring program, transparency in operations, and an opportunity to hear and address public concerns. In addition, report graphics have been improved to more clearly present the relationship between precipitation, groundwater levels, and stream flows. Altogether, the established water monitoring program represents a case study of sustainable water policy and practice in Denmark.

11:00 AM  Break

11:15 AM  “Maine Water Company Saco Watershed Collaborative”
RICK KNOWLTON, President, Maine Water Company, Saco, ME

Maine Water Company has helped to establish and support the Saco Watershed Collaborative, a diverse and dedicated group of partners that are working on multiple priorities in the 1,700-square-mile watershed, but who all share a need or desire for maintaining water quality in the Saco River, which is the sole source of drinking water for more than 40,000 people living in the coastal Maine communities of Biddeford, Saco, Old Orchard Beach, and the Pine Point area of Scarborough. This talk will describe the formation and makeup of the collaborative, four strategic action items being worked on, and examples of specific projects within the watershed undertaken by Maine Water, the NRCS, and US Forest Service.
11:45 AM  "A Collaborative Approach to Water Resources Management For The Pomperaug River"
LEENDERT (LEN) T. DeJONG, Principal Water Resources Professional, Kleinfelder, MA, and Former Executive Director, Pomperaug River Watershed Coalition

This presentation will review the science utilized to support the development of the Pomperaug River Low-flow Operations Plan (Low-flow Plan), as well as the collaborative partnership approach to developing the Low-flow Plan and public engagement regarding various actions; in keeping with the Connecticut State Water Plan. In an effort to relieve stress on Pomperaug River flows during periods of low stream flow, the Town of Southbury, Heritage Village Water Company (“HVWC”), and Pomperaug River Watershed Coalition (“PRWC”) forged a partnership to develop proactive approaches to reduce public water supply demands on the Pomperaug aquifer. The preparation of the Connecticut State Water Plan (CSWP) took a similar collaborative, science-driven approach used for the Pomperaug Low-flow Plan; consensus-building process that resulted in the development of hydrologic summaries for 44 regional basins (including the Pomperaug). The primary goal of the CSWP is to balance multiple interests and establish a common basis for establishing water availability for all uses, drought management, and climate impact analyses, among other objectives.

12:15 PM  Lunch in the Solarium

Afternoon Moderators:  JENNIFER PEDERSON, Executive Director, Massachusetts Water Works Association, Acton, MA, and JOE McGINN, Senior Project Manager, Weston & Sampson, Worcester, MA

1:00 PM  Breakout Groups — 45-minute discussion and 15-minute report back to group. Attendees will be assigned a group.

GROUP 1 — Risk:  What are the consequences in failure to act on the challenges facing our industry?  Are there external issues that have identified that prevent you from addressing risk which could increase the consequences? Should we be weighing low risk and high risk challenges?

GROUP 2 — Challenges and Barriers to Success:  Looking at the program and thinking about the speakers you have heard from already, what ideas have you had?  What are the challenges you have identified in your own organization, are they different than the ones being discussed today?  What are the barriers to success in implementing solutions to challenges in your organization?

GROUP 3 — Yesterday, Today, and Tomorrow:  What are future challenges you foresee?  Are they largely similar to the ones you currently struggle with?  Can previous success or failure inform current and future challenges?

2:00 PM  "Healthy Lawn, Happy Summer: A Pilot Project to Reduce Lawn Watering"
DUANE LEVANGIE, Program Chief, Water Management Act Program, MassDEP, Boston, MA, and MICHELLE CRADDOCK, Watershed Ecologist, MA Division of Ecological Restoration, Boston, MA

Reducing non-essential water use, especially in the summer, is an important tool to maintain drinking water supplies. Many communities in Massachusetts have employed a variety of methods to reduce outdoor water use in the summer via information-based educational programs and watering restrictions. However, success in reducing water use has varied across communities and very little has been done to quantify water savings and program effectiveness. Massachusetts Department of Environmental Protection (MassDEP) has been working since 2018 with several MA communities to pilot a summer water conservation campaign focused on reducing lawn watering. The campaign utilizes Community Based Social Marketing (CBSM), a method that goes beyond traditional education campaigns and uses marketing concepts with other approaches to influence behaviors. The 2018 campaign was piloted in 3 communities and reduced summer water use by 14%, or 39 gallons/day, on average per household as compared to a no campaign control group. MassDEP is working with 6 communities to implement the campaign in 2019 and is developing a toolkit to assist communities in campaign implementation.

