

# WATERSHED-SCALE BMP INSTALLATION

*Educating and Engaging Communities in New England*

*PART I*

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*Acton Wakefield Watersheds Alliance*

# WHO ARE WE?

- ❖ Non-profit 501(c)3 charitable organization
- ❖ Work within the communities of Acton, ME & Wakefield, NH
- ❖ Established in 2005 – pilot YCC project
- ❖ 2006 First YCC season
- ❖ What happens on land determines the health of the local waters



# AWWA's YCC SUCCESS

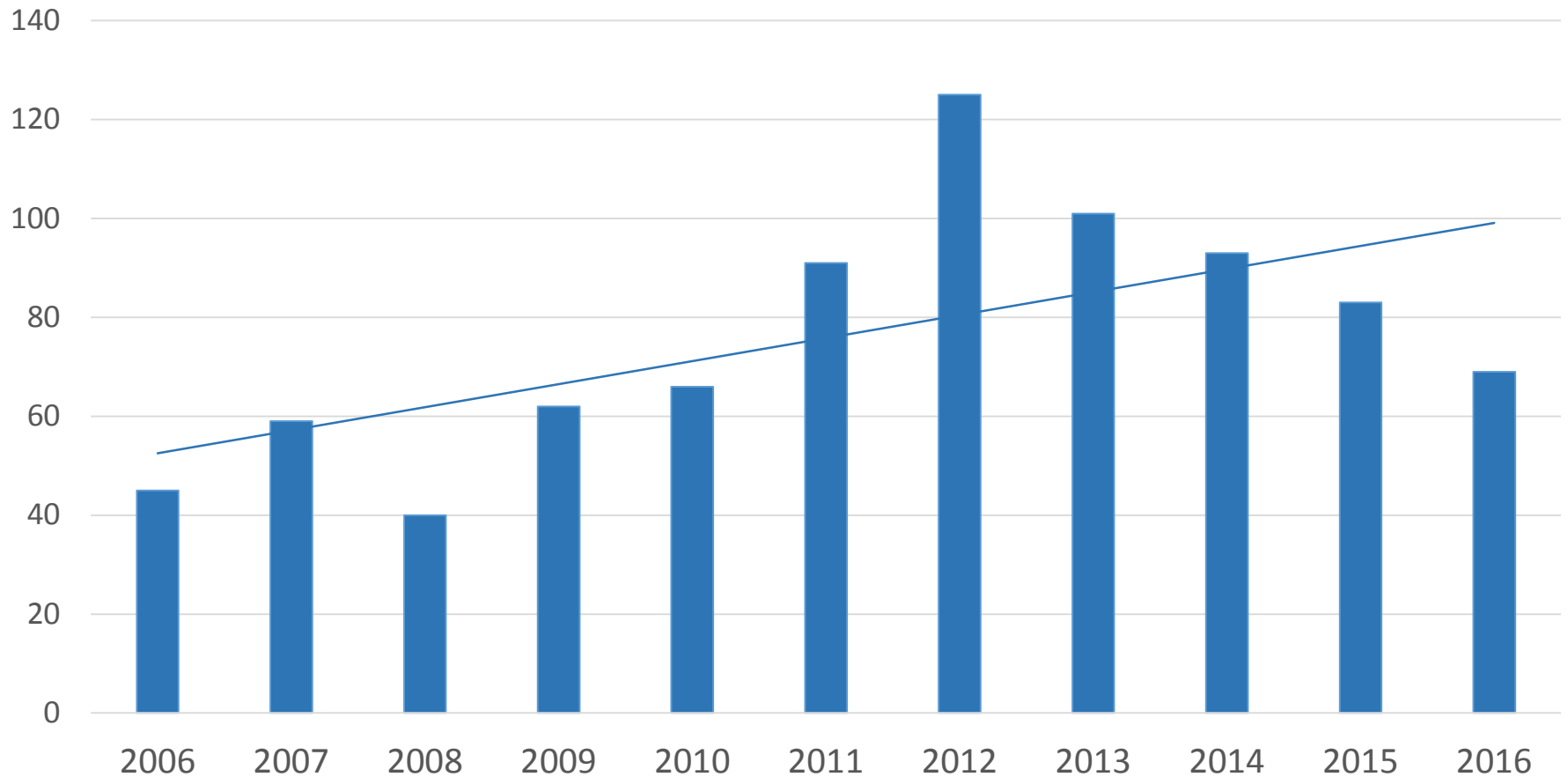
- ❖ Community understanding of the importance of healthy lakes
- ❖ 212 Total project sites
- ❖ 497 Technical Assistance visits
- ❖ > 800 Best Management Practices (BMPs) installed
- ❖ > 390 tons of sediment reduced\*
- ❖ > 330 lbs. of phosphorus reduced\*

