



**Sudbury, Assabet and Concord
Wild and Scenic River Stewardship Council Meeting
September 26, 2017**

RSC Representatives present: Anne Slugg- Chair (Sudbury), Sarah Bursky (NPS), Elissa Brown (Concord), Christine Dugan (Lincoln), Ralph Hammond (Bedford), Marlies Henderson (Billerica), Libby Herland (USFWS), Tom Sciacca (Wayland), Ron Chick (Framingham -Alt), Jim Lagerbom (SVT Alt).

RSC Representatives not in attendance: Joseph Piantedosi (Bedford- Alt), Jim Meadors (Lincoln- Alt) Mary Antes (Wayland- Alt), Alison Field-Juma (OARS), Bill Fadden (Framingham), Karen Pelto (MA DEP), Kate Tyrrell (SVT).

Also attending: Julia Blatt and Gabby Queenan, Mass Rivers Alliance; Jared Green, USFWS

Meeting called to order at 7:04 PM by Chair Slugg

Introductions:

Members introduced themselves and welcomed Jared Green, who will be replacing Libby Herland as the Division of Fish and Wildlife Service representative to the RSC. A. Slugg presented a floral bouquet to L. Herland in appreciation of her long and valued service to the Council.

Minutes:

Minor corrections had been supplied by M. Henderson. L. Herland provided an update on the hydraulic spill that had occurred just north of Route 27. She informed the Council that additional remedial actions were required. L. Herland moved to approve the minutes of July 25, 2017 as amended. T. Sciacca seconded. All voted aye with two abstentions.

Presentation by Gabby Queenan of Mass. Rivers Alliance on Water Conservation Messaging During Droughts

G. Queenan opened her presentation by stating that in 2016, when resources had to be summoned in response to the drought, it was realized that conservation messaging was desperately needed and the Drought Management Plan needed to be updated to include such messaging. She found that there was great value in public messaging, with messaging incorporating a collective role most effective in influencing behavior changes. However, the tone and the message content varied significantly in terms of their ability to effect change. Examples include commitment, social norms, and incentives. Such methods are currently being used extensively by energy suppliers.

She then presented the results of a five state (California, Colorado, Oklahoma, Georgia, and Texas) of regulatory agencies and water providers, with a specific example drawn from each state. Programs varied from centralized "Save our Water" programs with farm and gardening tips and "Save money, save water" rebates to programs as simple as drought update notifications (similar to the Massachusetts program). Some states effectively used flyers in water bills and social media. The most effective programs used comparison with neighbors to spur conservation. Based on her study, G. Queenan offered the following recommendations:

- Develop and maintain a year-round, statewide water conservation message
- Prepare water conservation messaging materials in advance of a drought
- Incorporate success stories on existing webpage so that others could learn from their experience
- Connect state drought webpage to the Mass DEP water conservation webpage.
- Improve use of social media for drought condition updates and water conservation messaging
- Develop incentives for water suppliers to create their own conservation education programs
- Improve state and traditional media connections
- Educate the public as to where water comes from
- Engage key public sectors
- Develop a state water conservation

J. Blatt followed with an overview of the Mass Rivers Alliance organization, which she explained presently has 65 members, including the SuAsCo RSC. She noted that the Mass Rivers Alliance is the only organization presently seeking statewide change. They are working more with legislators to increase funding and to support legislation to support the state's rivers. Current legislative priorities are for drought management planning and opposition to the delegation of NPDES to the state. She encouraged members of the RSC to actively contact their legislators, as this is the most effective way of influencing legislative opinion. The Mass Rivers Alliance has a visiting artist who will be working on a guide to the rivers. She invited all to attend their annual meeting scheduled for December 6 at the Beech St Center in Belmont where Gina McCarthy will be speaking.

A discussion ensued on the value of making legislative visits a social event, which some members said have added to the success of such events in the past. A. Slugg suggested that the RSC possibly create a legislative sub-committee. It was also discussed whether the RSC should increase our membership level from the current \$100, which is also the amount donated by the Farmington Wild and Scenic Committee.

Budget/2017 RFP Discussion:

Chair presented an overview of the current budget, with the balance of approximately \$65,000 going to major partners, and \$25,000 going to community grants. She suggested the RSC consider this balance. This led to a discussion of the draft 2017 RFP and the priorities identified; S. Bursky asked for any comments on the priorities as written out. The Council discussed the need for public outreach and education, with R. Chick mentioning more visible access to the river in Framingham, R. Hammond mentioning more physical access and trails in Bedford, and E. Brown suggesting additional awareness of canoe access in Concord. It was noted that there is a separate dollar item for signage and that this would be discussed in November. Any additional comments on the RFP could be sent to her by the end of the week for inclusion in the announcement.

S. Bursky informed the Council that any internal projects needs will need to be funded from this \$25,000, including any work on the 50th celebration of the Wild and Scenic Rivers Act. She described select other events being held by other wild and Scenic Committees to celebrate the Wild and Scenic 50-year anniversary and proposed a working group to develop ideas as to how to celebrate the occasion on the SuAsCo rivers.

There was a contemporaneous discussion of sub-committees, including resurrection of the flow sub-committee, and establishment of a 50 Year Anniversary Public Outreach and Education sub-committee, as well as a Pre-Review sub-committee for grants. T. Sciacca volunteered for the flow subcommittee. R.

Chick questioned whether applicants should present grant ideas to the RSC. It was generally agreed that it would be a good idea for large grants.

Next Meeting:

A. Slugg suggested postponing the next meeting to November 7th. A motion to postpone was voted (Slugg/Dugan) MSV, with two abstentions.

Other announcements

S. Bursky noted that, since C. Delpapa would no longer be participating, a new Secretary would be needed and called for volunteers. Since no volunteers were forthcoming, she suggesting deferring that discussion until later.

E. Brown mentioned the upcoming meeting on the Old Manse Visitor Center on October 3rd at the TriCon church in Concord.

T. Sciacca stated that he had an extra Sudbury River Wild and Scenic sign.

Motion to adjourn made at 9:07 PM. (Slugg/Herland). MSV.

Scribe pre tem: Elissa Brown