2:30 PM  Break

2:45 PM  "Conservation Rates: Maintaining Financial and Water Resource Sustainability"
DAVID FOX, Consultant, Raftelis Financial Consultants, Inc., Natick, MA

Too often water utilities think they are faced with the difficult decision of either promoting water conservation to their customers or maintaining financial sustainability. The truth is, utilities can have both! This session will present the tools available to utilities for incentivizing conservation through water rates, and how to establish financial plans and policies to ensure financial sustainability in the face of reductions in consumption. General tools and policies will be presented along with some specific case studies from utilities around New England.

3:15 PM  "Maintaining Financial Stability While Funding Capital and Operational Needs"
MARY JO BATES, Treasurer/Collector, and MATTHEW MOSTOLLER, Environmental Manager, Water Supply District of Acton, Acton, MA

The Acton Water District has faced many of the challenges that water suppliers throughout New England struggle with. Changing regulations, water quality concerns, limited supply options, increasing costs, and aging infrastructure to name a few! This presentation will highlight challenges Acton faced and how a variety of tools have enabled them to fund both capital projects and operational needs. Financial planning, utilizing both rates and fees, addressing affordability and stable rates, all while achieving conservation success will be discussed.

3:45 PM  Wrap-Up

4:00 PM  Adjourn
TARGET AUDIENCE
Are you concerned about future water resources? Water utility managers, planners, public works managers, consulting and regulatory professionals, and watershed association representatives will find this a comprehensive, timely program of interest. Water commissioners and water board members will also find the symposium a valuable source of information as they look to the future and the water resources available for their communities.

SYMPOSIUM LOCATION
Devens Common Center
31 Andrews Parkway • Devens, Massachusetts 01434
(978) 772-0188 • www.devenscommoncenter.com

TO REGISTER
The discounted fee for watershed organizations, regulatory agencies, water suppliers, and other related non-profit organizations is $60. This reduced fee includes a $90 scholarship provided by the sponsoring organizations. The fee for engineering firms, manufacturers, and all other for-profit organizations is $150. Multiple registrants from the same for-profit organization can attend at a discounted fee of $100. A separate registration form should be completed for each individual. Registration fees cover attendance, TCHs, lunch, handouts, and certificate. Register online at newwa.org. Or, complete the registration form and return by fax to (508) 893-9898 or detach and mail with a check or purchase order to: NEWWA, 125 Hopping Brook Road, Holliston, MA 01746-1471. For questions, call NEWWA at (508) 893-7979.

HOTEL RESERVATIONS
Reservations can be made for the night of October 29th at the Marriott SpringHill Suites Devens Common Center. Mention NEWWA to obtain the rate of $139 per night. To reserve a room please call the hotel directly at (978) 772-3030. A link to the hotel reservation Web site can also be found on the Water Resources Symposium page of the NEWWA Events Calendar at newwa.org. Reservations should be made by September 29th to receive this rate.

SYMPOSIUM EXHIBITOR OPPORTUNITIES
NEWWA has opportunities for companies to exhibit at this symposium. Sponsorship opportunities include breaks, lunch, and materials. If you are interested, please contact Katelyn Todesco at (508) 893-7979 X 232 or email her at ktodesco@newwa.org.

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Training Contact Hours (TCHs): Earn 5 TCHs for attending this symposium (pending approval of state agencies). Your badge must be scanned at the beginning and end of the symposium to be eligible for TCH credit.

Cancellation Policy: If you cannot attend you must contact NEWWA in writing two business days prior to the start of this program to request a refund or credit minus a $30 administrative fee. If you contact NEWWA within one business day you will be charged 100% of the original course registration fee. This charge is non-refundable and non-transferable. Written refund/credit request made for special circumstances will be considered if received within two weeks from the start date of this program. Credits issued are valid for six months from the date of this program. If you register within 2 days of the course - add a $20 late fee.

Photograph and Information Release: Photographs will be taken at this event. By registering for this event you agree to allow NEWWA to use your photo in any NEWWA-related publication or social media site.