\* Using Region 5 Load Estimate Model

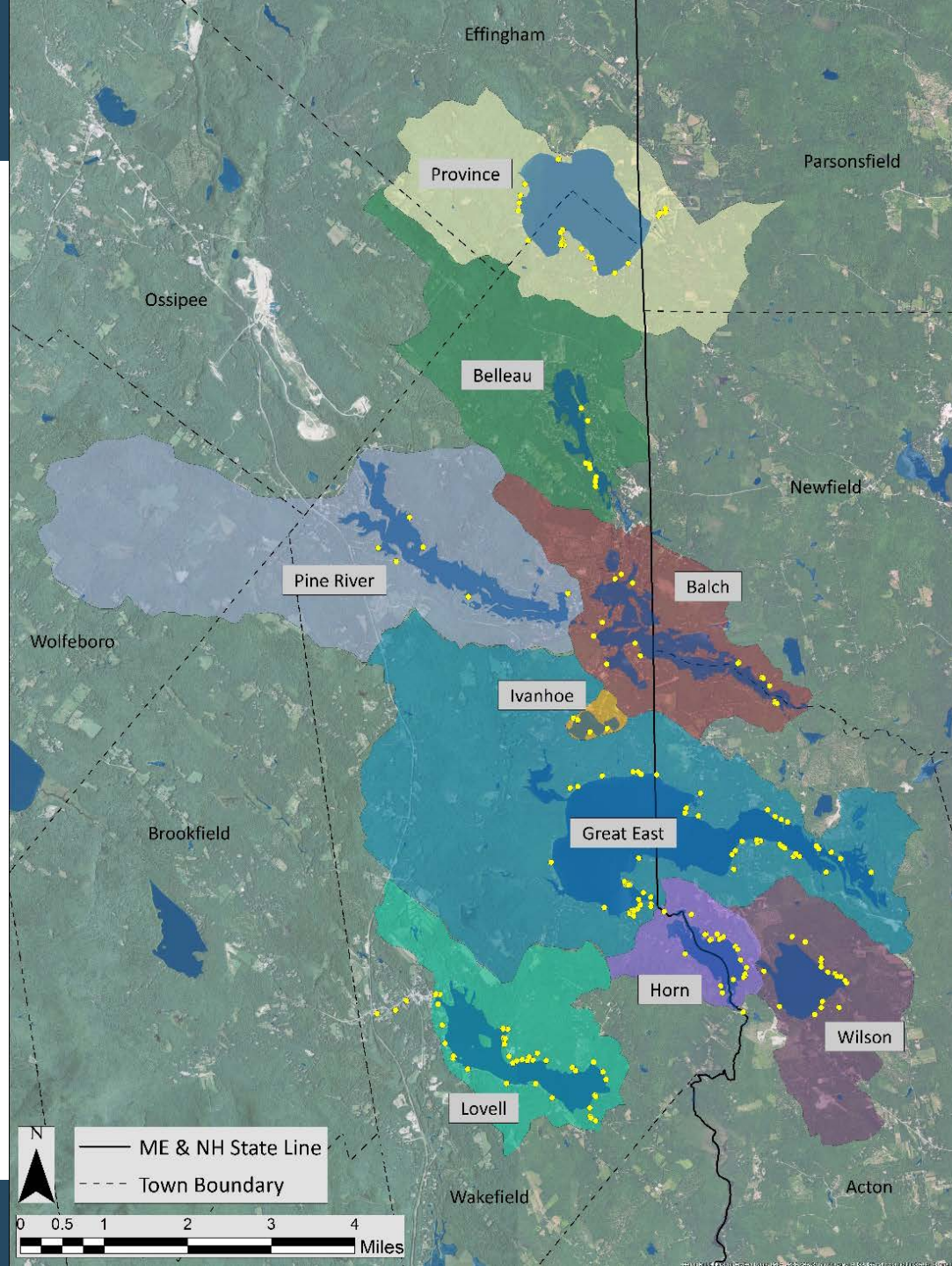


# AWWA's YCC SUCCESS

## Best Management Practices (BMPs) Installed



# YCC Project Sites 2006 - 2016



# Our Crews

- ❖ 45 different crew members & leaders
- ❖ Work extremely hard
- ❖ Take pride in their work
- ❖ Many crew members have returned
- ❖ Crew members evolve into crew leaders
- ❖ Increase in number of women applying



# Our Crews



2006



2007



2008



2009



2010



2011



2012



2013



2014



2015



2016



# Social Marketing

- ❖ Signs at project sites encourage dialogue
- ❖ Learn from your neighbor
- ❖ Curious neighbors asking YCC crew questions





# Social Marketing



**Wilson Lake**  
Eagle Road, ME



**Lovell Lake**  
Brackett Road, NH





Before



After

Infiltration Steps



Before



After

Vegetated Buffer

Before



After



Rain Garden

Before



After



Dripline Trench

# Project Hosts

- ❖ 33% of our top 100 donors have been project hosts.  
Top 100 = over time have given the most to AWWA
- ❖ Over \$50,000 in donations from project hosts
- ❖ Project hosts take a survey at the end of the season and provide feedback

“Good to see young people involved learning and doing something worthwhile”

“It is great to know that citizens are available to help support lake residents, some who would not be able to take on the task themselves”

"Great idea, glad we were contacted, wish it had been years ago"



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## *PART II*



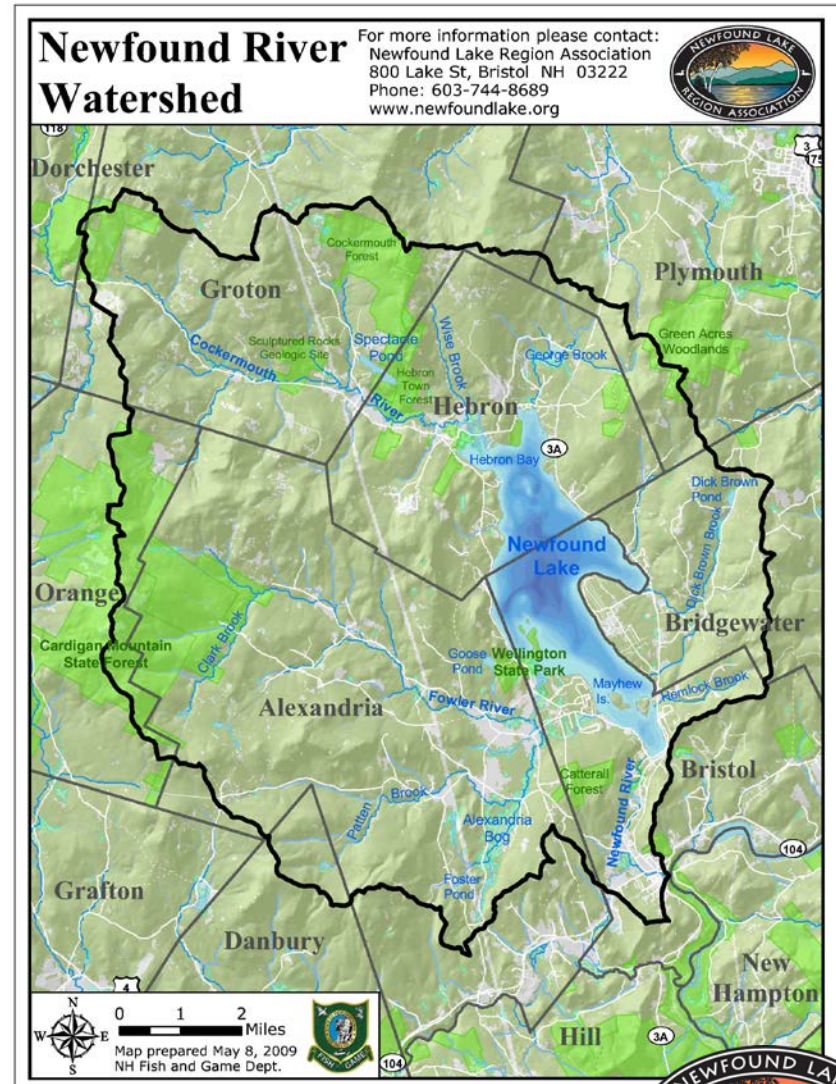
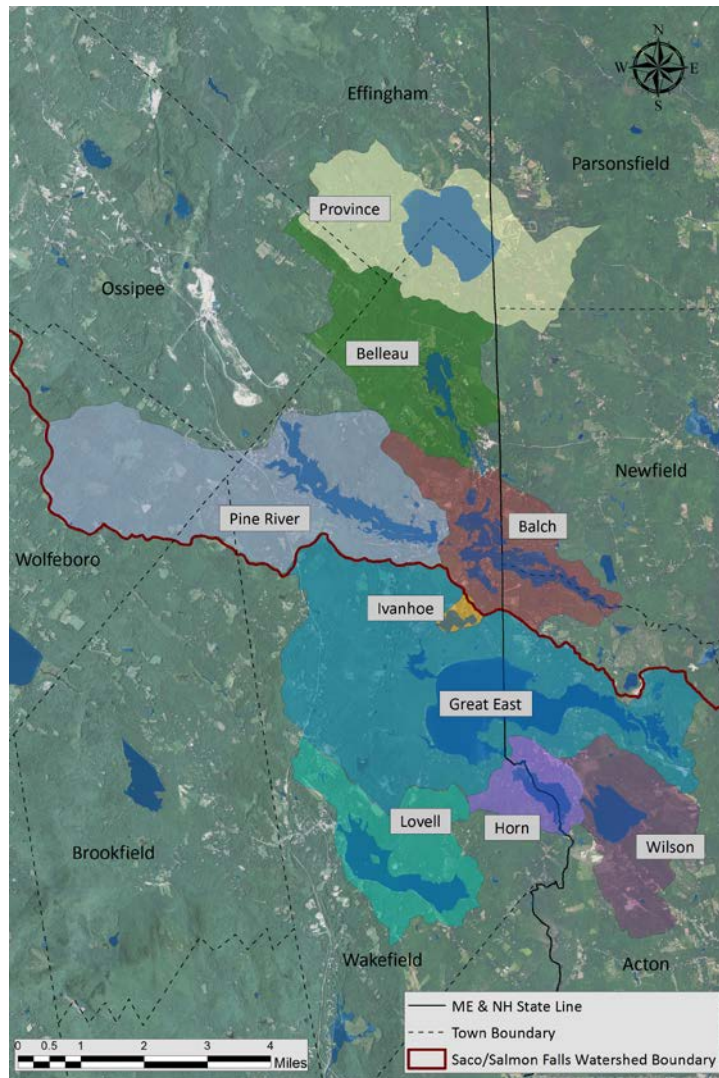
# WHY YCC?

## *Benefits of the Program*



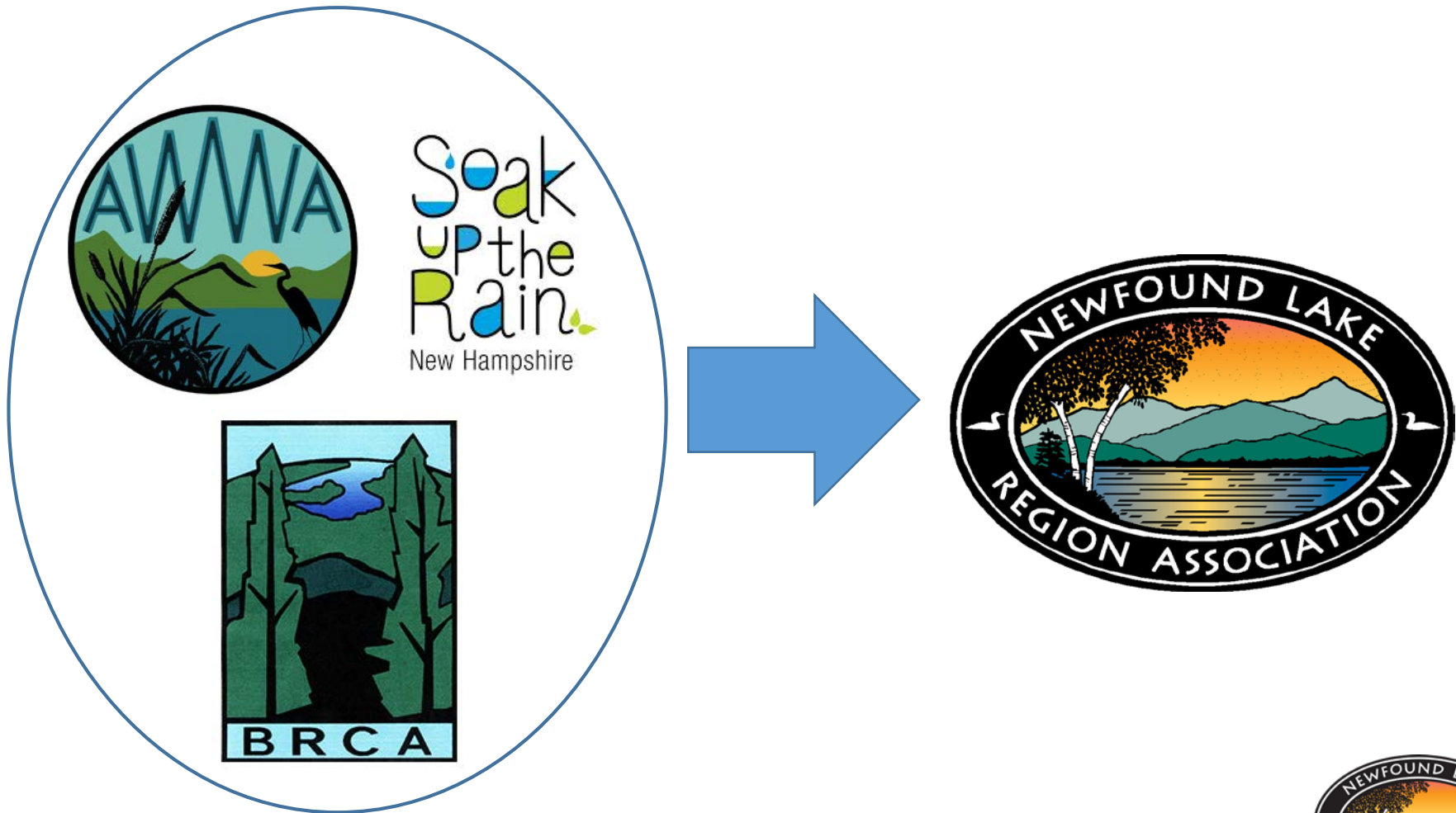
## *Conversations with Local Voting Residents*

# TRANSLATING THE MODEL



# TRANSLATING THE MODEL

Learning And Planning for the Future





# TRANSLATING THE MODEL



## *Outreach*



- Local Businesses (including landscapers)
  - Local Entities- Schools, Towns, etc.
    - Member Base
    - Everyone Else





# LOCAL ENTITIES



- Colleges/  
Universities
- High Schools
- Towns

# MEMBERS ETC.

Protect Your Property  
and Your Clean Water...  
**BECOME A WATER  
WATCHDOG!**


Stormwater runoff and erosion pollute Newfound Lake and can hurt your property. Help eliminate these harmful threats.

Call for  
**FREE**  
Assessment  
& Potential  
Solutions

**The Newfound Youth  
Conservation Corps (Newfound YCC)** will help you take simple steps to prevent erosion, flooding, and stormwater pollution. The Newfound YCC is comprised of trained local youth supervised by the NLRA.

**Want to participate?**  
Labor is provided at no charge.  
You only purchase materials.

All Water Watchdogs will receive a free one-year NLRA membership and be entered to win a private Newfound Eco-Tour (\$200 value).

 **WATER  
WATCHDOG**

**Join the pack!**  
Call 603-744-8689 or sign up online at  
[newfoundlake.org/newfound-ycc](http://newfoundlake.org/newfound-ycc).

## *Outreach*

- Door Hangers
- Email Lists
- Mailings
- Publications

## *Site Assessments*

- Talking to Homeowners/Associations
- Education

# NEXT STEPS



- *More Outreach*

- *Word Of Mouth Advertisement*



- *Learning and Adapting*

- *Completing Projects*

